



ROYAL AGRICULTURAL
SOCIETY of WA
PERTH
ROYAL SHOW

Rural Ambassador Award

2026 SCHEDULE



Acknowledgement of Country

The Royal Agricultural Society of Western Australia acknowledges the Traditional Custodians of country throughout the West Australian region and their connections to land, sea and community.

We pay our respect to their Elders past, present and future and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



Disclaimer

The Royal Agricultural Society of WA makes every attempt to ensure that all information contained within this schedule is correct at the time of printing, however the Royal Agricultural Society of WA reserves the right to change such details as may be required.

Discovering the Next Generation of Rural Leaders

FIRST PLACE

\$1,500

SECOND PLACE

\$800

The Rural Ambassador Competition is a national competition aimed at young adults from rural Australia 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 Western Australia and across the country.

You will meet state and federal decision-makers and leaders across agriculture and education, share your perspective on key industry topics, ask thoughtful questions, and build valuable professional connections.

Do you have a passion for agriculture and rural Australia, plus a desire to challenge yourself and have a good time?

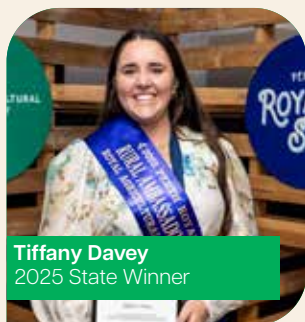
If this sounds like you, contact your local Agricultural Society for further details.

@royalagwa

raswa.org.au

perthroyalshow.com.au/competitions/rural-ambassador

Past Winners



Important Information

Entries Close

Local Level: 31 July 2026

Zone Level: 31 July 2026

State Level: 31 August 2026

General Outline

The Rural Ambassador Award is conducted in four stages:

1. **Local Level**
2. **Zone Level**
3. **State Level**
4. **National Level**

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

Rural Ambassador Co-ordinator

(08) 6263 3131

ruralambassador@raswa.org.au

Hints and Tips

- Arrive early for your interview.
- Dress smartly and neatly, and remember to bring a blazer.
- Smile and try to relax.
- Use eye contact when being introduced to the judges.
- Sit comfortably and maintain good posture.
- Speak clearly and confidently.
- Be prepared to explain why you entered the competition.
- Be able to describe your strengths.
- Share your goals and aspirations.
- Prepare any questions you would like to ask.
- Maintain a positive attitude throughout.
- Be ready to discuss your most significant achievement.
- Explain why you value living and working in a your community.
- Show courtesy and respect to everyone you meet.
- Remember the three P's: Preparation, Practice and Performance.
- Most importantly, **BE YOURSELF**.



Sponsorship Opportunities

Get involved today sponsors@raswa.org.au

Terms and Conditions

General Regulations

The General Show Regulations apply to all competitions of the Show. These Conditions apply to the Rural Ambassador Competition only. If there is inconsistency between the General Show Regulations and these Conditions for the Rural Ambassador competition, these Conditions prevail.

Upon acceptance of an entry the Exhibitor is irrevocably contracted to be bound by the General Show Regulations and these Conditions.

A copy of the Society's General Show Regulations may be obtained on application or downloaded from the website <http://perthroyalshow.com.au/general-regulations>.

An Exhibitor who breaches any General Show Regulation or Rural Ambassador Conditions may be disqualified, or suspended for any period, fined or otherwise penalised.

The Society may recognise and act upon any penalty imposed by any other similar society, organisation or body in Australia on any person or exhibit.

Liability and Indemnity

The attention of Exhibitors is drawn to General Regulations 17, with reference to the Society's Liability and Indemnity.

Conditions

Please note, the Royal Agricultural Society of WA is not responsible for organising the competitions at a Local or Zone level. All enquiries must be directed to your local Agricultural Society.

