



# ANGUS AUSTRALIA

## LANDMARK- ANGUS AMBASSADORSHIPS

Four National Angus Ambassadors are chosen each year from the 16-25 year old<sup>1</sup> entries in the annual National Angus Youth Roundup<sup>2</sup>. They win an Ambassador jacket and shirt, Angus Youth polo shirt and cap, attend the national Angus Youth Leadership Clinic with the National Angus Youth Management Committee in February.

Each Ambassador is also awarded \$500 to put towards their self development in the beef industry. Application letters will need to include a proposal, with preference being given to courses and Training Packages that are nationally accredited<sup>3</sup> or beef industry recognised.

The Ambassador role includes:

- Taking an active role in your State Angus Youth Committee
- Being an Ambassador in your state as requested by the State and Regional Angus Committees (for example, assisting with the manning of breed promotional displays, awarding prizes, and giving presentations)
- Assisting with the planning and conduct of the Angus Youth program. This involves joining Angus Youth sub-committees such as the Roundup, Newsletter, and State groups.
- Giving a talk on the Angus Youth program at a school/college with an agriculture program
- An Industry mentor in the Ambassadors chosen area of the beef industry, and will include at least one face to face meeting during the year

The program presents young people with many opportunities to learn and have fun. It particularly aims to develop young people's leadership, communication, teamwork, and organisational skills. It is a great way to meet a lot of other people with an interest in the beef industry.

At the end of the year, Ambassadors are invited to submit an application to the Angus Youth Management Committee to continue as an Ambassador for a second year. Two people are selected based on their contribution to the Angus Youth Program throughout the year and how they would like to contribute during the following year.

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<sup>1</sup> On the 1st January of the year of the Roundup

<sup>2</sup> Call the Angus Society for a Roundup Entry Form (02) 6772 3011 or email [youth@angusaustralia.com.au](mailto:youth@angusaustralia.com.au)

<sup>3</sup> On the successful completion of a course, a nationally recognised credential or statement is issued.

## **Eligibility**

To be eligible for a Landmark - Angus Ambassadorship you need to attend the annual Angus Youth Roundup in mid-January. You also need to be a member of the Angus Society<sup>4</sup> and be between 16 and 25 years of age. In addition you need to sign a declaration to say that you will comply with the Landmark Angus Youth Ambassadorship Conditions of Entry (Appendix 1).

Those wishing to apply for an Ambassadorship, need to forward a letter stating why they would like to win this award, along with their CV and the signed declaration form to Angus Australia, Locked Bag 11, Armidale, NSW, 2350 by the 28<sup>th</sup> November 2008 before the Roundup. Please also attach details for the activity that you propose to put the \$500 award towards. If this is a nationally accredited course or training package then please include the course/qualification code.

## **Selection**

Selection for an Ambassadorship has four components with the following weightings;

CV and cover letter	/30
Interview	/50
Multiple Choice Quiz	/10
Roundup Involvement	/40

## ***Interview***

Selection criteria and the interview scoring process are outlined in Appendix 2. The selection criteria and scoring, places emphasis on the applicant's ability to coherently express their views on, and aims and aspirations in the beef industry. Dress should be appropriate for an interview and entrants should carry with them any information they feel is relevant to the interview.

A panel of four interviewers is selected by the AY Management Committee and Angus Youth Coordinator. The panel usually includes a representative of the major sponsor Landmark, a representative of the Angus Society such as the General Manager or Angus Director in charge of Youth Affairs, and two others.

Interviews will be scheduled by the AY Roundup committee during the first day of the Roundup. A timetable will be displayed at the Roundup on a notice board beside the registration table. Each interview slot will be about 20 minutes. This will consist of a 15 minute interview and 5 minute review for the panel to collate their scores and discuss.

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<sup>4</sup> For a membership application form or information on the many benefits of becoming a member of the Angus Society please contact Alison, Membership Services Coordinator, on (02) 6772 3011 or download a form from the Angus Society website ([www.angusaustralia.com.au](http://www.angusaustralia.com.au)). Angus Youth membership is \$22 per year.

### ***Multiple Choice Quiz***

As part of the competition for a Landmark- Angus Ambassadorship entrants will be asked to complete a Multiple Choice Quiz on the beef cattle industry. This quiz is worth 10 points. An example quiz is provided in Appendix 4.

### ***Roundup Involvement***

Roundup involvement means the entrant's level of leadership, participation, communication and citizenship during the Roundup. This will be assessed by a panel of two roving judges. An example of the scoring is provided in Appendix 3. The entrant's overall score will be the sum of the judges scores and out of 40. Roving judges will be chosen from existing parents (whose children are not involved), speakers, special guests, independent sponsors, and onlookers.

### **The Winners**

The 2009 Landmark Angus Youth Ambassadorships will be awarded to the 4 entrants with the highest overall score.

The Ambassadors are announced during the Roundup closing ceremony and are presented with a certificate and sash by a Landmark representative. Jackets will be presented at the Sydney Royal Easter Show.

