



## **Agricultural Shows Australia**

### **Board and Director Skills Matrix:**

#### **ASA Strategic Intent**

##### **MISSION: *To sustain the future of agricultural shows across Australia.***

The aim of this process is to identify the desired skills, experience and backgrounds required for the successful operation of Agricultural Shows Australia.

It is intended that the Board skills be strongly linked to ASA's strategic plan and the key issues facing the organization, Agricultural Societies and their the AgShows.

A matrix of the desired skills and experience has been developed as a guide in identifying individuals who have a wide range experience and skills and who will be able to contribute collegiately as Directors and the Board as a whole.

##### **Board Competency Framework:**

**AgShows Industry** – experience in and knowledge of aspects of Agricultural Societies and the AgShows industry in which ASA will interact with.

**Senior Leadership** – professional skills and specialist knowledge to assist with ongoing aspects of the Boards and Directors roles and responsibilities.

**Community Partnerships** – an understanding of innovative cultures that encourages cooperation and collaboration to build strong partnerships with communities and stakeholders.

**Behavioral** – the attributes and competencies enabling individual board members to use knowledge and skills to function well as team members and to interact with key stakeholders.

##### **ASA's Strategic Position**

ASA is the representative body for 580 agricultural shows nationally that works collaboratively to:

- promote the significance of agricultural shows and their impact on communities
- support agricultural shows by creating connections, sharing knowledge, and providing resources
- create national strategies, competitions, and programs to celebrate agricultural heritage, promote its vibrant and innovative future and engage future generations

**Board skills** that will assist in assessing these opportunities and investments should be considered,

*Directors who are collaborative, communicative, deliberative, ethical, respectful, dedicated, and informed.*

- Experience and involvement with Agric Societies and AgShows i.e., good governance, forward thinker, understands both the importance and potential opportunities to agriculture and communities.
- Relationships with industry, government and/or professional bodies especially advocacy, policy, and innovation.

- Knowledge of the AgShow sector support framework including a history of interaction and experience with national and international organisations and funding agencies.
- Experience in agriculture and the agri-food industry for opportunities for community partnerships, stakeholder engagement and shared development programs.
- Cross-industry experience in developing and adopting innovation, technology, and data management to improve productivity, event sustainability, and business models.

### ASA's Board Skills Matrix

Skills	Targeted Experience
<b>Strategic Leadership</b>	Senior executive and directorship experience; strong governance and financial controls; experience in growth, strategic planning and execution; risk management, diversity, equity and inclusion.
<b>Stakeholder Engagement</b>	Reputation and networks (local, state, national) with relevant organisations, business groups, agricultural professionals; education, AgTech and Agri-food organisations; engagement and communications with stakeholders.
<b>Cross industry and cross sector collaboration</b>	Leadership in agriculture policy, collaboration, opportunities, education and training and barriers to industry sustainability.
<b>Commercial Acumen</b>	Broad commercial/business experience that includes communications, marketing, branding and business systems, practices, and improvements; public relations, funding, and philanthropic programs.
<b>Innovation and Technology</b>	Broad experience with interdisciplinary teams that delivered complex projects involving multiple stakeholders and in changing environments.
<b>Industry Sustainability</b>	Experience related to social license, environment, economic value, perception, public safety, and policy.
<b>Social Impact, Advocacy and Diversity</b>	Attributes and competencies in social behavioural transformation, gender identity, career progression, cultural background, and ability.

*Approved by the ASA Board – 5<sup>th</sup> August 2022*