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# **REGIONAL FINALS: SEASON 59**

## **COMMITTEE GUIDELINES**

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## SEASON 59: REGIONAL FINAL CONTESTS

Firstly, a huge thank you from the NZYF Team for convening a Season 59 Regional Final – we couldn't do it without you! We're excited to work with you and make this a memorable experience for all.

The following guidelines will support you and your team with the planning and execution of your Regional Final. The NZYF Events Team is here to assist and work closely with you throughout your event. If you have any questions or concerns, please don't hesitate to contact us!

### THE ROAD TO GRAND FINAL

The FMG Young Farmer of the Year is New Zealand's ultimate rural challenge. The contest showcases the depth of skill and knowledge driving the primary industries forward. The contest is open to all NZ Young Farmers members, with the aim of finding New Zealand's best young farmer.

Regional Finals are the second round of the contest. You'll be testing the top eight contestants from your Region who've already been put through their paces at the District Final(s) to qualify for the next round. This is where you and your committee come in.

The contestant who has the highest combined score from the challenges presented at your Regional Final will be named the Season 59 Young Farmer of the Year from your Region and will move on to compete against the six top contestants from the other Regions.

It's important that the tasks you set are of a high enough standard to really challenge the contestants to make sure your Region is well represented at the Grand Final.



## CONTEST OBJECTIVES

The goal is to host an engaging and fun community event and ultimately find the top young farmers in your region. Each Convenor will have direct support from a member of the National Office Events team, and we'll work alongside you to develop a successful Regional Final Contest and deliver it on the day.



## SELECTING YOUR COMMITTEE

Events are a cooperative venture with many people involved. It takes time, teamwork and good planning to execute a successful event. There are no hard or fast rules in selecting a committee, but it's important to select the most suitable people for each role.

Approach people you think fit the key roles and show motivation/interest toward the event. Fill your team with a range of skills and people with a positive 'can-do' attitude – selecting the right people will make for a seamless planning process.

The newly formed committee should get together in the early stages to do some team building: learn each other's skills and strengths, discover community and sponsor ties, build trust and communication. NZYF members should be approached to join the committee first; however, non-members are welcome to help. Alumni are a great resource.

## CONFLICT OF INTEREST

NZYF requires all Regional Final Convenors to sign and return a Non-Disclosure Agreement around the confidentiality of their event challenges and elements. This document will be shared with you upon confirmation of convening.

Please note that contestants or their family members/partners may not be involved with the planning of the contest in any way. This is a conflict of interest.

Any conflicts of interest must be disclosed to the Event Manager.

(POLICY FOR COMPETING – FROM THE CONDITIONS OF ENTRY)

None of the following will be eligible to compete any further than the District level in the Contest. The following may only enter to compete once registrations have closed and if capacity allows. The following are not eligible to place or collect prizes:

- a) Contest Sub-Committee members;
- b) Members of the organising committees for any of the District, Regional or Grand-Final; and
- c) NZYF staff.

3a. At the discretion of the NZYF Contest Sub-Committee, the following will be eligible to compete in the contest if the relationship to rule 3 above is disclosed and the conflict of interest is appropriately managed and a non-disclosure agreement is signed and returned to the NZYF Events team:

- a) Family members, household members and partners of Contest Sub-Committee members;
- b) Family members and partners of NZYF staff and board members;
- c) Family members, household members and partners of District, Regional or Grand Final organising committee members;
- d) Any potential perceived conflict of interest

More information available - <https://www.youngfarmers.co.nz/contest-rules-season-59>

# COMMITTEE ROLES

## Regional Final Convenor

The Regional Final Convenor is responsible for the operational management and administration of the Regional Final and will report directly to the NZYF Events Manager.

Responsibilities:

- Recruit committee and identify their roles and responsibilities
- Liaise regularly with the Events Team and relay relevant information from the committee
- Book the Practical Day, Exam, and Evening Show venues in conjunction with the Events Manager – see venue section for further details
- Oversee the smooth preparation and implementation of the various aspects of the Regional Final
- Facilitate communication amongst the committee
- Forecast potential problems and solutions and ensure deadlines are met
- Promote a positive attitude towards health and safety pre, during and post the event
- Provide ongoing feedback and evaluation, recognise and reward all committee members and volunteers
- Book overnight security for the Friday night practical venue
- Organise catering for the volunteers setting up on Friday (this will be paid for by NZYF)
- Supervise post-event tasks and final reporting

## Practical Day Manager

The Practical Day Manager oversees all aspects of Practical Day in conjunction with the Head-to-Head Manager, Farmlet Manager and the Regional Convenor.

