

ROYAL
AGRICULTURAL
SOCIETY
of WA



RURAL AMBASSADOR AWARD

2025 PERTH ROYAL SHOW SCHEDULE



ROYAL
AGRICULTURAL
SOCIETY
of WA

Acknowledgement of Country

We acknowledge the Traditional Owners of the lands throughout Australia, from whom we learn, as we cultivate a greater connection of place and each other. We pay respect to Elders past and present.

“DISCOVERING THE NEXT GENERATION OF RURAL LEADERS”

The Rural Ambassador Competition is a national competition aimed at young adults from rural areas who have a passion for living and working in their communities.

The competition aims to discover the next generation of rural leaders who have the desire to represent and promote their community, their region and their state. Successful entrants are given the opportunity to meet and network with like-minded representatives from around the state and across the country.

You will meet state and federal decision makers and leaders in agriculture and education, be able to input your point of view, ask hard questions and make important contacts.

The only requirement for entry is a passion for agriculture and rural Australia, and a desire to challenge yourself and have a good time.

So if this sounds like you, contact your local Agricultural Society for entry details.

PAST WINNERS



Thea Walker
2024 State Winner



Lauren Patane
2023 State Winner



Reece Jerrett
2022 State Winner
2023 National Winner



Kelly Gorter
2021 State Winner



Mackenzie Walmsley
2019 State Winner

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IMPORTANT INFO

ENTRIES CLOSE:

31 July 2025 at local Agricultural Societies so that group judging may take place during August.

Group judging needs to take place prior to **31 August 2025**

STATE JUDGING:

Sunday 28 September 2025

Judging will be held at a location in Perth (to be confirmed) on the afternoon of **28 September 2025**.

PRESENTATION OF AWARD:

Sunday 28 September 2025

The Presentation of Awards will be held at the Royal Agricultural Society of Western Australia (RASWA), Claremont Showground

Young people wishing to enter the Rural Ambassador Award should contact their local Agricultural Society for further details, or contact the Event and Competition Co-ordinator below.
Rural Ambassador Co-ordinator

RURAL AMBASSADOR CO-ORDINATOR:

Christina Dewar
(08) 6263 3137
christina.dewar@raswa.org.au

GENERAL OUTLINE:

The Rural Ambassador Award is conducted in four stages:

1. LOCAL LEVEL

The winner selected at the local level represents that Agricultural Society at the Group Finals.

2. GROUP LEVEL

The winner selected at the Group Final represents that Group in the State Final.

3. STATE LEVEL

The winner of the State Final will represent Western Australia in the Nationals.

Group finalists travel to Perth for State Judging Finals on **Friday 26 September 2025** and are accommodated at the expense of the Royal Agricultural Society of Western Australia.

The successful 2025 Rural Ambassador will be required to represent RASWA at Perth Royal Show on **Monday 29 September 2025**.

The winner and the runner up are required to represent RASWA at the royal show on the Monday 29th of Sept and accommodation will be provided for that night.

All other participants are warmly invited to attend the royal show on the Monday 29th Sept for the youth activities

4. NATIONAL LEVEL

As the State winner they will represent Western Australia at the National finals (each year, a different State takes the role of Host). The airfare is paid by the Royal Agricultural Society of Western Australia (when travelling interstate) and the accommodation and meals are provided by the host state

ELIGIBILITY CRITERIAS

DISABILITY ACCESS & INCLUSION

The Royal Agricultural Society of Western Australia aligns with the National Rural Ambassador Award in receiving entrants across Western Australia and aims to foster the development of 20 to 30 year-old people through the agricultural show movement

The National Rural Ambassador Award regulations and RASWA's State Rural Ambassador's Award regulations are both designed to recognise the diversity that exists within the Australian community, including activities that are accessible to any participant regardless of background and ability.

Where participants may face challenges accessing parts of the Award process, RASWA will make reasonable adjustments or accommodations to allow participation where possible.

HOW TO ENTER

- Seek nomination through your local Agricultural Society.
- Send a detailed curriculum vitae with the entry form (attached).
- List two referees (or references) who may be contacted.
- Applicants must be permanent residents of Western Australia.
- Applicants must be aged between 20 and 30 years of age as at 1 May of the year of the State Final.
- Staff and Councillors of RASWA and sons and daughters of the staff and Councillors of RASWA and Agricultural Society State Body's Executive are not eligible to enter.

JUDGING CRITERIA WILL INCLUDE

- Entry form and curriculum vitae (to be provided to judges nominated by RASWA)
- Interview
- Personal presentation
- Agricultural knowledge – a basic knowledge of agriculture in and around your community
- General rural knowledge
- Verbal presentation of two minutes on a rural topic of your choice
- Interests in community organisations
- Country show involvement
- Background in rural or country town interests

The criteria is optional as some groups will nominate their entrant in lieu of holding a local competition.



