

## WHAT IS A SECRETARY?

The role of a Secretary is to support the Chairman/President and the Committee of a Show Society or any other organisation.

A Secretary is the “caretaker” of a Show Society or organisation.

Most Show Secretaries are voluntary being reimbursed with an honorarium. Being a volunteer is no less important as a paid Secretary of a larger Show or organisation.

It is said that a volunteer Secretary is not driven by the imperatives of the market place in the Show movement, instead a Secretary should be driven by the passion and belief in the organisation that they are working for.



## MISSION STATEMENT FOR A SECRETARY

A Secretary believes that good people working towards a common goal can accomplish anything they set out to do. In this spirit we set out our goal to be the very best at serving the needs of our members and participants.

Therefore, every action we take as a Show Secretary should be made with members and participants in mind.

We also believe that we can achieve our goal only if we fulfil the needs of our own Show Society.

To the members and participants, we pledge continuous improvement and we make it our commitment that every day you get our best.

## **A SHOW SECRETARY'S OBJECTIVES...**

- To provide support and information
- To educate
- To seek and promote on a local, state and national level, the participation of a Show and its Society.
- To raise public awareness.
- To promote and present interest of the Show Society's members to the notice of local administrations and authorities and other authorities if deemed relevant.
- To raise funds by means of subscriptions, sponsorships, competitions, fund raising or otherwise for all the purposes and objectives of the Show Society in such amounts and in such manner as may be authorised by the Executive Committee.
- To form part of any local, state or national Show Society's whose aims are similar to that of the Show Society you represent.
- To encourage and promote research into furthering the Society's viability.
- To do all which is ancillary or conducive to the attainment of the above objectives.
- To maintain the historical value of the Show in your community.



A Secretary is elected at the Annual General Meeting.

The Secretary will be responsible for all secretarial and administrative work of the General Committee, Executive Committee and Sub-Committees.

- To ensure that the Show Office, no matter where it is based is an operational working place.
- A Secretary requires excellent communication skills when liaising with the public, Show Committee members, Sponsors and all that come into contact with the Show Society.
- To oversee the management of any programs in regards to the working of the Show – for example the Show Schedule, accounting systems. This can be a computer program or just a manual system.
- To oversee the management of sponsorship procedures, also, to assist the Executive Members to canvas new sponsors.
- To oversee the management of Commercial Trade Space for the Show.
- To attend, record and prepare minutes for all E & F, General and subcommittee meetings of the Show Society.
- To monitor and follow up actions from meetings.
- Attend meetings with various groups to maintain the Show Society's awareness of "what is happening in the Show World". This incorporates meeting with your Group Delegates, liaising with the ASC of NSW, Government and the Showmen's Guild (if applicable).
- Researching of entertainment and maintaining entertainment budget set by the committee.
- Management of other activities held by the Show Society.
- The Secretary is usually the "Public Officer" of a Show Society.
- To handle all Statutory requirements as stipulated by the rules of Incorporation.
- To assist the Treasurer with the end of year preparations and liaising with the Society's Auditor.
- To source other means of increasing financial gain and awareness of the Show Society.
- To monitor and manage all Fundraising opportunities and activities including grant applications.
- To assist in promoting the Show with all forms of media by promoting, developing and educating the community with what a Show Society can

offer. Promoting through all forms of media, will keep the face of the Show at the fore front of your Community.

- To be responsible for the management, training and welfare of all extra staff, either paid or voluntary, working in the Show Office during the Show period.
- To carry out and complete all necessary forms for the ASC of NSW.
- To check the ASC of NSW website regularly for any updates or changes to forms.
- Update Work Place Health & Safety with the Committee.
- Complete necessary Insurance declarations when sent to the Show Society.
- Be guided by the Show Society's Constitution. It is a very important tool.

A Show Secretary is just one cog in a very large wheel. Being well organised can help make the wheel turn freely. You are a team player.

Set yourself timelines. Make notes so you can have a succession plan to help other people that wish to come and give a hand or take on the position as Secretary.

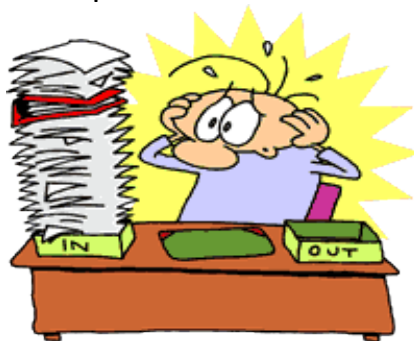
While your Show is in progress, try to gain peoples commitment to come again the following year.

Make up expressions of interest to hand out to your Commercial Exhibitors while still at the Show.

Talk to sponsors and see if they will come on board again for next year. Get the Chief Stewards in each section to have photographs taken with sponsors presenting awards, forward them onto the sponsor as a thank you.

Ask Chief Stewards to have a suggestion box for new ideas or ways to improve the class or section.

Have your Chief Stewards make the changes to their schedule while at the Show, once their section is complete. It is still fresh in their minds.



