

MEDIA RELEASE

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2011 Rural Ambassador to develop new ideas for shows

South Australia's 2011 Rural Ambassador Campbell Lawrie aims to bring exciting new ideas to country shows and to raise awareness about the ambassador award. He also hopes to encourage more young people to get actively involved in the South Australian Agricultural Shows Next Generation group which is aimed at the 16-40 year old age group involved in or with an interest in agriculture and country shows.

Campbell, 30 years-old, was named South Australian Rural Ambassador at the Royal Adelaide Show on Tuesday 6th September.

As one of eight state finalists from throughout rural SA, Campbell represented the Eyre Peninsula Association and was nominated by his local Lipson show.

"To win this award is an amazing experience. The four days at the Royal Adelaide Show have been mind blowing. Being able to experience and learn about the running of the show and what makes it so special is a unique opportunity which I highly recommend to anybody aged between 20 and 30 years", said Campbell.

"I feel very proud to represent SA in the rural ambassador competition and I look forward to bringing new ideas such as the Next Generation and Young Farmer Challenge to the country shows on the Eyre Peninsula."

His vision is to see SA's agricultural show movement, and particularly those shows on the EP, have the same success and status as those in the eastern states. He hopes to adopt some ideas from interstate shows and encourage more youth to volunteer for their local show.

"Running activities like a state based Cup Cake Challenge, lawn mower races and further development of the Eyre Peninsula shearing competition can appeal to a broad range of people's interests".

"Communities in the eastern states live for their show, and there is no reason why the same can't be done here, it just takes time and effort," he said.

Campbell is currently managing director of Darvel Farms Hay and Grain, a family owned and operated business at Ungarra on the Eyre Peninsula. He is also owner and stud master of the Lawral Park Prime SAMM Stud and has successfully competed at the Adelaide, Melbourne, Sydney and Darwin Royal shows with horses, sheep and cattle, winning numerous championships from a young age.

The two runner-up places went to Murray Lands region representative Callie Nickolai from the Loxton Show and Northern region representative Cindy Martin from the Gawler Show.

Callie, 27 years-old, is a project officer in wetland management with the South Australian Murray-Darling Natural Resource Management Board at Berri. "After my rewarding experience at the Royal Adelaide Show and I will certainly be looking at country shows with fresh eyes," she said.

Cindy, 22 years-old, is studying a Diploma of Education after completing a Bachelor of Agriculture and hopes to work in the rural industry after graduating. "This award is such an amazing opportunity and it encourages and recognises the involvement of youth in their local communities," she said.

Other state finalists were Kevin Lintern, Central; Nicki Wight and Jon Densley, South East; and Border; Peter Thorley, Southern; and Donna Kelly, Northern.

Campbell's prize includes 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 before competing in regional finals, and a representative from each region contests the State final at the Royal Adelaide Show.

The program enables young people to develop a network of enthusiastic and proactive leaders in communities around the State.

State Rural Ambassador coordinator Peter Angus said all finalists had exceptional qualities and were of a very high calibre. But ultimately Campbell stood out with his strong enthusiasm and awareness of the rural industry, with definite plans and ambitions for the future for his business and country shows.

Peter said Campbell has been involved with country shows since a young age exhibiting and competing and is actively involved with his community and two local shows Lipson and Yallunda Flat.

"Campbell is a vibrant and hard working young person. Leading by example he will inspire others to increase their local show involvement," 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, the Showmen's Guild of SA and Jardine Lloyd Thompson.

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Photo courtesy of the Stock Journal: L to R Cindy Martin, Campbell Lawrie and Callie Nickolai