

2015

Rural Ambassador Award



RENDEZVOUS
HOTEL
PERTH SCARBOROUGH



IGA PERTH ROYAL SHOW | 26 SEPTEMBER - 3 OCTOBER 2015

INDEX

Rural Ambassador Award 2015	3
Comments from Current / Past Entrants	4/5
Important Dates	6
Eligibility Criteria	7
Conditions of Entry	8
Information for Agricultural Societies/Groups	9
Application - Local Entrant (every person entering the competition to complete)	10
Application - Group Finalist (all persons entering the Group Zone judging).....	11
Application - State Finalist (each finalist from the 5 zones competing in the State Final)	12
Hints and Tips for Entrants	13
Judging Criteria	14

Cover Image: Dr Rob Wilson, The Royal Agricultural Society of Western Australia President (left) and Mr Callum Wesley, 2014 Rural Ambassador Winner (right).

The Royal Agricultural Society of Western Australia gratefully acknowledges the generous support and sponsorship provided by the Rendezvous Hotel Perth Scarborough.

The Rural Ambassador Competition is a National Competition aimed at young rural adults who have a passion for living and working in rural communities.

The competition aims to discover the next generation of rural leaders who have the desire to represent and promote their community, their region and their state. Successful entrants are given the opportunity to meet and network with likeminded representatives from around the state, around the country and around the Commonwealth. You will meet state and federal decision makers and leaders in agriculture and education, be able to input your point of view, ask the hard questions and make important contacts.

You do not have to be a 'university graduate', you just need to have the desire to stand up for rural Australia, have a basic agricultural and rural knowledge, and be prepared to 'have a go'. You will experience some tough competition, make lifelong friends and have a damn good time.

So if this sounds like you, contact your local Agricultural Society for entry details.



State Finalists 2014: Dustin Michael (Central), Leonie Smith (Great Southern), Callum Wesley (Eastern), Jessi Holroyd (South West) and Jeremy Brooks (Mid West).

THE ROYAL AGRICULTURAL SOCIETY OF WESTERN AUSTRALIA RURAL AMBASSADOR AWARD 2015

COMMENTS FROM CURRENT AND PAST ENTRANTS

Callum Wesley (2014 State Winner)

Being the recipient of the Rural Ambassador Award is one of my greatest life experiences thus far. It has provided me with learning a skill set of personal and public relations, networking and representation of the rural community. It is a role that I have thoroughly enjoyed, and one that I will do so for a long time to come as it is exactly that; a role, not just an award. You get given a path that speeds up the process of making a name for yourself, and even better you get to help people along your way. Providing emphasis and support for the youth returning to the rural communities and farms is something that I thoroughly enjoyed and has grown to become a passion of mine. At the time of my application to the local competition, I was majorly unaware of the opportunities that the role would provide me with, and therefore I strongly encourage anybody who is even remotely passionate about rural communities and the agricultural industry who would like to take on a representative role to enter the competition.

Elisabeth Bradshaw (2013 State Winner)

The Rural Ambassador competition has provided me an opportunity to share my passion for rural health, and promote the benefits and rewards of life outside of the city, in the hope that other young people will consider pursuing careers in the country. I have had the most incredible 12 months in this role. I have met some amazing people, established important contacts, grown in confidence and developed important media liaison and communication skills, which has been essential in sharing my journey and experiences along the way. I would definitely encourage others to nominate for this award. It is a once in a lifetime chance, and you definitely won't regret it.

Philippa Rumble (2012 State Winner)

I have been truly lucky to be part of the Rural Ambassador Award. Throughout my journey I have met some amazing people, formed networks and made friendships. I have been inspired by the people I have met and the things I have heard. I've learnt new skills such as dealing with the media, public speaking (it has cured my fear of it too), how to get your voice heard amongst the masses and the Rural Ambassador Award is a fantastic opportunity to get your voice heard. My involvement in the Award has led to so many opportunities, it has opened doors and I now have job opportunities I never considered - not to sound clichéd but it has changed my life! All I can say is if you choose to be part of this Award, make the most of it - you will get so much from being part of this amazing Award and it can lead places you can only dream of!

