

PRESENTED BY



THE RURAL YOUTH ORGANISATION OF TASMANIA

AGFEST 2018

TASMANIA'S PREMIER FIELD DAY



— GROWING RURAL TASMANIA —



MEDIA KIT



SMOKE FREE PUBLIC EVENT

3-5 MAY

QUERCUS PARK CARRICK

  AGFEST.COM.AU



NO PETS ALLOWED EXCEPT TRAINED SERVICE ANIMALS

CHAIRMAN'S WELCOME

Welcome to Agfest 2018. It is with great pleasure that I am addressing you as Agfest Chairman for the 36th Agfest. Myself, along with the whole team are excited to bring you another fantastic Agfest, a great showcase for Tasmania's rural industries.

Agfest remains Tasmania's premier rural event, and is among the biggest and most successful field days in the country. It is the only field day to be run by a volunteer committee of Rural Youth Volunteers aged 15-30.

With over 704 exhibitors accepted this year and attendance numbers increasing Agfest continues to go from strength to strength. We have made a considerable number of upgrades to the site this year. Including the new road way leading to and from the Eastern Gate to our Equine Expo, upgrading power within Quercus Park, the introduction of the Quercus Park United Kennel Club, who will be showcasing their canines throughout the event and the introduction of Junior Cattle Handling in Beef Expo.

All Tasmanians have touch points with agriculture, Agfest is not only an opportunity to celebrate Agriculture and the people who make it happen, it is also an opportunity to educate and learn from industry leaders.



OWEN WOOLLEY
Chairman

DID YOU KNOW?

Rural Youth owns the farm "Quercus Park" which was purchased in 1986 to use for Agfest. Each year, under the "Capital Development Program" members continue to upgrade the facilities, to improve patron and exhibitor satisfaction.

Personally, Agfest has been a big part of my life over the past seven years. I have held many different roles on the committee, including Central Arena, Safety, Assistant Operations, Security and Assistant Waste Coordinator.

As well as my involvement in Agfest, I have also held multiple roles on different committees within Rural Youth Tasmania. From club level in Kingborough Huon Rural Youth or through roles on Rural Youth State Council (now Rural Youth Board), all these roles have provided me with a really strong foundation to be able to take on and build from the previous Chairmen and Committees.

Ever since my first Agfest it has been an ambition of mine to become Chairman, I am proud to lead the team bringing you Agfest 2018. An event that brings all Tasmanians together.

There are so many things to see and do at Agfest 2018. We hope you enjoy our event and welcome you to get in touch with us at any stage.



STATE PRESIDENT'S WELCOME

It's that time of year again! Agfest is just around the corner and Rural Youth members and staff are busy getting everything together to make sure we provide an outstanding event. Rural Youth are proud of the achievements of our members and it is fantastic to see young people coming together to offer patrons 3 days of great entertainment, education, shopping and, of course agriculture. All of this cannot be achieved without the great work of passionate and hard-working volunteers. Members happily give up their time for a once in a lifetime opportunity to help organise and run Agfest.

The past 12 months for Rural Youth has been a great success. As a team, we have accomplished a whole organisation restructure, including a new constitution and strategic plan. This offers members a chance to build capacity with skills such as leadership, governance, communication and people management in a new environment reflective of modern times. Members have been busy taking on their new roles and seeking out different opportunities.

This year we opened up the Young Farmer of the Year Competition to non-members to encourage further involvement and we also welcomed two new main stays to the organisation with the



ASHLEY EVANS

State President

DID YOU KNOW?

Rural Youth members often take annual leave (or in some cases leave without pay) in the lead up to, and over the 3 days of Agfest, to ensure it retains a reputation of being one of the best organised field days in the country.

Discover Agriculture program and the Young Agricultural Professionals Network. Both of these initiatives provide young people with the opportunity to learn more about the agriculture industry and how they can be involved.

Community development is a big focus for Rural Youth and this was rewarded at the Launceston Chamber of Commerce Business Awards, with the organisation taking out the Building Communities award. Our hard work is paying off.

All of our achievements are made possible with funding from Agfest. We are proud to say that the opportunities provided to members through organising the event also extend throughout the rest of the organisation. Young people are creating opportunities for other young people.

