



2016 ANNUAL REPORT



“THE YOUNG FARMING CHAMPIONS PROGRAM ATTRACTS ENTHUSIASTIC YOUNG PEOPLE WITH A PASSION FOR AGRICULTURE. PUBLIC SPEAKING AND MEDIA TRAINING ARE STANDOUT SKILLS THAT THEY HAVE USED TO ADVANCE VISIBILITY AND ENGAGEMENT IN AGRICULTURAL ISSUES. PARTICIPANTS LISTED MULTIPLE ORGANISATIONS THEY HAVE JOINED, OFTEN IN LEADERSHIP POSITIONS, SPEAKING ENGAGEMENTS, AND PROFESSIONAL OPPORTUNITIES THAT HAVE COME ABOUT BECAUSE OF THE PROGRAM. THIS IS STRONG EVIDENCE THAT THE PROGRAM IS HAVING A POSITIVE EFFECT ON THE INDIVIDUALS IN THEIR CAREERS AS WELL AS IN AGRICULTURE MORE BROADLY.”

ZOE ROUTH
INNER COMPASS

CONTENTS

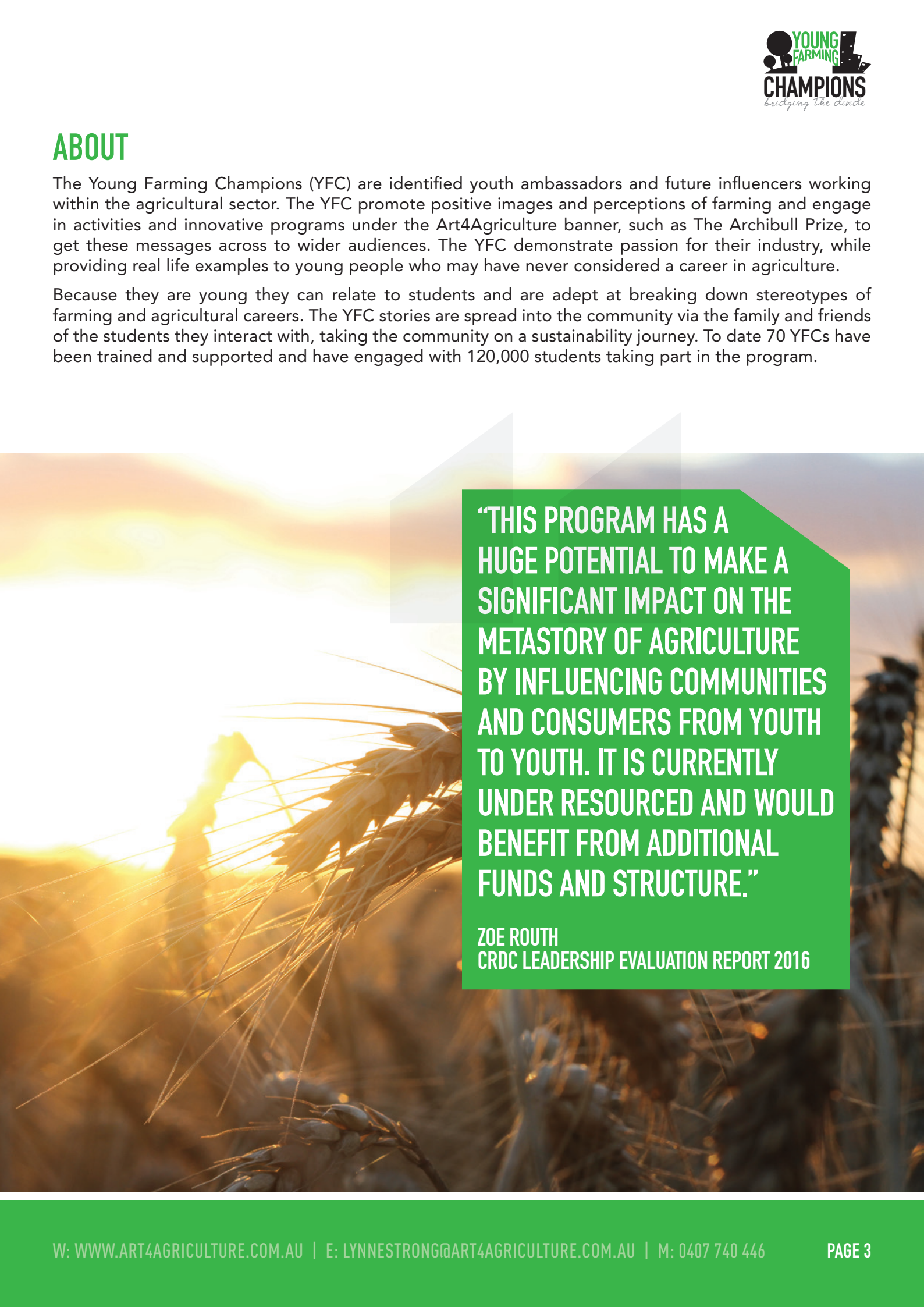
3. ABOUT
4. HIERARCHY OF INTENDED OUTCOMES
6. WORKSHOPS
8. LEADERSHIP ROLES
10. MEDIA AND AWARDS
11. INDEPENDENT EVALUATION BY
ZOË ROUTH FROM INNER COMPASS
13. INVOLVEMENT IN THE ARCHIBULL PRIZE
13. IMPACT OF THE YFC ON STUDENTS
PARTICIPATING IN THE ARCHIBULL PRIZE
15. IMPACT OF THE YFC ON TEACHERS
PARTICIPATING IN ARCHIBULL PRIZE
16. YOUNG FARMING CHAMPIONS
IMPROVING KNOWLEDGE OF FARMING
AND DIVERSITY OF CAREERS IN
AGRICULTURE
21. CONCLUSIONS



