



- ★ AUSTRALIA'S LONGEST RUNNING EVENTS.
- ★ AUSTRALIA'S LARGEST VOLUNTEER NETWORK.
- ★ ATTENDED BY ONE-IN-FOUR AUSTRALIANS.
- ★ CONNECTING CONSUMERS AND PRODUCERS.
- ★ NEARLY 600 ANNUAL SHOWS. ONE VOICE.
- ★ AGRICULTURAL SHOWS AUSTRALIA.

CORPORATE PARTNERSHIP PROPOSAL



AGRICULTURAL SHOWS
AUSTRALIA

Agricultural shows are ingrained in Australian society. Since the first show held in Hobart in 1822, more than 580 annual shows across the country - big and small - have written the chapters of Australian agriculture, celebrating community, keeping traditions alive, creating triumphant moments and playing an integral role in rural lives.

AGRICULTURAL SHOWS AUSTRALIA; OUR PURPOSE

Agricultural Shows Australia (ASA) presents a strong, united voice for shows across the country. We are a platform for agricultural shows to share knowledge, experience, opportunities and innovations. We exist to ensure agricultural shows enjoy a strong and sustainable future by remaining relevant and responding to society and industry's changing needs. Agricultural Shows of Australia was established to promote the role and significance of Australian agricultural shows to the wider community. Our vision is a strong and vibrant network of agricultural shows working together to engage, influence and promote the essential value of Australian agriculture. Membership of ASA is made up of capital city Royal Agricultural Societies and state-based agricultural show bodies, together representing over 580 agricultural shows.

YOUR CORPORATE CONNECTION WITH AGSHOWS

Membership of ASA is open to business, corporations and organisations which operate in, advocate for or have an interest in agriculture, family events, youth engagement and rural Australia.

From companies whose key activity involves event technology and exhibition services, to livestock feed and health suppliers, corporate membership of ASA is open to all companies and bodies associated with agshows.

Corporate membership is an investment in the future of agriculture in Australia and offers a host of benefits:

- ✓ Opportunity to share knowledge, innovation and ideas with agricultural shows at ASA's annual general meeting and national conferences
- ✓ Insights into the future of agricultural shows via exclusive access to board meeting updates
- ✓ Sponsorship of ASA activity such as upcoming youth competitions and programs
- ✓ Access to the ASA website membership platform, monthly newsletter and comprehensive national database of members, volunteers and affiliates
- ✓ Feature in The Ring Newsletter (est. 2017) and social media (Facebook, Instagram, Twitter and LinkedIn)
- ✓ Use of ASA logo and acknowledgement through your brand's own logo on ASA website
- ✓ Attendance at all ASA events and discounted attendance at ASA conferences
- ✓ Complimentary access to all ASA resources including online training courses, leadership materials, guidelines for competitions and more.

Price: \$2500 + gst annually

Register: <https://agshowsaustralia.org.au/membership/corporate-membership/>



TRADITION AND TRIUMPH: BETTERING AGRICULTURE FOR OVER 200 YEARS

Since the first Australian show was held to showcase farming for the settled colony in the Hobart region, agricultural shows have had an enormous impact on the Australian community and economy.

Today, agricultural shows facilitate and grow networks within primary industries across Australia, provide a crucial connection between consumers and producers, and provide valuable pathways, skills and career opportunities for young Australians keen to pursue careers in agribusiness. They build strong communities by providing opportunities for social interaction, community engagement and volunteering, and importantly, strengthen the connection between the country and the city.

The show movement boasts the largest volunteer base in the country and a combined annual economic contribution of nearly \$1 billion. Agricultural shows require an incredible variety and volume of volunteers. They are the backbone of rural communities and royal shows in capital cities, committed to keeping their local shows alive, which are often the longest running events in the town's history.

The average country show has **21 volunteer committee members**

Some **50,000 volunteers** make shows happen across the country

On average, **2694 volunteer hours** goes into **preparation** for the annual show

Volunteers donate approximately 121 hours each year to their country show

Corporate membership is an investment in support for:

- ✓ The agricultural shows movement, worth \$965 million to the Australian economy annually
- ✓ The broader agricultural industry, with a gross economic value of \$60 billion annually
- ✓ The 1 in 4 Australians who attend agricultural shows each year, including 50,000 volunteers
- ✓ The pursuit of continual innovation in the show movement, and in agriculture more broadly
- ✓ The ongoing education of the agricultural sector as well as the general public
- ✓ The connection between city and country and the strengthening of communities fostered by agricultural Shows
- ✓ The vibrancy of agricultural shows as a unique, valuable and iconic feature of the Australian culture



DEVELOPING TALENT: THE FACE OF AGRICULTURE'S FUTURE

What do we want? Strong, healthy shows. When do we want them? Now – and for many generations to come.

