

Young Judges and Paraders

Promotional Content Suite



Ag Shows Australia has prepared a suite of templates and messages for local shows to hit the ground running in promoting Young Judges and Paraders competitions to entrants, sponsors and the local community.

Here you will find an overview of each item and how to use it.

All of the templates can be downloaded for use from:
agshowsaustralia.org.au/yjpromotionalmaterial

Key messages

These key messages highlight the language to use as your first port of call for any conversations, communications and content for Young Judges and Paraders.

So if the Minister or a local member needs a briefing, or a media release needs an explainer, or an email is going out to schools – this is our core content.

Note: This particular document is internal facing and should be used for referencing rather than shared as a document.



KEY MESSAGES

[HEADLINE] Young people **showing** what they're made of

[Tagline] Judging and parading competitions give youth the opportunity to understand Australian agriculture, and gives Australian agriculture the opportunity to make a positive imprint on the next generation.

Whether it's a career pathway into the agriculture industry or closing the gap between the country and city consumers, the young judging and parading competitions in agricultural shows are a dynamic and exciting experience connecting people across Australia.

For generations, agricultural shows have been premier events on the annual social calendar, bringing together the best in Australia's food and fibre industries and showcasing them to the broader community. Across Australia there are 580 show events each year, which attract about 6 million visitors and contribute nearly \$1 billion to the economy.

Along with educating people about where their food and clothing come from, shows are entertainment filled, family friendly events. They give people who live in cities and towns the unique opportunity to get up close to livestock and produce, and to connect with the people who breed and grow them. Shows also allow stakeholders in agriculture to compete by comparing their livestock to enable continual improvement and learning.

The young judges and paraders competitions are an essential part of this, showing people how accessible the agriculture industry is through competing in front of an audience while also making a valuable contribution to the livestock industry - an industry worth about \$17 billion to the Australian economy. Competitors compare and evaluate animals and produce, providing valuable feedback and accolades to the farmers, producers, breeders and growers while expanding their own knowledge and skills.

At a national level, finalists compete in one of nine competitions: beef cattle, dairy cattle, alpacas, poultry, Merino sheep, meat breeds sheep and Merino fleece judging, as well as parading competitions in beef and dairy cattle. At a local level, competitions are run judging a variety of additional classes including pigs, goats, fruit and vegetables, Australian Stock Horses, and grains.



Using a set of criteria, the young judges visually assess and compare the animals or produce then orally present their findings to a judge and audience. Parader competitions are similar, except entrants must prepare and parade their animal in the ring. Through this process, competitors develop a strong understanding of livestock, and what traits breeders and the market are looking for. This builds their confidence, knowledge and lifelong skills in public speaking, research, attention to detail and decision making.

The competition is a powerful platform reaching from a grassroots local level where competitors can rise through to state and national competition, providing them with exposure to media and stakeholders in the agriculture industry from across Australia as well as giving an engaged audience from both inside and outside agriculture the opportunity to better understand show judging, produce and livestock, and how young people can actively be involved in an exciting way.

Importantly, this competition is integral to the continued success of show events in Australia by giving the next generation of potential judges the opportunity to showcase their talent and receive feedback to refine their skills and knowledge so they can potentially be engaged as stewards and judges in the future.

While many competitors are young people who have grown up on a farm or are studying agriculture at school or through tertiary education, the competition welcomes people who don't have an agricultural background but are interested in participating.

With the tree change trend seeing thousands of people flock to regional areas, there is the opportunity to engage a new group of people who are keen to participate in local community events and better understand and become involved in one of Australia's most important industries - agriculture. People who want to have a go are encouraged to learn more by contacting their local show society.

Local show social media posts – entrants

The generic Facebook and Instagram tiles and stories images are available for all shows to use when promoting the Young Judges and/or Paraders Competitions at your show.


The purpose of these posts is to generate interest in entering these competitions, so it is important you have a call to action which tells readers how they can enter your Young Judges/Paraders competitions. We have created customisable copy templates to accompany each of the social media posts which will get you off to a great start.



Local show social media posts – sponsors

The generic Facebook and Instagram tiles and stories images are specifically targeting potential local sponsors' involvement in your youth education through the Young Judges and Paraders Competitions.

We have created an image tile and matching customisable copy template to accompany each tile.



LOCAL SHOW SOCIAL MEDIA POSTS – SPONSORS


- Here you'll find the copy to accompany the Facebook and Instagram files to help drive sponsorships for the Young Judges and Paraders competitions on your show's socials.
- Fill the grey spaces, replacing the help text with your information and then copy and paste the copy (but not the heading). The grey will disappear when you copy it across.

