

# Boonah Show Society Newsletter

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## JANUARY 2019

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Date Claimers	Meeting Dates
Show Ball 11 <sup>TH</sup> May, 2019	Management Committee Meeting :- Tuesday 22 <sup>nd</sup> January
Boonah Show:- 31 <sup>st</sup> May & 1st June, 2019	Show Meeting:- Tuesday 12 <sup>TH</sup> February
Show Campdraft:- 9 June, 2019	
Clydie Spectacular:- 15 <sup>th</sup> & 16 <sup>th</sup> June, 2019	

**HAPPY NEW YEAR** to everyone, hope you all had a great Christmas & a good break, and ready for another busy and exciting year! I know some good rain would make everyone feel a lot better, so we hope it is not too far away! I would like to welcome our new members to our "Show" family.

**SHOW REPORT.** Changes have all been made for the Schedules, and all the Sections have been updated on the Webpage. Still finalising some ads and Partner details for the Schedule, it will be ready to be printed next month. Looking forward to implementing all the exciting changes for this years show. Don't forget our next Show meeting on the 12<sup>th</sup> February, when we will really start putting all the details together! Looking forward to hearing what the different Sections are planning for their "interactive areas". Either in the Section if sufficient space, or a designated area with a variety of interactive activities for children/young people. "Show Experience Area".

**OFFICE BUSINESS:-** All of the Sections are now loaded and updated with Showday Online, I hope you have checked out Showday On Line by entering [www.showdayonline.com](http://www.showdayonline.com) for their web site, and if you are an Exhibitor, please register so you are ready for the show season! The Cooking & Textile Sections will be trailing Show Day this year. This does not mean that entries can **only** be received on line, we will be accepting all entries as usual, but then entering them into the program, and following the process for producing judging sheets, results, prize cards & prize money. If any other section is interested at this stage, just let me know. I will have a workshop some time in March, when we will do a "trial run".

**WORK TO BE DONE:-** We should have development approval from Council by the end of the month for the new "Ross McDougall" shed, so Boonah Sheds have been notified to be "shovel ready" to get this done ASAP. This has been an expensive, long drawn out and unnecessary process, but is now done & dusted!. The Dining Hall will be getting a facelift, with new doors & windows, floor coverings, painting & curtains, which will be a major improvement, the Office and Meeting room is having changes made, new benches have been done in the Fruit & Veg Section, the Prime Cattle Section will be building a new holding yard, 2 new grandstands are being made at Palen Creek, the Horticulture Section are making changes to their area, a new colourbond fence is being erected between the Caravan Park & Caretakers home, and a concrete slab for the bin area around the Dump point at the Caravan Park have all been approved, so it is going to be rather busy at the grounds in the next few months.

I am enclosing my report from the Think Tank which John & I attended on Tuesday. Hope you find it informative.

In closing, I must thank John Brent & Kay Stegeman for organising my nomination for the "Outstanding Contribution Award" for Queensland Shows, which will be announced at a Gala Dinner at Toowoomba on Saturday, the 19<sup>th</sup> January. There are 11 nominees from throughout Queensland, and it is a huge surprise and a bit embarrassing to be recognised for something which I love doing. I also thank John, Jim & Margaret, Anthony & Marissa & Ross & Jo who are attending the dinner to support me on the night. I feel very honoured to have been nominated.

Regards,

Beth Hern  
Secretary

**SHOWMEN'S GUILD & QCAS  
THINK TANK  
8<sup>th</sup> January, 2019**

**Program was facilitated by Rowan & Ella O'Hara, Sunshine Coast Show (Nambour) & Next Gen Committee**

**ANNOUNCER:-** Angus Lane

**PRESIDENTS WELCOME:-** Luke Hennessy, Showmen's Guild, David Peters, Australian Shows Council (ASC, NSW), Estelle Drynan, QCAS.

- Check Rain Ins. Accounts have been sent.

