



MEDIA RELEASE

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2009 Rural Ambassador aims to inspire youth

South Australia's 2009 Rural Ambassador Amanda Lock hopes to use her role to prove to young people in her local town that they can achieve any goal they put their mind to.

Amanda was named South Australian Rural Ambassador at the Royal Adelaide Show yesterday.

As one of eight state finalists from throughout rural SA, Amanda represented the South East and Border region and was nominated by her local Naracoorte show.

As a new mother, Amanda works on her family's farm at Frances and is studying an Advanced Diploma in Rural Business Management. She is also Secretary of the Naracoorte Show.

"I am very interested in encouraging youth to achieve in their local areas and really keen to promote local agricultural shows," said Amanda.

She hopes to run mentor programs for young people to join their local show committees. "I see this as a way of giving them some experience without too much initial responsibility, which I see as a great starting point."

The two runner-up places went to Northern region representatives - Heidi Crick from the Burra Show and Andrew Walter from the Mt Remarkable (Melrose) Show.

Other state finalists were Andrea Schmaal, Murray Lands, Kelly-Anne Taylor-Wilson, Southern, David Coyner, Central, Karmel Parsons, Yorke Peninsula and Kimberley Galpin, South East and Border.

Amanda's prizes included a \$5000 scholarship from the Royal Agricultural and Horticultural Society of SA Education Foundation. The two runners up each received \$1000. All three will travel to New Zealand next year on a two week study tour as their major prize.

The Rural Ambassador Award is open to people aged 20 to 30 who are committed to their local show and community, and highlights the importance of youth in the agricultural show movement. Entrants are selected by their local show, and from there go on to regional finals where the winner contests the State final at the Royal Adelaide Show.

The program provides young people with a network of enthusiastic and proactive people who are leaders in their communities.

This year's judges faced a difficult decision and State Rural Ambassador coordinator Peter Angus says all finalists had outstanding qualities.

But ultimately the winner was someone passionate and knowledgeable about the rural industry, with clear goals and ambitions.

Peter said Amanda has done an incredible amount for the Naracoorte Show and this commitment and involvement wowed the judges.

"She and her husband Andrew should be commended for taking on the challenge of increasing the profile of the Naracoorte Show and their enthusiasm and energy will ensure it remains a successful event," he said.

The Ambassador Award is conducted by the Agricultural Societies Council of SA with the valued support of sponsors Primary Industries and Resources SA, the Royal Agricultural and Horticultural Society of SA Education Foundation, Stock Journal Publishers, RM Williams, National Australia Bank and the Showmen's Guild of SA.

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