1 – Sponsor this premier

Does your business want to target young people and the agricultural industry? Each year the young judges and paraders competition attracts competitors aged 15-25 who compete across nine categories. They are cheered on by their families, friends and peers and supported by livestock producers and breeders, produce growers, agents and buyers. Find out how you can sponsor this premier competition and reach this audience by visiting www.pattersonshow.com.au

2 – Support the next generation

Want to support the next generation of moovers and shakers in the ag industry? The Patterson District Show Society will again run the coveted young judges and paraders competition who are vying for a place at the Sydney Royal Easter Show. Sponsorship opportunities are available. For more information contact Henry Simpson at hmpson@pattersonshow.com.au or on 0411 111 111.



3 – Limited sponsorship opportunities

Show season is here and we are excited to announce the young judges and paraders competition is back, offering the next generation of leaders in ag the opportunity to compete for a place in the state finals. Limited sponsorship opportunities are available to businesses wanting to support these young up-and-coming leaders. Contact Henry Simpson at hmpson@pattersonshow.com.au or on 0411 111 111 to find out more!

4 – Help the next generation

Want to help the next generation make their mark in the agriculture industry? Sponsorship opportunities are now open for the popular young judges and paraders competitions at the Patterson District Show Society. Contact Henry Simpson at hmpson@pattersonshow.com.au or on 0411 111 111 to find out more.



Agricultural Shows Australia
October 5 at 3:05 PM · 🌐

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Want to support the next generation?

👍 Like 💬 Comment ➦ Share

In-situ example – sponsors



Media release

The media release aims to educate the wider community on the benefits of the learning through competition. It highlights how the Young Judges and Paraders competitions develop personal skills that translate across almost every career.

We have created a Microsoft Word customisable media release template which you can download, edit, place on your local show letterhead and print or email to your local newspaper and radio station and any other relevant local media outlets.



Wednesday, 1st December 2021

MEDIA RELEASE

Showing the way: calling all young people to judge Australian agriculture

Whether it's a pathway to a career into the agriculture industry or simply a love for animals, vegetables and country shows, young people can make their imprint on the industry through the Patterson District Show Society's young judges and paraders competitions next month.

Entries are now open for people aged 15 to 25 in a variety of competitions - beef cattle, dairy cattle, alpaca, poultry, Merino sheep, meat breeds sheep and Merino fleece judging, as well as parading competitions in beef and dairy cattle.

And the best part is, there's no experience necessary according to Mr Henry Simpson, President.

While some competitors have grown up on a farm or are studying agriculture at school or through tertiary education, Mr Simpson said the competition was specifically designed to develop the knowledge and skills and the Patterson District Show Society welcomed people who didn't have an agricultural background.

"We would strongly support anyone who wanted to enter the competition. It is important our show helps the wider community gain an understanding of where their food and fibre comes from and it's even better if they want to get involved."

In the competitions, entrants use a set of criteria to visually assess and compare the animals or vegetables and grains then orally present their findings before a judge and audience. The paraders competitions are similar, except entrants must prepare and parade their animal.

"Through this process, competitors develop a strong understanding of livestock, food and fibre, and what traits breeders, growers and the market are looking for. They also build their confidence, knowledge and develop lifelong skills in public speaking, research, attention to detail and decision making," Mr Simpson said.



"These are skills that translate across almost any career and it's a very supportive environment as everyone is learning together."

While the competition develops the skills of competitors, it is also a useful tool to educate the wider community about where their food and clothing comes from. Furthermore, the competitions allow the competing animals' breeders or produce growers to compete and compare their livestock against others for continual improvement in the flock or food type.

For more information visit www.pattersonshow.com.au

Editorial

This is content your show can use to send to your local newspaper on the competition authored by the President, or a relevant Chief Steward to promote the competition.

The Microsoft Word template allows you to input your local show details, then download and send.



EDITORIAL

[HEADLINE] Opportunity for the next generation to 'show' the way in \$17b industry

[SUBLINE] For farm kids, tree-changers, or food-eaters: show events open the door in ag industry

[BY LINE] Mr Henry Simpson, President, Patterson District Show Society

The future is bright for Australia's agriculture industry, with the livestock sector alone worth more than \$17 billion but the big question is, how to ensure this industry continues to grow from strength-to-strength?

Participation in the young judges and young paraders competitions from a grassroots level at the Patterson District Show Society, which can then lead onto learning and competition through to state and national levels, is the ideal platform to foster the next generation of leaders in agriculture.

