

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.