



PARKES SHOW RURAL AMBASSADOR AWARD

Building tomorrow's rural leaders today

About the Award

The Parkes Show Rural Ambassador Award celebrates the contribution of young people aged between 20 and 29 within our community and the Show movement. It aims to build and develop the skills of our future leaders, volunteers and community members through a professional development series (including workshops, networking events and a personalised mentoring program for the winner of the award).

Entry Criteria

To participate in the program, entrants must be aged 20 - 29 (at 1 May 2026) and a permanent resident of Australia or New Zealand.

Judging

The aim of the award is to develop the skills of all participants while ultimately identifying an Ambassador for the Parkes Show. The judging process is multifaceted, focusing on participants' abilities to engage with a diverse range of people, demonstrate rural knowledge and communicate effectively. The Ambassador will play a crucial role in representing and advocating for the community and the Parkes Show during their tenure and beyond.

The judging process encompasses three main elements:

1. **Interactions with a Variety of People:** Participants' ability to engage with diverse individuals throughout the judging process is evaluated.
2. **Closed Interview:** Each participant undergoes a closed interview with a panel to assess their suitability for the role.
3. **Public Presentation and Speaking:** Candidates are required to deliver a public presentation, showcasing their communication skills and passion for the Parkes community and its agricultural heritage.

Judging is scored on the below criteria

- Community involvement
- General and rural knowledge
- Communication skills
- Ambition and goals,
- Style, presentation and conduct.

What to expect

Participation in the Parkes Show Rural Ambassador competition offers more than just a chance to win a title. It provides an opportunity to connect with like-minded individuals who share a passion for agriculture and community involvement.

In addition to vying for the Ambassador title, entrants also assist with the shows preparation and organisation by stewarding various sections, gaining valuable insights into the intricate workings of agricultural exhibitions and community events.

As a rough sequence of events throughout the day, entrants will

- attend the Parkes Show on the Tuesday of the Show where they will assist stewards in the running of the various competitions and events held on the showground. During this time, they will be observed and assessed by the judging panel, made up of three individuals. No prior knowledge of these activities, sections or competitions are expected. Entrants should demonstrate a willingness to participate, 'have a go' and learn. Entrants will be guided and directed in each section by experienced stewards. During this time, they will be observed and assessed by the judging panel, made up of three individuals. attend the President's lunch, providing an opportunity to meet sponsors, senior committee members and special guests of the Show.
- complete an interview, on the showground, with the panel of judges. During the interview the judges will ask questions based on their observations during the activities of the morning, the contents of your CV and current affairs.
- be asked to publicly speak during the day – this could be introducing a class, thanking sponsors or announcing the winners of a competition. Be assured, you will have opportunity to prepare for this BEFORE you are expected to complete this task.

The Parkes Show Rural Ambassador will be announced following the Official Opening of the Show.

All entrants are encouraged to continue their involvement throughout the remainder of the Show for example accept invitations from stewards, go on show rides, compete in the Young Farmers challenge, participate in the Farmers Day held on the Wednesday of the Show.

What happens next if you win the award

If awarded the Parkes Show Rural Ambassador title you will:

- Be welcomed onto the committee of the Parkes Show and provided with the opportunity to get involved in various areas and levels of the Show
- Be eligible to participate in the Central West NSW Rural Ambassador Award Program, a unique opportunity for professional development, tailored to build on the existing skills of participants while developing those skills needed to further their own professional endeavours as well as those needed when working in and with community organisations.
- Receive a supporting nomination for the Rural Achiever competition, a prestigious event hosted by the Royal Agricultural Society (RAS) at the Sydney Show. This opportunity not only amplifies your role as an advocate for the Parkes community but also extends your reach to a broader audience, fostering connections and experiences that enrich both personal and professional growth.
- Receive many prizes from the competition sponsors and the Parkes PA&H Association.

For any other information or questions you may have please contact one of the below:

Chief Steward Alexandra Hall – 0428 103 101