



# AGRICULTURAL SHOWS AUSTRALIA

## About: Rural Ambassador



2019 Qld Rural Ambassadors



ASA Chair, Dr Rob Wilson, 2019 Rural Ambassador, Harris Thompson (WA), ASA Executive Officer, Katie Stanley

### What is the Rural Ambassador Program?

The Rural Ambassador Award is a National Competition that highlights and celebrates young people who have a genuine interest in rural and regional Australia or New Zealand.

The Award aims to provide an opportunity for young people to promote rural communities and industries, as well as be involved in promoting the importance of agriculture and food production.

The Award will identify and recognise the next generation of leaders who have a strong commitment to agricultural industries and an involvement and or a genuine interest for the Agricultural Show movement either at the Local, State or National level.

### Who can compete?

The Rural Ambassador competition is open to males and females, aged between 20-30 years of age. Entrants must be a permanent resident of Australia or New Zealand and have been nominated by an Agricultural Society.

Up to eight finalists compete in the National Finals each year, representing each Australian State/Territory as well as New Zealand.

After winning a National Rural Ambassador Award a Competitor is ineligible to compete again in the Competition.

### Become a Rural Ambassador

Contact your local Agricultural Society for entry details or register your interest with your State / Territory Agricultural Society.

## Judging Criteria

Finalists are assessed on their activity and initiative within their local rural communities and their commitment to agriculture, their local show/s and their future goals in and for agriculture. As well as the work they've undertaken which has brought them to the National Finals, competitors are interviewed and assessed on their communication skills, their passion for their work, their presentation and their general knowledge.

## Previous Winners

The Finalists in the annual Rural Ambassador competition are high achievers in their fields. They come from all walks of rural life, in careers as diverse as teaching, medicine, farming, law, journalism and engineering to name a few.

One thing the Finalists all have in common is an enduring commitment to and involvement in their communities. Most have grown up with Agricultural Shows in their blood and all are significant contributors to their local shows. In some cases, finalists are leaders of their regional societies, bringing a future focused approach and ensuring sustainability for their Shows. With this focus on innovation, inclusion and long-term viability, the Rural Ambassador Finalists are the future of Agricultural Shows in Australia and New Zealand.



2019 NSW Rural Ambassadors



2019 Victorian Rural Ambassadors

## Audience

The competition is witnessed by thousands of members of the rural and agricultural communities annually. Competitors are highly visible members of their own communities and show societies and compete in front of increasing numbers of observers as they progress from local Show, through Group/Sub-Chamber competitions up to State Finals and ultimately, National Finals. After the National Finals the winner and runner-up spend a year maximising their exposure to agricultural shows around Australia, taking mentorship, leadership and career and community development opportunities along the way, and bringing their learnings back to their local communities.

The National Finals competition is hosted by a State Agricultural Society during their State's capital city Royal Show. Each year the Finals are hosted in a different city.

## About Agricultural Shows Australia

Agricultural Shows of Australia (ASA) has been established to promote the role and significance of Australian Agricultural Shows to the wider community. The ASA's vision is a strong and vibrant network of Agricultural Shows working together to engage, influence and promote the essential value of Australian agriculture. The membership of the ASA is made up of capital city Royal Agricultural Societies and state-based Agricultural Show bodies, together representing over 580 agricultural shows, with a combined economic value of \$965 million annually.