



Office Use Only

Project Code	
Project Type	

FINAL REPORT 2015

Applicants must read the *SAGIT Project Funding Guidelines 2016* prior to completing this form. These guidelines can be downloaded from www.sagit.com.au

Final reports must be emailed to admin@sagit.com.au as a Microsoft Word document in the format shown **within 2 months** after the completion of the Project Term.

PROJECT CODE	:	AC115
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PROJECT TITLE	(10 words maximum)
Seed to Store YouTube Clip Competition	

PROJECT DURATION

*These dates **must** be the same as those stated in the Funding Agreement*

Project Start date	February 2015					
Project End date	November 2015					

PROJECT SUPERVISOR CONTACT DETAILS

The project supervisor is the person responsible for the overall project

Title:	First Name:	Surname:	
Mrs	Belinda	Cay	
Organisation:			
AgCommunicators Pty Ltd			
Mailing address:			
Telephone:	Facsimile:	Mobile:	Email:

ADMINISTRATION CONTACT DETAILS

The Administration Contact is the person responsible for all administrative matters relating to the project

Title:	First Name:	Surname:	
Miss	Sarah	McDonnell	
Organisation:			
AgCommunicators Pty Ltd			
Mailing address:			
Telephone:	Facsimile:	Mobile:	Email:

PROJECT REPORT

Provide clear description of the following:

Executive Summary (200 words maximum)

A few paragraphs covering what was discovered, written in a manner that is easily understood and relevant to SA growers. A number of key dot points should be included which can be used in SAGIT communication programs

The 2015 Seed to Store – The Story of Australian Grain YouTube Clip Competition invited school students and members of the public from across Australia to share the story of grain.

Supported by the South Australian Grain Industry Trust and the Grains Research and Development Corporation, the competition simply involved filming aspects of the grains industry, creating a short video clip and then entering it into the 2015 Royal Adelaide Show competitive YouTube section.

The competition aimed to increase engagement in the science of food production, the agronomy used to drive sustainable farming and the cutting edge research and development used to grow great grain. The competition gave those passionate about the industry an opportunity to send the message that producing grain is more than gumboots and tractors. The industry is innovative, exciting and sustainable.

Run in conjunction with The Royal Adelaide Show for the second year in a row, the competition received 26 entries across the two categories: School Students and Community Member. Additionally, over 1000 school students were visited by the team to highlight the innovation and careers within the grains industry alongside promoting the competition. The \$1000 winning entry was judged by personality Andrew 'Cosi' Costello, Kathleen Allen representing the GRDC and SAGIT representative Malcolm Buckby.

Project Objectives

A concise statement of the aims of the project in outcome terms should be provided.

Seed to Store – The Story of Australian Grain core objectives were to:

- Attract a range of quality entrants to produce a one minute video showcasing the journey of grains, legumes, oilseeds and pulses from being seed in the ground to food for people and livestock. Concepts which needed to be addressed include best practice science, innovation, farming and food production in South Australia – essentially it is the journey of grain from the paddock to our plate.
- Generate positive media (both radio, print and web based) promoting the grains sector and competition.
- Engage students and the community in the process of producing high quality grains.

Overall Performance

A concise statement indicating the extent to which the Project objectives were achieved, a list of personnel who participated in the Research Project including co-operators, and any difficulties encountered and the reasons for these difficulties.

The Seed to store You Tube Competition received 26 competitive entries.

School Category

FIRST PRIZE: [‘Let it Grow’](#) by Bethany Simpson, Meg Jarvis, Chelsea Arthur, Eliza Bastian, Ayeisha Bishop and Lily Durnford, Booleroo Centre District School.

SECOND PRIZE: [‘Steven’](#) by Phoebe Eckerman, Abbie Ferris and Arielle Fittes-Tarbard from Xavier College, Gawler.

THIRD PRIZE: [‘The Story of Randy’](#) by Joel Bretaf and Ray Schubert, Lucindale Area School

Community Category

FIRST PLACE: [‘Seed to Store – Grains and Pulses’](#) by Jen Frith, Peter Frith and Henry Green, Crystal Brook.

SECOND PLACE: [‘How we make a Loaf of Bread’](#) brothers Sam and Tobi Irish from Mallala

THIRD PLACE: [‘The Wheat Beat’](#), Professor Diane Mather and the laboratory team from The Waite Institute.

Other points of interest

- As of the end of September 2015, over 2300 views had been made to all entries, with School Category winner ‘Let it Grow’ being the watched 583 times.
- Media coverage of the competition was significant from the time of the launch of the competition to announcement of winners. Media is attached in appendix 1.
- Media coverage include print, social and radio, with the winners of each category being invited for a live interview with Sonya Feldhoff ABC 891 from The Royal

Adelaide Show. The coverage of the competition was very positive in highlighting SAGIT and the GRDC.