Responsibilities:

- Work with the Regional Convenor to source an appropriate venue and identify underground and overhead services, taps, and any power sources
- Ensure adequate and safe parking is available
- Work with the Farmlet and Head-to-head Managers to organise all aspects of the challenges including judges, equipment, scoresheets, tasks and red flag judges
- Work with the Health and Safety Manager to ensure that all aspects of Practical Day are safe for contestants and spectators, including communicating any hazards, safety barriers, or required PPE
- Arrange testing of the challenges prior to the Regional Final
- Ensure that all necessary safety equipment and machinery are in safe working order with guards fitted
- Ensure that the judges are experts in their field and are thoroughly briefed on all aspects of the contest. Briefings will be supplied by NZYF
- Finalise the required gear needed by contestants and a tips and tricks resource at least 3 weeks prior to the event

- Work with the Regional Convenor, Event Manager and Health and Safety Manager to determine if the event is safe to go ahead in adverse weather conditions
- Determine a tie-breaker – it's recommended to use the highest score of the most practical & challenging activity
- Assist in briefing contestants on Practical Day
- Organise food and beverage for sale – this could be a fundraising BBQ or food trucks. It's greatly appreciated when coffee carts are available as early as possible. *Please note: There is a strict no alcohol policy – selling, drinking or having alcohol on site at Practical Day is off limits, our Practical Days are strictly alcohol-free events.*

### **Head-to-Head Manager**

The Head-to-Head manager is responsible for coming up with the 2 x Head-to-Head challenges. See Head-to-Head section for more details.

Responsibilities:

- Develop 2x Head-to-Heads that are challenging and engaging for spectators
- Source 8 identical sets of materials and equipment for each challenge
- Communicate the required gear to the Practical Day manager
- Communicate hazards to the Health and Safety Manager
- Provide a rundown of each task to the Regional Convenor
- Develop a simple scoring system, NZYF has scoresheet templates available
- Communicate space requirements for the Head-to-Heads with Practical Day Manager.
- Provide judges who are capable of judging the challenge
- Organise a team of people to help set up all tasks prior to Practical Day and pack down after the challenges
- Appropriately dispose of any materials or products made during the challenge – raffles/auctions are a great way to recoup costs!
- Oversee the Head-to-Heads on the day and be prepared to troubleshoot any problems
- Brief contestants and judges on Practical Day

### **Farmlet Manager**

The Farmlet Manager plans all aspects of the Farmlet. See Farmlet section for further details.

Responsibilities:

- Create and design all elements of the Farmlet to provide consistent & challenging tasks for contestants and source all materials required for Farmlet
- Co-ordinate with the practical day manager, to incorporate the varying number of modules within the Farmlet time window.
- Source 8 identical sets of materials and equipment for each challenge
- Communicate the required gear to the Practical Day manager
- Provide a rundown of the Farmlet to the Regional Convenor & Event Manager

- Develop a simple scoring system – a template is available
- Organise judges who are qualified to judge the Farmlet
- Communicate all hazards and required PPE to the Health and Safety Manager
- Communicate space requirements for the Farmlet with Practical Day manager
- Organise a team of people to help set up all tasks prior to Practical Day and pack down after the challenges
- Appropriately dispose of any materials or products made during the challenge – raffles/auctions are a great way to recoup costs!
- Oversee the Farmlet on the day and be prepared to troubleshoot any problems

### **Evening Show Manager**

The Evening Show Manager is responsible for organising the Evening Show. They will work with the NZYF Events Manager for ticketing, timelines and floor plans. See the Evening Show section for further details.

Responsibilities:

- Assist the Regional Convenor to book an appropriate venue with consultation with the Events Manager – see venue section for further details
- Develop a theme/style for the evening
- Organise catering and ensure that dietary requirements are catered for
- Recruit a team of helpers to assist with set-up and pack down of the event
- Organise an appropriate stage if one is not already available at the venue
- Organise three evening show judges
- Obtain a liquor license if the venue does not supply one
- Designate a responsible and sober person to oversee the evening and act as a Fire Warden
- Advocate for responsible alcohol consumption
- Supply two people to help with ticketing at the door
- Assist in ensuring that audience members are quiet and respectful during the quiz
- Work with Events Manager on the floorplan
- Ensure there is a private room for contestants & MC before going on stage
- Ensure signage for the evening show has only the sponsors' detailed. Local supporters or other businesses are not allowed to display any logos/signage at the evening show, as this is strictly reserved for sponsors only

### **Treasurer**

The Treasurer's job is to ensure that all financial aspects of the Regional Final are managed. See the Finance section for further details

Responsibilities:

- Ensure all committee members provide GST receipts for all purchases
- Pay accounts and issue invoices
- Help to set the price for the Evening Show tickets
- Prepare final accounts for auditing – this will need to be sent to the Events Manager after your Regional Final

## Question Writer

The Question Writer is responsible for setting the questions for the AgriKnowledge quiz. See Quiz section for further details.

**This is a highly specialised role – it may be appropriate to seek assistance from the wider community; however, confidentiality is strictly enforced.**

Responsibilities:

- Source questions from different experts within the food and fibre sector and compile them into the Regional Final question template supplied by National Office
- Assess the questions for consistency and accuracy and follow the template provided
- Layout the questions in the approved format for each round
- Ensure questions are varied, represent the wider food and fibre sector, and are challenging for all contestants. Avoid all general knowledge questions
- Questions are strictly confidential and must not be shared with anyone outside of the question writers and National Office

Please send the questions to **Events@youngfarmers.co.nz** at least **10 weeks** before your event. Once submitted, questions will be sent to the National Question Committee for auditing and approval.

## Health & Safety Manager

The Health and Safety Manager oversees all health and safety requirements at the Regional Final. They will report directly to the Regional Final Convenor and the Events Manager prior to the event. The Health and Safety at Work Act 2015 outlines that we as an organisation must take all reasonably practicable steps to ensure people's safety.