Competitors aged between 15 to 25-years-old are required to build their knowledge on the livestock or produce in the competitions, familiarise themselves with what the market is looking for and deliver a judgement on show day, or in the case of paraders, present and handle their animal for judging.

It's a unique opportunity to be closely involved with livestock and understand what traits breeders and the market are looking for, as well as developing a suite of skills that can translate into any career, such as public speaking, attention to detail, research and decision making.

At the national competition level, the champions are divided into nine competitions for judging and parading - beef cattle, dairy cattle, alpaca, poultry, Merino sheep, meat sheep breed and Merino fleece judging, as well as parading competitions in beef and dairy cattle.

Traditionally, the event has attracted competitors who have grown up on farms or study agriculture at school or university, however, we welcome interested entrants who don't have this background.



As initiatives such as Buy from the Bush continue to gain momentum and a rising number of city dwellers look to make a tree change, there is opportunity to engage a new group of people in local events, and shows are a wonderful way to do this.

Shows are a fun and entertaining day out for the whole family, connecting the agriculture industry with the wider community, as well as hosting a range of competitions.

However, the young judges and young paraders competitions are extra special as winning competitors can go on to compete at a state or national level and the competition can be a pathway to a career in the livestock and farming industry.

Along with the skills learnt along the way, the competition is a very popular event enjoyed by families, livestock producers, grain growers, vegetable farmers, and fibre producers, industry representatives and often receives media attention.

We would encourage anyone thinking about entering to find out more about what is involved as it can be a life changing experience.

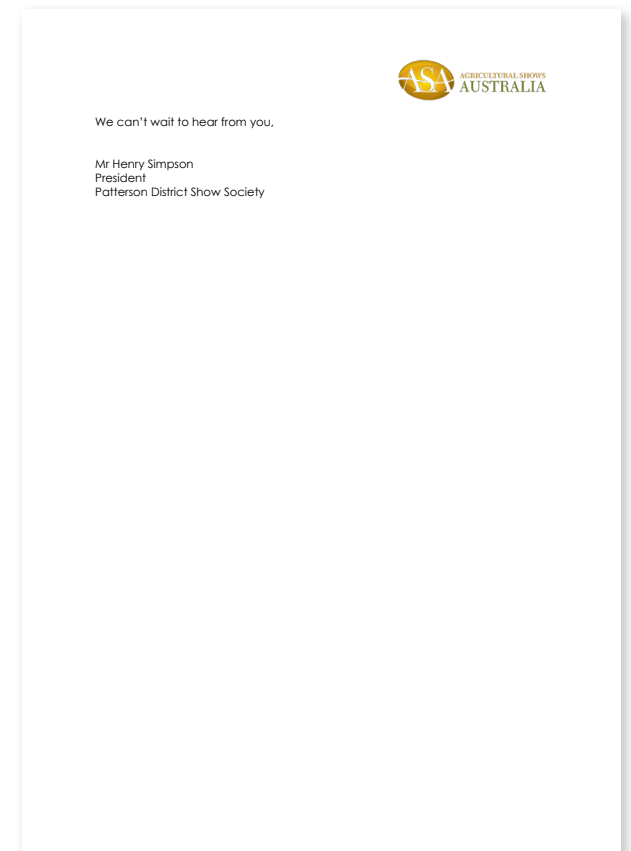
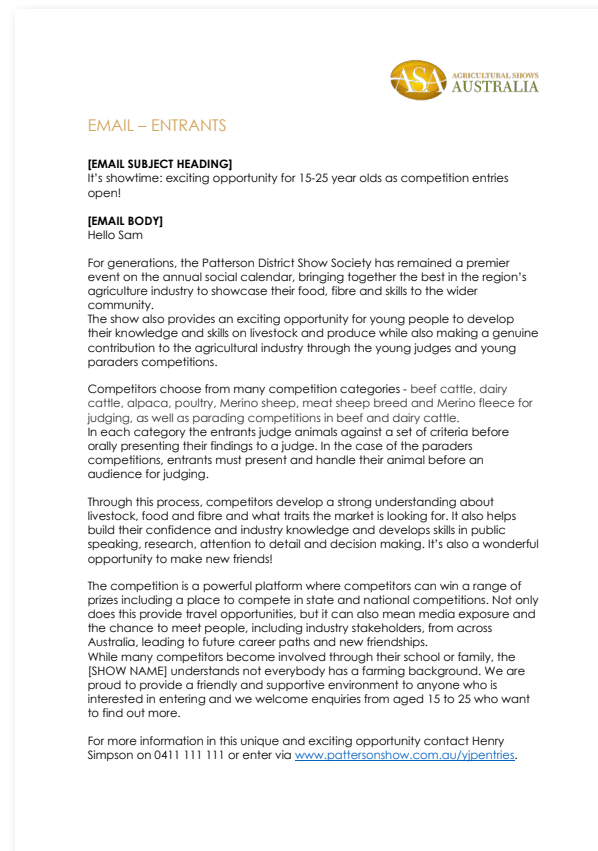
For more information visit www.pattersonshow.com.au

Email to entrants

This entrant email template has been developed for use if your show has a list of potential schools or past entrants that you would like to encourage to enter into the competition.

