



NEWSLETTER

of the Agricultural Societies Council of South Australia



sacountryshows



South Australian Country Shows



sacountryshows.com

SPRING SHOWS

- CRYSTAL BROOK
- PORT LINCOLN
- COPPER COAST
- WHYALLA
- GAWLER
- QUORN
- ROYAL ADELAIDE SHOW
- WUDINNA & DISTRICTS
- WILMINGTON
- MURRAY BRIDGE
- BALAKLAVA & DALKEY
- KIMBA

IN THIS ISSUE

- YOUTH PRESENTATION DINNER
- SYMPOSIUM
- 2026 YOUNG RURAL AMBASSADORS
- AT THE ROYAL ADELAIDE SHOW
 - ANNUAL AWARDS DINNER
 - YOUNG JUDGES
 - SA NEXT GEN EVENTS
 - RURAL AMBASSADOR FINALISTS
 - SA COUNTRY SHOW STAND
- EKKA & NATIONAL FINALS
- CONTACT DETAILS

YOUTH PRESENTATION DINNER



The 2026 Annual Youth Presentation Dinner was held on Friday the 17th of July at the Adelaide Pavilion.

We heard from our eight 2026 State Finalists of the Young Rural Ambassador Program and met six of the Young Judges and Paraders that will be representing SA in the Agricultural Shows of Australia National Finals at the Ekka in August.

Our emcee was 2025 Young Rural Ambassador Shayla Lepse and it was wonderful to hear about her year and experiences at country shows around South Australia.

Thank you to everyone who attended the dinner, we hope you had a lovely night.

The Young Rural Ambassador Award & Rural Ambassador Awards are proudly sponsored by



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Department of Primary Industries and Regions



2026 SYMPOSIUM



Thank you to everyone who attended the SA Country Shows 2026 Symposium. It was great to have so many people coming from all over the state to network and discuss issues effecting country shows in South Australia.

There were many speakers presenting on a range of topics.

- ROYAL AGRICULTURAL & HORTICULTURAL SOCIETY OF SA; Mr Peter Rogge, RH&HS Head of Agriculture
- AGRICULTURAL SHOWS OF AUSTRALIA; Heather Earney, Program and Development Lead, ASA
- SYDNEY EXCHANGE REPORT; 2025 SA Rural Ambassador state finalists
- 123TIX; Tarry Wilcher, CEO
- MORGANS; Steve Weinmann, Investment Adviser
- VOLUNTEERS SA;
- SA NEXT GENERATION; Caitlin Marshall, President SANG
- SAVVY AI SOLUTIONS; Leanne Isaacson
- ONE MUSIC; Amy Barnwell, Sarah Eaton & Noah Heys
- INFORMATION SHARING/WORKSHOP; Mr Nick Rodda, ASCSA, Executive Committee Member

Contact Kaye Butler on secretary@sacountryshows.com for a copy of any of the reports or presentations.

RA & HS Country Shows Wool Competition

DID YOU KNOW?

Every year at the Royal Adelaide Show, there is a special part of the Wool Competition that is dedicated to fleeces from SA's Country Shows.

Make sure fleeces from your show are entered in the 2027 competition!

Open to the

CHAMPION MERINO RAM, CHAMPION MERINO EWE

CHAMPION OTHER THAN MERINO (EXCLUDING CARPET WOOL FLEECES)

CHAMPION WETHER FLEECES

from all Country Shows and Exhibitions of Wool



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2026 ANNUAL AWARDS DINNER



TUESDAY, 8 SEPTEMBER 2026

ANNUAL AWARDS DINNER



Time: 6.00pm for 6:30pm start
Menu: 3 Course Dinner - Alternate Drop (see below)
Cost: \$90.00 per person (+ humanitix booking fee)



PLEASE NOTE BOOKINGS CLOSE SATURDAY THE 29TH OF AUGUST.

All drinks during the evening are at the expense of the consumer.

ENTRÉE

Beef Ragu - Contains Gluten

Orecchiette pasta with traditional slow cooked beef and pork sauce topped with parmigiano.

Lemon Chicken à la Grecque - GLUTEN FREE

Tender thigh fillet marinated and served on a bed of salad

MAIN - SERVED WITH SEASONAL VEGETABLES

Fillet Steak Served with Light Red Wine Jus - Contains Gluten

Served medium with potato dauphinoise.

