



AGRICULTURAL SHOWS
AUSTRALIA

**AGRICULTURAL SHOWS
AUSTRALIA HANDBOOK**

**HOSTING STATE/ TERRITORY/ REGION
GUIDELINES FOR THE
NATIONAL RURAL AMBASSADOR AWARD**

(Update Final 26 July 2017)

National Rural Ambassador Award
Agricultural Shows Australia Handbook

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National Rural Ambassador Award

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Aim of the National Rural Ambassador Award

The National Rural Ambassador Award is to:

- Provide young people with an opportunity to promote either rural Australia or New Zealand and to play a greater role in promoting agriculture and rural living.
- Discover the next generation of rural young leaders who have a strong commitment to the various agricultural industries and an involvement and genuine interest for the Agricultural Show movement.

General Outline of the Award

The Competition being conducted in three stages:

Local Agricultural Show Level

The winner selected at the local level represents that Agricultural Society at the Group/ Chamber Final.

Group/ Chamber Level

The winner selected at the Group/ Chamber Final represents that Group/ Chamber in the State/ Territory/ Region Final.

State/ Territory/ Region Level

The winner of the State/ Territory/ Region Final represents their State/ Territory/ Region in the ASA National Rural Ambassador Award Competition.

Competing State/ Territory/ Region

- To pay for Competitors travel from their capital city to the Hosting State/ Territory/ Region capital city and return.

Hosting State/ Territory/ Region

- To pay for Competitors accommodation and local travel whilst in the Hosting State/ Territory/ Region.
- Accommodation for Rural Ambassador Award Competitors being a minimum of two nights. Additional accommodation being at the discretion of the Hosting State/ Territory/ Region.
- Local travel arrangements between the accommodation venue and the judging venue as required. Other internal travel being at the discretion of the Hosting State/ Territory/ Region.

Entry Conditions Summary

The Conditions of Entry for the Competition include:

- Competitors must be permanent residents of Australia or New Zealand,
- Competitors must be aged between 20 and 30 years of age as at the 1st May of the year of the State/ Territory/ Region Final.
- The Award is open to both males and females, either single or married.
- Must be nominated by an Agricultural Society.
- After winning a National Rural Ambassador Award a Competitor is ineligible to compete again in the Competition.

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National Judges

- There should be four Judges on the judging panel and preferably with one each from the Host Royal Agricultural Society, Rural Press, Sponsor Representative and ASA Representative.
- Apart from the four Judges at the time of judging there should not be any other persons in the room.

Judges Selection Criteria

The criteria that Judges should be looking for in a Competitor include:

- a) Agricultural interests, involvement and skills.
- b) Community involvement and other voluntary groups.
- c) Contribution to the local Agricultural Show Society – involvement, enthusiasm, versatility, ability to take and give direction, new ideas.
- d) Future goals.
- e) Interests/ hobbies.
- f) Knowledge of both local and general rural issues.
- g) Possibility of long term involvement in the Agricultural Show Movement.
- h) Presentation.
- i) Personal achievements.
- j) Personality.
- k) Verbal communication during the interview and with colleagues.

Competitors require the ability to communicate and articulate his/ her point of view. They should not only have a good general knowledge but be able to express oneself well.

Judging Criteria

Competitors to be judged in accordance with the following guidelines:

Interview

Country Show Involvement	25 points
General and Rural Knowledge	20 points
Community Involvement	15 points
Personality	10 points
Ambitions/ Goals	10 points
Communication Skills	10 points
Style, Grooming and Deportment	10 points

SUB TOTAL 100 Points

Onstage Interview

Public Presentation	20 points
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TOTAL 120 points

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Role of the Judge

- Try to put Competitor at ease.
- Give Competitor time to answer.
- Explain the purpose of the interview.
- Keep the goal of the judging in mind.
- Let the Competitor do most of the talking.
- Pursue questions that have not been adequately answered.
- Keep a record of key points and their impressions.
- Avoid premature decisions or those based on minor details.
- Follow the questioning strategy prepared.

Communication Skills

Communication skills include:

Body Language

- Making eye contact.
- Nodding occasionally to acknowledge a strong point in the discussion.
- Using gestures with hands and face.
- Appropriate posture.
- Not displaying nervous ticks that may distract from the judging.

Speech

- Being clear and concise.
- Ability to express oneself.
- Being confident.
- Not sending mixed messages.
- Making word gestures, facial expressions and tone match.

Style

Style is the expression of personality, tastes and preferences in décor and clothes choice.

Personality

Personality is a set of qualities that makes a person distinct from another in patterns of thinking, feeling and behaviour.

Deportment

Deportment is how a person behaves and presents oneself, being polite, well dressed and soft spoken.

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Interview Guide

The Rural Ambassador Award provides a unique opportunity for young people around Australia and New Zealand to expand their horizons. The Award is aimed at youth and provides them with an opportunity to play a greater role in promoting agriculture and rural living.

1. Welcome the Competitor.

By welcoming the Competitor the objective is to set them at ease for the judging session.

