**Clare Scriven MLC**

Minister for Primary Industries and

Regional Development

Thursday, 7 September 2023

**Rural ambassador for 2023 named at the Royal Adelaide Show**

Lachy Johnson from Bordertown has been announced as the 2023 State Rural Ambassador Award winner.

Representing the Mundulla Show Society from the South End Border Show Association, Lachy was named the winner at the State Rural Ambassador Award dinner, on Tuesday 5 September at the Royal Adelaide Show.

The award program is open to people aged between 20-30 who are committed to their local show and community and highlights the importance of youth in the agricultural show movement.

The Government of South Australia, through the Department of Primary Industries and Regions (PIRSA), is a proud sponsor of the Rural Ambassador Award, run by SA Country Shows.

Lachy and the two runners up, Carly Gogel, representing the Naracoorte Pastoral and Agricultural Society from the South East and Border Association and Elise Kennedy, representing the Pinnaroo Show Society from the Murraylands Association have each won study tours.

The other finalists were James Krieg from the Northern Show Region, Emily Halloran from the Southern Show Region, John O’Mahoney from the Northern Show Region and Alan Lintern from the Central Show Region.

To find out more about your local country show, or the Rural Ambassador Award program, visit <https://sacountryshows.com/>

**Quotes attributable to Minister Clare Scriven**

*The Rural Ambassador Award program is a vital element of South Australia’s show culture.*

*It helps to engage the next generation of rural and regional South Australians in their local show societies and it also helps participants develop closer links with the primary industries in South Australia.*

*There was an outstanding field of applicants this year all achieving great things, and that shows how strong the pipeline of future leaders is in our regions.*

*Congratulations to the winner Lachy and runners up Carly and Elise, as well as all the finalists.*

*I have no doubt you’ll continue to make highly valuable contributions to your local shows and communities.*

**Quotes attributable to Lachy Johnson, 2023 State Rural Ambassador Award winner**

*Winning this award is a great honour. I am very proud to have participated in this program with my fellow Rural Ambassadors and I feel we all represented our respective show societies very well.*

*Over the next 12 months I look forward to visiting as many shows as possible. I hope to encourage more young people in my region to participate in their local show.*

**Quotes attributable to Rosie Schultz, President, Agricultural Societies Council of SA**

*I am pleased to see our Rural Ambassador Award and Young Rural Ambassador Award Program forging a strong group of like-minded people working together across the state and with interstate counterparts.*

*They all work together to give back to their communities their enthusiasm and expertise.*

**Quotes attributable to Jacqueline Francis, Youth Competitions Coordinator, Agricultural Societies Council of SA**

*It has been a pleasure, and honour to work with such an inspiring group of Rural Ambassadors.*

*This award gives country shows youth a way to connect with like-minded people from across the state, while enjoying the many sides of the Royal Adelaide Show. I look forward to seeing what this group of ambassadors can achieve.*