The email can be customised to reflect the specific Young Judges and Paraders competitions your show is holding and include your local show information.

Copy and paste the provided copy directly into your email system.

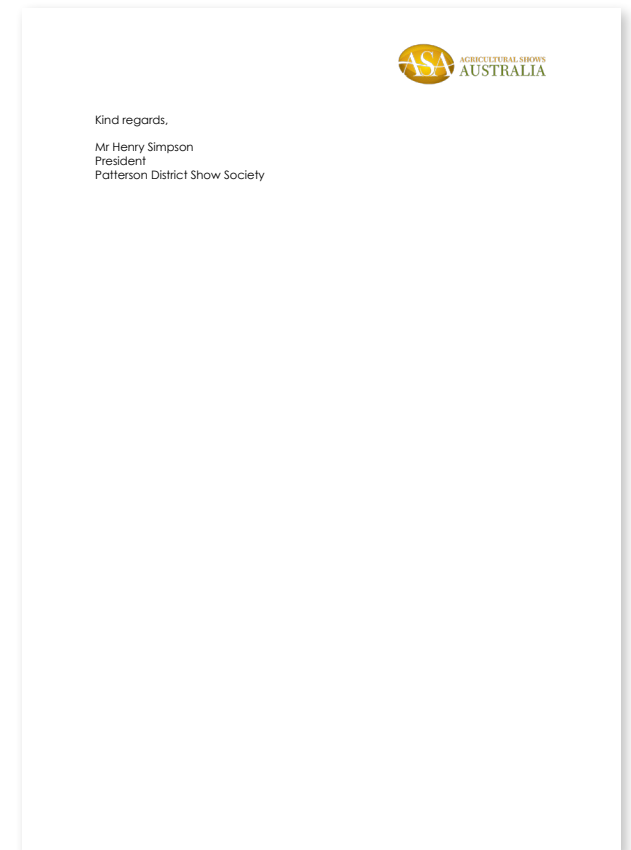
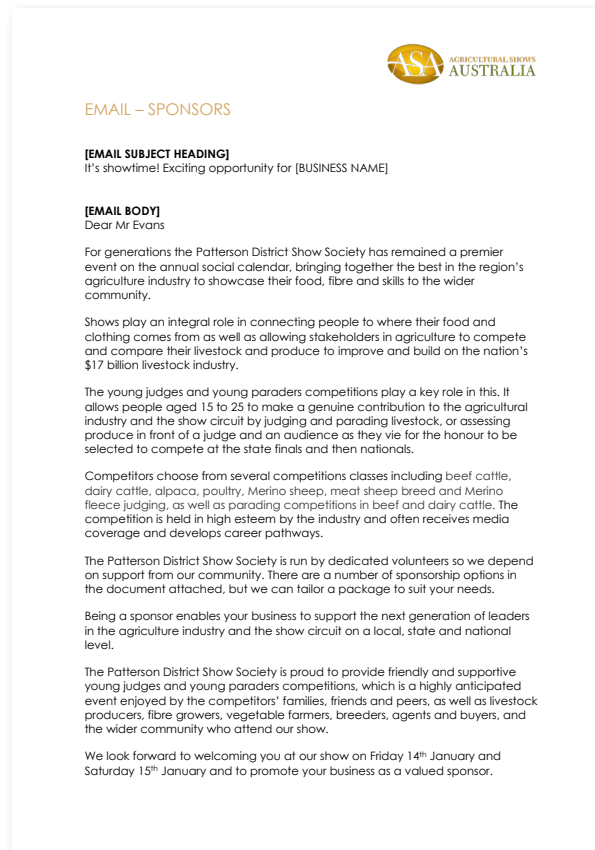


Email to sponsors

This sponsor email template has been developed so you can send an email to your sponsorship list that you are trying to target for the Young Judges and Paraders competitions.

The email highlights how their involvement can support the next generation of leaders in the agriculture industry and the community at large.

Copy, paste and customise the email template to suit your local show.





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