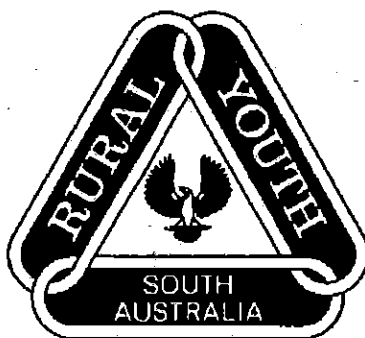


***REVIEW OF DIRECTION FOR
THE RURAL YOUTH MOVEMENT
OF SOUTH AUSTRALIA***



YouthsA

**DEPARTMENT FOR EMPLOYMENT,
TRAINING AND FURTHER EDUCATION**

 **PRIMARY
INDUSTRIES**
SOUTH AUSTRALIA

January 1995

DISCLAIMER

The statements, opinions and data contained in this document are largely based on information supplied by parties associated with the Rural Youth Movement of SA, from current and past Rural Youth Members, and from initial research conducted in Clare and Mount Gambier. However, where possible, the author has attempted to independently confirm the information with reference to published sources and other information.

This document is tendered on the express condition that the author is not responsible for any errors or omissions, actions, or the results of any actions taken or omitted to be taken up on the basis of information contained in this document.

The author disclaims all and any liability (whether arising by reason of negligence or otherwise) to any person or corporation, in receipt of this document, and the consequences of anything done or omitted to be done in reliance, whether whole or partial upon the whole or any part of the contents of this document.

The material in this report may be abstracted or cited only with the permission of the author.

The Author:

Miss Yvonne Heath
Bachelor of Business (Honours)
Contact Number (08) 293 3869
17th January, 1995

SUMMARY OF FINDINGS

In December 1994, an independent consultant (the author) was contracted by the Rural Youth Movement of South Australia (RYSA) for a period of five weeks to undertake a review of directions and report on the findings based on the following terms of reference (RYSA 1994, item 2):

- ◇ The current image and profile of the organisation.
- ◇ The perception people currently have of the movement, both the wider community and target age.
- ◇ The role Rural Youth plays with the Rural Community.
- ◇ Benefits of being a member
- ◇ Strategies to increase membership.
- ◇ Options for its future direction.

The project was initiated due to two major factors:

- ◇ The announcement of the intention of Primary Industries SA (PISA) to cease administrative funding to RYSA, on the grounds that RYSA head office activities are now outside of the recently amended economic definition of business of PISA.
- ◇ The survival of RYSA. There has been a continuous decline in the membership base from 4700 in the mid 1960s (Gray 1987, p. 48), to its current level of 160 members as of the 31st of December 1994 (RYSA database); 3.4% of the membership reached in the 1960s.

Brief Summary of Findings:

In order to present findings on the above terms of reference the author conducted field research in Clare and Mount Gambier. Questionnaires were also sent to past members, current members, clubs and area committees. A description of research is outlined in section 1.

The findings for this research are as follows:

- ◇ RYSA had few strengths. However RYSA had several weaknesses (section 3.1.1). The major weaknesses are:
 - participation rate of members in organised activities is decreasing.
 - there is a lack of promotional skills at all levels of RYSA.
 - club members are working as individuals rather than as a team.
- ◇ There are two major opportunities for sustained growth in membership (section 3.1.2). They are:
 - young people from 14 to 18 years, as few activities are directed toward this age group.
 - there is a significant number of 19 to 27 year olds who are single or married with no children who would like to join a club where they can meet people and become involved with some sort of self development.

PAGE OF CONTENTS

	Pages
SUMMARY OF FINDINGS	1-2
REPORT SECTIONS:	
1. <i>DESCRIPTION OF RESEARCH</i>	
1.1 Field Research	1
1.2 Research by Questionnaires	1
1.3 General Information	1
2. <i>RURAL YOUTH SA</i>	
2.1 Aims and Objectives	2
2.2 RYSA Members	2
2.3 Club Level	3
2.4 Area Level	3-4
2.5 State Level	4-5
3. <i>BRIEF ANALYSES</i>	
3.1 SWOT Analysis	6-8
3.2 Market Analysis	8-10
3.3 Customer Analysis	10-11
3.4 Competitor Analysis	12-13
4. <i>IMAGE OF RURAL YOUTH</i>	
4.1 Past Image of Rural Youth	14
4.2 Current Image of Rural Youth	14-17
4.3 Characteristics of Current Members	18-20
4.4 Characteristics of Current Clubs	20-22
5. <i>PROFILE OF RURAL YOUTH</i>	
5.1 Current Profile	23-24
6. <i>BENEFITS OF</i>	
6.1 Past Members	25
6.2 Current Members	25-26

2. *RESEARCH IN MOUNT GAMBIER*

2.1	Description of Research at Mt Gambier	1
2.2	14 to 16 Year Old Focus Groups	2-5
2.3	17 to 28 Year Old Focus Groups	6-10
2.4	Results of General Public Questionnaires	11-25

3. *PAST RURAL YOUTH MEMBERS*

3.1	Description of Research	1
3.2	Response Rates to Questionnaires	1
3.3	Results of Past Member Questionnaires	2-23

4. *CURRENT RYSA MEMBERS*

4.1	Description of Research	1
4.2	Response Rates to Questionnaires	1-2
4.3	Results of RYSA Member Questionnaires	3-20

5. *RURAL YOUTH CLUBS*

5.1	Description of Research	1
5.2	Response Rates to Questionnaires	1
5.3	Results of RYC Questionnaires	2-7
5.4	Club Activities from RYSA Member Questionnaires	8-14

SECTION 1:

DESCRIPTION OF RESEARCH

1.1 FIELD RESEARCH

The author conducted research in Clare on the 1st and 2nd of December 1994 (appendix 1). A second field study was performed in Mount Gambier on the 6th and 7th December 1994 (appendix 2). The planned research for each area took the form of:

- ◊ a focus group of ten 14 to 15 year old students (people close to membership age)
- ◊ a focus group of ten 17 to 28 year old people (people within the membership age range)
- ◊ 30 and 40 questionnaires (respectively) to the general public

focusing on the general awareness and perceptions of the Rural Youth Movement of SA and associated Bureau's (WAB and AB).

Actual research conducted and reasons for choosing these locations for field research are outlined in the first section of each appendix.

1.2 RESEARCH BY QUESTIONNAIRES

In early December 1994, comprehensive questionnaires were also sent to the following RYSA groups:

- ◊ 355 past Rural Youth Members (appendix 3)
- ◊ 156 current Rural Youth Members (appendix 4)
- ◊ 15 Rural Youth Clubs (appendix 5)
- ◊ 4 Area Committees

These questionnaires addressed specific topics directly related to each target group.

The questions asked to each target group are outlined and discussed within the above appendices.

Only one partially filled out Area Committee questionnaire was returned. Therefore the author has not included a detailed discussion about Rural Youth Area Committees other than that in section 2.4.2.

A detailed description of the above research and their associated response rates have been outlined in the first two sections of the above stated appendices.

1.3 GENERAL INFORMATION

All of the research conducted was qualitative in nature. Questionnaires were used to provide descriptive statistics of a more quantitative nature. Due to response group sizes being below 100 and the use of focus groups, the research conducted can not be taken to be representative of the total population.

However the initial research presented in this document does provide a clear indication of the areas within Rural Youth that require further attention.

2.3 CLUB LEVEL

2.3.1 RURAL YOUTH CLUBS

◇ General Information:

- are run by young people for young people
- have a lot of autonomy, so they can operate the way that suits them best
- are free to develop their own projects, programs and activities
- can meet as (un)frequently according to the needs of members
- decide independently if they have an adult advisor
- vary enormously in the size and manner in which they conduct business
- members do all the decision making and take on all of the responsibilities
- can do anything, so long as there is a range of activities
- programs should include: social/recreational, educational, agricultural, cultural and community service activities.
- have provisions for junior clubs for 11-15 year olds

◇ Legal operating requirements of a RYC:

- must have five financial members
- must be a minimum of five members to make a decision
- must have: President, Vice President, Secretary and Publicity Officer
- must have a club executive consisting of the President, Secretary and Treasurer
- must have a club committee consisting of the President, Secretary, Treasurer and 3 other club members.
- must hold one annual general meeting before the 31st of May each year
- must elect one area delegate

◇ Fee Structure:

- club fees are determined by each club individually.
- state affiliation fees are paid to the State Treasurer.

◇ Closing a Club:

- more than 50% of the club members must vote to place club in recess
- a club must be in recess for at least 2 years before it can close
- the area committee and state executive must then agree that the club can not be resurrected before asking the Rural Youth Council to formally close it.

2.4 AREA LEVEL

2.4.1 AREA REGIONS

◇ Operating Regions:

- currently there are 4 area committees still in operation. They are: Lower North, South Central, South East and West Coast.

◇ Closed Regions:

- Murray Mallee, Northern and Yorke Peninsula area committees have closed as there are few if any current members in these areas.

- ◇ State Competitions:
 - types of competitions include: trades, agricultural, domestic skills, presentation skills, and personal development.
 - current competitions include: stock judging, haystacking, photography, debating, dress making, ABC rural reporter and Ag bike trials.
 - most state finals are held at the Royal Adelaide Show
 - other state finals are held in conjunction with the Clare Show

- ◇ State Awards:
 - PC Angove award for most outstanding contribution to the movement and the community
 - leader and service awards to recognise skills and contributions of members
 - promotions award
 - Aurthur Hooper shield presented to the area winning most points according to the success of members at state level competitions.

2.5.2 HEAD OFFICE

- ◇ In General:
 - is funded by Primary Industries SA, 2 days/week clerical support.
 - provides administrative support to the state executive, not to the clubs and areas.
 - operates a member database
 - sends out state level information direct to members
 - sends out membership forms to potential members, and office bearers forms to be filled out by a new club or annually to each club
 - contacts relevant area committee to inform them of new clubs being set up.
 - in the past, head office provided promotion and support to other areas until budget cuts were introduced.

2.5.3 OTHER BODIES

- ◇ Rural Youth Council:
 - 11 members (chair person from the PISA; 3 from other government departments with interest in RYSA; 2 from the private sector; and 4 RYMs)
 - is an advisory committee to the State Executive and the RYSA Movement
 - has the power to veto major proposed policy changes and approve state finances
 - is a voice for RYSA to the public and government
 - role of the council members are to show interest in the RYSA Movement, but not interfere with its management.

- ◇ Australian Rural Youth (ARY):
 - RYSA is affiliated with ARY
 - it is a national body consisting of Rural Youth delegates from all states
 - co-ordinates states, especially with respect to overseas exchanges

- ◇ SA Rural Advisory Council:
 - 2 members of the council are RYSA members
 - advises state government on issues beyond technical agriculture affecting the rural community.

3.1.2 OPPORTUNITIES & THREATS

◊ Opportunities:

- there is little variety of activities for young people in most rural areas.
- few activities are directed toward:
 - .. young people from 3rd year high school up to the age of 18.
 - .. single people for 18 years and over.
- most activities currently available to young people are:
 - .. are not considered fun or interesting, and therefore have low attendance.
 - .. involve high costs, which most can not afford ie: the high costs attached to being part of a sports club (joining fees, equipment, course fees, right clothes and shoes etc)
- general public between 14 to 16 years are looking to join a club as a social outlet, other than using sports clubs.
- general public from 17 to 27 years who are single or married with no children would like to join a club where they can meet people and be involved with some form of self development.
- young people who move to the city area do not want to lose their ties with the country. A significant portion would like to establish friendships with other country people living in the city area.
- the general public that have awareness of RYSA (most of who are past members), have a positive opinion about RYSA.
- many adults over the age of 40 would like young people to be involved with an organisation like Rural Youth.
- there are past Rural Youth members that would still like to be involved with Rural Youth, especially in the form of club advisors.
- some individual members are willing to take on responsibility at the club level.
- current members are loyal to the clubs and to the movement.
- some individual members are willing to put a lot of time and effort into the running of individual clubs.

◊ Threats:

- low awareness of Rural Youth within the target age group in most country areas.
- inaccurate image of RYSA caused by the name "Rural Youth" (section 8.1).
- most young people want pre-arranged activities.
- most younger members do not want to take on responsibilities.
- it is hard to motivate young people to participate in activities.
- the majority of young people are leaving country areas due to the following reasons:
 - .. to finish their secondary schooling (4th & 5th years) in city areas
 - .. to commence tertiary studies
 - .. most young people are not interested in farming
 - .. the perception that there are no opportunities for young people in rural areas
- high youth unemployment rate in rural areas resulting in:
 - .. young farmers are moving interstate to find work in other rural areas
 - .. young people within rural residential areas are leaving to find employment.
- the average age of farmers is increasing.
- general perception that a youth club run by youth would be disorganised.
- rural people under the age of 16 years who live on farms/properties do not have independent transport to attend meetings
- people in rural areas generally have a low disposable income.
- there is a very low awareness of RYSA.
- general public over the age of 50 years have "dated" ideas about the type of activities RYSA offers.

3.2.3 MARKET SIZE

- ◇ Estimated size of market: the estimated population size for:
 - 15 to 24 year olds in South Australia is 216,571 as at the 30/6/93 (ABS 1994).
 - 25 to 34 year olds in South Australia is 230,403 as at the 30/6/93 (ABS 1994).
 - therefore the estimate size of the current target market would be about **325,000** as at the 30/6/93.

- ◇ Approximate market sizes for South Australian Areas (ABS 1994):

Adelaide	(77%)	250,250
Outer Adelaide	(6%)	19,500
Yorke & Lower North	(2%)	6,500
Murray Lands	(4%)	13,000
South East	(4%)	13,000
Eyre	(2%)	6,500
Northern	(5%)	16,250
Estimated Total Market Size		325,000

3.2.4 MARKET GROWTH RATE

- ◇ Although the number of young people has increased marginally over the past 5 years, as a proportion of the total population, the number of young people has decreased, reflecting South Australia's ageing population (ABS 1993).

3.2.5 MARKET MATURITY

- ◇ The defined market has reached maturity and is moving into decline.

3.2.6 TRENDS OF RYSA MEMBERSHIP

- ◇ In 1958, there were 93 clubs with 3097 members, with 4 advisory staff serving the clubs (Gray 1987, p. 46). This further increased by 1963 to 114 clubs with 4690 members, with 5 advisory personnel (Gray 1987, p. 48)
- ◇ In the mid 60s the movement reached its peak of 4700 members, but began to decline in late 1960s. In the 1970s the movement expanded from 8 to 12 zones, each allowed 2 members on the State management committee.
- ◇ By 1976, advisory support to the movement from Department of Agriculture had ended. In the late 1970s zones were reduced to 7.
- ◇ The membership between 1977 to 1983 declined from an estimated 2000 members to approximately 1000 members, although the total number of clubs remaining open remained about the same 63 in 1977 to 60 in 1983.
- ◇ In 1986 there were 52 functioning clubs in SA with 634 members, with 7 of these clubs in recess (Gray 1987, p. 81)
- ◇ This further declined to 31 clubs with 412 members in 1990 (RYSA database).

3.3.2 PROFILE OF 17-28 YEAR OLDS IN MT GAMBIER (appendix 2; p. 7-8, 13-17)

- ◊ What they do in their spare time:
 - TV, socialise, cinema and pubs
 - motor cross and pubs
 - play cricket, coach hockey, drinks down the pub
 - art, designing clothes/jeans, read, write, skateboarding and socialise
 - sports, TV, play in a band, social scene
 - read
 - family commitments
 - study, church activities, sporting committees
 - go to pubs with friends and watch videos with friends
 - sport, pub crawl, driving around the centre of town slowly (40kms) until the petrol and booze runs out.
 - skateboarding

- ◊ Other activities they would like to do:
 - more creative things: low cost classes for writing, painting, drawing and music lessons, where they can increase skills that they may want to use in the future for the betterment of themselves.
 - more organised dance clubs with a variety of music/DJs for young people to go to.
 - movies, everyone would go to those, any type of movie.
 - want a club that is well organised but at the same time have a laid back social atmosphere.