ABOUT

The Young Farming Champions (YFC) are identified youth ambassadors and future influencers working within the agricultural sector. The YFC promote positive images and perceptions of farming and engage in activities and innovative programs under the Art4Agriculture banner, such as The Archibull Prize, to get these messages across to wider audiences. The YFC demonstrate passion for their industry, while providing real life examples to young people who may have never considered a career in agriculture.

Because they are young they can relate to students and are adept at breaking down stereotypes of farming and agricultural careers. The YFC stories are spread into the community via the family and friends of the students they interact with, taking the community on a sustainability journey. To date 70 YFCs have been trained and supported and have engaged with 120,000 students taking part in the program.

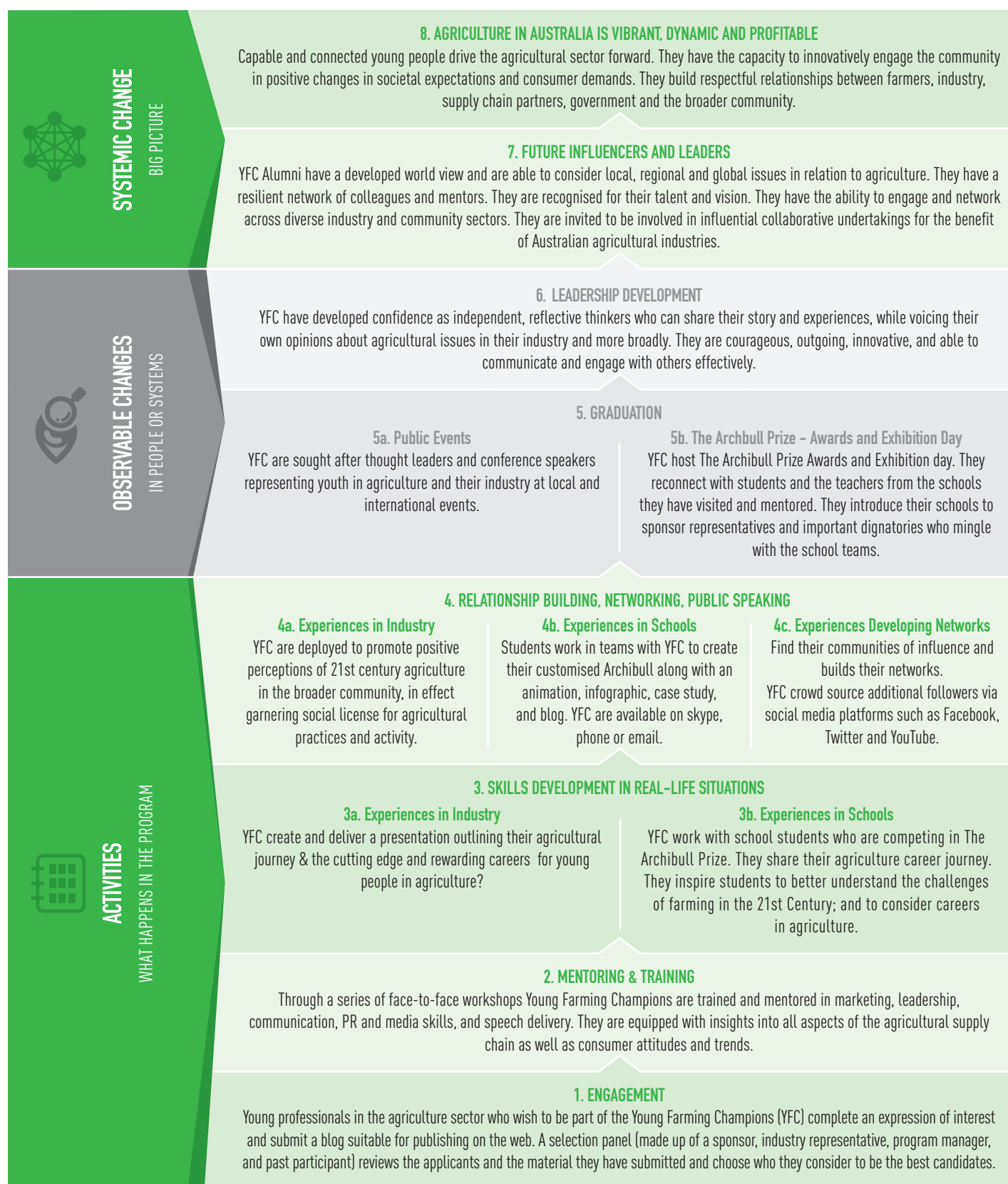
The background of the page is a photograph of a field at sunset. The sun is low on the horizon, creating a warm, golden glow. In the foreground, there are stalks of grain, possibly wheat or barley, which are slightly out of focus. The overall mood is peaceful and hopeful.

