



Office Use Only

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| Project Code | |
| Project Type | |

FINAL REPORT 2019

Applicants must read the *SAGIT Project Funding Guidelines 2019* 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 | : | AC118 |
|---------------------|---|--------------|

| | |
|---|--------------------|
| PROJECT TITLE | (10 words maximum) |
| More than gumboots and Tractors Career Advisors Event | |

PROJECT DURATION

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

| | | | | | | |
|------------------------------|--------------------|--|---------|----|---------|----|
| Project Start date | 1 July 2018 | | | | | |
| Project End date | 20 June 2019 | | | | | |
| SAGIT Funding Request | 2019/20 | | 2020/21 | \$ | 2021/22 | \$ |

PROJECT SUPERVISOR CONTACT DETAILS

The project supervisor is the person responsible for the overall project

| | | | |
|-------------------------|--------------------|-----------------|---------------|
| Title: | First Name: | Surname: | |
| | Belinda | Cay | |
| Organisation: | | | |
| AgCommunicators | | | |
| 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: | |
| Ms | Cara | Heney | |
| Organisation: | | | |
| AgCommunicators | | | |
| 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

More than Gumboots and Tractors is a unique professional development event for secondary school careers advisers that provides an insight into careers and opportunities in the Australian grains industry. The day features presentations portraying the grains industry, on farm innovation, research and industry careers plus Universities/training entry prerequisites, pathways and scholarships. Participants also tour research centres and industry sites to view careers in action. Participants received a show bag with a grain kit, career information and resources. The day concludes with a networking event which links participants with industry creating valuable networks for future student work experience.

The professional development experience is designed to be highly interactive, engaging and creative. All content is delivered utilizing enquiry based learning principles and the 'learning pyramid' concept which embraces active learning. In this mode of learning, participants receive, participate and do. Essentially, the workshop utilises multiple learning styles to strive for better learning outcomes and retention of information.

The event attracted 23 participants who worked in schools as careers advisers, or teachers of agriculture. The event was scored as 9.1 out of 10, 80 % of participants stated it changed their perception of the grains industry with all comments in this section stating it increased their awareness of the different opportunities and pathways and they are more likely to promote ag as a career option (note the other 20% stated they were already doing this and were supporters of ag as it was).

The event resulted in careers advisers increasing their knowledge of how to advise students to enter and study ag with participants going away with resources, grains kits and posters which will support their promotion of ag in schools.

Project Objectives

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

The aim of the project was to encourage careers advisers to promote careers in agriculture by showcasing the careers on options and providing them with resources to support their delivery of information in schools.

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 More than Gumboots and Tractors events attracted 26 registrations with 23 arriving on the day (apologies were received from those who could not attend). The day took the careers advisers on an interactive tour of the careers available in the Australian grains industry, plus provided clear prerequisite and pathway information for studying agricultural science at TAFE / Certificate or University level.

The program took 23 careers advisers on a tour to experience career opportunities in the grains sector (research, agronomy, grain chemistry, grain marketing, communication, extension, products, career pathways etc). Careers advisers were targeted for this event as they are an untapped resource for the delivery of grains careers information – they are advising students and yet many know little about what our industry has to offer. Working with careers advisers allows the multiplier effect, with careers advisers helping direct potentially hundreds of students over any given year.

The pilot event, held in South Australia, started at the Waite Campus where careers advisers met with Universities, Registered Training Organisations, TAFE and potential employers to learn about student entry pathways to grains sector. This session exposed careers advisers to the many qualifications and opportunities that can be sought via degrees, trades or diploma qualifications.

The event then featured PhD students and researchers talking about their careers in the grain industry. These speakers highlighted their innovative research, study pathway and benefits of being in the grains industry (see appendix 1 for a copy of the program). It was then time to stretch the legs... So participants up and followed the host on a site visit of the Waite Campus where we explored plant breeding, molecular biology, cereal chemistry and plant agronomy in action! The hands on activities such as the dough analysis in the grain chemistry lab and the plant analysis in the Plant Accelerator were highlights.

