



# Expressions of Interest

Woodchop Bar & Grill  
Operation of Bar  
Miss Showgirl Competition  
Rural Ambassador Competition  
Young Farmer Competition  
Produce Section  
Alpaca Section



## The Guild returns

2019's Event sees the showman's guild and the Rockhampton Agricultural show recombine into one event. And with an unprecedented \$5 entry fee is set to be our biggest show ever!



# THE SHOW IS HOME AND IS BIGGER AND BETTER THAN EVER

## Traditions and Fair Fun

The rides and sideshows you love have returned and we're bringing back the rest of the Show bigger and better than ever. Check out the new blockbuster events and array of traditional displays online.

**\$5 ENTRY**

12-14 JUNE 2019  
[ROCKYSHOW.COM.AU](http://ROCKYSHOW.COM.AU)

# THE SHOW IS HOME AND IS BIGGER AND BETTER

## THE ROCKHAMPTON AGRICULTURAL SHOW BRINGS CITY AND COUNTRY TOGETHER

uniting the community in a fun filled, action packed 3 day event!! Celebrating its 146th year, this iconic event showcases the region's agriculture, horticulture and industry.

One of the Major regional shows on the circuit, the Show attracts thousands of people from all over with thousands of locals through the gates and thousands more exhibiting, there is not another annual event that can put you so directly in touch with your community and your target market.

We would like to invite you to engage with our patrons and receive the benefits of communicating directly to your local community through the Rockhampton Show.

With an anticipated audience of 20,000 attendees – this community event is the perfect opportunity to showcase your business and connect with our local community!

There are two ways you can be involved. You can Sponsor a Section or be a General Sponsor or a combination of both. These options are outlined in the following pages for your consideration.



# Woodchop Bar and Grill

## Opportunity

Situated in prime position on the Cremorne Lawn and a stone's throw from the Woodchop Arena, a unique opportunity exists to bring the best steak, lamb, wines and cheeses to the 2019 Rockhampton Show. Rockhampton is a typical 'foodie' town whereby the population enjoy treating their taste buds on regular occasions!

## The Space

There are multiple sites available which can be customised to suit your set up requirements

Applicants will be required to present an area that is appealing to the public and must include decorations, tables, chairs, table cloths etc.

## The Cost

A site fee will be applicable however will be customised based on sizing requirements.

## Assessment of Submissions

You are required to submit a proposal to us that incorporates the following information:

1. How your pop-up restaurant will add value to the community
2. Outline of set up within an indoor and/or outdoor site including a photo
3. Outline of staff presentation, number of staff and level of customer service training
4. Willingness and provision of appropriate licenses (food, gas, liquor etc)
5. Outline of experience as a pop-up bar at other events including quantity and quality

## Benefits and Contributions

Joining us at this event poses many opportunities to increase revenue for your business/organisation. Along with financial benefits, this event can increase several other aspects of working with us.

- Direct exposure for your business/organisation.
- Positioning within a key location and high traffic area within the event.
- Additional exposure on social media and other media platforms through people video/photographing spaces and performances.
- Opportunity to introduce your product to a new market and access a new audience for your product.
- Media and marketing promotions.

## Partnerships

The Rockhampton Agricultural Show is a community celebration and community involvement is vital to its success. The partnership program will include general financial sponsorship, sponsorship of key festival zones or events as well as in-kind sponsorship. Partnering with the festival supports:

**Branding Alignment** - Connect to community in a meaningful way by working together to enhance our mutual target audiences.

**Market Advantage** - Leverage the festival as well as other partnerships and marketing activities.

**Reputation** - Our partner's reputations reflect upon the festival as much as the festival reflects on their brands. The festival innovates and creates positive brand image.

**Building Wealthy Community** - Bringing our community together and contributing to our economy.

If you are considering your partnership with the event, please express your interest in your proposal when submitting your application.

## How to apply

If you are interested in submitting an Expression of Interest, we ask that you send us your submission outlining the items based in Assessment of Submission.

## Conclusion

To discuss further please don't hesitate to contact us.

Applications are due by 31 January 2019.

Contact: Bev Marston

Phone: (07) 4936 8035

Email: [show@rrc.qld.gov.au](mailto:show@rrc.qld.gov.au)

Website: [rockyshow.com.au](http://rockyshow.com.au)



# Operation of The Peoples Bar

## Opportunity

This year, we are calling for expressions of interest to operate and manage a licensed bar during the Rockhampton Agricultural Show. Over 20,000 attendees are expected to visit the three day event and the addition of a licensed bar would be a popular crowd pleaser.

## The Space

The “your business name here” Bar will have the best seat at the Show overlooking the Showgrounds main arena. Kick back on the deck or relax in air-conditioned comfort, it will be the place to be once the sun goes down. The Bar is fitted with existing bar infrastructure in place.