Shae Bruce (2011 State Winner)

The Rural Ambassador Award Competition has been a remarkable opportunity, not only did I meet some amazing like minded people throughout the competition, I also created friendships and connections throughout the agricultural sector. This competition showed me what passionate people we have within our industry and it gives me a great sense of excitement as to the future of farming. Having the opportunity to be the Rural Ambassador for Western Australia has opened new doors for me including landing my dream job as an Animal Production Systems teacher at the Western Australian College of Agriculture in Cunderdin. I will also be attending the 25th Commonwealth Agricultural Conference in Zambia in 2012 which is a great opportunity to learn about subsistence, commercial and large scale farming in Africa, as well as their role in the world's food production - information that I can bring back and share with my students. The Rural Ambassador Award really set me on an exciting path and gave me the opportunity to meet some great new friends and acquaintances which will in turn allow me the opportunity to give something of myself back to the agricultural community.

Chad Smith (2010 State Winner)

The Rural Ambassador Award Competition was probably one of the most rewarding experiences that I have had. It was not like any other competition, as I would have been happy for any of the other entrants to win. The opportunity to meet likeminded people, yet so diverse in their experience and pursuits of rural promotion, it is unfortunately very rare in today's society. It is only when you stand in a room of young people so passionate about agriculture and their farming communities, that you get the real importance of this competition.

I was fortunate enough to have the opportunity to compete at all levels of this competition, from local through to national. The people I have met, and the experiences and opportunities that I have been given will stay a part of my life for years to come.

I believe that passion, achievements, experience and community involvement are all very hard subjects to judge a person by, as they are things that no one ever expects to be rewarded for. That is why you should feel humbled that people within your community have nominated you to represent the fabric that makes up your society. You have been given a once in a lifetime opportunity to promote your community, local Agricultural Society and the Agricultural Industry.

Give it your all, the rewards far outweigh the effort. Above all, be yourself and enjoy it. I DID.

Naomi Simpson (nee Thomson), (Runner-Up 2009)

I was honoured when approached by my local Agricultural Society to be their representative in the Rural Ambassador Award Competition. While the thought of public speaking, and being interviewed by a panel was nerve racking, it turned out to not be that bad. For people thinking about entering the competition, I say 'go for it', you have nothing to lose and everything to gain from this experience.

Kathryn Fleay (Finalist 2008)

I found the whole experience extremely rewarding and the confidence it has given me has helped not only in my career and social life, but my eagerness to try new opportunities. The best advice I can give is to speak from your heart - it is a great chance for you to be heard on issues that you feel strongly about. There are many positives about being involved in the competition, including the friends you make - this was definitely one of the highlights and we all still keep in touch.

Brendon Simpson (State Winner 2007)

You inherit a chance to make a difference and showcase your individual qualities with the backing of your local Agricultural Society. The travel is filled with so many chances to network, explore and grow as a person and you can make a difference by being what you know best - YOURSELF. Your leadership qualities, public speaking, community involvement / understanding and self expression will all improve, making you a much more confident individual. The negatives are nearly too small to mention. My advice is 'Don't lose your passion - SHARE IT'.

John Collins (2005/2006 Finalist)

I am passionate about promoting the interest of the country, particularly the youth. Competing in the group finals was a good learning and personal development experience for me, and it improved my confidence in public speaking. The friendships that are developed with other entrants are a bonus, and we still keep in touch today.

Jane West (2004)

It was suggested I enter the Rural Ambassador Award Competition by my local Agricultural Society, and I jumped at the chance. During the competition I had quite a bit of local media involvement and although it was a little nerve racking it increased my confidence and public speaking ability enormously. Although I didn't win, I found the process proved to be a valuable life lesson. It has been easy to remember the many positives, with perhaps the only negative being some work involved in preparing for the judging and being quite nervous with public speaking. Overall I would highly recommend to any young people in rural areas to enter this competition.

IMPORTANT DATES

ENTRIES CLOSE: **Friday 26 June 2015** at local Agricultural Societies so that group judging may take place during July. Group judging needs to take place prior to **31 July 2015**.

All Group Finalist documentation is required to be received by The Royal Agricultural Society of Western Australia as at the **31 July 2015**.

STATE JUDGING: **Saturday 22 August 2015**
Judging will be held at the Rendezvous Hotel Perth Scarborough on the afternoon of **22 August 2015**.

PRESENTATION OF AWARD: **Saturday 22 August 2015**
The Presentation of Awards will be held at The Royal Agricultural Society of Western Australia (The RAS) Showground, Claremont, at the Rural Ambassador Dinner on **22 August 2015**.