- ◊ Focus of attention:
 - (1) self and friends
 - (1) self and family
 - (2) self, family and friends
 - (4) self, family, friends and community

- ◊ Movement of Youth in the area:
 - one is staying as she has moved a lot, and now wants to settle down. However in the longer term (5 years) would leave Mt Gambier after they have finished their study courses.
 - one was undecided.
 - the rest are going to finish their studies (12 months) and leave straight away.
 - there are few if any opportunities for young people in Mt Gambier.
 - Mt Gambier is good for visiting 2 days ie: go to the lakes, go to the pub, buy a souvenir and see you next year.

- ◊ Awareness of RYSA:
 - all respondents under the age of 20 did not have an awareness of the RYC in their area.
 - 2/3 of 20-29 year old males were not aware of a RYC in Mt Gambier.
 - 1/3 of males and all females in the 20-29 age group were aware of a RYC in Mt Gambier.
 - none were current or past RYSA members.
 - about 70% had no opinions of RYSA.
 - 14-19 year olds and the majority of 20-29 year old males had no opinions about the role of the RYC within their community. Most females in the 20-29 age range thought the role was social.

agricultural clubs; 3% church; and 20% other activities.

- South East (34): 44% sports clubs; 11% community service; 6% social clubs; 6% agricultural clubs; 6% church; and 27% other activities.
- West Coast (35): 26% sports clubs; 14% social clubs; 14% community service; 6% church; 6% parenting groups; 6% agricultural clubs; and 28% other activities.
- Yorke Peninsula (12): 42% sports clubs; 33% community service; 8% social clubs; and 17% other activities.

- ◇ Refer to responses from individual respondents in appendix 3, p. 21-23 for a comprehensive list of competitor organisations.

- ◇ from Mt Gambier (appendix 2, p. 1, 3, 4):
 - a rural youth club is a club for people interested in farming
 - the type of people who would belong to a rural youth club:
 - .. teenagers
 - .. country hicks
 - .. a mixture of males and females
 - .. people from outside of Mt Gambier
 - all said a rural youth club would be located outside of the residential area.
 - type of activities: sports and camping

4.2.2 17 to 28 YEAR OLDS

- ◇ from Clare (appendix 1, p. 7):
 - the type of people who would belong to a rural youth club:
 - .. aged 25 years and under
 - .. a mixture of males and females
 - .. for farmers kids or people interested in wanting to know more about agriculture and rural areas.
 - the person said a rural youth club would be located in a country regional centre, country town or farming area.
 - the term "rural youth club" was confused with
 - .. a drop in social club for youth that is for "drop outs" and is not run very well.
 - .. a church youth group
 - .. church social groups
 - .. a club for people that have got troubles - counselling orientated

- ◇ from Mt Gambier (appendix 2, p. 9-10):
 - a rural youth club is a club for people interested in farming
 - the type of people who would belong to a rural youth club:
 - .. teenagers
 - .. nerdy people
 - .. young people associated with farming or belonging to farming families
 - .. those with an interest in agriculture
 - .. a mixture of males and females
 - .. people from outside of Mt Gambier
 - all said a rural youth club would be located out of town somewhere.
 - type of activities:
 - .. things for farmers
 - .. BBQs
 - .. camping
 - .. rural exchange program

4.2.3 GENERAL COMMUNITY

Only those people with awareness of RYSA were able to provide an indication of the type of image Rural Youth has within the below districts.

- ◇ Clare (appendix 1, p. 14):
 - females (13): 54% had no opinion; 30% thought it was worthwhile, 8% said it related to farming and farming information; while 8% said it related to social activities.
 - males (7): 58% had no opinion; 14% said it was unattractive to youth; 14% thought it was social activities and 14% provided other responses.

◊ Northern Clubs:

- lack of members
- only a few people doing all of the work
- nothing was planned
- everything was left up to someone else to do
- no motivation in our area, particularly with office bearers
- some members need to "grow up"
- people working as individuals rather than as a club.

◊ South Central Clubs:

- some portfolio holders treat both guests and members like idiots
- office bearers didn't know what they were doing
- personal conflicts and clash of personalities exist in some clubs
- a few people are doing all the work
- people in the club do not help with anything
- too much alcohol, need to be a drinker to fit in, most members wanted drink shows
- meetings were organised on weeknights with no other activities organised
- younger people are dispensing with meeting formalities
- childish behaviour of some club members
- less members in the club and the same amount of organising resulted in the club losing the "fun" element and members losing enthusiasm, resulting in even less members
- not enough good advisors, those left in the club did not know what they were doing
- not able to relate to younger members
- my ideas are considered too old

◊ South East Clubs:

- none of the people wanted to take over responsibilities
- existing members only prefer their own small group of friends to join and feel part of the group. Many young people left because of this.
- older members not interested in new ideas or socialising
- not everyone in the club was notified of club activities or changes to meeting times
- club didn't try to encourage new members
- disorganisation of the club
- those who offered to help, didn't follow up on their promises
- lack of commitment to tackling real problems facing young farmers
- lack of commitment to education
- long distances to travel to meetings
- many members are too immature for their age, narrow minded and only want to get pissed.
- didn't get enough out of going to the club.

◊ West Coast:

- clubs are closing due to lack of members
- office bearers and committee failed to keep the club active
- bored with activities
- not enough interest and drive from members
- sick of organising things for people who didn't appreciate it
- any one with "get up and go" belong to sporting committees.

4.3.3 MARITAL STATUS

◊ questionnaire information:

- total marital status profile:
 - .. single 76% (41)
 - .. married/defacto no children 22% (12)
 - .. married/defacto with children 2% (1)
- for each area:
 - .. Lower North (27): 70% are single and 30% married without children.
 - .. South Central (10): 60% are single, 30% are married without children and 10% are married with children.
 - .. South East (9): all members in this area are single
 - .. West Coast (8): 88% are single and 12% are married with no children

4.3.4 RESIDENCE

◊ questionnaire information:

- total residence profile:
 - .. farm/property 52% (28)
 - .. residential area/town 48% (26)
- for each area:
 - .. Lower North (27): 55% on farms/properties and 45% live in residential areas
 - .. South Central (10): 30% live on farms and 70% live in residential areas
 - .. South East (9): 55% reside on farms/properties and 45% are in residential areas
 - .. West Coast (8): 63% live on farms and 37% are in residential areas

4.3.5 OCCUPATIONS

◊ questionnaire information:

- total occupation profile:
 - .. Sales/Shop Assistant 11% (6)
 - .. Office worker 31% (17)
 - .. Farming 39% (21)
 - .. Student 6% (3)
 - .. Other 13% (7)
- for each area:
 - .. Lower North (27): 37% earn their living as farmers
 - .. South Central (10): 30% earn their living as farmers
 - .. South East (9): 33% earn their living as farmers
 - .. West Coast (8): 63% earn their living as farmers

4.3.6 LENGTH OF MEMBERSHIP

◊ questionnaire information:

- total length of membership profile:
 - .. less than 12 months 11% (6)
 - .. 1 to 2 years 9% (5)
 - .. 3 to 5 years 52% (28)
 - .. 6 to 9 years 22% (12)
 - .. 10 years or more 6% (3)

South Central	Adelaide	15		
	Lower Murray	13	28	
South East	Mt Gambier	10		
	Mundulla	17	27	
West Coast	Cleve	10		
	Pt Lincoln	8		
	Smoky Bay	19	37	155

RURAL YOUTH CLUBS WITH < 5 MEMBERS

Lower North	Roseworthy	2		
South Central	Victor Harbour	1		
South East	Coonalpyn	2	5	5

4.4.2 CHARACTERISTICS OF RYSA CLUBS

Four RYC questionnaires were returned. The following descriptions of the four clubs (appendix 5, p. 2-3) provide a good indication of the characteristics of most RYSA clubs, with the exception of Smoky Bay and Districts, being one of the few clubs experiencing sustained growth in membership.

◊ Balaklava

- area: lower north
- location of club: club rooms are in the residential area
- years in operation: 35 to 40 years (around 1955-60)
- club does not have an adult supervisor
- club meets twice a month
- the annual club membership fee is \$0
- doesn't receive sponsorship
- club is financially self supporting
- had 9 members as at 31/12/93. During 1994, 1 person joined the club. As at the 30/11/94, there were 10 members in this club.
- had 10 members as at the 31/12/92.
- reasons for leaving: in 1992, 2 people left because they moved area.
- age profile of current members (10):

16-19	1
20-22	3
23-25	5
26-28	1

◊ Lower Murray

- area: south central
- location of club: no response
- years in operation: no response
- club does not have an adult supervisor
- club meets once a month
- the annual club membership fee is \$25
- doesn't receive sponsorship
- club is financially self supporting
- had 13 members as at 31/12/93. During 1994, 5 people joined the club and 5 left. As

SECTION FIVE:

PROFILE OF RURAL YOUTH

5.1 CURRENT PROFILE

The profile of Rural Youth may vary for each district. The level of awareness of the target groups is largely dependent on the:

- how active individual clubs are within the community
- abilities of promotion officers
- details of RYSA promoted to the target groups
- promotional methods used from club, area and state levels
- the number of past RYSA members in the community

The following sections provide an indication of the profile of Rural Youth within:

- the age group close to current minimum RYSA membership age
- those within the current target age group
- the general community

5.1.1 14 to 15 YEAR OLDS

- ◊ from Clare (appendix 1, p. 3):
 - no people interviewed had heard of RYSA.
- ◊ from Mt Gambier (appendix 2, p. 4):
 - one had heard of the name "rural youth" but didn't know what it was about.
 - no other people interviewed had heard of RYSA.

5.1.2 17 to 28 YEAR OLDS

- ◊ from Clare (appendix 1, p. 8):
 - only one person was interviewed.
 - the person had heard of RYSA, but didn't know if a club existed in Clare.
- ◊ from Mt Gambier (appendix 2, p. 4):
 - one had heard of the name "rural youth" on the TV and radio, but didn't know what it was about.
 - no other people interviewed had heard of RYSA.

5.1.3 GENERAL PUBLIC

- ◊ from Clare (appendix 1, p. 11-12):

Awareness of the Rural Youth Movement of SA

- all respondents answered this question
- Farm (12):
 - .. 83% of people living on farms were aware of RYSA.
 - .. 50% of those not aware of the RYSA were from the 14-19 age group

SECTION SIX:

BENEFITS OF BEING A RYSA MEMBER

This section provides details of the benefits of being a RYSA member.

6.1 PAST MEMBERS

- ◇ Past members were asked to list the benefits obtained from being a member (appendix 3, p. 8). A total of 205 benefits from 99 respondents were received and are listed below in their order of importance:

Contacts/Friendships	31%
Knowledge/Self Development	23%
Confidence increased	18%
Activities (trips/competitions etc)	12%
Other	11%
Fun/Something to do	5%

- ◇ The benefits received by past members, varied in each Area:
 - Lower North (60): 38% contacts; 17% knowledge; 17% confidence; 13% activities; 5% fun and 10% other reasons.
 - Northern (7): 43% contacts; 29% confidence; 14% activities and 14% other reasons.
 - South Central (65): 31% contacts; 28% knowledge; 15% confidence; 12% activities; 2% fun and 12% other reasons.
 - South East (35): 34% knowledge; 24% contacts; 14% activities; 11% confidence; 11% fun and 6% other reasons.
 - West Coast (29): 29% confidence; 17% knowledge; 17% contacts; 10% activities; 10% fun and 17% other reasons.
 - Yorke Peninsula (9): 45% contacts; 22% knowledge; and 33% confidence.
- ◇ 91% of past members said that they would recommend RYSA to other people, indicating that most past members thought the benefits they gained were worthwhile.

6.2 CURRENT MEMBERS

- ◇ Current members were also asked to list the benefits they have obtained from being a member (appendix 4, p. 14-16). From 54 respondents, a total of 109 responses were received and have been categorised and listed in their order of importance:

Social/Meet Friends	42%
Personal Development	26%
Confidence	20%
Travel	12%

SECTION SEVEN:

ROLE OF RURAL YOUTH

7.1 14 to 15 YEAR OLDS

7.1.1 CLARE

The role of a club for people this age would be largely "social".

The type of activities they would be attracted to include:

- ◇ camping
- ◇ social and outdoor activities
- ◇ exchange programs

There is little to no role for a youth club run by youth. When asked if they would like the opportunity to belong to a youth club run by youth, the following comments were made:

- ◇ all said no
- ◇ would depend on who, what, where and when, in particular who is organising things and the types of activities being offered
- ◇ some wouldn't be able to get to meetings as they have no independent transport
- ◇ all would want activities pre-organised

7.1.2 MT GAMBIER

As with Clare, the role of a club for people this age would be "social".

Comments about the types of roles for a club include:

- ◇ 70% did not want activities related to personal development and leadership skills; while 30% said it would be OK, but not as the focus of activities
- ◇ all wanted most of the club activities to be social
- ◇ some would help community service organisations occasionally, but only for short amount of time (2hrs maximum) door knocking for money only.
- ◇ the majority would be interested in exchange programs to other rural areas in South Australia

All people interviewed said that they would not go to a youth club run by youth as it wouldn't be well organised.

7.2 17 to 28 YEAR OLDS

7.2.1 CLARE

Only one person was interviewed at Clare in this age group.

The role of the club would be mainly social, having meetings, playing games and socialising with people.

- social
- would make you aware of young people and what they are doing
- would give money to charity, but would mainly be a social club
- giving young people something to belong to. Would be more social than activity based
- keeps young people busy
- meetings with respect to agricultural purposes, advice on different aspects of farming
- most respondents didn't know the role of the RYC
- there is a huge need for things to do for people up to the age of 18; after 18 people go to the pubs.
- gives you a background on farm life. There are also some social functions and competitions.
- learning and social activities
- it was very informative in years when RYSA was going strong

7.3.2 MT GAMBIER

Only those respondents (17) with awareness of RYSA and RYC provided answers relating to the role of RYSA (appendix 2, p. 15, 17-18). Perceived roles stated by females and males are listed below:

◊ Females (10):

- 10% said they didn't know.
- 30% thought it was focused on social activities.
- 40% stated that it keeps youth off the streets
- 20% listed other roles

◊ Males (7):

- 29% didn't know the role of RY in their community.
- 29% said the role of RY focused on social activities.
- 42% stated other roles

◊ Examples of other roles stated by individual respondents are:

- increase awareness of rural concerns with city people
- getting youth/children off the streets
- camps, fund-raising, scholarships
- brings young people issues forward
- competitions in agricultural shows
- bringing together youth with background from the land
- provides opportunities for young people in the country; social; competitions through agricultural shows.

7.4 PAST MEMBERS

The role of RYSA for past members was best identified by asking why they joined Rural Youth.

◊ Past members joined RYSA for the following reasons (appendix 3, p. 6):

- 53% to meet people/for social reasons-
- 17% for the activities/something to do
- 13% to improve personal skills and confidence
- 10% family and/or friends were members
- 5% for community service activities
- 2% to learn about Rural Youth

SECTION EIGHT:

OTHER FACTORS AFFECTING RURAL YOUTH

This section provides a list of major factors that currently affect the operations and ability of RYSA to attract new members and retain current members.

This is not an exhaustive list, but rather a guide outlining areas requiring immediate attention.

8.1 THE NAME "RURAL YOUTH"

Initial perceptions of the words used in communications to the target audience, can affect a persons impressions about the what is being offered. At the early stage of awareness, the words or title used to describe the product can mean the difference between the person finding out more about the product.

In the case of RYSA, the words "Rural" and "Youth" are the primary words used to communicate to the target audiences the type of club and membership on offer.

