

# Agricultural Societies Council of South Australia



**COUNTRY SHOWS**  
AGRICULTURAL SOCIETIES COUNCIL OF SOUTH AUSTRALIA

# RURAL AMBASSADOR AWARD Handbook (2017 v1.0)

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This handbook has been prepared by the Rural Ambassador Sub-Committee and endorsed (pending) by the Executive of the Agricultural Societies Council of South Australia (ASC of SA, otherwise known as SA Country Shows). This is intended only as a guide and not as strict rules (excluding eligibility criteria). The guide aims to provide association and local show Young Rural Ambassador and Rural Ambassador Award organisers with a reference to assist them in running the awards. This version was published 2016. Please refer to the SA Country Shows website for updated versions of this handbook.

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# 1. Introduction

## Background

The first state final of the Rural Ambassador Award was held during the 1998 Royal Adelaide Show. This was run by the Agricultural Societies Council of South Australia, now known as SA Country Shows and replaced the Miss Showgirl Competition.

In 2001 the first National Rural Ambassador final was held and over the years the structure and prize money for this has evolved.

An award for 16-19 year olds, the Young Rural Ambassador Award, was introduced in 2005 with the first state final held in 2006. It has been successful in attracting and retaining young people in the South Australian country show movement.

## Targets

Targets to strive for over the next three years in relation to the Awards are to:

- Increase the number of entrants competing at each association final annually.
- Have a minimum of 20 local show societies coordinating and/or contributing to these awards each year.
- Encourage local show societies to invite and motivate entrants to contribute to the organisation and delivery of their local show before and after the state final and into the future.

## Future / Looking forward

In 2010 the South Australian Agricultural Shows Next Generation Group (SA Next Generation) was formed with the steering committee made up of past Young Rural Ambassador and Rural Ambassador state finalists and entrants.

These awards have many strengths benefiting not only the entrants but also the show society network, local shows, local communities and young people in rural areas. To reach the outlined targets, the awards need local show, association and state final contributors working together in an effective, unified and enthusiastic manner.