Lemon Herb NT Barramundi - GLUTEN FREE

Fillet of barramundi oven baked with herbs, drizzled in a lemon and extra virgin olive oil dressing.

DESSERT

Sticky Pudding - Contains Gluten

Steamed sticky date pudding served with vanilla ice cream and sweet butterscotch sauce

Apple Brûlée - GLUTEN FREE

A smooth and creamy crème brûlée caramelised and partnered with spiced baked apple.

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2026 YOUNG RURAL AMBASSADOR AWARD STATE FINALS

The 20th YRA state final was held on Friday 17 July at the Adelaide Showground and state finalists were:

Murray Lands - Pinnaroo Show - Alana Oster
Southern - Strathalbyn Show - Ruth Johnson
Northern - Crystal Brook Show - Chloe Crawford
Northern - Eudunda Show - Angela Jaeger
SE & Border - Naracoorte Show - Edward Lock
SE & Border - Lucindale Show - Jacob Scales
Central - Mount Pleasant Show - Gwendolyn Van Zwol
Eyre Peninsula - Wudinna Show - Zara Kammermann
Yorke Peninsula N/A



SOUTH AUSTRALIA
YOUNG RURAL
AMBASSADOR
AWARD

State Winner: Eddie Lock from the SE & Border Show Association, Naracoorte Show
Runner Up: Chloe Crawford from the Northern Show Association, Crystal Brook Show

During the morning, the state finalists participated in a public speaking and media training workshop which this year was presented by myself as Annabelle Homer from "Voice It" was interstate for family reasons. Annabelle provided copies of her handouts, and we used her presentation for inspiration.

Thanks to 2025 YRA state winner Shayla Lepse and 2025 RA state winner George Seppelt, who also assisted with feedback and leading parts of the morning, as we prepared the state finalists for their public speaking engagements.

A shared lunch was had with some of the 2026 SA national finalists in the Young Judges and Paraders competitions, which is important for networking and promoting our youth programs.

The judges were Bonnie Watson, Senior Policy Officer, Regions, with the Department of Primary Industries and Regions, the new Head of Agriculture from the Royal Agricultural and Horticultural Society of SA, Peter Rogge, and inaugural winner of the 2006 YRA state final, John Nicholas.

At the Youth Presentation Dinner, Shayla Lepse, 2025 YRA state winner, was the Master of Ceremonies and did an excellent job on the night and sharing about her time as state winner.

Jenni Mitton MP, Member for Mawson, attended the dinner representing the Honourable Clare Scriven, Minister for Primary Industries and Development, and spoke about growing up in the country, and recognising the importance of youth and community involvement.

Peter Angus
Young and Rural Ambassador Award Coordinator



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2026 YOUNG RURAL AMBASSADOR AWARD STATE FINALS

A WORD FROM OUR WINNER...

It is an absolute privilege to be named the 2026 South Australian Young Rural Ambassador, especially in the 20th year of the award.

I would like to thank Peter Angus and SA Country Shows for providing such a fantastic YRA experience, as well as the Naracoorte Show Committee and the South East of SA & Border Show Societies Association for supporting me throughout my journey.

I'm looking forward to visiting as many country shows as possible over the next 12 months. With Crystal Brook and Copper Coast already ticked off since the Spring show season began, I can't wait to get out to more shows, meet new people and support country communities across South Australia.

If you would like me to attend your local show, please get in touch – I'd love to be involved!

To follow my journey as the 2026 SA Young Rural Ambassador, follow me on Facebook and Instagram:

📷 Instagram: @sayoungrural.2026

📘 Facebook: @SA Young Rural Ambassador 2026

I'm looking forward to meeting many of you during the Royal Adelaide Show too, either on the SA Country Shows stand, the Annual Presentation dinner, at Next Gen's Royal Roundup or around the show competitions. If you see me, please come and say hello.

If not, I'll see you around the country shows!

Eddie Lock



SOUTH AUSTRALIA
YOUNG RURAL
AMBASSADOR
AWARD



The Young Rural Ambassador Award &
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SAT 5 - SUN 13 SEPT

SHOW STAND

OLD RAM SHED



Volunteers Needed

Volunteers Needed – Yellow Brick Road Show Stand

We are looking for volunteers to help staff our Yellow Brick Road Show Stand during the Royal Adelaide Show. Each shift will run for two hours, and you are very welcome to nominate for more than one shift if you have some extra time to spare – the additional help would be greatly appreciated!

