



The Hon. David Littleproud MP

Minister for Agriculture and Northern Australia

Deputy Leader of the Nationals

MEDIA RELEASE

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\$25 million to ensure shows must go on

- **Extending COVID-19 related support to ag shows and field days**
- **Iconic events contribute more than \$1 billion to the national economy**
- **Additional funding to also ease rental costs for travelling showmen and women**

The Australian Government is providing a further \$25 million to help agricultural shows and field days bounce back post-pandemic and continue to deliver ongoing benefits to their communities.

Minister for Agriculture and Northern Australia David Littleproud said Round 2 of the Supporting Agricultural Shows and Field Days Program will open soon and the Supporting Showmen and Women Program will be extended for an additional year.

“COVID-19 has forced more than 700 agricultural shows and field days to cancel since the pandemic began,” Minister Littleproud said.

“As a result, our show societies and field day organisers have incurred significant financial losses for two consecutive years. Without these events they’ve got no way to cover their costs.

“Our travelling showmen and women – often small, independent, sole-traders or family-based operations – are particularly hard hit. The flow-on effects to local communities will be felt for years.

“Under Round 1 of the Supporting Agricultural Shows and Field Days Program the government provided \$34.5 million to 378 show societies and field day organisers who cancelled in 2020.

“We are continuing to back these iconic events with a further \$25 million to help ease cash flow pressures for event organisers and provide rent relief to our showmen and women who bring life and colour to the shows.

“Agricultural shows and field days contribute more than \$1 billion to the economy annually, attract more than 6 million patrons, and are supported by more than 50,000 volunteers and more than 4,000 showmen and women.

“They deliver significant social benefits to rural and regional Australia, bringing heart, soul and a sense of pride to towns across the country. I am proud to support these events and will continue to encourage the states and territories to do likewise.”

Fast Facts:

- **Round 2 of the Supporting Agricultural Shows and Field Days Program (to 30 June 2022) will provide \$21 million for the operational costs of shows and field days cancelled in 2021 due to COVID-19.**
- **The Supporting Showmen and Women Program (to 30 June 2022) has been extended to provide an additional \$4 million towards reimbursing showground rent of showmen and women.**