In 1951 the name Rural Youth Movement was given to RYSA in preference to Junior Farmer or Young Farmer (Gray 1987, p. 44), in effect, describing the initial target audience of Rural Youth:

"Young Farmers".

From the initial research, the words "Rural Youth" were shown to affect peoples perceptions at four main levels:

- type of organisation
- type of people in the membership
- type of activities offered
- image of the organisation (discussed above).

8.1.1 14 to 15 YEAR OLDS

- ◊ from Clare (appendix 1, p. 2, 4, 5):
 - the word "rural" primarily means farming, but also includes: the outback, the residential area of small towns, and areas surrounding larger country town residential areas.
 - the word "youth" primarily means young, but also juvenile and under 18.
 - the most common age range placed on the word "youth" was 10 to 18 years.
 - the words "rural youth" could relate to country people.
- ◊ from Mt Gambier (appendix 2, p. 2):
 - the word "rural" primarily means farming, but also includes: country and out of town.
 - the word "youth" primarily means young people, but also teenagers and people like us.
 - the most common age range placed on the word "youth" was 12 to 18 years.
 - the words "rural youth" means young people associated with farming and agriculture.

club meetings for two major reasons:

- ◊ club members don't know what is going on with the club because they don't attend enough meetings;
- ◊ club members are not interested in participating in decision making.

This being the case, about 50% of current members should be classified as "associate members" rather than "club members".

Current member questionnaires asked each member to state their club membership type (appendix 4, p. 8). All 54 respondents stated that they were club members.

It is evident that the "associate member" classification is not being enforced by individual members, area committees or the state executive committee.

Decisions to be made:

The following decisions need to be made with respect to club membership classifications:

1. Should the classification of "associate member" remain?
2. If the "associate member" classification does remain, who will be responsible for enforcing it?

8.3 PROMOTIONS

The following section outlines promotional activities that would best reach the current target audience.

8.3.1 17 to 28 YEAR OLDS

- ◊ at Clare (appendix 1, p. 8):
 - through the football club as everyone belongs to it
 - through other clubs where young people gather
- ◊ at Mt Gambier (appendix 2, p. 9):
 - radio advertisements
 - notices and notice boards
 - close circuit TV in the pubs and hotels where there is a bar
 - notices through schools and TAFE
 - discount prices for membership and events
 - book lists in the library that lists all of the clubs
 - people find out a lot by word of mouth
 - meeting and speaking face to face with person involved with event
 - through places where young people go: CES, night-clubs, sports clubs etc

8.3.2 GENERAL COMMUNITY

- ◊ at Clare (appendix 1, p. 20-21):
 - Farm (12):
 - .. 56% through the local paper
 - .. 25% through notice boards, bulletins and newsletters
 - .. 19% listed other methods

8.3.3 CURRENT MEMBERS

Current members were asked how they found out about the RYC in their area (appendix 4, p. 7-8). The below information provides the forms of communication that were most effective in persuading the current members to join:

67% from Rural Youth Members
19% from Family Members
13% from Friends/Word of Mouth
2% from the local newspaper

From the above statistics, it is clear that the most effective method of promotion is through face to face contact with past and current members.

8.4 ACTIVITIES

The activities of RYSA at the area and state levels need to be changed to reflect peoples current needs. RYSA activities should be updated every two years.

Current needs are outlined in sections 3.3.2 and 7.2.

8.5 PUBLICATIONS

All state level publications are out of date.

The first priority for updating publications should be "The Rural Youth Handbook". The Handbook should also be written from the perspective of what Rural Youth can offer an individual member, with rules and regulations being placed at the back of the handbook.

The following statements highlight comments made by current members about RYSA publications:

- ◇ Crow Call was good as it keeps people in touch with other rural youth members throughout the state and tells them about the activities that are or have been on.
- ◇ Most manuals were generally informative, but some need updating.

- ◇ Have more flexible club meeting times.
- ◇ Ensure that club rooms are at convenient locations.

9.2.2 PROMOTIONAL INITIATIVES

- ◇ Increase awareness of Rural Youth at both area and district levels.
 - focus on face to face contact with potential members
- ◇ Initial forms of promotional articles to be designed for the club level:
 - leaflets/handouts for
 - .. a general letterbox distribution to the general public
 - .. booths at agricultural and local shows
 - .. to leave at counters of prominent places where potential members frequent
 - posters for
 - .. schools and TAFEs
 - .. major shopping centres
 - .. notice boards of other local clubs with members of the same target audience age
 - letters for
 - .. up dating past members with current activities.
 - .. increasing awareness of the club and its attractions to potential members.
 - .. schools and clubs with members of the target audience age, asking for details of up coming events to be placed in their newsletters.
- ◇ Factors to consider when designing promotions:
 - ensure that the name of the club, a contact number and name of a contact person is supplied.
 - communicate the intended image of the club
 - communicate the message clearly with as few words as possible
 - use bright or fluorescent colours that stand out
 - do not include words that are boring
 - have main words in big bold lettering
- ◇ Change the image of RYSA:
 - from "only for people interested in farming"
 - to (in order of importance):
 - .. a place where you can meet people of your own age
 - .. exciting competitions
 - .. interesting activities
 - .. exchange program
- ◇ Decrease the:
 - minimum age to 14 years
 - maximum age to 22 years
- ◇ Introduce a senior section to each club for those who are 23 years old and over, with no maximum age so that members are not forced to leave when they reach 28. The senior members should have common and separate activities from the other section of the club. This will ensure that the varied needs of the different age groups are satisfied. The senior members could act as advisors to the more junior part of the club and hold the majority of club portfolio positions.

SECTION TEN:

SOURCES OF FUNDING

If RYSA is to continue operation, RYSA will need to find funding for its head office functions.

This section provides a list of possible sources of funding. The lists provided are a brief guide to the areas that funding could be obtained by the RYSA State Executive.

10.1 INITIAL SOURCES OF FUNDING

- ◇ Past RYSA members
- ◇ Organisations that have a youth or rural focus
- ◇ Organisations run by past RYSA members
- ◇ Government departments run by past RYSA members
- ◇ Government departments with a youth or agricultural focus
- ◇ Local government councils

10.2 SOURCES OF FUNDING CONTACTED

10.2.1 PRIMARY INDUSTRIES SA (PISA)

- ◇ Decisions specified in the report of the Rural Groups Strategic Planning Committee held on 15/11/94:
 - the Minister for Primary Industries wishes to have only a single advisory body reporting to him.
 - after June 30th 1995, PISA will no longer provide financial, executive or administrative support to Rural Youth.
 - from July 1995, funding and administrative and executive services can only be guaranteed to the new advisory committee.
 - it was also stated that the Minister is not opposed to the continuation of the current situation, but the PISA can no longer provide the financial support at past levels.
- ◇ Funding at the current rate is not a viable option for the following reasons:
 - due to the redefinition of the business operations of PISA, the continued funding of RYSA is now outside the PISA business definition.
 - RYSA has been told that its funding will be cut from the 30/6/95.
 - RYSA has been told that its head office location and postal address will need to be relocated. The timing of relocation is being negotiated.
- ◇ Other funding options:
 - there may be opportunity for further funding:
 - .. at a reduce rate
 - .. a single payment for ceasing operations with PISA

SECTION ELEVEN:

FUTURE DIRECTION OPTIONS

11.1 FUTURE DIRECTION OF RURAL YOUTH

11.1.1 PERCEIVED CURRENT DIRECTION BY RYC MEMBERS

- ◇ Current members were asked to state the current direction of RYSA at the club level (appendix 4, p. 11). The results were as follows:

39%	Social/Fun Aspects
23%	No Response
18%	Activities
8%	Retaining Current Members/Increasing Membership
8%	RYSA has no focus
2%	RYSA Future Direction
2%	Other Responses

- ◇ Area/State level perceived current direction is also detailed in appendix 4, page 11.

11.1.2 FUTURE DIRECTION WANTED BY RYC MEMBERS

Current members were also asked to state the future direction of RYSA at the club and area/state levels (appendix 4, p. 11-12). The results were as follows:

- ◇ Club level :

22%	No Response
20%	New/More social activities and interaction between clubs
18%	Increasing Membership
12%	New Fun Activities
10%	Information/Education/Skill Development
11%	Other Responses
7%	More Organisation/Communication/Promotion/Leadership

- ◇ Area/State level:

-	30%	No Response
-	12%	Increasing Membership
-	3%	RYSA Future
-	15%	New/More social activities and interaction between clubs
-	10%	New Fun Activities
-	5%	Information/Education/Skill development
-	15%	More Organisation/Communication/Promotion/Leadership
-	10%	Other Responses

- ◇ For further information, comments by individual respondents at the club and area/state levels are provided in appendix 4, pages 12-16.

11.2.1 RELOCATING RURAL YOUTH HEAD OFFICE

Option 1: YOUTH S.A.

- ◇ Spoke to: Mr R. Symonds, Manager of Youth SA
- ◇ Details of organisation:
 - Youth SA is a government department of DETAFE
 - target audience: 12-25 year old South Australians
 - located at 31 Flinders Street, Adelaide SA 5000
 - telephone number (08) 226 7937
 - provides government services to SA youth
- ◇ possibility of relocating RYSA head office operations to YOUTH SA:
 - currently, YOUTH SA business operations are moving away from running programs.
 - as RYSA head office administration would be classed as a program, the likelihood of RYSA head office operations being relocated to the YOUTH SA office area and/or one of their staff carrying out these duties, is low.

Option 2: RYSA

- ◇ This would involve:
 - the purchasing of a computer system for RYSA head office database and documentation.
 - payment to a selected RYSA member (with administrative and computer skills) of part time wages to carry out RYSA head office functions.
- ◇ Advantages:
 - the operations of RYSA would be independent of all organisations
- ◇ Disadvantages:
 - financially, the outlay required to set up new head office operations is not viable for a small membership base.
 - other states, have had difficulties with the member employed part-time to perform head office functions not correctly performing their duties. In Queensland, legal action was instigated against their employed member.
 - paying a member to do tasks creates friction with the members who currently give up their time and effort to do other tasks for free.

Option 3: SA FARMERS FEDERATION

- ◇ Spoke to: Mr D. Bolto
- ◇ Details about the organisation:
 - it is a private organisation
 - membership target audience: farmers and primary producers
 - there is no age limit to their membership, but the majority of people targeted are under 35 years old
 - located at 122 Frome Street, Adelaide SA 5000
 - telephone number (08) 232 5555

BIBLIOGRAPHY

Australian Bureau of Statistics (1993): *Estimated Resident Population by Age and Sex in Statistical Local Areas, SA 30/6/92 and 30/6/93; catalogue number 3204.4.*

Australian Bureau of Statistics (1994): *1994 Supplement - Local Government Area Statistics SA 1993; catalogue number 1304.4, statistics as at 30/6/93.*

Corkindale, D.; Balan, D. & Rowe, C. (1989): *Marketing, Making the Future Happen, Nelson, Australia.*

Gray, P. (1987): *A History of the AB, WAB and RYSA - 1888 to 1986, technical report number 120, November 1987, Primary Industries SA.*

RYSA (1986): *Rural Youth: The Handbook.*

RYSA (1994): *Contract for Yvonne Heath.*

APPENDIX 1

DESCRIPTION OF RESEARCH AT CLARE

DESCRIPTION OF RESEARCH AT CLARE

The Author conducted research in Clare on the 1st and 2nd of December of 1994.

Planned Research:

- ◊ a focus group of ten 14 to 16 year old students
- ◊ a focus group of ten 17 to 28 year old people (\$20 incentive provided for each person)
- ◊ 30 questionnaires to the general public

Actual Research:

- ◊ two focus groups of five 14-15 year olds were conducted at Clare High School. Sixteen year olds could not be accessed due to matriculation examinations.
- ◊ the focus group of 10 people between the ages of 17 and 28 was cancelled by TAFE as most of their courses finished early and therefore were unable to get people of this age. The CES was unable to gather people together for research purposes and was not open. No further groups were available for interview. The focus group questions were then converted to a questionnaire for interviewing individual people within the above stated age group. Due to the absence of young people from the shopping, sporting, educational and unemployment areas and facilities around Clare, only one person could be interviewed.
- ◊ 30 questionnaires to the general public. Research relating to the General Public was carried out in the town centre. An estimated 75% of the population within the Clare shopping areas were aged over 50, therefore considerable time was required to interview a sample of 30 people with an approximate even spread of age and gender.

Reasons why Clare was chosen:

- ◊ Clare Rural Youth Club has been in recess since 1991 due to membership falling below the minimum of 5 members.
- ◊ the Rural Youth Club is said to have a low level of community awareness.
- ◊ a high percentage of the Clare population are involved with agricultural production: 18.72% of population within the Northern area of South Australia (ABS 1994), of which Clare is a part, are involved in agricultural production.
- ◊ it is a small country town, with the town and the surrounding area having a total population of 4143, with 424 between the ages of 15 and 24 (ABS 1994).
- ◊ Clare had the infra structure from which to conduct the planned research.

Other activities they would like to do, that aren't available in Clare

- ◇ plenty of sport clubs, but not much else
- ◇ four said that there are not enough activities, but they do not know what they would like to do
- ◇ one makes his own fun
- ◇ ice hockey

Would they like the opportunity to belong to a youth club run by youth

- ◇ all said no
- ◇ one was too busy
- ◇ another already leads a full life that he is very happy with.
- ◇ all have sporting commitments
- ◇ one entertains himself and therefore doesn't need to be entertained
- ◇ would depend on who, what, where and when, in particular who is organising things and the types of activities being offered

If there was a youth club, what types of activities would they like it to have

- ◇ camping
- ◇ social and outdoor activities
- ◇ exchange programs

Other activities that they have attended that were specifically youth orientated

- ◇ sports days
- ◇ district sports carnivals (football and hockey)

Best way to communicate to them that a youth event is on

- ◇ TV
- ◇ local radio station: 5CN
- ◇ school: morning bulletin (important events are announced here), fortnightly newsletter (every one reads it), school magazine once a year, posters up on notice boards.
- ◇ word of mouth
- ◇ notice boards at the local supermarket, however only some people look at the boards ie: big notice board up in Foodland - mostly for things wanting to be bought and sold.

SECTION THREE: PERCEPTIONS OF RURAL YOUTH**Have they heard of a club called RURAL YOUTH**

- ◇ the term RURAL YOUTH CLUB was confused with a drop in club that is for youth, open on Friday nights only (perception is that it is for drop outs, but quite a few people go; it is not very well run; just a bit of a social gathering; there are also pool tables, cordial and stale donuts)
- ◇ RYC was also confused with church youth groups and other church groups
- ◇ 2 people said they wouldn't go to a club called Rural Youth - it would be for young people interested in farming; I'm not interested in farming.
- ◇ another said it sounds like a club for people that have got troubles, counselling orientated
- ◇ no one could think of an alternative name

The meaning of YOUTH

- ◇ word association: first young, then teenagers and a bit older
- ◇ age range: 13-18 (2)
13-21 (2)
0-16 (1)

The meaning of RURAL YOUTH

- ◇ word association: doesn't mean anything very much

The meaning of CLUB

- ◇ word association: first group, then organisation

SECTION TWO: VIEWS ON YOUTH ACTIVITIES**What they do in their spare time**

- ◇ all go down the street to shop and meet friends
- ◇ one goes horse riding
- ◇ one goes to Adelaide most weekends for dancing classes
- ◇ everyone goes to the movies once a month

Clubs they belong to

- ◇ none belong to any clubs in school
- ◇ sports clubs: tennis, netball, basketball, horse riding, swimming
- ◇ one belongs to a dancing club in Adelaide
- ◇ one does not belong to any clubs

Other activities they would like to do, that aren't available in Clare

- ◇ all said that there were not enough activities for young people do in Clare
- ◇ there are mainly sport clubs in Clare. There really isn't anything much for people that are not interested in sport
- ◇ ice skating and indoor heated swimming pool
- ◇ movies should be more often
- ◇ more shops, with larger variety of clothes, like rundle mall

Would they like the opportunity to belong to a youth club run by youth

- ◇ 4 said no
- ◇ some wouldn't be able to get to meetings as they have no independent transport
- ◇ one said they were too busy
- ◇ one said that as long as it wasn't all religious they would consider it; not a church youth group or club
- ◇ all would want activities pre-organised

If there was a youth club, what types of activities would they like it to have

- ◇ social activities
- ◇ exchange programs

17 TO 28 YEAR OLD INTERVIEW

GROUP 1: *one 17 to 28 year old
1 from the Clare residential area
Friday, 2nd December, 1994*

SECTION ONE: PERCEPTIONS OF WORDS

The meaning of RURAL

- ◇ word association: local Clare area, agriculture

The meaning of YOUTH

- ◇ word association: young people
- ◇ age range: 15-21

The meaning of RURAL YOUTH

- ◇ word association: young people wanting to get into farming and agriculture

The meaning of CLUB

- ◇ word association: people getting together to discuss things

SECTION TWO: VIEWS ON YOUTH ACTIVITIES

What he does in his spare time

- ◇ work weeknights
- ◇ tennis and basketball
- ◇ home work
- ◇ movies
- ◇ parties that everyone goes to

Clubs he belongs to

- ◇ football, tennis and basketball clubs

Are there enough activities for young people in Clare

- ◇ no. there is nothing, you have to make your own fun.

