AgShows NSW Yarn Circle # 4 Summary Document

Title: Embracing Digital Innovation and AI for Agricultural Shows

Go Digital, Stay Connected – Technology Websites and Networks

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Executive Summary

The Yarn Circle sessions at the AgShows NSW Annual Conference in Armidale brought together a diverse group of 8–10 participants in each session to explore the use of digital innovation and artificial intelligence (AI) in enhancing agricultural show operations. Facilitated in a conversational and collaborative format, both sessions covered a range of practical applications including content creation, volunteer management, social media growth, administrative automation, and digital branding.

Participants ranged from total beginners to advanced users of tools like ChatGPT and Claude. The facilitator emphasised AI as a practical assistant: "the best expert in anything sitting next to you," encouraging low-cost, high-impact solutions for volunteer-run shows. Key discussions focused on creating engaging content, streamlining tasks, improving brand consistency, and making volunteer roles more efficient and enjoyable. Participants left with specific tools, recommended strategies, and practical next steps to immediately apply at their local shows.

Key Needs and Challenges Identified

- Improving social media reach and engagement
- Automating administrative and marketing tasks
- Recruiting and supporting volunteers more effectively
- Managing CRM systems and group bookings
- Improving brand voice and digital presence
- Navigating AI tools with limited time and experience

Solutions and Tools Discussed

AI Tools: ChatGPT, Claude, Grok, Kling, Luma AI, MiniMax, Sora, Udio, Suno, 11 Labs, Gigapixel, Google AI Studio, VEO3 (US), Anthropic Prompt Generator, persona generators

Marketing & Content Creation:

- Focus on short-form video for TikTok and Instagram
- Use AI to turn text into social media content
- Collect and repurpose iPhone footage
- Create AI-generated jingles, voice-overs, and slideshows

Volunteer and Admin Efficiency:

- AI-assisted volunteer recruitment and documentation
- Generate secretarial and treasurer documents with AI
- Create systematised AI "projects" for show tasks

Branding and Communication:

- Develop style guides and brand personas using AI
- Use AI to manage correspondence and newsletters
- Maintain authenticity and disclose AI content

Immediate Action Items for Shows

1. Set up ChatGPT or Claude projects for key show areas (admin, marketing, content)
2. Collect footage from shows using designated iPhone crews
3. Use free AI tools (e.g. Kling, aistudio.google.com) to experiment with content
4. Post clear photo/filming consent signage at entry points
5. Upload websites and social content to teach AI about your show
6. Start small: convert written content into video or audio using AI

Common Insights and Takeaways

- AI is effective when paired with human subject matter expertise
- Start where you are: use AI to enhance your current skills
- Most AI-generated content is only as good as your prompt – be specific
- Use conversational language and feedback loops to improve AI outputs
- Keep AI-generated work transparent and brand-consistent

Open Questions for Further Exploration

- What is the best step-by-step method for setting up AI projects?
- How can shows integrate CRM systems with AI tools?
- How do we measure ROI on AI usage at volunteer-led events?
- What templates or shared resources could be developed across shows?

Final Note

The Yarn Circles showed strong interest in practical, accessible digital tools that improve efficiency, save time, and make show management more sustainable for volunteers. As one participant said, "You're only limited by your imagination with these tools."

AgShows NSW encourages members to begin experimenting, share learnings, and contribute to an evolving best-practice toolkit for AI in the show movement.