



# AAFDA

Association of Agricultural Field Days of Australasia Ltd

## Strategic Action Plan

2024-2026



## Acknowledgement of Country

In the spirit of reconciliation, the Association of Agricultural Field Days of Australasia Ltd acknowledges the Traditional Custodians of Country throughout Australia and New Zealand and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal, Torres Strait Islander and Māori peoples today.





# TILMA GROUP

Tilma Group is a regional tourism and event development consultancy. This strategy has been developed in alignment with the [Global Sustainable Tourism Council's criteria](#), which is based on the United Nation's [Sustainable Development Goals](#).

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## AAFDA's strategy on a page

<b>Purpose</b>	To empower Field Days to thrive.
<b>Vision</b>	AAFDA champions and enables innovation and advancement in Field Days so they are highly relevant to their audiences, and sustainable and resilient into the future.
<b>Guiding principles</b>	<ul style="list-style-type: none"> <li>• Empower primary industries</li> <li>• Foster innovation and best practice</li> <li>• Boost commercial viability</li> <li>• Inspire careers in primary industries</li> <li>• Enable connection and collaboration</li> <li>• Enhance the wellbeing of farmers</li> <li>• Support rural communities</li> <li>• Promote sustainable practices</li> </ul>
<b>Aspirations</b>	<ul style="list-style-type: none"> <li>• Strengthen the credibility of AAFDA in Australia and New Zealand.</li> <li>• Offer a valuable membership proposition for Field Days.</li> <li>• Build resilience amongst Field Days to ensure readiness and adaptability.</li> <li>• Be recognised as a leader in agricultural business and trade.</li> </ul>
<b>Priorities</b>	<ul style="list-style-type: none"> <li>• Provide the necessary governance and resourcing to best represent Field Days across Australia and New Zealand.</li> <li>• Create tangible value for members.</li> <li>• Grow AAFDA's profile and membership base.</li> <li>• Form affiliations and partnerships to help extend reach and benefits for members.</li> <li>• Further grow the profile of, and support for, Field Days.</li> </ul>

# Contents

<b>1. Introduction</b>	<b>2</b>
<b>2. Strategic Framework</b>	<b>3</b>
Definition of a Field Day	3
Guiding principles	4
Purpose	5
Vision	5
Aspirations	5
Strategic priorities	5
Measures of success	6
<b>3. Strategic Action Plan</b>	<b>8</b>





## 1. Introduction

The role of Association of Agricultural Field Days of Australasia Ltd (AAFDA) is to represent the interests of Agricultural Field Days in Australia and New Zealand. The Association provides a single united voice for the Field Days industry, liaising and acting on behalf of members with the Federal Government, and relevant national and state-based organisations on matters common to all sectors of the industry that support AAFDA's objectives.

AAFDA represents over 40 agribusiness Field Days industry and members across regional Australian and New Zealand, creating a platform to engage, resource and showcase innovation for the benefit of Australia's primary producers.

The purpose of this Action Plan is to create a roadmap for AAFDA based on the needs and expectations of its members and industry stakeholders to ensure that Field Days across Australia and New Zealand remain relevant and sustainable, and can continue to inject the positive social and economic benefits into regional and rural communities.

## 2. Strategic Framework

### Definition of a Field Day

A clear definition of Field Days enables clarity in membership and strategic alliances, and allows for transparent advocacy and representation.

A Field Day is defined as: A Field Day is a business event providing a platform for education, innovation, collaboration, connection and economic growth, operating as a trade marketplace for agribusiness and agricultural machinery, equipment, services, and technologies that support the supply-chain for food and fibre production.

A Field Day provides opportunities for farmers, growers and primary producers to connect with one another and with industry traders, providing substantial economic impact and support for regional communities, and for regional communities to come together and discover, network with, and learn about the evolution of, agricultural and associated primary industries.

This definition for Field Days aligns with the Australian Business Events Association’s definition of a business event: “Any public or private activity with a common interest or vocation, held online or in a specific venue/s and hosted by an organisation/s.”

This definition distinguishes Field Days from Agricultural Shows which are positioned as more consumer focused, showcasing and promoting to the local community the value of agriculture, with leisure activities and entertainment to encourage involvement: “A display of agricultural equipment and livestock, often including competitions, entertainment, and a trade fair.” – Collins Dictionary

However, according to Katie Stanley, Executive Officer, Agricultural Shows Australia (ASA), “ASA as a national body does not have a specific definition of an Agricultural Show as each state agricultural body allows an array of different incorporated organisations into their membership who host different sections within their event, so there is no one defining definition of what constitutes an Agricultural Show.”





