



# AGRICULTURAL SHOWS AUSTRALIA HANDBOOK

Hosting Nation/ State/ Territory Guidelines for the  
National ASA Rural Ambassador Award

*(Version – 23<sup>rd</sup> April 2024)*



AGRICULTURAL SHOWS  
AUSTRALIA



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## Aim of the National ASA Rural Ambassador Award

The National ASA Rural Ambassador Award is to:

- Provide young people with an opportunity to promote either rural Australia or New Zealand and to play a greater role in promoting agriculture and rural living.
- Discover the next generation of rural young leaders who have a strong commitment to the rural sector and an involvement and genuine interest for the Agricultural Show movement.

## General Outline of the Award

The Competition being conducted in three stages:

### Local Agricultural Show Level

The winner selected at the local level represents that Agricultural Society at the Group/ Chamber/ Association Final.

### Group/ Chamber Level

The winner selected at the Group/ Chamber Final represents that Group/ Chamber in the Nation/ State/ Territory Final.

### Nation/ State/ Territory Level

The winner of the Nation/ State/ Territory Final represents their Nation/ State/ Territory in the National ASA Rural Ambassador Awards.'

## Competing Nation/ State/ Territory

- To pay for Competitors' travel from their capital city to the Hosting Nation/ State/ Territory capital city and return.

## Hosting Nation/ State/ Territory

- To pay for Competitors' accommodation and local travel whilst in the Hosting Nation/ State/ Territory.
- Accommodation for Rural Ambassador Award Competitors being a minimum of two nights. Additional accommodation being at the discretion of the Hosting Nation/ State/ Territory.
- Local travel arrangements between the accommodation venue and the judging venue as required. Other internal travel being at the discretion of the Hosting Nation/ State/ Territory.
- Invite the outgoing National Rural Ambassador to attend and have a role at the National Rural Ambassador Award Dinner. Examples may include conducting on stage interview or delivering a speech.



## Entry Conditions Summary

The Conditions of Entry for the Competition include:

- Competitors must be permanent residents of Australia or New Zealand,
- Competitors must be aged between 20 and 30 years of age as at the 1st May of the year of the Nation/ State/ Territory Final.
- The Award is open to both males, females, and other genders.
- Must be nominated by an state Agricultural Society that hosts a State Rural Ambassador Award.
- After winning a National ASA Rural Ambassador Award a Competitor is ineligible to compete again in the Competition.

## National Rural Ambassador Diversity and Inclusion Statement

The National Rural Ambassador Award receives finalists from member states across Australia and aims to foster the development of 20- to 30-year-old people through the agricultural show movement. Our regulations are designed to recognise the diversity that exists within the Australian community, while our programs are to include activities that are accessible to any participant regardless of background and ability. Where participants may face challenges accessing parts of the program ASA will make reasonable adjustments or accommodations to allow participation where possible.

## National Judges

- There should be four Judges on the National Rural Ambassador judging panel. Two (2) Judges to be selected by the ASA National Finals Working Group and two (2) Judges to be selected by the Host Royal Agricultural Society.
- People to be considered as Judges should have relevance to the National Rural Ambassador Award and its aims and objectives. Examples include past Rural Ambassadors, sponsors, media and primary industries representatives, local community peers, etc.
- Apart from the four Judges, at the time of judging, there should not be any other persons in the room.

## Role of the Judge

- Try to put Competitor at ease.
- Give Competitor time to answer.
- Explain the purpose of the interview.
- Keep the goal of the judging in mind.
- Let the Competitor do most of the talking.
- Pursue questions that have not been adequately answered.
- Keep a record of key points and their impressions.
- Avoid premature decisions or those based on minor details.
- Follow the questioning strategy prepared.



Selection Criteria

The criteria that Judges should be looking for in a Competitor include:

- a) Primary production interests, involvement, and skills.
- b) Community involvement and other voluntary groups.
- c) Contribution to the local Agricultural Show Society – involvement, enthusiasm, versatility, ability to take and give direction, new ideas.
- d) Future goals.
- e) Interests/ hobbies.
- f) Knowledge of both local and general rural issues.
- g) Possibility of long-term involvement in the Agricultural Show Movement.
- h) Presentation.
- i) Personal achievements.
- j) Personality.
- k) Verbal communication during the interview and with colleagues.
- l) Participation in the program.