GENERAL OUTLINE OF THE COMPETITION:

The Rural Ambassador Award is conducted in three stages:

LOCAL SHOW LEVEL:

The winner selected at the local level represents that Agricultural Society at the Group Finals.

GROUP LEVEL:

The winner selected at the Group Final represents that Group in the State Final.

STATE LEVEL:

The winner of the State Final will represent Western Australia in the Nationals.

Group Finalists travel to Perth for State Judging Finals on **FRIDAY 21 AUGUST 2015** and are accommodated at the expense of The Royal Agricultural Society of Western Australia.

The finalist chosen as "THE ROYAL AGRICULTURAL SOCIETY RURAL AMBASSADOR" is encouraged to attend the 2015 IGA Perth Royal Show from **FRIDAY 25 SEPTEMBER to MONDAY 28 SEPTEMBER 2015**. As the State winner he/she will represent Western Australia at the National Finals (each year, a different State takes the role of host). The airfare of our entrant is paid by The Royal Agricultural Society of Western Australia (when travelling interstate) and the accommodation and meals for all entrants are provided by the host State.

Young people wishing to enter the Rural Ambassador Award should contact their local Agricultural Society for further details, or contact the Section Co-ordinator:

Miss Gabrielle Hall
The Royal Agricultural Society of WA
PO Box 135
CLAREMONT WA 6910
Ph: (08) 6263 3169
Fax: (08) 6263 3171
Email: ghall@raswa.org.au

ELIGIBILITY CRITERIA

ELIGABILITY OF ENTRY:

Applicants must be:

- Permanent residents of Western Australia.
- Aged between 20 and 30 years of age as at 1 May of the year of the State Final.
- Staff and Councillors of the RAS and sons and daughters of the Staff and Councillors of the RAS and Agricultural Society State Body's Executive are not eligible to enter.

HOW TO ENTER:

- Seek nomination through your local Agricultural Society.
- Send a detailed curriculum vitae with the Entry form (attached).
- List two referees (or references) who may be contacted.

JUDGING CRITERIA WILL INCLUDE:

- Entry form and Curriculum Vitae (to be provided to Judges nominated by the RAS).
- Interview.
- Personal presentation.
- Agricultural knowledge - a basic knowledge of agriculture in and around your community.
- General rural knowledge.
- Verbal presentation of two minutes on a rural topic of your choice.
- Interests in Community organisations.
- Country show involvement.
- Background in rural or country town interests.

The criteria is optional as some groups will nominate their entrant in lieu of holding a local competition.

RURAL AMBASSADOR AWARDS:

The prizes for the winner are a study tour, \$1000 to contribute towards costs incurred during your year in office, plus:

- A membership from The Royal Agricultural Society of Western Australia.
- A jacket/shirt to represent the RAS at the Nationals.
- Accommodation and all meals during the weekend of final judging.
- A study tour - this changes year to year.

The runner-up will receive a cheque for \$500.

AT THE 2015 IGA PERTH ROYAL SHOW:

Each qualifying finalist will be offered the opportunity to promote a preferred Section of the 2015 IGA Perth Royal Show, under the direction of the Co-ordinator by assisting as Steward, presenter of awards or speaker. Involvement with the RAS Youth Advisory Committee is also encouraged.

N.B. This will not preclude in any way, Ambassadors exhibiting at the 2015 IGA Perth Royal Show.

Subject to availability, the Rural Ambassador may also have the opportunity to perform some duties throughout the year on behalf of The Royal Agricultural Society of Western Australia.

