



The Show Society Foundation is offering ten scholarships to cover the full cost of early bird registration (\$305) to attend the **2025 Agricultural Shows of Australia's Conference on the Gold Coast**.

The Conference will be hosted by Agricultural Shows Australia together with the National Emerging Leaders Working Group from **13 to 16 February 2025**. The ASA Emerging Leaders Committee (ASAEL) is a Committee of the ASA Board, providing centralising coordination of National Next Gen programs and activities. "Emerging Leaders" encompasses the 18- to 40-year-old age group and embodies the sustainability of the agricultural show movement across Australia. The Conference will bring together the Australian and New Zealand shows movement to explore the theme "Reimagining an Icon", incorporating homegrown and national innovation, and international perspectives to create a unique opportunity for knowledge and connections. This is a pinnacle event for the agricultural shows community and connected industries.

To qualify for a scholarship, applicants must be:

- 40 years of age or less
- Be a South Australian resident
- Have demonstrated involvement in South Australian agricultural show(s)
- Have a clear sense of purpose for attending the conference and outcomes which will result
- The capacity to fund their own travel and accommodation costs
- Prepared to communicate to others on social media and through public conversation relevant information resulting from the conference to the benefit of the agricultural show movement.
- Be prepared to provide a statement (incl. photos) that the Foundation can use for social media purposes.

Please find attached details of

- Foundation Application Form
- Conference Draft Program

How to apply:

Fill out the attached Foundation application form and send to Kerstin Freund no later than 13 December 2025 (kfreund@adelaideshowground.com.au).

Note: Applicants will be advised by 19 December whether or not they have been successful. Applicants to arrange their own travel, accommodation and incidental costs. The cost for the early bird registration will be reimbursed on receipt of an invoice.

If you have any questions, please ring 08 8210 5201 or email kfreund@adelaideshowground.com.au.



Will Rayner
Chief Executive



Application Form

Registrations of Interest for scholarship to attend Agricultural Shows of Australia's Conference to be hosted by Agricultural Shows Australia together with the National Emerging Leaders Working Group from 13 to 16 February 2025 on the Gold Coast.

The Show Society Foundation is offering ten scholarships to directly cover the cost of early bird conference registration at the value of \$305.

Application Details:

Name	
Date of Birth	
Address	
Email address	
Mobile number	
Involvement with SA agricultural show(s)	
Purpose of attending the conference	
Methods to communicate outcomes from conference	
Have you or do you intend applying to other bodies for conference registration scholarships? If so which?	

Please return this form to Kerstin Freund (kfreund@adelaideshowground.com.au) **no later than 13 December 2024.**

Applicants will be advised 19 December 2024 whether or not they have been successful. The early bird registration fee will then be reimbursed on receipt of an invoice.

Applicants to arrange their own travel, accommodation and incidental costs.

If you have any questions, please ring 08 8210 5201 or email kfreund@adelaideshowground.com.au.



AGRICULTURAL SHOWS
AUSTRALIA
 2025 Conference
Reimagining an Icon

Draft Conference Program

Friday 14th February 2025

Time	Topic
8.15am – Doors open	
8.30am – 8.45am	Welcome Address
8.45am – 8.48am	Opening Address
8.48am – 9am	INTERACTIVE ICEBREAKER: Gathering data.
9.00am – 10.00am	INTERNATIONAL KEYNOTE SPEAKER: Looking back to move your show forward.
10.00am – 10.15am	INTERACTIVE: Sharing your quick wins at your show! What has an hasn't worked.
10.15am – 10.30am	Conference Photo
10.30am – 11am MORNING TEA	
11.45am – 12.30pm	CASE STUDY BASED SESSION: Insurance matters.
11.00am – 11.45am	QUICK FIRE SESSION: Education activations - practical ideas & easy wins.
12.30pm – 1.30pm LUNCH	
Breakout Session 1 – Emerging Leaders	Breakout Session 2 – Show Executives
1.30pm – 3.00pm	1.30pm – 2.15pm
Unlocking the Leader Within Everyone This engaging 15-hour workshop dives into the core principles of leadership, revealing how anyone can develop and harness their unique leadership abilities. Through practical exercises, insightful discussions, and real-world examples, you'll gain the tools to inspire, influence, and lead with confidence. Whether you're a seasoned leader or just starting, this session will empower you to unlock the leader within. Workshop facilitator - Heather Ellis - Blue Wren Consulting	PANEL SESSION: Exploring relevance – balancing tradition/purpose with stakeholder demand. Speakers: <ul style="list-style-type: none"> ▪ CEOs/GM ▪ Showmens Guild ▪ Entertainment
2.15pm – 3.00pm	GUEST EXPERIENCE: Designing show experiences to create positive memories.
3.00pm – 3.30pm AFTERNOON TEA	
3.30pm – 4.15pm	AI for the show movement - what is it, what isn't it and practical application.
4.15pm – 4.30pm	Wrap Up & Sharing of Ideas.
4.30pm	CONFERENCE DAY ONE CONCLUDES

Saturday 15th February 2025

Time	Topic
8.45am – 8.50am	Opening Address
8.50am – 9.30am	PANEL SESSION: Ticketing that suits all size shows.
9.30am – 10.30am	KEYNOTE SPEAKER: Growing with tradition.
10.30am – 11am MORNING TEA	
11.00 – 11.45am	PANEL SESSION: Working with industry to keep the competition tradition alive in an ever changing landscape.
11.45am – 12.30pm	Why not for profits need to make a profit
12.30am – 1.30pm LUNCH	
1.30pm – 2.15pm	Sponsor Session
2.15 – 3.00pm	DEBATE: Topic: Poor volunteer retention in AgShows is due to generational differences.
3.00pm – 3.30pm	INTERACTIVE: Session & Conference Wrap Up
3.30pm – 4.00pm AFTERNOON TEA	
4.00pm	CONFERENCE DAY TWO CONCLUDES

Sunday 16th February 2025

Time	Topic
8.30am – 10.30am	Networking breakfast
10.30am	Networking breakfast concludes
11.00am	ASA Board meeting