We are also making sure that our facilities are up-to-date with significant investment in to the Quercus site this year. We are always on the lookout for ways to improve the event and can't wait to see what ideas our members will bring to the table.

HERE'S TO ANOTHER GREAT AGFEST IN 2018!



2018 AGFEST EVENT HIGHLIGHTS

There is something for everyone at Agfest, whether you have never stepped foot on a farm or you live and breathe agriculture we guarantee you will find something of interest at Agfest 2018.

New for this year we have a junior cattle handling display. Ever wondered how and why people show cattle or what they are judged on? Come along and visit the marquee to find out more and then watch them parade in TJM Central Arena.

The children's favourite Seedhouse Tasmania animal nursery returns as does KAAP, with plenty of fun stalls such as Waxhands Tasmania, Vista Kite and Toymania.

The Betta Milk Unique Taste Pavilion is bursting at the seams with delicious Tasmanian food and beverages to try.

The Peter Brock Memorial 4x4 track is harder than ever and Tasmanian 4WD enthusiasts will push their skills and vehicles to the limits over three days. There will be roll over, recovery and vehicle modification demos plus a rock crawler zook will be making an appearance.

The Equine area is in full swing, with a new roadway built to make it more accessible even 'non horsey' patrons will be able to enjoy watching cowboy dressage and extreme free jumping. With plenty of shopping available up here all equestrians will enjoy this area.

The TasNetwork Craft Pavilions have undergone a revamp also, with a refocus on true craft products. Two sheds in 2018 will be fully filled with local Tasmanian artisans showcasing their goods.

The Business and Lifestyle Expo also new in 2018 contains new and innovative businesses servicing the agricultural industry.

In 2018 the Marine Precinct is sponsored by Marine and Safety Tasmania. Did you know that there are over 30,000 registered vessels in Tasmania? 1 in 17 people have a registered boat.

As always underpinning the event are the spectacular machinery exhibitors who bring their innovative and state of the art equipment for display and sale to Agfest.

DID YOU KNOW?

Rural Youth Tasmania has approximately 250 members and Agfest is organised entirely by volunteers (current and past members of Rural Youth).



SPONSORS

LIKE MOST MAJOR EVENTS, WE ARE INDEBTED TO OUR SPONSORS

DIAMOND

Radio
Site M08

chilli 90.1fm
home of the hottest hits
Site M70

LAFM
89.3 Launceston's Best Mix
Site M70

TJM TASMANIA
4X4 EQUIPPED Launceston • Hobart • Burnie
Site M53

UNIVERSITY of TASMANIA
Site 409

PLATINUM

hazellbros
Site M56

Tasmanian COUNTRY
The AGREST newspaper
Site S39

Southern Cross TELEVISION
Site M83

ACP
Site M64

nubco
Site M30

GOLD

AAA QUALITY SOCKS

TasNetworks
Delivering your power

AUSTRALIAN WEAVING

MAKE IT BETTA.

Tasweld
GREAT ADVICE • GREAT PRICE • GREAT RANGE

KENNEDY'S

Tasmania's Tastic Sweet And Savoury

Woolworths
The fresh food people

ALLGOODS

DEFENCE FORCE RECRUITING

VEOLIA

VEOLIA

POLARIS

SILVER

MAST
MARINE and SAFETY TASMANIA
making boating better

PRO Skill AUSTRALIA

OREGON
Because Every Cut Counts!

Vermeer

FRONTIER TASMANIA
WARM WINTER HATS AND ACCESSORIES

Ultimate

BRONZE

ET&C

AUSTRALIAN BOARDING SCHOOLS ASSOCIATION

WeedingHire

WeedingHire

SUPPORTERS

PED

TAS ECO MULCHING

nova
EMMARKSTUDIOS

AUSSE HEATWAVE FIREPLACES

TASMANIAN ALKALOIDS

SUPAGAS

HABITAT PLANTS

NED

AutoRent Hertz

ROTORLIFT

Bendigo Bank

Coastal Weed Spraying

AGFEST OFFICIAL CHARITY

The Agfest organising committee received 11 outstanding expressions for the 2018 field days and the committee unanimously chose Teen Challenge Tasmania as our 'Official Charity 2018'.

