

The Evolution of the Society Brandmark - A History of our Logo

Society Emblem

At the Committee Meeting held at Sydney Showground on 30th March 1972, the Society emblem was discussed and it was found that neither of the proposed emblems were suitable, and that a decision would be made regarding the Society emblem at the next meeting.

The Society's First Annual General Meeting was the next meeting, and was held at Tamworth RSL on 5th July 1972. After some discussion, the necessity for an emblem to go on envelopes, car stickers and coat lapels was pointed out by Mr AL Clothier. Three designs were then considered, being as follows:

1. That the Society emblem be a campdrafter and bullock facing the viewer.
2. That the emblem be a good type of plain horse.
3. That the emblem be a good type of stockman's horse in a map of Australia.

Mr Wetthenhall showed a number of his photographs and paintings for the meeting's perusal and comments.

The first design was defeated, the second withdrawn and the third design was accepted. It was then moved AL Clothier, seconded OC Varley, that Messrs Wetthenhall, Gavin and S Hill produce an emblem in conformity with the previous motion.

At the Management Council Meeting at Dubbo on 16th September 1972, the matter of the emblem was discussed again, and left in the hands of Mrs Faulkner for further investigation.

At the Management Council Meeting on 28th September 1973, the Secretary advised that Mrs Faulkner had written to say that she had been unable to have anything produced.

Mr Clothier stated that the Queensland Division of the Society had a suggestion for an emblem. It was then moved that the combined National and Queensland executives at their coming meeting, be empowered to examine the Queensland emblem and any other emblems, and decide in favour of one - if they consider it acceptable.

It was eventually decided that the Society emblem would be a good type of stockman's horse in a map of Australia.



In **2003** the Society added a more modern looking emblem, to coexist with the original emblem.

Society Flag

The Society Flag was first commissioned in 1977 at a meeting at the Tamworth RSL Club. At this meeting the Federal Council resolved that the flag include two green bands on the outside, with a gold centre and a black 'A' brand on the gold section.

Over the years many variations of the flag appeared.

The flag as it appeared in 1977.



Society A Brand

At the General Meeting at Tamworth RSL Club on 15th July 1971, it was moved W Munro and seconded T Hill that the Society Brand be a small printed 'A'; or, as close to this as can be obtained, and the brand be placed on the near thigh. A number of brands were considered, and the meeting agreed upon the brand which was designed by Mr Bert Griffiths. It was decided at the next meeting in November, that all horses, which have been registered, be branded as soon as possible, and all horses to be branded on inspection, providing the fee is paid.

At the Annual General Meeting in Tamworth on the 5th July 1972, another motion was accepted regarding the Society's branding of horses; being that all horses be branded with the Society brand, excepting mares and stallions in the appendix.

The Federal Executive Meeting at Glen Innes on 22nd January 1974 discussed the 'A' brand as it had been noted that the symbol was varied in shape and size in various publications.

