



IMPACT OF AG SOCIETIES

OAAS Conference 2020

INTRODUCTIONS

1. Your Name and Organization
2. Your Position in the organization (ie Director at Large, Treasurer etc.)
3. Topic area/issue that you hope to see addressed in this session

ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES (AAAS)

- **Who and what is AAAS?**
 - **Not for Profit, non-governmental, provincial association that represents Ag Societies in Alberta**
 - **Originally formed in 1947 and incorporated in 1974**
 - **Located in Edmonton – Alberta Ag & Forestry Building**
 - **Volunteer Board comprised of 9 Directors elected from 6 regions and 1 Service Member Director**

ALBERTA ASSOCIATION OF AGRICULTURAL SOCIETIES (AAAS)

- **Primary Purpose:**

- **Advocating for Ag Societies**
- **Partnering with Government**
- **Providing education for members, Government, industry & the public**
- **Providing resources, services, programs and opportunities for our members**

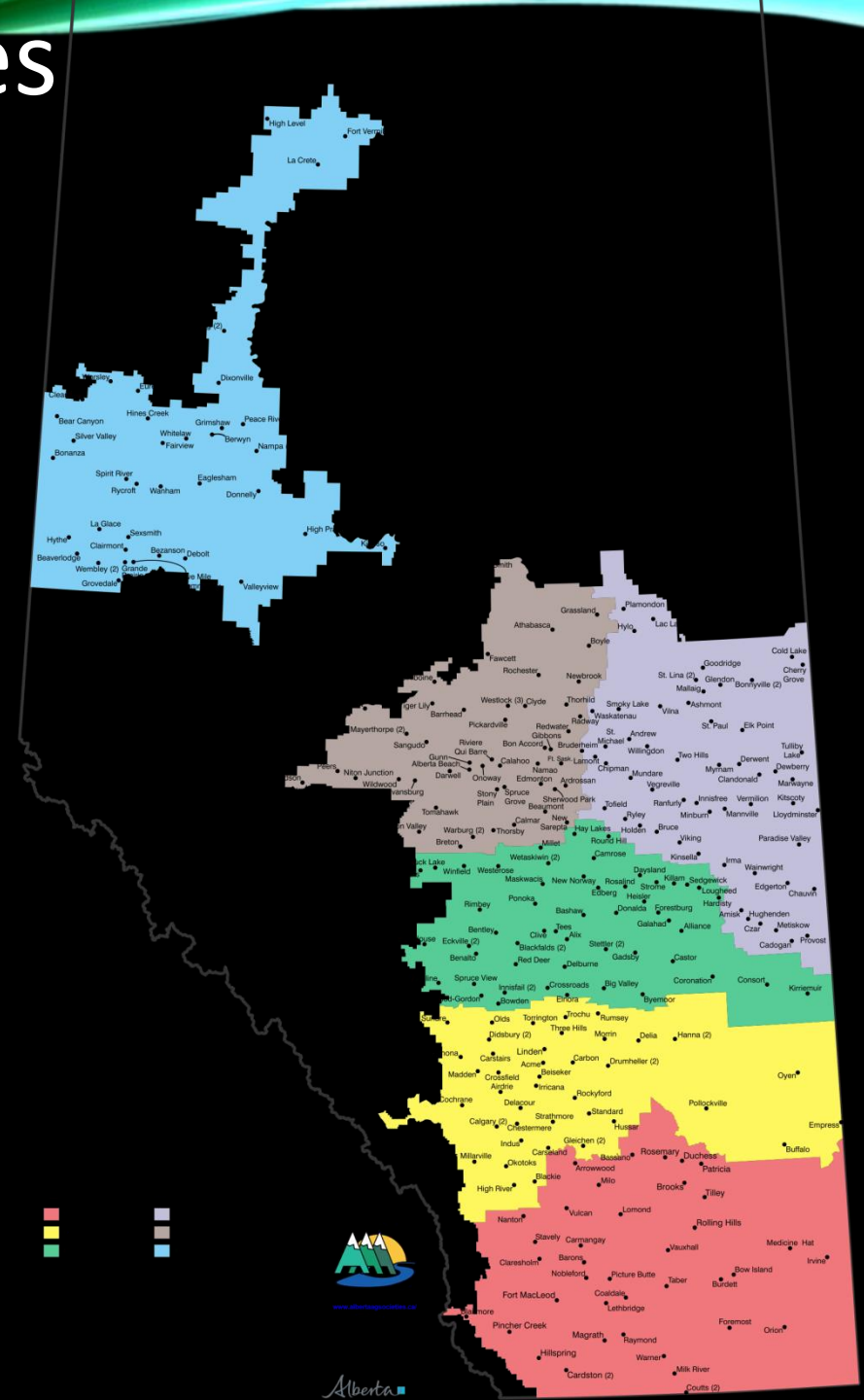
AAAS PRODUCTS AND SERVICES

Workshops	Advocating for Agricultural Societies
Regional Meetings	Partnering with Government
Annual Convention	Creating Partnerships and Synergies with other Provincial Organizations
Board Governance	Providing Education for Members, GoA and the Public
Information and Resources	Network Center Providing Resources and Services
Programs & Training	Strengthening the Role & Presence of Agricultural Societies in AB
Quarterly Digital Newsletter	Providing Leadership
Service Members	New Ideas
Access to Entertainment Acts	
Training	
Updates and Information on Grants	

Agricultural Societies

293 Agricultural Societies in AB

- 2 Majors
- 7 Regionals
- 284 Primary Ag Societies



Quick Facts on Ab. Ag. Societies

- Oldest Ag Society in Alberta is Northlands – formed in 1879
- 24 Ag Societies incorporated over a century ago
- 52,000+ volunteers involved with Ag Societies (over 3500 at a Board Level)
- Over 590,000 volunteer hours of service provided to Ag Societies
- Over 700 facilities owned or operated by Ag Societies in Alberta