Competitors require the ability to communicate and articulate their point of view. They should not only have a good general knowledge but be able to express oneself well.

Judging Criteria

Competitors to be judged in accordance with the following guidelines:

<i>Interview</i>	
Country Show Involvement	25 points
General and Rural Knowledge	20 points
Community Involvement	20 points
Communication Skills and Personality	20 points
Ambitions/Goals/Interests	15 points
Style, Grooming and Presentation	10 points
Conduct	10 points
SUB TOTAL	120 points
<i>Program Participation</i>	
Program Participation	10 points
<i>Onstage Interview</i>	
Public Presentation	20 points
TOTAL	150 points



## Communication Skills

Communication skills include:

### Body Language

- Making eye contact.
- Nodding occasionally to acknowledge a strong point in the discussion.

Using gestures with hands and face.

- Appropriate posture.
- Not displaying nervous ticks that may distract from the judging.

### Speech

- Being clear and concise.
- Ability to express oneself.
- Being confident.
- Not sending mixed messages.
- Making word gestures, facial expressions, and tone match.

## Style

Style is the expression of personality, tastes and preferences in décor and clothes choice.

## Personality

Personality is a set of qualities that makes a person distinct from another in patterns of thinking, feeling and behaviour.

## Deportment

Deportment is how a person behaves and presents oneself, being polite, well dressed, and soft spoken.



## Interview Guide

The Rural Ambassador Award provides a unique opportunity for young people around Australia and New Zealand to expand their horizons. The Award is aimed at youth and provides them with an opportunity to play a greater role in promoting and supporting the rural sector.

### 1. Welcome the Competitor.

*By welcoming the Competitor the objective is to set them at ease for the judging session.*

### 2. Introduction of each Judge individually:

- a. Selected by the Host Royal Agricultural Society.
- b. ASA National Finals Working Group.
- c. Selected by the Host Royal Agricultural Society.
- d. ASA National Championship Working Group.

*By introducing each Judge individually will indicate if the Competitor can recall names easily. The successful Competitor will need this recall and use this skill in their duties as National Rural Ambassador.*

### 3. Explain the interview process to the Competitor:

*By keeping to a format and explaining the judging process it shows the Competitor that each Competitor has an equal opportunity and that the Judges are showing no favoritism. It is also important to show there are no surprises to come in the judging process.*

- a. The interview being broken down into four parts:
  - i. The first part as Judges we would like you to spend a couple of minutes to tell us about yourself and your background.
  - ii. The second part is a number of set questions that we will ask every Competitor.
  - iii. There will be enough time towards the end for you to ask any questions of us and we will answer them the best we can.
  - iv. To finish you will be given the opportunity to tell us anything you may have thought of during the interview period.

*This part of the interview gives the Competitor the opportunity to portray oneself, give additional information to their C.V. including their strengths and particular passions.*

4. Ask the Competitor to start with a couple of minutes to tell us about themselves.
5. Lead into the set questions that you will ask all Competitors.

*It is important that all Competitors are measured equally and therefore asked the same questions. Questions should be asked by all four Judges and the questions should be open ended thereby allowing the Competitor plenty of time to elaborate fully on their answer.*

*There will be other questions that lead from the original one which can be asked and explored should the Judges deem it necessary and appropriate.*



6. Ask the Competitor if they have questions for any of the Judges.

*It is important that the Competitor can ask a spontaneous question of some kind (as they would during a normal conversation). This gives the Competitor another opportunity to show their skills.*

7. Invite them to add any information that they feel that the Judges should know.

*Sometimes there is something that a Competitor may want to say that will give the Judges a good opinion or that the Competitor has thought of during the interview. As it is the Competitor's interview every effort should be made to give them the opportunity to have their say and to show their worth.*

8. Thank the Competitor for their time and wish them all the best.





Set Questions Template

Judging Criteria	Possible Score	
Country Show Involvement	25	
General and Rural Knowledge	20	
Community Involvement	20	
Communication Skills and Personality	20	
Ambitions/ Goals/ Interests	15	
Style, Grooming and Presentation	10	
Conduct	10	
	<b>SUBTOTAL</b>	<b>120</b>
Public Presentation (onstage interview)	20	
	<b>FINAL TOTAL</b>	<b>140</b>