1. The Rural Ambassador Award is open to all young persons with the following criteria:
 - Entrants must be permanent residents of Australia.
 - Entrants must be aged over 20 years and under 30 years of age as of the 1st of May of the year of the State Final.
 - 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 agricultural sector and local agricultural shows.
2. Although it is not necessary for entrants to be currently living in the country, competitors must have a background in rural or agricultural community interests.
3. Entrants must be a member of their local Agricultural Society before they get nominated.
4. Tertiary qualifications are not a prerequisite for the Rural Ambassador Award and will have no influence in the selection process.
5. Finalists are responsible to be at judging on time.
6. Winners at the Local Agricultural show Level should be prepared to attend the judging at Zone Level to represent their Society. If selected as Zone Winner, the entrants must be prepared to attend the State Final Judging and programme in Perth.
7. Following selection, Zone winners are expected to attend as many local shows in their Zone as possible to help promote the Award and encourage future participation of prospective entrants.
8. All state entries must include a completed entry form and a recent photograph.
9. Finalists will be responsible for travel from their home to Perth and return, plus all other private expenses associated with their stay in Perth.



10. All State finalists will be accommodated by the Royal Agricultural Society of WA during their stay in Perth for the final judging from **FRIDAY 25th** night departing **MONDAY 28th** morning. Transport to and from the Showground and other venues will be required by competitors when necessary. The Royal Agricultural Society of WA will provide details of a Code of Conduct required by Finalists.
11. The successful 2026 Rural Ambassador will be required to represent the Royal Agricultural Society of WA at the 2026 Perth Royal Show on Monday 28 September 2026. This could involve:
 - Attendance at functions.
 - Attendance at competitions and the awarding of prizes.
 - Participation at education-based exhibits.
 - Participation in media opportunities.

NOTE:

The Royal Agricultural Society of WA will work with the Rural Ambassador to develop an individual program.

12. 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 WA and accommodation is covered by the host State.
13. It is a condition of entry that the entrant waives any right to claim against the Royal Agricultural Society of WA, 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.
14. Occasional representation of the Royal Agricultural Society of WA at other out-of-Show activities or events.
15. The winner must attend the national final in person and will be unable to tele or video conference.
16. 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.

Local Level

Applicants wishing to nominate for the Rural Ambassador Competition must complete the Local Application Form and return it to their local Agricultural Society.

If an Agricultural Society receives more than one nomination, it is the responsibility of that Society to determine which applicant will progress to Zone Judging

The applicant selected at Local level will represent their Agricultural Society at the Zone Finals.

Judging

The Rural Ambassador Award at local level is entirely the responsibility of the relevant Agricultural Society.



Zone Level

The applicant representing their local Agricultural Society at Zone level must complete the Zone Finalist Application Form in conjunction with their Agricultural Society.

A copy of the completed form must be forwarded to the Zone Secretary of the Agricultural Society hosting the Zone Judging, as well as to the Co-ordinator at the Royal Agricultural Society of WA, as soon as possible. Host Zones may request financial assistance from the Royal Agricultural Society of WA to support the delivery of their Zone Final.

Judging

The Agricultural Society hosting the Zone Final must advise the Royal Agricultural Society of WA by 31 July 2026 of the scheduled judging date.

Zone Judging must take place during August, with the name and details of the successful finalist submitted to the Royal Agricultural Society of WA by no later than 31 August 2026.

The Rural Ambassador Award at Zone level is the responsibility of the relevant Zone. The selection of judges and the location of Zone Judging are therefore at the discretion of the respective Zone.

The winner selected at each Zone Final will represent their Zone at the State Final.

Following notification of the Zone winners, Finalists will receive a detailed itinerary outlining their arrival time and program in Perth.

Accommodation for State Finalists will be arranged and paid for by the Royal Agricultural Society of WA.

Zone Judging Sheet

| Name: | | | | Points |
|---|--|--|--|--------|
| Country Show Involvement | | | | 25 |
| General and Rural Knowledge | | | | 20 |
| Community Involvement | | | | 20 |
| Communication Skills/Personality | | | | 20 |
| Ambitions/Goals/Interests | | | | 15 |
| Style, Grooming, Presentation | | | | 10 |
| Conduct | | | | 10 |
| Participation in Program | | | | 10 |
| Subtotal | | | | 130 |
| Final Judging | | | | |
| Public Presentation (onstage Interview) | | | | 20 |
| Final Total | | | | 150 |

Prizes

The Royal Agricultural Society of WA will provide a sash to the host Zone for presentation to the Zone winner. This must be requested by the relevant Zone well in advance to allow sufficient time for postage.