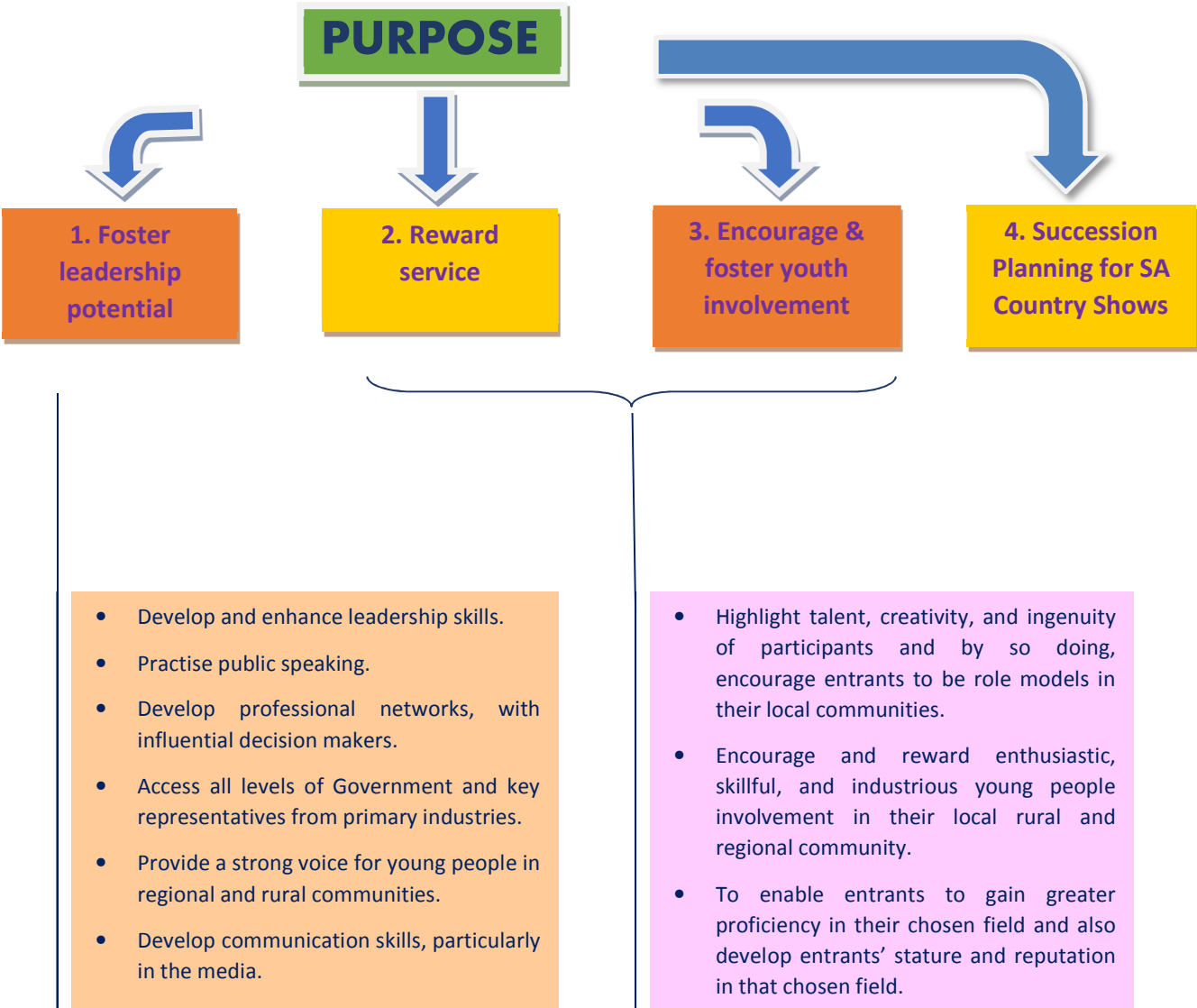
## Purpose

This handbook has been produced by the Agricultural Societies Council of SA (SA Country Shows). This is intended only as a guide and not as strict rules (excluding eligibility criteria). The guide aims to provide association and local show Young Rural Ambassador and Rural Ambassador Award organisers with a reference to assist them in running the awards.

This guide allows for greater understanding of the roles and responsibilities of everyone involved in ensuring these awards are a success not only today, but into the future.

SA Country Shows hopes all show societies consider running these prestigious awards. We look forward to a strong future, developing many more Rural and Young Rural Ambassadors.

The purpose of the award is to involve both young males and females from rural areas aged between 16 and 30 years of age



## 2. Rural Ambassador Award Structure

Awards are held at the local show level. Winners progress through to the Association Final. The associations are; Central, Eyre Peninsula, Murray Lands, Northern, South East & Border, Southern and Yorke Peninsula.

The nine Association winners then become the state finalists, competing in the State Final held annually at the SA Country Shows Symposium (YRA) and Royal Adelaide Show (RA). Associations each have one representative at a State Final excepting Northern and South East & Border Associations who each have two representatives due to the large number of local shows they represent.



## 3. Regulations and Entry Criteria

Rural Ambassador Award – See Appendices A and B, for criteria and entry forms.

Young Rural Ambassador Award – See Appendices D and E, for criteria and entry forms.

## 4. **Contacts**

### **SA Country Shows Rural Ambassador Award Sub-Committee**

Amanda Lock (chair)	0418 813 214	<a href="mailto:alocklinwood@bigpond.com">alocklinwood@bigpond.com</a>
Jeremy Schulz	0408 105 892	<a href="mailto:butza1991@gmail.com">butza1991@gmail.com</a>
Jennipher Vivian	0400 491 276	<a href="mailto:jennipher@bigpond.com">jennipher@bigpond.com</a>

### **State Coordinator – Rural Ambassador Award**

Mr Peter Angus

PO Box 108

GOODWOOD SA 5034

[pangus@adelaideshowground.com.au](mailto:pangus@adelaideshowground.com.au)

0408 826 009

Please visit [www.sacountryshows.com](http://www.sacountryshows.com) to find contact details for your Association Secretary, who will be able to advise you of your Association Rural Ambassador Co-ordinator's contact information.

## 5. Local Show level – Organiser Tips

Local show societies are encouraged to actively run and promote the award. It is important that local shows are enthusiastic, motivated, and committed to coordinate this event to ensure that their show and region is well represented at the state level.

### 5.1 Role of Local Co-ordinators

- Sourcing entrants through various methods of networking, advertising and promotion.
- Communicate with entrants regarding the award and requirements, such as the required cover letter and CV.
- Engaging judges.
- Obtaining prizes and sponsorship where applicable.
- Organising a function to announce the winner. This may be at the local show, afternoon tea, dinner or appropriate event.
- Liaise with the Association Secretary and advise of winners in a timely manner.

### 5.2 Suggestions for sourcing entrants

#### *(a) Advertising - Posters*

SA Country Shows assists local shows in promoting their competitions by providing A4 and A5 posters. For more information please visit [www.sacountryshows.com](http://www.sacountryshows.com)

#### *(b) Radio stations*

Contact your local radio station(s). This may work in with paid advertising from your show society, however, most radio stations are happy to support awards like this through an interview with organisers or past participants.

#### *(c) Local newspapers*

Contact your local newspaper through a media release or letter to the editor. In addition, you may like to supply the contact details of a previous winner or their account of how winning the competition assisted in opening doors and achieving goals. A press release often helps a newspaper to easily pick-up the story.

#### *(d) Websites*

Contact local councils, farming groups, rural groups, industry groups and other associated organisations. Enquire if they will consider posting information about the award on their sites and emailing out to their networks.

#### *(f) Past participants and Show Community*

Utilising networks of your show community and past participants of the Young Rural Ambassador and Rural Ambassador Awards can be very helpful for identifying potential entrants.



### *(g) Social Media*

It can be helpful to link your social media strategy in with already established groups such as SA Next Gen, and sponsor sites. This increases the profile and recognition of the competition and reach of posts.

When dealing with media be sure to supply relevant information on the award, including: aims, requirements of entry, date of judging, prizes, how to enter and the application closing date.

If there is an individual in your community you think may be a great candidate for the awards but are not yet involved in your show, you are encouraged to coach them for the awards. It is important however, to plan ahead. An individual must have participated in their local show prior to the Royal Adelaide Show to be eligible for the state final of the Rural Ambassador Award.

