

Victoria’s first virtual agricultural show was created to keep our community connected through lockdown. It was launched on May 1st on Facebook with competitions running til Show Day on September 27th a virtual market, overseas & local judging prior to Show Day and so much more!

On Facebook, Show Day

* Presidents welcome via livestream
* Hon. Jaclyn Symes MP video welcome
* 120 announcements were posted to Facebook following a total of 508 photo entries in 5 sections from baking to pets.
* Virtual fashion parade
* Virtual concert
* Virtual animal nursery
* Videos of competition judges from Ireland, Malta and Melbourne.
* Video of the Centenary of the 1978 Show has been viewed by over 16,000 people, shared 164 times and has reached 26,564 people with 7,805 engagements. After just 8 minutes it hit the UK.

STATISTICS

* Our Facebook page gained over 500 likes in 5 months
* We reached 34,000 people and over 25,000 post engagements
* Our sponsors dropped from 84 to six – which included 3 new ones.
* Total sponsorship was almost $3000. Our usual sponsorship tally is around $20,000.
* Out of 91 competitors, 71 were first time entrants
* Entry from the longest distance—438 kms
* Three generations of one family competed
* 12 competitors entered 1 competition and won—100% success rate!
* Competition with the most entries—Decorated Marie Biscuits with 34
* Single family with the most entries 64
* Individual with the most entries 19

  