NATIONAL ASA

# RURAL AMBASSADOR AWARD

## NATIONAL ASA RURAL AMBASSADOR AWARD JUDGING FORM

	1	2	3	4	5	6	7	8	Possible
<b><u>NAME</u></b>									
<b><u>INTERVIEW</u></b>									
Country Show Involvement									25 points
General and Rural Knowledge									20 points
Community Involvement									15 points
Communication Skills and Personality									10 points
Ambitions/ Goals/ Interests									10 points
Style, Grooming and Presentation									10 points
Conduct									10 points
<b>SUBTOTAL</b>									<b><u>120</u></b>
<b><u>PROGRAM PARTICIPATION</u></b>									
Program Participation									10 points
<b><u>ONSTAGE INTERVIEW</u></b>									
Public Presentation									20 points
<b>FINAL TOTAL</b>									<b><u>150</u></b>



### Conditions of Entry

1. The Award is open to those who are permanent residents of Australia or New Zealand. Any queries regarding eligibility should be referred to the Rural Ambassador Coordinator at the Royal Agricultural Society of your Nation/ State/ Territory.
2. Competitors must be aged over 20 and under 30 years of age as of the 1<sup>st</sup> May of the year of their Nation/ State/ Territory Final.
3. Competitors must be permanent residents of Australia or New Zealand who reside within their nominated Nation/ State/ Territory for the last three months, or if resident near a State/ Territory border can show they are an active working member of their nominating Agricultural Show Society.
4. Staff and Councillors of the RAS (Royal Agricultural Society of the respective state) and children of the staff of the RAS and Agricultural Societies State Body are eligible to enter provided that: Councillors, Executive Staff and Staff declare any pecuniary interest; and Councillors, Executive Staff and Staff not to be involved in any discussion regarding the result during the period of the Competition.
5. Competitors must be nominated by a local Agricultural Show Society prior to lodgement of their Entry Form.
6. Tertiary qualifications are not a prerequisite for the Rural Ambassador Award and will not influence the selection process.
7. National Finalists may be required to spend up to four days at the Host Royal Show and therefore will need to obtain a leave of absence from their place of work or education for this time. The inability to attend the show on all four days may result in disqualification.
  - a. If a national finalist is aware in advance that they cannot attend all of the National Rural Ambassador Award Program, then that finalist will forfeit the opportunity to compete, and the state they are representing reserves the right to send an alternate. Ideally, this person will be the runner-up at the same state final.
  - b. If a National Finalist fails to attend all of the National Rural Ambassador Award Program and it is not reasonably possible for the state to send an alternate to compete (i.e. the program has already commenced, or notice is too late for the host to alter bookings) this person is ineligible to place in the award.
  - c. If throughout the National Rural Ambassador Award Program, a national finalist is subject to an illness or misadventure that are caused by circumstances beyond the competitor's control, that means they miss a small portion of the program, then reasonable adjustments may be made to allow their continuation in the program.
8. All entrants are to abide by Agricultural Shows Australia's Code of Conduct for Competitions. Failure to do so may result in disqualification.
9. Entries must include a completed online entry form, a recent photograph, a cover letter and resume. Failure to provide all the above documentation will deem the entry invalid.
10. Competitors should be actively involved, or demonstrate a readiness to become actively involved, in their local Agricultural Show Society. They should also be knowledgeable about current rural issues pertaining to their local area, Nation/ State/ Territory, and country, and have a strong affiliation towards agriculture.



