

Sunshine Coast Agricultural Show Society 12 Strategic Themes

The twelve draft strategic themes below provide a clear, comprehensive framework for understanding the full range of work the Sunshine Coast Agricultural Show currently undertakes, as well as areas it may wish to strengthen in the future. These themes are intentionally broad, plausible and technically sound offering a structured starting point rather than a blank page, organised under 3 clusters.

CLUSTER 1: The Show Experience & Community Connection

(What people see, feel and experience – the heart of the Show)

1. Relevant Programs & Competitions

Our programs and competitions sit at the core of the Show's identity. We want them to celebrate the full breadth of our region — from agriculture and food to artisans, performers and creative industries — in ways that feel vibrant, relevant and welcoming. Strong, engaging competitions help all generations connect with our region's heritage and innovation. By keeping our content fresh and relevant, we create a Show that truly reflects the talent and character of the Sunshine Coast.

2. Storytelling, Marketing & Promotion

The Sunshine Coast Agricultural Show has an incredible story — one shaped by 120 years of tradition and today's creativity, talent and innovation. We want to bring that story to life through strong, inspiring and consistent communications. Great storytelling helps the community understand the local value of agriculture, food, sustainability and creative industries. It also builds pride, attracts visitors and partners, and strengthens the Show's relevance for new generations.

3. Member Value, Belonging & Community Pride

Membership is a meaningful way to contribute to the Show's future. It offers voting rights, a three-day pass, discounted competition entry and the chance to be part of an iconic community leader. We want membership to feel welcoming, worthwhile and inclusive, reflecting the diversity and pride of our region. Strengthening member involvement builds a connected, committed community around the Show.

4. Volunteer Experience & Civic Contribution

Volunteers are the lifeblood of the Show, and volunteering here is an act of civic pride. We want every volunteer to feel supported, welcomed and appreciated, with

opportunities to build skills, make friends and contribute to something meaningful. A thriving volunteer community reflects the generosity and passion of our region with significant mutual benefit for all parties. Investing in positive volunteer experiences helps the Show grow with people who care deeply about agriculture, food, creativity and community.

5. Youth Learning & Leadership Pathways

Young people bring creativity, curiosity and new energy to the Show. We want to give them meaningful opportunities to learn, participate and develop as future leaders whether through competitions, creative expression, agriculture, food or community engagement. Clear pathways help youth feel seen, valued and confident. Supporting youth involvement ensures the Show remains dynamic and relevant for the next generation.

6. Year-Round Events & Community Engagement

The Show can play a stronger role in community life by offering some additional meaningful events throughout the year. These activities help deepen agricultural and food education, celebrate local talent and create ongoing opportunities for connection. They could also diversify income and broaden the Show's reach across the coast and hinterland. Additional events would keep the Show more visible, valued and connected to both rural and urban communities.

CLUSTER 2: Organisational Strength & Sustainability

(Building the internal capabilities to keep the Show strong and future-ready)

7. Governance, Leadership & Succession

Strong governance underpins stability, trust and long-term sustainability. We want decision-making to be transparent, inclusive and aligned with community values. Succession planning preserves knowledge while welcoming new voices and diversity. Modern governance prepares the Show for growth and builds confidence among members, volunteers and partners.

8. Organisational Structure & Resourcing

A clear and well-supported organisational structure ensures the Show runs smoothly and effectively. This includes having the right people, systems, skills and technology to deliver high-quality experiences. Defined roles and streamlined processes help

everyone contribute more confidently. Strengthening internal capability sets the Show up for long-term success.

9. Financial Strength & Sustainability

Financial sustainability is essential to protect the Show for future generations. This includes strong budgeting, transparent governance and building healthy reserves. Attracting sponsors and partners who understand our value supports growth and innovation. A sound financial foundation enables the Show to continue celebrating agriculture, creativity and community connection.

CLUSTER 3: Regional Impact, Partnerships & Future Readiness

(How the Show evolves, collaborates and contributes to the wider region)

10. Visibility, Brand & Community Reputation

We want the Sunshine Coast Agricultural Show to be recognised as a trusted, inclusive and community-led organisation. A strong brand builds pride and reinforces the Show's contribution to agriculture, food, creativity and local industry. Sharing stories of impact helps people understand our value. Visibility strengthens the Show's relevance across both rural and urban communities.

11. Partnerships & Collaboration

The Show thrives when it works closely with others across the region. Partnerships with council, schools, tourism bodies, businesses, agricultural industries, QLD Ag Shows and government bring shared benefits and new opportunities. These relationships help expand learning, celebrate local talent and deliver broader community impact. Effective collaboration strengthens the Show's role across the Sunshine Coast.

12. Innovation, Sustainability & Adaptability

The Sunshine Coast is evolving quickly, and the Show needs to evolve with it. We want to embrace new ideas, technologies and sustainable practices that improve the Show experience and reflect changing community needs. Being adaptable helps us meet environmental, cultural and operational challenges. A culture of innovation ensures the Show stays relevant, inspiring and future-ready.