Rural Ambassador Award

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Rules & Regulations - Rural Ambassador Award

- Open to ambassadors aged between 20 and under 30 years as of the 1st May 2027 and the finalist must reside in Victoria.
- Each Show can run a Rural Ambassador Show qualifier and the winner at Show Level then represents the Show at the Group Final.
- An ambassador having won at their local Show Level is not eligible to enter any other Show or represent another group.
- A maximum of 12 finalists will be eligible for the State Final with preference to all Group Final winners and each runner up of each group will be considered. If numbers exceed 12 finalist's interviews will be held at the information day to determine the remaining State Finalists.
- The State Final is held at the Melbourne Royal Show and each finalist is judged based on the criteria below.
- Each Finalist will need to supply a resume with a cover letter and a draft/copy of speech for the State Final, which will be given to the judges of the State Final.
- Each Finalist will be interviewed by a panel of three judges and the State Finalist will need to present a speech at the presentation function. The winner will be announced at the presentation function.

Judging Criteria

- **Local Show Involvement (25 Points)** – Entrants must demonstrate an active involvement and a desire to be involved in the future and improvement of their Local Show Society.
- **Community Involvement (20 Points)** - Entrants must demonstrate an active involvement and a desire to be involved in the future and improvement of their Local Community.
- **General and Rural Knowledge (20 Points)** – Entrants must demonstrate a broad general knowledge and an awareness of Local/National Community issues. Entrant must also have an understanding of current affairs relating to rural life and industry.
- **Personality & Communication Skills (20 Points)** – Personality Traits consistent with both the awards and the entrant's ambitions and goals will be assessed (e.g. enthusiasm, creativity, confidence, leadership). Also, entrants are expected to demonstrate effective communication skills – written, oral and interpersonal.
- **Ambitions, Goals & Interests (15 Points)** - Each Entrants ambitions and goals will be assessed on their integrity and relevance to the award. Entrants must demonstrate steps towards achieving their goal.
- **Style, Grooming & Presentation (10 Points)** – Entrants presentation will be assessed according to the suitability of their attire and conduct in a range of contexts.
- **Conduct (10 Points)** – How the entrant behaves and demonstrates appropriate behaviour in each setting eg. being polite, well dressed and soft spoken.
- **Public Presentation (3-minute speech) (20 Points)** – Entrants public presentation will be assessed according to the quality of the content, delivery and the extent to which it addresses the set topic.

State Final Prizemoney

- **Winner:** $3000.00 Prizemoney (includes travel to represent Victoria at the Nationals Finals) & VAS State Final Trophy
- **Runner Up:** $1500.00 Prizemoney