'Next Generation' groups are the youth arm of ASA and provide invaluable information, mentoring and frameworks for the expansion and advancement of shows and agriculture in Australia. They are the vehicle for the voices of young people involved in agriculture and the show movement, harnessing the enthusiasm young people have for their rural communities and agricultural industries.

ASA is united in its vision of a forward-looking regional committee in every region of Australia. Successful growth in the future is dependent on improving existing groups, so they become a hub for knowledge and innovation.

Corporate membership enables a thriving future for agriculture. It's the key to unlocking:

- ✓ Education and learning opportunities for the young people who will be the face of our future
- ✓ Networking opportunities across generations to help with mentoring and forging new links between youth and key industry stakeholders
- ✓ Events that showcase best practices across a range of agricultural skills
- ✓ Formal opportunities for like-minded young people to meet, share and support one another in the agricultural sector



SHAPING YOUTH: EDUCATION THROUGH COMPETITION & EXPERIENCE

We learn by doing, touching, feeling. ASA is passionate about providing youth with the opportunity to learn through competition to ensure they understand Australian agriculture and in turn, agriculture has the opportunity to make a positive impact on the next generations.

ASA offers a range of esteemed competitions and development programs – National Rural Ambassador, Young Judges and Paraders, Australian Young Farmer Challenge, the Grains, Oilseeds, Pulses and Soils Learning Program, Show Announcers Academy – to equip the next generation of judges, paraders, announcers, farmers and agricultural leaders with the skills they require to lead and participate in successful shows in the future. They are cheered on by their families, friends and peers and supported by livestock producers and breeders, produce growers, agents and buyers, and celebrated in Australian agricultural publications.

ASA youth competitions are highly regarded by the industry and viewed as a valuable platform for competitors to rise through the ranks to state and national competition, affording them exposure to media and stakeholders in the Australian agricultural industry.

Your business enjoys many positive impacts through corporate membership including:

- ✓ Developing your network amongst an audience of agricultural leaders at the judging sessions
- ✓ Building your networks amongst the agricultural show movement whilst enjoying brand promotion directly reaching 580 regional and royal agricultural societies throughout Australia and New Zealand
- ✓ Building relationships with the next generation of agricultural leaders
- ✓ Brand promotion across all ASA social media platforms
- ✓ Strengthening your audience perception as a vital supporter of the agricultural sector, the shows movement



THE TIES THAT BIND: FOOD, FIBRE AND LIVESTOCK

For generations, agricultural shows have been keenly anticipated on the annual local social calendar. The cream of the crop in food, fibre and livestock industries are on show for the broader community to enjoy and learn about the agricultural ties that unite us all.

Shows play an integral role in connecting people to where their clothing and food comes from. They allow stakeholders in agriculture to continually improve and build on Australia's \$17 million livestock industry, as well as providing a platform to unveil farmer-to-farmer technology and innovation. There's not a farmer out there who hasn't been captivated by the rollout of the next generation in AgTech at their local show.

Along with educating people on the origins of their clothing and food, agricultural shows enjoy a long-held reputation as family-friendly, entertainment packed events.

They provide a unique opportunity for people outside of the agricultural sector to get up close and friendly with livestock and produce and form valuable relationships with the people who breed, grow, and care for them.

Agricultural shows across Australia are cherished community events, uniting communities and providing invaluable opportunities to promote agriculture to the wider public.

In supporting the show movement through corporate membership, you will:

- ✓ Identify new opportunities for the promotion of your brand or product and development of partnerships
- ✓ Create a channel of direct communication with your audience
- ✓ Strengthen your brand awareness
- ✓ Build loyalty amongst current and future agricultural professionals and enthusiasts
- ✓ Identify new opportunities for your business through the show movement and agricultural demographic
- ✓ Benefit from the thoughts and ideas of a collective group of passionate show people and volunteers



GET IN TOUCH

Katie Stanley
Executive Officer
0402 127 001
execofficer@agshowsaustralia.org.au



AGRICULTURAL SHOWS
AUSTRALIA