## **Meetings:**

Set a time and place for General Committee Meetings for example, the first Tuesday in every month or the 2<sup>nd</sup> Monday every 2 months. This can be forwarded to the Committee for their reference during the year. Keep meetings on a regular day, time and place. It is not conducive to have the meetings all over the place. We must remember that Committee member's lives are busy.

Type up minutes from meetings, send your notice for the next General Committee Meeting at least 7 days prior to the meeting. Attached Sub-Committee Reports and the Financial Report to the Notice for the General Meeting. The Committee will be up to date with Show matters before the meeting. Keep your meetings flowing.

List the Agenda Items on the notice for the meeting. Include Work Place Health & Safety as an Agenda Item. This will allow your Committee to raise any issues to be discussed and if you need reference at any time for Insurance purposes, you have a footprint to follow. Also, list the next meeting at the bottom of the Agenda Items.

Have a list of accounts for payment to be passed by the Committee at the meeting.

Minutes are to be signed at each meeting as a true and correct record.

## **Action Items from Meetings:**

List action items at the bottom of the Minutes. Carry out any action item from the meeting as soon as possible after the meeting, including payment of accounts that were passed at the meeting. Remember that the accounts you are paying could be your sponsors!!!

## **Annual General Meetings:**

An AGM must be advertised to the members two weeks prior to the date set for the AGM, listing the time and place.

Invite major sponsors, Hon. Solicitor, Auditor and Hon. Life Members to the AGM.

At the end of the Financial Year have the accounts audited ready for the AGM. Minute Book/Register and Attendance Register to be checked by the Auditor as a true and correct record of the workings of the Show Society.

The Auditor will provide a Report to be presented to an Executive and Finance Committee for adoption before the AGM.

Send out application forms to Committee Members to renominate. Advertise positions vacant.

When notice of AGM is sent to the Committee Members, a list of the new nominations should be attached. The list can be added to if there is a position still vacant at the AGM. The nominations for the new Committee are adopted at the AGM.

Organise the election of the President, Secretary, Treasurer and if you wish the sub-committees. Sub-Committees can be elected at the first General Meeting after the AGM.

Have a recommendation from the Executive and Finance Committee members for Auditors Report, Gate prices, Membership Fees and Commercial Trade Sites. Recommendations are adopted at the AGM.

After the AGM, make sure that the forms advising of the elected President, Secretary and Treasurer for the ensuing year are sent to the ASC of NSW. Forms for Fair Trading to be lodge within the stipulated time.

### **Sub-Committee Meetings:**

Encourage the General Committee to form sub-committees. It breaks the load down from the full Committee. Attend the meetings to keep informed and present reports to the General Committee to keep them up to date as to what is happening.

Show Committees may only comprise 5 to 10 members. This does not prevent a Show Committee from forming Sub-Committees. A Sub-Committee can co-opt other interested people to help out and be involved. The objective is to report to the General Committee as to where a Section is up to. This can help with time lines and allows each Sub-Committee to be transparent.

### **Agricultural Societies Council of New South Wales:**

This is where a Show Society Secretary can gain much needed information and support.

Information from the ASC of NSW will be received regularly. The information is to be tabled at meetings and shared with Committee members.

Return documents that need completing as soon as possible. Keep the Show Societies details up to date with the ASC of NSW Office. Pay Affiliation fees and Insurance on time.

### **NSW Show Groups:**

NSW is made up of Groups and each Show Society is in a Group. It is important for Secretary's to keep abreast of the information sent to the Show Society by the Group Secretary which is to be shared with the Show Committee.

Each Show Society pays an Affiliation Fee to the Group, if not affiliated with the Group then the Show Society is not eligible to be affiliated with the ASC of NSW, which leaves the Show Society with an invalid Insurance Policy.

Therefore, the Show will not be run under the banner of the ASC of NSW.

It is also important that the Secretary checks the allocation of Show Dates.

### **Official Opening:**

During the meetings directly after the Show, make decisions as to who will open the next Show. Send an invitation to the person you wish to have open the Show early. Make the arrangements so you can advertise who is opening the Show.

### **Judges:**

Start organising Judges – have the Chief Stewards give you names and addresses so an invitation can be sent out to the judges. If unsure of what to do, follow the ASC of NSW Handbook directions.

It is wise to have an Agreement for the Judge to sign and complete when accepting judging duties. The Committee then has the right to decline the judge's acceptance if there is any conflict or is asking for a high remuneration for the judging duties.

### **Sponsorship:**

Look for avenues to gain sponsorship. This can be directed to a specific area or have a Show sponsor. Try to keep it local.

It is not always possible to gain large sponsors, maybe gain smaller sponsors to make up the amount required.

If it is difficult to gain sponsorship, the Secretary will find it is possible to work with the Committee throughout the year to do small catering jobs, cake stalls, raffles at functions or market days and trivia nights. The money soon adds up and can replace the sponsorship, plus it also gives an opportunity for the Committee to meet socially.

You may have children at school, target the parents to come to a trivia night.

Set a program for the year.

Sponsors need to be a firm commitment before the schedule goes to print.