State Level

The State Finalist Application Form must be completed and returned immediately following Zone Judging to the Rural Ambassador Co-ordinator at the Royal Agricultural Society of WA office, no later than 31 August 2026.

All Zone Finalists will travel to Perth on Friday 25 September 2026. Accommodation will be provided at the expense of the Royal Agricultural Society of WA from Friday night, 25 September 2026, to Monday morning, 28 September 2026.

The winner and runner-up are required to represent the Royal Agricultural Society of WA at the Perth Royal Show on Monday 28 September 2026. Accommodation will be provided for Monday night, 28 September 2026.

All other finalists are warmly invited to attend the Perth Royal Show on Monday, 28 September 2026 to participate in youth activities. Please note that accommodation will not be provided for Monday night.

The winner of the State Final will represent Western Australia at the **National Rural Ambassador Finals**.

Judging

The venue and judges will be selected by the Royal Agricultural Society of WA.

Judging will be held at a Perth location (to be confirmed) on Sunday 27 September 2026.

The Presentation of Awards will take place at the Royal Agricultural Society of WA, Claremont Showground, on the evening of Sunday 27 September 2026.

Prizes

Winner : \$1,500, Certificate, Medallion, Sash;

Runner Up : \$500, Certificate, Medallion, Sash

Eligibility Requirements

Disability Access & Inclusion

The Royal Agricultural Society of WA aligns with the National Rural Ambassador Award in welcoming entrants from across Western Australia and fostering the development of young people aged 20 to 30 through the agricultural show movement.

Both the National Rural Ambassador Award regulations and the Royal Agricultural Society of WA's State Rural Ambassador Award regulations recognise and celebrate the diversity of the Australian community. The Award is designed to ensure activities are accessible to participants regardless of background or ability.

Where a participant may experience challenges in accessing any part of the Award process, the Royal Agricultural Society of WA will make reasonable adjustments or provide appropriate accommodations to support their participation wherever possible.

How to Enter

- Seek nomination through your local Agricultural Society.
- Send a detailed curriculum vitae (CV) 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 over 20 and under 30 years of age as of 1 May of the year of the State Final.
- Staff and Councillors of the Royal Agricultural Society of WA and sons and daughters of the staff and Councillors of the Royal Agricultural Society of WA 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 the Royal Agricultural Society of WA)
- 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 agricultural sector or regional communities

Responsibilities

Following the State Final of the Rural Ambassador Award, the Royal Agricultural Society of WA will work with the successful Ambassador to develop a tailored 12-month program of responsibilities. This program will take into account the Ambassador's work commitments and/or regional location.

The Rural Ambassador is invited to attend Royal Agricultural Society of WA Council meetings for a 12-month period as an observer.

There are opportunities to represent the Royal Agricultural Society of WA at a range of events, including local agricultural shows, promoting the importance of agriculture and rural communities. The role includes media engagement and public speaking to raise awareness of rural issues and the agricultural show movement. Media training and ongoing support will be provided.

The Ambassador is encouraged to actively participate in community events and initiatives that support rural development and agricultural education. This includes building relationships with local agricultural societies, schools and community groups, and encouraging youth involvement in agricultural shows and rural activities.

The Rural Ambassador will become an honorary member of the Royal Agricultural Society of WA Next Generation Committee for a 12-month period. In this capacity, they will help promote and engage young people in the agricultural show movement, including supporting the delivery of Young Farmer Challenges and youth networking events.

Through their honorary membership of both the Next Generation Committee and attendance at Council meetings, the Ambassador will also contribute to the ongoing development and strategic growth of the Rural Ambassador Program.

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

Following attendance at the Agricultural Shows Australia National Final, regardless of the outcome, the Ambassador is encouraged to continue their involvement in the agricultural show movement through their local show, the Perth Royal Show, or ongoing membership of the Royal Agricultural Society of Western Australia Next Generation Committee

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 WA (when travelling interstate) and the accommodation and meals are provided by the host state.

The winner of the State Final will be expected to represent Western Australia at the National Final in 2027. The airfare would be covered by the Royal Agricultural Society of WA and accommodation is covered by the host State.

