

16 January 2024

Media Release

Elite Livestock Auctions to consolidate with StockLive

After almost a decade providing first-class online auction services to the livestock sector, Elite Livestock Auctions will move to operating under its parent company StockLive's brand and website from the end of this week, offering customers and users an unmatched marketing, live sale interface and bidding service.

Founded in 2014 by Chris Norris to introduce innovative technology and genuine live sale interfaced auctions to the Australian livestock industry, Elite Livestock Auctions and StockLive were purchased by privately Australian-owned AAM Investment Group (AAM) in 2017.

The move to consolidate brands and online auction platforms under one banner follows AAM's strategy to consolidate its branding over the past year.

StockLive Manager, Libby Tyrell, said despite the changes to the brand and the simplification of running a single online platform, customers will still receive the same industry-leading, personalised service that the original business concept was founded on, with the added benefit of an improved user experience on the new StockLive platform.

"Going forward, StockLive will market its seed stock auctions as 'StockLive Elite' sales, recognising the 'Elite' quality of our country's seedstock producers - something that has been synonymous with Elite Livestock Auctions since its inception," Mrs Tyrell said.

"Our team will be expanding in 2024, as new sale options and functionality are rolled out and released throughout the year, and we are committed to looking for opportunities to improve our service while still continuing to provide users with a premium real-time, live auction experience - something that has not been matched by alternate online offerings."

New functionality being released this week includes improved viewing capabilities and alternatives, larger pre-sale inspection images and video viewing to give purchasers a more complete pre-sale inspection experience.

Mrs Tyrell said the new system upgrades are entirely web-based, meaning specific apps will no longer be necessary place online bids to commercial and seedstock sales across the country online, further simplifying the user experience.

"This will improve accessibility across devices, remove the need to install a separate apps, and allow for easier updates and maintenance of the system," she said.

"Web applications can be accessed on any device with a web browser, offering a universal experience across different platforms (PCs, smartphones and tablets). We have completed thousands of auctions on the previous platforms and I expect we will do much more on the new system over the next few years."

AAM Managing Director and CEO, Garry Edwards, acknowledged the foresight of Chris Norris in challenging the status quo in livestock marketing a decade ago and said AAM is holistically committed to continuing to invest in regional and rural Australia, whether that be through its farms, businesses or technology, to benefit the entire industry.

“We value our many customers, who have trusted our platforms to market, sell and buy livestock, both at Elite seedstock and commercial auctions on farm and at saleyards, and especially during the challenges experienced as a result of travel restrictions during the Covid-19 pandemic. Our priority is continuing to support the growth of Australia's very important agricultural industry for many years to come,” Mr Edwards said.

“AAM is a wholly privately owned Australian business that is exclusively focused on investing in Australia, specifically regional and rural areas, to create a positive and sustainable legacy.

“Over the past 15 years, we have acquired a broad range of agricultural assets and businesses right across the country. While StockLive and Elite were some of our early direct investments, AAM is looking to invest up to \$5m annually in developing and commercialising technology, developed in Australia, to support Australian agricultural businesses.”

Ambitious plans for growth to support rural and regional Australia

Mr Edwards said the consolidation of the company's online auction assets was part of a broader strategy that positions the business for further growth and development.

“Our other ambitious plans for growth over the next five years include investing in family businesses and a broader range of sectors within the Australian agricultural industry.

“To successfully deliver on these goals, we need a strong foundation that clearly showcases who we are as a growing business, what we do and how we support our people, customers, stakeholders and the people of regional and rural Australia.

“If anyone believes that Australians investing in regional and rural Australia is a positive outcome then they should feel free to jump on board with what AAM is doing, engage with our business and our people, and utilise locally developed technology like StockLive.”

The Elite Livestock Auctions platform will be consolidated into the StockLive platform on Friday, 19 January.

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