

2025 RURAL AMBASSADOR GUIDELINES

A RURAL AND AG LEADERSHIP PROGRAM FOR MEN AND WOMEN

Key Duties:

- Be a Next Gen representative at the Emerald Show
- Represent Emerald Show Society at other Shows in the Central Highlands Agricultural Show Societies (CHASS) sub-chamber including Alpha, Capella, Clermont, Comet, Emerald and Springsure (where & when possible).
- Attend the Emerald Show and Show events that raise the profile of the Rural Ambassador Program.
- Attend Show meetings.
- It is an expectation that all Rural Ambassador Entrants will participate in the Show events and activities planned for 2025, especially during Emerald's Show Week.

Key Dates:

- 3rd May 2025 at Outback Exploratorium – Showgirl and Rural Ambassador Afternoon Tea – 2pm-5pm. Pre-event interviews will be coordinated depending on number of entrants.
- Attend Comet show to launch the Central Highlands show circuit Sunday 18th May
- Monday 2nd June 2025 – Emerald Show Launch Dinner
- 3rd June – Emerald Night Show (including Show Opening) from 5:30pm until after the fireworks
- 4th June – Emerald Show (including Grand Parade, public introduction & Introducing the Junior Rural Ambassadors)
- 7th June 2025 -time TBA - Central Highlands Showgirl and Rural Ambassador Sub-Chamber Dinner at Capella
- Show Dates: Comet 17-18th May, Alpha 21st May, Capella 23rd May, Clermont 27-28th May, Springsure 30-31st May, Emerald 3-4th June

Rural Ambassador Guidelines:

- Must reside in the local Emerald area.
- This is an 18 -month program - the winner from the current year's program will have a further 12 months of involvement and development in our show and the Sub Chamber. The winner, or runner up, in the event that the winner is unavailable, will attend the sub chamber finals as our show representative the year following their announcement as Emerald Rural Ambassador.
- Open to all male and female entrants 20-30 years old (regardless of marital or family status) that are interested in being an Emerald Show Representative, for the youth of our local town.
- Intend on fulfilling the role for 12 months until it passes to the next recipient.
- Must be involved or become involved in an aspect of the Emerald Show for example Section Steward or support for a Section Steward
- All entrants (not just the winners) will be included in the planned activities and are encouraged to join our show family, as members, in a supportive, community environment.
- Must be prepared to get involved and promote the Emerald Program during Show week and afterwards to ensure continuity of the program.
- Sub-chamber judging, held in Capella (14th June 2025 time TBA)
- State final held on Friday 8th -13th August during the Ekka, in Brisbane.

Rural Ambassadors will be welcome at all Central Highlands Agricultural Shows by each respective Show Society. Ambassadors attending other Shows on the Central Highlands Show Circuit must make prior contact with the relevant Show Secretary or Steward for Showgirls and Rural Ambassadors.

All entrants must be presentable, well-mannered and adhere to acceptable behavior standards (kind, respectful and active participants) as a representative of the Emerald Show Society or their membership and representative duties will be revoked.