### **5.3 Judges**

- It is recommended that a panel of 3 judges (of both genders) be used to judge the awards. Where there are a large number of entrants you may wish to utilise separate judging panels for Rural Ambassador and Young Rural Ambassador Awards' entrants.
- It is suggested that the panel be comprised of one person from the local show network, one community leader (eg. doctor, mayor, teacher etc.) or sponsor representative, one past Young Rural Ambassador and/or Rural Ambassador. Inviting potential sponsors is a good way to further their involvement and give greater understanding of the awards.
- Judges should be briefed prior to the event, regarding judging criteria, what is expected and the regulations of the awards.
- Please ensure you provide judges with a copy of the entry criteria and forms (Appendices A, B, C, D), Judging Guidelines (Appendices A [pg1], C [pg 1]), Scoresheet (Appendix E) and a copy of some example questions.

### **5.4 Onstage Interviews and Public Speaking**

At the state level public speaking is a key component of the awards. It is a good idea to give entrants an opportunity to practise this as many societies and associations choose to have an onstage interview at presentation ceremonies. Questions are normally limited to 3 and follow the lines of:

1. Tell us a bit about yourself, your community and show involvement.
2. How did you get involved in the Young Rural Ambassador Award/Rural Ambassador Award, and what do you hope to contribute to it?
3. I see from your CV you have a background in x, given the topical issue y relates to x, what are your thoughts about y?

### **5.5 Prizes**

- Local award winners will receive a certificate or similar. This is organised by the local show representative.
- Additional prizes for local show winners are optional and the responsibility of each local show society. This may include sponsored cash or product, ribbons, sashes, flowers, vouchers, etc.

## **5.6 Sponsorship**

Sponsors can be attracted in many ways. Although, for the local awards, you may find it easier to attract sponsors who operate within your community or companies with a large market in your community, such as newspapers, radio stations, councils, or retailers who operate in the area.

Sponsorship for your local awards may include;

- Cash contribution to assist in the operating costs of running the local awards,
- Cash contribution to award the winner as a prize,
- Contra (product) contribution which can be awarded to the local winners,
- In-kind contribution, such as a trophy/jeweller's shop donating a trophy, a petrol station donating \$50 of petrol to get to Adelaide.

Suggestions of incentives for sponsors to continue their support in future years include;

- Including sponsors' logos on local winner certificates, social media or other promotion,
- Inviting sponsors to act as judges,
- Inviting a sponsor or their representative to present the awards (cash or contra) to the winners,
- Inviting your sponsor(s) to any function where you may have to announce the winners,
- Ensuring a good relationship with local press to cover the event, including sponsors in your photos with winners.

Looking for sponsors should happen throughout the year, not only at show time. Ensure you write them a letter outlining what you have agreed on when you have confirmed their contribution. For example, if company XYZ will supply \$200, supply a tax invoice if required and let them know that you will contact them closer to the show (or date of judging) to invite them to attend the presentation function (or whatever benefits you have discussed).

## **5.7 Liaising with your Association Secretary**

After winners have been announced, please ensure you provide the winners' details to your association secretary immediately, or as soon as practical, following judging of the Young Rural Ambassador and Rural Ambassador Awards. This will allow enough time for the association secretary to coordinate the association final.

The information to be given to the association secretary includes advice of winners (Appendix F), along with entry forms/CV's and cover letters of winners and runners-up of the Young Rural Ambassador and Rural Ambassador Awards.

## 6. Association Award – Organiser Tips

Association finals should take place each year at a time after all local show societies within the association have conducted their local awards. At the association level, the Secretary of each association (Central, Eyre Peninsula, Murray Lands, Northern, South East & Border, Southern and Yorke Peninsula) or an appointed person will coordinate the awards.

### 6.1 Role of Association Coordinators

- Coordinate the timing of association finals.
- Liaising with the local award coordinators and show society awards' winners.
- Sourcing and liaising with judges.
- Obtaining prizes for the association winner(s) and other entrants if deemed appropriate.
- Obtaining sponsorship for association competition where applicable.
- Organising a function to announce the winner (at local show, afternoon tea etc. as appropriate).
- Liaising with the State Rural Ambassador coordinator Peter Angus regarding winners in a timely manner.
- Assist in advertising and promotion of the awards.

### 6.2 Timing for Association Awards

The timing of each association final is dependent on the association secretary, however, it must be held after all local awards have confirmed their winners, yet no later than the 30<sup>th</sup> of May as the details of association final winners must be provided to Rural Services by the 30<sup>th</sup> of May.

All documentation on the Association Final (including Appendix E and entry forms) must be submitted to the Young Rural Ambassador and Rural Ambassador Awards' State Final Co-ordinator by the 30<sup>th</sup> May. This timing is imperative as the Country Shows Symposium, where the Young Rural Ambassador State Finals are held, occurs in July.

### 6.3 Liaising with Local Award Winners

Association final co-ordinators should write to the winners of each local show within their association. This letter congratulates the individuals for winning their local Young Rural Ambassador or Rural Ambassador Awards and informs them of their eligibility for the association final. The letter also advises of the day, time and location of association final judging, the format of the day, dress code and who else is permitted to attend the association final as a guest.

