

Angus Australia

A Guide to preparing your Sale Catalogue

Angus Australia supports members with accurate, trusted cattle data and a flexible catalogue process that allows you to plan early, finalise cattle later and promote your sale with confidence.

This guide will help you prepare for designing your sale catalogue and make the process smooth, efficient and stress-free.

Step 1: Register your calves early and submit DNA

Angus Australia encourages members to be organised with registrations and DNA submissions to ensure qualifying parentage and EBVs are available. Having this information available will help you make informed decisions when selecting sale animals and avoiding set backs at sale time.

Step 2: Choose Your Catalogue Designer Early

Selecting your designer early allows catalogue planning to begin well in advance of your sale.

Step 3: Start making your sale animal selection

Thanks to the Standard Data Catalogue service, you can:

- Have your sale listed on the Angus Australia website early for more buyers perusal.
- Have updated animal photographs to show quality.
- Include YouTube video to show visual performances of the animals.
- Finalise cattle closer to sale day for extracts and templates
- Use current EBV and performance data
- Avoid early cut-off pressure

Once your sale lots are confirmed, complete the Angus Australia Sale Lot Spreadsheet and email catalogues@angusaustralia.com.au with your request form.



Step 4: Plan Your Catalogue Structure and Look

Once your designer is engaged, you can start planning the overall structure and appearance of your catalogue, even before final sale cattle are confirmed.

Discuss with your designer:

- Catalogue size (A4 or A5)
- Colour or black and white layout
- Cover and feature photography
- Sale animal photography
- Blurbs and introduction pieces
- Pedigree depth and EBV presentation
- Shaded EBVs or customised EBV displays
- Advertising placements and sponsor inclusions

Early planning gives your designer time to create a polished, professional catalogue that reflects your program.

What happens next:

- Your sale is listed on the Angus Australia sale catalogue page
- Online listing will need to be reviewed by member and approved to ensure correctness.
- Your data is extracted directly from the Angus Australia database
- The extract or templates are completed within 3 working days
- The data is supplied ready for insertion into your catalogue design

Step 7: Final Review and Print

Once the data is placed into the catalogue:

- Review all lot details and sale information carefully
- Confirm EBVs, pedigrees and images are correct and accurate to the registration of the animal with Angus Australia
- Approve the final catalogue for print and digital distribution

Your designer will manage final file preparation and printing coordination.

Tips for a Smooth Catalogue Process

Start planning early, even if sale cattle aren't final

Engage a designer experienced in livestock catalogues

Allow time for review and unexpected delays and changes

Communicate timelines clearly with your designer

Need Help?

Angus Australia's team is here to support you. For questions about data extracts, timelines or catalogue requirements, contact: catalogues@angusaustralia.com.au or call 02 6773 4600.

