



Careers in Agriculture – offer real world skills to solve real world problems and an opportunity to have a positive impact on the world

Lynne Strong, Art4Agriculture

INTRODUCTION: PICTURE YOU IN AGRICULTURE

Lorraine Chaffer, President GTANSW & ACT

After making her mark as an award-winning dairy farmer at Clover Hill Dairies on the NSW South Coast, Lynne Strong founded the Not for Profit charity **Picture You in Agriculture** (PYiA) to inspire young people to be the future of agriculture in Australia and leaders of sustainable agricultural industries.

“Picture You in Agriculture believes in attracting the best and brightest young people to agriculture. We equip them with the skills needed to navigate the world, give them confidence to share their stories and support them to take on leadership positions, all while contending with the many changes life will throw at them”.

For 10 years PYiA have developed programs to connect farmers and the community including **Art4Agriculture** which has three signature programs; The Archibull Prize (secondary school), Kreative Koalas (primary schools) and the Young Farming Champions. The two school programs (for both rural and urban schools) combine art, agriculture, innovation & leadership to bridge the gap between agriculture, education & students.

In the Archibull Competition for example, students produce:

- Artworks on full sized fiberglass cows exploring Australian agricultural industries, the environmental issues that affect farmers, and the food and fibres produced.

- Multimedia animations exploring Agriculture.
- Blogs that map their journey towards gaining an understanding of agriculture in Australia – its triumphs and challenges.

The challenge for PYiA and A4A is making careers in Agriculture an appealing option for young people.

“For young people, 82% of careers in agriculture lie beyond the farm gate & our sustainable food future relies on them seeing careers in agriculture as attractive, viable & exciting”.

In 2019, GTANSW & ACT selected Picture You in Agriculture as the focus of fundraising at the Annual Conference at Sydney Olympic Park, raising \$1025 for the charity.

Read more about Picture You in Agriculture, Art4Agriculture, The Archibull Prize and challenges to the future of agriculture at:

<http://archibullprize.com.au/about/index.html>

<https://pictureyouinagriculture.com.au/aboutus/index.html>

Read more about Lynne Strong

<https://pictureyouinagriculture.com.au/theteam/index.html>

OPENING YOUNG EYES TO CAREERS IN AGRICULTURE

Lynne Strong, Art4Agriculture

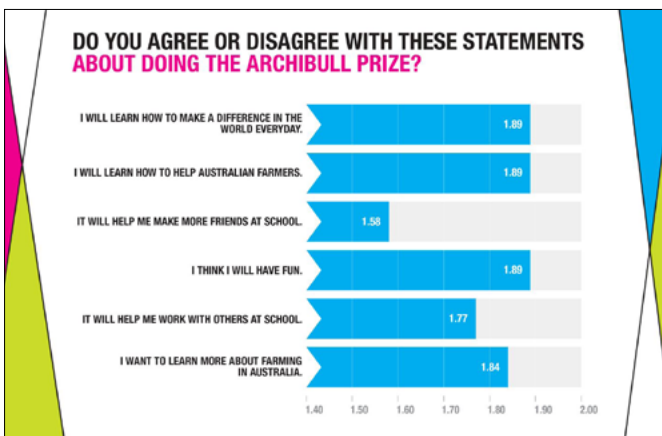
Opening young people's minds to the diversity of careers in agriculture that offer an opportunity to provide practical real world skills to solve real world problems and have a positive impact on the world is a key objective of *The Archibull Prize* and the *Young Farming Champions* programs.

Research shows the traditional source of inspiration for careers is family, friends, television celebrities and high profile sports people. Research also shows children leaving primary school have closed their minds to up to 70% of careers. Our challenge has been how to open their minds to be curious about the world of work and tap into what motivates young people.

Research shows young people highly value careers where they can make a difference. *The Archibull Prize* entry survey question reinforces this desire.