Activities that people of his age do

- ◇ go to the pub, watch videos and TV

Has he heard of the (Men's) Agricultural Bureau

- ◊ no

SECTION FOUR: COMMUNITY INVOLVEMENT

Community Focus

- ◊ focus of attention
 - self, family and friends
 - not interested in the general community

Community activities participated in over past year

- ◊ didn't help a community service organisation in 1994

SECTION FIVE: MOVEMENT OF YOUTH

- ◊ not sure whether he will stay in the Clare area or not
- ◊ however other young people leave Clare to go to high school (4th & 5th years), to go to university or to get jobs
- ◊ people who usually stay (mostly males) run farms in the Clare area. These people are usually in their mid 20s.

SECTION SIX: PROFILE OF PERSON INTERVIEWED

- ◊ age: 19
- ◊ marital status: single
- ◊ lives in the Clare residential area
- ◊ occupation: student
- ◊ gender: male

Maximum Age:

- ◊ Females (16):
 - 69% said that the maximum age was between 15-20 years.
 - 25% stated the maximum age as being between 21-25 years.
 - a further 6% stated the maximum age to be over 25.
 - there was no significant difference in the distribution of the age maximum stated for each age group
- ◊ Males (14):
 - 43% said that the maximum age was between 15-20 years.
 - 57% stated the maximum age as being between 21-25 years.
 - there was no significant difference in the distribution of the age maximum stated for each age group

QU4) AWARENESS OF RURAL YOUTH MOVEMENT OF SA (RYSA)

Have you heard of the RURAL YOUTH Movement of SA? yes no

All respondents (30) answered this question.

- ◊ Females (16):
 - 81% of females were aware of RYSA.
 - those that were not aware (19%) were between 14 to 29 years old.
 - within the 14-29 age range, 38% of those interviewed had no awareness.
 - all females interviewed over the age of 29 had heard of RYSA.
- ◊ Males (14):
 - only 50% of males were aware of RYSA.
 - of the males that had no awareness of RYSA, 57% were from 14-19 years old
- ◊ Farm (12):
 - 83% of people living on farms were aware of RYSA.
 - 50% of those not aware of the RYSA were from the 14-19 age group
 - within the 14-29 age range, 33% of those interviewed had no awareness of RY.
- ◊ Residential (18):
 - only 56% of people living in residential areas were aware of RYSA.
 - 44% had no awareness of RYSA, of which 88% were in the 14-29 years age group.
 - 80% of 14 to 19 year olds had not heard of RYSA

QU5) AWARENESS OF RURAL YOUTH CLUB (RYC) IN CLARE AREA

Are you aware of the existence of a Rural Youth Club in your area? yes no

Respondents (20) with awareness of RYSA answered this question

- ◊ Females (13):
 - 23% of females stated that there was a RYC in the Clare area, of which 66% were in the 20-29 years age group.
 - 77% thought there was no club around Clare.

- ◊ Total Population (22):
 - 15% from Rural Youth Members
 - 33% from Family Members
 - 37% from Friends/Word of Mouth
 - 10% from TV or advertisements
 - 5% from other avenues
 - 14-19 year olds found out about RYC mostly from family (most of whom were ex-RYC members), and also friends.
 - 20-29 year olds found out about RYC from friends, word of mouth and advertisements
- ◊ Farm (12):
 - 28% from Rural Youth Members
 - 45% from Family Members (some of which are past members)
 - 18% from Friends/Word of Mouth
 - 9% from TV or advertisements
 - all 14-29 year olds found out about RY through family members
- ◊ Residential (10):
 - 20% from Family Members
 - 60% from Friends/Word of Mouth
 - 10% from TV or advertisements
 - 10% from other sources
 - 60% of 14--29 year olds found out about RY by friends/word of mouth
- ◊ Additional comments made by individual respondents
 - my mother was a member 20 years ago
 - mum was in rural youth
 - brother and friends have been in RY in the past
 - I know someone that is in RY
 - was a past member of RY
 - the Clare show is the only time we hear about RY
 - family was in rural youth a long time ago when they were kids
 - knew people who were members (sons and daughters of friends)

QU7) MEMBER OR PAST MEMBER OF RYC?

Are you a member or past member of a RYC? yes no

Respondents (20) with awareness of RYSA answered this question.

- ◊ Females (13):
 - 15% of females were current (50%) or past RY members (50%)
 - one of these females belonged to Clare RYC and the other was a past member at the Burra RYC some years ago
 - 85% were not RY members
- ◊ Males (7):
 - no males were members of RY

QU9) ROLE OF RYC IN COMMUNITY**What role does the RYC have within your community?**

Respondents (20) with awareness of RYSA answered this question

- ◊ Females (13):
 - 46% said they didn't know.
 - all females between 14-19 and 1/3 of females between 20-29 didn't know.
 - 31% thought it was focused on social activities.
 - 2/3 of females from 20-29 and all females between 30-49 said RY was focused on social activities.
 - 8% stated farming related activities and information.
 - 15% listed other roles
- ◊ Males (7):
 - 57% didn't know the role of RY in their community.
 - males in the 14-19 and 30-49 age ranges didn't know the role of RY.
 - 43% said the role of RY focused on social activities.
- ◊ Total Population (20):
 - 50% didn't know
 - 35% social activities
 - 5% farming related, all from the 60 and over age group
 - 10% stated other roles
- ◊ Additional comments made by individual respondents
 - suspect it is a social get together
 - draws your attention to young people on the land
 - socialising and competitions
 - social
 - would make you aware of young people and what they are doing
 - would give money to charity, but would mainly be a social club
 - giving young people something to belong to. Would be more social than activity based
 - keeps young people busy
 - meetings with respect to agricultural purposes, advice on different aspects of farming
 - most respondents didn't know the role of the RYC

QU10) AWARENESS OF THE WOMEN'S AGRICULTURAL BUREAU (WAB)

Are you aware of the existence of a WAB in your area? yes no

All respondents (30) answered this question.

- ◊ Total Population (30):
 - males and females had approximate even distribution of responses.
 - 27% had heard of the WAB, 89% of which were 40 years or over
 - 73% did not know about the WAB.
 - no 20-29 year olds had heard of the WAB.

QUI2) PERCEPTIONS OF WAB**What opinions do you have of the WAB?**

Respondents with awareness of WAB answered this question

Due to the low response rate for this question, no table was done

- ◊ Additional comments made by individual respondents
 - most respondents had no opinions about the WAB
 - social, the average age of members would be about 80 if it still exists; younger women are more interested in the farming aspects of the farm instead of running a home.
 - don't drive therefore I can't get to meetings
 - had young children and therefore couldn't get to meetings
 - it was good when it started up many years ago; years ago the WAB and AB had a different purpose. There isn't any need for WAB now as men & women have basically the same interests in farming.

QUI3) ACTIVITIES OF WAB**What activities does the WAB do?**

Respondents with awareness of WAB answered this question

Due to the low response rate for this question, no table was done

- ◊ Additional comments made by individual respondents
 - most respondents didn't know about WAB activities
 - it is a social gathering and is out of date. The Red Cross has now taken over the WAB role.
 - write articles, guest speakers, rural things, competitions, monthly meetings
 - advertises in the Argus newspaper, speakers, trips, monthly meetings
 - meet on a regular basis, deals with women's affairs in helping to run properties

QUI4) AWARENESS OF THE AGRICULTURAL BUREAU (AB)**Are you aware of the existence of a (Men's) AB in your area? yes no**

All respondents (30) answered this question.

- ◊ Total Population (30):
 - males and females had approximate even distribution of responses.
 - 33% had heard of the AB, 80% of which were 40 years or over
 - 67% did not know about the AB.
 - no 14-19 year olds had heard of the AB
- ◊ Farm (12):
 - 50% had heard of the AB, of which all were 40 years or over
 - 50% did not know about the AB.

- ◊ Additional comments made by individual respondents
 - very informative in years when it was going strong (50s & 60s). Not sure what it is like now
 - bit of a boys club
 - good thing
 - worthwhile, only costs \$10/year; would like more ABs to be around; a dying race
 - good to have around; useful
 - a gathering of farmers, social, information, idea sharing, technical information
 - very few respondents had opinions for this question
 - average age of farmers in district is 55-58 years

QUI7) ACTIVITIES OF AB

What activities does the AB do?

Respondents with awareness of AB answered this question

Due to the low response rate for this question, no table was done

- ◊ Additional comments made by individual respondents
 - meetings with respect to agricultural purposes, advice on different aspects of farming
 - tree planting, land care, use of agricultural chemicals, safety on farms
 - field days, guest speakers, agricultural information, occupational health and safety information, fellowship
 - information, social, seminars, special visits
 - son has gained a lot from it. All 3 generations of the family has been a part of it
 - information about farming, seminars
 - field days, speakers
 - most respondents did not know what type of activities the AB does

QUI8) CURRENT MOTIVATION TO JOIN THE ABOVE 3 CLUBS

With your current knowledge of the three organisations we have just talked about, which (if any) would you join?

All respondents (30) answered this question.

- ◊ Females (16):
 - 19% would join a RYC
 - for females between 14-19 years, 67% would join rural youth.
 - for females between 20-29 years, 25% would join rural youth.
 - 6% would join a WAB, all of which are in the 20-29 age group
 - 75% wouldn't join any of the clubs
- ◊ Males (14):
 - 14% would join a AB, all within the 40-59 year age group
 - 86% would not join any of the clubs

- ◊ Farm (12):
 - 56% through the local paper
 - 25% through notice boards, bulletins and newsletters
 - 19% listed other methods

- ◊ Residential (18):
 - 61% through the local paper
 - 4% by the radio
 - 13% through notice boards, bulletins and newsletters
 - 9% by face to face contact with members
 - 13% listed other methods

- ◊ Additional comments made by individual respondents
 - stock journal
 - members should approach people
 - advertising in local papers - Flinders News and Northern Argus. Also write articles for the Rural and Social pages. Ensure there is function coverage. Most people look at the articles but not the advertisements.
 - advertising on the local radio
 - meeting a member at agricultural shows
 - phone and letter
 - if there is something special set up a booth and hand out leaflets outside of the main shopping area.
 - school bulletins (in the morning)
 - school newsletter (sent out each fortnight)
 - posters and notices on school notice boards
 - focus on year 12s at school; women's church groups; women's, babies, child and adolescent health services and library notice boards.
 - notice boards at clubs
 - notice/display at the supermarket for women
 - posters at shopping centres
 - free sausage sizzle
 - youth fair
 - not in industry

QU20) AGE OF POPULATION

Age	14 to 19	27% (8)
	20 to 29	23% (7)
	30 to 39	7% (2)
	40 to 49	13% (4)
	50 to 59	13% (4)
	60 and over	17% (5)

All respondents (30) answered this question.

APPENDIX 2

DESCRIPTION OF RESEARCH AT MOUNT GAMBIER

DESCRIPTION OF RESEARCH AT MOUNT GAMBIER

The Author conducted research in Mount Gambier on the 6th and 7th of December of 1994.

Planned Research:

- ◊ a focus group of ten 14 to 16 year old students
- ◊ a focus group of ten 17 to 28 year old people (\$20 incentive provided for each person)
- ◊ 30 questionnaires to the general public

Actual Research:

- ◊ a focus group of ten 14 to 15 year old students. Sixteen year olds could not be accessed due to matriculation examinations. The initial focus group was cancelled due to a teachers strike at short notice. A group was arranged for the following day, but only six of the original ten obtained permission to attend the following day. A further 4 were taken from classes to increase the number to ten.
- ◊ a focus group of eight 17 to 28 year old people was organised through Mt Gambier TAFE.
- ◊ 40 questionnaires to the general public. This research was conducted at the main shopping centre where the majority of local people and people from the surrounding districts come to do their shopping.

Mount Gambier was chosen for the following reasons:

- ◊ Mt Gambier Rural Youth Club has had a reasonably stable membership base of about 18 for the past 4 years.
- ◊ the Rural Youth Club is said to have a reasonable level community awareness.
- ◊ a low to medium percentage of people in Mount Gambier are involved in agricultural production: 12.02% of people within the South East of South Australia (ABS 1994), of which Mt Gambier is a part, are involved in agricultural production.
- ◊ it is a reasonably large country centre with a total population of 27509, with 4155 between the ages of 15 and 24, within 2 council areas (ABS 1994).
- ◊ Mount Gambier had the infra structure from which to conduct the planned research.

- ◊ other major commitments: sport, eating, sleeping, music, doing chores around the home, travelling to and from school (1 hour each way)
- ◊ there are lots/heaps of activities for people their age to do
- ◊ things to do in Mt Gambier: sports, game world, theatre, cinema, shopping, beach, the lakes, and many recreation areas. The problem is having the transport to get to them (especially if you live outside of Mt Gambier) and the cost of doing each activity (there is nothing you can do without having to pay for it).

Clubs they belong to

- ◊ sports: netball, basketball, motorbike
- ◊ dancing club
- ◊ singing and theatre club
- ◊ chess

Other activities they would like to do, that aren't available in Mt Gambier

- ◊ ice skating
- ◊ skiing like at Mt Thebarton in Adelaide

Would they like the opportunity to belong to a youth club run by youth

- ◊ no, wouldn't be well run
- ◊ would not be well organised

If there was a youth club, what types of activities would they like it to have

- ◊ things that would give you a good time
- ◊ 7 said nothing related to personal development and leadership skills, while 3 said it would be OK, but not the focus of activities
- ◊ all wanted social activities, with most of the club activities being social
- ◊ would help community service organisations occasionally, but only for short amount of time (2hrs maximum) door knocking for money only.
- ◊ 9 would be interested in exchange programs to other rural areas: seen as a learning experience, good fun, excellent, but depends on what places are on offer, as long as you had a choice

Other activities that they have attended that were specifically youth orientated

- ◊ Youth Alive concert
- ◊ 6 hadn't been to a youth activity
- ◊ Mount Gambier Show, but everyone goes to it

Best way to communicate to them that a youth event is on

- ◊ radio was listened to by all of the students
- ◊ TV
- ◊ not the morning bulletin (no body listens to it), but the newsletter "timetable of events" is looked at by all students. The newsletter is compiled by students for the students, therefore it is always read.

