



COUNTRY SHOWS
AGRICULTURAL SOCIETIES COUNCIL
OF SOUTH AUSTRALIA

NEWSLETTER

March 2010

news from the Secretariat

- **REMINDER! AWPf and Affiliation Fees**

I encourage you, if you haven't already done so, to return your AWPf and Affiliation membership payment to the Secretariat as soon as possible. The due date for both of these payments is Friday, 26th March 2010. A reminder that the \$25.00 discount for the Affiliation fee applies up until the due date. If you have misplaced your forms please contact the Secretariat to arrange another copy.

- **WEBSITE UPDATE FORMS**

By now you should have received by post a Website Update Form. This form is to be used to update your current details on your SA Country Shows website page. The website provides country shows with a page to list any information pertaining to their show. This may include show dates, admission charges, attractions, location details, gate opening times etc.

This update form will be posted to you at the beginning of each year for you to make any relevant changes. All Show Societies are encouraged to forward updates on a regular basis either by post, or email npfeiffer@adelaideshowground.com.au.

- **2010 SYMPOSIUM DATE**

I wish to advise that the 2010 Symposium will be held on Friday, 9th July. Development of the program is well underway. More information will be available from the website, and posted to Show Societies at a later date. You may wish to start compiling ideas you would like to share with other attendees in the information sharing session.

- **INSURANCE POLICY**

The Executive have recently "signed off" on the "General Products and Liability Policy" that applies to all affiliated country shows. A **new cover has been introduced** following increased use of show halls by third parties for birthdays etc to have Public Liability automatically included with the hall hire cost.

Costs for this cover are : \$75 plus statutory charges for up to 350 attendees and \$100 plus statutory charges for 351-600 attendees. Each show can nominate if they require the cover and then the number of times they expect to hire out. The suggested approach is to pay the insurance for one hiring, this can then be adjusted at the end of the year depending on how many times your hall is hired out (this may be more or less).

- **RICH FRUIT CAKE & GENOA CAKE SEMI-FINAL RESULTS**

The Secretariat is still waiting on a number of semi-final results for the Rich Fruit Cake and Genoa Cake Semi-Final competitions. We are aware that some of the semi-finals will be held in the following weeks. Please forward your semi-final results to the Secretariat once finalized. Your prompt response is appreciated.

Upcoming Show Dates

March

27 Cleve
27-28 Mount Barker

August

14 Crystal Brook (Nth Wstn)
15 Port Lincoln
21-22 Kadina
21-22 Whyalla
28-29 Gawler

2010 Royal Adelaide Show
3 - 11 September



**ASC of SA
Executive Council Members**

President	Grant Waterman
Past President	Michael Osborne
Senior Vice	Keith Colyer
Junior Vice	Janet King
Committee	Peter Hughes Margaret Hurst Barry Mangelsdorf Jeff McCallum Gary Possingham

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Rural Ambassador Coordinator
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- **JUNIOR JUDGING COMPETITION – CHANGE OF NAME**

Please note that the “Junior Judging” Competition has changed its name to **“Young Judges” Competition**. The change has been adopted by South Australia and is currently being discussed by FCAS to change the name nationally. The 2010 Young Judges Competition schedule will be available at the end of April. Schedules can be downloaded from the Royal Adelaide Show website, www.theshow.com.au, or a hard copy can be requested from the Secretariat on (08) 8210 5230.

- **SCONE COMPETITION – New Guidelines**

The CWA/Laucke Scone Competition guidelines have been reviewed by the Executive and I take this opportunity to advise of you of following minor changes:

There are to be three tiers of competition – local, association and state. Entrants must win at local level before progressing to the association semi finals. The semi final MUST be separate to the host show local competition.

The state final will no longer be a “bake off”. State finalists will be required to bake their scones from home and bring along on judging day.

An updated copy of the guidelines can be downloaded from the SA Country Shows website, www.sacountryshows.com. Alternatively, email mbuckby@adelaideshowground.com.au, to obtain an electronic copy for inclusion in your show book. It is important that all shows list the correct guidelines in their show books, please ensure the appropriate updates are made.

- **AUSTRALIA POST “AUSSIE” POST BOX RESULTS**

Please forward all semi-final results to the Secretariat immediately so preparations can begin for the state final to be held at the 2010 Royal Adelaide Show.