It's a great opportunity to get involved, meet showgoers and help represent SA Country Shows during one of the busiest events on the agricultural show calendar. Entry tickets will be provided to volunteers.

Even a couple of hours of your time will make a valuable difference. Thank you for supporting SA Country Shows!

If you can assist, please contact Nicholas Tremaine:

Email: nictremaine91@gmail.com

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SA Next Gen Update - Boots and Black-Tie Ball 2026



On Saturday the 1st August we hosted the 2026 Boots and Black-Tie Ball at the Adelaide Pavilion, which was an absolute blast. We celebrated the night with delicious food, drinks, and inspirational speakers, including Narelle Zanker from Dairy Adventures and 2026 South Australian AgriFutures Rural Women's Award winner, Jenni Mitton MP, Member for Mawson on behalf of Hon Claire Scriven MLC, Hon Nicola Centofanti MLC and Kash from Hide & Horn Australia.

We celebrated 15 years of Young Farmer's Challenges in SA, with a video created by Sharna Juett, and speech given by our current YFC Committee chair Henry Scott.

Our attendees had the opportunity to show off their two left feet on the dance floor, dancing to tunes from DJ Tommy, and some were spotted attempting to wrangle some cows during the night.

If that wasn't entertainment enough, we also had a raffle with over 20 prizes given out.

We'd like to thank everyone who attended and danced the night away with us. A special thank you goes to our speakers, as well as to our sponsors, Oztix and Hide and Horn Australia. We'd also like to thank our raffle donors and supporters for their generous contributions.

If you missed out, it's okay! Come join us at Youth in Ag Day during the Royal Adelaide Show! This year's event will be held on 5th September 2026. Come along to watch the Young Farmer Challenge Quiz on the Goyder Pavilion Main Stage at 11:00am, then cheer on competitors in the State Young Farmer Challenge at 6:30pm in the Main Arena before the night show. Then join us at the Royal Roundup at 7pm, in the Lower Secretaries building.

Check out our Facebook and Instagram for more information!

Facebook @sanextgen

Instagram @sanextgen

Website www.sanextgen.com



NEXT GEN EVENTS AT THE ROYAL ADELAIDE SHOW

SATURDAY 5th SEPTEMBER

Young Farmers Challenge Quiz

11:00am Goyder Pavilion

Young Farmers Challenge

6:30pm Main Arena

Royal Round Up

6:00pm - 10pm

Function Room

Lower Secretary's Building

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YOUNG JUDGES AND PARADERS AT THE 2026 ROYAL ADELAIDE SHOW



2026 STATE FINALS - ROYAL ADELAIDE SHOW

FRIDAY 4 SEPTEMBER
STATE COOKERY FINALS
2:00 PM - SECRETARY'S BUILDING

SATURDAY 5 SEPTEMBER
YOUNG FARMERS CHALLENGE
6:00 PM - MAIN ARENA

~~**SUNDAY 6 SEPTEMBER**~~
~~**POULTRY YOUNG JUDGES**~~
~~2:00 PM - POULTRY PAVILION~~

MONDAY 7 SEPTEMBER
MEAT SHEEP YOUNG JUDGES
12:30 PM - SHEEP PAVILION
DAIRY CATTLE YOUNG PARADERS
2:00 PM - DAIRY CATTLE JUDGING LAWN

TUESDAY 8 SEPTEMBER
ANNUAL AWARDS DINNER
6:00 PM - ADELAIDE PAVILION

WEDNESDAY 9 SEPTEMBER
DAIRY CATTLE YOUNG JUDGES
9:00 AM - DAIRY CATTLE JUDGING LAWN
GRAIN YOUNG JUDGES
11:00 AM - GOLDEN GRAINS, OLD RAM SHED

THURSDAY 10 SEPTEMBER
MERINO FLEECE YOUNG JUDGES
10:30 AM - SHEEP PAVILION
MERINO SHEEP YOUNG JUDGES
1:30 PM - SHEEP PAVILION

SUNDAY 13 SEPTEMBER
BEEF CATTLE YOUNG PARADERS
TBC - BEEF CATTLE JUDGING LAWN
BEEF CATTLE YOUNG JUDGES
TBC - BEEF CATTLE JUDGING LAWN

FIND US AT THE SA COUNTRY SHOWS STAND IN THE OLD RAM SHED
A STOP ON THE YELLOW BRICK ROAD

2026 INNOVATION AWARD



SOUTH AUSTRALIA
INNOVATION
AWARDS



The aim of the Innovation Award is to encourage innovation in local show competitions providing a point of difference at Shows and recognising excellence.