SECTION FIVE: MOVEMENT OF YOUTH

- ◇ all were going to leave Mt Gambier after they had finished school
- ◇ all were going to move to the city area, in particular Adelaide
- ◇ only 2 said that they might come back after they had qualifications

SECTION TWO: VIEWS ON YOUTH ACTIVITIES**What they do in their spare time**

- ◇ TV, socialise, cinema and pubs
- ◇ motor cross and pubs
- ◇ play cricket, coach hockey, drinks down the pub
- ◇ art, designing clothes/jeans, read, write, skateboarding and socialise
- ◇ sports, TV, play in a band, social scene
- ◇ read, has only been in town for 8 weeks and has found it hard to find out what clubs are around the place. Very little publicity of clubs on in Mt Gambier
- ◇ very family orientated
- ◇ other major commitments: study, church activities, sporting committees, designing jeans.

Clubs they belong to

- ◇ sports clubs

Are there enough activities for young people in Mt Gambier

- ◇ there are enough activities for young people in Mt Gambier, but most young people do not think of them as being fun.
- ◇ the level of organisation in clubs in MG is shocking. Most are not well organised. Clubs would attract many more members if they were well organised but at the same time have a laid back social atmosphere.
- ◇ facilities are there to be used, but the young people don't use them. They are just not interested in participating in sport and other things that are around.
- ◇ they know about the facilities, but they are just lazy and don't want to do things.
- ◇ there is a lack of organised activities that youth are actually interested in
- ◇ there are some youth activities that adults have come up with, but nothing that the youth actually come up with.
- ◇ compared with Millicent, there is lots to do. But the problem is with motivation - getting people motivated to do something
- ◇ it costs a lot to be part of a club ie: joining fees, sporting equipment, cost of facilities being used for activities, the right clothes and shoes, oval or court costs. Most clubs are introducing a system of lower costs. In order to raise money they are charging fees for everything and/or decreasing the types of services they provide. Sporting associations are losing juniors due to these costs as the clubs do not take into account that families have more than one child to pay these costs for - families just cant afford it (adds up to a lot of money).
- ◇ lack of interest
- ◇ unless you belong to a sporting or church organisation or something of that nature, there isn't a lot around for youth. When you go down the street, there are quite a few wandering around looking for something to do. A lot of it is to do with miss management of clubs.
- ◇ most young people just don't get off there arse to do anything, they don't try
- ◇ it costs money to do anything, and most young people just don't have money, every time they get bored, they haven't got \$5 to spend to do something.
- ◇ up to 16s don't have a licence, they are restricted by family curfews. Some people under 25 also don't have a licence.
- ◇ 18-25s don't have any troubles finding their way to the pub on Friday nights - they can spend up to \$300 on booze, but don't have the money to pay their rent or money to get home
- ◇ need more varied entertainment
- ◇ there tends to be punch ups most weeks at the night-clubs

Other activities that they have attended that were specifically youth orientated

- ◇ hockey carnival national competitions
- ◇ young bands playing to raise money for an aboriginal club

Best way to communicate to them that a youth event is on

- ◇ young people listen to the radio a lot, so you have community access through the radio station
- ◇ notices, notice boards
- ◇ close circuit TV in the pubs and hotels where there is a bar
- ◇ using places like schools and TAFE where you can advertise through them
- ◇ do discount prices
- ◇ book/lists in the library that lists all of the clubs, but not many people know that it is there
- ◇ community list
- ◇ quite a few things are made known through word of mouth
- ◇ meeting and speaking face to face with person involved with event
- ◇ through places where young people go: CES, night-clubs, sports clubs etc

SECTION THREE: PERCEPTIONS OF RURAL YOUTH**Have they heard of a club called RURAL YOUTH**

- ◇ I had heard of RYSA, but didn't know what it is about. Heard it on the TV and radio. Have never looked into it
- ◇ another doesn't have time to go to clubs
- ◇ the others had not heard of RYSA

Type of activities they imagine a RYC would have

- ◇ things for farmers
- ◇ BBQs
- ◇ camping
- ◇ rural exchange program
- ◇ all are interested in developing personal and leadership skills
- ◇ all are interested in social activities
- ◇ would have a hard time getting youth involved with community services. Some would donate some time every few months, like a money run/collection for a few hours.
- ◇ all are interested in exchange programs, but not as much to rural areas. There is still some interest in rural exchange.

Location of RYC

- ◇ 6 said any activity or club needs to be located near the centre of the town, otherwise there will be low attendance
- ◇ out in the sticks
- ◇ out of town somewhere

RESULTS OF GENERAL PUBLIC QUESTIONNAIRES**QU1) DEFINITION OF THE WORD "RURAL"**

What does the word RURAL mean to you?

All respondents (40) answered this question

- ◊ 34% of total respondents describe rural as farming area
- ◊ a further 45% of respondents define rural as the country/country towns
- ◊ 14% described rural as non-city
- ◊ the remaining 7% used other descriptions
- ◊ 14-19 (13): 57% described rural as farms and farming area
- ◊ 20-29 (8): 75% defined rural as country and country towns

QU2) IS MT GAMBIER RURAL?

Would you define Mt Gambier as Rural? yes no

All respondents (40) answered this question

- ◊ females (22): 55% stated that they thought Mt Gambier was rural
- ◊ males (18): 47% of males thought Mt Gambier was rural

QU3) DEFINITION OF THE WORD "YOUTH"

What does the word YOUTH mean to you?

All respondents (40) answered this question

- ◊ Females (22):
 - 57% of females used the word young or young person
 - 36% used teenager/adolescent
 - other responses were given by 7% of females
- ◊ Males (18):
 - 36% of males used young or young person to describe the word youth
 - 42% used teenager/adolescent
 - 22% of males used other words to define youth
- ◊ Total Population (40)
 - 47% of total respondents used the word young or young people to describe the word youth
 - 44% defined youth as meaning teenager/adolescent
 - the other 9% of respondents provided other answers
- ◊ there was no significant difference between the answers provided by different age groups for this question

QU5) AWARENESS OF RURAL YOUTH MOVEMENT OF SA (RYSA)

Have you heard of the RURAL YOUTH Movement of SA? yes no

All respondents (40) answered this question.

◊ Total Population (40):

- there was no significant difference between responses given by each gender for this question
- 57% of total respondents were aware of RYSA.
- those that were not aware (43%) were between 14 to 39 years old.
- within the 14-19 age range (13), 92% of those interviewed had no awareness.
- all respondents over the age of 40 had heard of RYSA.

◊ Farm (14):

- 64% of people living on farms were aware of RYSA.
- all of those not aware of the RYSA (36%) were from the 14-39 age group

◊ Residential (26):

- 54% of respondents living in residential areas were aware of RYSA.
- 46% had no awareness of RYSA, of which all were in the 14-29 years age group.
- 92% of 14 to 19 year olds (12) had not heard of RYSA

QU6) AWARENESS OF RURAL YOUTH CLUB (RYC) IN MT GAMBIER AREA

Are you aware of the existence of a Rural Youth Club in your area? yes no

Respondents (23) with awareness of RYSA answered this question

◊ Females (13):

- 77% of females stated that there was a RYC in Mt Gambier, of which of which all were 20 years and over
- 23% thought there was no club around Mt Gambier.

◊ Males (10):

- 70% of males stated that there was a RYC in Mt Gambier.
- 2 of the 3 males that were not aware of a RYC in Mt Gambier, were in the 20-29 age group

◊ Farm (9):

- 89% stated that they thought a RYC existed in Mt Gambier.
- 11% were not aware of a RYC
- all the respondents not aware a RYC in Mt Gambier were in the 60 and over age group

◊ Residential (14):

- 64% stated that they thought a RYC existed in Mt Gambier.
- 36% were not aware of a RYC

QU9) ROLE OF RYC IN COMMUNITY

What role do you think the Rural Youth Club would have within your community?

Respondents (6) with awareness of RYSA, but no awareness of a RYC in Mt Gambier answered this question

Due to the low response rate for this question, no tables were done.

◊ Additional comments by individual respondents:

- no idea, but youth need things to do. People under 18 are also going to the pub as well
- keep young ones together, gives them something to do
- help with youth in agriculture
- get kids off the street, provides information and skills on basic aspects of life for people on properties.
- entertainment, education of youth
- getting youth off the streets, giving them something to do

QU10) HOW RESPONDENTS FOUND OUT ABOUT RYC

How did you find out about the Rural Youth Club?

- tick one or more
- rural youth member
 - family member
 - friend
 - advertisement, where
 - other, please specify

Respondents (17) with awareness of RYSA and RYC in Mt Gambier answered this question. In some cases, more than one answer was provided by respondents for this question. There were 20 responses in total,

◊ Females (12):

- 17% from Rural Youth Members
- 17% from Family Members
- 17% from Friends/Word of Mouth
- 41% from TV or advertisements
- 8% from other avenues

◊ Males (8):

- 12% from Rural Youth Members
- 12% from Friends/Word of Mouth
- 63% from TV or advertisements
- 13% from other avenues

◊ Total Population (20):

- 15% from Rural Youth Members
- 10% from Family Members
- 15% from Friends/Word of Mouth
- 50% from TV or advertisements
- 10% from other avenues

QUI2) OPINIONS OF RYC**What opinions do you have of the RYC?**

Respondents (17) with awareness of RYSA and RYC in Mt Gambier answered this question.

- ◊ Females (10):
 - 10% had no opinion
 - 20% thought RY was worthwhile
 - 40% said it was social activities
 - 20% stated other opinions
- ◊ Males (7):
 - 72% (5) had no opinion. All males between the age of 20 to 39 had no opinion.
 - 14% said RY was worthwhile
 - 14% provided another response
- ◊ Additional comments by individual respondents:
 - there to increase young peoples education and potential
 - don't hear a lot about it; not involved with people of that age
 - helping the aged/elderly
 - it is a good organisation for young people to join
 - good for getting young ones together, other than hanging around the pubs
 - group of farmers kids getting together
 - a youth group
 - it is a good thing to have in rural areas
 - fun

QUI3) ROLE OF RYC IN COMMUNITY**What role does the RYC have within your community?**

Respondents (17) with awareness of RYSA and RYC in Mt Gambier answered this question.

- ◊ Females (10):
 - 10% said they didn't know.
 - 30% thought it was focused on social activities.
 - 40% stated that it keeps youth off the streets
 - 20% listed other roles
- ◊ Males (7):
 - 29% didn't know the role of RY in their community.
 - 29% said the role of RY focused on social activities.
 - 42% stated other roles
- ◊ Additional comments by individual respondents:
 - adults of tomorrow
 - increase awareness of rural concerns with city people
 - getting youth/children off the streets
 - provides communication between children on isolated farms and those that live in the city

- ◊ Males (5):
 - 20% from WAB members
 - 40% from advertisements (radio and newspaper)
 - 40% listed other avenues
- ◊ Total Population (11):
 - most people who knew about the WAB were under 50 years old
- ◊ Additional comments by individual respondents:
 - wife was in Eyre Peninsula WAB
 - attended a WAB field day
 - through biology

QUI6) PERCEPTIONS OF WAB

What opinions do you have of the WAB?

Respondents with awareness of WAB answered this question

Due to the low response rate for this question, no table was done

- ◊ Additional comments by individual respondents:
 - 70% of males and 17% of females with awareness of the WAB did not have any opinions about the WAB
 - women's rights; women receiving credit when due
 - none, don't know
 - women are able to express themselves; voice in community is becoming stronger
 - good idea, women should get involved
 - keeps the younger women off the street; it is a younger version of the CWA
 - good; powerful
 - provides voice for women in rural areas in state and federal parliament
 - voice for rural women

QUI7) ACTIVITIES OF WAB

What activities does the WAB do?

Respondents with awareness of WAB answered this question

Due to the low response rate for this question, no table was done

- ◊ Additional comments by individual respondents:
 - 41% of respondents aware of the WAB did not know the type of activities carried out by the WAB
 - women's shelters, help other women in trouble, support farmers wives with drought
 - supporting farmers wives
 - don't know
 - women's issues in agriculture (roads, schools, services to women)
 - lobby for rural women's issues
 - how to support the man on the land/rural community

- ◊ Additional comments by individual respondents:
- signs are the other major source
 - father was a member; I'm not a member because I'm not a farmer
 - I am a past president in the South East and was on the liaison committee
 - school from the agriculture teacher

QU20) PERCEPTIONS OF AB

What opinions do you have of the AB?

Respondents (12) with awareness of AB answered this question

Due to the low response rate for this question, no table was done

- ◊ Additional comments by individual respondents:
- there isn't much around for men. The health community is directed toward the women only
 - none, don't know anything about it
 - good organisation. gives the rural sector a voice
 - is a way of getting information out of the government departments (in particular research) to farmers
 - brings men together. a help organisation

QU21) ACTIVITIES OF AB

What activities does the AB do?

Respondents (12) with awareness of AB answered this question

Due to the low response rate for this question, no table was done

- ◊ Additional comments by individual respondents:
- support the men
 - help put the young men through farming apprenticeships
 - farming
 - improve the lot of the rural sector
 - don't know
 - trade representative seminars; guest speakers; trial week; area conferences (1/year); gives representation at a ministerial level; input into research projects for government grants.
 - much the same as the WAB: lobby the government and help farmers
 - advisory
 - welfare and farming

QU23) BEST WAYS TO COMMUNICATE EXISTENCE OF THESE CLUBS**How could these organisations best communicate their existence to you?**

All respondents (40) answered this question. In some cases respondents provided more than one answer. Each answer was given the value of one.

◊ Females (22):

- 25% through the local paper
- 15% by advertisement on the local radio station
- 10% through notice boards, bulletins and newsletters
- 8% by face to face contact with club members
- 30% by television
- 12% listed other methods

◊ Males (18):

- 36% through the local paper
- 23% by advertisement on the local radio station
- 3% through notice boards, bulletins and newsletters
- 6% by face to face contact with club members
- 29% by television
- 3% listed other methods

◊ Farm (14):

- 32% through the local paper
- 10% by advertisement on the local radio station
- 6% through notice boards, bulletins and newsletters
- 2% by face to face contact with club members
- 28% by television
- 11% listed other methods

◊ Residential (26):

- 21% through the local paper
- 12% by advertisement on the local radio station
- 12% through notice boards, bulletins and newsletters
- 12% by face to face contact with club members
- 33% by television
- 10% listed other methods

◊ Additional comments by individual respondents:

- television advertising
- posters
- radio: advertising and on talk back radio
- local newspapers: advertising, articles in special events section
- community service announcements
- advertisements
- face to face contact with members of the clubs
- advertise what they do
- newsletters
- magazines
- public relations

QU27) OCCUPATIONS OF POPULATION**What is your Occupation?**

Student	23%
Farmer	10%
Housewife	13%
Pensioner/Retired	17%
Other	37%

All respondents answered this question.

- ◇ there is an approximate even spread of farmers within each age group, with farmers comprising of only 9% of the total population interviewed
- ◇ 17% are students, all within the 14-19 age group
- ◇ 10% are house wives
- ◇ 5% are pensioners/retired
- ◇ 59% do other types of work, mainly associated with office work or being unemployed

QU28) GENDER OF POPULATION

Gender	male	45%
	female	55%

All respondents (40) answered this question.

APPENDIX 3

DESCRIPTION OF RESEARCH

DESCRIPTION OF RESEARCH

In early December 1994, questionnaires were sent to all past RYM registered in the Rural Youth Head Office data base as at the 1/12/94.

A total of 355 questionnaires were sent.

Only those questionnaires received before the closing date of 15/12/94 were used in the following statistical analysis.

Comments from late questionnaires were included in sections where "comments from individual respondents" are listed.

The purpose of these questionnaires were to gain information from past RYMs about: why they joined RYSA, if their needs were satisfied, benefits they obtained from RYSA, why they left, whether they would recommend RYSA to other people and to find out which organisations past members have joined.

RESPONSE RATES TO QUESTIONNAIRES

Numbers within brackets represent questionnaires that were marked return to sender.