Responsibilities:

- Ensure that health and safety is always at the forefront of everyone's mind during the planning and implementation phases
- Work with the Practical Day, Farmlet, and Head-to-Head Managers to ensure that activities comply with the health and safety policies and industry standards, and that appropriate PPE is either supplied or communicated to contestants to bring as part of their gear list
- Notify the Events Manager of any hazards at your event that aren't listed on the health and safety induction
- Circulate the health and safety induction to relevant people and ensure that they have inducted prior to arrival or when they're on site
- Complete the Risk Assessment and Emergency Information documents with the Regional Convenor and return to National Office no later than 2-weeks prior to your event
- Ensure all health and safety signage is put up on Practical Day and clearly mark out any hazards on site (i.e., holes or uneven ground, live underground services, main roads, neighbouring livestock)
- Act as the health and safety warden on the day to manage any hazards and document any incidents immediately

- Identify an Evacuation Plan in case of an emergency
- Identify the closest medical facility
- Source 8 red flag judges – previous contestants and convenors are a great option. National Office will inform red flag judges of the rules
- Work with Evening Show Manager to delegate Fire Warden and ensure they are on-site for duration of event

## **Secretary**

The secretary works closely with Regional Convenor and Events Manager to ensure secretarial aspects of the event are managed. It's important to document meetings and actions throughout the planning process.

Responsibilities:

- Supply the start-up information to the NZYF Events Manager and ensure the committee contacts and designated roles are kept up to date
- Take minutes of meetings and make sure all tasks are actioned appropriately and accurately
- Plan the dates, times and locations of committee meetings, confirm the agenda and send out all necessary notices and make reminder calls when needed
- Communicate changes and important information to the Convenor to relay to the Events Manager
- Record feedback regarding the planning process to help with ongoing improvements to contest

## **AgriKids & FMG Juniors Young Farmers Liaison**

(1-2 Committee Members)

The liaisons for AgriKids & FMG Junior Young Farmer of the Year will work directly with the AgriKids and FMG Junior Event coordinators to assist with their planning and execution on-site.

Responsibilities:

- Support in the set-up, execution, and pack down of the event and source volunteers for the day, including;
  - A timekeeper
  - 2x Scorers
  - Registration support (at least 1 person)
  - Module hosts (if needed)

**This role may also be required to reach out to local schools to encourage registrations.**

## **Social Media & Marketing**

It would be great if you had someone on your team who can manage the marketing/social media aspect of your event and act as a direct contact with the NZYF Marketing and Communications team.

Responsibilities:

- Posting on club/regional social media channels in the lead up to the event and on the day
- Advertising the event to other clubs and locals
- Creating hype around the event and contestants
- Liaising with the Marketing and Communications team about local news outlets and being their contact on the day

## **NZYF National Office Events Team**

The Events Team oversees all the FMG Young Farmer of the Year contest events and works closely with the committee, volunteers and sponsors to execute a successful and positive experience.

Responsibilities:

- Assist in venue selection
- Liaise with contest sponsors to confirm involvement
- Provide guidance in all areas of organising the Regional Final
- Provide a training workshop for each committee to learn what is required for the Regional Final if requested
- Organise the container transport and manage inventory
- Organise AV and the Emcee for the event
- Provide templates and request appropriate information from Regional Convenors
- Send the questions to the Questions Committee to be approved and audited
- Send Payment of the start-up grant to each regional committee
- Manage communication with contestants
- Manage ticketing for the Evening Show
- Coordinate three scorers for Practical Day & Evening Show and oversee scoring
- Manage all aspects of the FMG Junior Young Farmer of the Year and AgriKids contests
- Determine the layout and timeline of Practical Day
- Assist in briefing contestants and module hosts
- Act as emergency controllers and first aid officers at Practical Day
- Set up stage set Friday morning before event.
- Liaise with AV and MC around show rehearsal which takes place at 4.00pm on Friday.
- Contestant Briefing 30 mins before doors open.
- Quiz questions and scoring
- Photography, marketing and social media
- Signage at evening show venue
- MC Scripts
- Brief Evening Show judges
- Manage all aspects of the AgriKnowledge quiz

## VENUE SELECTION

There are a few things to account for when selecting venues. Where possible, try to book a venue that can host both Practical Day and the Evening Show or are within 5 minutes of one another. It's helpful if the exam venue is on-site too.

### Exam Checklist

- A room large enough to fit 9x desks set up in exam conditions
- 9x desks
- 9x chairs
- The extra desk and chair are for the exam proctor

### Practical Day Checklist

- A large, flat area that is approximately 1 hectare
- Either has no underground services, such as water pipes or power lines, or underground services are known and easy to avoid
- Space that is accessible to a truck to deliver two shipping containers – be mindful of the ground condition to ensure the truck doesn't get stuck
- Adequate space for digging
- Bathroom facilities
- Cell phone service
- Parking that is close to the activities and is ideally gravel/concreted
- Booked for at least the Thursday – Sunday
- A central place for the containers to be placed

Please note – there are additional considerations if your Practical Day is happening within an A&P show. Please let the Event Manager know if this is the case.

