

Competition guidelines on ASC website.

Press release: 92 year old organisation seeks logo makeover

The peak body for the state's 192 agricultural shows has adopted a simpler trading name and is now calling for talented designers to create a new logo to go with it.

The Agricultural Societies Council of NSW has existed since 1929 and exists to support the tens of thousands of volunteers who run agricultural shows around the state; some of which are well over 150 years old.

President Tim Capp says the name change and new logo are moves to state the organisation's purpose more plainly.

"Over the years, it has had several name changes. Most recently, the board resolved to maintain the current name Agricultural Societies Council of NSW Ltd as the legal entity but add a trading name - AgShows NSW - as a public facing brand," Mr Capp said.

"This public facing brand needs a logo, and we reckon there's someone out there who loves their local show, understands what we're all about, and has the design skill needed to bring our new name to life."

Mr Capp says the organisation's primary audience is the people who make up the show movement in the state; members of show societies and volunteers at shows, as well as prospective members and volunteers.

"The secondary audiences are the attendees at local shows, of which there are nearly 1 million annually in NSW, and policy-makers," he explains.

"We need policy-makers in particular to be able to see our brand and immediately understand what we do and what we stand for."

AgShows NSW is calling on designers to submit a logo via their online form by 5pm AEST 20 October, 2021 with the winner announced in December ahead of a new logo launch in early 2022.

The winning logo designer will receive a \$300 voucher to Accor Hotels and will be celebrated publicly in the launch activities for the new logo.

A guide to the attributes of the organisation and uses of the logo is outlined on the online submission form:

<https://forms.gle/VjQWS2sTRkYde3zv7>