RESPONSES BEFORE CLOSING DATE 15/12/94

Lower North	29 (6)
Northern	4 (1)
South Central	30 (2)
South East	19 (1)
West Coast	12 (2)
Yorke Peninsula	4 (1)
Total	99 (14)
Late questionnaires	13
RESPONSE RATE	99/355 (27.9%)
TOTAL RESPONSE RATE (including return to sender and late questionnaires)	126/355 (35.5%)

◊ Gender (99):

- 16-19 (9): 56% are male and 44% are female.
- 20-22 (15): 33% are male and 67% are female.
- 23-25 (27): 33% are male and 67% are female
- 26-28 (27): 30% are male and 70% are female
- 29 and over (22): 73% are male and 27% are female

◊ Marital Status (99):

- 16-19 (9): all are single.
- 20-22 (15): 87% are single and 13% are married without children.
- 23-25 (27): 59% are single; 26% married without children and 15% are married with children.
- 26-28 (27): 41% are single; 15% married without children and 44% are married with children.
- 29 and over (22): 33% are single; 38% married without children and 29% are married with children.

◊ Residence (99):

- 16-19 (9): 66% live on a farm; 11% within residential areas; and 23% live in other types of areas.
- 20-22 (15): 43% live on a farm; 50% within residential areas; and 7% live in other types of areas.
- 23-25 (27): 52% live on a farm; 44% within residential areas; and 4% live in other types of areas.
- 26-28 (27): 54% live on a farm; 42% within residential areas; and 4% live in other types of areas.
- 29 and over (22): 47% live on a farm; and 53% within residential areas.

◊ Areas (99):

- Lower North (29): 17% are 20-22; 21% are 23-25; 38% are 26-28 and 24% are 29 and over.
- Northern (4): 25% are 23-25; and 75% are 26-28.
- South Central (30): 10% are 16-19; 23% are 20-22; 10% are 23-25; 27% are 26-28 and 30% are 29 and over.
- South East (19): 21% are 16-19; 69% are 23-25; 5% are 26-28 and 5% are 29 and over.
- West Coast (12): 16% are 16-19; 9% are 20-22; 9% are 23-25; 33% are 26-28 and 33% are 29 and over.
- Yorke Peninsula (5): 40% are 20-22; and 60% are 23-25.

QU3) MARITAL STATUS OF PAST MEMBERS

Marital Status	single	76% (41)
	married/defacto no children	22% (12)
	married/defacto with children	2% (1)

All respondents (99) answered this question.

◊ Areas (99):

- Lower North (29): 43% are single; 27% married without children and 30% married with children.
- Northern (4): 25% are single; and 75% married without children.

- South Central (30): 13% are sales/shop assistants; 10% are office workers; 23% are farmers; 10% are students; and 44% have other varied occupations.
- South East (19): 33% are office workers; and 67% are farmers.
- West Coast (12): 8% are sales/shop assistants; 50% are farmers; 8% are students; and 34% have other varied occupations.
- Yorke Peninsula (5): 80% are office workers; and 20% have other varied occupations.

SECTION 2: PAST MEMBERSHIP DETAILS

QU6) AREA OF MEMBERSHIP

Area of Past Membership:

Lower North	29% (29)
Northern	4% (4)
South Central	31% (30)
South East	19% (19)
West Coast	12% (12)
Yorke Peninsula	5% (5)

All respondents (99) answered this question.

QU7) TYPE OF MEMBERSHIP

What type of membership do you hold?

- Please tick one of the following
- club membership
 - associate membership

All respondents (99) answered this question.

o All Past RYSA members held club memberships. Therefore, no tables were done for this question.

QU8) LENGTH OF MEMBERSHIP

How long have you been a member of Rural Youth?

- Please tick one of the following
- less than 12 months 6% (6)
 - 1 to 2 years 18% (18)
 - 3 to 5 years 34% (34)
 - 6 years or more 42% (41)

All respondents (99) answered this question.

- o Age (99):
- less than 12 months (6): 50% were aged 16-19; 17% from 20-22; and 33% from 23-25.
 - 1-2 years (18): 22% were aged 16-19; 28% from 20-22; 28% from 23-25; 17% from 26-28; and 5% for 29 years and above.
 - 3-5 years (34): 3% were aged 16-19; 26% from 20-22; 38% from 23-25; 21% from 26-28; and 12% for 29 years and above.

- ◊ Age (99):
- social/meet people (52.5): 11% are aged 16-19; 15% from 20-22; 29% from 23-25; 28% from 26-28; and 17% for 29 years and above.
 - learn about RYSA (2): 25% are aged 16-19; 25% from 23-25; 25% from 26-28; and 25% for 29 years and above.
 - something to do/activities (17): 6% are aged 16-19; 29% from 20-22; 9% from 23-25; 29% from 26-28; and 27% for 29 years and above.
 - community service (4.5): 11% are aged 20-22; 56% from 23-25; 11% from 26-28; and 22% for 29 years and above.
 - improve personal skills/confidence (13): 12% are aged 16-19; 4% from 20-22; 27% from 23-25; 35% from 26-28; and 22% for 29 years and above.
 - family/friends were members (10): 20% are aged 20-22; 30% from 23-25; 15% from 26-28; and 35% for 29 years and above.
- ◊ Areas (99):
- Lower North (29): 55% social; 19% activities; 3% community service; 3% self improvement; and 20% friends were members.
 - Northern (4): 38% social; 12% learn about RYSA; 26% activities; 12% community service; and 12% self improvement.
 - South Central (30): 56% social; 2% learn about RYSA; 20% activities; 2% community service; 15% self improvement; and 5% friends were members.
 - South East (19): 50% social; 3% learn about RYSA; 5% activities; 5% community service; 26% self improvement; and 11% friends were members.
 - West Coast (12): 50% social; 4% learn about RYSA; 13% activities; 8% community service; 17% self improvement; and 8% friends were members.
 - Yorke Peninsula (5): 50% social; 40% activities; and 10% community service.

QUI10) SATISFACTION OF REASONS FOR JOINING RYSA

Were the reason(s) stated in question 9 satisfied?

- Please tick one of the following
- all were satisfied
 - some were satisfied - please list
 - none were satisfied

All respondents (99) answered this question.

- ◊ Gender (99):
- all (86): 43% are males and 57% are females
 - some (10): 30% are males and 70% are females
 - none (3): 2 are males; 1 is a female
- ◊ Age (99):
- all (86): 6% are aged 16-19; 15% from 20-22; 28% from 23-25; 26% from 26-28; and 25% for 29 years and above.
 - some (10): 40% are aged 16-19; 20% from 23-25; and 40% from 26-28.
 - none (3): 2 are aged 20-22; and 1 from 23-25.

- fun/something to do (11): 18% are aged 16-19; 9% from 20-22; 27% from 23-25; and 45% from 26-28.
 - other (22): 5% are aged 16-19; 9% from 20-22; 23% from 23-25; 36% from 26-28; and 27% for 29 years and above.
- ◊ Residence (205):
- knowledge (47): 55% are from a farm; 41% live in a residential area; and 4% live in other types of areas.
 - contacts (63): 43% are from a farm; 47% live in a residential area; and 10% live in other types of areas.
 - activities (25): 52% are from a farm; 32% live in a residential area; and 16% live in other types of areas.
 - confidence (37): 50% are from a farm; 43% live in a residential area; and 7% live in other types of areas.
 - fun/something to do (11): 64% are from a farm; and 36% live in a residential area.
 - other (22): 73% are from a farm; and 27% live in a residential area.
- ◊ Areas (205):
- Lower North (60): 17% knowledge; 38% contacts; 13% activities; 17% confidence; 5% fun and 10% other reasons.
 - Northern (7): 43% contacts; 14% activities; 29% confidence and 14% other reasons.
 - South Central (65): 28% knowledge; 31% contacts; 12% activities; 15% confidence; 2% fun and 12% other reasons.
 - South East (35): 34% knowledge; 24% contacts; 14% activities; 11% confidence; 11% fun and 6% other reasons.
 - West Coast (29): 17% knowledge; 17% contacts; 10% activities; 29% confidence; 10% fun and 17% other reasons.
 - Yorke Peninsula (9): 22% knowledge; 45% contacts; and 33% confidence.

QU12) REASONS FOR LEAVING

State (in order of importance) two or more reasons why you left Rural Youth.

All respondents (99) answered this question.

In the first set of analysis, the first response was used to establish the most important factors for past members leaving.

Family Responsibilities	10% (10)
Too Busy/Work Commitments	15% (15)
Too Old	23% (23)
Moved Away	7% (7)
Other	45% (44)

- ◊ Gender (99):
- family (10): 20% are males and 80% are females
 - commitments (15): 73% are males and 27% are females
 - too old (23): 65% are males and 35% are females
 - moved away (7): 43% are males and 57% are females
 - other reasons (44): 25% are males and 75% are females

◊ Age (179):

- family (19): 32% are aged 23-25; 42% from 26-28; and 26% for 29 years and above.
- time to move on (9): 22% are aged 23-25; 56% from 26-28; and 22% for 29 years and above.
- commitments (20): 5% are aged 16-19; 15% from 20-22; 35% from 23-25; 40% from 26-28; and 5% for 29 years and above.
- too old (27): 4% are aged 16-19; 4% from 23-25; 15% from 26-28; and 32% for 29 years and above.
- moved away (11): 36% are aged 16-19; 18% from 20-22; 18% from 23-25; 18% from 26-28; and 10% for 29 years and above.
- other reasons (93): 10% are aged 16-19; 22% from 20-22; 32% from 23-25; 31% from 26-28 and 5% for 29 years and over.

◊ Residence (179):

- family (19): 53% are from a farm; and 47% live in a residential area.
- time to move on (9): 44% are from a farm; and 56% live in a residential area.
- commitments (20): 45% are from a farm; 45% live in a residential area; and 10% live in other types of areas.
- too old (27): 44% are from a farm; 48% live in a residential area; and 8% live in other types of areas.
- moved away (11): 27% are from a farm; 46% live in a residential area; and 27% live in other types of areas.
- other reasons (93): 54% are from a farm; 37% live in a residential area; and 9% live in other types of areas.

◊ Areas (179):

- Lower North (53): 19% family; 4% time to move on; 11% commitments; 17% were too old; 8% moved away; and 41% for other reasons.
- Northern (5): 20% family; 20% commitments; and 60% for other reasons.
- South Central (57): 7% family; 11% time to move on; 9% commitments; 19% were too old; 7% moved away; and 47% for other reasons.
- South East (34): 6% family; 14% commitments; 9% were too old; 9% moved away; and 62% for other reasons.
- West Coast (19): 11% family; 5% time to move on; 11% commitments; 21% were too old; and 52% for other reasons.
- Yorke Peninsula (11): 9% commitments; and 91% for other reasons.

Comments from individual respondents

◊ Lower North:

- because of work I can't make the meetings. Due to this, I didn't know or understand enough about the club.
- the club I transferred to was not the same as the original club I belonged to. The members were very different and more city like. The first club was relaxed and everyone really enjoyed themselves.
- due to age
- at 28 years of age they make you leave. Otherwise I would still be a member
- too busy, other commitments, working the afternoon/night shifts
- lost interest; younger people so I felt a bit out of it; I'm not a heavy boozier and too many idiot type members
- lack of members, lack of transport
- moved away, got married and grew out of it
- I still attend meetings, but have never been approached about renewal of membership

- from a AGM, nothing was planned. Everything seemed to be left for someone else to organise.
 - bored, bored, bored
- ◊ South Central:
- didn't like the attitude of the president of the club at the time, and the way the president and treasurer treated people like idiots (both guests and members)
 - moved interstate to develop my career. Prior to that, my involvement was decreasing due to increasing emphasis on work and sport and also being less able to relate to the younger members, and I stepped aside to allow others to take responsibility
 - lack of members in our club and lack of time to commit to the club
 - the club became divided. Also after one year of division, the club went into recess due to lack of members
 - you find yourself doing everything all the time, organising things for everyone and helping. People in the club not getting up and helping with anything. They want everything to fall into their lap and only do something if it benefits them and stuff everyone else. The aptitude died from our club and everyone wanted everything for nothing.
 - the club decreased in numbers dramatically. Moved out of area of club.
 - I didn't leave RY. The club is in recess as all members had work commitments and falling membership due to people leaving the area for schooling.
 - didn't feel comfortable with the people at the club I transferred to. Too much alcohol. Meeting nights were not convenient. Many nights included high costs which I could not afford.
 - moved away from club area
 - too old. Started to lose interest as continually had meetings on the weeknights with no other activities organised. Something initially planned, never happened unless it occurred on a weekend.
 - I became a lot older than most of the members. A lot of the friends I had made became too old or too busy and had left the club. I had already done everything several times.
 - lack of members in club so it went into recess. Social and other needs were being met through work. Therefore RY was no longer needed to meet that need in my life.
 - we had a baby and meetings were too late. Conflict in the club - got sick of bitching.
 - lack of order. Nobody was making a real effort toward thinking of new ideas, especially the older members
 - the running of the club was becoming a chore. Most people were more interested in being the president with strict meeting procedures and no room for fun. I think there was a clash of many different personalities.
 - club died
 - family reasons
 - too old. Although I had one year left, we had a lot of younger members in our club and we weren't happy with the direction of RY. Also it was time to take a back seat and let younger ones take over and be there to help out. I believe RY was a fantastic organisation for young people. I with today's youthies could have seen the organisation 12 years ago and get the benefit of an excellent group of young people. The only role I would play with RY today is an advisor. I was involved with a club which I have seen go from the best and strongest in the area/state, go to nothing. I was because they dispensed with meeting formalities. When we left the club it had over \$2000 in the bank which members worked very hard to get. I feel angry to think that that balance has now dwindled to under \$100 in one year. It also angers me to hear that fund-raising has been offered to the club and they couldn't be bothered to re-earn what they spent. If RY could return to what it once was, a lot of younger youths would be able to benefit the same as myself.

- the existing/longer established members of the club only preferred their own small group of friends to join and feel part of the group. Many of the new and younger members left due to this class hierarchy. They were not interested in any new ideas or to socialise with other groups. Meetings weren't organised much in advance. Not everyone was always notified of club activities. The club didn't try to encourage new members. Rural Youth is a great organisation. It is such a pity about some of the members, especially in small country areas where people have to travel some distance to meetings, only to feel not wanted, nor able to fit in, or to discover that the meeting was cancelled.
 - numbers were down, no new members. Some people that did all the organising had to do a lot of travelling at their own expense.
 - lack of members in the club. Difficult to be motivated to organise and participate in functions. Had other commitments.
 - other commitments and personal reasons
 - disorganisation of the club. Leaving the area. Lack of communication from head office. Disappointment of morale in high profile members (they are sayers not doers). After trying to establish a club, I found that to get anything done, it was do it yourself or not at all. Those who offered help didn't follow up and commitment was lost among potential members. In all I can say there are too many chiefs and not enough Indians within the governing bodies. These positions should be streamlined i.e.: with 170 members, the state executive could be narrowed down and reports from meetings should be distributed to members. Also, before surveys are done, members should know about it.
 - got married and had to change my priorities.
 - too many commitments. Over time at work was required to save for a house.
 - moved away
 - lack of commitment to personal education; lack of commitment to tackling real problems facing young farmers today; lack of commitment to industry education; a top heavy bureaucracy.
 - other commitments, no time and I have to travel 58kms
 - lack of fresh blood, lacking educational schemes and have to raise money
 - my job and never being around to go to meetings
 - club closed
 - became too old
 - went interstate to go to college and was never back or had time to go to meetings
- ◊ West Coast:
- age and office bearers and committee failed to keep club active. so I lost interest
 - retirement
 - bored and had other interests
 - the club closed down
 - family commitments
 - I was kicked out for becoming too old
 - too many other things to do; not enough interest and drive from club members; haven't left completely, just participate less frequently.
 - the club went into recess as there were not enough young members to keep the club running.
 - club went into recess
 - reached the age of 28. The club also went into recess after a long struggle
 - the club went into recess
 - I haven't yet

- ◊ Residence (99):
 - 1990 (2): 50% are from a farm; and 50% live in a residential area.
 - 1991 (8): 50% are from a farm; and 50% live in a residential area.
 - 1992 (27): 52% are from a farm; 48% live in a residential area.
 - 1993 (35): 46% are from a farm; 40% live in a residential area; and 14% live in other types of areas.
 - 1994 (11): 45% are from a farm; 45% live in a residential area; and 10% live in other types of areas.
 - other (14): 71% are from a farm; and 29% live in a residential area
- ◊ Areas (99):
 - Lower North (29): 3% 1991; 30% 1992; 30% 1993; 10% 1994; and 27% for other.
 - Northern (4): 25% 1991; 25% 1992; and 50% 1993.
 - South Central (30): 10% 1991; 27% 1992; 43% 1993; 7% 1994; and 13% for other.
 - South East (19): 5% 1990; 11% 1991; 21% 1992; 32% 1993; 21% 1994; and 10% for other.
 - West Coast (12): 8% 1991; 34% 1992; 34% 1993; and 8% 1994.
 - Yorke Peninsula (5): 20% 1990; 20% 1992; 40% 1993; and 20% 1994.