CONDITIONS OF ENTRY

1. The Rural Ambassador Award is open to young persons with the following criteria:
 - Entrants must be permanent residents of Australia.
 - Entrants must be aged between 20 and 30 years of age as at the 1 May of the year of the State Final.
 - The Award is open to both males and females, either single or married.
 - Must be nominated by an Agricultural Society.
 2. Although it is not necessary for entrants to be currently living in the country, they should have been a permanent resident of the area for a period of not less than 12 months. Entrants must be a member of their local Agricultural Society.
 3. Winners at the local level should be prepared to attend the judging at group level to represent their Society. If selected as group winner, the entrants must be prepared to attend the final judging and program in Perth.
 4. Tertiary qualifications are not a prerequisite for the Rural Ambassador Award and will have no influence in the selection process. The Award seeks to attract all young rural people who symbolize the rural spirit - people with vitality, who are forward thinking and with a passion for the land and local country shows.
 5. All entries must include a completed Entry form and a recent photograph.
 6. Following selection, group winners are expected to attend as many local shows in their group as possible to help promote the Award and encourage future participation of prospective entrants.
 7. All finalists will receive a prize and be accommodated during their stay in Perth for the final judging. Accommodation and meal costs whilst in Perth will be met by The Royal Agricultural Society of Western Australia. Transport to and from the Showground and other venues will be arranged. All finalists will be accommodated in Perth for two nights from **FRIDAY 21 AUGUST 2015** departing **SUNDAY 23 AUGUST 2015**.
- The Royal Agricultural Society of Western Australia will provide details of a Code of Conduct required by finalists.
8. Finalists will be responsible for travel from their home to Perth and return, plus all other private expenses associated with their stay in Perth. To assist finalists with their dinner cost on Friday 21 August, The Royal Agricultural Society of Western Australia will place a \$50 credit on each room account at the Rendezvous Hotel Perth Scarborough.
 9. The successful 2015 Rural Ambassador will be encouraged to return to Perth and attend various functions during the first weekend of the 2015 IGA Perth Royal Show. The Rural Ambassador's accommodation, meals and passes will be provided during their stay in Perth.
 10. The winner of the State Final will represent Western Australia at the National Final. The airfare would be covered by The Royal Agricultural Society of Western Australia and accommodation is covered by the host State.
 11. It is a condition of entry that the entrant waives any right to claim against The Royal Agricultural Society of Western Australia, local Agriculture Societies and Award organisers or any sponsor or provider of prizes in connection with any loss or injury suffered by the entrant or in relation to the decisions and directions of Judges, Stewards, Officials, host committee and Staff.

INFORMATION SHEET FOR AGRICULTURAL SOCIETIES AND GROUPS

LOCAL LEVEL: The Rural Ambassador Award is entirely the responsibility of the local Agricultural Society concerned. Possible sponsorship may depend on population of the town and district.

PRIZES: All entrants at local level will receive passes to the 2015 IGA Perth Royal Show.

The Royal Agricultural Society of Western Australia will forward every entrant a 'thank you for entering' letter together with their respective entitlement of passes.

NOTE FOR LOCAL AGRICULTURAL SOCIETY SECRETARIES

PLEASE ENSURE THAT NAMES OF ALL LOCAL ENTRANTS ARE FORWARDED TO THE RAS OFFICE BY 26 JUNE 2015.

GROUP LEVEL: Prizes at Group Level are the responsibility of the individual Agricultural Societies.

NOTE FOR GROUP SECRETARIES

PLEASE ENSURE THAT NAMES OF GROUP FINALISTS ARE FORWARDED TO THE RAS OFFICE BY 31 JULY 2015.

STATE LEVEL: Venue and Judges etc. are selected by The Royal Agricultural Society of Western Australia.

NAME AND ADDRESS DETAILS OF GROUP FINALISTS ARE TO BE FORWARDED IMMEDIATELY AFTER GROUP JUDGING to the Section Co-ordinator, Gabrielle Hall, who will then send finalists an itinerary detailing their time of arrival and program in Perth. Accommodation for finalists is booked and paid for by The Royal Agricultural Society of Western Australia.

PRIZES: Each finalist will receive two tickets to the 2015 IGA Perth Royal Show

- The overall winner will receive a cheque for \$1000 and represent Western Australia at the following year's conference.
- The runner up will receive a cheque for \$500.
- All finalist's accommodation and meals will be provided by the RAS over the final judging weekend.

NATIONAL: The winner of the State Final will be expected to represent Western Australia at the National Final in 2016. The airfare would be covered by The Royal Agricultural Society of Western Australia and accommodation is covered by the host State.

LOCAL ENTRANT APPLICATION FORM

This application form is to be used by all local Agricultural Society entrants.

Please forward original application Entry form to the Section Co-ordinator, Rural Ambassador Award, The Royal Agricultural Society, PO Box 135, Claremont WA 6910, a copy to the Group Secretary (Agricultural Society hosting the group judging) and retain a copy for your records.

I wish to enter the Royal Agricultural Society Rural Ambassador Award and I am nominated by _____ Agricultural Society.