**Guest Speaker:- Lachlan Millar, MP for Gregory, Shadow Minister for Emergency Services & Volunteers**

- Volunteers. We need you now more than ever
- Engage Children
- Volunteers are priceless
- Importance Show play in introducing Agriculture to young People
- Link between Schools Ag Departments & Shows
- QCAS should be supporting the Ag Colleges at Longreach & Emerald, which the Government is closing next year.
- Shows are the longest serving community group in any district, play an important role in their Community.
- Jess Crawford, President Emerald Show Society thanked Lachlan Millar

**Oliver Hinton - Ticketing promotions - Tickety Bo**

- Check Canungra Show . Sold out for their Rodeo, all pre sell tickets.
- "After event" pay process.
- Cost 5% sales
- Does the advertising
- Spend reflects where the eyeballs are! Smart phones, Ipads, Computers.
- Social media is where the money is being spent
- 7 out of 10 people buy on line
- Facebook marketing
- Must have a defined social media strategy
- Mobile users for on line ticketing
- More money left to spend at show
- Data is king Plan
- Use great media releases
- Pre launch campaign, competition
- Announce tickets on sale, share, prize family pass
- Ticket prices, tiers, early bird, on line gate sales, have deadline
- Can we Pre sell show ride tickets on line?
- Encourage partners to promote to their customers
- Latest advertising options, ad targeting

### **Couch Session. Ella O'Hara. Next Gen**

**Emily Ryan , 2017 Rural Achiever NSW , Coomamble Show & Kait Schultz, 2017 Qld Miss Showgirl**

spoke on their experiences and the opportunities available through entering these competitions. Both had met on their prize trip to Canada to attend the Commonwealth Agriculture Conference.

- Noted the similarities and the differences between shows & agriculture. Importance of Shows in teaching people about where their food comes from.
- The importance of Agriculture and the role Shows play in educating people of all ages.
- Next Gen NSW have a member to attend every show throughout the state to help the show society
- Show ribbon - personal ribbon for outstanding contribution. NSW will share!
- Exchange program, between High Schools Ag Classes at show time. Eg, Mudgeeraba send students to Dalby Show & Dalby send Students to Mudgeeraba Show!.

### **Couch Session with Ella O'Hara - Showgirls & Rural Ambassadors**

**Brooke Cuddity, 2018 Qld Rural ambassador, Bell Show Society**

**Nathan Trace, Runner up,- Nanango Show Society**

**Emily Ryan, 2017 Rural Achiever**

**Josie Laird, 2018 Showgirl Finalist, Gympie Show Society.**

- Opportunity to see and understand how Different shows work
- Learn how to work with other people., different personalities, to promote youth in Ag
- Brooke Cuddity promotes Public speaking with Ag Students, have them judge 4 Apples!
- Shows are about Education.
- Bridging the gap between Town & Country
- Networking is the key. Use it.
- Qld Miss Showgirl have new rules & forms, now on line. Ella O'Hara is now the State Co-ordinator for Miss Showgirl Competition.
- Strong link between High School Ag Departments and their local Show. (3 of the above speakers were Agricultural Science Teachers, and were all heavily involved with their local shows.)
- Communicate with your Schools, let them know as early as possible (6 months notice) of any changes to your programs.

I Came away from this session convinced that our Show Ed & Junior Show Committee is so important, we must never let it falter, must keep it relevant, it is what makes our Show stand out from other shows.

I see the future for our show is bigger & better, we must take every opportunity to promote our show and make it exciting & fun.