QU14) WOULD PERSON RE-JOIN RYSA?

If eligible, would you re-join a Rural Youth Club in the future?

Please tick one of the following yes
 no, why

All respondents (99) answered this question.

- ◊ Gender (99):
 - yes (40): 48% are males and 52% are females
 - no (48): 44% are males and 56% are females
 - no response (11): 18% are males and 82% are females
- ◊ Age (99):
 - yes (40): 18% are aged 16-19; 15% from 20-22; 30% from 23-25; 15% from 26-28; and 12% for 29 years and above.
 - no (48): 4% are aged 16-19; 10% from 20-22; 25% from 23-25; 42% from 26-28; and 19% for 29 years and above.
 - no response (11): 36% are aged 20-22; 27% from 23-25; 10% from 26-28; and 27% for 29 years and above.
- ◊ Residence (99):
 - yes (90): 55% are from a farm; 35% live in a residential area and 10% live in other types of areas.
 - no (3): 48% are from a farm; and 48% live in a residential area and 4% live in other types of areas.
 - no response (6): 45% are from a farm; 45% live in a residential area and 10% live in other types of areas.

- have family commitments that take up my time
 - I'm married with a new life and new friends and have no need to re-join. It certainly requires a lot of time which I now don't have.
 - my life has gone onto the next stage. My ideas would be considered too old.
 - there are other things in life other than RY. I am now into a different part of my life and I have children to consider.
 - I have family that is difficult to leave for meetings and functions.
 - sick of it
 - I have other interests. RY should be aimed at younger people who haven't seen or done the things that we have already done.
 - too busy with other activities
 - lack of time due to study, work and sporting commitments
 - too busy with my work
 - because it would be of no further benefit to me
 - too much drinking, not enough good advisors and office bearers did not know what they were doing
- ◇ South East:
- have now moved on and met people out side of RY
 - have been in it for 7 years. I think some younger ones should join instead
 - no one listens to a new members opinion
 - not to belong to the club that I joined
 - wouldn't come back due to the same reasons I left
 - with a 2 year struggle to help keep a club going, it has put me off a little. Other commitments would make it difficult to re-join.
 - too busy, hardly in town.
 - because I do not wish to join an association that contains so many people who are immature for their age, narrow minded and only want to get pissed.
 - no incentive, now have other interests
- ◇ West Coast:
- not enough youth to continue in our area. Anyone with any "go" in them already belongs or are committee members in sporting, Ag Bureau's and church groups.
 - I re-joined once when the age limit was raised. After 10 years, it is time to move on.
 - too many other responsibilities
 - after 12 years in RY, it is time to move on.
 - didn't get enough out of it. Too far to travel to events
 - RY is for young people who are not married. The community still doesn't support RY ie: sports clubs dominate; and young people still want everything done for them. There are not enough people in the country to keep everything going, and I would prefer to see SAFF, Ag Bureau, CFS, SES, St John remain than RY.
- ◇ Yorke Peninsula:
- I've passed the stage in by life when RY was important to me.
 - don't have time, costs too much in time and travel expenses.

All respondents (99) answered this question. Most respondents provided more than one answer. Each answer was allocated a value of 1. For this question, there were 210 answers.

◊ Areas (210):

- Lower North (61): 3% church; 42% sports clubs; 2% parenting groups; 13% social clubs; 5% agricultural clubs; 8% community service; and 20% other activities.
- Northern (7): 86% sports clubs; and 14% community service.
- South Central (61): 3% church; 48% sports clubs; 14% social clubs; 5% agricultural clubs; 8% community service; and 20% other activities.
- South East (34): 6% church; 44% sports clubs; 6% social clubs; 6% agricultural clubs; 11% community service; and 27% other activities.
- West Coast (35): 6% church; 26% sports clubs; 6% parenting groups; 14% social clubs; 6% agricultural clubs; 14% community service; and 28% other activities.
- Yorke Peninsula (12): 42% sports clubs; 8% social clubs; 33% community service; and 17% other activities.

Responses from individual respondents:

◊ Lower North:

- none, but am looking to join clubs that fit my work commitments
- softball, netball, orienteering
- none, don't have the time
- none
- tennis
- AFS exchange programs, the work social committee and work related community activities.
- none
- tennis
- social club and basketball club
- kinder gym and foster parenting
- none
- church and youth groups
- 2 social sports clubs
- tennis and social netball
- trees for life
- tennis, golf and craft clubs
- the pony club, 3 netball clubs and a football club
- none
- tennis, social club and the society of petroleum engineers
- volley ball and sporting car club of SA
- none
- none due to shift work
- sporting and social club
- cricket, basketball and golf clubs and the Hospital board
- tennis and golf clubs. Ag Bureau
- CFS
- golf, tennis and table tennis clubs, Ag Bureau
- golf, tennis and table tennis clubs, Ag Bureau
- a cricket and social club. CFS
- none as yet
- tennis and football

- youth club and community centre
- tennis, hockey and indoor hockey
- football, basketball and mixed netball
- Caledonian society
- none due to work commitments
- none
- none
- none
- CFS
- none, but hold positions on many community committees
- too many to list
- young farmers group

◊ West Coast:

- none
- photographic club and SAFF
- football and cricket clubs and a social club
- church fellowship, weight watchers, Op shop, kindy, school, swimming pool, WAB and Hospital Aux
- community and netball clubs
- netball, table tennis and tennis clubs. Sunday school teaching. CWA. RY advisor (non official as I am not old enough)
- hockey, touch football, golf, CFS, social club and yacht club
- hospital social club and mixed night netball
- none
- presenters group, enterprise committee, WAB and CAFHS
- none
- none
- 2 cricket clubs, Ag Bureau, SAFF and CFS
- community club
- none

◊ Yorke Peninsula:

- none
- none
- 2 netball clubs and a tennis club
- basketball and netball clubs. One work social club
- St Johns, CFS, table tennis, coastal patrol and royal life saving association.

APPENDIX 4

DESCRIPTION OF RESEARCH

DESCRIPTION OF RESEARCH

In early December 1994, questionnaires were sent to current Rural Youth Club Members (RYCM). The questionnaires (outlined in "results of RYC Member questionnaires") were to be returned by the 15/12/94, but were accepted until the 19/12/94. All questionnaires received after the 19/12/94 were not included in the statistical analysis of the RYSA membership base.

Questionnaires were sent to all RYCM registered as fee paying members in the Rural Youth Head Office data base as at the 1/12/94. A total of 156 questionnaires were sent.

The purpose of these questionnaires were to gain information from RYCMs about: whether members needs were being met; the level of participation of members at the club level; the direction members would like RYSA to take; and their contact with RYSA Head Office.

RESPONSE RATES TO QUESTIONNAIRES

Statistics for current membership (listed below) were obtained from the database of South Australian Rural Youth Members at Rural Youth Head Office, as at 31/12/94.

The numbers in brackets along side the number of members for each club, represents the number of members for each club that responded to the questionnaire before the closing date. These responses form the base for the statistical analysis within this section.

Numbers with a * to the left hand side, represent the number of questionnaires received from individual members after the 19/12/94. Their responses were not included in the statistical analysis. However relevant comments have been taken from late questionnaires and included in the discussion section "comments from individual respondents" for relevant questions.

Numbers with a # to the left hand side, represent envelopes marked return to sender.

RURAL YOUTH CLUBS WITH > 5 MEMBERS

Lower North	Balaklava	10 (9)		
	Barossa	8 (5)		
	Gawler	22 (8) #1		
	Mallala	10 (2)		
	Tarlee	13 (3) *1	63 (27) *1 #1	
South Central	Adelaide	15 (7) *1		
	Lower Murray	13 (3)	28 (10) *1	
South East	Mt Gambier	10 (1) *2 #1		
	Mundulla	17 (6) *3	27 (7) *5 #1	
West Coast	Cleve	10 (4)		
	Pt Lincoln	8 (1)		
	Smoky Bay	19 (3)	37 (8)	155 (52) *7 #2

RESULTS OF RYC MEMBER QUESTIONNAIRES

SECTION ONE: PROFILE OF CURRENT MEMBERS

QU1) GENDER OF RYC MEMBERS

Gender	male	48% (26)
	female	52% (28)

All respondents (54) answered this question

- ◊ there was approximately even distribution of males and females in South Central and the South East areas. However in West Coast, 75% of respondents were male. Only 41% of the respondents from Lower North were male.
- ◊ Age (54):
 - Males (26): 16-19 years 8%; 20-22 years 12%; 23-25 years 65% and 26-28 years 15%
 - Females (28): 16-19 years 14%; 20-22 years 36%; 23-25 years 29% and 26-28 years 21%
- ◊ Residence (54):
 - Males (26): 65% of males live on farms, while 35% live in residential areas
 - Females (28): 39% of females live on farms. 61% of females live in residential areas
- ◊ Occupation (54):
 - Males (26): 77% of males are farmers
 - Females (28): 4% of females are farmers. 54% of females do office work, while a further 18% are shop assistants.

QU2) AGE OF RYC MEMBERS

Age	16-19	11% (6)
	20-22	24% (13)
	23-25	46% (25)
	25-28	19% (10)

All respondents (54) answered this question.

- ◊ Lower North (27): 15% are 16-19; 26% are 20-22; 44% are 23-25 and 15% are 25-28
- ◊ South Central (10): 30% are 20-22; 40% are 23-25 and 30% are 25-28
- ◊ South East (9): 11% are 16-19; 22% are 20-22 and 67% are 23-25
- ◊ West Coast (8): 12% are 16-19; 12% are 20-22; 38% are 23-25 and 38% are 25-28

SECTION 2: MEMBERSHIP DETAILS

QU6) FUNCTIONING RYCs

Club:

- ◊ Club details were used to record response rates for each club (refer to response rates for questionnaires), as member names were not provided.

QU7) AREAS RYCs BELONG TO

Area:

- ◊ Area details were used to classify clubs into correct area locations (refer to response rates for questionnaires)

QU8) TYPE OF MEMBERSHIP HELD BY RYC MEMBERS

What type of membership do you hold?

Please tick one of the following

.....	club membership
.....	associate membership

- ◊ All RYCMs held club memberships. Therefore, no tables were done for this question.

QU9) LENGTH OF MEMBERSHIP

How long have you been a member of Rural Youth?

Please tick one of the following

.....	less than 12 months	11% (6)
.....	1 to 2 years	9% (5)
.....	3 to 5 years	52% (28)
.....	6 to 9 years	22% (12)
.....	10 years or more	6% (3)

All respondents (54) answered this question.

- ◊ Lower North (27): 18% for <12 months; 4% for 1-2 years; 56% for 3-5 years; 18% for 6-9 years and 4% for over 10 years. Clubs with members who had been part of a RYC for less than 12 months include Balaklava (1), Barossa (2) and Gawler (2). The majority of other members who responded had been RY members for more than 3 years.
- ◊ South Central (10): 30% for 1-2 years; 40% for 3-5 years; 20% for 6-9 years and 10% for over 10 years.
- ◊ South East (9): 11% for <12 months; 11% for 1-2 years; 56% for 3-5 years and 22% for 6-9 years. The majority of respondents had been members for RY for 3-5 years..
- ◊ West Coast (8): 50% for 3-5 years; 38% for 6-9 years and 12% for over 10 years.

- portfolio holders on average occupy 1.4 positions.
 - portfolio holders living on farms all hold 8 club portfolio positions, 31% of all portfolio positions held by respondents.
 - portfolio holders living in residential areas hold 7 club positions, 4 area positions and 7 state portfolio positions.
- ◊ South Central (5):
- the number of portfolio positions held by SC members are 8.
 - 5 of the positions area held by members of Adelaide RYC
 - 5 of the positions are held by members between 23-25 years old.
 - portfolio holders on average occupy 1.6 positions.
 - portfolio holders living on farms hold 2 club portfolio positions and 1 area portfolio position; 38% of all portfolio positions held by respondents
 - portfolio holders living in residential areas hold 1 club position, 2 area positions and 2 state portfolio positions.
- ◊ South East (6):
- the number of portfolio positions held by SE members are 12.
 - 9 of the positions are held by members of Mundulla RYC
 - 7 of the positions are held by members between 23-25 years old.
 - portfolio holders on average occupy 2 positions.
 - portfolio holders living on farms hold 3 club portfolio positions, 2 area positions and 1 state portfolio position; 50% of the portfolio positions held by respondents.
 - portfolio holders living in residential areas hold 3 club positions, 2 area positions and 1 state portfolio position.
- ◊ West Coast (4):
- the number of portfolio positions held by WC members are 7.
 - 6 of the portfolio positions are held by members of Smoky Bay RYC.
 - 4 of the positions are held by members between 23-25 years old.
 - portfolio holders on average occupy 1.8 positions.
 - portfolio holders living on farms hold 1 club portfolio position, 2 area positions and 2 state portfolio positions, 71% of all portfolio positions held by respondents
 - portfolio holders living in residential areas hold 1 club positions and 1 state portfolio position.

SECTION 3: RURAL YOUTH AWARENESS

QUIZ) INITIAL CONTACT WITH RYSA

How did you find out about Rural Youth?

Please tick one or more of the following

- Rural Youth member
- family member
- friend
- newspaper
- television advert
- other, please specify

All respondents (54) answered this question. For this question. In some cases, more than one answer was provided by respondents for this question. Each answer was allocated a value of one point. For this question there were 84 responses.

- ◊ Choice 1 (54):
 - the social aspects: 20%
 - personal development/learning activities: 9%
 - to have fun: 11%
 - to meet people: 52%
 - agriculture/farming aspects: 4%
 - community activities: 4%

- ◊ Choice 2 (54):
 - the social aspects: 20%
 - personal development/learning activities: 39%
 - to have fun: 7%
 - to meet people: 30%
 - agriculture/farming aspects: 2%
 - community activities: 2%

- ◊ Additional comments by individual respondents:
 - social aspects, meeting people, travel, things you can learn and competitions
 - meeting people, liked the activities
 - fun and enjoyment being had by all, had lots of new challenges to participate and learn about
 - meet people
 - community development, meet people in different areas
 - to do something different, to have fun, to meet more young people in the town
 - social aspect, getting to meet people
 - social activities, meeting new people
 - to meet people
 - meet people, fun
 - to meet people
 - for friendship, for expanding my opportunities
 - to be a better person, to meet more people
 - I had just moved to the area and needed friends, wanted something to do
 - agricultural aspect, meet more people
 - social outings, get together, friendships
 - to meet people, I went to a meeting and enjoyed myself so I joined
 - to become more involved with the community, to become more socially active
 - to meet people, gain more confidence and skills
 - looked like fun, meet new friends
 - to meet people and have some fun
 - my friends had joined and I could learn something new
 - to meet people and learn various things
 - meet new people, dress making competition
 - meet people, something to go out for, learn more about agriculture
 - other friends were members, community work
 - meet new people, social activities
 - friends, interesting things to do
 - to make friends, broaden horizons
 - to get more out of like, learn to be more stronger in myself, gain new friends
 - good way to meet people, good activities and functions
 - wife was involved in RY, opportunities to meet new people
 - fun and informative
 - develop skills, gain confidence, something to do, meet people
 - meet new people, travel

QUI7) CURRENT FOCUS OF RYSA

What do you think the current activity focus of Rural Youth is?

club level area/state level

All respondents (54) answered this question. Some respondents provided more than one answer for this question. Each answer was allocated one point. There were different response rates for each part of the question.

