



Annual scotch charity auction proceeds offer children hope for a brighter future

Seeley International's long-standing charity auction of an unopened \$10 bottle of Braemar scotch at its annual dealer conference has this year raised more than \$200,000, which will be used to improve the lives of Australian and Fijian children.

Seeley International founder and Executive Chairman, Mr Frank Seeley AM, said the proceeds would be donated to Variety-the Children's Charity in Australia, and two primary schools located in Fiji's rural areas of Natadola Bay.

"This year's conference was held in Fiji, and we wanted to give something back to the local community by making a donation to the Batiri and Malomalo primary schools to support the development of basic infrastructure," Mr Seeley said.

"Our substantial donation will assist nearly 250 children and 11 teachers, by improving school facilities, and providing access to a more productive learning environment," he said.

The funds will be used to:

- Provide access to regular water supply for Batiri Primary School students;
- Support renovation and refurbishment of a classroom/computer library at the school;
- Support renovation and refurbishment of staff living quarters, which are currently in a very poor state with no toilet facilities;
- Support construction of multiple classroom areas and extension to the main Malomalo Primary School building, to accommodate a growing number of students; and
- Construct a walkway to protect children from inclement weather conditions, and a bridge over the creek for children to safely access the school.

"We are also pleased to continue our support of Variety - The Children's Charity, with our donation helping to provide individuals and organisations with access to a range of special needs equipment, including wheelchairs, vocal output speech devices, prosthetic limbs, play equipment, Liberty Swings and Sunshine Coaches," Mr Seeley said.

The highest bidder was Rhonda Cooling from Air Diffusion Agencies (South Australia) with a winning bid of \$10,000, and a total of \$210,351 was raised on the night, thanks to the generosity of Seeley International dealers and the Seeley family.

Mr Seeley said that the annual Braemar Scotch Auction had now raised a total of \$1,409,351 since it first started in 2001, when he was given the \$10 bottle of Braemar scotch as a joke because it has the same name as one of Seeley's highly-successful brands.

Seeley International is a Gold Sponsor of the popular Variety Bash motoring event in WA, VIC, QLD and SA; and a Day Sponsor in NSW (including ACT), with funds supporting children who are sick, disadvantaged or have special needs.

About Seeley International

Seeley International is Australia's largest air conditioning manufacturer and is market leader in the design and manufacture of ducted and portable heating and cooling products for the domestic, commercial and industrial markets in Australia.

Renowned for its innovation, Seeley International's brands include Breezair, Braemar, Coolair, Convoir and Climate Wizard. Based in Adelaide's south - and with factories in Adelaide (evaporative coolers) and Albury (gas heaters, refrigerated and commercial cooling) - the company was founded in 1972 by Frank Seeley AM, who remains Executive Chairman.

Unlike many of its competitors, Seeley International continues to design and manufacture most of the components for its Australian-made products, which it exports to more than 120 countries around the world. More information about Seeley International and its products can be found at www.seeleyinternational.com

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