

SHOWCASING SIX YEARS OF SUCCESS

RAISING THE BAR SINCE 2016



1. COLLABORATION & COMMUNICATION

- Agricultural Shows Australia formed in 2016 (consolidating Country Shows & Capital City Royals)
- Collective voice for Royal Shows, State Affiliates & Emerging Leaders
- Executive Officer appointed part time
- National Finals Coordinator appointed (part time)
- Strategic plans - 2 x 3 year plans
- Boland Review Submission of the Model WH&S Laws
- National Meetings Royal CEOs State Affiliates
- International meetings with
 - » IAFE
 - » CAFE
 - » RASC
- National Championships
 - » Young Judges
 - » Paraders
 - » Rural Ambassador
 - » Australian Young Farmers Challenge
- 2020 Inaugural ASA National Conference – 300+ attendees
- Comprehensive national database
- The Ring Newsletter (est. 2017)
- Social Media (Facebook, Instagram, Twitter & LinkedIn)
- Commemorative bicentennial \$1 & \$5 coins Australian Mint collaboration 2022
- Celebration 200 years for Hobart & Sydney Royal Shows
- Criminal code amendment Bill – July 2019
- Airmaxx 360 Coroner's Inquest : Intent to review potential establishment of national database of carnival rides
- Collaboration and relationship development with Federal Agricultural Minister & department.
- Collaboration with PIEFA, Soil Science Australia, National Farmers Federation
- ASA Championships value proposition & sponsorship proposal

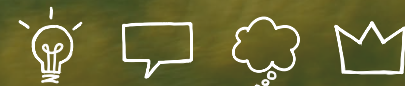
2. \$20M REGIONAL AG SHOW DEVELOPMENT FEDERAL GOVERNMENT GRANT

122 infrastructure projects

- NSW 34 projects (\$4.3M)
- QLD 31 projects (\$7.2M)
- VIC 16 Projects (\$2.8M)
- SA 19 projects (\$2.3M)
- WA 15 projects (\$2.1M)
- TAS 6 Projects (\$1.2M)
- NT 1 project (\$125,000)

3. COVID - \$36M SUPPORTING AG SHOWS & FIELD DAYS PROGRAM ROUND 1 (2020)

- Royal Shows \$26M
- Regional agricultural shows \$10M



4. COVID - \$21M SUPPORTING AG SHOWS & FIELD DAYS PROGRAM ROUND 2 (2021)

- AgShows & Field Days \$7.9M
- Capital City Royal Shows \$13.1M

7. \$90K (4YR) - GRANT TO ASSIST ASA WITH EDUCATION OF SUSTAINABLE AGRI-FOOD PRODUCTION PROGRAM (2019-2023)

- **Fact Sheets** - for potential competitors and/or teachers
- **YJP competition quick guides** for competitors
- **Teachers handbook** - extensive YJP competitions guide for all school teachers
- **Show Announcers Academy** - engaging the next generation
- **Promotion content templates** - a YJP suite for local shows to engage entrants, sponsors & local community
- **Educational resources on-line platform**

5. \$100K (1YR) GRANT TO SUPPORT THE RESILIENCE & SUSTAINABILITY OF NATIONAL RURAL AMBASSADOR COMPETITION (2021)

- National Rural Ambassador Competition Strategic Review (2021)
- 2030 Action Plan
- Profile raising of RA competition at a local level - \$8K per state
- Individual audio interviews - 2021 & 2022 National Competitors
- Award media plan & execution
- 20th year celebration book
- National & state RA logo

8. \$198K (2.5YR)- GRANT TO ASSIST ASA TO INSTIGATE A **GRAINS, OILSEEDS, PULSES & SOILS LEARNING PROGRAM THROUGH COMPETITIONS** (2021-2023)

- **Desktop review** - soils education resources
- **Online platform** - educational material & online courses for both grains & soils
- **Interactive live displays** - growth, production & consumer educational journey
- **Fact sheets & Handbooks**
 - » Grain judging
 - » Soil judging

6. \$630K (4YR) - GRANT TO ASSIST ASA WITH **YOUNG JUDGES & PARADERS PROGRAM (YJP)** & **THE YOUNG FARMERS CHALLENGE (AYFC)** (2019-2023)

- Development of National ASA Emerging Leaders working group
- Emerging Leaders logo
- National AYFC competition
- National & State YJP
- Content Development Package YJP
- Online training course - Judging for the future; focusing on animal welfare & correct animal handling
- Sydney Royal Easter Show 2022 Media Suite
- Detailed resources & templates for YFC competitions

8. CONTINUED

- **Shows resources** - Soil competition
- **State body funding** - facilitate & enhance a Soils and Grains Competition
 - » \$3K - Soils Competition kits (\$18K)
 - » \$3K - Grains Competition kits (\$18K)

9. ASA & VIC SHOWMENS GUILD SASW COLLABORATION

- Development & execution of \$8.3M Supporting Ag Showmen & Women (SASW) showground rent relief program