The 2026 Innovation Award was awarded to

Winner: Tanunda Show representing Central Districts Shows Association

1st Runner Up: Strathalbyn Show, representing Southern Country Shows Association

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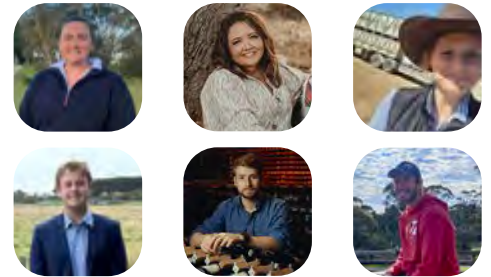
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2026 RURAL AMBASSADOR AWARD STATE FINAL

The RA state final will be held from Friday 4 until Tuesday 8 September during the 2026 Royal Adelaide Show which begins on Saturday 5 September.

State finalists are:

Southern - Uraidla & Summertown Show - Luke Radford
Northern - Jamestown Show - Cassy Duncan-Tiver
Northern - Clare Show - Sarah Lavelle
SE & Border - Naracoorte Show - Sophie Tamblyn
SE & Border - Keith & Tintinara Show - Lachlan Ruchs
Central - Mount Barker Show - Flynn Evans



On Friday afternoon the state finalists and 2026 Young Rural Ambassador Award state winner Eddie Lock will experience a “Voice It” workshop run by Annabelle Homer, and then attend the SA Country Shows Cooking Championships.

The state finalists will have the opportunity to spend time with four of the Rural Achievers from NSW and two Rural Ambassadors from Queensland, 2025 state winner and 2026 National Rural Ambassador Award winner Elliot Apel and 2025 QLD runner up Darby Bourke. Grace Chatwin, Tasmania’s 2026 finalist in the National Rural Ambassador Award final, will also be part of the exchange.

A big thank-you to the Association Ambassador Coordinators who have provided assistance in the lead up to the state finals, and some of whom will be assisting with the chaperoning of the state finalists, during the 2026 Royal Adelaide Show. Thank-you also to the members of the RA Award sub-committee, for their work, in particular with the development of the New Code of Conduct for state finalists.

Included in their 3-day program will be attending the Minister’s Reception held during the Royal Adelaide Show which will be a valuable networking opportunity for the state finalists to meet with key industry leaders and stakeholders.

The judging interviews will occur on Tuesday 8 September and the final part of the judging process will be the on-stage interview at the SA Country Shows Awards dinner, where all of the state finalists will be presented, and the 2026 Winner and Runner Ups announced.

A request to all shows to please, particularly if the 2026 YRA and RA finalists are from your show and association, invite them to attend your shows and your next show dinner/Ambassador Award judging in 2027, so they can meet the new finalists and mentor them.

2026 Rural Ambassador Award National Final in Queensland

I had the pleasure of attending the National Rural Ambassador Award Finals that were held during the EKKA and coincided with the 150 celebrations of the Royal Queensland Show.

Our SA finalist, George Seppelt conducted himself incredibly well and spoke passionately about his love for country shows, their importance and the educational and networking opportunities the program provides for ambassadors.

For myself, and for many past national finalists over the 25 years of the program, the most enduring and endearing outcomes, are the connections and networks formed along the way.

It was heartening to meet and hear from the finalists, who were all capable, inspiring and impressive young people, whose insights and ideas, and continued involvement in shows and rural communities across Australia, will be instrumental in shaping future directions.

2026 National Rural Ambassador Award winner was Elliot Apel from Queensland and runner up was Harry Lloyd from Victoria.

Gwendolyn Van Zwol and Ruth Johnson, who were National Finalists in the Merino Fleece and Poultry Young Judges, as well as being state finalists in the 2026 Young Rural Ambassador Award, were excellent representatives for SA and should be proud of their efforts.

Active Involvement of Ambassadors at Shows

During the spring and autumn show season, please consider running an ambassador competition at your local show level, and use this opportunity to announce and present your selected ambassadors to your community. It is strongly recommended that you involve them in some way on show day.