“THIS PROGRAM HAS A HUGE POTENTIAL TO MAKE A SIGNIFICANT IMPACT ON THE METASTORY OF AGRICULTURE BY INFLUENCING COMMUNITIES AND CONSUMERS FROM YOUTH TO YOUTH. IT IS CURRENTLY UNDER RESOURCED AND WOULD BENEFIT FROM ADDITIONAL FUNDS AND STRUCTURE.”

**ZOE ROUTH
CRDC LEADERSHIP EVALUATION REPORT 2016**

THE YOUNG FARMING CHAMPIONS

HIERARCHY OF INTENDED OUTCOMES





WORKSHOPS

Each year the Young Farming Champions go through a series of personal and professional development workshops which upskill them in communication and leadership and they leave empowered to share their agricultural story with the next generation. This year's YFC workshops are outlined in Figure 1.

MODULE ONE	Delivering on Expectations	Presentation Skills Verbal & Visual		Understanding Marketing	Dealing with Challenging Questions	2 x Workshops
	Time Management	Camera & Microphone Skills	Understanding Social Licence	Creating Effective Messages	Media Skills	2 x Online Personal Tutorials
MODULE TWO	Presentation MasterClass Engaging Adult Audiences			Advanced Marketing	Responding to "Killer" Questions	1 x Workshop
	Goal Setting	Advanced Media Skills				1-5 x School Visits
						1-2 x Online Tutorials

Figure 1: Workshops YFC undertook in 2016

WORKSHOP FEEDBACK

The workshops that the Young Farming Champions undergo are perceived as being extremely valuable as shown by the following feedback:

Sharna Holman on "Building a Personal Brand" with Gaye Steele: "I loved this session. It showed how to get across your passion for agriculture in a way that anyone can understand."

Casey Onus on "Social Licence" with Greg Mills: "Extremely important topic, brings up some issues I didn't realise where there in regards to communicating views"

Tayla Field on the most important skill they have learnt: "I have learnt the basics of how to present a story to an audience and present the messages you want to get across in a direct and simple manner. I think this skill is important to have when presenting to schools, to ensure that your message does not become lost when talking with children."

Sharna Holman's comment of overall experience: "This first year of the YFC program was a fantastic experience. The workshops really make you think broader and each workshop I feel like I leave thinking differently. I feel more confident in presenting myself and speaking to people with less scientific backgrounds about my role in the cotton industry. From presenting, speaking and developing your personal brand, to being able to take your message and translate it into one anyone can understand is so important. It allows me to engage with consumers and ordinary Australians and helps both in my role as an extension officer and when advocating my love of cotton and the broader agricultural industry."

Max Edwards' comment on overall experience: "The YFC program has challenged me to better communicate with the public to share my experience within my industry, while surrounded by a supportive and exciting environment. Over the year I have better developed skills in public speaking, engaging audiences and conveying a message which will greatly benefit me both professionally and as an advocate for Australian agriculture."

Chloe Dutschke's comment on overall experience: "Really great! I think the why is so important now and I really understand the value it adds to what you're saying. Overall I feel much more confident talking in public and know I need key points and to only put in relevant information. I understand more about how to talk to media and that we don't need to elaborate any more than we want. This course has been invaluable to my career."

“HAVING THE YFC VISIT MEANT I FEEL MORE INFORMED. I AM IN AWE OF THE WORK FARMERS DO, THE STRUGGLES THEY FACE AND THEIR PERSEVERANCE. THE YFC VISIT AND THE RESOURCES PROVIDED WERE ABLE TO ASSURE ME THAT AUSTRALIAN FARMERS ARE REALLY CONCERNED ABOUT CLIMATE CHANGE, BIOSECURITY, PROTECTING THE ENVIRONMENT, LAND, WATER AND WASTE MANAGEMENT, RENEWABLE ENERGY SOURCES ETC. PARTICIPATION IN THE PROJECT BROUGHT AGRICULTURE TO THE FOREFRONT OF MY THINKING ON A DAILY BASIS WHEREAS AGRICULTURE WAS NOT NECESSARILY SOMETHING THAT I HAD GIVEN MUCH THOUGHT TO ON A REGULAR BASIS BEFORE.”

(SECONDARY TEACHER)



LEADERSHIP ROLES

Young Farming Champions are now gaining the confidence to speak out about the industry they are passionate about and to share the story of agriculture and ignite passion and interest in the generations to come.

Participants are being invited to join with other organisations and engage in activities that complement their skills, advance their professional development and increase their networks.

