

Callide Valley Agricultural & Pastoral Society Inc.



PO Box 461, Biloela, Qld 4715
07 4992 2688
cvapbilo@bigpond.com
www.callidevalleyshow.org.au

The Callide Valley Agricultural & Pastoral Society is delighted to announce that nominations are now open for the local level of the Queensland Rural Ambassador Awards.

The Rural Ambassador Awards celebrate young people aged 20-30 who are passionate about rural communities and industries while assisting in promoting the importance of agriculture and food production. The program provides opportunities to build public speaking skills, strengthen self-confidence, and gain experience in community engagement within a supportive and enjoyable environment. This is a platform for entrants to proudly represent not only themselves but their workplaces, community groups, volunteer committees, sporting clubs, and families, showcasing the diverse strengths and stories that make our region unique.

Our agricultural show is a proud Queensland tradition, bringing together families, visitors, businesses, and primary producers to celebrate rural life and strong community values. We would love to see people getting involved in these awards as a way to help to carry forward the vibrancy, leadership, and spirit that keep our community thriving.

Our local winner will progress to the regional Sub-Chamber Finals, held on 27 June in Biloela, with the successful entrant from there advancing to the State Final during the Royal Queensland Show in August. Please find additional information on the Rural Ambassador program on the following pages from Agricultural Shows Australia.

Event Details: Rural Ambassador - Local Level

When: Judging afternoon Tuesday 12th May

Stage rehearsal Thursday afternoon 14th May

Stage appearance Friday 15th May. Winners will be announced at the opening ceremony

Times and finalised schedule TBC. Please note possible additional opportunities available on Saturday 16th May

Attire: Smart casual – think neat and polished

Location: Biloela Showgrounds

Entry Fee: \$50 (includes gate admission)

Please complete the relevant Entry form and submitted via: cvshowgirl@gmail.com

If you have any questions, please reach out to the Showgirl and Rural Ambassador Team at cvshowgirl@gmail.com
Alternatively please feel free to contact Zoe Delroy on **0448 467 174** or Megan Kent on **0428 965 177**

We look forward to welcoming our Queensland Country Life Showgirl entrants.

Warm regards,

Zoe Delroy

Showgirl Coordinator

Callide Valley Agricultural & Pastoral Society Inc.



PO Box 461, Biloela, Qld 4715

07 4992 2688

cvapbilo@bigpond.com

www.callidevalleyshow.org.au

2025 - Megan Kent

Callide Valley: Rural Ambassador Winner

Central QLD Sub-Chamber: Rural Ambassador Runner Up



My time as the 2025 Callide Valley Rural Ambassador enabled me to be involved in our Callide Valley Show in a new way. It allowed me to see a different side of the show and its society, for which I feel immensely grateful. This experience has strengthened my connection to both the show and our community.

I then had the honour of representing the Callide Valley as the Rural Ambassador at the Central Queensland Sub-Chamber event in Sarina. Over the course of the event, we had the opportunity to connect with and learn from like-minded individuals from across the sub-chamber, including past and present Rural Ambassadors and Showgirls, as well as industry and community leaders.

The Sub-Chamber event, themed *Coal, Cane and Cattle*, provided a snapshot of some of the key industries in the Sarina area. We were given an overview of the Aurizon maintenance depot, visited the Sarina Sugar Shed, and toured PB Fenech Brahmans. The action-packed day was filled with networking and expanding our knowledge of the region, its diverse businesses, and the opportunities available. It was also a valuable chance to discuss the differences between the various areas within the Central Queensland Sub-Chamber with the other attendees.

I was also privileged to be selected as the Runner-Up Central Queensland Rural Ambassador, an honour I am extremely proud of. - Megan Kent



AGRICULTURAL SHOWS AUSTRALIA

About: Rural Ambassador



2019 Qld Rural Ambassadors



ASA Chair, Dr Rob Wilson, 2019 Rural Ambassador, Harris Thompson (WA), ASA Executive Officer, Katie Stanley

What is the Rural Ambassador Program?

The Rural Ambassador Award is a National Competition that highlights and celebrates young people who have a genuine interest in rural and regional Australia or New Zealand.