 - (facility replacement value of approx \$1.1 billion not including the Regional or Major Ag Societies)

Ag Societies are Diverse Organizations

- Numerous types of facilities and assets

Riding Arena's	Rodeo/Fair Grounds	Swimming Pools
Hockey Rinks	Campgrounds	Museums
Curling Rinks	Multiplex's	Ski Hills
Community Halls	Golf Courses	Baseball Diamonds
Wilderness Parks & Trails		

- Numerous types of Events and Programs

Agricultural Fairs	Cultural & Heritage Events	Dinner Theatres
Fiddle Festivals	Car Shows / Show & Shines	Community Dances
Horse Clinics	Cowboy Poetry	Rodeo's
Livestock Show & Sales	Chuck Wagon Races / Mini Chucks	Tractor Pulls
Farmer's Markets	Sports Days	Parades
Bull-a-rama's	Community Fairs & Bench Shows	Festivals



IMPACTS OF AG SOCIETIES

- Defines Who We Are
- Empowers People
- Attracts Investment
- Keeps us Focused

ECONOMIC IMPACT

- Numbers through the Gate
- Dollars Spent at Event
- Dollars Invested
- Outside the Gate
 - Fuel
 - Food
 - Retail
 - Accommodation
- Entrepreneurship
- Small Business Accelerator



SOCIAL IMPACT

- Impacts of bringing people together
- Sense of belonging
- Community Pride
- Communities of People
- The Gathering Place
- New Relationships
- Reduced Violence
- Reduced Vandalism



ENABLING OTHERS

- Other Not for Profits & Community Organizations
- Municipalities
- Tourism Development
- Sponsors
- Volunteers



COMMUNITY IMPACT

- Community Pride
- Community Identity
- Outside Engagement



VOLUNTEER DEVELOPMENT

- Contribution
- Skill Development
- Sense of Belonging
- Interaction
- Integration



PHYSICAL HEALTH

- People being Active
- Community Engagement
- Inspiring Others
- Improved Health
- Reduced Stress



MENTAL HEALTH

- Reduced Stress
- Sense of Belonging
- Social Interaction
- Identity



YOUTH DEVELOPMENT

- Leadership Skills
- Business Skills
- Personal Skills
- Responsibility
- Networking Skills

CHANGING THE CONVERSATION

- Stakeholder Engagement
 - Sponsors
 - Municipalities
 - Provincial Government
 - Public



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