

# ASA EMERGING LEADERS SUSTAINING THE AUSTRALIAN YOUNG FARMERS COMPETITION (AYFC) GUIDING PRINCIPLES

1 October 2022

## OVERVIEW

### 1. Project Background and Description

**i** The March 2022 strategic planning process raised the need to sustain the national Australian Young Farmers Competition (AYFC) as a key initiative. The AYFC is a fundamental responsibility of the ASA Emerging Leaders Committee. Strengthening and growing the competition will ensure not only that the competition continues, but also that more youth are engaged with agriculture through the prominence of the AYFC.

Note: there is a similar ASA strategic initiative, "Youth Competitions," that is seeking to standardise the main youth competitions, including the AYFC. This initiative could come before the ASA initiative and eliminate the need for ASA to include the AYFC. If the ASA initiative is going forward before this one, it could eliminate the need to run this initiative. **Coordination with ASA is necessary to avoid duplication of effort.**

### 2. Project Purpose/Objectives

**i** The purpose of this project is to sustain the Australian Young Farmers Competition (AYFC), to build awareness for and increase participation in the competition. In doing this, we are also building a strong leadership pipeline for agricultural shows and encouraging youth to participate in agriculture.

### 3. Project Scope

**i** This project will assess how the AYFC is currently being announced and promoted. It will identify, document, and action new ways and arenas to promote the competitions to increase awareness and participation. This promotion should be planned for at the local level, as this is where competitors are brought in. There should also be regional, state, and national level promotion to raise awareness.

This project will review the current recognition program for the AYFC and compare to best-in-class programs in Australia and globally to benchmark. The project will discover and recommend ways to improve the recognition for AYFC winners along with a plan to implement.

The project will measure baseline AYFC participation and any change after the implementation of the promotion plan.

Any changes to the documents and competition guidelines and regulations must be passed by each state's insurers for approval and to ensure continued coverage.

### 4. Deliverables

- i** Promotion of competitions
- A local AYFC promotion plan, approved by all states' insurers
  - Materials to provide to agricultural schools and youth organisations to explain and promote the AYFC

- *Training for shows on how to promote the AYFC*

*Winner recognition*

- *A plan for how to recognise and incentivise AYFC winners*

*Overall*

- *A baseline measure of youth participation in AYFC along with a method and means to track whether the promotion plan was successful.*
- *National year over year tracking of the number of AYFC participants by show.*

## 5. Implementation Plan and Timeline

**i** *Months 1-2:*

- *Benchmark existing competition promotion plans, and winner recognition plans (benchmarks can be similar youth competitions or analogues from other competitions or types of organisations).*

*Month 3:*

- *Build out AYFC promotion plan and recognition plan – for local shows and at a national level. Review any changes to competition guidelines or regulations with each state’s insurers for approval and to ensure continued coverage.*

*Months 4-5:*

- *Develop and deliver training to participating shows on how they can promote (e.g., presenting at local schools, social media posts, etc.).*
- *Create benchmark survey to determine baseline level of AYFC. Create follow up survey for one year out to calculate change in participation rate.*

*Month 6:*

- *Promote changes to ASA member shows, support member shows with local promotion plans. Implement regional/national marketing plans to promote the AYFC.*

*On-going:*

- *Continue to promote participation in the AYFC, Support member shows as necessary. Action recognition plan for AYFC winners.*

## APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date

Approved By

Date

Approved By

Date

