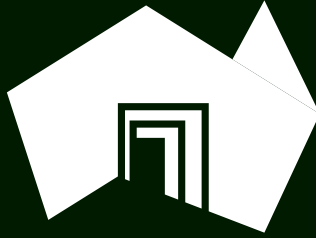


STAGE 1: NOMINATE A TOWN

PRESENTED BY



Government of South Australia
Department of Primary Industries
and Regions



2023 SOUTH AUSTRALIAN AGRICULTURAL TOWN *of the* YEAR

PROGRAM OVERVIEW



Stage 1: Nominate a town

8 May 2023 – 5 June 2023

- Complete your town nomination on the Ag Town of the Year website
- Foster town pride and encourage your town to support the nomination (please download the marketing material from the Ag Town of the Year website to help promote your town nomination)



Stage 2: Vote for a town

13 June 2023 – 28 June 2023

- Nominated towns will be short-listed for public voting
- Vote for your town to win the Ag Town of the Year
- Encourage community support and additional voting (please download the voting marketing material from the Ag Town of the Year website to help promote voting for your town)
- Public votes will be collated and top 10 towns notified and announced



Stage 3: Top 10 towns

3 July 2023 – 11 August 2023

- Short-listed towns notified and announced
- Finalist towns to complete their detailed submissions, including additional questions. Nominators, business associations and councils will be asked to collaborate to complete this submission
- An independent panel of judges will determine top three finalist towns



Stage 4: Town visits for finalist towns

25 September 2023 – 29 September 2023

- Ag Town of the Year independent judging panel will conduct town visits



Stage 5: Ag Town of the Year announced

9 November 2023

- Winning Ag Town of the Year announced at Regional Showcase Awards celebration event, held on Thursday 9 November 2023
- Winning Ag Town of the Year provided media exposure through SALIFE and InDaily published editorial articles



Stage 6: Celebration Event

The winning town will be provided with funding to hold a celebration event

WHY NOMINATE YOUR TOWN?

Entering the awards will provide regional communities the opportunity to reflect on their contributions to South Australia's primary industries and regional development and increase awareness of their town and agricultural contribution.

In addition to being recognised as the 'South Australian Agricultural Town of the Year', the winning town will receive:

- Sign for the town entrance recognising their achievement
- Certificate and trophy presented by the Minister for Primary Industries and Regional Development
- Community event and sign unveiling to celebrate the 'Agricultural Town of the Year'
- Double page feature in *SALIFE* magazine



ELIGIBILITY

Who is eligible to be nominated?

- 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.



HOW TO NOMINATE

Step 1

Simply nominate a town or numerous towns via the [nomination form](#).

A nomination can be made by anyone.

Once all nominations are received, the public will help select the top 10 towns via an online voting system.

Step 2

Once you have nominated a town, use the nomination marketing kit (available to download from the Ag Town of the Year website) to encourage others to get behind the program by sharing on social media and with your local community.

Nominated towns will be short-listed for public voting (13 – 28 June 2023).