11. Prizes awarded to the National Rural Ambassador are not transferable and must be utilised within twenty-four months of being awarded. This date is taken as being the date of the Award Presentation during the Hosting Royal Show. All prizes are subject to change without notice.
12. Under the Conditions of Entry, the winner is ineligible to compete again after winning a final of a National Rural Ambassador Award.
13. The Competitor authorises the RAS, Agricultural Societies State Body, and their local Show Society to incorporate any photograph of the Competitor in any public display in connection with the promotion of the RAS, Agricultural Societies State Body, local Show, Agricultural Shows Australia Rural Ambassador Award, or the Host Royal Show.
14. The Conditions of Entry shall constitute the whole agreement upon which an entry is submitted, and the Competitor agrees that all representations and statements not itemised herein are excluded.
15. In consideration of the Host RAS accepting this entry, the Competitor hereby indemnifies the Host RAS, Agricultural Society State Body and local Show Society against all claims, losses, suits and demands made against or suffered by the Host RAS, Agricultural Society State Body and local Show Society by reason of any negligent act of omission on the part of the Competitor and that the Competitor agrees that any act or omission on his/her part found in any action against the Host RAS, Agricultural State Body and local Show Society to be negligence shall be deemed to have been negligence for the purposes of any claim under this indemnity.
16. The Competitor hereby admits and acknowledges that they will participate in the Award wholly and solely at their own risk and release and indemnify the Host RAS, Agricultural Society State Body and local Show Society including their servants and agents in the terms of this release and indemnity contained in the Conditions.
17. It is a condition of entry that the Competitor waives any right to claim against the Host RAS, Agricultural Society State Body, local Show Society and Award organisers or any sponsor or provider of prizes in connection with any loss or injury suffered by the Competitor or in relation to the decisions and directions of Judges, Stewards, Officials and Host RAS staff and Councillors.
18. It is a condition of entry that in the event of the Competitor suffering injury or loss or claim for compensation as a result of the Competitor's actions, the Competitor will fully indemnify each of the Host RAS, Agricultural Society State Body, local Show Society, and the Award organisers including Judges, Stewards and Officials or any Sponsor or provider of prizes.
19. The Competitor must disclose any medical condition reasonably expected to restrict tasks to be undertaken during the Host Royal Show.
20. Failure to comply with any of the above regulations may result in disqualification from the Award.

*I hereby apply to enter the Rural Ambassador Award in terms of and upon the conditions set out in the Conditions of Entry which I have read and by which I agree to be bound in all respects, including my admission to and presence on the Showground.*



Appendix

Appendix 1 - Example Questions

Judging Criteria	Possible Score
<b>Country Show Involvement</b> 1. Share with us your experiences to date with your local Agricultural Show Society and what you have achieved? 2. How would you encourage and involve young people in your local Agricultural Show Society? 3. Identify any major setbacks that you believe are impacting on the running of Agricultural Shows presently and long term. How would you address them?	10  10  5
<b>General and Rural Knowledge</b> 1. What can be done to halt the demise of family farming and ensure a strong future for agriculture? 2. If you were named the National Rural Ambassador, what do you hope to achieve in this role over the next 12 months? 3. You are holding a dinner party. If you could pick anyone in the world who would be the other three people you invited and why?	10  5  5
<b>Community Involvement</b> 1. Excluding Show involvement, briefly tell us about yourself and your community involvement. 2. What have you changed in a process or progressed something in your community to make things run more efficiently for yourself and/ or others?	10  5
<b>Ambitions/ Goals/ Interests</b> 1. What do you hope to achieve over the next 5 to 10 years?	10
<b>Communication Skills and Personality</b>	10
<b>Style, Grooming and Presentation</b>	10
<b>Conduct</b>	10
<b>SUBTOTAL</b>	<b>120</b>
<b>Public Presentation (onstage interview)</b>	20
<b>FINAL TOTAL</b>	<b>140</b>



NATIONAL ASA

# RURAL AMBASSADOR AWARD

## Appendix 2 - Sample Entry Form

Please note the National Final Rural Ambassador Award Entry Form is to be completed as directed by the National Finals Coordinator.

Nominating Nation/ State/ Territory: \_\_\_\_\_

Entrant name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Age (as at 1 May in year of their Nation/ State/ Territory Final): \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Occupation: \_\_\_\_\_

Local community name: \_\_\_\_\_

Local show society name: \_\_\_\_\_

\_\_\_\_\_

Emergency contact name: \_\_\_\_\_

Emergency contact phone: \_\_\_\_\_

.....

Signature

...../...../.....

Date



Appendix 3 - Competitor Questionnaire

Please note the National Final Rural Ambassador Award **Competitor Questionnaire** is to be completed as directed by the National Finals Coordinator.

Show Society involvement (include any Stewarding and exhibiting experience you may have as well as general responsibilities during your local Agricultural Show):

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Rural interests:

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Personal achievements:

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Key skills (may be practical, communication, leadership or workplace-based):

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Ambitions/ aspirations:

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Local community involvement:

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Employment history and associated responsibilities:

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Educational details (including TAFE courses):

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Hobbies and other interests:

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Why do you want to be a Rural Ambassador?

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How could your selection as a Rural Ambassador assist both you and your local Agricultural Show Society?

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Do you have any suggestions on ways to improve your local Agricultural Show?

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Would you be able to spend three consecutive days at the Hosting Royal Show? Yes / No