6.4 Judges, Prizes & Sponsorship- See details in the Local Award - organisers hints (section 5.3, 5.5, 5.6, page 8).

## 7. The State Final

### 7.1 Liaising with State Finalists

All association winners will receive a letter from the State Rural Ambassador Award Coordinator. This congratulates the finalists on being selected to represent their association at the state final to be held at the July Country Shows Symposium (Young Rural Ambassadors) and the Royal Adelaide Show (Rural Ambassadors).

This letter will also include the following information:

- Young Rural Ambassador clothing attire and Rural Ambassador uniform requirements.
- Accommodation and format of the State Finals.
- Any other necessary information including; programs, invites, accommodation, dinners, interviews, programs etc.

### 7.2 Young Rural Ambassador Award

#### Judging

Judging will take place during the Country Shows Symposium on the first Friday of the July school holidays at the Adelaide Showground.

#### Presentations

The presentation of the Young Rural Ambassador Award will be at the official dinner held at the conclusion of the SA Country Shows Symposium.

#### State Final Prizes

The Young Rural Ambassador State Final winner will receive an all-expenses paid opportunity to tour the Royal Adelaide Show with behind the scenes access in all areas of the Show as well as an RM Williams clothing package.

The Runner-Up will also receive an RM Williams clothing package.

### 7.3 Rural Ambassador Award

#### Judging

Judging will commence on the first Friday of the Royal Adelaide Show through to the following Tuesday.

Each finalist will be interviewed on stage at the ASC of SA Annual Presentation Dinner. Questions will be taken from each finalist's resume. Each finalist will be required to attend the dinner and invitations are open to their families, local show, association and SA Country Shows representatives and award sponsors.

Each finalist will have a panel interview on the final day incorporating a series of pre-determined questions. Resumes will be studied by the judges prior to interviewing and questioning will follow finalist's particular interests. Conduct and interaction of finalists throughout the judging period is also taken into account.

#### Presentations

Presentation of the Rural Ambassador Award will be held on the Tuesday evening following interviews at the Royal Adelaide Show.

### State Final Prizes

The Rural Ambassador State Final winner will receive a major prize and the opportunity to compete in the National Finals (a trans-Tasman title).

The winner of the Rural Ambassador State Final at the Royal Adelaide Show can apply for (subject to sponsorship):

- A cash scholarship to the value of \$5,000 sponsored by the Royal Agricultural and Horticultural Society of South Australia Education Foundation
- Two week- all expenses paid international agricultural tour, sponsored by Primary Industries and Regions of South Australia (PIRSA)
- Winner's certificate
- Invitation to attend the National Finals
- Invitations to attend selected ASC of SA events including a role as the Master of Ceremonies at the following year's dinner.
- Other opportunities arising from being the State Final winner of the Rural Ambassador Awards.

For example, guest speaking at functions, invitations to represent SA or SA Country Shows at official functions. In the past have included tickets to Premiers Suite at Clipsal 500, meeting members of the Royal family, hosting Ministerial functions (opportunities vary from year to year).

Two runner-up prizes will be awarded upon application:

Including

- 2 x cash scholarships of \$1,000 sponsored by the Royal Agricultural and Horticultural Society of South Australia Education Foundation
- 2 x two week international tour (accompanying the winner).

Fourth and fifth place getters receive prizes including tickets, airfares and accommodation to the Brisbane Royal Show and the Sydney (or Melbourne) Royal Show respectively.



## **2017 SOUTH AUSTRALIAN RURAL AMBASSADOR AWARD**

*Conducted by SA COUNTRY SHOWS*

### **REGULATIONS AND ENTRY CRITERIA**

This award is conducted by SA Country Shows who will be duly responsible for selecting the state winner during the course of each Royal Adelaide Show.

All entrants who enter the award must provide an undertaking that they will abide by the regulations and entry conditions as set out and to abide by the decisions of SA Country Shows.

The rules and regulations apply to all three levels of this award: country show society, association and state levels.

The award will be run by qualification through country shows to association finals with a state final being held during the 2017 Royal Adelaide Show.

#### **AIMS:**

- To highlight the importance of youth in rural South Australia and in particular the agricultural show movement.
- To identify and encourage enthusiastic, skilful, industrious and unselfish young people.
- To give young people a forum to express their views through education and experience and develop closer links with the primary industries in South Australia.

#### **ENTRY REQUIREMENTS:**

Entrants must:

- Apply for and complete the entry form.
- Agree to provide a copy of their curriculum vitae (CV) and an introductory letter for local, association and state final judging by the required date.
- Provide information indicating their reasons for applying for entry together with CV; indicating work experience, community participation and agricultural show involvement.
- Be residents of South Australia.
- Be aged 20 years and under 30 years as at the 1st May 2017 (E.g. born between 2nd May 1987 and 1st May 1997 inclusive).
- Be enthusiastic and knowledgeable about rural life and affairs and agricultural shows.
- As a state finalist consent for your name and contact details to be made available on the SA Country Shows website for show societies should they wish to contact you.
- Be able to spend the required time at the local show, association level finals and be available to attend the Royal Adelaide Show between 4:30pm Friday 1st September 2017 to 9:00pm on Tuesday 5th September 2017.