Teen Challenge Tasmania specialises in alcohol and other drugs sector in treatment interventions, and prevention through education. Our mission is to meet the needs of the whole person to help them to be physically well, socially adjusted, mentally sound, emotionally balanced and spiritually alive.

Teen Challenge is a global organisation with over 1400 centres operating in 128 countries. In 1971 Teen Challenge commenced in Queensland, and today we operate in each state of Australia. Although united by purpose, we operate independently of each other.

We are Not for Profit, Specialist Drug and Alcohol Prevention and Rehabilitation organisations. Our programs include men and women residential rehabilitation centres, youth and family mentoring, Day AOD programs, family support and #NotEvenOnce® demand reduction projects (upstream intervention).

In Tasmania, our flagship #NotEvenOnce® alcohol and other drug prevention and early intervention program is delivered to primary and high school students, parents, teachers, sporting clubs, communities and workplaces. It provides information, social skills, personal resilience, and understanding to assist young people and communities to avoid the risks of substance abuse.

This program has had remarkable results with 68% of students reporting a positive shift away from initial indication of being likely to use alcohol and/or illicit drugs.

Our Connections Mentoring Program is a prevention and early intervention program that

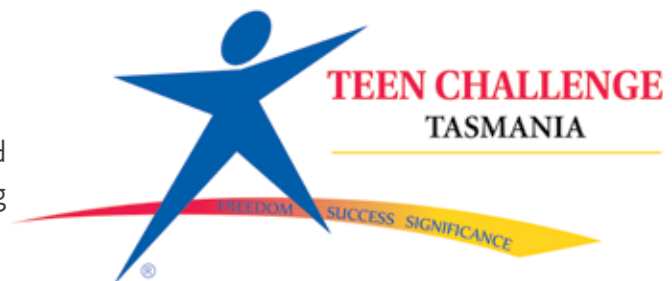
matches volunteer adult mentors with at risk young people.

The Program assists young people and their families who may be struggling with their physical or mental health, socially or educationally. For a troubled young person, having someone come alongside you, who believes in you and is prepared to commit to helping you achieve your goals, is life changing.

Students with a dedicated 1 to 1 mentor show significant improvement in their relationships with their peers, family and friends and school connectedness.

Teen Challenge Tasmania are extremely passionate about turning people away from the "top of the cliff" of addiction and work diligently in this area.

Our programs have shown that individuals that are clearly informed as to the real life altering consequences of entering into substance use and understanding that drug use is often a mask to underlying problems make more positive educated choices for their future.



SITE M09, CORNER OF FIRST AVENUE
AND MAIN STREET



DID YOU KNOW?

ATM's are available at two locations to patrons and exhibitors. Last year, 50c in every transaction was donated to charity.

ATTENDING AGFEST 2018

We warmly welcome media coverage of Agfest 2018 and we're happy to assist you in any way we can.

A number of committee members and volunteers are **available for comment or interview**, including the Chairman and State President.

Please call **Breanna House** to arrange a suitable time. **Media passes are required** for all authorised media representatives.

We encourage anyone requiring a Media Pass to do so **as soon as possible** so they can be authorised and sent to you in time for your arrival at Agfest.

Closer to, or at Agfest itself, if you have not arranged a Media Pass please contact Breanna House **PRIOR** to arriving onsite so that Entrance Gate staff can have **passes ready on your arrival**.

For interviews, information, tours, background details, access to exhibitors and events please don't hesitate to **contact Breanna directly**.



DID YOU KNOW?
A patron walks an average of 5 kilometres each day at Agfest



BREANNA HOUSE
Media and Promotions Manager
Email: media@agfest.com.au
Tel: 0448 344 380



SELENA FLANAGAN
Office Administrator
Email: admin@agfest.com.au
Tel: (03) 6331 6154



DID YOU KNOW?
Agfest is entirely self-funded. In fact, funds from Agfest finance the operation of the Rural Youth Tasmania.



TRAFFIC - DRIVING TO AGFEST

Agfest are proud to announce that in partnership with Jack's Bus Service, we will be providing a FREE bus service to and from Quercus Rural Youth Park, the home of Agfest on Friday 4th and Saturday 5th May.

