



Engaging Entrants

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

- **Social Media:** Share posts to your Show’s social media page about Showgirl, what it involves, when it will be judged and when applications close. Also consider sharing these social media posts into community noticeboards and groups on Facebook. You can get your current showgirl involved with this and ask for a testimonial or for her to share her experience as a Showgirl to the Show’s account.
- **Local Media:** Contact local newspapers, magazines or newsletters about your Showgirl program and the announcement event your Show is hosting. They might assist by writing an article or providing advertising space.
- **One on One Communication:** Reach out to young ladies who are likely to enter or members of the Show Society think may be interested.
- **Approach Businesses:** When approaching businesses to sponsor or provide prizes, at the same time ask if they have any suitable candidates in their business who they wish to nominate – this is a good way to get sponsors really involved.
- **Involve your Current Showgirl:** She may be able to talk with friends or colleagues, high school or university students or those involved in youth clubs. It is very beneficial to have someone who is the same age as the entrants to speak with them on the benefits of participating in the program.
- **Information Stand:** Host an information stand at the local shopping center, field days, fetes etc to promote not only the Showgirl program, but also other competitions that your Show Society runs.

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 Showgirl website. It will provide potential entrants with some background information on the Competition and what to expect. You might also like to put those interested in contact with a past showgirl, your show’s outgoing Showgirl or the sub-chamber’s current state finalist. The contact information for all current state finalists can be found on the main page of the Queensland Ag Shows Showgirl website.

Organisation Prior to the Judging Day

The below is a checklist of tasks to be completed prior to the Judging Day and a rough timeline on when these should be completed:

Completed	Task
	Discuss with committee what format the judging and announcement should take. ie. Lunch or evening event, what venue should it be held at?
	Get quotes for venue hire and catering for event. Once approved at a meeting, book this in.
	Start advertising that applications are open (see the above suggestions). Consistently do this up until the event.



	Order sashes (these can be included in your Show's ribbon order)
	Send out letters to sponsors for prizes/sponsorship for event.
	Create Facebook event for you judging and/or announcement event and post save the date on social media.
	Keep your local media advised of entrants and supply photographs, background information or contact details of the entrant if required. Don't forget to include the name of sponsors/supporters in any media releases that you send out.
	Select three judges and confirm their availability. 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. 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.
	Organise a gift for each of the entrants such as flowers (optional) and/or Certificate of Appreciation for entering the Showgirl Competition and a small token of appreciation for the judges.
	Send sponsors invites to announcement event if hosting one.
	Work with the committee to draft an itinerary of what entrants and winners can do on Show day.
	All nomination forms to be filled in and given to the Showgirl Coordinator prior to judging.
	Collate a booklet for the judges. This will include: <ul style="list-style-type: none"> • All applications • Judging criteria • Judges Information (also found on website) Email these to the judges for them to look over prior to judging and provide them with printed copies at the judging.
	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.
	Pre-arrange for someone to be available to greet the entrants on arrival and to introduce them to the judges. Utilising past Showgirls to act as host during the day often works well.

Judging Day

- Email the judges copies of all applications along with the Guidelines for Judges, judging criteria and the Showgirl Score sheets prior to the Judging Day.
- Provide the judges with printed copies of all applications along with the Guidelines for Judges, judging criteria and the Showgirl Score sheets on the Judging Day.
- Make sure the room is set up with adequate chairs, water/glasses, paper, pens, tea, coffee etc. and replenish refreshments as required.
- Allow a minimum of 20 minutes for each entrant- 15 minutes for judging and an additional five minutes for discussion between judges once the entrant leaves the room.



- 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 envelopes for the Judges in which to place the winner's name. A separate envelope is required for the runner-up.

Announcement of the Showgirl Winner

- The announcement of the Showgirl Winner is a major attraction for your Show so make the most of this opportunity. Ensure that local media has been advised of the time and place for the impending announcement so that they can organise to have someone present.
- It is up to the individual Show Society on the type of function they wish to hold for the Showgirl announcement. 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 Winner at the announcement e.g. sashing the new Showgirl, making an exit speech etc.
- After the announcement is made, ensure that you announce on the Show's social media who the winner and entrants are.

Post-Show

- A **photocopy of the Nomination Form** should immediately be sent to your **Sub-Chamber Secretary or Sub-Chamber Showgirl Coordinator**.
- Thank you letters should be sent out to all involved, including entrants, judges, sponsors/supporters, volunteer helpers etc.
- Ensure your Showgirl is briefed on what to expect at the Sub Chamber Final. Some of the issues to cover include dates, judging criteria, presentation speech, dress requirements, accommodation, travel and meals. See 'Overview and Guidelines for Entrants of the Showgirl Awards' document that is downloadable from the Queensland Ag Shows website.

In the case of the winning Showgirl not being able to attend the Sub Chamber Final, the Runner Up should be invited to take their place. Under these circumstances, the original Showgirl retains any prizes that were awarded in addition to her title of Showgirl for the following year.

If there is no show or a show is cancelled

If a show is cancelled or not held in a particular year, a Show may still hold a Showgirl Awards competition as a separate event to select an entrant to represent the Show at Sub Chamber Finals. Alternatively, a Show may select a winner to represent the Show at Sub Chamber Finals in place of not holding a Showgirl Competition.