### **After the Competition**

After the competition the Angus Youth Coordinator will contact the new Ambassadors and make arrangements regarding the Angus Youth Leadership Clinic. In addition the AY Coordinator should outline the Angus Youth sub committee's roles so that the Ambassadors may have time to think about which ones they would like to be a part of before the Leadership Clinic.

At the Leadership Clinic one of the Angus Youth Management Committee will be appointed Ambassador Coordinator and they will be help the Ambassadors organise their program for the year and be a point of contact for any questions.

### **Leadership Clinic**

In early February a three day Leadership Clinic is held at the Angus Society of Australia, Armidale.

The Leadership Clinic is a mixture of leadership/teamwork building activities and educational sessions on the beef industry. Excursions, for example to local Angus properties and the Beef Co-operative Research Centre, are also included in the program.

Throughout the Leadership Clinic the Ambassadors and Management Committee review Angus Youth over the past year and plan activities for the coming year. The Management Committee also elects their offices during this time.

Ambassadors are also expected to develop a list of planned activities for the year of their ambassadorship including events and school visits.

The Angus Society will cover all meals, accommodation, and program activities during the Leadership Clinic as well as economy bus or train travel to and from.

### **Promotional work**

As outlined above, the Ambassador role includes promotional work in the Ambassador's state.

This to include:

- Manning a promotional stand at the Royal Show in your state<sup>5</sup> each year
- Promotions at, at least one regional show/sale/field day in your state each year. Event(s) to be the choice of the individual Ambassador taking into account your schedule, distance to the event and \$ available to cover travel & accommodation expenses<sup>6</sup>.
- Visiting at least one school with an agriculture program each year and giving a talk on Angus Youth to an agriculture class

Ambassadors will be provided with a list of field days, shows, sales, and schools with an agriculture program in each state at the Leadership Clinic. They will be asked to fill in their name beside events and schools that they would like to attend during the year. This yearly plan should be developed in conjunction with the other Ambassadors in your State and the Angus Youth Ambassador Coordinator. The Angus Youth Promotions Officer and the Angus Youth Chairman in your State should also be involved and will help co-ordinate promotional activities.

Ambassadors are requested to wear their Landmark Ambassador jackets and shirts on these occasions.

### **\$500 Award**

Ambassadors should send a tax invoice to the Angus Youth Coordinator for the activity that they included in their application letter by the end of the year they were awarded the Ambassadorship.

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<sup>5</sup> Where this is not achievable the Ambassador may choose to add an additional regional event or school visit to their list of activities.

<sup>6</sup> State and regional Angus groups should be requested to put funds towards Ambassador accommodation, transport, and meal expenses associated with promotional activities in their area.

## **Activity Reports**

Ambassadors are expected to submit at least four reports on their activities throughout the year to the Ambassador coordinator. These are to detail what the ambassador has done to date and a plan for future activities.

## **Teleconferences**

Ambassadors should also expect to attend four teleconferences throughout the year of their ambassadorship. The process of conducting teleconference meetings will be demonstrated at the Leadership Clinic.

## **Further Information:**

For further information on the Landmark Ambassador awards please call, Angus Youth on (02) 6772 3011.

# Angus Society of Australia

## Landmark- Angus Ambassadorships

### Conditions of Entry

#### The Ambassadorship

- The ambassadorship will initially be for a year, however two Ambassadors that submit an application at the end of the year to continue as an Ambassador, will be selected for a second year. It is hoped that the Ambassadors will stay involved in the Angus Youth program for example as a member of their State Angus Youth group or on the National Angus Youth Management Committee.
- Ambassadors will attend the Angus Youth Leadership Clinic and the Sydney 2009 Royal Easter Show.
- The Ambassador, within the year of their Ambassadorship, shall make themselves available for the purpose of promoting Angus Youth, Angus Australia, and the sponsor Landmark. This to include
  - Promotion at the Royal Show in your state<sup>7</sup> each year
  - Promotions at least one regional show/sale/field day in your state each year. Event(s) to be the choice of the individual Ambassador taking into account your schedule, distance to the event and \$ available to cover travel & accommodation expenses.
  - Visiting at least one school with an agriculture program and giving a talk on Angus Youth to an agriculture class each year
- Ambassadors will take an active role in their State Angus Youth committee
- Ambassadors will assist the Angus Youth Management Committee with the planning and conduct of the Angus Youth program. This will involve joining at least two sub-committees each year.
- The Ambassadors will be accountable to both Angus Youth and the Angus Australia at all times while wearing their Ambassador shirt and jacket.

#### Costs

- Transport to and from the Leadership Clinic and the Sydney Royal Easter Show activities will be covered by the Angus Society to the value of an economy fair by rail or bus
- Accommodation, meals, and program activities during the Leadership Clinic and the Sydney Royal Easter Show will be covered by the Angus Society of Australia.
- State and regional Angus groups will be requested to put funds towards Ambassador accommodation, transport, and meal expenses associated with promotional activities in their area.

#### Applications

- The applicant must be a class of member of the Angus Society of Australia.
- The nominees must be 16 or over and no more than 25 years of age on 1st January of the year of the Roundup.