In their January 2018 report *Drawing the Future* UK charity Education and Employers explored the career aspirations of primary school children from around the world: "Early intervention can be a very cost effective, targeted way of raising children's aspirations and broadening their horizons," the report says. "The evidence suggests that giving children the chance to meet volunteers from the world helps them to see the meaning and relevance of the subjects they are studying at school. Embedding experiences of the real-world in learning and the school curriculum can lead to increased motivation resulting in increased educational attainment."

The Archibull Prize and *Kreative Koalas* programs employ these strategies by assigning each school a *Young Farming Champion* (YFC), a young agricultural professional who is perceived as speaking from a vantage point of real authority as they earn a wage and grow a career within the industry.



We have found the YFCs also play a key role in providing young people with role models and tackling [stereotyping around gender and ethnicity](#), which opens their eyes to possibilities not previously considered.

We have also learnt that offering a careers competition, in conjunction with *The Archibull Prize*, is a positive way to extend our reach and engage students not directly involved with the program. Our annual *National AgDay Careers Competition* asks students to identify their strengths and interests, choose a career in agriculture and research the educational pathway to that career. In 2018 over 30 entries were received for the competition from primary and secondary schools in urban, rural and distance education environments, and 22 unique careers were identified.



Samantha Wan with school students
Source: [gallery ids="13762,13763" type="rectangular"]

Elders wool broker and AWI YFC Samantha Wan is an example of the calibre of young professionals working with school students to encourage careers in agriculture.

Sam mentored students at Picnic Point High School in 2018 with *The Archibull Prize* and teacher Lisa Gourlay was particularly impressed.

"Sam arrived with three suitcases full of her own clothes that were made from 100% wool including shoes and

HUMAN ALTERATION & MANAGEMENT

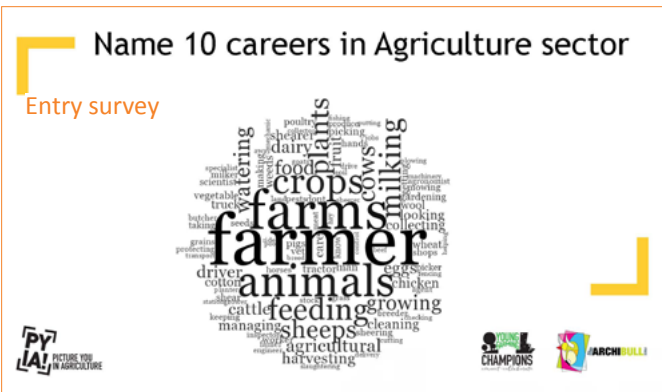
jackets. She came with loom and finger knitting and pom poms. She came with a ball of energy and was so genuinely passionate about sharing her career and this project. She really was an inspiration.

When we looked at what jobs were available in the sheep industry we were very narrow minded thinking of the farm and the sheep. Then we meet Sam who is beautiful and young, from Blacktown, who is now working across rural Australia and internationally." Lisa says.

The Archibull Prize use of entry and exit surveys of students and teachers allow us to monitor the impact our Young Farming Champions are having on the students they are building relationships with.

Within these surveys word clouds are used to collate responses. The following word clouds illustrate the change in agricultural career definition from the beginning to the end of the program.

Identifying the issue



The Archibull Prize entry surveys show students struggle to name a career in agriculture and only identify farming related activities

Below: PRIMARY SCHOOL CHAMPION ARCHIBULL 2018
Gwynneville Public School



Archibull Prize – Hall of Fame.
Source: <http://archibullprize.com.au/halloffame/index.html>

