

CELEBRATING AG SHOWS NSW CONFERENCE June 2025

Topic: YC1 Big Hearts, Small Shows

Facilitators: Terry & Carolyn Wilcher 123TIX

SUMMARY OF FEEDBACK FROM YARN CIRCLE

Volunteer engagement

- Spread the word/Publicity – more effective communication/awareness
- Workshop and information nights to explain the role
- Develop relationships with young people, eg schools, youth groups
- Cultural engagement programmes
- Engaging early in life for return later in life
- Certificate/recognition for involvement
- Reciprocal volunteering with other organisations within the town or other show organisations
- “Thank you” event in advance of the event
- Good food and amenities on the day
- Volunteer handbook – ASC Guide
- Organisation being open minded to new ideas to engage with new volunteers
- Training for new people on tech
- Allocating the right people to the right role for success
- Reflections after each event
- State of mind - Focus on the solution not the problem

Community involvement

- Local entertainment at the show eg clubs, schools, ag related organisations
- Family friendly focus
- Community competitions and events during the show
- Other events during the year eg Australia Day Awards, campdraft, horse event qualifiers
- Committee engaged/connected with other community events eg market days, festivals, farming events
- Consider other venues not just the showground to build relationships
- Tapping into the resources from the local region and building on the regional circuit of shows (eg qualifying events across multiple shows)
- Sharing equipment between local and other show organisations
- Engage with other show organisers regularly

Financial sustainability and fundraising

- BBQs – Bunnings, joint events with other organisations, Sydney Royal
- Street stalls, raffles – unique prizes
- Outside catering

- Merchandise
- Partnering with farmers to provide free agistment for a pen of sheep or cattle to raise funds on sale
- Trivia night
- Sponsorship levels including “friends” (low cost) level for local supporters
- Research ways to use consumer psychology including anchor pricing
- Auction competition items: eg men’s cake competition, firewood from post ripping
- Tasting competitions – eg meat and honey
- Ask for donations of goods for auctioned, eg sheep or grain
- Lucky door prize for online tickets – prizes local vouchers
- Operate canteen at other events
- Bar sponsorship from minimum orders
- Use data from online sales to attract sponsorship/grants

Scale

- Free attractions for kids – eg face painting, camel rides
- Ticket bundles and specials – eg family passes, Christmas sale deals, Earlybird, multilevel pricing
- Giveaway 3 tickets, not 4 to encourage additional sales
- Use QR codes for links to tickets, raffles etc – large size at the gate
- Fashions on the field to attract patrons
- Generational family tradition theme
- Patron engagement in activities
- Trending/influencer themes relating back to ag show purpose
- Free exhibit entries for pavilions
- Pilot/trial new ideas – eg junior handlers, lego masters type competition
- Alternative sections – eg “mongrel dog show”
- Electronic payments for bar to reduce cash risk
- Performance pavilion (eg dance, singing, tiny tots)