



SOUTH AUSTRALIA RURAL AMBASSADOR AWARD

2026 SOUTH AUSTRALIAN RURAL AMBASSADOR AWARD REGULATIONS AND ENTRY CRITERIA

This award is conducted by SA Country Shows who will be duly responsible for selecting the state winner during the annual Royal Adelaide Show.

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

The rules and regulations apply to all three levels of this award: show society, association, and state finals. The award will be run by qualification through country shows, to association finals, with a state final being held during the 2026 Royal Adelaide Show.

AIMS:

- To highlight the importance of youth in rural South Australia and in particular the agricultural show movement.
- To identify and encourage enthusiastic, skilful, industrious, and unselfish young people.
- To give young people a forum to express their views through education and experience, and to develop closer links with the primary industries in South Australia.

ENTRY REQUIREMENTS:

Entrants must:

- Be a resident of South Australia.
- 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).
- 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.
- Provide information indicating their reasons for applying for entry together with CV, indicating work experience, community participation and agricultural show involvement.
- Be enthusiastic and knowledgeable about rural life and affairs, and agricultural shows.
- 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 a winner of their association, agree to attend the state final conducted during the 2026 Royal Adelaide Show from 12:30 pm on Friday the 4th September (pre-show) to 10:00 pm on Tuesday the 8th of September 2026 (dates to be confirmed).
- If selected as the state winner of the Rural Ambassador Award, represent South Australia in the Agricultural Shows Australia National Finals in 2027, date and location to be advised.

Photography and media:

- Agree to stand for photographs at the request of SA Country Shows.
- Consent to these photographs being used on any of SA Country Show's social media platforms and website, any future displays or paid advertising in connection with the promotion of 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.

JUDGING CRITERIA:

- Entrants must wear smart casual clothing suitable for an autumn of spring show.
- Entrants will be judged in accordance with the following guidelines:

<i>Interview</i>	
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
SUB TOTAL	120 points
<i>Onstage Interview</i>	
Public Presentation	20 points
TOTAL	140 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 representative (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 will be asked to take their place.

State Level

The winner selected at the association level represents that association in the state final to be conducted during the Royal Adelaide Show, 12:30pm on Friday the 4th August (pre-show) to 10:00 pm on Tuesday the 8th of September 2026 (dates to be confirmed).

The winner of the state final is the 2026 SA Rural Ambassador Award winner and will represent South Australia at the Agricultural Shows Australia National Rural Ambassador Award Finals in 2027, date and location to be advised.

Eligibility to Re-enter

The winner of a previous state final 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.

Judging Panel

One of the judges at all three levels (country show society, association, and state final) 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. A list of previous Rural Ambassador Award state finalists' contact details is available from the secretariat of SA Country Shows.

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 awards/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 will receive an RM Williams clothing package and be accommodated and hosted by SA Country Shows during their period of attendance at the Royal Adelaide Show.

The winner of the state final will receive \$5000 in prize money and the two runner ups will each receive \$1000 from the Royal Agricultural & Horticultural Society of SA Show Society Foundation.

The state winner and two runner ups will be invited to participate in an organised and funded study tour with the intent to be conducted by the following year's Royal Adelaide Show. Please note the study tour is subject to funding and may be altered. It is envisaged that subject to sponsorship all state finalists will participate in a weekend interstate exchange to the Sydney Royal Easter Show. There is also the opportunity for a state finalist to attend the Brisbane Royal Show (the Ekka). All dates and travel details to be confirmed.

Prize winners must advise of availability for the study tour and interstate exchanges within 30 days of the state final. Any cancellation of prizes must occur 60 days prior to departure. Finalists will need to accept prizes within 12 months otherwise prizes will be forfeited.

**The Rural Ambassador Award is conducted by
SA COUNTRY SHOWS**

and is proudly sponsored by

Primary Industries & Regions SA
RA & HS of SA Show Society Foundation
Stock Journal Publishers
RM Williams
The Showmen's Guild of SA
Gallagher Insurance
Parndana Show Society

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 this commitment will be encouraged.

The level of dedication which people can offer will depend on employment, family, sporting, study, and other commitments so this will vary between individuals.

Country Show Society Level

- Entrants 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 show's 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 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 association shows.
- Association winner to be encouraged and supported in the writing of thank you letters to their association and sponsors.
- Association winner offered a position as an association delegate and invited to the association AGM and other relevant functions.
- 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 winner is encouraged to attend a country show from each association during their 12 months as the state winner.
- Associations are encouraged to invite the state winner to attend one of 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 winner and finalists are invited to the SA Country Show Symposium held at the Adelaide Showgrounds 16th of July 2027 (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 on Tuesday the 7th of September 2027.