These activities include:

- Featured Speaker The 2016 ATSE National Technology Challenges Dialogue: Agribusiness 2030.
- Keynote speaker Agi-innovators Forum Randwick 2016.
- Advising the World Bioenergy Association, Sudan project.
- Ripe for Change food mapping workshop participant for the Victorian food system.
- Panellist at Case IH 2020 Vision conference.
- Al Gore's Climate Reality Leadership Corps participant.
- Speaker at Australian Fodder Industry Association's National Fodder Conference (August 2016).
- Speaker at Annual Rural Women's Gathering (October 2016).
- Australian Futures Project Initiative Actions for NSW Agriculture, July 2015 - April 2016.
- Speaker at National Biological Farming Conference and Expo (October 2016).
- Member Cattle Council Market Access & Trade Committee.
- Canberra World Economic Forum Global Shapers Group.
- Board member Intrepid Landcare.
- Board member Ngroo Education.
- Guest speaker CWA Conference.
- NSW Young Farmers Council.
- East West Postie Bike Ride – donating over \$10,000 to Aussie Helpers.
- Young Farming Champions at Beef Week.
- Rural Achievers 2015.
- Agvision – Young Farming Champions in partnership with RAS of NSW helping showcase the exciting young people who have chosen diverse careers in agriculture.
- Seed to Store Young Farming Champions creating a buzz around the grains industry.
- [Paris COP21](#) – Young Farming Champions crowd fund their way to Paris Climate Change talks. See report for full details.
- Graham Centre award for outstanding media coverage and research promotion
- Guest speaker at Western Regional Training Awards 2016

“THE PUBLIC SPEAKING, MEDIA TRAINING AND PRESENTATION SKILLS ACQUIRED THROUGH THE YFC PROGRAM HAS ALLOWED ME TO HAVE THE CONFIDENCE TO SPEAK FOR LOCAL NEWS INTERVIEWS, ABC CATALYST SEGMENT, GRDC GROWER UPDATES, PHD DEFENCE PRESENTATION AND VARIOUS OTHER PRESENTATIONS THROUGHOUT THE YEAR. OPPORTUNITIES TO SPEAK AND PRESENT MYSELF TO INDUSTRY SEEMS TO BE MORE AND MORE PREVALENT LATELY AND THE YFC TRAINING HAS BEEN INVALUABLE!!”

REBECCA THISTLETHWAITE



MEDIA AND AWARDS

The Young Farming Champions program had 25 feature stories appear in print media across such diverse publications as The Land, Graziher magazine, RM William's Outback magazine, Leading Agriculture and the Cattle Council Yearbook.

Seventeen career profiles were also created for use in schools.

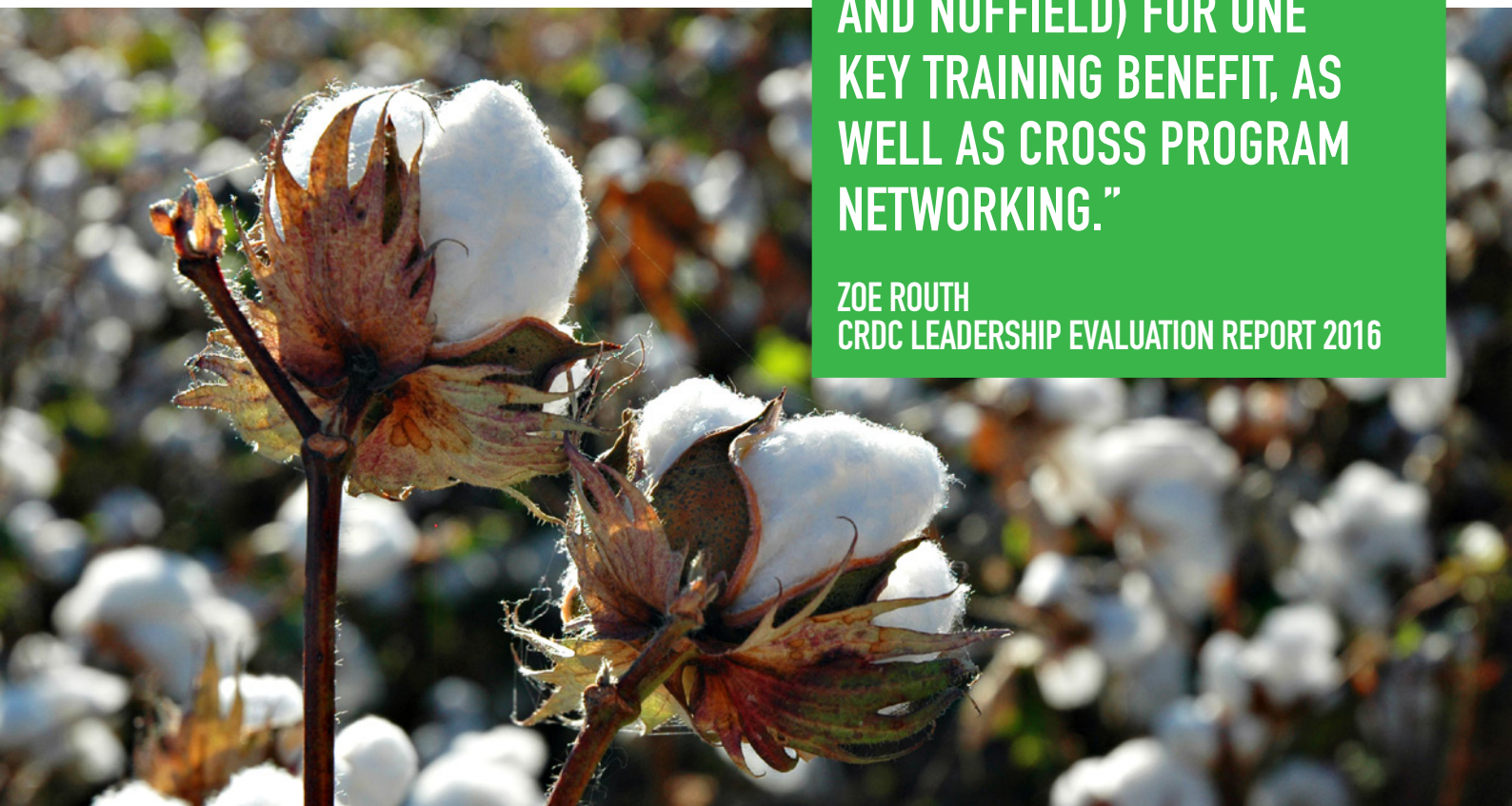
Young Farming Champions Joshua Gilbert, Anika Molesworth, Kirsty McCormack, Casey Onus and Ben Egan were also recipients of major awards and received widespread news coverage.

