



The Hon. David Littleproud MP
Minister for Agriculture, Drought and
Emergency Management
Deputy Leader of the Nationals

MEDIA RELEASE

Friday 21st May 2021

**\$4.3 million to support agricultural
showmen and women**

- **Budget confirms Australian Government’s continued support for agriculture shows and the people who make them possible**
- **Rent relief boost for travelling agricultural showmen and women**

The Australian Government has committed \$4.3 million in the 2021-22 Budget to ensure that agricultural showmen and women can continue to provide their services at agricultural shows across Australia.

Minister for Agriculture, Drought and Emergency Management David Littleproud said the Supporting Agricultural Showmen and Women Program would be integral to the success of Australia’s agricultural shows as the show circuit recommences.

“Agricultural shows attribute up to 75 per cent of their ticket sales to the attractions that travelling show businesses provide,” Minister Littleproud said.

“They provide the services that get kids excited about our shows and get families coming through the gates, including amusement rides and showbag stalls.

“That is why we are investing in our travelling agricultural showmen and women, primarily through rent relief at agricultural shows, so that they can continue to offer their entertainment and services.

“This will enable them to get back on the road and support more shows across Australia in the future.”

President of the Victorian Showmen’s Guild Elwin Bell welcomed the announcement on behalf of Australian travelling showmen and women.

“This Australian Government support will assist thousands of travelling showmen and women get back to work supporting Australian agricultural shows, particularly regional and remote country shows, recognising the integral role the shows have played in bringing such communities together for more than 100 years,” Mr Bell said.

“Like so many show societies and Aussie farmers, our members have suffered throughout this pandemic, off the back of years of drought, unthinkable bushfires, and more recent flooding.

“We would like to thank the Minister, David Littleproud, and Bill Shorten for their bipartisan championing of the needs of travelling showmen and women.”

This support will also help to ease the cost of Showmen’s Guild fees for 2021.

FAST FACTS

- **There are around 580 agricultural shows nationwide that contribute \$1 billion to the economy, attract 6 million visitors and are serviced by around 50,000 volunteers.**
- **The cancellation of the majority of agricultural shows in 2020 due to COVID-19 had an unprecedented impact on showmen and women, depriving most of them of their primary source of income.**
- **Travelling showmen and women spend around \$82 million in regional and rural communities each year.**

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