### Evening Show Checklist

- Space for 200 people seated comfortably
- Space at the side for production and scoring
- A stage of at least 10m for the stage set
- Separate space for a band and dance floor
- Space for caterers and bar
- A green room for the Emcee
- Strong cell phone service
- Power
- Access to taxis is ideal
- Booked for **all day on Friday for AV to set up, as well as Saturday and pack down on Sunday if required**

**PLEASE LET US KNOW IF YOUR VENUE IS NOT SUITED TO THIS LIST**

## THE CHALLENGES

Scoring is broken down to represent the wide range of skills and knowledge required by the modern farmer. Your committee's task is to create challenges that match this objective and fit within the scoring breakdown below;

| Challenge     | Task         | Points | Responsible                 |
|---------------|--------------|--------|-----------------------------|
| AgriBusiness  | Exam         | 80     | National Office             |
| AgriKnowledge | Quiz         | 80     | Committee & National Office |
| AgriSkills    | Farmlet      | 80     | Committee                   |
|               | Modules      | 120    | Committee & National Office |
| AgriSports    | Agri-Sport   | 40     | Committee                   |
|               | Head-to-Head | 40     | Committee                   |

It's important that there are clear marking criteria and a tie breaker for all tasks.

Scoring is completely confidential before and after the event. If a contestant wishes to discuss scoring, please direct them to the Event Manager. No judges may discuss scoring with contestants.

**The committee must submit a short video two weeks prior to the event with some "tips and tricks" that hint at what the contestants should study up on. Examples are on the Info Hub.**

### **AgriBusiness – 80 points**

#### **Exam**

National Office will oversee the Exam.

### **AgriSkills – 120 points**

#### **Modules (x6) – 20 points each**

Modules are a set of six 20-minute tasks that are a mix of practical and theory that contestants complete throughout the day. They should be relevant to current practices and engaging for contestants and spectators – avoid contestants sitting down with pens and paper!

National Office will confirm which sponsors will host modules, and then your committee will fill gaps by reaching out to local supporters to host modules.

- Each contestant has 20 minutes at a module. This will include the time it takes to brief them, score their attempt, and reset the module for the next contestant.
- A module must be consistent for all contestants
- Modules must follow NZYF's health and safety policies, particularly regarding PPE. Module judges are allowed to intervene in the instance that a contestant is completing the task in an unsafe manner
- Health and safety should be included in the scoring of the module
- A module should supply all required equipment, including PPE

- Module judges should be experts in their field and competent to host the module
- Modules must be set up and ready to go by 7:00am
- There will be a briefing for all module hosts
- Please let National Office know of any dietary requirements

### **Farmlet – 80 points**

The Farmlet is a practical challenge designed to mimic a typical day of tasks on farm. Your committee has the opportunity to get creative with the challenge to ask contestants to use their kiwi ingenuity and showcase their practical knack.

- Each Contestant has their own Farmlet that they work on throughout the day
- You will need to set up 8 identical Farmlets with the exact same set of materials
- The Farmlet must be spectator-friendly – avoid small/fiddly tasks that are difficult to see from the sidelines
- You may need multiple judges for the various tasks
- Ensure that the Farmlet is well-rounded and doesn't focus on one specific type of farming system

### **AgriSports – 80 points**

#### **Head-to-Heads (x2) – 40 points each**

You will organise two 30-minute Head-to-Heads. All contestants will complete the challenges at the same time so be mindful to ensure that the tasks are spectator friendly.

#### **Head-to-Head 1 (40 Points total)**

- 5 minutes for briefing and 25 minutes for the task
- 8 identical sets of materials/equipment
- To be judged on quality of the final product rather than speed
- The task should be 100% practical

#### **Head-to-Head 2 (40 Points total)**

- Points are allocated for finishing/placing as well as the quality of their work
- Think of a series of tasks that they must complete before continuing to the next
- This is the final task of the day so should be entertaining to spectators and use the last bit of energy contestant have – we want them to puff!
- Be easy progression through the tasks, not spending too much time one aspect.
- Involve noise, action, height (makes interesting viewing), emotion.
- Aim for all contestants to be able to complete the challenge.
- Display today's primary industry and best practices within industry.
- Be fair for all competitors with ranging backgrounds, farming types and gender.

Tasks, which are time-consuming such as putting together a kit set wheelbarrow, may lose spectator interest and are not recommended.

- The point breakdown for positions is as follows:
  - 1st - 10 points
  - 2nd - 9 points
  - 3rd - 8 points
  - 4th - 7 points
  - 5th - 6 points
  - 6th - 5 points
  - 7th - 4 points
  - 8th - 3 points

### **Head-to-Head Set up**

The most common layout style is where all eight Contestants compete side by side giving the effect of a race. This is popular with the crowd as they can easily see who is leading.

A variation of this could be a wedge shape which works effectively when the Contestants begin with the larger items and end up finishing down the narrow end. This way the crowd can gather, and it builds the intensity at the finish.

### **Judges**

Judges need to be organised by the **Practical Day Manager** for modules (if not hosted by sponsors), Farmlet and Head-to-Heads.

Judges are to be briefed by the Convenor and Practical Day Manager on all safety aspects of the module they are overseeing prior to the event. The judge is authorized to intervene if a Contestant is undertaking an activity in an unsafe manner.