#### **JUDGING CRITERIA:**

- Entrants must wear smart casual clothing suitable for an autumn or spring show.
- Entrants to be judged in accordance with the following guidelines:

Country Show Involvement .....	25 points
Community Involvement .....	15 points
General and Rural Knowledge.....	20 points
Personal Presentation/Personality .....	10 points
Ambitions/Goals .....	10 points
Communication Skills .....	10 points
Dinner/Interview/General Interaction .....	10 points
<b>TOTAL .....</b>	<b>100 points</b>

## **AWARD STRUCTURE**

### **Country Show Society Level**

All entrants must complete the award entry form. Show societies may only select one award winner each year, with other placegetters eligible to re-enter the following year. The participant selected at the country show society level represents that society at the association final. If the representative at show society level is unable to represent the society in the association final judging, then that society may select another participant to be their representative (E.g. runner up at a local level if there is one).

### **Association Level**

Finalists at the association level must be able to attend both an interview with a judging panel and a lunch/afternoon tea/dinner function held on the same date at a time and venue stipulated by the association. If a finalist is unable to attend both then the show society will need to select another participant to be their representative (E.g. runner up).

The association secretary must forward the entry form of the association winner to the secretary of SA Country Shows immediately following the association final. A recommendation is for all association finals to be held during the autumn in the same year as the state final at the Royal Adelaide Show. If the association winner is unable to attend the state final, then the runner up will be asked to take their place.

### **State Level**

The winner selected at the association level represents that association in the state final to be conducted from the 1st- 5th September during the 2017 Royal Adelaide Show. The winner of the state final is the Rural Ambassador Award winner for that year, and will represent South Australia at the National Rural Ambassador Award Final.

### **Eligibility to Re-enter**

The winner of a previous state final is not eligible to enter the Rural Ambassador Award again. Previous state finalists are eligible to enter the award a maximum of 2 times, with a minimum gap of 5 years after their 1<sup>st</sup> state final. After this period they are eligible to enter at country show level, and proceed through the various levels until they reach their 2<sup>nd</sup> state final.

### **Judging Panel**

One of the judges at all three of the levels (country show society, association and state) needs to be a past Rural Ambassador state finalist, with show societies and associations encouraged to invite ambassadors from other areas to be judges. A list of previous Rural Ambassador state finalists' contact details is available from the secretary of SA Country Shows.

### **Alterations to Regulations**

Requests for alterations to or exemptions from these regulations are to be made in writing and forwarded to the association secretary and secretary of SA Country Shows by the 1<sup>st</sup> March 2017. SA Country Shows reserves the right to alter the Rules and Regulations. Any alterations approved will be notified in writing to all show secretaries.

### **Awards/Prizes**

Country show societies and associations are to be responsible for determining the prizes at their own levels.

The winner of the state final will receive \$5000.00 in prize money and the two equal runner ups will receive \$1000.00 from the Royal Agricultural and Horticultural Society of SA Education Foundation.

Subject to sponsor funding all three will have the opportunity to participate in a study tour travelling to New Zealand the following March/April. Fourth and fifth placegetters will have the opportunity to attend a major interstate show.

Prize winners must advise of availability for New Zealand study tour and interstate exchanges within 30 days of the state final. Any cancellation of prizes must occur 60 days prior to departure.

Finalists will need to accept prizes within 12 months otherwise the prizes will be forfeited.

All state finalists will be invited to participate in a leadership/personal development course, receive an RM Williams clothing package and be accommodated, wined and dined by SA Country Shows during their period of attendance at the Royal Adelaide Show.

***(The State Final awards/prizes may be subject to alteration)***

### **The Rural Ambassador Award is conducted by SA COUNTRY SHOWS**

*and sponsored by*

Primary Industries & Regions SA  
Royal Agricultural and Horticultural Society of SA Education Foundation  
Stock Journal Publishers  
RM Williams  
The Showmen's Guild of SA  
Australian Insurance Brokers

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# 2017 SOUTH AUSTRALIAN RURAL AMBASSADOR AWARD

Outlined below are recommendations for the level of commitment that will be expected of Rural Ambassadors at country show society, association and state levels.

These are to be used as a guide only and it is up to the discretion of Rural Ambassador entrants, show societies and associations as to whether they are adhered to, but it will be encouraged.

The level of commitment which people can offer will depend on employment, family, sporting, study and other commitments so this will vary between individuals.

## **Country Show Society Level**

- Entrants will attend their local show.
- Entrants offered an invitation to attend the official opening of the show.
- Entrants offered an invitation to attend the show's official luncheon/afternoon tea etc.
- Winner of the award to accompany the official party at the show.
- Winner to be encouraged and supported in the writing of thank you letters to the show society and sponsors.
- Entrants offered a position on the show management committee or other sub committees.

## **Association Level**

- Association winner invited to attend all of the association shows.
- Association winner offered an invitation to attend the official opening of each show in the association.
- Association winner offered an invitation to attend each show's official luncheon/afternoon tea etc and to accompany the official party at the show.
- Association winner to be encouraged and supported in the writing of thank you letters to their association and sponsors.
- Association winner offered a position as an association delegate and invited to the association AGM and other relevant functions.
- Country show winners invited to attend association AGM and other relevant functions.

## **State Level**

- The state winner is encouraged to attend a country show from each association during their 12 months as the state winner.
- Associations encouraged to invite the state winner to attend one of their shows.
- The state winner offered an honorary position on the Agricultural Societies Council of South Australia Executive as an observer.
- All state finalists to be utilised as judges at local and association levels, with show societies and associations encouraged to invite state finalists from other associations.
- All state finalists are encouraged to write thank you letters to SA Country Shows and the Rural Ambassador Award sponsors.



