



SOUTH AUSTRALIA RURAL AMBASSADOR AWARD

REGULATIONS AND ENTRY CRITERIA

The Rural Ambassador Award is conducted by SA Country Shows who will be duly responsible for selecting the state winner in conjunction with the Royal Adelaide Show and the Annual Awards Dinner.

All entrants who enter the award must provide an undertaking that they will abide by the regulations and entry conditions as set out and the decisions of SA Country Shows.

The rules and regulations apply to all three levels of this award: show society, association, and state levels.

Aims:

- **Celebrate Youth**
Highlight the essential role of young people in sustaining and enriching rural communities and local agricultural shows.
- **Encourage Excellence**
Identify and support passionate individuals who display initiative, skill, hard work, and generosity.
- **Empower Voices**
Provide a platform for young people to share their perspectives, grow through experience, and participate actively in shaping the future of South Australia's primary industries.

Entry Requirements:

Entrants must:

- Apply for and complete the entry form.
- Agree to provide a copy of their curriculum vitae (CV) and an introductory letter for show society, association, and state final judging by the required dates. The CV should include education and training, work or work experience, community participation and agricultural show involvement.
- Be a resident of South Australia.
- Be enthusiastic and knowledgeable about rural life and affairs, and agricultural shows.
- Be aged between 20 years and under 30 years as of the 1st of May 2026 (i.e., born between the 2nd of May 1996 and the 1st of May 2006 inclusive).
- As a state finalist, consent for their name and contact details to be available on the SA Country Shows website for show societies should they wish to make contact.
- If selected as an association winner of the Rural Ambassador Award, agree to attend the 2026 Royal Adelaide Show from 10am on Friday 4 September to 10:00pm on Tuesday 8th of September 2026 (dates to be confirmed).
- If selected as state winner of the Rural Ambassador Award, to represent South Australia in the Agricultural Shows Australia National Finals in August 2027 in Brisbane (details to be advised).

Photography, Videos and media

- Agree to photographs at the request of SA Country Shows.
- Consent to these photographs being used on SA Country Show's social media platforms and website, and future displays or paid advertising in connection with the Ambassador Awards.
- Agree to their use in any other publications (including newspapers and magazines), social media and website to which SA Country Shows might supply photographs for the purpose of obtaining publicity or acknowledging the winners and participants of the Ambassador Awards.
- Agree to videos, live streamed and filmed, by SA Country Shows and associated sponsors and groups.

Judging Criteria:

- Entrants must wear the uniform provided to all Rural Ambassadors.
- When uniform is not required entrants must wear smart casual clothing suitable for an autumn or spring show.
- Entrants will be judged in accordance with the following guidelines:

Interview

▪ Country Show Involvement	25 POINTS
▪ General and Rural Knowledge	20 POINTS
▪ Community Involvement	20 POINTS
▪ Communication Skills and Personality	20 POINTS
▪ Ambitions/Goals/Interests	15 POINTS
▪ Style, Grooming and Presentation	10 POINTS
▪ Conduct	10 POINTS

Program Participation 10 POINTS

Dinner Interview 20 POINTS

TOTAL: 150 POINTS

Award Structure:**Country Show Society Level**

All entrants must complete the award entry form. Show societies may only select one award winner each year, with other placegetters eligible to re-enter the following year. The participant selected at the country show society level represents that society at the association final. If the representative at show society level is unable to represent the society in the association final judging, then that society may select another participant to be their representative (e.g., runner up from their show competition).

Association Level

Finalists at the association level must be able to attend both an interview with a judging panel and a lunch/afternoon tea/dinner function held on the same date at a time and venue stipulated by the association. If a finalist is unable to attend both, then the show society will need to select another participant to be their representatives (e.g., runner up). If due to unforeseen circumstances at the last minute (such as medical or other emergency), the finalist is unable to attend the judging interview, special consideration should be given, at the discretion of the association, to liaise with the finalist and state coordinator, to reconvene an interview.

The association secretary must forward the entry form of the association winner to the State Coordinator of the Ambassador Awards immediately following the association final. A recommendation is for all association finals to be held during the autumn in the same year as the state final at the Royal Adelaide Show. If the association winner is unable to attend the state final, then the runner up should be asked.

State Level

The winner selected at the association level represents that association in the state final to be conducted during the Royal Adelaide Show from 10am on Friday 4 September to 10:30pm on Tuesday 8th of September 2026 (date to be confirmed). The winner of the state final is the 2026 SA Rural Ambassador Award winner and will represent South Australia at the ASA National Rural Ambassador Award Final in Brisbane, during August 2026. (dates and times to be confirmed).

Eligibility to Re-enter

The winner of a previous state final (South Australian, or Interstate) is not eligible to enter the Rural Ambassador Award again. Previous state finalists are eligible to enter the award a maximum of 2 times, with a minimum gap of 5 years after their 1st state final. After this period, they are eligible to enter at country show level and proceed through the various levels until they reach their 2nd state final. Competing in the Young Rural Ambassador Award does not affect an inability to enter.

Judging Panel

One of the judges at all three levels (country show society, association, and state) needs to be a past Rural Ambassador Award state finalist, with show societies and associations encouraged to invite ambassadors from other areas to be judges.

