

COMPLETE PROGRAM GUIDE

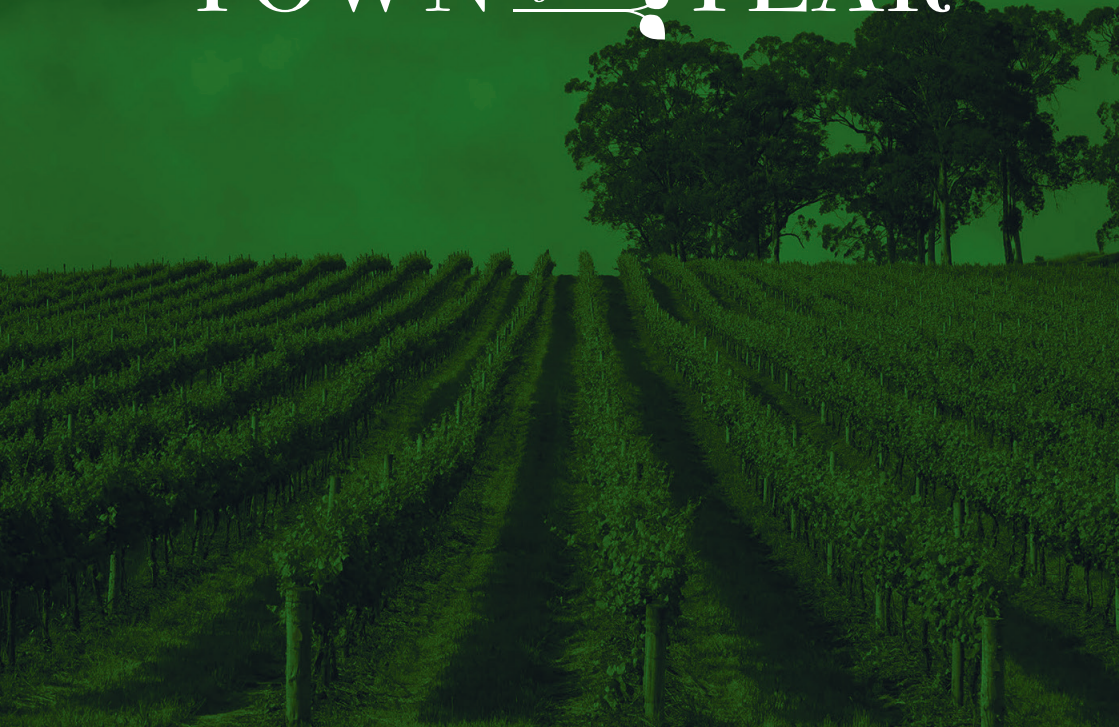
PRESENTED BY



Government of South Australia
Department of Primary Industries
and Regions



2023 SOUTH AUSTRALIAN AGRICULTURAL TOWN *of the* YEAR



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PROGRAM INTRODUCTION

The Agricultural Town of the Year Award, proudly presented by the Government of South Australia and Solstice Media, highlights the vital role that agriculture plays in the regional landscape – being the backbone of most regional communities.

Introduced as a new award in 2019, the Agricultural Town of the Year award recognises South Australian towns that are excelling in agricultural practices and the flow on effect they have on regional communities.

The program endeavours to provide an avenue where communities can learn from one another which will play a role in building capacity and increasing growth in regional South Australia.

The award in 2019 was run alongside the Regional Showcase Awards program run by Solstice Media. By promoting the strengths and successes of regional communities and regional industries through an established platform such as Regional Showcase Awards, it is hoped this will play a role in attracting and retaining people to regional communities.

The Ag Town of the Year Award is announced and presented at the Regional Showcase Awards event each year in November, with the town receiving a celebration event in the following months.

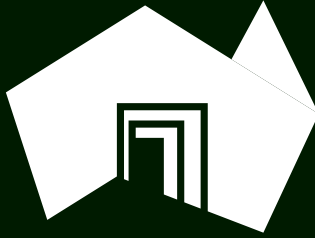


STAGE 1: NOMINATE A TOWN

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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).

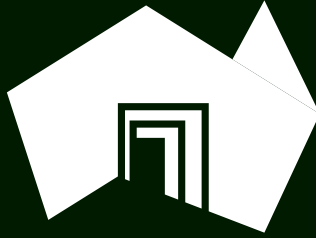


STAGE 2: VOTE FOR A TOWN

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HOW TO VOTE FOR A NOMINATED TOWN

Visit www.agtown.com.au and using the information provided please select the ONE Agricultural Town from the nominated towns listed.

Please select the town you feel has helped grow primary industries and driven regional development the most, and should be recognised as the Ag Town of the Year.

Your choice and vote could help that town be selected as one of the top 10 towns, and have the opportunity to be crowned the Ag Town of the Year.

Next step

Top 10 towns are chosen from the public vote.

Each of these towns will be invited to submit answers to the criteria questions, a photo gallery and short video if they wish to support their application.

Encourage community support and additional voting by downloading 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.