2. Introduction of each Judge individually:

- a. Host Royal Agricultural Society
- b. Rural Press
- c. Sponsor Representative
- d. ASA Representative.

By introducing each Judge individually will indicate if the Competitor can recall names easily. The successful Competitor will need this recall and use this skill in their duties as National Rural Ambassador.

3. Explain the interview process to the Competitor:

- a. The interview being broken down into four parts:
 - i. The first part as Judges we would like you to spend a couple of minutes to tell us about yourself and your background.
 - ii. The second part is a number of set questions that we will ask every Competitor.
 - iii. There will be enough time towards the end for you to ask any questions of us and we will answer them the best we can.
 - iv. To finish you will be given the opportunity to tell us anything you may have thought of during the interview period.

By keeping to a format and explaining the judging process it shows the Competitor that each Competitor has an equal opportunity and that the Judges are showing no favoritism. It is also important to show there are no surprises to come in the judging process.

4. Ask the Competitor to start with a couple of minutes to tell us about themselves.

This part of the interview gives the Competitor the opportunity to portray oneself, give additional information to their C.V. including their strengths and particular passions.

5. Lead into the set questions that you will ask all Competitors.

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It is important that all Competitors are measured equally and therefore asked the same questions. Questions should be asked by all four Judges and the questions should be open ended thereby allowing the Competitor plenty of time to elaborate fully on their answer.

There will be other questions that lead from the original one which can be asked and explored should the Judges deem it necessary and appropriate.

6. Ask the Competitor if they have questions for any of the Judges.

It is important that the Competitor can ask a spontaneous question of some kind (as they would during a normal conversation). This gives the Competitor another opportunity to show their skills.

7. Invite them to add any information that they feel that the Judges should know.

Sometimes there is something that a Competitor may want to say that will give the Judges a good opinion or that the Competitor has thought of during the interview. As it is the Competitor's interview every effort should be made to give them the opportunity to have their say and to show their worth.

8. Thank the Competitor for their time and wish them all the best.

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Set Questions Template

Judging Criteria	Possible Score
Community Involvement	15
Country Show Involvement	25
Ambitions/ Goals	10
General Knowledge	20
Style, Grooming and Deportment	10
Personality	10
Communication Skills	10
SUBTOTAL	100
Public Presentation (onstage interview)	20
FINAL TOTAL	120

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**NATIONAL RURAL AMBASSADOR AWARD
JUDGING FORM**

	1	2	3	4	5	6	7	8	Possible Score
<u>NAME</u>									
<u>INTERVIEW</u>									
Country Show Involvement									25 points
General & Rural Knowledge									20 points
Community Involvement									15 points
Personality									10 points
Ambitions/Goals									10 points
Communication Skills									10 points
Style, Grooming and Deportment									10 points
SUBTOTAL									<u>100</u>
<u>ONSTAGE INTERVIEW</u>									
Public Presentation									20 points
FINAL TOTAL									<u>120</u>

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Appendix 1 – Suggested Set Questions

Judging Criteria	Possible Score
Community Involvement 1. Excluding Show involvement briefly tell us about yourself and what your community involvement is. 2. What have you changed in a process or progressed something in your community to make things run more efficiently for yourself and/ or others?	10 5
Country Show Involvement 1. Share with us your experiences to date with your local Agricultural Show Society and what you have achieved? 2. How would you encourage and involve young people in your local Agricultural Show Society? 3. Identify any major setbacks that you believe are impacting on the running of Agricultural Shows presently and long term. How would you address them?	10 10 5
Ambitions/ Goals 1. What do you hope to achieve over the next 5 to 10 years?	10
General Knowledge 1. What can be done to halt the demise of family farming and ensure a strong future for agriculture and rural communities? 2. If you were named the National Rural Ambassador what do you hope to achieve in this role over the next 12 months? 3. You are holding a dinner party and have places for 3 at a table for four. If you could pick anyone in the world who would be the other 3 people you invited and why?	10 5 5
Style, Grooming and Deportment	10
Personality	10
Communication Skills	10
SUBTOTAL	100
Public Presentation (onstage interview)	20
FINAL TOTAL	120

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Appendix 2 – National Rural Ambassador Award Final Information

- An Entry Form is to be completed by each Competitor.
- Attached to the Entry Form should include a photograph, passport size or larger (colour or black & white), of the Competitor and a covering letter from the Competitor.
- All entries must be received by the Agricultural Societies Council of the Host State / Territory/ Region no later than 6 weeks prior to the Competition.
- The Host State/ Territory/ Region should contact the ASA Executive Officer Mobile 0400 417 800 or Email: execofficer@agshowsaustralia.org.au if they require further clarification or other information not present in this document.

Entry Form

Nominating State:

Entrant name:
.....

Address:

Telephone: Home: Business:

Mobile: Email:.....

Age (as at 1 May in year of their State/ Territory/ Region Final):

Date of Birth:/...../.....

Parents' full names:

.....

Address:

Telephone: Home: Business:

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Signature

...../...../.....

