

## Section B

### The Agricultural Societies of Victoria Rural Ambassador Award

Steward: Sharon Brown

#### Major sponsors: Melbourne Royal Show, Gallaghers, RB Sellers

Local Show Level: Certificate & cash prize

Group Level: to be advised. Group Final winners will be invited to participate in the State Final at the Melbourne Royal Show.

State Final: Winner \$3000 (includes travel to represent Victoria at the National Finals) & VAS State Final Trophy, runner up \$1500 prizemoney.

#### ***Aims:***

- To highlight the talent, creativity and ingenuity of young rural people and in doing so encourage entrants to be role models in their local communities.
- To encourage and reward enthusiastic, skilful and industrious young people who are actively involved in their communities.
- To assist all entrants through their participation to develop strong leadership and communication qualities.
- To enable entrants to gain greater proficiency in their chosen field and also develop entrants' stature and reputation in that chosen field.

#### ***Entry:***

Entrants must:

- Apply for and complete the official application form available from Sharon Brown, 0419 114 012. Entries close seven days prior to the show.
- Prospective entrants must provide information indicating their reason for applying for entry together with a curriculum vitae, indicating work experience, community participation and Agricultural Show involvement, if applicable.

#### **Rules and regulations:**

- Open to people aged between 20 and under 30 years as at the 1st May 2026 and the finalist must reside in Victoria.

#### ***Judging Criteria for State Final:***

Entrants must wear smart casual tailored clothing.

Entrants to be judged in accordance with the following guidelines:

**Local Show Involvement (25 points)** Entrants must demonstrate an active involvement and a desire to be involved in the future and improvement of their Local Show Society.

**Community Involvement (20 points)** Entrants must demonstrate an active involvement and a desire to be involved in the future and improvement of their Local Community.

**Rural and General Knowledge (20 points)** Entrants must demonstrate a broad general knowledge and an awareness of Local/National Community issues. Entrant must also have an understanding of current affairs relating to rural life and industry.

**Personality & Communication Skills (20 Points)** Personality Traits consistent with both the awards and the entrant's ambitions and goals will be assessed (e.g. enthusiasm, creativity, confidence, leadership). Also, entrants are expected to demonstrate effective communication skills – written, oral and interpersonal.

**Ambitions/Goals/Interests (15 Points)** Each Entrant's ambitions and goals will be assessed on their integrity and relevance to the award. Entrants must demonstrate steps towards achieving their goal.

**Style, Grooming & Presentation (10 Points)** Entrant's presentation will be assessed according to the suitability of their attire and conduct in a range of contexts.

**Conduct (10 Points)** How the entrant behaves and demonstrates appropriate behaviour in each setting eg. being polite, well dressed and soft spoken.

**Public Presentation (3-minute speech) (20 Points)** Entrant's public presentation will be assessed according to the quality of the content, delivery and the extent to which it addresses the set topic.