Awards included

- Finalist in NSW Young Australian of the Year.
- Australian Geographic Young Conservationist of the Year.
- NSW Office of Environment and Heritage Green Globe Winner.
- Federal Environment Minister's Community Environment Leadership Award finalist (winner yet to be announced).
- National Australia Bank Rising Beef Champion.
- Finalist Adama Young Agronomist of the Year (winner yet to be announced).
- Chris Lehmann Trust Young Achiever of the Year Finalist.

"THE YFC PROGRAM EXCELS IN THE DELIVERY OF MEDIA AND PRESENTATION SKILLS AND THERE IS AN OPPORTUNITY TO BRING TOGETHER PARTICIPANTS FROM OTHER LEADERSHIP PROGRAMS (E.G. ARLP AND NUFFIELD) FOR ONE KEY TRAINING BENEFIT, AS WELL AS CROSS PROGRAM NETWORKING."

**ZOE ROUTH
CRDC LEADERSHIP EVALUATION REPORT 2016**



INDEPENDENT EVALUATION

BY ZOË ROUTH FROM INNER COMPASS

The Archibull Prize and the Young Farming Champions Program continues to attract enthusiastic young people with a passion for agriculture. In a recent survey, the benefits to the participants were clear.

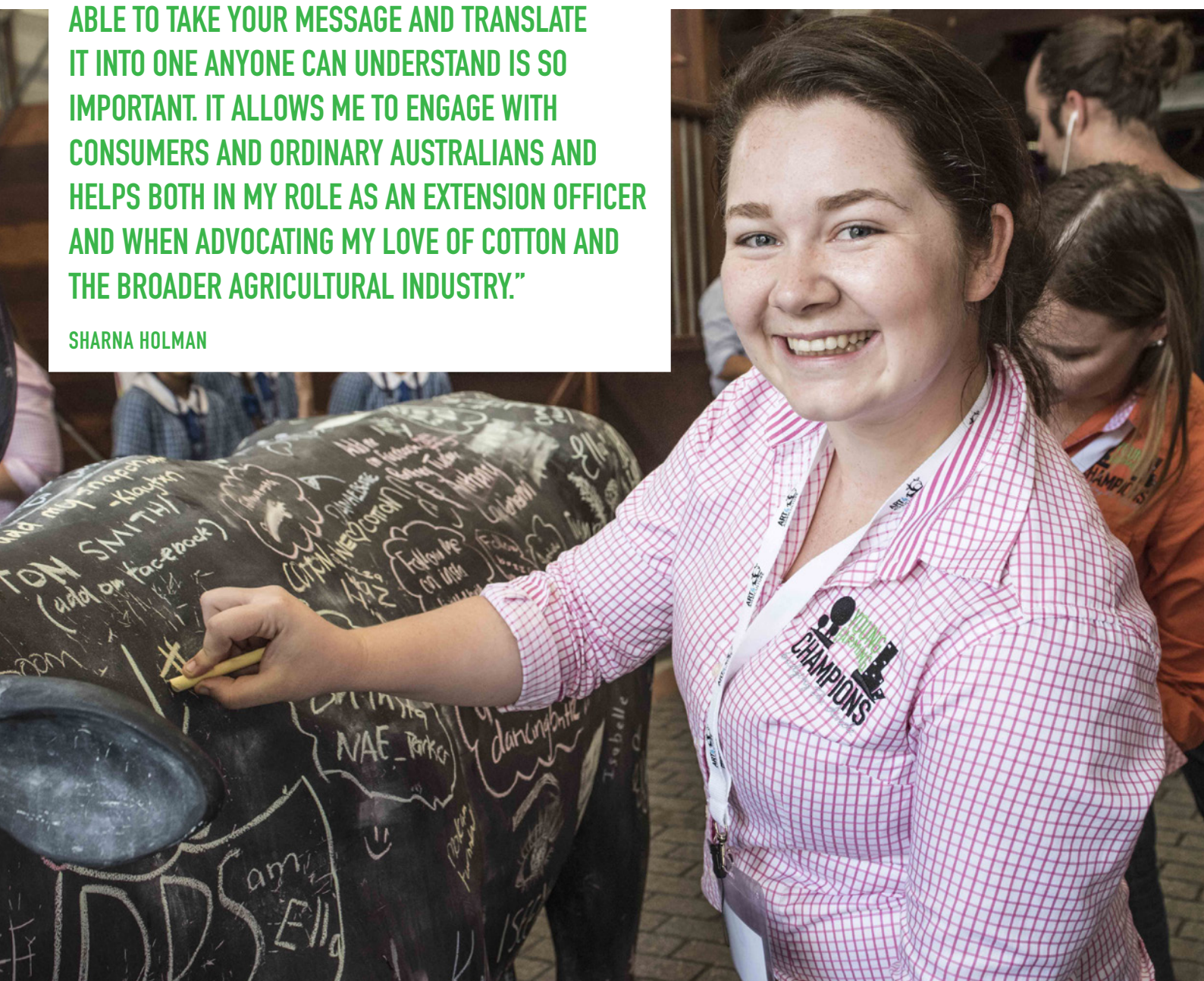
Public speaking and media training are standout skills that most have continued to use for their own professional benefit, as well as to advance visibility and engagement in agricultural issues. Of the participants surveyed, the majority listed multiple organisations they have since joined, often in leadership positions, speaking engagements, and professional opportunities that have come about as a result of the program. This is strong evidence that the program is having a positive effect on the individuals in their careers as well as in agriculture more broadly.

