



QUEENSLAND
CountryLife
Showgirl
Awards

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

**AMBASSADOR
AWARDS**



INFORMATION & GUIDELINES FOR
**Sub-Chambers Hosting a
Showgirl/Rural Ambassador
Competition**



Queensland Ag Shows



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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

The location and date of a Sub Chamber Judging is determined by each Sub Chamber. The Judging must be held by 30 June in the respective year. This allows time for the Sub Chamber winner to prepare for the State Finals in Brisbane. It also allows sufficient time for the State Showgirl Committee to prepare the necessary administration and publicity involved for the State Final. Each Sub Chamber is requested to advise the State Showgirl Committee the name and contact details of the Sub Chamber Coordinator prior to their Judging.

It is never too early to start organising an event. A Sub Chamber Final isn't difficult to run. You just need to be organised.

When hosting a Sub Chamber final, it is likely the host show will be hosting both the Showgirl and the Rural Ambassador Competition. *These competitions can be run in conjunction with each other.* The main thing to remember is that they are different competitions and have different entry requirements, entry forms and are looking for a different winner. It is very plausible for an individual show society to have both a Showgirl and a Rural Ambassador. In most cases, depending on how many finalists in each competition the host Show Society of the Sub Chamber Finals has, it is more ideal to have a separate set of judges for both the Showgirl and Rural Ambassador competitions.

All information below is relevant for both the Showgirl and Rural Ambassador competition at a Sub Chamber level.

Budget

Sub-Chamber Finals do cost money to host however a Sub-Chamber can cover all their costs and, in some instances, even make a profit. It is very important to draw-up a budget right from the start. Look closely at all your costs and leave nothing out. When you have finished, add a 10% contingency – there will always be something that occurs that you weren't expecting. Examples of a few costs that may or may not be applicable to your budget include:



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- Venue hire
- Accommodation for judges
- Transportation
- Entertainment/background music
- Telephone and facsimile
- Postage
- Gifts – Showgirls, Rural Ambassadors and Judges
- Catering
- Wait staff
- Hire of equipment – e.g. audio equipment (microphone etc), tables & chairs, decorations, display panels, stage etc.
- Meals for judges and invited guests
- Meals for Showgirl and Rural Ambassador Entrants including judging lunch and presentation Dinner
- Accommodation/meals for the reigning Sub Chamber Finalist
- Printing and photocopying
- Cleaning

Please note that the above are suggestions only of some of the expenses that may be incurred and that there may be other costs that are applicable to your individual circumstances.

Sponsors

Start speaking with potential local sponsors early. The hotel/motel where the majority of your guests will be booked into is always a good place to start – some are more than willing to give you an extremely good price if it means guaranteed occupancy. Other suggested sponsors may include the local Council, businesses that will benefit from the event such as hairdressers, florists and the venue where the presentation is to be held, local businesses etc.

You can never have too many sponsors. They are very important to the event's success so you need to look after them and give them as much media coverage and publicity as possible all the way leading up to and during your Sub-Chamber Final.



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Venue

Book the venue for the presentation months in advance. You should place a tentative booking with the venue as soon as you have been advised of your Show Society's success as a Sub-Chamber judging host.

Accommodation

Book accommodation at a suitable motel/s for Showgirls and Rural Ambassadors judges etc. The cut-off date for confirmation of bookings should be advised to the entrants and their Show Societies. Try to have a few choices so there is a difference in price range. As with the venue, you may be able to get a very good rate because of the quantity of rooms you book. This is especially true if there are several accommodation facilities in the area that all compete for business.

Confirm all accommodation requirements with the motel/s and advise of names of guests. Also ensure that all Sub Chamber Finalists and their Show Societies are informed of accommodation details so that they can organise their bookings.

Also ask if they have a suitable room in which to conduct interviews and to hold a judging lunch; however, this can be conducted elsewhere if desired. It may also be advisable to have a list of other local accommodation that can be sent to Show Societies if required, however in many small communities' accommodation and venues are limited.

Compere

Organise a MC/Compere for the evening. This may be someone you already know or you may like to invite a media personality from a local radio station etc. It is essential they have a good understanding of the history, aims and the guidelines of both the Showgirl and the Rural Ambassador competitions.

Send a copy of the evening program to the Compere and also a copy of the entrant's information details if he/she will be introducing the entrants. This will give them time to formulate appropriate questions for each of the entrants that pertain to their background. Please note that an on-stage interview is required at all Sub-Chamber Finals as it forms part of the judging process. It is desirable that the Compere speak to each contestant before the evening function to discuss the night's procedure and type of questions to be asked. This will help relax the contestants prior to this onstage interview. Also make sure that the Compere has a list of both your Sub-Chamber Final sponsors.