Judges should include in their points breakdown, an allocation for the competitor's attention to safety aspects and industry standards. Judges are required to abide by all Health & safety rules and guidelines.

Judges are to maintain consistency with all contestants to ensure fair practices across all contest elements.

### **AgriKnowledge – 80 points**

#### **Quiz**

The AgriKnowledge Quiz happens at the Evening Show. Once the Question Writer has submitted their questions in the provided template, they will go through a series of auditing. The Evening Show Manager will organise 3 judges to make decisions about the validity of answers and to keep track of the quiz in real time.

- Make sure the judges have a spread of expertise and are comfortable with making decisions regarding contestants' answers
- Provide National Office with Judges' contact details once confirmed

National Office will manage all other aspects of the AgriKnowledge Quiz.

# TIMETABLE

## Wednesday

Containers arrive

## Thursday

NZYF team arrive and start set up, usually working with convenors on the layout of the event and setting up standards and reels – no items of value to be left out overnight Thursday due to no security.

## Friday

**8:00 - 9:00am** – Set-Up all remaining details as security will be booked for Friday Night so valuables can stay out overnight

**5:00pm** – Gear check and contestant briefing & AgriBusiness Exam

## Saturday

**6:00-6:30am** – Events team arrive to set up remaining items and prepare for contestant arrival

Below is timetable for the day relevant to FMG Young Farmer of the Year Contestants

| Time  | Contestant 1                                                          | Contestant 2 | Contestant 3 | Contestant 4 | Contestant 5 | Contestant 6 | Contestant 7 | Contestant 8 | Time  |
|-------|-----------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------|
| 7:30  | Module Host Briefing                                                  |              |              |              |              |              |              |              | 7:30  |
| 7:40  | Contestant Briefing - H&S (NZYF), Modules (NZYF), Farmlet (Committee) |              |              |              |              |              |              |              | 7:40  |
| 8:00  | M 1                                                                   | M 6          | M 5          | M 4          | Farmlet      | Farmlet      | Farmlet      | Farmlet      | 8:00  |
| 8:20  | M 2                                                                   | M 1          | M 6          | M 5          |              |              |              |              | 8:20  |
| 8:40  | M 3                                                                   | M 2          | M 1          | M 6          |              |              |              |              | 8:40  |
| 9:00  | Farmlet                                                               | Farmlet      | Farmlet      | Farmlet      | M 4          | M 3          | M 2          | M 1          | 9:00  |
| 9:20  |                                                                       |              |              |              | M 5          | M 4          | M 3          | M 2          | 9:20  |
| 9:40  |                                                                       |              |              |              | M 6          | M 5          | M 4          | M 3          | 9:40  |
| 10:00 | Head to Head                                                          | Head to Head | Head to Head | Head to Head | Head to Head | Head to Head | Head to Head | Head to Head | 10:00 |
| 10:40 | M 4                                                                   | M 3          | M 2          | M 1          | Farmlet      | Farmlet      | Farmlet      | Farmlet      | 10:40 |
| 11:00 | M 5                                                                   | M 4          | M 3          | M 2          |              |              |              |              | 11:00 |
| 11:20 | M 6                                                                   | M 5          | M 4          | M 3          |              |              |              |              | 11:20 |
| 11:40 | Farmlet                                                               | Farmlet      | Farmlet      | Farmlet      | M 1          | M 6          | M 5          | M 4          | 11:40 |
| 12:00 |                                                                       |              |              |              | M 2          | M 1          | M 6          | M 5          | 12:00 |
| 12:20 |                                                                       |              |              |              | M 3          | M 2          | M 1          | M 6          | 12:20 |
| 12:40 | Lunch                                                                 | Lunch        | Lunch        | Lunch        | Lunch        | Lunch        | Lunch        | Lunch        | 12:40 |
| 13:10 | Agri-Sport                                                            | Agri-Sport   | Agri-Sport   | Agri-Sport   | Agri-Sport   | Agri-Sport   | Agri-Sport   | Agri-Sport   | 13:10 |
| 13:40 | Pack Up                                                               | Pack Up      | Pack Up      | Pack Up      | Pack Up      | Pack Up      | Pack Up      | Pack Up      | 13:40 |
| 16:00 | Rehearsal                                                             | Rehearsal    | Rehearsal    | Rehearsal    | Rehearsal    | Rehearsal    | Rehearsal    | Rehearsal    | 16:00 |

## CONTEST INFORMATION HUB

The Information Hub will have all the information and documents that you need. There are some that we required you to fill out and send back to us;

Start-up Grant Form

Questions Template

Container Gear list

Budget Template

Emergency Information Sheet

Risk Assessment Template

Scoresheet Templates

Support Proposal and Letters (to share with potential local supporters)

Social Media Templates and Brand Collateral

## CONTAINERS

NZYF will bring two shipping containers of equipment to the contest. Equipment has been bought by NZYF or has been generously gifted by contest sponsors and is available for use; however, all gear must return to the containers in the same condition as it came out.

A set of Milwaukee tools and chainsaws will be lent to each contestant for use. Each chainsaw must be checked for oil, chain condition and tension by a competent member of the committee prior to use.

The container will be delivered to site on the Wednesday before the event and will require someone to be on site to direct the driver where to place them. National Office will liaise with PTS and will provide a map for placement, however, it's always helpful to have someone on site to receive them. We will give the driver the Regional Convenor's cell phone number to contact.

