

# AG TOWN OF THE YEAR AWARD CRITERIA

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The award will be given to the community and town that demonstrates excellence across all 5 questions and criteria over the past 2 years\* (defined as July 2018 to July 2020) with the underpinning goal of growing primary industries and driving regional development.

An independent panel will judge applicants of the South Australian Agricultural Town of the Year against the following criteria:

## Nomination question

### Question 1:

How has the nominated town and farming community helped grow primary industries to drive regional development? (max 400 words)

Should the nominated town progress passed the nomination stage, they will need to provide answers to the following 4 questions.

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### Question 2:

What are the leadership activities members of the community are involved in which contribute to growth in agriculture and drive regional development within the town and more broadly across the state? This can include involvement in agricultural or primary industry boards and committees in and outside of the region. (min 100 words, max 400 words)

**Criteria:** Members of the community are involved in leadership activities that contribute to growth in agriculture or regional development within their town and more broadly across the state.

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### Question 3:

How has the community and industry demonstrated resilience in the face of adverse event/s to sustain and rebuild primary industries? (min 100 words, max 400 words)

**Criteria:** Criteria: The community and industry have demonstrated resilience in the face of adverse event/s to rebuild primary industries e.g. COVID-19, bushfire, drought.

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### Question 4:

How has this community demonstrated its support and promotion of agriculture?  
(min 100 words, max 400 words)

**Criteria:** Community is able to demonstrate its support and promotion of agriculture.

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### Question 5:

What agricultural initiatives have been implemented to help attract people to the region? Which of these have helped support job creation and retention? (min 100 words, max 250 words)

**Criteria:** Regional growth is supported by job creation and retention, embracing innovation, protecting biosecurity and generating ways to attract people and investment to the regions to grow agriculture.

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### Key considerations for applicants:

Applicants should consider and seek to address in their answers the following:

- collaboration across the community – people working together for united benefit and success
- community awareness of the town's agricultural contributions and achievements, and what the industry does for their local economy.

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### Eligibility:

- Any regional town in South Australia can be nominated and enter the South Australian Agricultural Town of the Year award. 'Regional' is defined by those towns that are located within Areas 1-6 on the PIRSA Regions Map [here](#), and the McLaren Vale Preservation District, Virginia and Gawler.
- For the purpose of this award, 'agriculture' refers to all primary industries – agriculture (field crops, horticulture, meat and livestock, dairy, grape and wine, forestry), and fisheries and aquaculture.
- A town's involvement in agriculture is not limited to farmers, but includes the wider community that supports the industry – e.g. shops, service providers, community activities.