Participants then boarded the bus and headed to Coopers Brewery and AGT at Roseworthy. The day culminated at the Royal Adelaide Show grounds for a networking dinner. Upon arrival the careers advisers got to touch and try a range of grains experiments, look at plant cells and learn more about the 25 leviable grains. Guests were invited to be seated at 6:00 where they were placed in-between industry representatives, who again worked to showcase their role and career in the grains industry. The dinner had an educational eating theme with each place setting having its own 'placemat' profiling grains information, there were guest speakers from Careers Harvest and the Chef – who had worked with us to develop a grains based menu. In fact, all three courses featured grains from oat stuffed mushrooms, polenta and wheat cakes, puffed rye – it really was a treat which brought all aspects from the paddock to the plate together. Each participant was provided with a show bag too – these included industry information, careers pathways brochures and grain kits!

Overall, this initiative suggests that it is possible to change perceptions of careers in the grains industry. A hands-on, engaging approach is required which provides careers advisers with real-life contacts, support and tailored learning outcomes. It is

also essential to build networks and provide attendees with a point of contact so they can continue a relationship with the sector. We are thrilled that our work will change how careers advisers will advise students on not only the opportunities that are available within the sector, but how and where they can study, the prerequisites they need and the pathways they can take. They also have a unique suite of contacts within the industry so they can place students on work experience or seek further grains industry support.

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. |
|--|-----------------------|--|
| Development of More than Gumboots and Tractors day and dinner program considering feedback from the established reference group and industry consultation. | Yes | The program, concept fact sheet and invitations are attached as appendix. |
| Development of event promotional material, website registration platform, implementation of pre event communication, marketing and advertising outputs to attract 25 participants. Packing of showbags with relevant resources. | Yes | We advertised through the National Association of Agricultural Educators, the Ag Teachers Association of South Australia, the South Australian Science Teachers Association, plus sent a MailChimp to our own database. |
| Delivery, facilitation and coordination of the event (day bus tour and dinner) attracting careers advisers or relevant teachers. Distribution of resources, certificates and learning materials to participants. Collecting pre and post survey data. Implementation of event communication plan via traditional and social media. | Yes | The event was delivered successfully with feedback summarized and presented in this report. Social media posts were presented throughout the day as per attached. A media release was issued but the Stock Journal were unable to attend. A copy of the prepared media release is attached. Given this event was not covered in the newspaper, we delivered an additional output in that we made a series of A3 posters about the careers on offer and sent these to interested schools. An append |
| Analysis of pre and post event data. Compiling media from the event. | Yes | Data has been collected and presented. The social media tiles are attached. An article has been submitted to appear in the next issue of GPSA's Grain Producer, this will encourage others to |

better engage with Careers Advisers and will share the findings of what format of education resources they want.

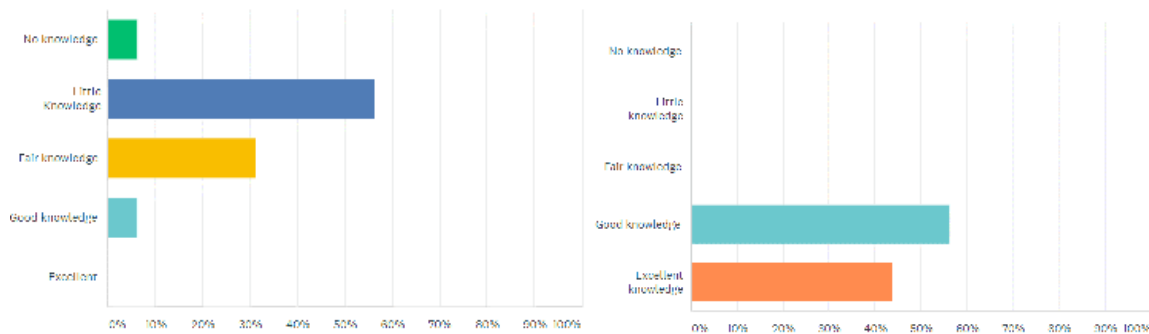
Technical Information (Not to exceed **three** pages)

Provide sufficient data and short clear statements of outcomes.

The data collected from participants provides a valuable insight into how important engaging with teachers and careers advisers is. Here is a snap shot:

We asked participants their knowledge of careers in the grains industry pre and post attendance – the results were really pleasing in that we achieved a move from an average of ‘little knowledge’ to good and excellent knowledge pre and post attendance. The reasons cited for this shift were the presentations from the University, tafe and RST Training who provided clear information on the subjects students are required to study at high school in order to study ag at a certificate or University level. The teachers also liked seeing the diversity of pathways offered at the Universities or training providers, what the courses looked like then the examples of the careers on offer at the end.