If chosen to represent my group in the State Finals, I am prepared to abide by the criteria as set out in The Royal Agricultural Society of Western Australia's Conditions of Entry.

PLEASE PRINT

Name:	
Age:	
Date of Birth:	
Address:	
Phone (Bus):	
Phone (Home):	
Mobile:	
Fax:	
Email:	

Signed: _____

Date: _____

PERSONAL INFORMATION (PLEASE PRINT - and if preferred please submit the questions below on an A4 sheet of paper):

Occupation/Student:	
Interests/Sports/ Hobbies:	
Membership/ Involvement in Organisations:	
Ambitions:	
What contribution could you make as the Rural Ambassador:	
Other relevant information:	

GROUP FINALIST APPLICATION

Please return the original of this form to the Section Co-ordinator, Rural Ambassador Award, PO Box 135, Claremont WA 6910, and a copy to be forwarded to GROUP SECRETARY (Agricultural Society hosting the group judging) as soon as possible.

NAME: _____

WINNER OF _____
(Name of Agricultural Society)

will be our representative in the _____ GROUP FINALS.

The Award entrant whose name is on this sheet has been chosen to represent the above Agricultural Society in the Regional Finals being held on _____ at _____ (Venue) _____ (Town)

Finalist should be prepared to arrive in _____ (Town) at _____ (time am/pm) on _____ (date) allowing sufficient time for preparation and to meet other finalists and Judges prior to commencement of judging.

PLEASE PRINT

Name:	
Age:	
Date of Birth:	
Address:	
Phone (Bus):	
Phone (Home):	
Mobile:	
Fax:	
Email:	

IN CASE OF EMERGENCY

Name:	
Age:	
Date of Birth:	
Address:	
Phone (Bus):	
Phone (Home):	
Mobile:	

STATE FINALIST APPLICATION FORM

To be received by The Royal Agricultural Society of WA no later than **31 JULY 2015**.

NAME OF GROUP: _____

NAME OF AGRICULTURAL SOCIETY: _____

NAME OF FINALIST: _____

Has been chosen to represent the above group in the State Finals on **SATURDAY 22 AUGUST 2015**. State Finalist should be prepared to arrive in Perth on the evening of **FRIDAY 21 AUGUST 2015**, allowing sufficient time to meet other finalists and to join them for an evening meal.

Accommodation for this weekend is provided by The Royal Agricultural Society of Western Australia.

PLEASE PRINT

Name:	
Age:	
Date of Birth:	
Address:	
Phone (Bus):	
Phone (Home):	
Mobile:	
Fax:	
Email:	

IN CASE OF EMERGENCY

Name:	
Age:	
Date of Birth:	
Address:	
Phone (Bus):	
Phone (Home):	
Mobile:	

THIS FORM IS REQUIRED BY 31 JULY 2015 FOR USE IN STATE FINALS, TOGETHER WITH A CV.

Please return completed forms to:

Miss Gabrielle Hall

The Royal Agricultural Society of WA

PO Box 135

CLAREMONT WA 6910

Ph: (08) 6263 3169

Fax: (08) 6263 3171

Email: ghall@raswa.org.au

HINTS AND TIPS FOR ENTRANTS

- Arrive early for your interview.
- Dress smart and tidy, but comfortable.
- Smile.
- Relax.
- Use eye contact when introduced to the Judges.
- Sit comfortably.
- Speak clearly.
- State why you entered the competition.
- Be able to describe your strengths.
- What are your goals.
- Prepare any questions you wish to ask.
- Be positive.
- What is your most significant achievement.
- Explain why you love living and working in a rural community.
- Show courtesy to everyone you meet.
- Remember the three 'P's':
Preparation, Practice and Performance.
- Most importantly.....

BE YOURSELF

JUDGING CRITERIA

NAME				
Country show involvement				25 points
General and rural knowledge				20 points
Community involvement				15 points
Personality				10 points
Ambitions/goals				10 points
Communication skills				10 points
Style, grooming and deportment				10 points
SUBTOTAL:				100 points
FINAL JUDGING				
Public Presentation (onstage interview)				20 points
FINAL TOTAL:				120 points



THE ROYAL AGRICULTURAL SOCIETY OF WESTERN AUSTRALIA
Claremont Showground PO Box 135 Claremont WA 6910
T 08 6263 3100 | F 08 6263 3171
www.raswa.org.au | www.perthroyalshow.com.au