

RAS Strategy 2018

The RAS exists to inspire members to promote rural excellence, sustainability and innovation

How we will do that

With Integrity

In Collaboration

Adding Value

Hunting New Opportunities

What we will do

Be member driven

Nationally we will provide:

- Development of the Competitors and Friends of the Society concept

Districts will:

- Provide practical support to members

Ensure relevance

Nationally we will provide:

- Brand promotion

Districts will:

- Encourage locally relevant competitions

Strengthen the movement

Nationally we will provide:

- Relationships with stakeholders
- Sponsorship and partners
- Prestigious Royal Shows/Events
- A communications plan including competitor engagement

Districts will:

- Create local fund raising plans

Develop a new generation

Nationally we will provide:

- Youth development

Districts will:

- Build connections with local youth

Establish professionalism

Nationally we will provide:

- Development of officials
- Leadership Development

Districts will:

- Share their expert skills