- **Professor John Halsey – EDUCATION SURVEY**

John Halsey is currently undertaking research on “education at country schools”. The research involves baseline mapping of rural communities and education. The data will be acquired from judgments and commentary about what is happening and what needs to happen in the future. John will be gathering information via a survey at a series of country shows and he will speak at the Symposium in July.

- **COOKBOOKS, JAM, POSTERS & CHALK BOARDS**

The Secretariat has a range of promotional items and materials available for your Show Society to purchase. The ShowTime! Re-usable Chalk Boards are a worthy marketing tool for your Show and are a great way to promote Show events and details around your area. Chalk boards are \$20 each (GST inclusive) and can be collected from the Secretariat at the Adelaide Showground. Other promotional items available include posters (free of charge) and Beerenberg Jam (\$30.00 per box of 120).

blue ribbon cookbooks & calendars

Are you a fan of *The Blue Ribbon Cookbook* and its beautiful images? Copies are still available from the Secretariat. To order more books, please contact Malcolm on (08) 8210 5230.

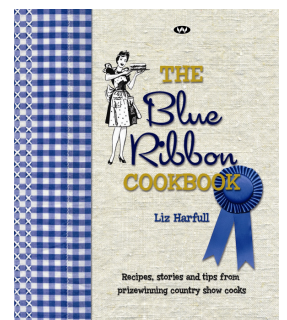
Why not purchase a *2010 Blue Ribbon Cookbook calendar* featuring original photography by Liz Harfull. There are four designs to choose from, with a range of different photos of the prizewinning cooks, their recipes and local shows.

Produced by Australia-based artists website RedBubble, the calendars are A3, printed on quality, high-density paper, and come bound and ready for hanging on your wall.

Price: \$29.95 each plus postage and handling. Shipping is free for orders of three or more.

Standard delivery within Australia takes two to four business days, but don't leave it to the last minute!

To view the designs and place an order, visit: <http://www.redbubble.com/people/lizh>



around the shows...

CLARE A&H SHOW SOCIETY

The Clare A&H Show Society held its AGM on Tuesday 9th March, where it elected President David Bond, and Secretary Monica Trengove.



President
David Bond

Secretary
Monica Trengove

The 2009 Clare Show saw the release of its new attraction “**The Vine Trail**”, which involved showgoers following a trail around the grounds to collect goodies at each stop (similar to the Yellow Brick Road). This turned out to be far more popular than anticipated and attracted a wide range of age groups.

The 2010 Clare Show will be even more interesting with bolder signage and added goodies... New attractions are also in the pipeline.



Volunteers on “The Vine Trail”

Stay tuned for more information in the coming months!



Wheat bushels ready to be judged



Horses in Action in 2009

CUMMINS A&H SHOW SOCIETY

The Cummins A&H Show Society has a variety of attractions in 2010, including the Extreme FMX team bike show, which will provide entertainment for all ages. Other attractions include Shearing Alpaca's, and the NEW Team Penners event which proved a great winner last year. The Team Penners competition consists of Riders on horse back rounding up cattle with coloured collars, the team with the quickest time wins! Something not to be missed!

Cummins A&H Show Society will celebrate 100 years in 2011.
Make sure you mark 8th October 2011 in your diary
and come celebrate this milestone with us!

GAWLER A&H SHOW SOCIETY

This year's Gawler Show will be held on the 28th and 29th August.

The Gawler Show will be celebrating history week with a promotional and historical display at Café Nova, 19 Murray Street Gawler, on the 29th and 30th May from 10am until 2pm.

Information about the Show will be available at the display, as well as the opportunity to win free family passes to the 2010 show through our raffle.

The Gawler Show will be launching its own Facebook page in the near future as another way of promoting the show and providing information. This will also enable the Show to receive interactive feedback from the public.

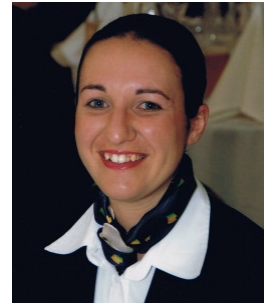
On Wednesday 23rd June the 2010 Show Book cover will be launched in conjunction with the presentation evening for the 2010 Young Rural and Rural Ambassador Award finalists.