- Over 1000 students from twelve schools enjoyed The Story of Australian Grains presentations, with students from an additional ten schools visiting The Story of Australian Grains booth at the Adelaide Hills Schools Career expo (~600 attendants).
- Positive feedback and requests for future school visits have been received from school teachers and students.
- An example video was produced starring Andrew 'Cosi' Costello, which highlighted the scientific research and the farming processes behind the grains industry.
- Stock footage was again made available to those interested in entering and included mainly footage on on-farm processes.
- Note that an entry fee of \$10.00 per entry was also added. This was managed by the RA&HS and is considered an administration fee for servicing the competitive entry. This fee was not received by AgCommunicators.

Key Performance Indicators (KPI)

Please indicate whether KPI's were achieved. The KPI's **must** be the same as those stated in the Application for Funding and a brief explanation provided as to how they were achieved or why they were not achieved.

KPI	Achieved (Y/N)	If not achieved, please state reason.
Coordinate a YouTube video clip competition to promote the grains industry on behalf of SAGIT and in conjunction with the Royal Adelaide Show	Y	
Promote the competition and the grains industry directly to primary, secondary, TAFE and tertiary teachers through visits and promotions.	Y	
Run an awards ceremony on the Royal Adelaide Show Coke State to acknowledge the winners and supporters of the competition.	Y	
Generate positive media for the grains industry following the event.	Y	

Technical Information (Not to exceed **three** pages)

Provide sufficient data and short clear statements of outcomes.

Action #	Outcome	Detail	Date Achieved
1	Developing entry guidelines in line with other competitive entry categories. Engaging with stakeholders to ensure all are on board. Researching entrant criteria, liaison with	The 2015 Schedule was once again produced as a stand-alone publication of The Royal Adelaide Show program. Specifications targeted school students and members of the wider community to make two entrant categories. The prize schedule included entry details, category specifications, rules & regulations and guidelines for	YES June 2015

	Show, ensuring publicity through show schedules.	participants. The RA & HS provided staff to assist with the competition including administration team for registration, tickets and prize distribution and also Projects Manager Brad Ward to act as the competition liaison. In line with branding design, sponsors and target audience were aligned with the scheduling detail.	
2	Developing branding of campaign / working with designer on logo / establishing web and facebook page to promote award	A YouTube Clip was created with Ambassador Andrew 'Cosi' Costello as an example which showcased elements which were desirable in the competition. This was shared on social media outlets and within school presentations. Jane McLean, graphic designer for AgCommunciators, worked with Sarah and Belinda to develop a promotional flyer and poster to advertise the video clip competition. There was a double sided A-4 flyer sent to schools and a one-sided A-4 flyer for displaying on pin up / promotional boards. The design worked to capture the use of technology and the photograph used showed a farmer taking a photograph on his I-phone of a tractor and wide-line in a paddock prior to seeding. It was bright and colourful and provided the essential information of what the competition was about, how to enter and highlighted the valued sponsors. Branding is attached in the appendix.	YES July 2015
3	Web design fees to establish web page and logo	Note: Instead of developing a website specifically for the video clip competition, the competition was launched on the RAS website in June and all entries could only be completed online. To enter participants were invited to enter online at www.theshow.com.au . They then had to Select "Show Entries and Results" then "Online Entries" and then "Seed to Store – The Story of Australian Grain".	YES June 2015
4	Printing flyers to assist in the competition promotion plus	A4 and A3 flyers were developed and distributed to schools and Universities as follows:	YES July 2015

	postage. Include cover letter.	<ul style="list-style-type: none"> • A4 Seed to Store Posters PDF were sent to 180 teachers South Australian Secondary Schools, with printed flyers being distributed to local metro schools and regional schools during presentation trups. • A4 Seed to Store Posters and flyers distributed at: University of Adelaide – Waite and Roseworthy Campuses Flinders University of South Australia. UniSA – Magill Campus and TAFE SA – City Campus that include ‘Tear-Offs’ with contact details. 	
5	Development of data base to advertise the competition to - calling groups and encouraging them to be involved, visiting schools / organisations / Uni's etc and meeting with groups if required. Engagement necessary to promote messages.	<p>The following promotional avenues were employed to ensure a wide reach of the initiative:</p> <ul style="list-style-type: none"> • Distribution of advert to the RAS data base • Distribution of advert to schools linked to RAS. • Email advert to ATASA (Ag Teachers association of SA) • Email advert to all state University media departments and ag faculties • Email advert directly to SA agricultural secondary schools • Email advert shared amongst appropriate networks of PIRSA, Art4Agriculture, Future Farmers Network, SA Next Gen, AgEx Alliance, George the Farmer and PICSE. • Email advert to SAGIT. • Email advert to GRDC. • AgCommunicators Mail Chimp advert to school, community and relevant industry contacts. • Facebook – Royal Adelaide Show (RAS), SAGIT, GRDC 	<p>YES</p> <p>September 2015</p>
6	Travel to organisations to promote get people on board.	<p>Secondary School Visits (full presentation including guests and Cosi)</p> <ul style="list-style-type: none"> • Balaklava High School ~50Students 	<p>YES</p> <p>September 2015</p>