Agfest Site - Quercus Park, 415 Oaks Road Carrick, Tasmania 7291

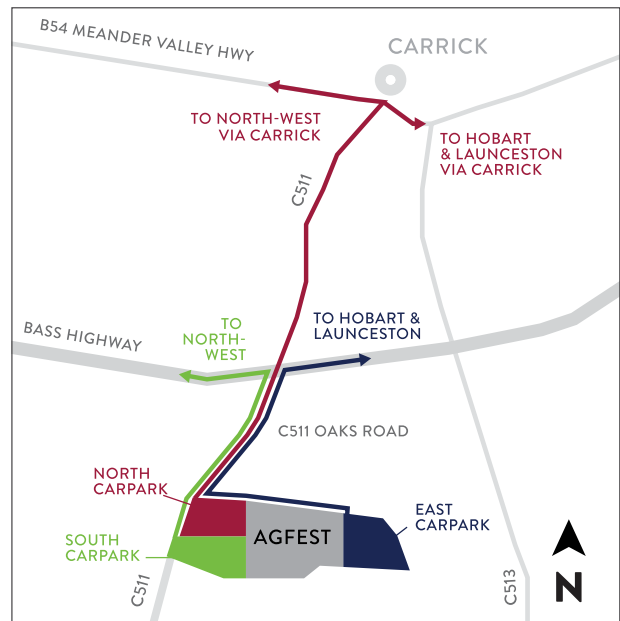
BEFORE 2:30PM

From Launceston - head towards Devonport on the Bass Highway (1), 22kms from Launceston, turn into Oaks Road (C511) at the Liffey Falls Exit.

From Devonport - head towards Launceston on the Bass Highway (1). Approximately 7kms past the Hagley by-pass, turn right into Oaks Road (C511) at the Liffey Falls Exit.

From Hobart - Follow the Midlands Highway (1) to Perth, turn left onto (B52) and continue for 13kms and turn left onto the Bass Highway (1). Travel approx 4kms and turn left onto Oaks Road (C511) at the Liffey Falls Exit.

The Liffey Falls Exit on the Bass Highway is marked with large yellow AGFEST directional signage



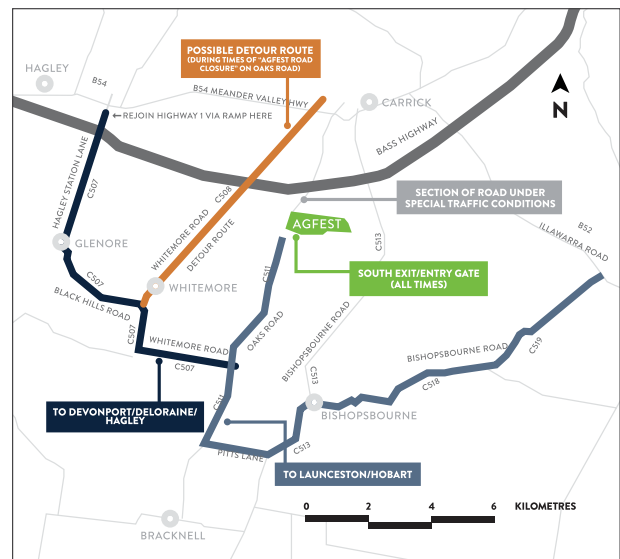
GETTING TO AGFEST AFTER 2:30PM

From Launceston - Head towards Longford. Just past Longford, follow (C518), (C513) and (C511) through Bishopsbourne.

From Devonport - head towards Launceston on the Bass Highway (1). Prior to Hagley, turn onto (B54) travel through Hagley and Whitmore using (B54), (C507) and (C511).

From Hobart - Follow the Midlands Highway (1) to Longford. Just past Longford, follow (C518), (C513) and (C511) through Bishopsbourne.

The routes via Hagley, Whitmore and Bishopsbourne are marked with AGFEST directional signage.





TRAFFIC - LEAVING AGFEST

BETWEEN 7:30AM AND 12:00PM

Exiting the site is via South Exit Gate only.