Alterations to Regulations

Requests for alterations to or exemptions from these regulations are to be made in writing and forwarded to the association secretary and secretariat of SA Country Shows. SA Country Shows reserves the right to alter the Rules and Regulations at any time. Any alterations approved will be notified in writing to all show and association secretaries.

Awards/Prizes *(The State Final prizes may be subject to alteration)*

Country show societies and associations are to be responsible from determining the prizes at their levels.

All State finalists of the South Australian Rural Ambassador Award will receive an RM Williams clothing package and be hosted by SA Country Shows during the State Final at the Royal Adelaide Show. State Finalists will also receive prizes kindly donated by award sponsors, including a Stock Journal gift bag. All state finalists will participate in a weekend interstate exchange to the Sydney Royal Easter Show (April 2027). There is also the opportunity for four state finalists to attend the Parndana Show and Field Day (November 2026).

The state winner will receive \$5000, and the two runner ups will each receive \$1000 from the Show Society Foundation. The state winner will be funded to attend the Royal Agricultural Society of the Commonwealth Agricultural Conference. The first runner up will be funded to attend the Agricultural Shows of Australia Conference. The second runner up will be funded to the Brisbane Royal Show (the Ekka).

All travel details to be confirmed, all trips are subject to funding and may be altered. There is an option for the winner and runner ups to add additional locations or time to the trips at their own cost, and to negotiate an exchange of prizes if required. The RASC and ASA Conferences are biannual events, attendance to conferences will be subject to dates and ambassador availability.

SA Country Shows Rural Ambassador Code of Conduct

As a Rural Ambassador representing your show, your role carries the responsibility of upholding the values and spirit of the agricultural community. The following Code of Conduct outlines expectations to ensure respectful, professional, and enriching participation.

Respect & Integrity

- Treat fellow ambassadors, judges, organisers, and show representatives with courtesy.
- Discrimination, bullying, or harassment of any kind is not tolerated.
- Foster an inclusive environment where everyone feels valued.

Fair Play

- Compete honestly and ethically at all times.
- Support fellow ambassadors and uphold a spirit of camaraderie.
- Avoid actions that may bring the award or associated events into disrepute.

Professionalism

- Maintain high standards of dress and behaviour in all settings.
- Represent the award and its values positively, online and offline.
- Engage with sponsors, officials, and the public in a courteous and respectful manner.

Commitment to Learning

- Demonstrate a positive attitude toward feedback and development.
- Actively participate in educational activities provided through the program.
- Embrace opportunities to expand your understanding of the industry and your role.

Representation

- Be a proud, respectful representative of your community, region, and SA Country Shows.
- Embody the values of rural life and agriculture in all interactions.
- Engage respectfully in both physical and digital environments, including social media.

By accepting an ambassador role, you agree to uphold this Code of Conduct throughout your participation and beyond. Failure to adhere to this Code of Conduct may result in disqualification or loss of prizes.

South Australian Rural Ambassadors

Outlined below are recommendations for the level of commitment that is expected of Rural Ambassador Award entrants at country show society, association, and state levels. These are to be used as a guide only and it is up to the discretion of Rural Ambassador Award entrants, show societies and associations as to whether they are adhered to, but it will be encouraged.

The level of commitment which people can offer will depend on employment, family, sporting, study, and other commitments so this will vary between individuals. A list of all state finalists and their contacts will be emailed to all SA country show societies and show associations.

Country Show Society Level

- Entrants will attend their local show.
- Entrants offered an invitation to attend the official opening of the show
- Entrants offered an invitation to attend the show's official luncheon/afternoon tea etc.
- Winner of the award to accompany the official party at the show.
- Winner to be encouraged and supported in the writing of thank you letters to the show society and sponsors.
- Entrants offered a position on the show management committee or other sub committees.
- Winner introduced to the shows 2027 Rural Ambassador and encouraged to speak with them about the association final and their time as an ambassador.

Association Level

- Association winner invited to attend all the association shows.
- Association winner offered an invitation to attend the official opening of each show in the association.
- Association winner offered an invitation to attend the show's official luncheon/afternoon tea etc.
- Association winner offered an invitation to accompany the official party at all the association shows.
- Association winner to be encouraged to write thank you letters to their association and sponsors.
- Association winner to be invited to the 2027 Rural Ambassador Award association finals and encouraged to speak with the finalists about the state final and their time as an ambassador.
- All association finalists are invited to attend the association AGM and other relevant functions.

State Level

- The state finalists are encouraged to attend a country show from each association during the following 12 months.
- Associations are encouraged to invite ambassadors to attend their shows.
- The state winner offered an honorary position on the SA Next Generation Group Committee for 12 months (from the 2026 AGM to the 2027 AGM).
- All state finalists to be utilized as judges at local and association levels, with show societies and associations encouraged to invite state finalists from other associations.
- All state finalists are encouraged to write thank you letters to SA Country Shows and the Rural Ambassador Award sponsors.
- State finalists are invited to the SA Country Show Symposium held at the Adelaide Showgrounds 9th of July 2026 (date to be confirmed) to speak about their exchange to other Royal Shows.
- State winner is invited to be a part of the 2027 Rural Ambassador Award state final held at the Royal Adelaide Show, Tuesday the 8th of September 2027.

The Rural Ambassador Award is conducted by SA Country Shows

and is proudly sponsored by

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