Containers will be picked up on the Monday after the event.

PTS is a Contest Sponsor, and we greatly appreciate the time they take to deliver our containers all around the country, so please show this gratitude to the drivers.

## Marketing & Media

The NZYF Marketing and Communications team will develop collateral for you to use to promote your event with your fellow members and the wider public, working with your allocated social media/marketing manager.

They'll be in touch closer to your event with a Dropbox link with assets that you can use across your channels.

All media will be managed by the NZYF Marketing and Communications team including media pitching/invites and winner's announcements.

Any crisis management should be dealt with by the National Office Marketing Team, please do not discuss anything with the media and contact National Office Marketing Team immediately. If you foresee any negative publicity for whatever reason, please contact the National Office Marketing Team immediately and discuss how to handle it and mitigate it moving forward.

Winners and results must not be posted to social media until it's been posted by on NZYF's official media channels.

## **AgriKids & FMG Junior Young Farmer of the Year**

The AgriKidsNZ and FMG Junior Young Farmer of the Year contests will run in conjunction with the FMG Young Farmer of the Year Regional Final. The committee are required to have two members dedicated to helping at these contests, which includes the set-up and pack down of the events and helping on Practical Day.

Majority of the crowd will be concentrated around the FMG Junior and AgriKids, so please ensure enough space for the contests at the venue.

Please note, AgriKidsNZ and FMG JR Young Farmer Practical Day timeline changes for each Regional Final, as it is based on the number of teams registered and will be shared by the relevant Events team coordinators prior to the event.

## **PRACTICAL DAY - ENTERTAINMENT & FOOD**

It's important to offer something for all the supporters who come along to watch your event. A lot of families and school groups travel a long way to get to the event, so they're hungry when they arrive! Please consider the following when planning:

- Food trucks – invite local food trucks for people to have something to eat throughout the day. Try to get a wide variety of food (hot and cold as well as healthy options).
- Coffee carts – these are guaranteed success, especially with the early start! We ask that one coffee cart is available for 7:00am.
- Breakfast – putting on bacon butties in the early hours certainly goes down well first thing in the morning, but not required
- Fundraiser BBQ – invite local schools or clubs to run a fundraiser BBQ (great way to recoup costs)
- Local entertainment – local community entertainment groups to bring vibrancy to the day

**LUNCH WILL BE PROVIDED FOR ALL CONTESTANTS, COMMITTEE, MODULE HOSTS, RED FLAG JUDGES, AND FARMLLET/HEAD-TO-HEAD JUDGES BY FMG. PLEASE CONSIDER PROVIDING MORNING TEA.**

## **EVENING SHOW**

The AgriKnowledge quiz happens at the Evening Show. This is a chance for NZYF to host contest sponsors, other VIPs, as well as for the community to get together to support and celebrate the contestants.

While the Evening Show is a chance for members to socialise, please keep in mind that it's a chance for NZYF to host our sponsors to thank them for investing in the contest. A number of important guests attend the Evening Show, including Members of Parliament, Board Members, and CEOs – all people who are interested in the future of NZYF and its members – so the Evening Show must showcase NZYF positively.

The Evening Show Manager will ensure that the following needs are met:

### **Venue**

The venue should seat 200 people comfortably and have a stage of at least 10m to fit the stage set for contestants.

National Office requires space to the side of the room for production and scoring – we'll discuss this with you when deciding on the floor plan, but please keep this in mind when deciding on a venue.

Also know that the band won't have access to the stage so there will need to be space for them to set up and for a dancefloor.

Please liaise with the Event Manager prior to booking a venue to ensure suitability. See venue section for further details.

### **Seating**

Seating should be organised either at tables for dinner or in theatre style. If you are going with theatre-style seating, there must be a separate area for dining where people can sit down to eat their meal.

Check that your venue supplies tables and chairs – you will need to hire some if not. NZYF will work with you to determine how many seats you require based on ticketing.

And think about table dressing and centre pieces to match your theme or show off your Region. Take the chance to really wow your guests!

NZYF will have some A5 booklets with information on the Regional Events for each of the tables, but these won't take up much space and can work around your own decorations.

## **Catering**

You are required to organise catering for a dinner –. Contact the Events Manager to confirm your budget and catering plan before locking in with the caterers. Average meal costs from the past years have been between \$20 to \$35 per person and we would recommend buffet style. Any issues with this please don't hesitate in reaching out to the Events Manager

Dinner can be served either on arrival or during the break in the quiz – however the latter is preferred.

## **Bar**

The Evening Show Manager must organise a bar to manage the sale of alcohol if the venue does not supply one. Please reach out to your local council to understand the local licensing laws and timelines to ensure that your license is issued in time.

NZYF promotes responsible drinking and does not tolerate or condone intoxication at NZYF events.

## **Entertainment**

Once the quiz wraps up, it's a great opportunity to keep people together and finish the night on a high note. Think about what will best suit your members, venue, and budget.

Some options include:

- **Live music** – hire a popular local band, solo artist, or acoustic duo to keep the atmosphere buzzing. The band must be set up by 3:30pm on the Saturday as we have a closed rehearsal at 4:00pm sharp.
- **DJ or playlist** – create a dance floor vibe with a DJ, or put together a curated playlist for a more relaxed setting.
- **Karaoke** – always a crowd favourite for fun and laughs.