		<ul style="list-style-type: none"> • Gladstone High School with students from Booleroo District School and Jamestown Community School ~180 Students • Kadina High School with students from Moonta Area School ~330 Students • Urrbrae Agricultural High School ~ 250 Students • Oakbank Area School ~270 Students Grains Presentation (Sarah McDonnell) • Mt Barker Careers Evening students from Cornerstone, Eastern Fleurieu, Heathfield, Hills Christian, Mt Barker, Mt Barker Waldorf, Muraylands Christian, Oakbank Area School, St Francis de Sales, Birdwood High School • Birdwood High School ~40 Students • Rostrevor College ~30 Students • Nuriootpa High School ~30 Students • Prince Alfred Careers Information Evening (~200 students) including 3 classroom presentations ~60 students 	
7	Development of media and communication campaign to promote competition outcomes i.e. Twitter links, media releases, newsletter articles, Ground cover article arranging radio interviews, gettign media on board.	Note summary in communication section	YES September 2015
8	Follow up calls to chase entries	Done.	YES September 2015
9	Providing support to video entrants - namely directing them to film best practice farmers	Done. All entrants were emailed and invited to view our stock footage library and chat with us about their entry. Follow up calls were made to remind them of entry cut off dates.	YES September 2015

10	Receive a diverse array of competitive entries	26 entries received which was a fantastic result. Note the link to entries in the conclusion section.	YES September 2015.
11	Introduction of split category prizes. In its fledgling year, the competition had one open category.	This criteria was addressed by creating two categories; 'School Category' and 'Community Category'. These boasted equal prize money with 1 st Prize winner of each receiving \$1000, Second receiving \$150 and Third receiving \$50.	YES October 2015
12	Reviewing five finalist entries and selecting finalists, arranging payment of awards, arranging certificates	Belinda Cay and Sarah McDonnell reviewed the 26 entries and using the judging criteria selected the top 5 entries for each category for review by the official judging panel. The panel then selected, in order, the top 3 entries for each category. Certificates and RA&HS prize ribbons were arranged for all entrants. A congratulatory letters was also sent to each participant and all participants received free entry tickets from the RA&HS.	YES August 2015
14	Judging: Arranging judging day, getting in industry judges, Selecting blue ribbon winner (review of final videos, ensuring all participants have gained permission to post footage on web, arranging presentation ceremony)	The judging panel comprised of Kathleen Allan (GRDC), Malcolm Buckby (SAGIT) and Andrew "Cosi" Costello from "South Aussie with Cosi" and Triple M radio station. A criteria for judging sheet was developed to ensure clear and consistent judging. Attached in the appendix.	YES September 2015
15	Facilitation of event ceremony / arranging event. 2 x staff (one as MC other as registrations and support) envisage whole day each.	The event was facilitated by Andrew 'Cosi' Costello, with guest presentations by Kathleen Allan (GRDC) and Malcolm Buckby (SAGIT). The Staging Connections crew from the show were provided with a running sheet for our allocated stage time and professional comperes also helped introduce and conclude the session. GRDC and SAGIT banners were displayed on the show in addition to their logos being projected onto the stage screens. The winning entry for each category was	YES September 2015

		<p>played on the stage as part of the presentation.</p> <p>Top 3 entrants were notified and sent show competitor passes and information about the announcement of awards during the Royal Adelaide Show on the Coke Stage at 12:30 pm. Note that for the duration of the 2015 RAS the 6 prize winning grains video clip competition entries were played on a screen in the Golden Grains Pavilion for viewing by the general public.</p>	
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Conclusions Reached &/or Discoveries Made (Not to exceed one page)

Please provide concise statement of any conclusions reached &/or discoveries made.