**Appendix B: Rural Ambassador Entry Form**



## 2017 SOUTH AUSTRALIAN RURAL AMBASSADOR AWARD

*Conducted by SA Country Shows*

### ENTRY FORM

*Please complete this entry form and lodge it with the Secretary of the Country Show Society you wish to represent.*

Representing: \_\_\_\_\_ **Show Society**

From the: \_\_\_\_\_ **Association**

Given Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Preferred Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

I have read a copy of the Rural Ambassador Award entry criteria and agree to abide by the rules and regulations stated, including:

- I agree to represent my local show (if selected) at the association final;
- I have not entered the Rural Ambassador Award at any other association this show season;
- I agree to provide a copy of my CV and an introductory cover letter for local, association and state final judging by the required date;
- I am aged between 20 years and under 30 years as at the 1st May 2017 (E.g. born between 2nd May 1987 and 1st May 1997 inclusive);
- As a state finalist I consent for my name and contact details to be made available on the SA Country Shows website for show societies should they wish to contact me;
- If selected as winner of my association, I agree to attend the state final conducted during the Royal Adelaide Show from 4:30pm Friday 1st September 2017 to 9:00pm on Tuesday 5th September 2017.

Signed: ..... Date: .....

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PO Box 108, Goodwood SA 5034

Phone: (08) 8210 5233, Fax: (08) 8231 4173, Email: pangus@adelaideshowground.com.au

**Appendix C: Young Rural Ambassador  
Entry Criteria and Regulations**



## 2017 SOUTH AUSTRALIAN YOUNG RURAL AMBASSADOR AWARD

*Conducted by SA COUNTRY SHOWS*

### REGULATIONS AND ENTRY CRITERIA

The Young Rural Ambassador Award is conducted by SA Country Shows who will be duly responsible for selecting the state winner.

All entrants who enter the award must provide an undertaking that they will abide by the regulations and entry conditions as set out and to abide by the decisions of SA Country Shows.

The regulations apply to all three levels of this award at local country show society, association and state level.

The award will be run by qualification through country shows to association finals with a state final being held in July 2017 prior to the 2017 Royal Adelaide Show.

#### **AIMS:**

- To highlight the importance of youth in rural South Australia and in particular the agricultural show movement.
- To identify and encourage enthusiastic, skilful, industrious and unselfish young people.
- To give young people a forum to express their views through education and experience and develop closer links with the primary industries in South Australia.
- 

#### **ENTRY REQUIREMENTS:**

Entrants must -

- Apply for and complete the entry form.
- Provide information indicating their reasons for applying for entry together with curriculum vitae, indicating work experience, community participation and agricultural show involvement.
- Be residents of South Australia.
- Be aged 16 years and under 20 years on the 1st May 2017 (E.g. born between 2nd May 1997 and 1st May 2001 inclusive).
- Be enthusiastic and knowledgeable about rural life and affairs, and agricultural shows.
- Be able to spend the required time at the local show, association level finals and the state final held at the Royal Adelaide Showground on Friday 14th July 2017 prior to the 2017 Royal Adelaide Show.
- As a state finalist consent for your name and contact details to be made available on the SA Country Shows website for show societies should they wish to contact you.
- State winner to be available to attend the 2017 Royal Adelaide Show between 4:30pm Friday 1st September and 6:00pm Sunday 3rd September.
- 

#### **JUDGING CRITERIA:**

- Entrants must wear smart casual clothing suitable for an autumn or spring show.
- Entrants to be judged in accordance with the following guidelines:

Country Show Involvement .....	15 points
Community Involvement .....	15 points
General and Rural Knowledge.....	20 points
Personal Presentation/Personality .....	20 points
Ambitions/Goals .....	10 points
Communication Skills .....	10 points
Dinner/Interview/General Interaction .....	10 points
<b>TOTAL .....</b>	<b>100 points</b>

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# YOUNG RURAL AMBASSADOR AWARD STRUCTURE

## **Country Show Society Level**

All entrants must complete the award entry form. Show societies may only select one award winner each year, with other placegetters eligible to re-enter the following year. The participant selected at the country show society level represents that society at the association final. If the representative at show society level is unable to represent the society in the association final judging, then that society may select another participant to be their representative (E.g. runner up at a local level if there is one).

## **Association Level**

Finalists at the association level must be able to attend both an interview with a judging panel and a lunch/afternoon tea/dinner function held on the same date at a time and venue stipulated by the association. If a finalist is unable to attend both then the show society will need to select another participant to be their representative (E.g. runner up).

The association secretary must forward the entry form of the association winner to the secretary of SA Country Shows immediately following the association final. A recommendation is for all association finals to be held during the autumn in the same year as the state final in July 2016. If the association winner is unable to attend the state final, then the runner up will be asked to take their place.

## **State Level**

The winner selected at the association level represents that association in the state final to be conducted on Friday 14<sup>th</sup> July (date to be confirmed) at the Royal Adelaide Showground prior to the 2017 Royal Adelaide Show.

The state winner will get the opportunity to spend two days at the Royal Adelaide Show from 1<sup>st</sup> – 3<sup>rd</sup> September 2017.