## Guiding principles

Guiding principles articulate what AAFDA believe and value most and determine how the organisation and members are expected to behave.

The following guiding principles will support decision making and behaviour for AAFDA and members.

Empower primary industries	Foster innovation and best practice	Boost commercial viability	Inspire careers in primary industries
<p>We empower primary producers to learn and access new technologies that drive efficiencies and growth.</p> <p>We empower agricultural suppliers to connect with new audiences, and showcase their machinery and technologies.</p>	<p>We enable the adoption of new technologies and best practices through knowledge sharing and trade displays.</p> <p>We enable collaboration to support innovation by facilitating and enabling networking within the primary production industry.</p>	<p>We support the resilience of farms through efficiencies.</p> <p>We support the resilience of farm supplier businesses through connections to markets.</p>	<p>We engage youth in agricultural careers through engagement and connections in the industry.</p>
Enable connection and collaboration	Enhance the wellbeing of farmers	Support rural communities	Promote sustainable practices
<p>Within primary industries and without, we facilitate connections and networking to foster collaborations.</p>	<p>We provide resources and opportunities for connection to support the mental health of primary producers – a critical need in a challenging and changing industry.</p>	<p>We support the local economies and key industries of rural communities, and provide opportunities for social connection and well being.</p>	<p>We are sustainable, and support sustainable practices in farming, an industry vulnerable to negative impacts from climate change, and other environmental degradations.</p>



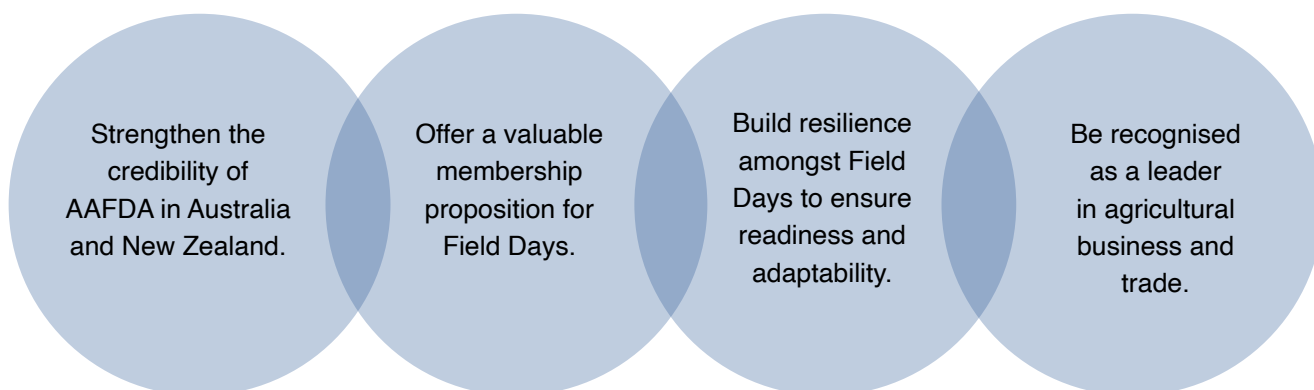
## Purpose of AAFDA

To empower Field Days to thrive.

## Vision

AAFDA champions and enables innovation and advancement in Field Days so they are highly relevant to their audiences, and sustainable and resilient into the future.

## Aspirations



## Strategic priorities

To achieve our aspirations, our strategic priorities are as follows.

1. Provide the necessary governance and resourcing to best represent Field Days across Australia and New Zealand.
2. Create tangible value for members.
3. Grow AAFDA's profile and membership base.
4. Form affiliations and partnerships to help extend reach and benefits for members.
5. Further grow the profile of, and support for, Field Days.



## Measures of success

The following measures of success require a baseline in 2024 to support the development of achievable targets for future years.

