

# Media Release



**Clare Scriven MLC**

Minister for Primary Industries and Regional Development

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## **George Seppelt named 2025 Rural Ambassador of the Year**

George Seppelt from Jamestown has been named the 2025 South Australian Rural Ambassador of the Year, announced at the SA Country Shows Annual Awards Dinner last night.

Representing the Jamestown Show and the Northern Agricultural Shows Association, George was recognised for his outstanding contribution to the show movement and regional communities. This marks his second state-level recognition, after being named a Young Rural Ambassador State Finalist in 2018.

George's connection to the Jamestown Show has been inspired by his father's service as President of the Jamestown Show Society. From an early age, he was immersed in the show community, later taking on roles ranging from running a petting zoo to serving as media and marketing secretary, announcer, and committee member.

At a state level, George has also contributed through the South Australian Agricultural Shows Next Generation Group, helping deliver initiatives such as the Young Farmers Challenge at the Adelaide Show.

Beyond his show commitments, George brings his passion for aviation to the agricultural sector. As one of Australia's youngest flight instructors and a consultant in aviation, he has worked with farmers to integrate aviation into their operations – from crop management to on-property flight training – delivering innovation and practical benefits to rural communities.

Caitlin Marshall, representing the Southern Country Shows Association and the Coonalpyn Show and Emma Gallagher, representing Naracoorte Show, were named first and second runner up in recognition of their strong engagement and support for regional communities.

The award, open to people aged 20 to 30, highlights the importance of youth in rural South Australia and showcases their dedication to their local show and the wider agricultural show movement.

**Media contact:** Rebecca Opie 0478 373 839

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Proudly sponsored by PIRSA, the Rural Ambassador Awards provide young people with the opportunity to express their views through education and experience, while developing stronger links with primary industries in South Australia.

Entrants are interviewed at the event about their involvement in country shows, community participation, ambitions, goals, and interests. They are assessed on their responses, presentation, enthusiasm, and knowledge of rural life and agricultural shows.

This year, Adelaide is also hosting the National Finals for the Rural Ambassador Award and the Young Judges and Paraders Championships, to be held on Friday 5 September at 6pm at the Arkaba Hotel, Fullarton. The national winner will be announced at this event.

As the winner of the state final, George Seppelt will represent South Australia at the Rural Ambassador Award National Finals next year.

### **2025 Rural Ambassador Award State Finalists:**

- Caitlin Marshall – Southern Country Shows Association & Coonalpyn Show – Southern
- Ashlee Allegretto – Northern Agricultural Shows Association – Mid North
- Emma Gallagher – Naracoorte Show – South East
- George Seppelt – Jamestown Show & Northern Agricultural Shows Association – Northern
- Jacqui Palk – Central Districts Show Association (CDSA) – Central
- Jenevieve Heinrich – Copper Coast Show Society & Yorke Peninsula Show Societies – Copper Coast / Yorke Peninsula
- Rebecca Clifford – Kimba Show Committee – Eyre Peninsula
- Shona Laucke – Border Shows Association – South East
- Thomas Wurfel – Pinnaroo Agricultural Society – Mallee / South East (late withdrawal from the competition due to a sporting injury)

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

*The Rural Ambassador Award is a wonderful way to recognise the next generation of leaders in our regions and to celebrate their contribution to local communities and the agricultural show movement.*

*For decades, this program has provided young people with valuable opportunities to build leadership skills, share their ideas and strengthen their connection with primary industries.*

*I warmly congratulate George and all of this year's finalists. I am confident they will continue to make a strong and lasting contribution to their communities and to the growth of our state's primary industries.*

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

*For the first time since 2012, the full contingent of Rural Ambassadors from across South Australia was proudly hosted at this year's event.*

*Their collective presence not only elevated the standard of competition - posing a significant challenge for our judging panel - but also fostered invaluable networking opportunities among emerging rural leaders.*

*This exceptional group of ambassadors exemplifies dedication, vision, and a deep commitment to the future of South Australian country shows.*

**Comments attributable to George Seppelt, 2025 South Australian Rural Ambassador of the Year**

*The most valuable prize I could have won is the friendships I've made through this inspiring and insightful experience.*