

**Innovative Ag Shows:  
Stronger, Smarter,  
Sustainable Innovating  
Tradition: Future-proofing  
Agricultural Shows**



What are these shows all about?

What are they for?

Why do they exist?

*Avoid past tense and the dreaded “we’ve always done it that way”*



To contribute to the fabric of communities and the pursuit of excellence in primary production and related activities.

Promote and encourage excellence in pastoral, agricultural, horticultural and industrial activities in NSW



To contribute to the **fabric of communities** and the pursuit of **excellence in primary production** and **related activities**.

- fabric of communities – what’s changed? Who’s new? What are the needs? What makes up the fabric?
- excellence in primary production – what does this look like in today’s setting?
- related activities – what has changed in our region? What is relatable now, that wasn’t in the past? Co-existence with agriculture? Secondary service roles? tourism?

# Promote and encourage excellence in pastoral, agricultural, horticultural and industrial activities in NSW

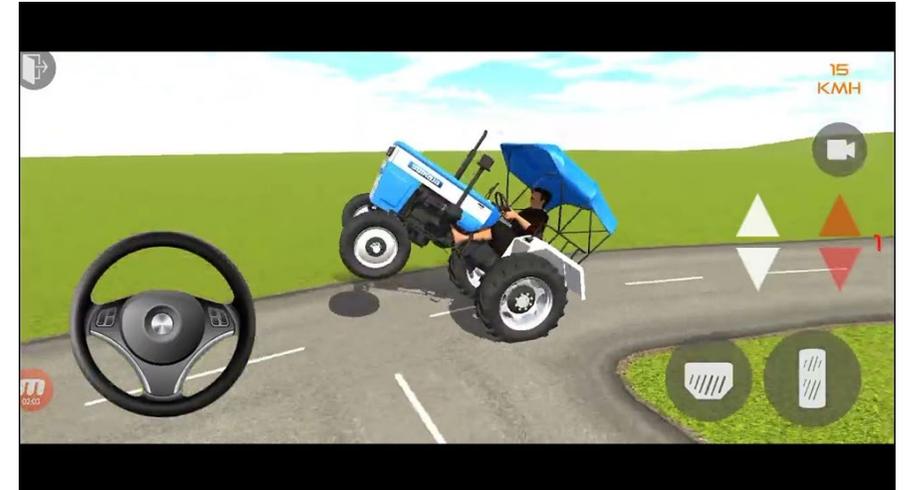
Promote and encourage excellence in:

Pastoral – new crops? Varieties?

Agricultural – ag tech?

Horticultural – new ways of growing? Modular farming?

Industrial activities – what's changed? How are we doing things?



What we do now



What could be next?



With an over-arching lens of what is happening (positive and negative)

Regionally – drought, tourism

State-wide – drought, renewables,

Nationally – drought, muster dogs, insurance, defence

Internationally – net zero, crazy leadership, potential for war, global supply chain challenges, potential pandemics



## Regional Super powers:

Shine a light on the role we play – we are masters of our destiny

The are more Armidale's worldwide than Amsterdam's – if you can solve something here, global solution

Global rural/ regional challenges:

- Climate change
- Sustainability
- Water security
- Future of work/ jobs
- Health

How do our Ag Shows create the space for these conversations into the future?



# What does success look like to your show and community?

- How else can facilities be used – evacuation centre, caravan park,
- Who else can “move in” with you
- Opportunity for families to set up a direct debit and receive a card at the gate?
- 3D printing in the flower pavillion
- “Sister show” arrangements with America/ Canada
- Landline, Backroads, Sunrise, Today, etc
- Live podcasts from the Show -

# What does success look like to your group?

- Your common cause
- Why are you around the table of your Ag Show Committee?
- Why does your organisation exist?
- What would be missed if your organisation closed its doors tomorrow?
  - 1 – 2 day Family focused event
  - Showcasing opportunity for local businesses
  - Connection to agriculture

**Why**  
motivation  
purpose  
cause  
belief  
inspiration

**How**  
process  
what sets us apart  
unique value  
actions

**What**  
engage  
product  
services  
resources  
results

# Humans of Agriculture



Future  
Drought  
Fund

# Harnessing your regional super power

The regions are leading the way!

We are solving global challenges

The regions don't need saving - they need a seat at the decision-making table

You and I are shaping the future of Australia

- how are you using your power and influence?

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## BUSINESS IN THE BUSH

What Does It Take to Run a Profitable  
Small Business in Rural, Remote and  
Regional Australia Today?



JULIA SPICER OAM

the  
connection  
table.

Getting rural  
Australia a seat at  
the decision making table