## **National Office Tickets**

National Office has an allocation of tickets for contestants, sponsors, staff, and other VIPs – you will be told this number by the Event Manager. NZYF will cover the cost of these tickets. Any tickets not used will be put into the pool of tickets to be sold as general admission.

## **Ticket Price**

The ticket price must cover the cost of the evening. You will need to figure out how many tickets you need to break even based on capacity, meal cost per head, venue costs, other hire fees, the band, and theming. You should budget for low numbers (ie.100) but aim for high numbers (i.e. 200) so you cover your costs.

You may want to allocate a number of tickets for your committee or local supporters that are complimentary or sold at a lower cost.

Once ticket prices have been set, National Office will manage all aspects of ticketing online. Please remember the sooner all your information is provided, the sooner you can start selling tickets.

On the night of the evening show, the Events Team will provide access to scan tickets through an app. Two committee members may be required to help with the ticketing. All ticket sales will be credited to your Regional Final account within 30 days after your Regional Final. If you have any questions or concerns in relation to ticketing, you can contact the Events Manager.

Please note – the NZYF Events Team will oversee all ticketing prior to the event and will communicate directly with the Evening Show Manager regarding attendee numbers. Door sales are allowed at the discretion of the Evening Show Manager – these will not be managed by National Office.

### **Audio Visual (AV)**

NZYF will contract a professional AV company to supply all the technical requirements of the Evening Show. AV will require four trestle tables & 8 chairs to the side of the venue close to the stage. You will also need one trestle with 4 chairs at the front of the room for the night show judges. This may reduce your event capacity. Please contact Events Manager to plan accordingly.

The venue **must be booked from Friday morning** for AV set up and rehearsal, Saturday all day and access on Sunday morning for pack down. Sunday pack down is more for the committee and is not mandatory.

Please note, a closed rehearsal will take place with Events Manager, AV & MC on Friday at 4:00pm.

Things to consider when selecting your venue:

- How many people per table? (aim at least 20 tables with tables large enough to fit 10 per table)
- Is there a kitchen? (i.e. enough to cater 200 people – confirm requirements with caterer)
- Stage size and AV equipment available at venue. Please see the photos below for what will need to go on stage. You have the 8-contestant stage set pieces and Te Radar's stage set. A stage needs to be a minimum of 10m.
- Where could you put buffets and bars? Or is there a function room which can be used?
- Is there a dressing room for contestants to use before going on stage?
- What tables and chairs are available for to use? (If none are available, remember the cost to hire)
- Is there space for the AV tables to go along one side (three large trestle tables) – with a view of the stage? We suggest these tables are set-up away from the bar and food.
- Are there toilet facilities available?
- Note where the fire escapes are – these cannot be blocked.
- Can the entrance be controlled for ticketing?
- Does the venue hold a liquor license?
- Is venue available in all weather conditions and does not have outside noise disturbing the quiz?
- Is there parking available?
- Is there cell phone service?
- How far is the venue from Practical Day?

## Stage Set Dimensions

Lectern (Te Radar) - 1172mm mm high and 700mm wide 530mm deep.

(8) Contestant Sets - Each stage piece is 972mm high and 700mm wide 530mm deep. lightbox on top which adds 200mm in height (please note the below photo's stage is at Grand Final size, this photo just clearly shows the full stage pieces)



## QUIZ

A question template will be provided by National Office – please follow this exactly as it's standardised across the whole contest. The completed document must be sent to the Event Manager at least 10 weeks prior to the event. Please ensure that the questions are kept confidential.

The objective of the quiz is to test the depth and competency of our contestant's knowledge across a wide range of relevant and topical agricultural topics and showcase the knowledge required for modern farming to our audience.

## Useful Resources

The internet is a very useful tool for helping with writing questions however, care needs to be taken that information gathered is relevant and up to date. Websites that provide industry information such as DairyNZ, Beef & Lamb etc. all have accurate resource information.

Newspapers may have good information, but they need to be double checked for technical correctness. Many books are also good guides to use when checking or formulating questions – however please check publishing dates to ensure that information is still correct. Please also be careful when using AI tools as they aren't always 100% accurate.

Sponsors and other industry experts are also useful to contact for questions.

## Who Am I

Choose someone relevant in the Primary industry that all contestants will know and provide 4 hints to who they are. The hints will need to range from hard to easy. Competitors will write their answer down for each round and hand it in. Te Radar will not announce the Who Am I answer until the very end.

# SPONSORSHIP

## SPONSOR EXCLUSIVITY

Sponsor exclusivity is one of the most important rights to a sponsor so we must protect their investment in us. **Any involvement by a directly competing company is strictly prohibited.**

The Events team will inform you on the sponsors involvement at your Regional Final event. For any practical challenges you're required to use sponsors' products and services first.

For clarification on the above please contact National Office.

## SEASON 59 CONTEST SPONSORS

As of August 2026, our sponsor family includes:

- FMG
- Ravensdown
- MPI
- Milwaukee
- New Holland
- Swannndri
- Lincoln University
- PTS Logistics
- ACC

## SEASON 59 CONTEST SUPPORTERS

- Mitchpine
- Hynds

If there are any changes to this sponsor family, the Events Team will let you know ASAP.