The program encourages the participants to speak up with confidence and conviction. For the next stage of their leadership development, the following capacities are critical to help them navigate team and organisational influence and activity:

- **STRATEGIC THINKING:** Develop rigorous and well-thought out strategy, assess stakeholder needs, map leadership context and other global/national/local trends.
- **ENGAGEMENT SKILLS:** working with others with very different viewpoints (say on a committee or board) - this is multi-faceted influence
- **MEETING SKILLS:** How to chair and manage meetings for collaborative leadership
- **GOVERNANCE SKILLS:** To participate effectively on boards and committees it is critical they know the responsibilities and parameters
- **CHANGE MANAGEMENT:** This includes psychology/neuro-influence of change
- **TEAM LEADERSHIP SKILLS:** This is the next critical component of leadership - how to achieve results with colleagues.
- **TIME MANAGEMENT:** This includes personal resilience. Passionate people undertake many commitments. Skills around managing energy and schedules is critical for longevity in leadership.

“THIS FIRST YEAR OF THE YFC PROGRAM WAS A FANTASTIC EXPERIENCE. THE WORKSHOPS REALLY MAKE YOU THINK BROADER AND EACH WORKSHOP I FEEL LIKE I LEAVE THINKING DIFFERENTLY. I FEEL MORE CONFIDENT IN PRESENTING MYSELF AND SPEAKING TO PEOPLE WITH LESS SCIENTIFIC BACKGROUNDS ABOUT MY ROLE IN THE COTTON INDUSTRY. FROM PRESENTING, SPEAKING AND DEVELOPING YOUR PERSONAL BRAND, TO BEING ABLE TO TAKE YOUR MESSAGE AND TRANSLATE IT INTO ONE ANYONE CAN UNDERSTAND IS SO IMPORTANT. IT ALLOWS ME TO ENGAGE WITH CONSUMERS AND ORDINARY AUSTRALIANS AND HELPS BOTH IN MY ROLE AS AN EXTENSION OFFICER AND WHEN ADVOCATING MY LOVE OF COTTON AND THE BROADER AGRICULTURAL INDUSTRY.”

SHARNA HOLMAN



INVOLVEMENT IN THE ARCHIBULL PRIZE

A total of 36 schools completed The Archibull Prize in 2016 with 16 Young Farming Champions visiting the participating schools.

IMPACT OF THE YFC ON STUDENTS PARTICIPATING IN THE ARCHIBULL PRIZE

As part of The Archibull Prize 2016 exit survey students were asked what excited or interested them about meeting the YFC. Their comments show that this was a highly memorable and significant experience. In educational terms, this equates to strong evidence of emotional and cognitive engagement.

YFC impressed students most by their professionalism demonstrated through extensive knowledge of their specific farming sector despite being relatively young; their passion for Australian agriculture; and their real-life experiences of the strong work ethic that is part of farming life. Many students also mentioned being excited about hearing from the YFC about career pathways in agriculture.

Following are some typical comments from students when asked what they thought of their YFC.

FROM PRIMARY STUDENTS:

"Yes, I liked her. She was very enthusiastic but shy and knew all the tricks to get even the kindergartens listening intently."

"They had a lot of information and taught us about how many jobs there were in the grain industry. This was interesting and showed us how important the grain industry is for food and fuel!"

"They were veterans of farming. They knew nearly everything about farming and one of them was only in university! If I grow up to be a farmer I think I'll be a bit like that. I could really relate to them because they grew up just like I'm growing up."

"How they keep the grains alive and what type of grains he grows and how the bugs or diseases can affect the crops. We also learnt that grains can be used for animals and learnt about how many people each farmer feeds."

"They showed a lot of energy and love for their farming life."

YOUNG FARMING CHAMPIONS SHAPING CONVERSATIONS IN SCHOOLS



FROM SECONDARY STUDENTS:

"That they work with cotton everyday of their life and really know what they are talking about. It excited me to know that we were working with a pro on the subject."

"The encouragement that they gave us to pursue a career in Ag. The information that was provided to us was relevant and up-to-date providing a great source of external information."

"I liked hearing about his views on the future of the agriculture industry, as well as the various jobs and occupations involved in the industry. He talked about different processes on his farm as well."

"The fact that she was very friendly and young, had a lot of experience, and engaged everyone into her presentation really well."