SPONSORSHIP OPPORTUNITIES

Get involved today
sponsors@raswa.org.au

CONDITIONS

1. The Rural Ambassador Award is open to young persons with the following criteria:
 - Entrants must be permanent residents of Australia.
 - Entrants must be aged between 20 and 30 years of age as at 1 May of the year of the State Final.
 - The individual must be nominated by an Agricultural Society.
 2. Although it is not necessary for entrants to be currently living in the country, competitors must have a background in rural or country town interests. Entrants must be a member of their local Agricultural Society.
 3. 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 people who symbolise the rural spirit – people with vitality, who are forward thinking and with a passion for the land and local country shows.
 4. Finalists are responsible to be at judging on time. Please note, RASWA is not responsible for organising the competitions at a Local or Group level. All enquiries must be directed to your local Agricultural Society.
 5. All entries must include a completed entry form and a recent photograph.
 6. Following selection, Group winners are expected to attend as many local shows in their Group as possible to help promote the Award and encourage future participation of prospective entrants.
 7. Winners at the Local Level should be prepared to attend the judging at Group Level to represent their Society. If selected as Group Winner, the entrants must be prepared to attend the Final Judging and programme in Perth.
 8. Finalists will be responsible for travel from their home to Perth and return, plus all other private expenses associated with their stay in Perth.
 9. All finalists will be accommodated during their stay in Perth for the final judging. Accommodation whilst in Perth will be met by the Royal Agricultural Society of Western Australia. Transport to and from the Showground and other venues will be required by competitors when necessary. All Finalists will be accommodated in Perth for three nights from **FRIDAY** departing **MONDAY**. The Royal Agricultural Society of Western Australia will provide details of a Code of Conduct required by Finalists.
 10. The successful 2025 Rural Ambassador will be required to represent RASWA at the 2025 Perth Royal Show on Monday 29 September 2025. This could involve:
 - Attendance at functions.
 - Attendance at competitions and the awarding of prizes.
 - Participation at education-based exhibits.
- NOTE:**
The co-ordinator will work with the Rural Ambassador to develop an individual program.
- The Rural Ambassador's accommodation, meals and passes will be provided during their stay in Perth.

11. The winner of the State Final will represent Western Australia at the National Final. The airfare will be covered by the Royal Agricultural Society of Western Australia and accommodation is covered by the host State.
12. It is a condition of entry that the entrant waives any right to claim against the Royal Agricultural Society of Western Australia, local Agriculture Societies and Award organisers or any sponsor or provider of prizes in connection with any loss or injury suffered by the entrant or in relation to the decisions and directions of judges, stewards, officials, host committee and staff.
13. Occasional representation of RASWA at other out-of-Show activities or events.
14. The winner must attend the national final in person and will be unable to tele or video conference.
15. In the circumstance that the national winner is unable to attend the runner up will be invited to represent WA. Should the runner up be unavailable the third place getter will then represent WA.



INFORMATION FOR AGRICULTURAL SOCIETIES

1. LOCAL LEVEL

Applicants wishing to nominate for the Rural Ambassador Competition, should complete the Local Application Form and return it to their local Agricultural Society. Those societies with more than one local nomination will need to determine which applicant to put forward to the Group judging.

JUDGING

The Rural Ambassador Award is entirely the responsibility of the local Agricultural Society concerned.

2. GROUP LEVEL

The Applicant representing their Local Agricultural Society at the Group Level needs to complete the Group Finalist Application Form in conjunction with their Agricultural Society. A copy of this form needs to be forwarded to the Group Secretary of the Agricultural Society hosting the group judging and the co-ordinator at RASWA as soon as possible.

JUDGING

The Agricultural Society hosting their Group of affiliated Agricultural Societies must advise RASWA by **31 July 2025** of what date the judging is taking place.

PRIZES

The Royal Agricultural Society will provide a sash and medallion to winners of their Group.

3. STATE LEVEL

The State Finalist Application Form needs to be completed and returned immediately after Group Judging to Rural Ambassador Co-ordinator at RASWA office by no later than the **31 August 2025**.

JUDGING

Venue and judges etc. are selected by the Royal Agricultural Society of Western Australia.

Immediately after notification of winners from each group, a Finalists itinerary detailing their time of arrival and programme in Perth will be provided. Accommodation for Finalists is booked and paid for by the Royal Agricultural Society of WA.

4. NATIONAL LEVEL

The winner of the State Final will be expected to represent Western Australia at the National Final in 2025. The airfare would be covered by the Royal Agricultural Society of Western Australia and accommodation is covered by the host State.