For further information on the Gawler Show refer to our website, www.gawlershow.org.au.

Do you have some show news you would like published? Forward your reports, photos or information to the Secretariat – fax (08) 8231 4173 or email npfeiffer@adelaideshowground.com.au for inclusion in our next newsletter!

a minute with ambassador Amanda...

What an enjoyable (and busy) six months! Since being named the SA Rural Ambassador for 2009 I have attended numerous events, been interviewed by a multitude of media and attended some very interesting meetings. I would like to thank all of the shows that invited me to their celebrations; it has been fascinating meeting so many different people and I have learned a lot in a short time. So far the shows I have attended included Kingston, Keith & Tintinara, Naracoorte, Mt Gambier, Penola, Millicent, Lucindale, Mundulla and Edenhope, and this weekend I am off to help on the SA Country Shows stand at the Lucindale Field Days.



The SE & Border Show Societies Association AGM will be conducted at Millicent the following weekend and I have been asked to be a member of the judging panel for the regional finals of the Rural Ambassador competition to be held on the same day. This will be my third judging appointment and I am looking forward to meeting a number of enthusiastic young people all keen to represent the SE & Border Shows as Rural Ambassadors at the state finals.

The ASC of SA Executive has been kind enough to allow me to attend some of their meetings over the last six months and I have found these experiences very educational. I would like to thank the Executive for their patience with my sometimes strange questions (!) and encourage all show committees to speak with your respective Delegates and share your ideas. The volunteer energy and time that goes into these meetings and the behind-the-scenes work that these Delegates and Executive members give to the ASC of SA is amazing and all of those involved should be congratulated for their efforts.

The next six months brings about more excitement with the news that the ASC of SA has approved a trip to the Royal Agricultural Society of the Commonwealth's 24th Agricultural Conference to be hosted by the Royal Highland & Agricultural Society of Scotland in Edinburgh at the end of June. As part of the conference there is a focused day on the Next Generation program which is designed for delegates from member countries under 40 years of age. This is a fantastic opportunity to network with young people from other countries and share ideas about the future of Agricultural Shows around the world. Attending this conference with me are Heidi Crick (Burra) and Andrew Walter (Melrose) as well as a number of Rural Ambassadors from other Australia states. We are all very excited and thank the ASC of SA and SA Rural Ambassador Coordinator Peter Angus for organizing such a wonderful opportunity. We hope to return just prior to the mid-year Symposium with lots of ideas and plenty of photos! So if you would like to hear about what we have been to please come along to the Symposium and we can tell you all about our experiences – straight off the plane!

You may also be aware that the ASC of SA is in the process of compiling an information pack for show secretaries. This pack will be especially useful for new secretaries and will contain information regarding essential paperwork as well as tips for running different sections at your local show. Together with Peter Angus I hope to compile some information regarding the Rural Ambassador competition that will make it easier to run this section at your show and this will be included in the pack.

I look forward to the many opportunities and experiences that await me in the next six months in this role and to meeting more of the great people that make up the wonderful SA Country Show scene.

Amanda Lock
2009 SA Rural Ambassador



volunteer profile: Margaret Carr, Cummins

Margaret Carr (pictured left) has been heavily involved in the Cummins A&H Show Society for many years. Margaret has been a regular show attendee since the 1950's and became the Secretary/Treasurer of the Society in 1989. She later continued as a Committee member until retiring recently.

Margaret dedicates her time on the Friday and Saturday of show week every year, and still remains a reliable and enthusiastic member of the Cummins A&H Show Society office staff. Keep up the good work Margaret!

rural ambassador report

Commonwealth Agricultural Conference 2010 held in Edinburgh, Scotland

In June 2010 the 2009 Rural Ambassador winner Amanda Lock, and runner ups Heidi Crick and Andrew Walter, will be travelling to Edinburgh for the Royal Agricultural Society of the Commonwealth's 24th Agricultural Conference.

This is instead of travelling to New Zealand for a two week study tour and has been approved by the major sponsor of the award, Primary Industries and Resources SA, as it provides education experiences and networking, development and leadership opportunities.



Government of South Australia
Primary Industries and Resources SA

Other states will have representatives, with New South Wales sending their Rural Achiever Award state coordinator, 2009 Rural Achiever state winner and a member of their Next Generation committee.