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Entertainment

It is completely up to the Sub-Chamber host as to whether to provide entertainment for the presentation evening. Most Finals do usually employ either a DJ or instrumentalist to provide music for dancing, and set a fun mood.

Printing

Start thinking about your printing requirements, you may need to consider invitation cards, dinner entrée cards, a presentation program and even table place cards and menu depending on how detailed you want to be. If you have access to a photocopier, a lot of the above can be done by yourself. If not, you may like to start looking at prices. Perhaps encourage a printer to be one of your sponsors.

Please note that the Competitions are to be referred to as **The Queensland Country Life Showgirl Awards, hosted by Queensland Ag Shows, and The Queensland Ag Shows Rural Ambassador Awards.**

Judging Lunch & Interview Location

As mentioned above, the motel where the Showgirls and Rural Ambassadors are staying will often have suitable facilities. If not, an alternative location needs to be booked.

Ensure that there is an area outside the interview room where the entrants can congregate whilst waiting their turn. Some Sub-Chambers conduct their Showgirl and Rural Ambassador Judging in conjunction with their Sub-Chamber Meeting and therefore lunch can be held all together.

Judges

The Sub-Chamber Showgirl and Rural Ambassador Coordinator(s) organise(s) the panel of judges – preferably at least one male and female, and someone who resides outside the Sub-Chamber if possible, for each competition.

The Sub-Chamber or the Show Society host pays for the accommodation for the judges, as well as their meal at the Presentation Dinner.

Entrants

The Sub-Chamber Secretary will need to contact all Show Societies to ask if they have a Showgirl/Rural Ambassador and, if so, they will need to send to the Sub-Chamber the copy



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of the Nomination Form, headshot photo, and Profile Form. These will have to be given to the Sub-Chamber Showgirl/Rural Ambassador Coordinator so that they can copy one for each of the Judges and the MC.

The Showgirls, Rural Ambassadors, and Show Societies will need to be advised of accommodation details, and provide a copy of the judging timetable and the day's proceedings including where to meet etc. It is sometimes useful to also provide a map of your town that highlights the places that they will need to find.

Program

Once you have received all the necessary documentation from the entrants, you can go ahead and have a program printed. Sometimes this is not possible until very close to the Sub-Chamber Finals as some Show Societies still won't have judged their Showgirls/Rural Ambassadors. In this case, have everything ready to go as soon as the last entry is received.

Judges' Information

A timetable needs to be sent to each of the Judges for the day's proceedings. The timetable should include the interview time for each entrant, the judging lunch, and the time for the evening presentation. A copy of each entrant's resume and judging guidelines also needs to be sent out in plenty of time to give the judges time to study the information. As none of the above can be carried out until you have all the necessary documentation from the entrants it is suggested that you don't leave it too late to start chasing up Show Society Coordinators for the relevant forms.

Timetable

When planning the judging timetable look at the number of entrants you have. The more entrants on the day the earlier you will need to start. Allow 15 minutes for the judging interview and 5 minutes for the discussion on each of the entrants.

Also try to schedule the entrants so that the closer the entrant lives to your town then the earlier their interview is. This will allow those who need to travel a greater distance the whole morning to get there.

Reigning Sub-Chamber Winner Responsibilities

The reigning Sub-Chamber winner should be invited to attend the Sub-Chamber final. You may also like to invite the reigning Showgirl to sash the new State Showgirl Finalist and



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likewise to invite the reigning Rural Ambassador to announce the new Rural Ambassador State Finalist. A letter should be sent to the reigning Sub-Chamber Showgirl and Rural Ambassador representatives well in advance to request their company.

It is also a great opportunity to get them involved with the Sub-Chamber Final by having them act as a host/hostess during the interview process, and quite often they will be able to give a lot of good advice to the entrants and settle their nerves down a bit. Please note that their meal at the Presentation Dinner should be paid for by the Sub-Chamber or host Show Society.

Sashes (Showgirl)

The sashes for the Showgirl Sub-Chamber winner and runner up should be provided by the Sub-Chamber. The Winner will not need this sash at State Final as she will be issued with a State Finalist sash in Brisbane. Please do not order a tri-coloured sash for your Sub-Chamber final event, as this is reserved for the State Final winner. A simple navy-blue sash with gold writing would be ideal for this event.

Badges/Rosettes (Rural Ambassador)

It is not standard practice for the Rural Ambassador winner and runner up to receive a sash, either a Badge or Rosette is recommended. The winner will not need either a badge or rosette at the State Final, as they will be issued with a State Finalist's badge in Brisbane.