Activities include announcing their title at your show opening or during lunch, and giving them a show day responsibility(s) if they don’t yet have any (such as stewarding, convening, judging, running a competition or stand, etc).

The way ambassadors are recognised at a local level is up to the individual show, such as presenting them with a certificate or badge or prize. There may also be an opportunity to invite your ambassadors to be on your show committee, or perhaps be involved in a sub-committee or with your show association.

Peter Angus

Young and Rural Ambassador Award Coordinator

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HOW TO BECOME A YOUNG RURAL OR RURAL AMBASSADOR

Do you want to be a Young Rural or Rural Ambassador?
Do you know someone who would make a great
Young Rural or Rural Ambassador?

It's easy!

Step 1

- Volunteer at your local show and speak to the Show secretary, president or ambassador convenor about your interest in the program.
- Check out the SA Country Shows website for detailed information on the Awards.

Step 2

- Become your local Show's Young Rural (16-19yrs) or Rural Ambassador (20-30yrs). Enter the program that matches your age group.

You will need to:

- complete an entry form (from the SA Country Shows website)
- submit your CV (resume)
- attach a cover letter explaining the reasons why you would make a great Young Rural or Rural Ambassador

Step 3

- On being named your local Show's Young Rural or Rural Ambassador, you will move on to be judged at Association level. There are 7 show associations across South Australia.
- All show ambassadors from your local Association will come together and be interviewed by a panel of judges.
- Winners will be selected and move on to the state final competition in Adelaide.

A NOTE FROM THE PRESIDENT

Congratulations to the team that went to Brisbane Royal Show. You represented SA well and certainly gave the judges something to think about!! Also, thank you to Nic Tremaine for giving up a week and heading up to assist with the computing work and to Josh Wiltshire for all his "behind the scenes" preparatory work.

The show season has started and the Adelaide Royal is just "around the corner" with all the Young Judging competitions and the Young Farmers Challenge.

Good luck to everyone and I look forward to seeing you there.

Cheers , Michael



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RURAL AMBASSADOR REPORT

It is hard to believe I am sitting down to write my final article as the South Australian Rural Ambassador. What an extraordinary year it has been.

Earlier this month, I had the privilege of representing South Australia at the National Rural Ambassador Awards, held during the Royal Queensland Show, 'The Ekka' in Brisbane. From the moment we arrived, the week was about far more than a competition. Alongside the other National Rural Ambassador finalists, I experienced the Ekka from behind the scenes, met volunteers, exhibitors and agricultural leaders, and learnt more about the industries that make Queensland agriculture so diverse. We led the Ekka 150th Opening Parade, toured everything from cattle and poultry to agricultural education and the famous woodchop, competed in the National Young Farmers Challenge Quiz and spent plenty of time talking with the people who make the Ekka happen. One highlight was our AgForce industry tour, visiting JBS Abattoir, Summer Land Camels, Australia's largest commercial camel dairy and Kalfresh vegetable producers and packers. Each visit provided another opportunity to learn about agriculture beyond our own backyard. While I didn't place in the National Rural Ambassador competition, I certainly didn't leave Brisbane empty-handed. I came home with six new very close friends from across Australia, an expanded network of contacts across agriculture and the show movement, and experiences I will carry with me for life.

In many ways, that sums up what the Rural Ambassador program is really about. There may ultimately be a winner announced, but the true value is found in the friendships, conversations, opportunities and connections created along the way. That has been one of the greatest lessons of my entire Rural Ambassador journey: never underestimate where one conversation can lead. While Brisbane marked a major milestone, there is still one very exciting chapter ahead.

In late October, I will travel to South Africa to attend the 2026 Royal Agricultural Society of the Commonwealth Conference in Cape Town. I am incredibly excited to meet delegates from agricultural societies across the Commonwealth, learn how shows and agricultural organisations operate internationally, and bring new ideas, connections and perspectives home to South Australia.

I have also since learnt that while in South Africa I will have the extraordinary opportunity to meet Her Royal Highness The Princess Royal, Princess Anne, who has a longstanding association as the President of Royal Agricultural Society of the Commonwealth. It is an opportunity I never could have imagined when I first entered the Rural Ambassador program, and certainly another reminder of just where saying "yes" to an opportunity can take you.