*\*\*Please note: As per liquor licencing regulations, this space will require service of food and may become a shared space.\*\**

## Assessment of Submissions

You are required to submit a proposal to us that incorporates the following information:

1. How your pop-up bar will add value to the community
2. A pricing plan consisting of two options for consideration:
  - Profit sharing agreement
  - Fee for service
3. Outline of staff presentation, number of staff and level of customer service training
4. Willingness and provision of appropriate licenses (food, liquor, staff RSA's)
5. Outline of experience as a pop-up bar at other events including quantity and quality

## Benefits and Contributions

Joining us at this event poses many opportunities to increase revenue for your business/organisation. Along with financial benefits, this event can increase several other aspects of working with us.

- Direct exposure for your business/organisation.
- Positioning within a key location and high traffic area within the event.
- Additional exposure on social media and other media platforms through people video/photographing spaces and performances.
- Opportunity to introduce your product to a new market and access a new audience for your product.
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**Reputation** - Our partner's reputations reflect upon the festival as much as the festival reflects on their brands. The festival innovates and creates positive brand image.

**Building Wealthy Community** - Bringing our community together and contributing to our economy.

If you are considering your partnership with the event, please express your interest in your proposal when submitting your application.

## Conclusion

To discuss the potential possibilities of working together further, please submit your proposal to the below email address outlining the assessment requirements. We are also happy to clarify any questions you may have before submitting your proposal.

Applications are due by 31 January 2019.

Contact: Bev Marston

Phone: (07) 4936 8035

Email: [show@rrc.qld.gov.au](mailto:show@rrc.qld.gov.au)

Website: [rockyshow.com.au](http://rockyshow.com.au)





# Miss Showgirl & Rural Ambassador Competition

## Opportunity

An opportunity exists for those who wish to have further involvement with the Rockhampton Agricultural Show and in particular Miss Showgirl and Rural Ambassador. This is an opportunity to become part of a team to assist with the coordination of the Miss Showgirl and Rural Ambassador competition and become a mentor for the Miss Showgirl and Rural Ambassador entrants. This will require you to become part of a working committee and oversee all components required such as sponsorship, fundraising and guidance through competition assessments.

*\*\* Please note that this is a volunteer position only. Volunteers are compensated with an official VIP volunteer pack, including free entry, rides, show merchandise and networking opportunities. No salary package is offered. \*\**

## About Miss Showgirl

The Miss Showgirl Award seeks young ladies within the Rockhampton Region to represent the Rockhampton Agricultural Show for 12 months. Do you have an engaging personality, charm and a strong sense of community spirit? This is the competition for you!

Young ladies 18 years and under 28 years, unmarried, living in the Rockhampton and surrounding communities with lots of personality and some general knowledge about the Show are eligible to enter. The competition is not a beauty contest, nor is it an intelligence test, it is a competition where the winner is introduced as the ambassadorial representative of the Rockhampton Agricultural Show. The Award provides an opportunity to improve skills in leadership, community involvement, key management and confidence.

## Rural Ambassador Award

The Rural Ambassador Award is open to males and females, 20 to 30 years of age who have a strong commitment to the rural industries and an involvement and passion for the Agricultural Show movement.

The aim of the Rural Ambassador Award is to highlight the importance of young people in rural and regional Queensland, in particular those associated with the Agricultural Show. The award identifies those people actively involved in their local Show, who have a sound knowledge of current rural issues affecting their local areas, Queensland and Australia and have a strong affiliation with agriculture.

The award seeks young people who symbolise the rural spirit - people with vitality who are forward thinking and with a passion for the land and local agricultural shows.

The competition is run on four levels - The local Show winner progresses to a Sub-Chamber final where the winner competes in the State Final held during the Royal Queensland Show (EKKA). The winner of the State Final then competes at the National Final held at a State Royal Show. This is a national competition, but with New Zealand joining us in 2008 it has expanded to international status.

This is a wonderful opportunity for young people wishing to enhance their confidence and meet other young people with the same interests.

## Assessment of Submissions

You are required to submit a proposal to us that incorporates the following information:

1. Experience with this position or a similar position
2. Experience in the agricultural industry
3. Experience working with sponsors
4. Experience in a mentoring capacity

## Benefits and Contributions

Volunteering is about making a difference in the community however it can also benefit you personally by gaining experience, learning new skills, making new friends and challenging yourself in a supportive environment.

The Rockhampton Agricultural Show is one of Central Queensland's largest events, which could not be staged without the help of a tireless community of volunteers.

Be rewarded by being part of a team who puts together your regional show.

## How to apply

To apply, kindly email the Show Committee on the email below outlining the criteria set out in the Assessment of Submission.

## Conclusion

To discuss further please don't hesitate to contact us.

Applications are due by 31 January 2019.