### **Couch Session, - Points of Difference, as seen from a small Show point of view.**

**Judy Beyers, Oakey Show President**

**Ivan Hankinson, Maleny Show President**

**Conrad Schitzerling, Allora Show President**

**Sam Stephans, Alstonville Show President.**

- Needs to recognise the people of our Community who built the show. Recognise our History
- Maleny have a Volunteers Dinner on Sunday, 40 people turn up to clean the grounds & buildings, everything is finished by Sunday afternoon and they all enjoy a lunch together!
- Allora High School have a Community Service Award, Students receive recognition for working with the community. Show Gets a lot of support, must be in 2 hour blocks.
- Alstonville stressed the importance of a Business Plan, He took over a very fractured , troubled Show Society, establishing a Business Plan brought them together, now running a very successful show and Showgrounds.
- Associate Judges. Needs promoting, every show should have at least 5 Associate Judges each year. , they can be some of our own exhibitors who might like the opportunity to learn how to be a Judge!
- Allora run a Junior Bull Spectacular, Bulls are judged, then the members of the public are invited to Judge. Entry fee \$2-00. Creates a lot of interest and great feed back.
- Use entertainers to help in areas of the Show, eg, Crack-up Sisters entertained at Oakey's Official opening. Put the fun back into your Show.
- Don't take ourselves too seriously
- **FACEBOOK PROMOTION , constantly being repeated, cheap, no cost, in your face advertising.**
- Use a caption for advertising, eg, Pittsworth use "Come to our Show, say Gooday", "Gooday" is repeated constantly throughout their promotion & show.

- Use Mentors, not necessary to always focus on the youth, older community members also have a lot to offer. Use them.
- Shows can be Mentors for all ages.
- Really no difference between a small show or a large one, it's like making a cake, you need the same ingredients, just not as much!

### **Maximising Security & Counter Terrorism at our Shows.**

#### **Detective Inspector Colin Briggs & Acting Senior Sergeant Debbi Howorth.**

- The Public is a legitimate target in a public space.
- The following is all on the Webpage, [www.nationalsecurity.com.au](http://www.nationalsecurity.com.au). Counter Terrorism Guidelines , Self Assessment Tool, Security Audit.

#### **The following should be included in our Risk Management Plan**

- Procedure:- ESCAPE HIDE TELL
- Use of CCTV Cameras
- Look for suspicious behaviour
- Approach the person and ask if they need help, they may look lost! This can be a deterrent
- Unauthorised, suspicious looking people taking photographs, especially of children
- Be aware of bags or parcels left unattended, ask if they belong to anyone.
- If they don't have an owner, call police.
- Deterrent Communication, use of barriers
- Animal Rights/Ardini Protestors, be aware of people taking photos, gathering in small groups.
- They are looking for a Social Media presence.
- Shows can be a good protest environment

Once again, I found the "Think Tank" well worth attending, and as you can see, a lot of good information was gathered. Anyone attending for the first time is always very impressed. I was glad that John was able to attend for the morning session. I always come home feeling enthused, and also feeling pretty good about our Show, our Committee & our results. Talking with other Show Societies, you realise that not all Committees and Shows work as well as ours! However, there is always more to learn, and I hope, by reading these notes, everyone else may pick up on some new ideas.

I think the attendance was down this year, there were a lot of empty seats, and consequently, not as many opportunities to network. However, there was good representation from shows in NSW, 2 ladies from Katherine show, and all over Queensland, and I think also South Australia was represented. The drought throughout NSW & Western Queensland is having a huge effect on Communities, some shows in NSW are just not happening, which is really sad.

The entertainment area was well represented, but a lot of them were people we already use, Crack-up Sisters, Clive Featherby, KC fireworks, Emu Van, Memphis Movers. Did not find anything new & exciting!

The Lunch was up to its usual high standard, Christmas Dinner all over again.! The Club is Licenced, for anyone who likes a cold drink!

Regards

Beth

" This was my first attendance at this event. I met a few who I knew. It was really of great value to chat with others in the same line of business.

The opportunity that this event provides is second to none for those of us who have our ' show at heart'

Angus Lane who MC'ed the event is well known and he also knows so many identities though the show circuit- added to make the event more interesting. I should add that he mentioned the nomination of Beth in the upcoming Awards Dinner at TOOWOOMBA next Saturday.

There's more than 750 shows throughout Aust, all sizes but it's obvious that those that don't change to meet current day expectations will not be here. I know change is not easy, but it's about what your community want.

There's bucket loads of enthusiasm with those who attended.

I learnt a lot and am keen to explore the Electronic ticketing as used by CANUNGRA show last year. It's about harvesting the contacts of those who buy online and then using that for advertising show events.

Great day, in the long term, we should always be there"

John