"The farmer that came and spoke to us explained not only about his job in the cotton industry but also his backstory and what inspired him to do what he now does. It was great to hear about someone's personal experience, it made learning a lot more interesting and realistic rather than just reading about it."

"He talked about saving water and helping plant life. I love how farmers protect the environment."

IMPACT OF THE YFC ON TEACHERS PARTICIPATING IN ARCHIBULL PRIZE

FROM THE TEACHERS:

"Loved meeting our YFC. She gave us a broader understanding of how it all works - big picture stuff, down to the finer details." (Secondary Teacher)

"I really enjoyed the farmer visit, as James really brought a different perspective to us. He brought the issue to life." (Secondary Teacher)

"I thought them (students) learning about our YFC was great, they (students) were able to tell me so much about him, his life and his career, it was great." (Secondary Teacher)

"The farmer Champion visit was excellent and I was surprised at how much interest students showed during his presentation and during the time they spent talking to him in small groups." (Secondary Teacher)

"The students and I were very impressed with the YFC visit. The Young Farming Champion was so enthusiastic and the students were very engaged." (Secondary Teacher)

"Having the YFC visit meant I feel more informed. I am in awe of the work farmers do, the struggles they face and their perseverance." (Secondary Teacher)

"The YFC visit and the resources provided were able to assure me that Australian farmers are really concerned about climate change, biosecurity, protecting the environment, land, water and waste management, renewable energy sources etc. Participation in the project brought agriculture to the forefront of my thinking on a daily basis whereas agriculture was not necessarily something that I had given much thought to on a regular basis before." (Secondary Teacher)

YOUNG FARMING CHAMPIONS IMPROVING KNOWLEDGE OF FARMING AND DIVERSITY OF CAREERS IN AGRICULTURE

The Archibull Prize exit report showed students reported a significant shift (170% increase) in their knowledge of farming and agriculture from only 19% to 52% now knowing lots more.

Students reported that most of the information about careers in agriculture came from speaking to a YFC.

At the beginning of The Archibull Prize primary school students struggled to identify more than two jobs related to careers in agriculture. Most of the suggestions they gave related to activities that farmers did i.e. harvesting, sheep shearing, milking, growing crops. Students identified different types of farmers i.e. dairy, cotton, wool, grain, meat, wheat, poultry, and wine. None of the primary students mentioned science or technical related jobs. By the end of their projects 64% of the primary students were able to easily mention up to three different jobs they would like to do. This included 20% related to the sciences (i.e. veterinarian, biologist, entomologist, agronomist, soil scientist, engineer, food scientist, biochemist, biosecurity specialist). In general, this time the students were far more specific in the jobs they chose. They mentioned wool classer, shearer, crop duster, farm manager, fashion designer, journalist and mechanic.

Similarly, at the start secondary school students also struggled to identify more than two farming or agricultural jobs and their suggestions also related to farm-based activities. Less than 5% of jobs in the first two choices related to scientific roles. By the end however 30% of the jobs mentioned related to the sciences and other jobs were more specifically labelled. Examples of the range included: animal nutritionist, rural real estate agent, wool classer, livestock veterinarian, crop consultant, scientist who studies better ways of managing resources, geneticist, gin machine operator, horse trainer, banker, food engineer, dog trainer and handler.

As a result of their Archibull projects and meeting the YFC students realised the broad range of career options related to farming and agriculture both on and off-farm. Here are some quotes from survey comments that demonstrate this:

FROM PRIMARY STUDENTS:

"There are LOTS of different job that farmers and other people do around cotton, food, and other plants."

"All of our grade did a talk about all the jobs about agriculture and farming."

FROM SECONDARY STUDENTS:

"We did research into jobs for the Archibull project. It was also self-interest into looking for possible jobs in the agricultural field."

"There are many other jobs apart from just farming in agriculture."

"When we had a young farming champion talk to us, she was an agronomist, which I didn't know was a profession in agriculture."

"We researched different jobs in the cotton process to incorporate into our animation."

"Agronomist, builder ... you can do anything you want in agriculture, there are a lot of jobs."