Queensland is sending Mark Bryant, CEO of QCAS and Bruce McConnel, National Rural Ambassador.

Next Generation Group

One day of the Conference in Edinburgh is specifically for young people aged between 18 and 40, who are referred to as the Next Generation group.

The ASC of SA would like to see the development of a Next Generation group in South Australia and look forward to Amanda, Heidi and Andrew returning with ideas for how this can best be implemented and up and running in time for the spring show season.

Young Rural Ambassador Judging Dinner & ASC of SA Presentation Dinner

Both the Young Rural Ambassador Judging Dinner held in July, and the ASC of SA Presentation Dinner held in September, will be at the Grand Chifley Adelaide – Function Room, 208 South Terrace, Adelaide.

Dates for your diaries are as follows:

Young Rural Ambassador Award Judging Dinner: Friday, 9th July 2010
6:30pm for 7:00pm

ASC of SA Presentation & Rural Ambassador Award Dinner: Friday, 3rd September 2010
7:00pm for 7:30pm

next generation youth workshop and conference

Peter Angus, Rural Ambassador Coordinator, and Heidi Crick, Burra Show and 2009 Rural Ambassador runner up, attended the QCAS Next Generation Youth Workshop and Conference, held at the Toowoomba Showground on Saturday 23rd and Sunday 24th of January 2010. The below report and information gives you an insight into the discussions held at the Conference, and the "next generation's" views on how to improve your Show.



FCAS President – Mr David Moore

- The Next Generation/Youth Group was established in NSW in 2002.
- Availability of youth (under 35 years) to be involved in show.
- Challenges of getting youth involved – how can we encourage youth to be come more involved with shows?
- Think about how you became involved, why are you still involved, and how can you get others involved
- What is it that you like about the shows?
- It needs to be a fun and enjoyable experience as a show organizer, trade site holder, competitor, and exhibitor and for the public.
- Be prepared to take knock backs when you suggest new ideas to committees, or to take on the responsibility of implementing the new idea. If your ideas are successful, the committee should embrace them.
- Ideas could include a billy cart competition, calf marking and branding, guess the weight of a bull, ram, boar or group of men.
- Planning for the future is crucial – network and bring more people into the show movement.
- Shows provide entertainment for all and education through competitions.
- Plan, plan and plan to be successful.
- Communication is very important.
- Fellowship and fun is what the show movement is all about!

How to get youth involved in the show scene

Hosted by Mr Rowan O'Hara and Miss Carla Tierney

Why is there a struggle to keep youth involved?

- Time
- Youth leave rural areas for further education and employment
- Older generation are not always open to implementing new ideas

Bridge communication gaps and reiterate to the older generation that youth want to learn from them and their experiences. Youth can't expect to always succeed with a new idea in one show season. Often, it can take 3 years for a new idea to be successful – for example, 1st year – introduce the idea, 2nd year – run the idea, and 3rd year – measure its success.

Youth Involvement

- Youth are able to introduce new technologies.
- Can work with the older generation who have time, experience and motivation.
- Be a part of social committees, possibility to establish junior committees for secondary students.
- Train and mentor youth to become judges, stewards and convenors.
- Youth can be discouraged by knock backs from older generations – use this obstacle to try harder and plan carefully before applying a new idea.
- Be prepared to expect knock backs and criticism.
- Market yourself well and sell the new idea to the committee.
- Be willing to see through plans and projects.
- Educate the community about agriculture and competitions.
- Have a positive attitude towards the show and community events.
- Promote competitions and exhibiting.
- Succession planning – look at what is needed, and learn how to keep things going, eg. consider an associate judge so that experienced judges can teach new judges.
- Involve schools, TAFE colleges and Universities – schools could cater lunches etc for the judges and stewards.
- Integrate work experience students to assist with preparing for and running shows.
- Time is sometimes required to process change – give warnings and reinforce ideas.
- Don't expect an answer straight away.
- Make planning fun, so volunteers and those involved want to be part of the show.
- Hold working bees and provide a social club atmosphere – have BBQ's.
- Introduce new ideas – eg bachelor cooking, decorated bikes, worst chocolate mud cake, President's cake.
- Volunteers are needed and can be hard to find. A cultural change has led to less people wanting to volunteer.
- Opportunity for volunteers to learn new skills and establish friendships.
- Promote what a show is, and its benefits to the town.