BETWEEN 12:00PM AND 2:30PM

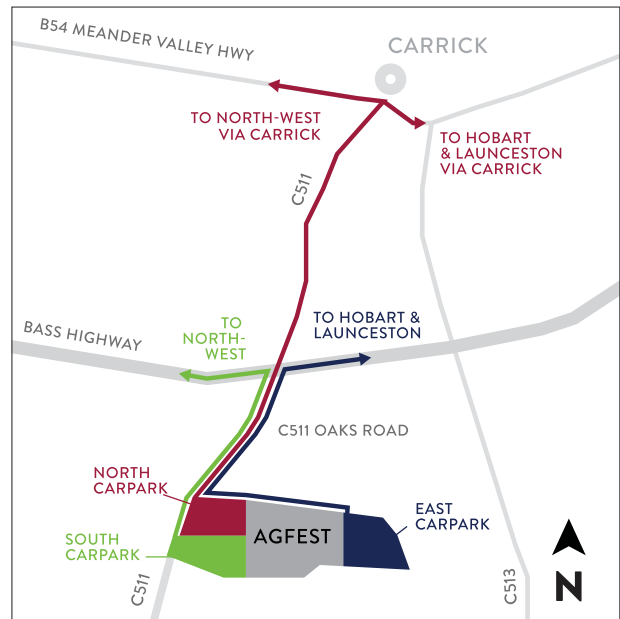
Exit the site via the route you came in.

PLANNING TO TRAVEL IN A DIFFERENT DIRECTION ON LEAVING AGFEST?

If you would like to travel in a different direction upon leaving Agfest, you need to come to Agfest via Carrick. Road to Agfest via Carrick will be sign posted.

For example, if you are travelling from Penguin on Thursday and have accommodation in Launceston that night, you will need to travel to Agfest via Carrick. On Friday, you will need to travel from Launceston to Agfest again via Carrick. On leaving Agfest you will travel to Penguin via Carrick.

Please note, if you find yourself travelling in the wrong direction after leaving the Agfest site, there are U-Turn facilities at Hagley and the Hobart off ramps that can be used. It is advised that you do not attempt a U-Turn on the Bass Highway.



DID YOU KNOW?

Agfest encourages visitors from mainland states to come and experience Tasmania and enjoy what is fast becoming one of Australia's largest and best Field Days.



DID YOU KNOW?

Agfest encourages business deals between Tasmanian, Australian and overseas companies, creating export dollars for Tasmania.

THE HISTORY OF AGFEST

Agfest Field Days commenced in 1983 at Symmons Plains with the first event being held over two days and attracting 111 exhibitors and 9,000 patrons.

The event was established as a means of funding the Rural Youth Organisation of Tasmania Inc., following government budget cuts in the early 1980's.

Rural Youth Tasmania is an Organisation open to young people between the ages of 15 and 30. The initial committee was made up of thirty past and present Rural Youth members.

The two-day event at Symmons Plains expanded to three days in 1984 and by 1986 the event had grown in popularity to the extent that a new site was required. The purchase of a 200 acre block at Carrick in 1987 saw the event move to its now permanent base – Quercus Park. This event attracted 203 exhibitors and 23,000 patrons.

Agfest is an important part of Rural Youth, not only for funding, but members are given responsibilities and gain experience in everything from marketing to traffic management.

Members are encouraged to pursue their interests and develop their talents by taking on new positions and challenges on the committee.

Agfest is a unique event that provides benefits to both the agricultural community and tourism industry, as well as the local community through the provision of accommodation, entertainment, dining and transport associated with the event. The event is entirely self-funded to support Rural Youth Tasmania whilst also providing on-going support for Rural Business Tasmania.

The 2018 Agfest Committee, comprises 60 past and present Rural Youth members with an average age of 24. Many other Rural Youth members also assist on a voluntary basis during the three days of Agfest (and in the days prior to and after Agfest).

Members and the committee also participate at working bees throughout the year to maintain and prepare the site for the following year's event. Agfest aims to encourage all young Tasmanian's to develop leadership skills through being involved in Agfest.

OFFICIAL OPENING

Media are invited to attend the Official Opening on Thursday the 3rd of May at the TJM Tasmania Central Arena commencing at 11am, where there will be photo opportunities with the Chairman, Committee and volunteers.

DID YOU KNOW?

Agfest attracts over 60,000 attendees each year and has over 700 exhibitors!

Agfest has generated millions of dollars of income for a large number of charities and service clubs

Agfest contributes, either directly or indirectly, \$27 million into the Tasmanian economy each year