Invitations & Dinner Passes

Send out invitations for the Presentation Dinner well in advance, approximately 6 weeks. Invited guests who should receive complimentary dinner passes include:

- Showgirl Entrants
- Rural Ambassador Entrants
- Judges and Partners
- Reigning Sub-Chamber winners
- Compere (if a special guest)

Catering

Confirm catering requirements with the venue/caterers. Ask when they will require final catering numbers (this is usually at least three working days prior to the event) and at



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this time also give them a copy of the evening's program and go through the event with them. You will also need to advise them if you will want the wait staff to stop serving and clearing plates during speeches or maybe just to provide drink service during this time. You may also have arranged for table centers, which you will need to advise the caterer of.

Note that some venues/caterers will require a substantial deposit well before the event. Regarding the judging lunch, a suitable menu needs to be decided on that will give the judges the opportunity to judge deportment and manners.

Entertainment

If you are having entertainment on the evening, confirm all details with the supplier. This includes:

- A copy of the program for the evening
- Any special music you would like them to play
- Stage area and power supply
- What time they can have access for setting up
- If pre-dinner music is to be playing on guest arrival and if so what sort
- Meal arrangements

Gifts

Arrange gifts to be presented on the night. This may include flowers for the Showgirl entrants for example. Rural Ambassadors need to be a gift or token of appreciation suitable for both male and female entrants. A small token of appreciation is required for the judges. Arrange for a person to present the gifts to each recipient at the time of the announcement of winners in both competitions.

Decorations

The decoration of the venue is up to each individual Sub-Chamber and also dependent on your budget. Your sponsors may be able to help you with this and they may also have a banner that they would like you to display on the night.

Judging Day

- Ensure that the interview room is set up. Provide tea/coffee, water, paper and pens etc.



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- Have a copy of the judging criteria available. Judging Guidelines are available on the Queensland Shows website and are also attached to this document.
- Name tags for the Showgirls makes the Judges' job a lot easier especially in larger Sub-Chambers.
- Start on time and try to keep to the schedule during the course of the day. Even though written in the Judges' Guidelines, remind the judges that they must give each entrant the same amount of time for interviews – shortcuts are not to be taken.
- Each entrant should be taken into the interview room and introduced to each of the judges. As mentioned above, the outgoing Showgirl/Rural Ambassador would be ideal for this.
- No other person is to be in the room during interviews – this includes photographers and the recording of videos.
- Provide an envelope for the chief judge into which the winner/s name is to be placed.

Sub-Chamber Finals Evening Presentation

- It is up to the individual Sub Chamber as to whether pre-dinner drinks will be served however this is the perfect opportunity for the Showgirl/Rural Ambassador entrants to mingle with guests. Please note that at no time during the evening are entrants to be asked to serve either food or beverages to guests.
- Ensure that the judges are in good view of the stage area from their table as they will be judging the entrants on a variety of aspects whilst they are standing at the microphone.
- Have a jug of water and 2 glasses available near the microphone for use by the Comper.
- Try not to have the announcement of the Finalist too late in the evening as some guests will have a long way to travel home and may want to leave directly following the presentation.
- Organise with either the Chief Judge or another person to take the winning envelope up to the stage. The announcement of the winner is usually made by the Sub-Chamber President
- Make mention of the sponsors during the evening – this should be included in the Comper's notes.

Post Sub-Chamber Finals

The name and contact details of the Sub-Chamber winner is to be sent to the State Showgirl Committee and Rural Ambassador Committee **immediately** following the Final. If



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you are unable to email then please phone through on the Monday following the presentation.

Please ensure that the Sub-Chamber winner is aware that they will need to supply a **digital portrait photograph 1MB minimum** *emailed* to the **State Showgirl Committee** and/or **Rural Ambassador Committee immediately**. The State Committees of both the Showgirl and Rural Ambassador Competition will be in close contact with the newly announced State Finalists to provide all information and requirements prior to the State Final. It is recommended where possible and where there is a photographer available on at the announcement to plan a photograph to be taken for this purpose. This may include high resolution images taken by the local paper.

Each Sub-Chamber and host Show Society is responsible for securing appropriate prizes for the Sub-Chamber winners. It is also the responsibility of the Sub-Chamber to meet the cost of return travel for their Sub-Chamber winner to attend the State Final in Brisbane. All other costs while the entrants are at the State Finals are taken care of by the respective committees.



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Contact Details

State Showgirl Committee

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State Rural Ambassador Committee

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