Succession Planning – discussion

- Lack of volunteers is a major issue.
- Suggestion to run two or three year terms for show presidents.
- In Queensland, shows have sub committees with a representative that represents the particular section.
- New people are needed for succession plans – consider assistants for office bearers, treasurers, secretaries, convenors, stewards etc.
- Some shows share the role of secretary by dividing it into minute secretary, show book secretary, promotions and media etc.
- Mentor new people and provide training if needed.
- Working bees could happen on a large scale in an association with shows helping each other out to increase the number of workers available.
- Personal contact is important – phone calls can be more effective than email
- Show books/schedules – sponsor ads can fund the cost of producing and posting to members and exhibitors
- "Show Day" software has been developed in New Zealand to help improve show management – assists in data entry, allocation of entry numbers, printing of schedules and catalogues, recording of results and prizes, and preparation of results for newspapers.
- To promote and increase show members, entry fees could be reduced for members (eg 5% or 10% discount) and prize money could be increased for members (eg 5% or 10% premium),
- Identify what are the benefits of being a member – eg members bar, morning tea, barbecue etc – need to provide incentives for people to be members
- Sponsors also need to be able to measure benefits of their sponsorship for shows, competitions and prizes.

Our Show – what ideas do we see at other shows?

- World record attempts
 - Free entertainment
 - Sponsor drinks and breakfasts
 - Battle of Bands competition
 - Navy/Army bands playing during lunches, show opening, fireworks etc
 - 5 rides for \$5
 - Street entertainment – actors, bands, clowns, magicians, dancers
 - Milking demonstrations – dairy section
 - Animal nursery
 - Tug of war between management committee, sports teams, celebrities etc
 - Celebrity cook or cook offs
 - Fairyland
 - Demolition derbies and motor events
 - Working with other show societies, eg event organisation and sharing resources
 - Car and caravan displays
 - Ladies Day
 - Sale of Champions from various sections (Champion Cake, Pumpkin, Flowers etc)
 - Scarecrow and letterbox competitions – people’s choice award
-

Current issues impacting the running of shows in Queensland

Mr Mark Bryant, CEO QCAS

Current issues impacting on the running of shows include:

- Insurance
 - Competition from other events
 - Wages
 - Strategic planning
 - Complying with requirements like non smoking areas
 - Gate and competitive entry charges
 - Risk assessment and management
 - Volunteers and succession planning
-

Risk Management

Mr Rowan O’Hara (Vice President, Sunshine Coast Show Society)

Shows should have a trained safety officer and have a risk management plan in place.

Examples of hazards:

- Fencing/separation issues between livestock and the public.
- Keeping livestock and entertainment separated.
- Infrastructure, eg fences and buildings. Tent pegs sticking out of ground – cover these with witches’ hats.
- Slippery and uneven surfaces.
- If horses or cattle die or are injured in the arena a horse float is needed to transport them off the arena and some sort of screening is required to prevent the public from seeing what is happening.
- Access to exit the showground from the arena is also crucial.
- Young children and the general public need to be educated about livestock, and the potential dangers (eg horses kicking).
- Sunscreen, water and shade available in the main arena and at the showground.

Things to consider:

A digital camera should be kept in the office to photograph incidents. Ensure the time and date setting is applied to record the timing of the incident for potential evidence.

Incident reports need to be completed - this demonstrates a working risk management plan.

Insurance companies need to see what is happening even if there are no claims to report.

Show Announcer

Mr Angus Lane – Showring Announcer & Special Events Commentator

What makes a good announcer?

- Walk around the showground and speak with people, provide them with information about show sections.

- Chat with the steward and convenor to promote sections.
- Remember that announcers are invited guests to promote local shows and the district, not themselves.
- Enthusiasm, sincerity and being an effective listener are very important.
- Speak in real terms, be natural and speak clearly.
- If researching information on the internet, search for Australian content.
- Allow the opening, middle and conclusion to flow well together when introducing.
- Be logical and plan beforehand.
- Make sure you are careful with the pronunciation of names and places.
- Announcers are there to educate the public about what is going on at the show.

The six most important words to remember are:

- I admit I made a mistake
- You did a good job
- What is your opinion?
- If you please?
- Thank you
- I

You don't get a second chance for a first impression!



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