



Queensland Ag Shows 2023 - 2025 Strategic plan



▶ Queensland Ag Shows Strategic Plan 2023 – 2025 Process

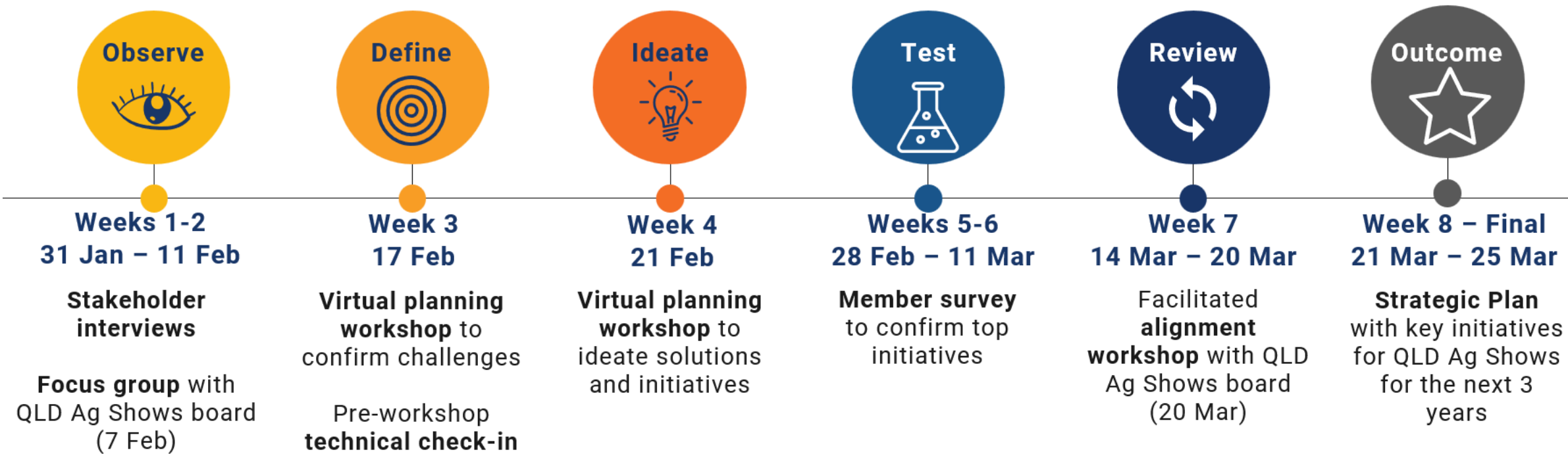
Presenting the strategic plan for Queensland Ag Shows to support the organisation over the next 3 years.

This strategic plan for Queensland Ag Shows is the culmination of a multi-factor process designed to capture the input and perspective of a wide variety of stakeholders. These stakeholders include representatives from shows of all sizes and sub-chambers, board members, show entertainment, showmen’s guild, Showgirls, Rural Ambassadors, and partners (e.g., ASA, Equestrian Queensland, Ekka).

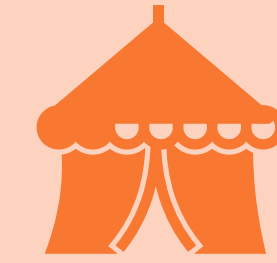
This input has been gathered in a variety of formats to cater to individuals and their preferences for engagement. This includes interviews, workshops, a focus group, and two surveys.

Overall, there is a strong commitment to Queensland Ag Shows and recognition of its value as a representative for agricultural shows across Queensland. Queensland Ag Shows was recognized for its consistent communication to Members and the valuable resources it makes available to shows, such as insurance, event manuals, and policy documents. Queensland Ag Shows was held up as a model for producing and delivering quality events and being visible within its show communities.