The Award aims to provide an opportunity for young people to promote rural communities and industries, as well as be involved in promoting the importance of agriculture and food production.

The Award will identify and recognise the next generation of leaders who have a strong commitment to agricultural industries and an involvement and or a genuine interest for the Agricultural Show movement either at the Local, State or National level.

Who can compete?

The Rural Ambassador competition is open to males and females, aged between 20-30 years of age. Entrants must be a permanent resident of Australia or New Zealand and have been nominated by an Agricultural Society.

Up to eight finalists compete in the National Finals each year, representing each Australian State/Territory as well as New Zealand.

After winning a National Rural Ambassador Award a Competitor is ineligible to compete again in the Competition.

Become a Rural Ambassador

Contact your local Agricultural Society for entry details or register your interest with your State / Territory Agricultural Society.

Judging Criteria

Finalists are assessed on their activity and initiative within their local rural communities and their commitment to agriculture, their local show/s and their future goals in and for agriculture. As well as the work they've undertaken which has brought them to the National Finals, competitors are interviewed and assessed on their communication skills, their passion for their work, their presentation and their general knowledge.

Previous Winners

The Finalists in the annual Rural Ambassador competition are high achievers in their fields. They come from all walks of rural life, in careers as diverse as teaching, medicine, farming, law, journalism and engineering to name a few.

One thing the Finalists all have in common is an enduring commitment to and involvement in their communities. Most have grown up with Agricultural Shows in their blood and all are significant contributors to their local shows. In some cases, finalists are leaders of their regional societies, bringing a future focused approach and ensuring sustainability for their Shows. With this focus on innovation, inclusion and long-term viability, the Rural Ambassador Finalists are the future of Agricultural Shows in Australia and New Zealand.



2019 NSW Rural Ambassadors



2019 Victorian Rural Ambassadors

Audience

The competition is witnessed by thousands of members of the rural and agricultural communities annually. Competitors are highly visible members of their own communities and show societies and compete in front of increasing numbers of observers as they progress from local Show, through Group/Sub-Chamber competitions up to State Finals and ultimately, National Finals. After the National Finals the winner and runner-up spend a year maximising their exposure to agricultural shows around Australia, taking mentorship, leadership and career and community development opportunities along the way, and bringing their learnings back to their local communities.

The National Finals competition is hosted by a State Agricultural Society during their State's capital city Royal Show. Each year the Finals are hosted in a different city.

About Agricultural Shows Australia

Agricultural Shows of Australia (ASA) has been established to promote the role and significance of Australian Agricultural Shows to the wider community. The ASA's vision is a strong and vibrant network of Agricultural Shows working together to engage, influence and promote the essential value of Australian agriculture. The membership of the ASA is made up of capital city Royal Agricultural Societies and state-based Agricultural Show bodies, together representing over 580 agricultural shows, with a combined economic value of \$965 million annually.



ENTRANT QUESTIONNAIRE

Full Name _____

1. Please describe any previous Agricultural Show involvement (including stewarding, exhibiting and general responsibilities during the show or other activities), or should you have no previous experience please describe your understanding of Agricultural Shows:

(150 words or less)

2. Please indicate any Agricultural related interests (e.g. growing crops, breeding/showing, agronomy, etc.):

(100 words or less)

3. Please describe your Personal Achievements to date:

(150 words or less)

4. Please provide details of any agricultural related skills you may consider relevant:

(150 words or less)



5. Please describe your ambitions and inspirations:

(150 words or less)

6. Please describe your local community involvement:

(150 words or less)



7. Please provide a short overview of your employment history and associated responsibilities:

(150 words or less)

8. Please provide a short overview of your educational details (including TAFE Courses etc.):

(150 words or less)



9. Please provide details of any hobbies and other interests:

(150 words or less)

10. Why do you want to be a Rural Ambassador:

(150 words or less)



11. How do you believe your selection as a Rural Ambassador could assist you and your Agricultural Society:

(150 words or less)

12. Please describe any suggestions you may have on ways to improve your local Show:

(150 words or less)





QUEENSLAND
RURAL
AMBASSADOR
AWARDS

Name	
Show Society	
Sub-Chamber	
Date of Birth	
Medicare Number	

Dietary Requirements:

E.g. Vegetarian, Gluten Free _____

Heart Problems	yes/no	
Respiratory Problems	yes/no	
Allergies	yes/no	
Travel Sickness	yes/no	
Blood Pressure	yes/no	
Operations	yes/no	
Epilepsy	yes/no	
Recent illness Injections	yes/no	
E.g. Tetanus	yes/no	
Drugs required	yes/no	
Phobias	yes/no	
Diabetes	yes/no	
Other:		

Emergency Contact

<i>Name</i>	
<i>Phone Number</i>	
<i>Mobile</i>	

Signed

Date





RULES OF COMPETITION

Eligibility

1. The award is open to persons born in Australia or naturalised Australians permanently residing in Queensland.
2. Entrants must be permanent residents of Australia who have resided in Queensland for a minimum of three (3) months immediately prior to nomination, or if resident near a state border can show they are an active working member of their nominating affiliated Agricultural Society.
3. Entrants must be aged 20 and less than 30 years as at 1 May in the year of the competition.
4. The award is opened to both males and females either single or married.
5. Immediate family members of affiliated Agricultural Societies and QUEENSLAND AG SHOWS committee members and staff are eligible to enter provided they;
 - a) Declare a pecuniary interest, and
 - b) Are not involved in any discussion regarding the result during the competition
6. Previous state and national winners are not eligible to re-enter the competition.
7. State finalists (excluding the winner) are eligible to re-enter the competition after a period of two (2) years. Two state finals must have passed in this period
8. Affiliated Agricultural Society winners are eligible to compete in Sub-Chamber finals. In the event that the winner becomes ineligible or unavailable the runner-up becomes eligible to represent the Agricultural Society.
9. The Sub-Chamber finals winner is eligible to compete in the State Final. In the event that the Sub-Chamber winner becomes ineligible or unavailable the runner-up becomes eligible to represent the Sub-Chamber.
10. The State final winner is eligible to compete in the National final. In the event that the winner becomes ineligible or unavailable the runner-up becomes eligible to represent Queensland.

Local Show Competition

11. Entrants must be nominated by an affiliated Agricultural Society to be eligible to enter a Sub-Chamber final.

Criteria

12. Entrants should be actively involved, or demonstrate a readiness to become actively involved in, their local Agricultural Society and Agricultural Show. They should also be knowledgeable about current rural issues pertaining to their local area, Queensland and Australia and have a strong affiliation towards agriculture.
13. Tertiary qualifications are not a prerequisite for the Rural Ambassador Award and will have no influence in the selection process. The Award seeks to attract all young rural people who symbolise the rural spirit – people with vitality, who are forward thinking and with a passion for the land and local Agricultural Shows.

Entry Forms

14. At Local, Sub-Chamber and State level all entries must include a completed entry form, accompanied by a completed questionnaire, recent photograph (in high resolution electronic format) and a covering letter. Failure to provide the above documentation will deem the entry invalid.

Awards

15. Prizes awarded to Rural Ambassadors are not transferable. All prizes are subject to change without notice and when the prize is a voucher or bursary the voucher and bursary will expire at it's expiration date.

State Finals

16. State Finalists should be available for a minimum of three (3) full days to participate in all activities associated with the State Final held during the Royal Queensland Show. Should there be any concerns with timeframes the State Coordinator is to be advised immediately.
17. State finalists must participate as part of the group during the entire itinerary. If unable to do this they must withdraw from the contest and the runner-up will be invited to take their place.
18. State Winner and Runner Up are required to commit to a further three (3) days attendance at the Royal Queensland Show as per the Rural Ambassador Itinerary. Should there be any concerns with timeframes the State Coordinator is to be advised immediately.
19. Travel to and from Brisbane and whilst in Brisbane is the responsibility of Finalists. This may be subsidised by the nominating Sub-Chamber and / or Agricultural Society (at their discretion).
20. State Finalists must accept that any behaviour that will bring disrepute to these Rural Ambassador Awards and is deemed inappropriate by the organising committee, prior to or during the State Finals, may forfeit their right to participate.
21. State Finalists will be asked to adhere to a dress code, information is released directly to the finalist.