### Measures of success for Field Days

Measure	Target	Means of measurement
Exhibitor satisfaction	Ideally <sup>1</sup> , a Net Promoter Score (NPS) of 4.5 or higher	Exhibitor survey  NPS is often measured with a survey question similar to the following:  I would recommend other exhibitors attend [this Field Day]  <ul style="list-style-type: none"> <li>• Strongly agree (Score of 5 out of 5)</li> <li>• Agree (Score of 4 out of 5)</li> <li>• Neither agree nor disagree (Score of 3 out of 5)</li> <li>• Disagree (Score of 2 out of 5)</li> <li>• Strongly disagree (Score of 1 out of 5)</li> </ul>
Number of exhibitors	Will vary by Field Day	Field Day post event reporting
Spend with exhibitors	Will vary by Field Day	Exhibitor survey
Attendee numbers	Will vary by Field Day	Ticket sales or counter at gate
Average attendee spend	Will vary by Field Day	Attendee survey
Attendee satisfaction	NPS of 4.5 or higher	Attendee survey

<sup>1</sup> The target for NPS will depend on the baseline. 4.5 or higher would be typical, but a lower target might be selected for the initial years of implementing this action plan if necessary (depending on the baseline), leading up to an NPS of 4.5 within three years (the life of the plan).

## Measures of success for AAFDA

Measure	Target	Means of measurement
Number of members	Increase membership by 25% from 28 members to 35 (out of 48 Field Days)	Annual report
Member satisfaction	Net Promoter Score of 4.5 or higher	Member survey
Funding secured for projects	Each year this target will depend on the projects to be delivered in the year	Budget review
Number of young farmers sponsored	To be determined as this program is developed	Program implementation



## 2. Strategic Action Plan

#	Action	Description	Timing
<b>1. Provide the necessary governance and resourcing to best represent Field Days across Australia and New Zealand</b>			
1.1	Improve governance	Seek representation from New Zealand on the Board, and skills-based Board members.	From 2024
1.2	Hire human resourcing support	Contract human resource/s to: <ul style="list-style-type: none"> <li>Identify and pursue opportunities for Field Days to remain relevant into the future</li> <li>Manage relationships and strategic alliances</li> <li>Administer the Association</li> <li>Develop and manage a centralised exhibitor management system (see Action 1.3)</li> <li>Implement an exhibitor education and relationship building program that builds credibility and demonstrates the value of Field Days</li> </ul>	When funding permits
1.3	Develop new revenue streams	Explore and grow revenue streams including Field Day membership, sponsors, and suppliers' membership.	2024
<b>2. Create tangible value for members</b>			
2.1	Coordinate a calendar of Field Days	Coordinate an annual calendar of Field Days on the AAFDA website.	From 2024
2.2	Develop a member hub	Create an online AAFDA member hub on the AAFDA website as a knowledge sharing platform that includes: <ul style="list-style-type: none"> <li>Templates to increase efficiencies</li> <li>Database of contacts and recommended suppliers</li> <li>Funding opportunities</li> </ul>	2024
2.3	Collaborate with ASA	Collaborate with Agricultural Shows Australia in the development and sharing of templates, resources and workshops to help members address challenges in delivering successful events.	2024
2.4	Develop an advisory group of exhibitors	Develop a multi-category exhibitor advisory group of exhibitors that attend New Zealand and Australian Field Days, including tractor and machinery, agri services e.g. banking, and agri support e.g. irrigation supply.	2024

#	Action	Description	Timing
2.5	Educate exhibitors	<p>Develop videos and resources to help exhibitors understand how to gain maximum return on investment from attending a Field Day, and publish these on a new section of the AAFDA website for exhibitors.</p> <p>Undertake exhibitor education campaigns, including as part of Field Days Awareness Week.</p> <p>Consider delivering problem-solving topics such as the following as videos, workshops and/or podcasts</p> <ul style="list-style-type: none"> <li>• Case studies of how exhibitors have successfully leveraged a Field Day</li> <li>• How to leverage the opportunities of a Field Day to increase sales and leads, launch a product, reach a new audience, etc</li> <li>• How to choose an exhibitor site</li> <li>• How to set up a site</li> <li>• How to reduce costs (e.g. carpool, share accommodation)</li> <li>• How to engage with attendees</li> <li>• The opportunities of new audiences and their needs</li> <li>• How to promote attendance to database/followers</li> <li>• How to follow up leads</li> </ul> <p>Capture testimonials of exhibitors on video during Field Days</p>	2025
2.6	Market to exhibitors and dealers collectively	Undertake marketing campaigns targeting exhibitors and dealers, promoting the value of Field Days.	2025
2.7	Develop attendee education resources	Develop attendee education resources, such as on how to use a Field Day effectively as a farmer.	2026
2.8	Educate Field Days organisers	Share case studies of best practice e.g. of a Field Day that does pre event exhibitor education or machinery demonstrations well, particularly related to current trends e.g. in audience changes; or facilitating valuable business-to-business networking	From 2025
2.9	Facilitate efficiencies amongst members	<p>Facilitate collaboration and efficiencies amongst members, such as</p> <ul style="list-style-type: none"> <li>• Group training and skill development to support members to deliver successful and sustainable events</li> <li>• Group buying (insurance, software, etc)</li> <li>• Facilitate networking via the Field Day Awareness Week and conference</li> <li>• Volunteer management system</li> <li>• Employment pool where members can share staff</li> <li>• Group exhibitor enquiries and bookings (see Action 2.10)</li> </ul>	2025