HINTS & TIPS FOR ENTRANTS

- Arrive early for your interview
- Dress smart and tidy, but comfortable
- Smile and relax
- Use eye contact when introduced to the judges
- Sit comfortably
- Speak clearly
- State why you entered the competition
- Be able to describe your strengths
- What are your goals
- Prepare any questions you wish to ask
- Be positive
- What is your most significant achievement
- Explain why you love living and working in a rural community
- Show courtesy to everyone you meet
- Remember the three 'P's':
Preparation, Practice and Performance
- Most importantly, **BE YOURSELF**



RESPONSIBILITIES OF RASWA RURAL AMBASSADOR AWARD WINNER.

Following the state final of the RASWA Rural Ambassador Award, RASWA will work with the Rural Ambassador to create a program of responsibilities for the next twelve months, recognising each winner's work commitments and regional location.

The Rural Ambassador is invited to attend RASWA Council meetings for a 12 month period as an observer.

There is an opportunity to represent RASWA at various events, including local shows, to promote the significance of agriculture and rural communities. This role involves engaging with the media and public speaking opportunities to raise awareness about rural issues and the agricultural show movement. Media training and support may be provided if required.

The Ambassador actively participates in community events and initiatives that support rural development and agricultural education, fosters relationships with local agricultural societies, schools, and community groups, and encourages youth involvement in agricultural shows and rural activities.

The RASWA Rural Ambassador becomes an honorary RASWA NextGen Committee

member for a 12 month period, helping to promote and engage youth in the Agricultural Show movement through the organising of Young Farmer Challenges and networking events for youth in the show movement.

The Ambassador also contributes to the strategic planning and growth of the Rural Ambassador Program, through their honorary membership of the NextGen Committee and RASWA Council.

Additionally, the Ambassador serves as a role model for young people in rural communities, providing mentorship and support to aspiring young leaders and participants in the Rural Ambassador Program, and sharing knowledge and experiences to inspire the next generation of rural advocates.

On completion of the Ambassador's attendance at the Agricultural Shows Australia National Final, regardless of the outcome, the Ambassador is encouraged to continue their association with the Agricultural Show movement through their local show, Perth Royal Show or by continuing membership of RASWA NextGen.

RURAL AMBASSADOR

LOCAL AGRICULTURAL SOCIETY APPLICATION



This application form is to be used to enter the Rural Ambassador competition with your local Agricultural Society.

Name of Agricultural Society:

CANDIDATE DETAILS

Name:	
Age:	Date of Birth:
Address:	
Mobile:	Fax:
Email:	

If chosen to represent my Group in the State Finals, I am prepared to abide by the criteria as set out in the Royal Agricultural Society of Western Australia's Conditions of Entry forms.

Signed: _____ Date: _____

PERSONAL INFORMATION Please submit the answers below on a separate A4 sheet of paper if necessary.

Occupation/Student:
Interests/Sports/Hobbies:
Membership/Involvement in Organisations:
Ambitions:
What contribution could you make as Rural Ambassador?
Other Relevant Information:

RURAL AMBASSADOR

GROUP FINALIST APPLICATION



This application form is to be completed once representing your local Agricultural Society.

Name of Agricultural Society:

_____ (Name) will be our representative in the _____ Group Finals.
The Entrant whose name is on this sheet has been chosen to represent the above Agricultural Society in the
Regional Finals being held on _____ (Date) at _____ (Venue)
_____ (Town).

Finalist should be prepared to arrive in _____ (Town) at
_____ (time am/pm) on _____ (date) allowing sufficient time for preparation
and to meet other finalists and judges prior to commencement of judging.

CANDIDATE DETAILS	
Name:	
Age:	Date of Birth:
Address:	
Mobile:	Fax:
Email:	

CANDIDATE DETAILS:	
Name:	
Age:	Date of Birth:
Address:	
Mobile:	Fax:
Email:	

RURAL AMBASSADOR

STATE FINALIST APPLICATION



This application form must be received by the Royal Agricultural Society of WA no later than **31 July 2025** for use in the State Finals, together with a CV.

Name of Group:
Name of Agricultural Society:
Name of Finalist:

Has been chosen to represent the above Group in the State Finals on Sunday. State Finalist should be prepared to arrive in Perth on **Friday 26 September 2025**, allowing sufficient time to meet other finalists and to join them for an evening meal.

Accommodation for this weekend is provided by the Royal Agricultural Society of Western Australia.

CANDIDATE DETAILS	
Name:	
Age:	Date of Birth:
Address:	
Mobile:	Fax:
Email:	

CANDIDATE DETAILS:	
Name:	
Age:	Date of Birth:
Address:	
Mobile:	Fax:
Email:	

Please complete this form and return to:

Rural Ambassador Co-ordinator
Rural Ambassador Award, The Royal Agricultural Society of WA PO Box 135, Claremont WA 6910
Tel (08) 6263 3137 | Email christina.dewar@raswa.org.au



Royal Agricultural Society of WA

Claremont Showground
1 Grayland Road, Claremont WA 6010
(08) 6263 3100 | raswa.org.au