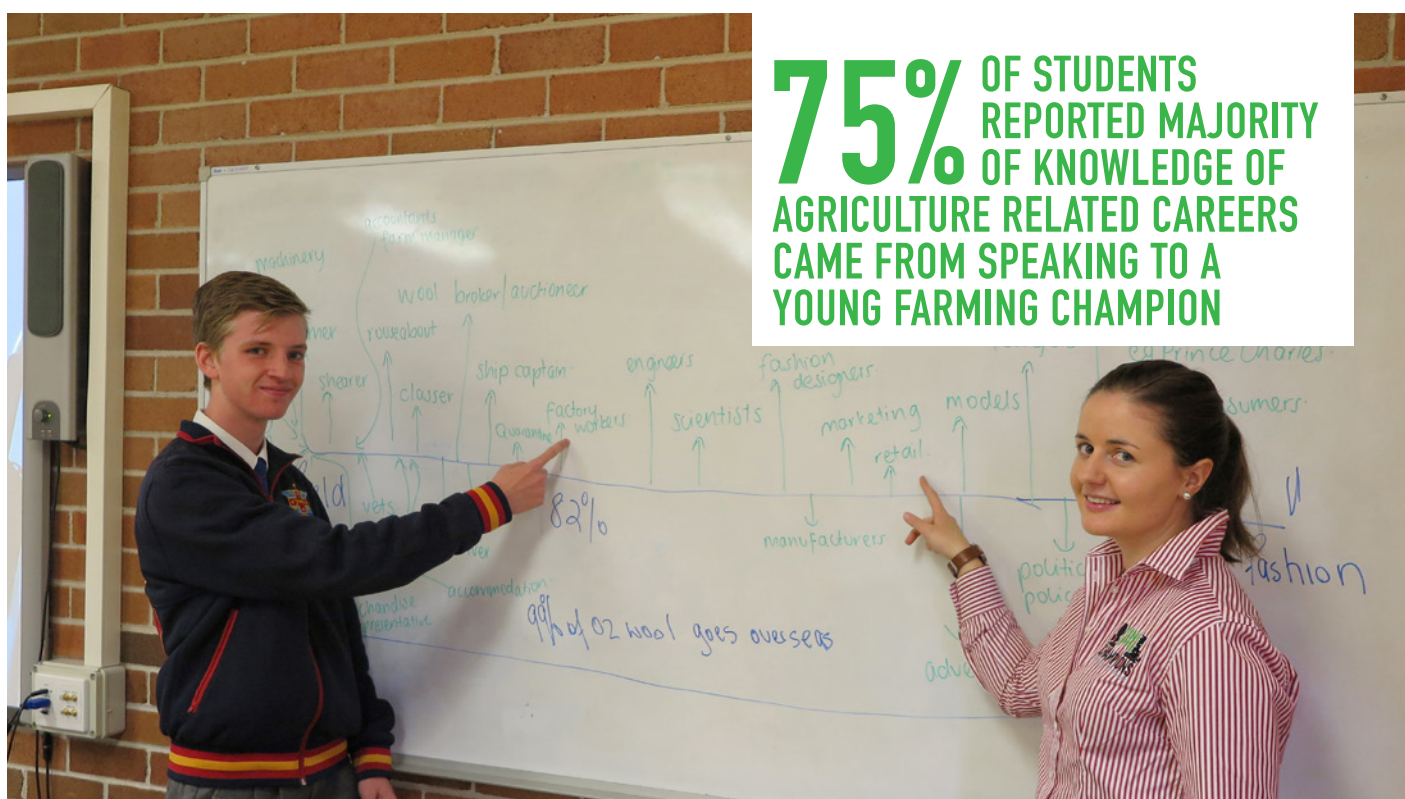
"82% of the jobs in Ag are not on the farm."

"It takes more than 28 people to make a loaf of bread. An agronomist is a crop doctor."

"Cotton farmers view their jobs as a great responsibility and often devote their lives to their career. Managing cotton is a lot harder than I originally thought, the threat of pests is constant and the products they can use are limited due to people needing to consume the product."

It is clear that because of meeting the YFC, students are now more informed about the diverse range of careers and occupations possible through agriculture.

YOUNG FARMING CHAMPIONS SHAPING CONVERSATIONS IN SCHOOLS



COSTA GEORGIADIS



“THESE WONDERFUL YOUNG WOMEN ‘GET’ BOTH SCIENCE AND THE BUSH AND THEY ARE BLAZING THEIR OWN PATHS TOWARDS IMPROVING OUR AGRICULTURE THROUGH INNOVATION.”

PROFESSOR SNOW BARLOW



“PARTICIPATING IN THE YFC PROGRAM HAS GIVEN ME GREATER CONFIDENCE TO TALK IN PUBLIC. I KNOW I NEED TO UNDERSTAND MY “WHY” AND HAVE KEY POINTS AND TO PUT IN RELEVANT INFORMATION. I UNDERSTAND MORE ABOUT HOW TO TALK TO MEDIA AND THAT WE DON’T NEED TO ELABORATE ANY MORE THAN WE WANT. THIS COURSE HAS BEEN INVALUABLE TO MY CAREER.”

CHLOE DUTSCHKE



CONCLUSIONS

Young people working within agriculture derive great benefits from the Young Farming Champions Program. It allows them to develop personally and professionally, to become involved in leadership roles and to advocate for Australian Agriculture. The comprehensive workshops give YFC skills in public speaking, social licence, marketing and media, all of which enable them to share positive agricultural stories and in doing so raise the industry profile.

YFC are well supported by the program and are encouraged to take their skills to industry, government and private organisations; to join boards, speak at conferences and nominate for, and win, multiple awards. They are also featured in a wide range of national publications, again raising the industry profile.

Just as the YFC benefit from the program, so too do the students they engage with as part of The Archibull Prize. Students relate well to the age and enthusiasm of the YFC and become actively engaged with the subject matter, gaining a greater understanding of agriculture and the career pathways available. In turn they take this understanding to their families and communities.

While YFC hone their skills in the safe environment provided by The Archibull Prize it is clear from the list of events at which they have presented that they are also highly valued by a diverse audience. This opens the door for sponsors and industry to deploy these highly trained and passionate professionals for the benefit of agriculture as a whole.





CONTACT DETAILS

LYNNE STRONG

National Program Director - Art4Agriculture

PO Box 241

105 Clover Hill Rd Jamberoo NSW 2533

Mobile: 0407 740 446

Email: Lynnestrong@art4agriculture.com.au

Web: www.art4agriculture.com.au