Position Description

The National Rural Ambassador is a key representative of Agricultural Shows Australia (ASA), championing the value and vitality of agricultural shows and the broader rural sector. This prestigious role is dedicated to promoting the significance of rural communities, and the enduring legacy of agricultural shows across Australia.

Key Responsibilities:

- **Representation & Advocacy**
Represent ASA at local, state, and national agricultural shows, field days, and rural events. Advocate for the importance of agricultural shows as platforms for education, innovation, and community connection.
- **Public Engagement & Media**
Actively engage with media, deliver public addresses, and participate in interviews to raise awareness of rural issues and the role of agricultural shows in addressing them.
- **Community Involvement**
Attend and support community initiatives that align with the values of ASA. Promote agricultural education and rural development through active participation in events and collaborations.
- **Youth Engagement & Mentorship**
Inspire and mentor young people in rural communities. Support participants in the Rural Ambassador Program and encourage youth involvement in agricultural shows, competitions, and leadership opportunities.

- **Program Development & Strategic Contribution**
Collaborate with ASA to enhance and expand the Rural Ambassador Program. Contribute to strategic planning, program delivery, and initiatives that strengthen the agricultural show movement.
- **Relationship Building**
Foster strong relationships with local show societies, schools, rural youth groups, and community organisations to build a network of advocates for agricultural shows and rural life.

Ideal Candidate Attributes

- Strong communication and leadership skills.
- High level of understanding of the value of agricultural shows and a passion to strengthen the agricultural show movement.
- Passionate about rural communities and their associated industries, and the agricultural show movement.
- Experience in community engagement and youth development.
- Willingness to travel and represent ASA at various events.
- Committed to the values of education, tradition, and innovation in rural communities.
- Be a contributing member of the Rural Ambassador Alumni through the following:
- Promote the alumni network and its mission within your professional and social circles.
- Share success stories and experiences to inspire others.

Rural Ambassador - Zone Finalist Ag Society Application Form

DUE DATE
Friday, 31 July 2026

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

NAME OF AGRICULTURAL SOCIETY

_____ (Name) will be our representative in the _____ Zone 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)

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

Candidate

| | |
|----------------------|--------------------|
| GIVEN NAME | FAMILY NAME |
| DATE OF BIRTH | AGE |
| ADDRESS | |
| STATE | POSTCODE |
| PHONE | MOBILE |
| EMAIL | FAX |

Emergency Contact

| | |
|----------------------|--------------------|
| GIVEN NAME | FAMILY NAME |
| DATE OF BIRTH | AGE |
| ADDRESS | |
| STATE | POSTCODE |
| PHONE | MOBILE |
| EMAIL | FAX |

Rural Ambassador - State Finalist Ag Society Application Form

DUE DATE
Friday, 31 August 2026

This application form must be received by the Royal Agricultural Society of WA no later than **31 July 2026** for use in the State Finals, Together with a CV

NAME OF ZONE

NAME OF AGRICULTURAL SOCIETY

NAME OF FINALIST

Has been chosen to represent the above Zone in the State Finals on Sunday. State Finalists should be prepared to arrive in Perth on Friday 26 September 2026, 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 WA.

Candidate

GIVEN NAME

FAMILY NAME

DATE OF BIRTH

AGE

ADDRESS

STATE

POSTCODE

PHONE

MOBILE

EMAIL

FAX

Emergency Contact

GIVEN NAME

FAMILY NAME

DATE OF BIRTH

AGE

ADDRESS

STATE

POSTCODE

PHONE

MOBILE

EMAIL

FAX

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
ruralambassador@raswa.org.au



**ROYAL
AGRICULTURAL
SOCIETY**
of WA

Claremont Showground
1 Graylands Road,
Claremont WA 6010

(08) 6263 3100
reception@raswa.org.au

raswa.org.au

**The Royal Agricultural Society of WA, a not-for-profit
organisation celebrating the best of Western Australia.**

We have proudly championed agriculture, education and community for more than 190 years, supporting innovation, excellence and connection across the State. From the iconic Show to education programs, industry awards and community initiatives, we continue to showcase the heart of Western Australia - its people, its produce and its future.