

New female ambassador for ag show movement

Earlier this year fourteen finalists competed for the title of The Land Sydney Royal Showgirl 2017. These young women were a mix of medical and business students, teachers, volunteers and science graduates. Their interests covered many diverse areas including free range farms, mental health in bush communities, sustainability and community gardens. Finalists are judged on their rural knowledge, ambition and genuine interest in their local community.

Twenty-four-year-old Maisie Morrow, from Merriwa, took out the title of The Land Sydney Royal Showgirl 2017, becoming an ambassador for rural NSW and the Sydney Royal Easter Show and an important role model for young women in agricultural communities.

An Agronomist and Livestock Nutritionist for Landmark, Maisie grew up at Cassilis and studied Rural Science at the University of New England. She is the first ever Showgirl to represent Merriwa at the Sydney Royal.

Maisie is involved in the Cassilis Rural Fire Brigade, Merriwa Show Society, Merriwa Country Women's Association, and the Scone Grasslands Society. She has ambitions to get involved in farming lobby groups and politics, to ensure Australia educates and supports the ageing farming population, and invests in technology to support the 'green' movement to meet world food demand.

Maisie's interest in being a Showgirl was driven by her support of women in agriculture, emphasising their integral role in the industry both now and in the future.

What do you hope to achieve as The Land Sydney Royal Showgirl 2017?

I am passionate about recognising women's involvement in agriculture and I am humbled and proud to be representing a movement that promotes young women in agriculture. I believe women are the key to thriving communities as we bring a different dimension to the 'table'. I would like to use this powerful position as a rural ambassador to encourage women, especially young women, to engage in their communities and showcase the diverse opportunities that exist in rural NSW.

How has your involvement in the competition benefited you?

I have met some incredible people and made some wonderful friendships. The week spent at the Show was a very empowering experience being surrounded by such a diverse group of women, all championing agriculture in different ways.

Why do you think it is so important to raise awareness of rural and regional NSW?

Raising awareness of rural and regional NSW is essential for the economic sustainability of global primary industries. We are a key contributor in the food security discussion and we must maintain an active voice, so farmers and producers have a seat at the table.

JB Fairfax Award for Rural & Regional Journalism

The JB Fairfax Award for Rural & Regional Journalism is a national award to encourage and support a young university student who is passionate about pursuing a career as a rural or regional journalist upon graduation. The Award was established through a private donation from Mr John B Fairfax AO.

The recipient of the Award will have the opportunity to gain a diverse range of practical experience at the coalface of rural and regional reporting, with three relevant internships that will provide a launch pad to a career telling the rich stories from country Australia.

The Award includes a \$10 000 cash scholarship along with internships providing practical work experience:

- » RAS Media Team at the Sydney Royal Easter Show
- » Fairfax Agricultural Media at The Land Newspaper
- » Australian Broadcasting Corporation (ABC) in their Brisbane newsroom

Applicants need to:

- » Submit an inspirational story about an inspirational person with relevance to rural or regional Australia. The piece must be up to 1200 words and be written to publication standard.
- » Submit a strong news article, blog post, video or audio report of up to 600 words on a topic of choice relating to Australian agriculture. You will need to include a minimum of three sources including one primary producer. The piece must be original and not previously published or broadcast.
- » Be enrolled to study in any undergraduate or postgraduate degree of relevance to rural or regional affairs at an approved Australian education provider.
- » Demonstrate an active interest in rural and regional affairs and in pursuing a career in journalism upon graduation.
- » Be an Australian citizen or permanent resident.
- » Be aged 30 years or under.

Applications close 30 September 2017

More information

www.rasnsw.com.au