PRE-ATTENDANCE SELF RATED KNOWLEDGE >>>> POST-ATTENDANCE KNOWLEDGE



The overall workshop was rated 9.1 out of 10 by the 23 participants who attended the day (note we received four apologies on the day, however we provided information kits to those who could not attend). We also asked the participants if they would change how they advised students on careers in the grains industry, with 90 % saying YES they would. The open comments in this section suggested that the teachers would now encourage students to look and consider innovation in ag, that they would now include agriculture more in their teaching of science (which was not done previously), I can confidently suggest a career in this industry knowing that there are very real career opportunities especially for those who are studying Agriculture at school, TAFE or University. An example of the open response quotes includes:

- *I can now confidently suggest a career in this industry knowing that there are very real career opportunities especially for those who are studying Agriculture at school, TAFE or University.*
- *The sessions and conversations gave me greater insight into the variety of opportunities available.*
- *I now have a range of options I can discuss with students that will suit a range of needs.*
- *Will now put up a careers in Ag Science poster in the year 12 common room*

The survey asked if the event changed their perception of the grains industry. 80 % agreed that it had. Comments stated that they thought it has more opportunities than they thought, there were so many careers other than farming and they were excited by all the things ag in SA is doing.

The most valuable things taken away from the day were new networks and increased understanding of career pathways in ag, followed by increased understanding of SA research.

Participants stated that they appreciated the grains resource show bag we provided each of them as they stated they did not know where to find current information on grains careers or activities for them to teach in the classroom. They wanted to receive more direct emails from AgCommunicators highlighting new activities and training opportunities. AgCommunicators facilitation of the event was rated 9.5 out of 10.

Conclusions Reached &/or Discoveries Made (Not to exceed one page)

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

- There is a market gap in offering training for careers advisers in ag based careers.
- Teachers want to receive direct emails with relevant content to assist their in school delivery.
- Two teachers stated they want more workshops with direct teaching of ag science concepts as they feel they are behind on current research.
- Participants stated they wanted more posters to place in their classrooms.
- Direct engagement with careers and advisers and teachers is a fundamental component of getting more students into ag. The pre event understanding of ag careers I think represents a major issue which we are working to address.

Intellectual Property

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

No.

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.

- 1) A project flyer and MailChimp was sent to promote the work we are doing
- 2) We develop a comprehensive fact sheet which promotes the SAGIT funded work we have delivered on More than Gumboots and Tractors
- 3) Belinda was invited to Present at the Primary industries Education Foundation on the More than Gumboots and Tractors concept
- 4) A media release was developed but we did not get coverage on the day, as such a story will be sent to the Grain Producer magazine compiled by GPSA and posters were sent to schools promoting careers back in the classroom. We

would like to take the poster concept to the next level now and work to develop a better series.

POSSIBLE FUTURE WORK

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

- 1) Development of a SA research booklet for ag science students*
- 2) Development of A0 sized career posters for the career wing of schools*
- 3) Development of SA research training in labs for teachers*
- 4) Delivery of more careers advisers events*

AUTHORISATION

Name:

Position:

Signature:

Date:

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.



Teacher and Career Adviser Professional Development Day

ITINERARY

Date: Thursday, December 6, 2018

| | |
|---------|---|
| 8:30am | Career advisers and teachers to meet at Adelaide Showground Rose Terrace Car Park, Wayville SA 5034 (map enclosed) |
| | Transit to Waite Campus Lirra, Lirra Café Rooms (McLeod House) |
| 9:00am | Study Pathways, Courses, Degrees and Prerequisites Associate Professor Jason Able, The University of Adelaide |
| 9:15am | Scholarships, Opportunities and Careers in Primary Industries Erin Gorter, PIEFA |
| 9:30am | Official Welcome Belinda Cay, AgCommunicators |
| 9:45am | Agricultural Engineering – Study, Research and Opportunities Dr James Barr, University of South Australia |
| 10:00am | Regional Study Opportunities; Certificates and Trades Jaki Dickeson, Regional Skills Training |
| 10:15am | Agricultural Courses at TAFE SA Andrew Egarr, TafeSA |
| 10:30am | Morning Tea |
| 10:50am | Why Waite Growing Your Future Dr Lieke van der Hulst, The University of Adelaide |
| 11:20am | Walking tour of Waite Campus with Associate Professor Jason Able Careers, technology, research excellence and opportunities at the Waite ½ hr – Plant Accelerator - Dr Trevor Garnett, The University of Adelaide ½ hr – WIC etc – Professor Rachel Burton, The University of Adelaide |
| 12:20pm | Packed Lunch on Bus Transit to Coopers, 461 South Road, Regency Park |