Date

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Competitor Questionnaire

Show Society involvement (include any Stewarding and exhibiting experience you may have as well as general responsibilities during your local Agricultural Show):

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Agricultural interests (e.g. growing crops, breeding/ showing, agronomy, etc.):

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Personal achievements:

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Practical skills (e.g. harvesting, artificial insemination, farm mechanics, etc.):

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Ambitions/ aspirations:

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Local community involvement:

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Employment history and associated responsibilities:

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Educational details (including TAFE courses):

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Hobbies and other interests:

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Why do you want to be a Rural Ambassador?:

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How could your selection as a Rural Ambassador assist both you and your local Agricultural Show Society?:

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Do you have any suggestions on ways to improve your local Agricultural Show?:

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Would you be able to spend three consecutive days at the Hosting Royal Show?

Yes / No (please circle)

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Appendix 3 – Conditions of Entry

1. The Award is open to those who are permanent residents of Australia or New Zealand. Any queries regarding eligibility should be referred to the Rural Ambassador Coordinator at the Royal Agricultural Society of your State/ Territory/ Region.
2. Competitors must be aged over 20 and under 30 years of age as at 1 May of the year of their State/ territory/ Region Final.
3. Competitors must be permanent residents of Australia or New Zealand who reside within their nominated State/ Territory/ Region for the last three months, or if resident near a State/ Territory border can show they are an active working member of their nominating Agricultural Show Society.
4. Staff and Councillors of the RAS and sons and daughters of the staff of the RAS and Agricultural Societies State Body are eligible to enter provided that:
 1. Councillors, Executive Staff and Staff declare any pecuniary interest; and
 2. Councillors, Executive Staff and Staff not to be involved in any discussion regarding the result during the period of the Competition.
5. Competitors must be nominated by a local Agricultural Show Society prior to lodgement of their Entry Form.
6. Tertiary qualifications are not a prerequisite for the Rural Ambassador Award and will have no influence on the selection process.
7. Winning Competitors may be required to spend up to four days at the Host Royal Show and therefore will need to obtain a leave of absence from their place of work or education for this time. Inability to attend the Show on all four days may result in disqualification.
8. Entries must include a completed Entry Form, a recent photograph and a covering letter. Failure to provide all the above documentation will deem the entry invalid.
9. Competitors should be actively involved, or demonstrate a readiness to become actively involved, in their local Agricultural Show Society. They should also be knowledgeable about current rural issues pertaining to their local area, State/ Territory/ Region and country, and have a strong affiliation towards agriculture.
10. Prizes awarded to the National Rural Ambassador are not transferable and must be utilised within twenty four months of being awarded. This date is taken as being the date of the Award Presentation during the Hosting Royal Show. All prizes are subject to change without notice.
11. Under the Conditions of Entry, previous National Competitor winners are not eligible to re-enter the National Rural Ambassador Award.
12. The Competitor authorises the RAS, Agricultural Societies State Body and their local Show Society to incorporate any photograph of the Competitor in any public display in connection with the promotion of the RAS, Agricultural Societies State Body, local Show, Agricultural Shows Australia Rural Ambassador Award or the Host Royal Show.
13. The Conditions of Entry shall constitute the whole agreement upon which an entry is submitted and the Competitor agrees that all representations and statements not itemised herein are excluded.

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14. In consideration of the Host RAS accepting this entry, the Competitor hereby indemnifies the Host RAS, Agricultural Society State Body and local Show Society against all claims, losses, suits and demands made against or suffered by the Host RAS, Agricultural Society State Body and local Show Society by reason of any negligent act of omission on the part of the Competitor and that the Competitor agrees that any act or omission on his/her part found in any action against the Host RAS, Agricultural State Body and local Show Society to be negligence shall be deemed to have been negligence for the purposes of any claim under this indemnity.
15. The Competitor hereby admits and acknowledges that they will participate in the Award wholly and solely at their own risk and release and indemnify the Host RAS, Agricultural Society State Body and local Show Society including their servants and agents in the terms of this release and indemnity contained in the Conditions.
16. It is a condition of entry that the Competitor waives any right to claim against the Host RAS, Agricultural Society State Body, local Show Society and Award organisers or any sponsor or provider of prizes in connection with any loss or injury suffered by the Competitor or in relation to the decisions and directions of Judges, Stewards, Officials and Host RAS staff and Councillors.
17. It is a condition of entry that in the event of the Competitor suffering injury or loss or claim for compensation as a result of the Competitor's actions, the Competitor will fully indemnify each of the Host RAS, Agricultural Society State Body, local Show Society and the Award organisers including Judges, Stewards and Officials or any Sponsor or provider of prizes.
18. The Competitor must disclose any medical condition reasonably expected to restrict tasks to be undertaken during the Host Royal Show.
19. Failure to comply with any of the above regulations may result in disqualification from the Award.

I hereby apply to enter the Rural Ambassador Award in terms of and upon the conditions set out in the Conditions of Entry which I have read and by which I agree to be bound in all respects, including my admission to and presence on the Showground.

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Signature of Competitor

...../...../.....

Date