

# Media Release



## Clare Scriven MLC

Minister for Primary Industries and Regional Development

Tuesday, 15 July 2025

### **Farm-hand Shayla is our Young Rural Ambassador**

Shayla Lepse, a 19-year-old station hand and volunteer from the South East, is this year's South Australia Young Rural Ambassador.

Shayla received the award at the SA Country Shows Youth Presentation Night on Friday night, while representing the Naracoorte Show.

The Konetta Station hand, from Greenways in the South East, has been actively involved with country, state and youth shows since 2019, including as the 2025 Lucindale Show President.

Runner-up was Yorke Peninsula local, Ellie Oster, for her contribution as a convenor of the children's section of the Maitland Show for the past three years and being an integral member of the show committee.

The Young Rural Ambassador Award, supported by the Department of Primary Industries and Regions South Australia (PIRSA), has been run by SA Country Shows for 25 years.

The award recognises the contribution young adults in rural and regional South Australia make to agricultural shows. It also acknowledges the importance of strong youth participation to the agricultural show movement.

The awards have become a valuable succession process for South Australia's country shows with entrants often assuming leadership roles within their respective show societies, communities and within agricultural industries.

This year's state finalists were: Angus Schiller (Murray Lands), Maddie Zoanetti (Central), Belinda Jaeger (Northern), Shayla Lepse (South East and Border), Ellie Oster (Yorke Peninsula), Lacey Cains (Northern), Tilly Keller (South East and Border).

#### **Quotes attributable to Clare Scriven**

*Congratulations to Shayla and Ellie on their achievements along with all of the finalists of this year's award – I am looking forward to seeing them continue on their bright path.*

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*This award honours the emerging leaders who are deeply committed to agricultural industries and the Agricultural Show movement.*

*Young people are the future of our agricultural industries, are a core part of our regions, and are significant contributors to our economy and it why we are proud to support these emerging young leaders.*

*Our regional communities and industries are indeed looking bright.*

### **Quotes attributable to SA Country Shows Jacqueline Francis**

*The Young Rural Ambassador Award proudly shines a spotlight on the outstanding young people involved in South Australia's country shows. This program recognises, develops and celebrates youth who are passionate about their communities—and none of it would be possible without the ongoing support of local shows, a dedicated committee, and our generous sponsors.*

*Each year, as Youth Competitions Coordinator, I have the honour of meeting and working with the incredible entrants from across the state, each bringing unique skills, fresh ideas, and a deep commitment to their communities. This year has been no different.*

*It's inspiring to see these young ambassadors build lasting connections with like-minded peers, growing a network that will support their future leadership journeys both within their shows and far beyond. I'm excited to follow the achievements of this year's finalists and am especially looking forward to working alongside our 2025 State Young Rural Ambassador Shayla Lapse as she embarks on this exciting next chapter. There's no doubt she will make a meaningful contribution throughout the year ahead.*

### **Quotes attributable to Shayla Lapse**

*Winning this award is a great opportunity with the judging process very insightful and a wonderful experience.*

*One of the best opportunities from taking part has been to seek advice from previous awards participants and to learn from them.*

*Living and working in rural areas is a really fulfilling lifestyle. I know that what I do matters and that it has an impact, especially when you live in a small community. I really like the fact that I am able to do good and create change.*