



RAS STRATEGY

RAS vision

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

RAS values

- With integrity
- In collaboration
- Adding value
- Hunting new opportunities

What will the RAS do

- Be member driven
- Ensure relevance
- Strengthen the movement
- Develop a new generation
- Establish professionalism

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

Be member driven

Nationally we will provide:

- Development of the Competitors and Friends of the Society concept

Districts will:

- Provide practical support to members

Nationally we will:

- Enable people to become a Competitor or a Friend of the Society, receiving information on the RAS and the movement

Districts could:

- Develop a list of people willing to help other shows
- Identify key resources that can be borrowed e.g. show jumps, pens/yards, equipment etc
- Identify discounts that shows can access e.g. buying power
- Recommend suppliers

Ensure relevance

Nationally we will provide:

- Brand promotion

Districts will:

- Encourage locally relevant competitions

Nationally we will:

- Promote the RAS brand via communications to members, media releases, branded items

Districts could:

- Develop a district high points award e.g. something that spans several shows
- Develop a type of competition suited to the area e.g. focus on wine; forestry; grain etc
- Work with interested shows to set up new competitions, demonstrations or displays relevant to their local primary industries

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

Nationally we will:

- Find new sponsors with shared interests
- Run Royal competitions in each island every year
- Run competitor feedback sessions

Districts could:

- Find ways to raise money to fund what they want to do in their district e.g. raffle, labour hire, selling items, dinners
- Decide what they want to fund and find a way to pay for it e.g. youth development
- Work with local business on areas of mutual interest

Develop a new generation

Nationally we will provide:

- Youth development

Districts will:

- Build connections with local youth

Nationally we will:

- Run youth development competitions e.g. young judges
- Support the national youth committee

Districts could:

- Connect with local schools
- Work with the Young Farmers in their area
- Run sessions coaching youth on competing and judging
- Set up Youth Committees

Establish professionalism

Nationally we will provide:

- Development of officials
- Leadership Development

Districts will:

- Share their expert skills

Nationally we will:

- Develop a secretary induction process
- Review the Equestrian Judging qualification process
- Develop a leadership program

Districts could:

- Identify local people with expert skills, and with their permission, share their contact details or advice with shows
- Share what shows in the district do e.g. in health and safety, promotion etc
- Run official development days locally

Nationally

At a national level the
executive identified 5
projects

National Projects

- Embed competitor feedback opportunities
 - Be member driven
- Development of the Competitors and Friends of the Society Concept
 - Be member driven
- Build the kudos of Royal Shows and Events
 - Strengthen the movement
 - Ensure relevance
- Stakeholder relationships and engagement project
 - Strengthen the movement
 - Ensure relevance
- Development of youth, officials and judges
 - Develop a new generation
 - Establish professionalism

Districts

Each district was asked to
identify at least 3
projects

Districts will identify projects to:

- Be member driven
 - Provide practical support to members
- Ensure relevance
 - Encourage locally relevant competitions
- Strengthen the movement
 - Create local fund raising plans
- Develop a new generation
 - Build connections with local youth
- Establish professionalism
 - Share their expert skills

Northern District projects

1. Communication with shows and competitors
2. Youth positions on councils
3. Home industries handbook

Mid Northern District projects

1. On farm competition
2. Establish a Mid Northern Champion competition
3. District committee members attending shows and meetings

Western District projects

1. Communication within the district
2. Show managers workshop
3. Youth engagement at district level

Eastern District projects

1. Develop youth
2. Increase competitor numbers
3. Build funds via facebook auctions

Central District projects

1. Database of available resources, skills and people
2. Administrators weekend
3. Biannual tutor judges workshop

Southern District projects

1. Administrator day
2. Equestrian accumulator
3. RAS stall at field days and shows
4. Fund raising initiatives

What's next

- Get involved - volunteer
- Strategy implementation reporting at meetings
- Report back on progress at conference 2020