Contact: Sharnie Friske

Phone: (07) 4936 8253

Email: [show@rrc.qld.gov.au](mailto:show@rrc.qld.gov.au)

Website: [www.rockyshow.com.au](http://www.rockyshow.com.au)



# Young Farmer Competition

## Opportunity

An opportunity exists for those who wish to have further involvement with the Rockhampton Agricultural Show and in particular the Young Farmer Competition. This is an opportunity to become part of a team to assist with the coordination of the Young Farmer Competition. This will require you to become part of a working committee and oversee all components required such as the Show event and coordination of resources, time and budget required.

*\*\* Please note that this is a volunteer position only. Volunteers are compensated with an official VIP volunteer pack, including free entry, rides, show merchandise and networking opportunities. No salary package is offered. \*\**

## About Young Farmers Competition

The Young Farmers Challenge is an obstacle course where teams complete a number of problem solving tasks designed around agricultural and farming skills.

The Young Farmers Challenge is an opportunity to showcase agricultural and farming skills of youth in the community.

The objectives of this challenge are to:

- Promote farming skills and techniques while using appropriate equipment through a set of practical field activities.
- Give exposure to new technologies for efficient farming.
- Promote safety at work and safe work methods, including the use of personal protective equipment and first aid.
- Showcase farmers as energetic, hardworking and multi-skilled people, in an action packed demonstration.
- Engage, educate and entertain rural youth, as well as the general public, from both metropolitan and rural backgrounds.
- Create a competition with integrity. A competition for real farmers with a strong and established reputation.
- Promote further youth involvement in shows and show societies.

## Assessment of Submissions

You are required to submit a proposal to us that incorporates the following information:

1. Experience with this position or a similar position
2. Experience in the agricultural industry
3. Experience working in an Event environment
4. Experience working with sponsors

## Benefits and Contributions

Volunteering is about making a difference in the community however it can also benefit you personally by gaining experience, learning new skills, making new friends and challenging yourself in a supportive environment.

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Website: [www.rockyshow.com.au](http://www.rockyshow.com.au)



# Produce Section

## Opportunity

The opportunity exists for schools who wish to have further involvement with the Rockhampton Agricultural Show in the Produce Section. This is an opportunity to work alongside Rockhampton Regional Council staff and assist with the coordination of the Produce Section.

*\*\* Please note that this is a volunteer position only. Volunteers are compensated with an official volunteer pack however no financial package is offered. \*\**

## Benefits and Contributions

Volunteering is about making a difference in the community however it can also benefit you personally by gaining experience, learning new skills, making new friends and challenging yourself in a supportive environment.

The Rockhampton Agricultural Show is one of central Queensland's largest events, which could not be staged without the help of a tireless community of volunteers.

Be rewarded by being part of a team who puts together your regional show.

## How to apply

If you are interested in being involved, we ask that you send us an email outlining why you'd like to be involved in the Produce Section of the Rockhampton Agricultural Show and any experience you have in the Produce Industry.

## Conclusion

To discuss further please don't hesitate to contact us.

Applications are due by 31 January 2019.

Contact: Sharnie Friske

Phone: (07) 4936 8253

Email: [show@rrc.qld.gov.au](mailto:show@rrc.qld.gov.au)

Website: [rockyshow.com.au](http://rockyshow.com.au)



# Alpaca Section

## Opportunity

The opportunity exists for schools who wish to have further involvement with the Rockhampton Agricultural Show in the Alpaca Section. This is an opportunity to work alongside Rockhampton Regional Council staff and assist with the coordination of the Alpaca Section.

*\*\* Please note that this is a volunteer position only. Volunteers are compensated with an official volunteer pack however no financial package is offered. \*\**

## Benefits and Contributions

Volunteering is about making a difference in the community however it can also benefit you personally by gaining experience, learning new skills, making new friends and challenging yourself in a supportive environment.

The Rockhampton Agricultural Show is one of Central Queensland's largest events, which could not be staged without the help of a tireless community of volunteers.

Be rewarded by being part of a team who puts together your regional show.

For more information on becoming a volunteer with the Rockhampton Agricultural Show please contact the Show Committee on [show@rrc.qld.gov.au](mailto:show@rrc.qld.gov.au) or visit the website [www.rockyshow.com.au](http://www.rockyshow.com.au).

## How to apply

If you are interested in being involved, we ask that you send us an email outlining why you'd like to be involved in the Alpaca Section of the Rockhampton Agricultural Show and any experience you have in the Alpaca Industry.

## Conclusion

To discuss further please don't hesitate to contact us.

Applications are due by 31 January 2019.

Contact: Sharnie Friske

Phone: (07) 4936 8253

Email: [show@rrc.qld.gov.au](mailto:show@rrc.qld.gov.au)

Website: [rockyshow.com.au](http://rockyshow.com.au)



## **FOR FURTHER DETAILS**

The 2019 Rockhampton Show Committee

**EMAIL** [show@rrc.qld.gov.au](mailto:show@rrc.qld.gov.au)

**PHONE** (07) 4936 8253