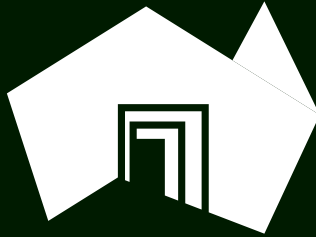


STAGE 3: TOP 10 TOWN SUBMISSIONS

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TOP 10 TOWN SUBMISSIONS

Step 1

Top 10 towns will be notified and invited to complete a detailed submission including additional criteria questions (please see page 13 for full list of questions).

Nominators, business associations and councils will be asked to collaborate to complete this submission which will include; the criteria questions, a photo gallery and short video (max 3 minutes, not compulsory) to support their application.

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.

Step 2

Independent judging panel to assess and announce 3 finalist towns.



CRITERIA QUESTIONS

The award will be given to the community and town that demonstrates excellence and the highest scores across all 5 questions and criteria over the past two years (April 2021 - April 2023), with the underpinning goal of growing primary industries and driving regional development.

An independent panel will judge applicants of the South Australian Ag Town of the Year against the following criteria. Please complete the following questions via the [online submission portal](#).

Question 1:

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

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? Please include any initiatives or activities that are working to develop the next generation of agricultural leaders. (min 100 words, max 350 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.

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 250 words)

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

Question 4:

How can has this community demonstrated its support and promotion of agriculture? (min 100 words, max 250 words)

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

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)

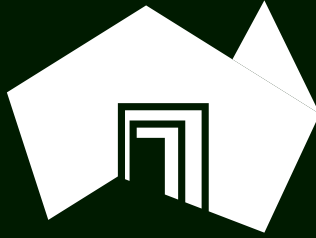
Criteria: Regional growth is supported by job creation and retention, embracing innovation, protecting biosecurity and generating ways to attract people and investment to the regions to grow agriculture.

STAGE 4: JUDGING PROCESS FOR FINALIST TOWNS

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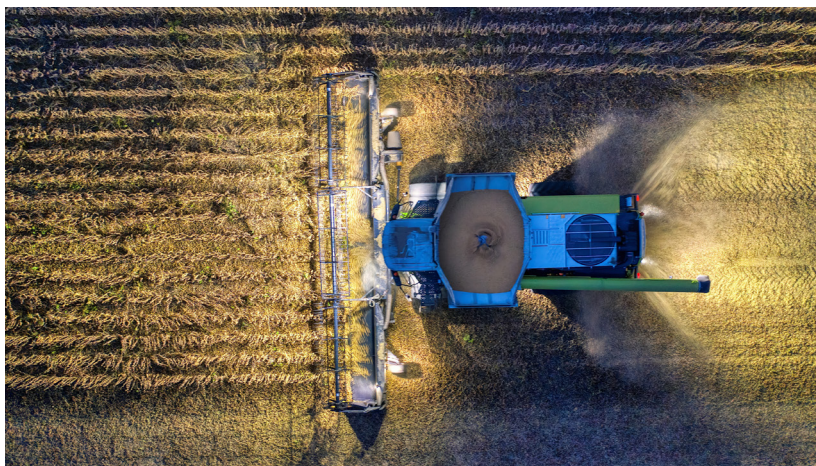


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TOWN VISITS FOR FINALIST TOWNS

What to expect for your town visit if you are a finalist town

- Once notified as a finalist town, PIRSA will get in touch to organise a date and time for your town visit with the Ag Town Independent Judging Panel.
- The finalist towns will be visited by an independent judging panel, a journalist from Solstice Media, a videographer for filming and PIRSA representative.
- The town visits are to focus on highlighting the criteria questions submitted by the town (as per page 13).
- A few days prior to the town visit, the town will be required to submit an itinerary showcasing their town's agricultural initiatives which supports the questions highlighted in their written submission.
- Keep in mind that the Judging Panel enjoy hearing from a diverse range of community members. For example, both men and women, different age groups, people with varying levels of experience and any recent agricultural award winners.
- Town visits will run for 4 hours in total. 3 hours will be allocated to visits and presentations, and then 1 hour at the end for networking and informal discussion.
- Keep timeframes in mind as the judges will need to leave on time. This is to ensure there is enough travel time to make it to the next town visit, and to make time allocations consistent for each town.
- The journalist from Solstice Media will be travelling with the judging panel, they will have a few questions for community members at each visit so please allow a few minutes for this.
- It has worked well when arrangements have been made for the Judging Panel to travel together.



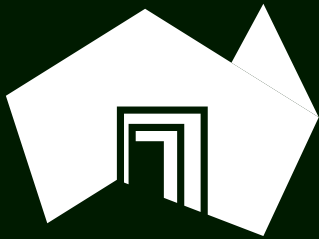
STAGE 5: AG TOWN OF THE YEAR ANNOUNCED
STAGE 6: CELEBRATION EVENT

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AG TOWN OF THE YEAR ANNOUNCED

The Ag Town of the Year winner will be announced at the Regional Showcase Awards celebration event, held on Thursday 9 November 2023.

The winning town will be provided with media exposure through *SALIFE* and *InDaily* published editorial articles.



Ag Town of the Year 2022 was awarded to Mypolonga.

AG TOWN OF THE YEAR CELEBRATION EVENT

The winning town will be awarded funds to hold a celebration event after the announcement.

GET IN TOUCH

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