◊ Club level (61):

- no answer: 23%
- retaining current members/increasing membership: 8%
- RYSA future direction: 2%
- social/fun aspects: 39%
- activities: 18%
- RYSA has no focus: 8%
- other responses: 2%

◊ Area/State level (59):

- no answer: 32%
- retaining current members/increasing membership: 7%
- RYSA future direction: 12%
- social/fun aspects: 17%
- activities: 13%
- RYSA has no focus: 12%
- other responses: 7%

QUI8) FUTURE FOCUS OF RYSA

What focus/direction would you like Rural Youth to take?

club level area/state level

All respondents (54) answered this question. Some respondents provided more than one answer for this question. Each answer was allocated one point. There were 60 responses for each part of this question.

◊ Club level (60):

- no answer: 22%
- increasing membership: 18%
- RYSA future: no responses
- new or more social/fun/interaction between clubs: 20%
- new fun activities: 12%
- information/education/skill development: 10%
- more organisation/communication/promotion/leadership: 7%
- other responses: 11%

- is.
- needs more relevance to agriculture ie: speakers on farming practices. The club also needs to become more aware of promoting itself to attract more members.
 - more members, try to increase interest
 - leave it the same
 - get things rolling more and have more fun and learning activities
 - pretty happy with things now, except I wish more people would take on responsibility
 - would like a bit more agriculture brought back into Rural Youth
 - more emphasis on the fun and social aspects
 - drink a bit more
 - need more members
 - to try and get more members and hold on to them
 - we need a new influx of members to the club, but they can't be found ie: lack of young people in the area.
 - Rural Youth should go back to what it was a few years ago
 - social events, good fun, trying to maintain interest in competitions and learning skills
 - less formal meeting style
 - promote tourism of area by holding big events
 - learning, interacting, working together and achieving goals
 - support for person and group development
- o Comments by individual respondents at a area/state level:
- 3 or 4 main functions and a big finale at the end of the year at the Adelaide Show, not little events like the state organises that nobody supports. Fund raising done at main functions to cut out selling hot cross buns/lollies/raffle tickets during the other months when we should be supporting our club.
 - need more promotion of RY at the state and club level to attract new members
 - get into schools to increase membership
 - have more fun
 - an interest in rural going ons. continue membership drive, form alliance with SAFF.
 - more socially orientated, it seems to have lost its lustre
 - more members
 - to encourage more members, to encourage new and exciting activities to partake in, more fun, more interesting.
 - more social activities at night, such as discos, bus trips, mystery auctions
 - the area level needs to focus more on education and skill development, with regional workshops not only for members but also for those outside the movement. The state needs to decide its future and then work to make it happen. Once this is done, we should look at becoming a voice for young rural people.
 - needs to become an independent organisation where we are self reliant.
 - more organised and professional. Increase communication.
 - more interaction between area committees
 - we have to be seen by young people a lot more in the media and made easier to contact by people who are interested. Have to look like we are having fun. Have to make youth interested in US.
 - more emphasis on social activities
 - if you hold a position, do it to the best of your ability or better
 - I would like to see more promotion of RY in the communities to raise the awareness that RY is there and easily accessible. This should be happening at all levels.
 - don't know
 - have activities designed to gain respect from the community. Broaden personal contact and communication between members of other areas.
 - increase membership numbers

- ◇ Major benefits for each age group (109):
 - 16-19 (7): 71% stated that the main benefit was meeting people
 - 20-22 (28): 36% stated that the main benefit was meeting people. A further 29% benefited from personal development.
 - 23-25 (53): 40% stated that the main benefit was meeting people. A further 26% benefited from personal development.
 - 26-28 (21): 48% stated that the main benefit was meeting people. There was an approximate even distribution for all other benefit categories stated above.

- ◇ Additional comments by individual respondents:
 - socially more aware, friends all over the world, improved my character through the competitions
 - confidence in myself, met my husband in RY
 - confidence in speaking, meeting so many wonderful people, organisational skills, visiting different club areas, communication skills.
 - found friends
 - organisation system, help the community
 - friendships, self confidence
 - meeting new people, travelling, learning about different areas of Australia and the world through hosting exchanges
 - meeting people, helping to keep the club running
 - friends, skills, confidence, travel
 - self confidence, public speaking skills, networking friends
 - friendships, beneficial opportunities
 - have met lots of people from Australia and Overseas, great friends, to have a chance to get involved in competitions
 - friends, fun, ideas of things to do in the area
 - meeting people, social outings
 - more local knowledge, acquaintances and friendships, local contacts, friendships interstate and overseas.
 - gained confidence, found lots of friends
 - social interactiveness, confidence in dealing with other people, making contributions to the community
 - meeting many people, travelling, opportunities I wouldn't have had before, skills gained
 - meeting new friends, holding positions within the club makes you more responsible within the club and yourself
 - meeting some fantastic people whilst having a great time, winning an exchange
 - learning new skills and meet people within the area and state
 - gained confidence, learnt portfolios such as treasurer and secretary and how to take minutes, won the state dress making competition (but got nothing for it, not even a certificate)
 - meeting people, travel, learnt many things about the area, state and local district
 - friendships throughout the state, nation and world; leadership skills
 - more confidence, able to speak in public
 - gained confidence in myself, many friends
 - exchange tour, met different people
 - stronger person, more friends, lots of kms on car, greater knowledge of state
 - friendship, experience with new activities, travel, contacts made in other areas of Australia, experience of being in a club, fun social activities, building of confidence and self-esteem.
 - meeting new people and experiencing different things that probably wouldn't be able to experience without being in an organisation
 - good friendships, developed personal skills, being able to speak confidently to people.

- one way of looking for new members is to promote RY to school leavers and universities
- membership is so low that we need to cut out some committees, competitions etc to take the pressure off trying to be everything with so few participating
- would be better if some of the smaller clubs were to join together to make a large group of people, so then you have more people to pull together to achieve what you are trying to do (you have more power)
- club representatives at area and state level should take their club members views to their respective meetings, not just their own views. The true voice of members isn't getting to the top
- the basic formulae is OK, it just needs to be freshened up
- a clear outline of our purpose; part time/full time administrative support (especially for training consultants for continued member personal development)
- better communication; current lack of this is causing a lot of problems and animosity
- more members please; improve reputation with younger people to encourage them to join
- have more agricultural based things to do
- competitions could be a little more inviting and not so frightening for younger and newer members
- more communication is required between clubs and club members, clubs and area and clubs and state
- more members would encourage more social interactions with new and existing members; less competitions, less organising and more social activities
- the big question!! who knows really - more publicity, more commitment, more enthusiasm, more state information, training. It really comes down to each individual member and their priorities
- try and promote it more, maybe by advertising. I still get people telling me that they think RY is a bible club, they just don't seem interested
- publication and awareness of RY through our communities. Let them know it is available and what we offer
- some people believe their shit doesn't smell; show them otherwise. As a club member I am ignored for ideas and points put forward at meetings as the ideas mean work. The president only does what he wants and treats fellow members like crap
- half the membership money should stay with the actual club
- more organisation, better communication, a state advisor to visit each club to keep an eye on meeting procedure
- the more people that join RY, the more that people will want to join. I like it as it is
- improve image; more members
- more members; in our club we can't get new members
- increase peoples awareness
- all areas to back one another and state executive not to be any different from the rest of us
- increase membership; remove area level or adjust area boundaries; more intermixing between clubs; more social activities; membership drives aimed at high school leavers
- have a state achievement weekend; greater social aspect to meetings at club, area and state levels
- things need to become more exciting; communication; correspondence sent from club instead of state so that club can cover some of the overheads of postage; non active members need to be contacted about events - if they know about it, they could attend
- need to re-establish the movement: have a 5 year plan and be focused; need major marketing strategy; be run more like a business
- more club participation in any events ie: bathtub drags etc
- a change of name to "Young Farmers". I know young farmers who are put off becoming involved because RY is attracting the wrong people.
- try to keep the fun in RY; at the moment it is getting more like a religious group than

along when they want to. They don't want to have anything to do with the business side of things or have anything to do with area or state. They just like the social side of it. So that leaves it up to the same 7 members that have to do everything and soon they are not going to want to do it. We had 17 at our Christmas dinner and can only get 7 at the most to other meetings.

QU21) CORRESPONDENCE/PUBLICATIONS FROM RYSA HEAD OFFICE IN 1994

What publications/correspondence was sent to you from Rural Youth Head Office in 1994?

All respondents (54) answered this question.

Tables were not compiled for this question.

The majority of respondents listed Crowcall. Some other responses were also received, including: manuals, all information for the club, state executive reports, minutes and agendas, Blab, secretary handbook, conference papers, lists of activities at the different levels of RYSA, RYSA booklet, voting forms for state executive, information on exchange program, 087, information on competitions,

QU22) RYSA PUBLICATIONS

Which Rural Youth publications have you found useful/informative?

All respondents (54) answered this question.

The publications found to be most useful were Crowcall and Blab, as they keep people in touch with other rural youth members throughout the state and tell them about the activities that are or have been on.

Most manuals were generally informative, but some need updating.

QU23) CONTACT WITH RYSA HEAD OFFICE

Did you contact Rural Youth Head Office during 1994? yes no

All respondents (54) answered this question.

◊ Total Population (54):

- 43% (23) respondents had contacted RYSA head office
- 57% (31) hadn't contacted the RYSA head office
- there was an approximate even distribution for all areas with respect to the number of people that had/hadn't contacted head office.

APPENDIX 5

DESCRIPTION OF RESEARCH

DESCRIPTION OF RESEARCH

In early December 1994, questionnaires were sent to all (15) RYSA Clubs.

Two questionnaires were received before the closing date. They were from Lower Murray and Balaklava Rural Youth Clubs (RYCs).

Two further questionnaires were received up to the 9/1/95. They were from Mt Gambier and Smoky Bay Rural Youth Clubs.

All four club questionnaires are discussed below.

Activities listed by individual RYC members are also listed below. These details have been obtained from RYC Member questionnaires, primarily discussed in appendix 4.

RESPONSE RATE

The response rate from RYCs was poor, at a rate of 26.7%.

The low response rate could have been due to the following reasons:

- ◇ clubs did not meet prior to the closing date for the questionnaire
- ◇ other commitments may have prevented the questionnaire from being filled in
- ◇ lack of interest

SECTION TWO: MEMBERSHIP

◊ Balaklava

- had 9 members as at 31/12/93. During 1994, 1 person joined the club. As at the 30/11/94, there were 10 members in this club.
- had 10 members as at the 31/12/92.
- reasons for leaving: in 1992, 2 people left because they moved area.
- age profile of current members (10):

16-19	1
20-22	3
23-25	5
26-28	1

◊ Lower Murray

- had 13 members as at 31/12/93. -During 1994, 5 people joined the club and 5 left. As at the 30/11/94, there were 13 members in this club.
- had 19 members as at 31/12/92.
- reasons for leaving: too old.
- age profile of current members (13):

16-19	2
20-22	5
23-25	4
26-28	2

◊ Mount Gambier

- had 19 members as at 31/12/93. During 1994, 3 people joined the club and 12 left. As at the 30/11/94, there were 10 members in this club.
- reasons for leaving: some retired due to reaching the age of 28. Two others married and found less time for the RYC.
- age profile of current members (10):

16-19	2
20-22	2
23-25	4
26-28	2

◊ Smoky Bay & Districts

- had 12 members as at 31/12/93. During 1994, 10 people joined the club and 4 left. As at the 30/11/94, there were 18 members in this club.
- had 7 members as at 31/12/92.
- reasons for leaving: some left the area and others were too old.
- age profile of current members (18):

16-19	13
20-22	1
23-25	3
26-28	1

State competition finals
Bath Tub Drags
Clare Show - state competition finals

- ◊ Smoky Bay & Districts
 - activities organised by and held at club level:
 - night tennis
 - night golf
 - night netball
 - fundraising food stall
 - area and state activities that the club participated in:
 - representatives at state conferences
 - state competitions
 - state exchange selections

SECTION FOUR: PROMOTION

- ◊ Balaklava
 - club members: newsletters, telephone and meeting cards
 - potential members: local paper, newsletters and invitations
 - community: local papers and posters

- ◊ Lower Murray
 - club members: notices (minute cards)
 - potential members: letters
 - community: local paper and posters

- ◊ Mount Gambier
 - club members: activities are verbally spoken to participants at regular meetings
 - potential members: notice board at the local hotel, local newspaper, radio and TV
 - community: same as potential members

- ◊ Smoky Bay & Districts
 - club members: word of mouth
 - potential members: advertising on local notice boards and talking to individuals
 - community: no response

SECTION FIVE: PUBLICATIONS

- ◊ Balaklava
 - publications received from RYSA Head Office:
 - crowcall
 - flyers
 - this questionnaire
 - invitations
 - handbook
 - secretaries list

- ◊ Mount Gambier
 - no response.

- ◊ Smoky Bay & Districts
 - club level: more social functions and community involvement.
 - area level: providing a RYM networking system, bring RYSA members together
 - state level: take a lighter view, become more at ease with every day members and more approachable. RYSA needs to become a fun atmosphere group in order to appeal to future members.

- ◊ Coonalpyn
 - competitions at area rally
 - competitions at Royal Adelaide show

- ◊ Gawler
 - area rally
 - social activities
 - community activities
 - village fair
 - helping host exchangees

- ◊ Lower Murray
 - Murray Bridge show stall
 - bath-tub drags (fundraiser)
 - hosted exchangee from Ireland
 - Mundulla pub opening
 - south central rally
 - bath tub drags
 - icecream and strawberry stall at local show

- ◊ Mallala
 - played RRRB
 - all club meetings
 - hay carting
 - sold raffle tickets
 - BBQ for museum
 - bus tours to Mallala & Gawler
 - car rallies

- ◊ Mount Gambier
 - organise area rally
 - car wash
 - fundraising

- ◊ Mundulla
 - meetings
 - fundraising
 - indoor cricket
 - annual pub opening at Mundulla
 - BBQs
 - scavenger hunts
 - haystacking
 - dress making
 - stock judging
 - pub nights
 - parties
 - rallies

- ◊ Port Lincoln
 - no response

- ◊ Roseworthy
 - no response

state welding competition
bike trial

◊ Barossa

state executive meetings
state conference
state exchange selections
show week
show ball
ambassador to all state rallies
state public speaking competition
state ABC rural reporter competition
state debating
bike trial competition
women in agriculture meeting in Melbourne
national convention in Queensland
Clare Show
Truro Show

◊ Cleve

debating
entertainments
show ball
Clare Show
Adelaide Show
state executive meetings
state conference
exchange selections
haystacking

◊ Coonalpyn

interstate exchange
state conference
area weekends

◊ Gawler

show ball
show competitions
hay stacking finals
stock judging
show building
Clare show competitions
Mundulla pub opening
bath tub drags at Jervios
exchangee selections dinner
state conference
state executive meetings

◊ Lower Murray

state rally at Clare
Adelaide Show competitions
exchange selections
ambassador

