

"The Cattle Kingdom" At Beef '94

1994—The Year of the Family—heralds the third triennial week-long Australian Beef Industry Expo at Rockhampton, Queensland, the beef capital of Australia.

Beef '94 will attract not only local and interstate but also national and international cattle families and other supporting industry team members.

Many of the activities will revolve around our youth and include The Debate of All Debates, the Young Judges Competition and the Schools Team Judging Competition.

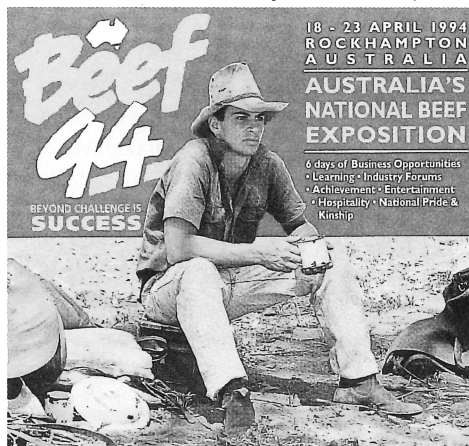
Beef '94 offers widely varied programmes packed with information, stimulation and enjoyment. From the daytime International Conference to the Agricultural Technology Seminars, from the evening Meet 'n' Greet Camp Oven Dinner at the grand opening to the Handler's Muster, one and all will experience first hand first class beef industry exchanges.

This gigantic exposition will draw visitors from Malaysia, Indonesia, The Philippines, Hong Kong, Thailand, North and South America and Japan.

They will join Australians from all over in witnessing the Beef '94 Stud Beef Show and the Interbreed judging of the Australian Beef Cattle Champion Bull, Female and Exhibitors Group. There will be much merriment and mingling throughout this spectacular week.

One particular Northern Territory cattle family has a unique involvement in Beef '94. John and Terry Underwood commenced the development of their cattle station home and property, Riveren Station, in 1968, and since then their four children have contributed to every aspect of this modern pioneering venture. Marie, Patrick and Michael are now young adults, leaving Rebecca—the sixteen-year-old 'baby'—the remaining school student.

They each reflect the qualities and attributes afforded by life-long exposure to remote area living. For eighteen years correspondence lessons in conjunction with Katherine School Of The Air lessons were delivered by mother/teacher/Terry in the home school room. From toddlers to teens these bush children acquired an affinity with nature, the land and its challenges. Resourcefulness and improvisation were always and continue to be matched by keenness to compete, compare and contribute to the cattle industry.



When city-born nurse Terry lost her heart to a Territory cattleman, she simultaneously lost her heart and soul to cattle country. An almost spiritual reverence evoked increasing respect for her surroundings and a constant sense of privilege to belong to such a beautiful part of the outback. How best to share the passion was continually explored as the years unfolded, words penned and photographic skills improved.

In July 1993, Terry's inaugural photographic exhibition—"The Cattle Kingdom"—was displayed in Darwin. The response and support were overwhelming as the intimacies and interaction of man, woman, children and creatures against a backdrop of vastness and often harshness were apparent to many observers for the first time.

More than fifty photographs were purchased and transported to every state in Australia.

As the Beef '94 machine took shape, the search for a suitable promotional image lead directly to The Terry Underwood Photographic Collection. The photograph of choice depicts a pensive young stockman sitting on the battered tucker box at dinner camp. Herein is captured an almost elusive moment as he reflects on his future, his hopes and dreams; his love of the cattle industry weighs against his university degree in Commerce—where and how can he best combine and apply his skills and knowledge...

This arresting image on all Beef '94 promotional material epitomises our youth, and our cattle sons—their contemplation, concerns and unwavering commitment. It lends itself most appropriately to the Beef '94 theme—"Beyond Challenge is Success".

A natural progression for Terry will be a further photographic exhibition of 'The Cattle Kingdom' at Beef '94.

Terry's photographs are predominantly taken at Riveren Station in the Northern Territory and include black and white as well as colour images. Captured moments of humanity may surprise some and integral management procedures are portrayed without apology or explanation. Individual photographs each tell a story.

This exhibition will reflect the poignancy and power of the cattle families, their lifestyle and their livestock.

The Underwood family will be well represented at Beef '94 from 18th April until 23rd April 1994. In particular, the young stockman on the Beef '94 poster, Patrick Underwood, will walk tall.

Through Terry's photographic exhibition otherwise invisible and extraordinary aspects of the beef industry will be on view. It will be on display at the Mezzanine Level of the Robert Archer Pavilion, Rockhampton Showgrounds. ■