#	Action	Description	Timing
2.10	Develop a centralised exhibitor management system	Develop a centralised exhibitor promotion, enquiries and booking hub for all member Field Days to use to make attending Field Days easier for exhibitors, and booking exhibitors easier for member Field Days. Once booked, bookings will be handed over to the member Field Days to manage. All Field Days will contribute to fund this based on the size of the Field Day.	2025
<b>3. Grow AAFDA's profile and membership base</b>			
3.1	Develop a new membership model	Create a new membership model and packages that align with the definition of Field Days and guiding principles of this plan. Incorporate tiers based on the number of exhibitors; and introduce a new membership category for farming organisations and businesses.	2024
3.2	Develop a member prospectus	Create a professional member prospectus with a strong value proposition. Use testimonials to demonstrate value.	2024
3.3	Provide regular updates to members	Provide regular updates and communications, including video updates, to members	From 2024
3.4	Encourage member promotion of AAFDA	Identify how members can promote AAFDA, and how AAFDA can be best represented at Field Days.	2024
3.5	Measure success	Undertake an annual research project to measure the success of AAFDA (and Field Days)	From 2024
3.6	Publish an annual report	Publish an annual report based on data, and celebrate successes and results of Field Days throughout the year.	From 2024
3.7	Forecast economic and social value of Field Days	Secure funding to undertake forecasting of the economic and social value of Field Days to understand the future opportunities for Field Days.	2025
3.8	Run membership campaigns	Deliver campaigns to attract non-member Field Days to become AAFDA members, promoting membership benefits.	2025

#	Action	Description	Timing
<b>4. Form affiliations and partnerships to help extend reach and benefits for members</b>			
4.1	Develop collaborative alliances	<p>Develop relevant strategic alliances, such as with Agricultural Shows Australia, Australian Business Events Association (ABEA), and Tractor and Machinery Association in Australia and New Zealand.</p> <p>Continue discussions with Agricultural Shows Australia to explore a complementary collaboration that is guided by a unified goal and purpose around supporting rural communities and agricultural innovation.</p> <p>Become an affiliate member of ABEA</p> <ul style="list-style-type: none"> <li>• Work with them to ensure advocacy and research activity delivers on the needs of AAFDA members.</li> <li>• Provide data on Field Days to ABEA so that they can distribute it broadly.</li> <li>• Get involved in the ABEA sector groups or state chapters to build the profile of Field Days.</li> </ul> <p>Form alliances with international Field Days, encouraging information sharing and profiling across members.</p>	2025
4.2	Connect on-farm demonstrations with Field Days	Collaborate with tractor and machinery associations to link the on-farm demonstrations that are taking place to Field Days.	2026
<b>5. Further grow the profile of, and support for, Field Days</b>			
5.1	Launch action plan	Launch this strategic action plan to attract media and political attention for Field Day Awareness Week 2024.	February 2024
5.2	Measure success	Undertake an annual research project to measure the success of Field Days (and AAFDA) (see Action 3.4)	From 2024
5.3	Advocate for Field Days	Continue strong advocacy for Field Days to generate government support.	Ongoing
5.4	Support member advocacy	Create a lobby piece and key messages that members can use for local and state advocacy for support for Field Days.	2024
5.5	Create a video of the value of Field Days	Create a video of Field Days in Australia and New Zealand on the value of Field Days and their economic and social benefits to regional communities and farming.	2025
5.6	Run campaigns to attract youth into agriculture	<p>Collaborate with Agricultural Shows Australia to develop campaigns to attract youth into farming (e.g., Next Gen, MYAG).</p> <p>(Rather than advertising campaigns deliver hands on participatory experiences.)</p>	2026



**AAFDA**

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