

MEDIA RELEASE

FOR IMMEDIATE RELEASE

20th March 2025

StockLive Partners with Dorper Sheep Society of Australia to Elevate Auctions and Events

20/03/2025 – StockLive, Australia’s leading platform for live simulcast livestock auctions and events, is excited to announce a strategic partnership with the Dorper Sheep Society of Australia (DSSA) for 2025. This collaboration aims to enhance the reach, engagement and accessibility of key Dorper sheep sales and events through high-quality online bidding services and live streaming.

Under this partnership, StockLive will provide live simulcast auctions and event streaming for DSSA’s flagship sales and shows, including:

- DSSA National Show, held in conjunction with the Dubbo Regional Show, NSW - Friday 30th May and Saturday 31st May 2025
- DSSA Southern Region Show, held in conjunction with the Australian Sheep and Wool Show, Bendigo VIC – Friday 18th July – Saturday 19th / Sunday 20th July
- DSSA Southern Region Sale, Bendigo VIC – Sunday 20th July 2025 (Australian Sheep and Wool Show)
- DSSA Queensland Region St George Sale, QLD – Tuesday 29th July 2025
- DSSA National Sale, Dubbo NSW – Friday 5th September 2025

Through this initiative, DSSA breeders, buyers and industry stakeholders will gain greater accessibility to major sales and events, ensuring broader access and participation.

“We are thrilled to partner with the Dorper Sheep Society of Australia to bring premium online streaming and auction services to the breed’s most significant events,” said Libby Tyrell, Manager at StockLive. *“This collaboration ensures that Dorper sheep breeders can showcase their livestock to a wider audience, maximising opportunities for both buyers and sellers.”*

“This partnership is a fantastic opportunity for our members,” said Sara Hoolihan, Executive Officer of DSSA. *“With StockLive’s expertise in digital auction services, our breeders can gain increased exposure, greater buyer engagement and seamless access to online livestock sales.”*



This partnership reflects a shared commitment to innovation in the livestock industry, providing DSSA members with a modern, efficient and far-reaching approach to livestock sales.

For media enquiries, please contact:

Amber Guerini

Promotions & Advertising Coordinator, StockLive

Email: amber.guerini@stocklive.com.au

Phone: 0447 972 456

Website: www.stocklive.com.au

Sara Hoolihan

Executive Officer, Dorper Sheep Society of Australia Inc

Email: dorpereo@abri.une.edu.au

Phone: 02 6773 3805

Website: www.dorper.com.au