Grains day at The Royal Adelaide Show celebrated this year's winners of the *Seed to Store – The Story of Australian Grain* YouTube Clip Competition. *Positive feedback was received from SAGIT, GRDC and The Show on the success of the initiative in its second year. Schools were also pleased with the important messages of the grains industry and level of engagement provided in the Grains Presentations at schools.*

Grains Ambassador Andrew 'Cosi' Costello proved to be a great asset in promoting not only the competition but also the innovation and careers within the grains industry. "It's fantastic that students are being encouraged to take up a career in the grains industry. The diversity and number of jobs available is exciting and it was great to be involved again in this year's program to promote the industry's opportunities," Cosi said.

Cosi and competition sponsors the South Australian Grain Industry Trust's Malcolm Buckby and Kathleen Allan, representing the Grains Research and Development Corporation, awarded the top three places in each category in a special presentation today at the show. All commented that they enjoyed being to be involved in the process of the competition in the lead up and at The Show.

Mr Buckby said it was exciting for SAGIT as a research and development organisation to be part of an initiative which fielded entries from across Australia and promoted the industry on behalf of its grain grower levy-payers.

"The clips were of an incredibly high standard and we enjoyed watching them all. But ultimately we could only award a top three in the community category and a top three in the schools category," he said

Participants commented that the competition had provided an outlet for them to share their understanding or story of Australian grains. First Prize winner of the 'Community Entry' Jen Frith appreciated being able to share her families involvement in the grains industry through the YouTube Competition.

"I grew up in Crystal Brook when there used to be a lot of dust storms. During my life, I have seen an improvement in grain farming practices so they are now more sustainable, which results in less erosion," Jen said. "We wanted to demonstrate the industry's progress and the competition was a great way to achieve it."

This initiative has proven to be valuable in promoting the grains industry to school students and the wider community. Vital to the success of the delivery of the competition, the Project Officer needs to be maintained, particularly in their role in liaising with teachers and schools, providing support to the wider community and maintaining the growing relationship between community and industry. Feedback received from schools and the community is that the competition should be launched earlier in the year to enable enough time to gain footage, integrate it into the classroom and produce a clip that is captivating.

Intellectual Property

Please provide concise statement of any intellectual property generated and potential for commercialisation.

NA

Application / Communication of Results

A concise statement describing activities undertaken to communicate the results of the project to the grains industry. This should include:

- *Main findings of the project in a dot point form suitable for use in communications to farmers;*
- *A statement of potential industry impact*
- *Publications and extension articles delivered as part of the project; and,*
- *Suggested path to market for the results including barriers to adoption.*

Note that SAGIT may directly extend information from Final reports to growers. If applicable, attach a list of published material.

- Over 1000 school students enjoyed a Grains Presentation in the Mid North, Yorke Peninsula and Adelaide area of South Australia. Students were engaged in an interactive presentation covering new technologies, best practices and careers in the grains industry.
- The existing social media network provided by Grains Ambassador Cosi, furthered the reach of the competition by ~56,000 people. This is in addition to networks provided by SAGIT, GRDC, AgCommunicators, schools and industry.
- The introduction of 2 Categories (School Entry and Community Entry) was successful, with comparable numbers entered in each.
- At the end of September 2015, competition YouTube clips positively promoting the grains industry had almost 2500 views. This included highlighting to the public breeding technology, best practice farming methods, integration of technology, growing and harvesting, storing and processing, food technology and consumers satisfaction.

POSSIBLE FUTURE WORK

Provide possible future directions for the research arising from the project including potential for further work and partnerships.

AgCommunicators have successfully applied for support for the 2016 Seed to Store YouTube competition and have provided the following communication strategy

- 1) A branded promotional campaign directed to metro and regional schools, Universities, TAFE, Industry and the wider community. This marketing will entail distribution of flyers, mail outs, promotion on web pages and appropriate social media outlets.
- 2) Preparation of media publications which can be used in the lead up to the competition finals announcement and to report on this during and after The Show.
- 3) Taking a collaborative approach to media departments of industry and supporters. We will working closely with The Royal Adelaide Show staff to align with the promotion of The Show. This will once again include requesting representatives of SAGIT and of the entrant cohort to speak on ABC 891 and a journalist from The Stock Journal on the day of presentation.
- 4) Development of articles which align with industry newsletter.
- 5) Development of a targeted media campaign to promote the YouTube clips.
- 6) Provide our Ambassador with suitable material which can be used to promote the competition within their social media network.

AUTHORISATION

Name: Deanna Lush

Position: Director

Signature:

Date: 24/5/16

Submit report via email to admin@sagit.com.au as a Microsoft Word document in the format shown ***within 2 months*** after the completion of the Project Term.