▶ Planning Stages conducted in 2022



Stakeholder Engagement



Show leadership & representatives



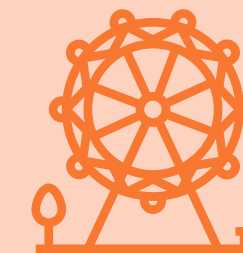
Partners



Rural Ambassadors & Showgirls



Show entertainment



Showmen’s Guild



QLD Ag Shows board

22
Stakeholder interview Invitees

59
Workshop invitees

17
Focus group participants

107
Survey respondents





Queensland Ag Shows: Mission, Vision & Strategy

Why Does Queensland Ag Shows exist?

Our mission:

To sustain the future of Queensland agricultural shows through support, resources, and advocacy

What does Queensland Ag Shows want to be ?

Our vision:

Queensland Ag Shows is the representative body for 129 agricultural shows across Queensland that:

- Strives to maximise value for its members;
- Supports its members by creating connections, sharing best practices, and providing resources; and,
- Strengthens individual shows through advocacy, partnerships, and governance

What will Queensland Ag Shows uniquely do?

Our strategy:

Queensland Ag Shows will achieve 80% of its strategic initiatives within the strategic plan period, through its focus on delivering against member needs and supporting agricultural shows within Queensland.



Queensland Ag Shows: 2023-2025 Strategic Plan on a Page

Why we exist? Our mission

To sustain the future of Queensland agricultural shows through support, resources, and advocacy

What we want to be? Our vision

Queensland Ag Shows is the representative body for 129 agricultural shows across Queensland that:

- Strives to maximise value for its members;
- Supports its members by creating connections, sharing best practices, and providing resources; and,
- Strengthens individual shows through advocacy, partnerships, and governance.

How we work? Our values



Member-focused



Education & best practices



Connection & community

Strategic statement

Queensland Ag Shows will achieve 80% of its strategic initiatives within the strategic plan period, through its focus on delivering against member needs and supporting agricultural shows within Queensland.

Pillars

Continuous improvement

Member support

Strengthening shows

Horizon 1

Initiatives

- Survey members/shows to understand the support they need from Queensland Ag Shows
- Clarify roles and responsibilities for Queensland Ag Shows board members to assist subchambers in proposing best-suited representatives for board membership

Metrics

- Survey completion, % participation
- Board roles & responsibilities developed, disseminated, & understood by board members

Horizon 2

Initiatives

- Educate board and members on the value delivered by Queensland Ag Shows

Metrics

- Board member education deck created & delivered; board able to articulate & share value statement, % increase in resources section usage on website

Horizon 3

Initiatives

- Develop and market a clear statement on who Queensland Ag Shows is its purpose, value, and benefits to members

Metrics

- Board member education deck created & delivered; board able to articulate & share value statement

- Develop communication plan to ensure clear and consistent communication between each level: board, sub-chamber, local show

- Communication plan developed & activated, regular comms sent, feedback from all levels of shows

- Create volunteer program best practices to retain and motivate existing volunteers and attract new volunteers

- Best practices identified & documented, # of guides/tools/templates created, # of shares of program/tools, # of volunteers per show (vs baseline), # of active volunteer mentors, # of shows using tools, scope of shows using tools (geographic, show size), comprehension & penetration to organisations/events (awareness survey)

- Provide training for shows on resources available from Queensland Ag Shows and how to find them

- Identification, categorization, & documentation of resources, training developed, training attendance, reduction in # of requests for available resources, # of downloads of resources, user ratings for each resource

- Advocate for Queensland Ag Shows at all levels of government
- Keep up to date on governmental regulations with communication to shows to inform on new rules and regulations and how to remain compliant

- Advocacy plan developed, govt targets at all levels identified, advocacy talking points developed & shared, board/supporter govt relationships identified/fostered, # of connections made/conversations held, \$ funding/grants
- Regulatory bodies monitored, # of communications to members, no missed regs

- Complete an economic impact study to demonstrate commercial and social benefits of agricultural shows

- Study funded, study designed and created, study completed, data available, usage of study data (e.g., quoted by politicians/councils, disseminated to support all shows, submitted with grant requests, etc.)