

CAIRNS SHOW

YOUNG RURAL
AMBASSADOR



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YOUNG RURAL AMBASSADOR 2026
ENTRANTS INFORMATION

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The Young Rural Ambassador Award seeks young rural adults who can demonstrate a strong commitment to the rural industry and who hold a genuine interest and/or connection with their local Agricultural Show movement.

PRIZES

1st Prize: \$200 plus Trophy, CSYRA Shirt, Cairns Show Next Generation Membership

2nd Prize: \$100 plus Cairns Show Next Generation Membership

CRITERIA

Entrants should be actively involved - or show a clear willingness to become involved - with the Cairns Show Association and/or their local Shows. They should also possess an understanding of current rural issues. Please note that tertiary qualifications are not required for the Young Rural Ambassador Award and will not influence the judging process.

ENTRY REQUIREMENTS

Entrants must submit the following:

- Cairns Show Young Rural Ambassador Entry Form
- A recent high-resolution photograph
- A cover letter
- A 2-minute video outlining why you would like to be the Young Rural Ambassador for the Cairns Show Association

All entry materials must be submitted to Cairns Show Reception by Monday; 16th March 2026. Entries missing required documentation by the due date will be deemed invalid.

Finalists will participate in a formal interview via Teams on a date to be advised. The Winner and Runner-up must attend the Cairns Show Young Rural Ambassador Awards Presentation Ceremony on Friday evening, 27th March 2026, at the Bungalow Hotel, Aumuller Street, Cairns.



GENERAL

Attributes of suitable candidates include:

- Agricultural interests and skills
- Community involvement
- Contribution to the Agricultural Society: enthusiasm, versatility, leadership, new ideas, and ability to both take and offer direction
- Clear future goals
- Personal interests and hobbies
- Knowledge of local and broader rural issues
- Potential for long-term involvement in the Show Movement
- Presentation and personal achievements
- Strong interpersonal and verbal communication skills
- Willingness to assist on a Rural Sub-Committee

The Winner and Runner-up will be announced at the Awards Presentation Ceremony on Friday, 27th March, commencing at 6:30 pm. Finalists will present a short onstage introduction about themselves and their reasons for entering. Please arrive at 6:00 pm for canapés.

The Cairns Show Association aims to ensure that participation in this award does not interfere with any entrant's commitments to their school or employer. Above all, this program is an enriching experience - rewarding, enjoyable, and a proud opportunity to serve as the Cairns Show Young Rural Ambassador.

ELIGIBILITY

- Entrants must be permanent residents of Australia and must have resided in Queensland for a minimum of three (3) months prior to nomination.
- Entrants must be aged 16 to under 19 years as of 1st July in the year of competition.
- Open to all genders.
- Immediate family members of affiliated Cairns Show Association committee and staff may enter, provided:
 - a pecuniary interest is declared, and
 - they do not participate in any decision-making related to the judging.
- Previous Winners of the Cairns Show Young Rural Ambassador are not eligible to re-enter but are strongly encouraged to pursue the Rural Ambassador Awards or Showgirl Competition.

DRESS CODE

As a Young Rural Ambassador, you represent the Cairns Show Association. Appropriate dress for each activity includes:

1. **Interviews and Presentation Events:** Show Ring attire: dress pants/jeans, shirt with tie or scarf; coat or school blazer optional.
2. **During the Cairns Show:** Your Cairns Show Young Rural Ambassador shirt with skirt, jeans, or pants, along with sensible footwear and sun-safe headwear.

JUDGING

Entrants are assessed on:

- Agricultural Show involvement
- Community involvement
- General and rural knowledge
- Personality
- Ambitions and goals
- Communication skills
- Style, grooming, and deportment
- Public presentation (onstage interview)

Judging will be based on:

- Entrant's Questionnaire
- Video Presentation
- Formal Interviews - to be held via Teams in late May (date to be confirmed)
- Public Presentation - please arrive at 6:00 pm on 27th March 2026 for the Awards Ceremony (commencing at 6:30 pm)

Your 2-minute video should introduce who you are and explain why you wish to be selected as the 2026 Cairns Show Young Rural Ambassador.

Please note: this video will be posted on our Facebook page as part of the judging process. Ensure your recording environment is mindful of background noise and sound quality.

PRESENTATION FUNCTION

The Winner and Runner-up will be announced at the Cairns Show Ambassador Awards Presentation Ceremony on Friday, 27th March, beginning at 6:30 pm at the Bungalow Hotel, Aumuller Street. There is no cost for entrants or their guests.

REQUIREMENTS OF WINNERS

Winners are expected, where possible, to represent the Cairns Show Association and the wider community.

They will be active participants during the Cairns Show and may be invited to assist with associate judging or stewarding roles.

The Winner must attend the Friday of the Cairns Show at minimum. Commitment levels can be adjusted based on school or work requirements.

Ambassadors are encouraged to accept opportunities aligned with the Show movement and to engage with the QCAS Next Generation Committee where possible.

Winners are expected to maintain conduct that reflects positively on the Young Rural Ambassador Awards and the Agricultural Show movement.