

Independent *Rural*

Matt is Esk ambassador

BY GARY WORRALL

Selected by the Esk Show Society as their choice for 2021 Rural Ambassador, Matt Heck says he is looking forward to the challenge.

"I was approached by the Esk Show Society, they felt I would be a good fit for the role," Matt said.

"I was a bit excited when they made the offer, it is a fantastic opportunity, it is the chance to represent the district at possibly State level."

Matt said his role is to promote agricultural shows to the broader community, something he sees that could be as simple as encouraging more families to attend the shows.

"My job is to tell people what a great place it is, a fantastic rural and farming area surrounded by the Downs.

"We want to get people supporting Esk, and spending money in the area, to help boost local businesses."

One of Matt's many passions is lawn mower racing, and in his role as MC, he said he takes advantage of every opportunity to talk about the Esk district, introducing it to as many people as possible.

"We did the Esk show, and then we are booked to do Toogoolawah next."

Between running different sections of the Esk Show and 'getting around', Matt said he expects to be 'all over the place' for the weekend.

"Previously, we went into the show a week early to help set up, this year we are a bit busier, but I have a great boss, he is very understanding, he forgives me for being late from lunch and borrowing the workshop truck and trailer."

Working at the Stihl Shop in Esk brings Matt into contact with the community, doing two jobs at once.

"I am an apprentice small engine mechanic, so people are always bringing me things to fix, and I am always speaking to them about why they should be at the Show."

With the Esk Show now out of his way, Matt said the next challenge is to prepare for the Sub-Chamber final,

to be hosted by the Marburg Show Society.

"We go there with the other Rural Ambassadors and the Show Girls for further judging.

"I have already submitted a 10-page biography, I will just have to see how I go against the others."

Matt's colleagues describe him as 'very much of the fabric of the town'.

"He is born and bred in Esk, gone to school here, and his family is very community oriented, they have set him a good example to live by," they said.

While he is a member of the Show Society, he is also a Scout Leader for Esk, but supervises Glenore Grove.



Rural Ambassador Matt Heck is a man of many hats