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<sup>7</sup> Where this is not achievable the Ambassador may choose to add an additional regional event or school visit to their activities plan instead.

- **Scholarship Winners**

- The winner of the Landmark -Angus Ambassadorship is to take up the Ambassadorship in the 12 months immediately following the Roundup at which he or she is announced.
- Angus Ambassadors will do nothing to bring the Ambassadorship, youth program, Angus Australia and Sponsor into disrepute or ridicule and will behave in an appropriate manner befitting such an Ambassadorship at all times.

**Angus Australia  
Landmark- Angus Ambassadorships**

**Declaration to Abide by the Conditions of Entry**

I, \_\_\_\_\_ agree to abide by the Angus Australia, Landmark- Angus Ambassadorship  
(Name- please print)

Conditions of Entry on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_.

.....  
Signature

\*\* Please circle your size for an Angus Youth polo shirt:  
S, M, L, XL, XXL

\*\* Please circle your size for a Landmark jacket and shirt:  
FEMALES: 8, 10, 12, 14, 16, 18  
MALES: 36, 38, 40, 42, 44, 46

Please return this form along with a letter stating why you would like to win this award and your resume to;

Angus Youth Coordinator  
Angus Australia  
Locked Bag 11  
Armidale NSW 2350

## 2008 Landfall Angus Youth National Roundup

### *Official Score Sheet*

Nb. It is recommended that each interviewer score the applicant separately, and that at the end of the interview the scores be discussed and averaged.

Contestant Name:

Contestant Number:

Award: Landmark Angus Ambassadorship

Please circle

	<b>SCORE</b>				
<b>CV and Cover Letter</b>	1	2	3	4	5
General presentation	1	2	3	4	5
Achievements general	1	2	3	4	5
Involvement in community/school/university	1	2	3	4	5
Pertinent beef industry achievements	1	2	3	4	5
Cover Letter- reasons for wanting to win this award	1	2	3	4	5
	<b>Sub total:</b>				<b>/30</b>
<b>Interview</b>					
Commitment to the beef industry	1	2	3	4	5
Knowledge of beef industry issues	1	2	3	4	5
Aims and aspirations in the beef industry	1	2	3	4	5
Ability to answer questions	1	2	3	4	5
Ability to organize thoughts and express ideas	1	2	3	4	5
Willingness to invest time back into Angus Youth regardless of current breed	1	2	3	4	5
How good an Ambassador they would be for Angus Youth and their sponsors	1	2	3	4	5
Dress	1	2	3	4	5
Ability to work in a team	1	2	3	4	5
Overall suitability for the award	1	2	3	4	5
	<b>Sub total:</b>				<b>/50</b>
<b>Comment:</b>					
	<b>Total score:</b>				<b>/80</b>

Signed: (Interviewers)

- 1.
- 2.
- 3.
- 4.

Date:  
Date:  
Date:  
Date:

## Roving Judge's Scoring Card for RU Involvement

<b>Applicant No</b>	<b>Involvement /10</b>	<b>Citizenship /10</b>	<b>Leadership /10</b>	<b>Communication /10</b>	<b>TOTAL /40</b>

# Angus Society of Australia Landmark Angus Ambassadorship QUIZ

CONTESTANT NUMBER:.....

**1) In relation to Johnes Disease what does MAP stand for?**

- a) Market Assurance Programme
- b) Missile Abolition Plan
- c) Market Alliance Programme
- d) Meat Action Plan

**2) What is the target market of Australian feedlots exporting carcasses to Japan?**

- a) B2 market
- b) Dairy Beef Market
- c) B3 Market
- d) Break-up Trade

**3) If a carcass is graded for Japan as B1, the 1 stands for**

- a) yield grade
- b) quality grade
- c) marble score
- d) fat colour score

**4) What is the average gestation length of the Angus cow?**

- a) 261 days
- b) 300 days
- c) 281 days
- d) 83 days

**5) Which disease outbreak occurred in Victoria in 1996/7?**

- a) Anthrax
- b) Johnes Disease
- c) Mad Cow Disease
- d) Mannosidosis

**6) Herd Book Registered (HBR) animals differ from Angus Performance Registered (APR) animals in that they are?**

- a) not performance recorded
- b) guaranteed free of mannosidosis
- c) randomly selected for parent verification tests
- d) both b and c

**7) What is the cattle population of Australia;**

- a) 60 million
- b) 26 million
- c) 14 million
- d) 120 million

**8) EBV stands for**

- a) Elated Bovine Virus
- b) Estimated Bull Value
- c) Evaluation Bovine Value
- d) Estimated Breeding Value

**9) The General Manager of the Angus Society is;**

- a) Dr Peter Parnell
- b) Graham Truscott
- c) Brian Mobbs
- d) Christy Robinson

**10) The name of the Angus Society's domestic branded beef product is;**

- a) AMG Gold (Angus Murray Grey Gold)
- b) CAAB (Certified Australian Angus Beef)
- c) CAB (Certified Angus Beef)
- d) Angus Tenderlean