Identifying the messenger and what success looks like



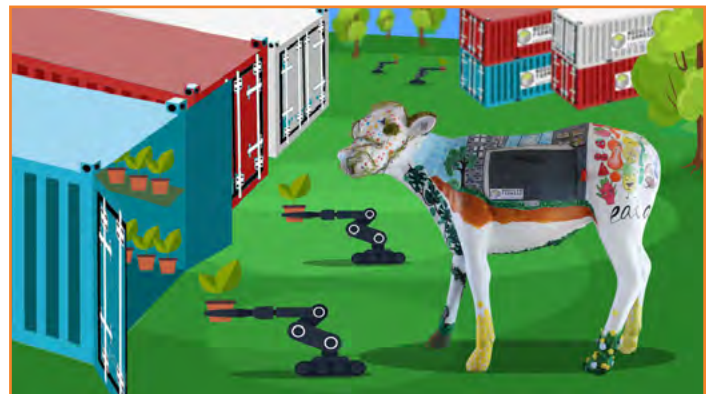
The Archibull Prize exit surveys year on year highlight the impact our Young Farming Champions are having on the students

Teachers value The Archibull Prize for its capacity to provide students with the real world skills to be ready for the jobs of the future.

Join the team of teachers and students who are part of the solution. Expressions of interest for the 2019 Archibull Prize are now closed, for further information contact Art4Agriculture National Director Lynne Strong at lynnestrong@art4agriculture.com.au



Above: GRAND CHAMPION ARCHIBULL 2018
Hurlstone Agricultural High School



Above: RESERVE PRIMARY CHAMPION ARCHIBULL 2018
Little Bay Community of Schools



「PYIA」 PICTURE YOU IN AGRICULTURE

OUR VISION

A national network of globally connected young thought leaders thriving in business and in life, who are inspiring community pride in Australian farmers.

OUR MISSION

To understand the challenges, support the needs and develop the skills, competence, and confidence of young people in agriculture to take an active role in decision making.

OUR GOALS



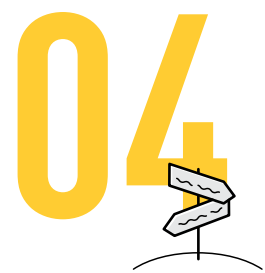
We create opportunities for young people to learn the skills needed to be adaptable and resilient in complex and changing times.



We transform young people to be empowered advocates and changemakers making a difference to Australian agriculture and how it is perceived by the wider community.



We amplify the youth voices of agriculture through our in-school programs: The Archibull Prize and Kreative Koalas.

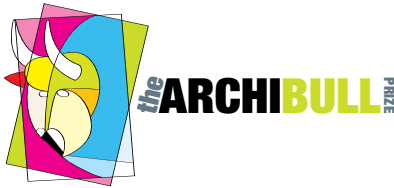


We showcase the diversity of careers and career pathway opportunities in the agricultural sector.



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OUR PROGRAMS



THE ARCHIBULL PRIZE

A world-famous program for secondary schools, which connects students and teachers with Australian agriculture and introduces them to young people working in the industry. The program takes life-size fibreglass cows into the classroom and inspires participants to feed, clothe and power a hungry nation.



KREATIVE KOALAS DESIGN A BRIGHT FUTURE CHALLENGE

A primary school program using the United Nations Sustainable Development Goals and a cache of community experts to assist students on a journey of sustainable living, while building collaborative partnerships with others in the community such as government, business and industry.



YOUNG FARMING CHAMPIONS

Young people working in the agriculture sector are trained, mentored and given skills under the guidance of some of Australia's top media, consulting and social licence experts. These young people then have the confidence to share their stories with schools, with community, with industry and with government.



YOUTH VOICES LEADERSHIP TEAM

An alumni of Young Farming Champions learning from their elders and from each other. Together they explore issues affecting leadership in agriculture such as its volunteering nature and how to balance leadership with education and family commitments. They then use their insights to support young agricultural professionals and mentor the next generation.



GET IN TOUCH TODAY AND FIND OUT
HOW YOU CAN PARTNER WITH US.
PLEASE CONTACT OUR PARTNERSHIP MANAGER LYNNE STRONG
ON 0407 740 446 OR LYNNESTRONG@PYIA.COM.AU