The Sponsors need to be recognised in the schedule.

Have Sponsors sign an Agreement Form, this allows the Committee confirmation of what money or product is pledged.

### **Buy Local:**

Show Societies should try to buy local. The Committee is out asking for sponsorship, the Show Society and Committee members need to support the people that are supporting the Shows.

For example: Trophies, printing of tickets or schedule, buying paper, food, plus much more. Show Committees need to think how they can support locally.

You as Secretary should be reminding your Committee of this.

### **Entertainment:**

Have the Committee set a budget for the entertainment, at least 8 months from your Show, start gaining quotes for entertainment.

Again look locally and see if you have any groups that may like to demonstrate what they are about to gain more memberships. A number of local groups would be happy with a donation. Also, look at school groups, they may have a band that you could use for entertainment. The entertainment will need to be confirmed before the schedule goes to print. This is an opportunity to promote your Show and what you are showcasing.

### **Schedules:**

Organise the printing. Obtain quotes.

Some Show Societies sell advertising in the schedule to cover the cost of printing. Have the Chief Stewards make changes to the Schedule. After proof reading the changes have the Chief Stewards sign that their Schedule is okay for printing.

### **Showgirl competitions:**

Organise entry forms and information for the Showgirl Competition. Start promoting the competition. Have previous Showgirls involved in running the competition.



Send the Zone Showgirl information to the host Show Society who is holding the next Zone Showgirl Finals as soon as your local event is over. This information is also sent to the ASC of NSW.

### **Ribbons:**

Once the Schedule is organised, start organising the ribbons for the Show. Maybe a Committee member might like to assist with doing the ribbons.

### **Gate Keepers:**

Organise a voluntary Organisation to run the gates for you. Invite a local Swimming Club or the School P & C Group or the neighbouring Show Society as to whether they would like to run the gates for a donation.

Agree on a contribution that is suitable to both parties before signing off on an agreement.

### **Trade Site Exhibitors:**

Follow up on the Expression of Interests with an Application for Commercial Trade Sites.

Gain a commitment by requesting a deposit.

Prepare a Trade Site package to be given to Applicants on arrival for the Show. (This can also be done for Cattle and Sheep Exhibitors if you wish).

No person or Company should set up without full payment, waiver forms and Risk Assessment form and a copy of a current Public Liability.

Do not accept cheques from itinerants the week before the Show starts. Let them know that the Show Society will only accept cash at this point in time.

Receipt monies and put the receipt number on Trade Site Agreement to give a reference if there is a need to check the process.

### **Insurance:**

Make sure as Secretary that you complete the Insurance Declaration forms that the Show Society will receive before Christmas. There is a time line on the Declaration being returned.

## Education:

A Secretary is to encourage, educate and demonstrate the benefits of being a part of the Show Society.

If your Committee is encouraged to run youth events, for example junior judging competitions in as many sections as possible, Rural Achievers, Teenage Showgirl Competition, Showgirl Competition, Young Farmers Challenge, plus others, this is an opportunity to engage with the youth and invite them to continue on with their participation with the Show. It maybe only on a limited basis to start with, but with encouragement from the General Committee and contact on a regular basis from the Secretary you may gain the young people to continue and be part of the Show movement.



## **Finally:**

A Secretary will always have their eyes and ears opened to what is happening around them.

A Secretary will not make a decision on their own, or act on behalf of a Show Society which maybe detriment to the Show Society and the Committee.

Throughout the Show you will be looking out for anything that potentially is a hazard, be an ear for any one that wants to give you advice or be the general hands on person that people will come to, to get a job done.

Through the year you are always on the lookout for new ideas, new concepts and ways to make the show easier to run, easier to organize and easier for people to participate in. Ideas that you take back to your Committee.

A Show Society is one of the largest organisation in Australia. The Show movement is a place to form friendships, network and enjoy what people have in common. The "Show" has a long history and a colourful past which should be celebrated and maintained for future generations to continue being the "Caretakers".

You know when you have experienced a good show, you see the people around the Show with smiles on their faces, talking with friends that they haven't seen probably for 12 months and families enjoying the "Day at the Show".

It is important that if you become a Show Secretary, there is support for you. The members of the ASC of NSW and Office Staff are available for any information that you may need. The Office personnel will provide direction for your enquiries. Other Show Societies will support you. Your connection to another Show for assistance is only a phone call away.

Also, a Show Secretary will be the Secretary, Treasurer and a Steward in a Section of the Show for a lot of the smaller Shows. If you follow and use the Agricultural Shows Handbook that is available on the ASC of NSW Website, it will be of great assistance to you

***To all Secretary's and potential Secretary's enjoy the experience, because there is nothing else like it.***



Notes:



**AN**  
**INSITE INTO THE WORKINGS**  
**OF A**  
**SHOW SECRETARY**



Presented By: Sue Hood  
Secretary, Dubbo Show Society Inc.  
ASC Delegate Group 11  
Secretary: Western Group of Show Societies  
Delegate: Western Group of Show Societies.  
Date: 1<sup>st</sup> July, 2017

