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MEDIA RELEASE
Sheepvention Rural Expo 2024

Leila McDougall to officially open Sheepvention Rural Expo 2024

Sheepvention Rural Expo has announced that Leila McDougall will officially open this year's event, with an interactive Q & A session facilitated by South West TAFE.

McDougall is the Writer and Producer of the recently premiered *"Just A Farmer"* movie, which centres on the resilience of farmers, their partners, and community in the face of adversity. McDougall is excited to open the event, having attended for many years prior.

Leila McDougall, will share her insights and experiences in a dynamic session designed to engage and inspire attendees. South West TAFE, a key sponsor of the event, will facilitate the session in the form of a Q & A. CEO Mark Fidge said South West TAFE was thrilled to be supporting this year's Sheepvention event and excited to host the opening speaker, film maker and farmer Leila McDougall.

"Leila has a great story of persistence and passion and her film 'Just a Farmer' raises awareness of mental health and resilience in rural communities. It's great to be able to help share this message with the Sheepvention and Hamilton community," he said.

Mr Fidge said South West TAFE had been involved with Sheepvention for many years and remained committed to supporting the Hamilton community and helping to train the region's future workforce.

"We have courses in agriculture, wool classing, health, nursing, early childhood education, VCE programs and many more for people to choose from in Hamilton. People interested in training can come and visit us in the Producers Market at Sheepvention to talk to our team about different options available," he said.

Sheepvention Rural Expo President, David Botterill said "We are thrilled to have Leila McDougall open this year's Sheepvention Rural Expo, her extensive background and passion for agricultural industry and the challenges which can be faced make her an ideal speaker to kick off our event."

Sheepvention Rural Expo, held annually in Hamilton, is a premier event that showcases the best in agricultural technology, presents top-quality livestock, and offers essential services to our farming community. The opening event is expected to draw a large crowd, eager to hear from one of the industry's most respected voices. The opening ceremony will take place on Sunday, 4 August at 12:30 PM in the Ram Shed.

For more event information, please visit www.sheepvention.com

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