



QUEENSLAND
CountryLife
Showgirl
Awards

R. M. WILLIAMS
QUEENSLAND
RURAL EST. 1932. AUSTRALIA

**AMBASSADOR
AWARDS**



INFORMATION & GUIDELINES FOR

**Show Societies Hosting a
Showgirl/Rural Ambassador
Competition**



Queensland Ag Shows



Queensland Ag Shows

Conditions of Entry



1. An entrant can be any woman who is an Australian citizen and who resides in Queensland, or who is closely affiliated with a Queensland Agricultural Show, aged between 18 and 28 years inclusive as of the 1st of August in the year of the competition.
2. Should an entrant enter and win a prize or title and does not abide by the above conditions, she will not be eligible for further participation in the Showgirl Awards and will automatically forfeit all prizes and titles associated with the Showgirl Awards.
3. An entrant must have been selected as a current representative of the Showgirl Awards conducted by an affiliated Society to be eligible to compete in the Sub-Chamber and State Final judging of the current year or following year's judging as decided by the representative show society or cub chamber. In the event of the local representative being unable to attend sub-chamber judging and a runner-up had been selected then she may represent at Sub-Chamber level. Previous State Winners and State Runners-Up in the Showgirl Awards are not eligible to enter again. Local and Sub-Chamber Winners and Runners-Up may enter again provided they are not State Winners.
4. Prospective entrants who are employed or are in fulltime studies are advised to ascertain in advance that they can obtain leave to attend Sub-Chamber and State Final judging if necessary. The State Finalists will be required to be in Brisbane from the Tuesday afternoon prior to the opening of the Brisbane Exhibition and remain in Brisbane until the State Finalist program concludes on Sunday morning of the first weekend of the Brisbane Exhibition. The ultimate Showgirl Awards winner and Runner-Up must remain in Brisbane to perform official duties up until and including the 'People's Day' Public Holiday of the Royal Queensland Show.
5. State Finalists must participate as a group throughout the entire itinerary, otherwise they must withdraw from the Awards.



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6. Entrant must accept that any behaviour that will bring disrepute to the Showgirl Awards and is deemed inappropriate by the Showgirl Committee prior to, or during the State Finals, may forfeit their right to participate and no discussion will be entered into.
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QUEENSLAND RURAL AMBASSADOR AWARDS

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 of the 1st of 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. 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.
7. Affiliated Agricultural Society winners are eligible to compete in Sub-Chamber finals. If the winner becomes ineligible or unavailable the runner-up becomes eligible to represent the Agricultural Society.
8. 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.



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9. 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.

Guidelines for Organising a Local Competition

Entrants

Participating Show Societies in the Showgirl or Rural Ambassador Competitions should have a Committee or a Steward/Coordinator for each competition who is responsible for conducting their local Competition. It is one of their responsibilities, whether they do it themselves or are assisted by a Committee, to find entrants for the Competition.

There are numerous ways to encourage young people to enter, which may include:

- Advertising in the local paper with a section that the entrant can fill out and return to the Committee.
- Letters/communication to people who are likely to enter or that members of the Show Society think may be interested.
- Approach business houses to sponsor/provide prizes and at the same time ask if they have any suitable candidates in their organisation who they wish to nominate – this is a good way to get sponsors really involved.
- Involve your current Showgirl or Rural Ambassador – he/she may be able to talk with senior/college students of local schools or there may be some youth clubs that she could address. It's very beneficial to have someone who's the same age as the entrants to speak with them on the benefits of participating in the Competition.
- Have an information stand at the local shopping centre, field days, fetes etc to promote not only the Showgirl Competition but also other competitions that your Show Society runs. This is also a good opportunity to try and increase your membership. It may also be worthwhile to provide those interested with a copy of 'Overview and Guidelines for Entrants of the Showgirl Awards' that is included on the Queensland Ag Shows website. It will provide potential entrants with some background information on the Competition and what to expect.



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Organisation Prior to the Judging Day

The secret to organising a successful Competition is to prepare everything well in advance. This not only ensures that everything runs smoothly but also takes a lot of pressure off the Coordinator on the day and makes it a much more enjoyable event for everyone involved.