As my time as South Australian Rural Ambassador draws to a close, I cannot adequately thank everyone who has welcomed me to their show, introduced me to their community, shared an idea, offered advice or simply stopped for a chat. I began this journey because I love country shows. I finish it with an even greater appreciation for what they represent. They are about agriculture, education and competition but above all, they are about people and community. Thank you, South Australia. Representing our shows, our volunteers and our communities has been an absolute privilege.

George Seppelt

2025 South Australian Rural Ambassador



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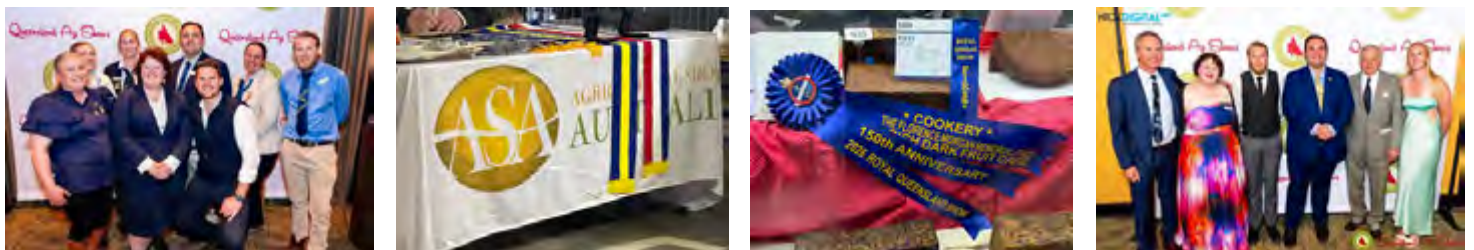
150YRS OF EKKA AND THE ASA YOUNG JUDGES & PARADERS NATIONAL FINALS



AGRICULTURAL SHOWS
AUSTRALIA



National ASA
YOUNG JUDGES
& PARADERS
CHAMPIONSHIPS



A large contingent of SA representatives could be found at the Ekka in 2026! Congratulations to the Young Judges and Paraders who did a fantastic job of representing SA, along with our Rural Ambassador, executive committee, volunteer stewards and SA show volunteers. See our social media for the highlights of a fantastic couple of weeks of competition.

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COOKERY STATE FINALS



**FRIDAY,
4 SEPTEMBER**



**SOUTH AUSTRALIA
COOKERY
CHAMPIONSHIPS**



STATE FINALS

2:00PM, LOWER SECRETARY'S BUILDING, ADELAIDE SHOWGROUND

PROUDLY SPONSORED BY

ANGOVE
SINCE 1881
FAMILY WINEMAKERS

**creative
native**

**manassen
foods**



**Don't forget your high vis vest.
You cannot enter the showground
on Friday 4 September without it!**



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education
in all fields of
agriculture and
horticulture.

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The RA&HS contributes
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success of South
Australia's primary
industry through the
staging of events and
the rewarding of
excellence.

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IMPORTANT DATES

Friday 4 September

Cookery Competitions State Finals

Sat 5 September - Sun 13 September

Royal Adelaide Show

Tuesday 8 September

Annual Awards Dinner

Friday 20 November

Executive meeting

2027 (proposed)

Friday 5 February

Annual General Meeting

Friday 16 July

Symposium

ASSOCIATION AMBASSADOR COORDINATORS CONTACTS

Youth Competitions Coordinator

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Eyre Peninsula Shows Association

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Murray Lands Shows Association

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Southern Country Shows Association

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Yorke Peninsula Shows Association

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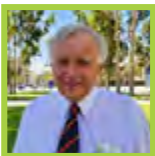
Southern Country Shows Association

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Yorke Peninsula Shows Association

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EXECUTIVE CONTACT INFORMATION



President

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mjdscott13@gmail.com



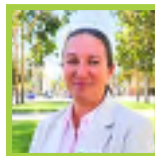
Junior Vice President

Mrs Julianne Wandel
0429 098 526



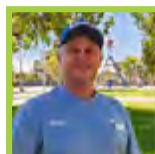
Secretariat

Mrs Kaye Butler
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secretary@sacountryshows.com



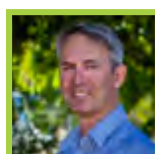
Senior Vice President

Mrs Amanda Lock
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Youth Competitions Coordinator

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Ambassador Awards Coordinator

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Please email news from your Show and Association for the newsletter to sacountryshows@outlook.com.au

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