

# Promoting & Celebrating **Agriculture**





# The Royal Agricultural Society of Victoria

The Royal Agricultural Society of Victoria (RASV) has been inspiring excellence for over 165 years.

As an era of opportunity presents, RASV is committed to promoting the development of and celebrating excellence in agriculture.

RASV is committed to improving the quality and reputation of agriculture through identifying needs, delivering relevant industry events, providing thought leadership and inspiring the next generation of industry leaders.

RASV, complete with its responsibility to manage and operate Melbourne Showgrounds, strives to 'enable communities to celebrate their passion' every day.

Our focus on all aspects of agriculture includes the Royal Melbourne Show and our extensive food and drink award programs.

Annually, RASV provides an estimated \$430 million in economic value to the state of Victoria.

Celebrating quality  
and inspiring excellence

# Award Programs



**RASV delivers world-class award programs and competitions across food and fibre, from on-farm assessment of production to credible benchmarking of consumer-ready food and beverage.**

RASV's award programs and competitions provide participants with valuable feedback from industry experts, credible benchmarking opportunities and market differentiation through use of the seal of excellence.

RASV also supports regional events and programs that deliver local opportunities for producers to showcase individual production and the broader agricultural industry.

## **On farm and agricultural competitions**

- RASV Heifer Challenge
- McLennan McColl Victorian Flock of the Year
- Royal Melbourne Show Blue Ribbon Competitions
- Emerging Leaders in Victorian Agriculture Awards



**The following food and beverage awards programs include the highest integrity of judging. All programs are owned by RASV.**



#### **Australian Distilled Spirits Awards**

The Australian Distilled Spirits Awards judges blind taste and assess gins, whiskies, rums, brandies, vodkas and liqueurs to find the top spirits in the country.



#### **Australian Food Awards**

The Australian Food Awards is Australia's leading national food awards program, celebrating producers of exceptional food across eight categories.



#### **Australian International Beer Awards**

Boasting more than 25 years of history of finding the best of the best, the Australian International Beer Awards is the largest annual beer competition in the world.



#### **Australian International Coffee Awards**

Celebrating the finest coffees from Australia and around the world, the Australian International Coffee Awards is Australia's first international coffee roasting competition.



#### **Royal Melbourne Wine Awards**

With over 3,000 wines entered into the competition, the Royal Melbourne Wine Awards is Australia's premier wine awards, celebrating excellence in Australian winemaking.

Showcasing  
agriculture

# Royal Melbourne Show



**The Royal Melbourne Show is Victoria's largest and most iconic annual community event and plays an important role in promoting and celebrating agriculture.**

Conducted annually by RASV, the Royal Melbourne Show is held over 11 days in September and attracts around half a million visitors to Melbourne Showgrounds each year, providing significant economic and social benefits to the state.

The Royal Melbourne Show is an integral platform to showcase agriculture and provides a valuable opportunity for food and fibre producers to connect with consumers.



From an expansive representation of animals to award-winning food and beverages, the Royal Melbourne Show offers a variety of unique and memorable agricultural and rural experiences that are entertaining, engaging and educational.

Visitors can enjoy hours of free entertainment, food and drink experiences in the Winning Tastes Pavilion and take home one of 350 showbags, a time-honoured favourite.

RASV provides an estimated \$430 million in economic value to the State of Victoria, with the Royal Melbourne Show alone contributing \$244 million in value.

Melbourne's biggest  
indoor/outdoor event space

# Melbourne Showgrounds



**Managed by RASV, Melbourne Showgrounds is Victoria's largest and most versatile venue.**

Offering unique and flexible indoor and outdoor spaces designed to host a variety of events and activities including trade shows, exhibitions, festivals, film and television production and major rehearsals.

RASV is committed to investing in the continual upgrade and enhancement of the venue's infrastructure, to ensure Melbourne Showgrounds boasts world-class facilities, technology, safety, security, sustainability and event planning services, to maximize use of the site and add to the growth of the Victorian events calendar.



### Melbourne Showgrounds Facts and Figures

- Melbourne's largest and most versatile indoor outdoor events venue
- 19 hectare site
- 60,000 sqm of indoor & outdoor exhibition space
- 32,000 sqm of multi-purpose indoor exhibition space
- 9 exhibition pavilions ranging from 1500sqm to 10,000sqm
- Outdoor arena 10,000 sqm with tiered seating for 5000
- On-site parking
- 7km (15 minutes) from Melbourne central business district and 20km (20 minutes) from Melbourne airport
- Accessible by Public transport – train direct to venue
- High speed internet access

Preserving a rich  
and vital history

## Heritage



**RASV has inspired excellence for more than 165 years. With a long and proud history, RASV values the collection and curation of its cultural heritage.**

Heritage provides organisations with an enhanced sense of purpose through knowledge of their past achievements, role and contribution to society.

RASV's heritage collection contains items of state and national significance including trophies, prize medallions, sculptures, Royal Melbourne Show and RASV exhibition catalogues and archives, as well as photographic collections.

The collection is officially recognised as a leading museum in Victoria through the Museum Accreditation Program managed by Muesums Australia (Victoria).

RASV is continually seeking contributions to its Heritage Collection and invites anyone who may have historical artefacts and information relating to RASV and the Royal Melbourne Show to contact the Heritage Curators.

# RASV Strategy

Enabling communities to celebrate and showcase their passion



## EVENT MANAGEMENT

Exhibitor experience

Stakeholders and sponsors

Agriculture, food and beverage awards and competitions

Events and celebrations

Digital innovation (including CRM)



## ROYAL MELBOURNE SHOW

Visitor experience

Stakeholders and sponsors

Precinct content

Value and entertainment

Agriculture, rural and leisure experiences



## MELBOURNE SHOWGROUNDS

Client and guest experience

Funding opportunities and partnerships

Occupancy and event attraction

Precinct development and master plan

Modernisation



Board, Committee, Council, Volunteers, Contractors and Staff relationships

Brand, Foundation and Membership

## OUR HERITAGE - OUR FUTURE

Financial and governance accountability

Support and connect the agriculture industry

Agriculture education for the wider community

## Contact Us

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