- Approach local businesses for sponsorship.
- Sashes/Badges to be ordered (these can be included in your Show's ribbon order)
- All entry forms to be filled in and given to the Coordinator prior to judging.
- Select three judges and confirm their availability.
 - For Showgirl, it is preferable to have one male and two female judges however this is not mandatory.
 - Ensure the judges receive ample notice of the date for the judging and that a copy of the Judges Guidelines and the nomination form for each of the contestants is given to them prior to the day. At least one of the judges should have knowledge of the local area and try to ensure that no judge is closely related to any entrant.
- Keep your local media advised of entrants and supply photographs, background information or contact details of the entrant if required – first check with the entrants that they don't mind their contact details being given out.
- Don't forget to include the name of sponsors/supporters in any media releases that you send out.
- Ensure that any media releases are in good faith.
- Prior to your Show you may also like to gain a little more media exposure by taking the entrants, for example, for a visit to a nursing home (a great experience for all concerned), a livestock auction, to visit young school children, a visit to a local property preparing exhibits for the Show etc. There are a lot of good promotional opportunities for both the entrants and your Show, just remember to let your local media know.
- Organise for the nominated people e.g. President, QLD Ag Shows Director etc to speak at the Presentation – give them a copy of the Presentation program so they know when they are required to speak.
- Select and book, if required, a suitable venue at which to conduct the interviews and the presentation functions if you are having one.
- Put together a schedule for the day's activities e.g. interview timetable, morning and afternoon teas, lunch etc.
- Advise all entrants of the judging day's schedule so that they can arrange to have this time available. You may need to change some of the judging times around to suit everyone.



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- Arrange for a lunch or morning/afternoon tea to be served during the day so that deportment/speech/manners can be judged.
- Pre-arrange for someone to be available to greet the entrants on arrival and to introduce them to the judges. Utilising past Showgirls/Rural Ambassadors to act as hosts/hostesses during the day often works well.
- Have a meeting with the Committee and entrants prior to judging. Explain what the procedure will be on the day and ensure that they have a copy of the timetable.
- Any questions can be answered at this time.
- It is also a very good opportunity for the entrants to get to know each other and to feel a little more at ease – participating in the Competition is supposed to be fun.
- It is advisable for the MC to briefly meet the entrants prior to the presentation ceremony to prepare them for the presentation interview and subsequent speech to follow.
- Organise a gift for each of the entrants such as flowers or other such small gift (optional), and/or Certificate of Appreciation for entering the Competition, as well as a small token of appreciation for the judges.

Judging Day

- Start on time and keep as close to schedule as possible. Allow a minimum of 15 minutes for judging and five minutes for discussion between judges once the entrant leaves the room.
- Make sure the room is set up with adequate chairs, water/glasses, paper, pens, tea, coffee etc.
- Judges to each be issued with a copy of the Guidelines for Judges and the Showgirl/Rural Ambassador Score sheets. Note that these sheets are to be destroyed by the judges at the conclusion of the judging process.
- Have extra copies of entrants' nomination forms available for judges who forget to bring their copy.
- Greet the entrants and make them feel as comfortable as possible. When their interview time comes around, take the entrant into the room, and introduce them to each of the judges.
- Provide an envelope/s for the Judges in which to place the winner's name. A separate envelope is required for the runner-up.



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Announcements of Winners

The announcement of the Showgirl Winner is a major attraction for your Show so make the most of it. Ensure that local media has been advised of the time for the impending announcement so that they can organise to have someone present.

- Most of the Show Societies make the announcement of their Showgirl on the day of their Show. However, due to the timing of some Sub-Chamber Finals, some Show Societies may decide to announce the winner of their Showgirl/Rural Ambassador Competitions at a function several weeks, or sometimes even months, before their Show.
- In some instances, it also allows the Showgirl/Rural Ambassador to compete in the current year's Sub-Chamber Competition rather than waiting until the following year, which happens when a local Show falls after their Sub-Chamber date. Both above methods work well, and it is therefore up to the circumstances of the individual Show as to which one is most suitable for their situation.
- It is up to the individual Show Society on the type of function they wish to hold for the Presentation. It could be a dinner, a ball, a lunch, or the announcement could be made at the showgrounds during the Show.
- Involve the previous year's Showgirl/Rural Ambassador Winner at the announcement e.g. sashing the new Showgirl, making an exit speech etc.
- Being a Showgirl/Rural Ambassador means being involved in your local Show. Utilise your winners in presenting prizes, sashing livestock, speaking with media, and generally assisting where possible throughout the show.

Post-Show

- Thank you letters should be sent out to all involved, including entrants, judges, sponsors/supporters, volunteers, etc.
- A photocopy of the **winner's Nomination form, headshot, and Profile form** should be immediately sent to your **Sub-Chamber Secretary or Sub-Chamber Showgirl/Rural Ambassador committee**, depending on who organises the competition at that level.
- The Coordinator has the responsibility of briefing their Showgirl/Rural Ambassador winner on what to expect at the Sub-Chamber Final. Some of the issues to cover include:
 - Judging criteria
 - Presentation speech
 - Dress requirements



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- Accommodation
- Travel and meals
- Any questions or concerns, contact your local Sub-Chamber or the QLD Ag Shows Office
- In the case of the winning Showgirl/Rural Ambassador not being able to attend the Sub-Chamber Final, the Runner-Up should be invited to take his/her place. Under these circumstances, the original Showgirl/Rural Ambassador retains any prizes that were awarded in addition to her title of Showgirl for the following year.



Queensland Ag Shows

Contact Details

State Showgirl Committee

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