The winner of the state final is the Young Rural Ambassador Award winner for that year.

## **Eligibility to Re-enter**

The winner of a previous state final is not eligible to enter the Young Rural Ambassador Award again. Previous state finalists are eligible to enter the award a maximum of twice, with a minimum gap of 2 years between their 1<sup>st</sup> and 2<sup>nd</sup> state final. After this period they are eligible to enter at country show level.

## **Judging Panel**

One of the judges at all three of the levels (country show society, association and state) should be (if possible) a past Young Rural Ambassador state finalist, with show societies and associations encouraged to invite ambassadors from other areas to be judges. A list of previous Young Rural Ambassador state finalists' contact details is available from the secretary of SA Country Shows.

## **Alterations to Regulations**

Requests for alterations to or exemptions from these regulations are to be made in writing and forwarded to the association secretary and secretary of SA Country Shows by the 1<sup>st</sup> March 2017. SA Country Shows reserves the right to alter the rules and regulations of the award. Any alterations approved will be notified in writing to all show secretaries.

## **Awards/Prizes**

Country show societies and associations are to be responsible for determining the prizes at their own levels.

State finalists of the South Australian Young Rural Ambassador Award will all receive participant prizes kindly donated by the award sponsors.

The major prize for the winner of the state final includes the opportunity to spend 2 days at the 2017 Royal Adelaide Show with the Rural Ambassador state finalists and a clothing package from RM Williams to wear during their time at the Royal Adelaide Show.

The state winner must advise of their availability to attend the Royal Adelaide Show within 30 days of the Young Rural Ambassador Award state final. The runner up will receive a RM Williams shirt and belt.

**The Young Rural Ambassador Award is conducted by**

**SA Country Shows**

*and proudly sponsored by*

Primary Industries & Regions SA

Royal Agricultural and Horticultural Society of SA Education Foundation

Stock Journal Publishers

RM Williams

The Showmen's Guild of SA

Australian Insurance Brokers

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PO Box 108, Goodwood SA 5034

Phone: (08) 8210 5233, Fax: (08) 8231 4173, Email: pangus@adelaideshowground.com.au

# 2017 SOUTH AUSTRALIAN YOUNG RURAL AMBASSADOR AWARD

Outlined below are recommendations for the level of commitment that will be expected of Young Rural Ambassador Award entrants at country show society, association and state levels.

These are to be used as a guide only and it is up to the discretion of Young Rural Ambassador Award entrants, show societies and associations as to whether they are adhered to, but it will be encouraged.

The level of commitment which people can offer will depend on employment, family, sporting, study and other commitments so this will vary between individuals.

## **Country Show Society Level**

- Entrants will attend their local show.
- Entrants offered an invitation to attend the official opening of the show.
- Entrants offered an invitation to attend the show's official luncheon/afternoon tea etc.
- Winner of the award to accompany the official party during the show.
- Winner to be encouraged and supported in the writing of thank you letters to the show society and sponsors.
- Entrants offered a position on the show management committee or other sub committees.

## **Association Level**

- Association winner invited to attend all of the association shows.
- Association winner offered an invitation to attend the official opening of each show in the association.
- Association winner offered an invitation to attend each show's official luncheon/afternoon tea etc and to accompany the official party at the show.
- Association winner encouraged to write thank you letters to their association and sponsors.
- Association winner offered a position as an association delegate and invited to the association AGM and other relevant functions.
- Country show winners invited to attend association AGM and other relevant functions.

## **State Level**

- The state winner is encouraged to attend a country show from each association during their 12 months as the state winner.
- Associations are encouraged to invite the state winner to attend one of their shows.
- The state winner offered an honorary position on the Agricultural Societies Council of South Australia Inc Executive as an observer.
- All state finalists to be utilised as judges at local and association levels, with show societies and associations encouraged to invite state finalists from other associations.
- All state finalists are encouraged to write thank you letters to SA Country Shows and the Young Rural Ambassador Award sponsors.



## 2017 SOUTH AUSTRALIAN YOUNG RURAL AMBASSADOR AWARD

*Conducted by SA Country Shows*

### ENTRY FORM

*Please complete this entry form and lodge it with the Secretary of the Country Show Society you wish to represent.*

Representing: \_\_\_\_\_ **Show Society**

From the: \_\_\_\_\_ **Association**

Given Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Preferred Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

I agree to abide by the entry criteria for the Young Rural Ambassador Award, including:

- I agree to represent my local show (if selected) at the association final and have not entered the Young Rural Ambassador Award at any other association this show season;
- I agree to provide a copy of my CV and an introductory cover letter for local, association and state final judging by the required date;
- Be aged 16 years and under 20 years on the 1st May 2017 (E.g. born between 2nd May 1997 and 1st May 2001 inclusive);
- If selected as winner of my association, attend the state final on Friday 14th July 2017 at the Adelaide Showground (date to be confirmed);
- As a state finalist I consent for my name and contact details to be made available on the SA Country Shows website for show societies should they wish to contact me;
- If selected as state winner of the Young Rural Ambassador Award, attend the Royal Adelaide Show from 4:30pm Friday 1st September 2017 to 6:00pm Sunday 3rd September 2017.

Signed: ..... Date: .....



