

PROGRAM GUIDE

South Australian
**AGRICULTURAL
TOWN ^{OF} THE YEAR**

Initiative of



Government of South Australia

Department of Primary Industries
and Regions

Delivered in partnership with

INDAILY

CONTENTS

Program introduction _____ 3

Program overview _____ 4

Stage 1: Nominate a town

Why nominate your town _____ 6

Eligibility _____ 7

How to nominate _____ 8

Stage 2: Vote for a town

How to vote for a nominated town _____ 10

Stage 3: Top 10 town submissions

Top 10 town submissions _____ 12

Written submission questions _____ 13

Stage 4: Judging process for finalist towns

Town visits for finalist towns _____ 15

Stage 5: 2024 Agricultural Town of the Year announced _____ 17

Stage 6: Winning town celebration event _____ 17

Get in touch _____ 18

Program introduction

The Agricultural Town of the Year Award, an initiative of the Department of Primary Industries and Regions (PIRSA) and delivered in partnership with *InDaily*, highlights the vital role that agriculture plays in the regional landscape – being the backbone of most regional communities.

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 Award 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 Agricultural Town of the Year Award will be announced and presented at the South Australian Regional Showcase Awards on Thursday 24 October 2024, with a celebration event held in the winning town in the following months.



*Myponga, Fleurieu Peninsula
Benjamin Goode*

Program overview



Stage 1: Nominate a town

14 May 2024 – 5 June 2024

- Complete your town nomination on the Agricultural Town of the Year website.



Stage 2: Vote for a town

11 June 2024 – 27 June 2024

- Vote for a nominated town to win the Agricultural Town of the Year Award.
- Encourage community support and additional voting (please download the voting marketing material from the Agricultural Town of the Year website).



Stage 3: Top 10 towns

2 July 2024 – 31 July 2024

- Public votes collated and Top 10 towns notified and announced.
- Top 10 towns to complete their detailed written submissions, with the option to include photos.
- An independent judging panel determines the three finalist towns.



Stage 4: Town visits for three finalist towns

9 September 2024 – 11 September 2024

- Agricultural Town of the Year independent judging panel will conduct town visits.
- Solstice Media's videographer will capture each town's agricultural capabilities and initiatives.



Stage 5: Agricultural Town of the Year announced

24 October 2024

- The winner of the Agricultural Town of the Year Award announced at the South Australian Regional Showcase Awards event to be held on Thursday 24 October 2024.
- Winning Agricultural Town of the Year provided media exposure through *InDaily* and *SALIFE* published editorial articles and video footage.



Stage 6: Winning town celebration event

Late 2024/Early 2025

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

STAGE 1: NOMINATE A TOWN

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Why nominate your town

Entering the Award 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:

- Certificate and trophy presented by the Minister for Primary Industries and Regional Development at the Awards event.
- Sign for the town entrance recognising their achievement.
- Community event and sign unveiling to celebrate the 'Agricultural Town of the Year' win.
- Double page feature in the 2025 February edition of *SALIFE* magazine.
- Media exposure around the Award.
- Video highlights showcasing the regional development and agricultural contribution captured in the written submission, plus the people and places that make up the fabric of the community.
- Stories published to showcase the achievements of individuals and businesses that have made a significant contribution to the town.
- Networking opportunities with other regional towns.



*Lenswood, Adelaide Hills
Mish and Kirk*

Eligibility

Who is eligible to be nominated?

- Any regional town in South Australia can be nominated and enter the Agricultural Town of the Year Award. 'Regional' is defined by those towns that are located within Areas 1-6 on the [PIRSA Regions Map](#), 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

Nominate a town via the [nomination portal](#) and select a town you feel has helped grow primary industries and driven regional development the most, and should be recognised as the Agricultural Town of the Year.

A nomination can be made by anyone.



STAGE 2: VOTE FOR A TOWN

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How to vote for a nominated town

Once town nominations have been received, public voting will occur between 11 June to 27 June 2024. A voting toolkit is available to download from the Agricultural Town of the Year website, to encourage your local community to get behind the program by sharing on social media and enhance your town's opportunity.

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

STAGE 3: TOP 10 TOWN SUBMISSION

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Top 10 town submissions

Step 1

Each of the Top 10 towns will be contacted early July to seek their endorsement and acceptance for their town to proceed through to the next stage of the Award process and invited to complete a detailed written submission to five questions (as per page 13).

Photos that support the written submission can also be provided.

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.

PIRSA and *InDaily* will deliver a webinar to help guide the Top 10 town applicants in writing their submission. The webinar will also provide a platform for the Top 10 towns to connect and discuss shared learnings.

Helpful tips for your submission:

- Focus on your activities in the past two years rather than historical achievements.
- Focus on completed activities rather than planned or future ones.
- Be as specific as possible – give names of projects, companies, groups you are referring to, or share specific data or results that back up the success of your initiatives.
- Aim to use the entire word limit. We know you have lots to share, so please tell us as much about your town as you can!
- Consider getting input from lots of different people and groups including community members and council.

Keep coming back to the central focus that the judges want to know about – how is your town promoting and supporting agriculture.

Step 2

Independent judging panel to assess the Top 10 town submissions, with a judges meeting to be held on Monday 12 August 2024 to determine the three (3) finalist towns.

Finalist towns notified.



Williamstown, Barossa
South Australian Tourism Commission

Written submission questions

The Award will be given to the community and town that demonstrates excellence and the highest scores across all five (5) questions and criteria, with the underpinning goal of growing primary industries and driving regional development. An independent panel will judge applicants of the Agricultural Town of the Year against the following submission questions, that should focus on activities that have taken place within the last two years (July 2022 – July 2024).

Question 1

How has the nominated town and farming community helped grow primary industries to drive regional development? (min 100 words, max 400 words)

Note: this is an overarching question to help summarise the town's achievements; the following questions will require more detail.

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. bushfire, flood, drought, biosecurity, local community or industry challenges.

Question 4

How 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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Town visits for finalist towns

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

- Once notified as a finalist, PIRSA will get in touch to organise a date and time for your town visit which will occur between 9 September 2024 – 11 September 2024.
- The finalist towns will be visited by an independent judging panel, a journalist from *InDaily*, a videographer for filming and a PIRSA representative.
- 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 the written submission questions (as per page 13).
 - » Towns are encouraged to build 'activities-in-action' into the itinerary, where possible.
 - » Map inclusions are also helpful to assist the judges with their pre-visit planning.
- Transportation will be required for the judging panel town visit. It has worked well when arrangements have been made for the judging panel to travel together.
- 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 four hours in total. Three hours will be allocated to visits and presentations, and one hour for networking and informal discussions.
- The judging panel will need to adhere to a strict timeframe. This is to ensure there is enough travel time between town visits, and to make time allocations consistent for each town.
- The journalist from *InDaily* will have a few questions for community members at each visit, so please also allow a few minutes for this.



Rawnsley Park Station, Flinders Ranges & Outback
South Australian Tourism Commission

STAGE 5: AGRICULTURAL TOWN OF THE YEAR
ANNOUNCED
STAGE 6: WINNING TOWN
CELEBRATION EVENT

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2024 Agricultural Town of the Year announced

The Agricultural Town of the Year winner will be announced at the South Australian Regional Showcase Awards, to be held on Thursday 24 October 2024. Key community and council members from the finalist towns will be invited to attend, providing the opportunity to network and connect with members from other finalist towns.

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

Winning town celebration event

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

Wudinna: 2023 Award winner



GET IN TOUCH

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