## SUPPORT VS. SPONSORSHIP

Other local, non-conflicting companies may support the contest by supplying equipment and assistance. They are known as "local supporters" and must not be referred to as sponsors.

Up to 3 signs at their module is allowed, however nothing larger than a paddock gate.

It's good practice to provide morning tea and lunch for your module hosts. Any other acts of thanks are appreciated too.

## FINANCES

Most Regions have an existing Regional Contest account. Contact the previous year's Treasurer or the Regional Treasurer to enquire.

Please keep track of all incomings and outgoings to ensure an accurate record of the cost of the event. There is a budget template on the Contest Info Hub for you to use if you wish. It's helpful if you could please supply National Office with your budget afterwards.

### Start-Up Grant

Each committee will be supplied a start-up grant to help cover costs. This will be paid out once the Start-Up Form and Questions have been submitted to the Event Manager. These can be found on the Contest Info Hub and the deadline is **December 1st**.

### Tickets

The profit made from the ticket sales for your Regional Final will be processed to the preferred account within 30 days of the evening show. National Office does not keep any percentage of the ticket sales.

### Auctions or Raffles

A helpful way to recoup costs is to auction or raffle off anything that is made on Practical Day – i.e. gates, planter boxes, dog houses etc. This can be done at the Evening Show either through the MC or by silent auction. Please let the Events Manager know if this is something you'd like to do and make sure you clearly mark who's is whose and have a way for people to transport them home.

### Grants

Most Regional Councils have grants that they give to help with community events. Reach out to your local council to see what they have on offer. You should aim all grant applications towards Practical Day as this is a free community event, and be sure to include the AgriKids and FMG Junior Young Farmer of the Year in your application.

### Other Fundraising Ideas

- BBQ on Practical Day
- Home baking on Practical Day
- Raffle/Auction off a helper for a day

## Confidentiality

All people who help with the planning and execution of the Regional Final are being trusted to keep information completely confidential.

## Regional Contest Mentor

Introduced last year, we have a regional volunteer role known as the Regional Contest Mentor as an available resource to support you and your committee with the planning of your Regional Final event. This role is a regional advisory and support role. Its purpose is to assist NZYF National Office Contest team by being a local support person within their region and to provide advice and direction when planning an FMG Young Farmer of the Year event. Some examples of assistance the Regional Contest Mentors can provide is in venue selection, question writing, evening shows, sounding board for practical challenge difficulty levels, health & safety and many more.

NZYF will share with you their contact information to touch base and vice versa.

## NZYF KEY CONTACTS

### Events Manager

Sophie Herriott

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021 261 8021

### Event Coordinator – FMG Young Farmer of the Year

Michael Buttery

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### Event Coordinator – AgriKids and FMG Junior Young Farmer of the Year

Isabella Hanning (FMG Junior Young Farmer of the Year) – Starting 28<sup>th</sup> September 2026

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Phone Number TBC

Bronte Malcolm (AgriKidsNZ)

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### Marketing & Communications Manager

Josh Mangos

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021 962 164

### Brand Manager

Lucy Field-Dodgson

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020 400 49162

## Document Sharing and Deadlines

| Document Name                           | Purpose                                                                                                                                                                                    | Located                              | Returned to Events Team                                                                                    |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|------------------------------------------------------------------------------------------------------------|
| Start Up Form                           | To share crucial information regarding your upcoming Regional Final Event. Once the information is received, NZYF will then process your \$1000 Start Up Grant into the designated account | Contest Info Hub                     | Returned by <u>Tuesday 1<sup>st</sup> of December 2026</u>                                                 |
| Question Template                       | A template for committee to complete with the questions for the contestants at the Evening Show                                                                                            | NZYF Events Team will share with you | <u>At least 10 weeks prior to the event</u> , to ensure Question Committee has time to Audit before event. |
| Container Gear List                     | Share with Committees what tools are in the container                                                                                                                                      | NZYF will share with you             | Not Applicable                                                                                             |
| Budget Template                         | A template available for committees to use                                                                                                                                                 | Contest Info Hub                     | Post Event                                                                                                 |
| Emergency Information & Risk Assessment | To share all the relevant Health & Safety details with NZYF Event Team                                                                                                                     | Contest Info Hub                     | Returned at least 2-weeks prior to your event                                                              |
| Scoresheet Templates                    | Available for committees when scoring your challenges                                                                                                                                      | Contest Info Hub                     | Not Applicable                                                                                             |
| Support Proposal & Letter               | To use when looking for local supporters                                                                                                                                                   | Contest Info Hub                     | Not Applicable                                                                                             |
| Social Media Decals                     | Available for clubs & regions to share promoting event                                                                                                                                     | Contest Info Hub                     | Not Applicable                                                                                             |
| Contestant Gear List                    | Additional tools Contestants need for Practical Day                                                                                                                                        | Committee Create                     | Returned at least 2-weeks prior to your event                                                              |
| Committee Tips & Tricks                 | Video including hints of what the challenges may include                                                                                                                                   | Committee Create                     | Returned at least 2-weeks prior to your event                                                              |

Contest Info Hub - <https://www.youngfarmers.co.nz/hub/contest>