**Appendix F: Association Award Results**

**PLEASE COMPLETE SECTIONS BELOW & RETURN TO PETER ANGUS AT THE RURAL SERVICES OFFICE BY 30 MAY**

**Name of Association:** \_\_\_\_\_

**Individuals and Show Societies represented at this Association Final:** \_\_\_\_\_

<b>Name</b>	<b>Show Society</b>	<b>Name</b>	<b>Show Society</b>

Please provide where possible, entry forms for all association finalists to accompany this form.

**Judges officiating at this Association Final:**

**Name and Company/Organisation or role in local community:**

<b>Name of Judge</b>	<b>Organisation or Role in Local Community</b>

**Winner(s) of Association Final is/are** \_\_\_\_\_

**Contact details: Please submit all ENTRY FORMS and CV's of winner(s) with this form ensuring contact details have been filled out.**

**Appendix G: Sample cover letter to go with entry**

Lisa Brown  
PO BOX 145 Brown's Road  
SMITHTOWN SA 5631  
Phone: (08) 8765 4321  
Mobile: 0418 876 543

7<sup>th</sup> October 2013

Mrs B Smith  
Smithtown A & H Society  
14 Bright Avenue  
SMITHTOWN SA 5631

Dear Mrs Smith,

My name is Lisa Brown and I am applying for the 2014 Smithtown A&H Society Young Rural Ambassador Award. I have grown up on my family sheep property just outside of Smithtown, and throughout my schooling life I have always been educated here. I am 18 years old and currently completing year 12 at Smithtown High School. After graduating I intend on taking a gap year and completing my Certificate III in Agriculture at Pope's Rural Supplies before beginning a Farm Management course at Longerenong College in 2015. Once I finish this course I plan to come back home and apply everything I've learnt through this course to the family farm. After hopefully making improvements to the farm, I aim to either carry on running the property or look for other agricultural employment.

From a young age I have always loved country shows for their sights and activities. Thanks to shows, I was introduced to what is now one of my passions in life and that is showing cattle. Without country shows I would not have found what I truly love doing. Since 2009 I have been actively involved in various shows. The main competitions that draw me to the shows are the Junior Judging and Beef Cattle competitions. Through these competitions I have gained a lot of self-confidence and the Junior Judging competitions have allowed me to become more established with speaking in front of large audiences. Aside from increasing my self-belief it has enabled me to learn a lot about animal and wool selection, which will be incredibly beneficial for my future career.

I believe that the Young Rural Ambassador Award is a fantastic opportunity for the younger generation to get involved in their community and potentially change the face of their local shows. In doing this it will enable the community spirit to strengthen and will promote youth in agriculture.

By being named the Smithtown A&H Society Young Rural Ambassador I would strive to increase the number of younger people attending our show, as well as the country shows in our area, and encourage more young people to enter into the Smithtown Show. Along with this I would endeavor to set up a Young Farmers Challenge at the Smithtown Show, which will create a focus on youth in agriculture.

I believe I am an approachable and reliable person who is enthusiastic about country shows. Being an Ambassador would help to increase my confidence in meeting new people and speaking in front of large crowds. I believe that I would be a great Young Rural Ambassador as I am genuinely passionate about country shows and the ways in which to improve them.

Thank you for taking the time to read and consider my letter. I look forward to meeting you and providing any further information. I can be contacted on my mobile at any time on 0418 876 543.

Yours sincerely,

Lisa Brown



## **Appendix H: Resume/Curriculum Vitae requirements**

The following information should be included in the entrant's resume/CV and cover no more than 3 single sided A4 pages:

- Full name
- Address
- Date of birth
- Email
- Education information (eg. school, TAFE, University. (ie 2000 - 2002 St Mary's High School))
- Qualifications (eg. SACE, TAFE, University degree, first aid, training certificates etc listed with the year obtained)
- Employment (including casual, part-time and permanent positions with listed years, job type and name of business/employer. eg. 2003 - Waitress - Globe Cafe)
- Any relevant work experience that relates to agriculture and agricultural shows
- Community involvement, particularly volunteer roles in the community
- Agricultural show involvement, particularly volunteer roles within the local show or district shows
- Awards received in the past (list the year and name of the award)
- Relevant interests and activities of the entrant
- 2 referees names and contact details (not family members, preferably past employers, teachers etc)

Providing all of this information in the entrant's resume/CV allows the judges to adequately assess the entrant against the listed '*Judging Criteria*' and ask relevant and pointed questions to each entrant during their interview. The information listed in the resume/CV is also used to design questions for the entrant for their '*Dinner Interview*', where they are asked specific questions tailored to their own life experiences. Thus, the quality of the information documented in their resume/CV is important in order to provide a good foundation for the entrant's interviews and furthermore, their performance against the judging criteria.

**Appendix I: Sample interview questions**

1. Why do you want to be a Rural Ambassador?

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2. How could your selection as a Rural Ambassador assist both you and your Show Society?

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3. Do you have any suggestions on ways to improve the Show?

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4. What are your general ambitions/aspirations:

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5. Describe your local community involvement:

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6. What do you hope to achieve if you were named the 20... ..Show Society Rural Ambassador and what is your plan to make these concepts reality?

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7. Would you be able to spend up to four consecutive days at the 20... Royal Adelaide Show?

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