

Rob Sinnamon



"Mayfield"
6537 Kyogle Road
Kyogle
NSW.2474.
Mobile: 0428 472101
[E-mail- rjsinnamon@gmail.com](mailto:rjsinnamon@gmail.com)

Personal Information

- Nationality: Australian
- Age:57 years
- Place of Birth: Esk, Queensland
- Marital status: married to Lorene with 1 adult son, Andrew

Summary of qualifications

- Proficient in Sustainable Property Development and Management over a Broad range of Production systems from Broad acre farming - small crop production- Pastoral operations in diverse environments
 - Proficient in budgeting, analytical and reforecasting financial models
 - Managed intensive and extensive grazing programs.
 - Extensive proven experience with Commercial Cattle and Seed Stock – implementation and execution of genetic breeding and marketing programs.
 - Property manager and partner Sinnamon family business – Robenlea Santa Gertrudis Stud(1983-2002)
 - Owner Riverina Santa Gertrudis Stud (1977-2022)
 - General Manager Yulgilbar Pastoral Company Pty Ltd (February 2002- March 2022)
 - General Manager Tooloonki Agriculture (2006-2022)
 - Managing Director RL Pastoral Company (2017-2022)
 - Managed properties in Queensland at
 - "Torryburn", Harlin, (Brisbane Valley)
 - "Dingyarra", Toogoolawah (Brisbane Valley)
 - "Peek-a-Doo", Taroom. (Central Queensland)
 - Managed properties in N.S.W. at
 - "Yulgilbar Station" Baryulgil (Northern Rivers)
 - "Tooloonki", Tabulam (Northern Rivers)
 - Purchased personal Kyogle District Property – "Mayfield" in 2017
 - Board/Corporate experience
 - Elected to the Board of the Northern Co-Operative Meat Company in November 2015. Largest "Service" Meat works in Australia. Now known as "The Casino Food Co-op"
 - Councillor Royal Agricultural Society of NSW (May 2009-May 2016)
 - Member of R&D Committee and Communications Committee "Cattle Council" (2016-2018)
 - Managing Director RL Pastoral Company
 - Councillor Santa Gertrudis Breeders Australia Association
-

Education

- Primary school-Harlin State School (School Captain)
- Secondary school (to year 10)-Toogoolawah (School Captain)
- Senior-Brisbane Boys College (Boarder Dormitory Senior)
- Diploma of Agriculture
- Diploma of Rural Business management
- Completed Grazing for Profit School 2004
- Australian Institute of Company Directors Course February 2012

Professional experience

- Industry Leading Management of large Stud and Commercial cattle operations, under a varying range of climatic regions, with both intensive and extensive agricultural systems.
- Experienced Cattlemen with a proven track record covering Tropical, European and British Breeds of Beef Cattle.
- Large scale Lucerne hay production in Queensland and N.S.W.
 - Fodder cropping (broad acre and intensive irrigated systems)
 - Grain production
 - Silage production
 - Soy-a-bean, Corn and Adzuki Bean production
 - Feedlot-ing
 - Heavy Combination (HC) Truck License
 - NSW Firearms License
 - Blue-Card (for Child Related Employment)
 - Proficient operator of Large tractors, Bull dozers, Graders, Farming and Feedlot-ing equipment.
 - Experienced Stockman using both Horses, 4wd Bikes, ATV's and side by side vehicles.

Professional memberships

- Councilor and Member Santa Gertrudis Australia (Association)
- Member NSW Farmers ASSOCIATION
- Councilor-"Royal Agricultural Society of NSW (RAS) 2009-2016
- Life Member "Royal National Association of QLD (RNA)
- Member of Australian Institute of Company Directors
- Justice of The Peace (J.P.) registration number 196448

***Additional
achievements***

Winner 2007 NSW " Farmer of the Year"

Winner "Young Rural Queenslander" of the year 1987

- Semi-finalist Bi-centenary BHP "Pursuit for Excellence" Awards (Rural Category)-1988
- Winner of numerous Beef Cattle Young Judges competitions, including Queensland Champion Beef Cattle Judge 1986 and 1988.
- Australian Champion Beef Cattle Young Judge 1988
- Study tour to the United States 1987 enabling an extensive tour of cattle ranches and research in up-to-date Embryo Transfer technology at Texas A.&M. University
- Study tour of the South African "Beef Industry" in 2007
- Study tour to South America in 2009 looking at the Agricultural and Livestock industries in Brazil and Argentina.
- Study tour to the United States, England, Italy and Hong Kong in 2015 looking at Opportunities in terms of trade and investment in the Australian Beef Industry and sourcing new genetics.
- Study tour to the US in 2019 sourcing new Genetics and attending Santa Gertrudis World Congress
- Winner of numerous Beef Cattle parader's competitions (at Royal show level)
- Judged most breeds of cattle in all States of Australia at Royal show level as well as in the U.S.

***Community
activities***

- (1985-2008) Member-Youth sub-committee Santa Gertrudis Association, responsible for running of the Annual National Junior Santa Gertrudis Show
- Have lectured and judged at numerous Junior Shows and Judging clinics (of all breeds)
- Involved in production of a training video for the handling and showing of stud- beef cattle.
- Previous Vice Chairman Balunda-A Correctional facility community liaison committee
- Vice Captain Baryulgil Rural Fire Brigade (2002-2015)
- Member Baryulgil Beef Plan Group (benchmarking group)
- member NSW DPI North Coast Hunter Regional Extension Stakeholder Reference Group
- Appointed a "Councilor" of the Royal Agricultural Society of NSW (2009-2016) running the Largest Agricultural Exhibition in the Southern Hemisphere.
- Industry Liaison officer (Animal Health Australia)
- Member 2011 Beef CRC "Review Panel"

Accreditations

- Implemented Quality Assurance program (Cattle Care) on 3 properties.
- LPA, MSA and "EU" property accreditation experience
- Certificate of Accreditation of Veterinary and Agricultural Chemical Application
- Conversant with several agricultural and financial computer programs including
 - Herd master
 - Agriwebb
 - PAM
 - MYOB
 - Excel
 - Word.
 - Xero
- Experienced in compilation of-
 - Annual reports
 - Feasibility studies
 - Forward Planning
 - Extensive Budgeting and Cashflow Management experience
 - Experienced in sale cattle catalogue compilation
 - Experienced in running Advertising Programs including Print, Television and Web based campaigns
 - Extensive Artificial Insemination(technician) (A.I.) experience
 - Experienced in conducting Embryo transfer and IVF programs
 - Proficient Pregnancy testing and routine veterinary procedures / and formulating herd animal health systems.
 - Ability to Mentor, Train, Mediate and Work with large numbers of staff.
 - Experienced in managing large events including Production Sales and Field Days
 - Highly focused on OH&S in the workplace and ensuring compliance.
 - Well Connected to Agricultural Industry

*Rob Sinnamon will shortly complete in March 2022, 20 years as General Manager Yulgilbar Pastoral Company and is now actively looking at all opportunities that utilize his skill sets and is open to looking at further Agriculturally related Board positions, Advisory Roles and Mentoring opportunities while continuing to develop Sinnamon family business.