



AGRICULTURAL SHOWS
AUSTRALIA

Support Recovery Package for ASA and Agricultural Shows

580 Agricultural Shows held in Australia each year

Agricultural Shows have a **significant impact** on the community and economy

\$1 billion in value to the Australian Economy

Lifeblood of most regional and rural communities

6 million people – over ¼ of the population – attends an Agricultural Show each year

50,000 Volunteers involved across all shows each year

Important **connection** between city and country

Strengthening of communities fostered by agric shows

The vibrancy of Agricultural Shows as a unique, valuable and iconic feature of the **Australian Culture**

Agricultural Shows are the **largest community events** in the country

Final Word

Agricultural Shows have been an integral and essential component of rural communities for over a century, with some Agricultural Societies approaching their 200th year.

These iconic events provide community connections and wellbeing as well as encouraging agricultural education through competitions and benchmarking of agricultural pursuits and produce.

These not-for-profit events essentially rely on volunteers to organize and operate the Shows and cancellation will impact on immediate financial resources and profitability.

Agricultural Shows operate in a 6 to 10 month seasonal period and if we lose part of that season, then it is lost, i.e. not able to be reschedule for another time. This is further compounded by the loss of family and SME companies, and associated stakeholders (sideshow and carnival operators, show bag suppliers, food traders, commercial traders etc.).

There is no revenue and no possibility of revenue for the foreseeable future.

The impact on this industry will be catastrophic as these groups will likely use what financial reserves they may have to survive the short-term, if at all.

Apart from the likelihood of some Shows not surviving at all in the future, there will be a significant impact on State Affiliated Agricultural Societies viability and therefore on Agricultural Shows Australia (ASA) to be able to represent the industry.

Without financially secure Agricultural Societies, many regional communities may fragment, particularly where they are tenuously holding together following the ravages of flood, drought and fires.

Agricultural Shows have never relied on Government support, never been a drain on community resources, but have been a net contributor to local community prosperity and goodwill. The current financial and social impacts on Shows is unavoidable, so the decision of Government to financially support the continuance of these iconic events will define the Show movement for further generations of Australians.