| | |
|-------------|--|
| | |
| 1:00pm | High Quality Barley = High Quality Beer Doug Stewart, Coopers Brewery |
| 2:00pm | Transit to AGT, 20 Leitch Road, Roseworthy |
| 3:00pm | Modern Plant Breeding Andrew Cecil, AGT AGT, Roseworthy |
| 4:00pm | Transit to Emmetts, 4 Flett Road, Roseworthy |
| 4:10pm | Machinery Innovation; Certificate, Trade, Sales and Management Positions/Opportunities Tracy Schultz, Emmetts (Roseworthy) |
| 4:40pm | Bus, transit back to showgrounds (transit Gawler to Showgrounds, 1 hr, 55km's) |
| 5:40pm | Pre-dinner drinks for tour participants |
| 6:30-9:00pm | Grains Industry Dinner Secretary's Boardroom, Royal Adelaide Showground |
| | MC: Belinda Cay, AgCommunicators |



INVITATION

AgCommunicators together with SAGIT, are pleased to invite you to the More than Gumboots and Tractors careers dinner. The dinner, with a local produce theme, will give you the opportunity to network with teachers and career advisers.

This dinner aims to expose teachers and career advisers to the careers on offer in our grains industry and equip them to provide guidance to students navigating course decisions and career pathways.

Given your experience we would value your attendance to informally share your personal career insights and profile the incredible opportunities available in South Australia's grains industry with your dinner table.

**THURSDAY
DECEMBER 6, 2018
6:30pm to 9pm**

LOCATION:

Secretary's Boardroom
Royal Adelaide Showground
Enter from Rose Terrace, Wayville SA
Car park: available at the Adelaide Showground's Rose Terrace car park
Attire: Neat Casual (or your company uniform)

Master of Ceremonies:
Belinda Cay, AgCommunicators

Guest Speakers:
Professor Andy Barr, SAGIT Trustee
Mr Max Young, SAGIT Chair

MORE INFORMATION:
Tina Brock, AgCommunicators
08 8332 3277
tina.brock@agcommunicators.com.au



Images of the Careers Advisors Event



Speaker Thank you letter
12 December, 2018

Dear

Re: More than Gumboots and Tractors – Careers in the Australian Grains Industry Dinner

Thank you for attending the More than Gumboots & Tractors – Teacher and Career Adviser Professional Development Day/Evening on Thursday 6th December. This event brought together 20 career advisers / teachers from all over South Australia to explore the different careers in the Australian Grains industry.

As you heard at the dinner, the participants had a great day filled with presentations, site visits and activities. Our morning was spent at the University of Adelaide hearing about tertiary degrees and careers, certificate study pathways through Tafe and Regional Skills Training and opportunities for mechanical engineers. We then toured the Plant Accelerator, visited Coopers Brewery, Australian Grains Technologies and Emmetts where we heard about careers, employment opportunities, research and innovation.

The day was topped off with our networking dinner – feedback so far has been excellent with the participants stating they went home buzzing from the great conversations, new ideas for teaching and the whole new world of careers they can suggest to their students.

Events like this simply cannot happen without your participation and support – so we really wanted to write and say THANK YOU. We appreciated you sharing your career stories and insights. So impressive!

We hope you found the event enjoyable and beneficial. We have attached some of the photos of the event too – just FYI.

Please let us know if you have any other ideas for supporting teachers and careers advisers in SA, we are always open to new ideas and initiatives.

Many thanks once again and we look forward to seeing you at future events.

Kind regards,

Belinda Cay
AgCommunicators



Event Briefing Fact Sheet



MORE THAN GUMBOOTS AND TRACTORS **CAREER ADVISORS INITIATIVE**



OUTCOME:

Career advisors and teachers with increased knowledge and understanding of career pathways and opportunities available in the Australian grains industry.

TARGET AUDIENCE:

Career advisors, in-school apprenticeship brokers, science and agricultural teachers who provide careers support to students.

AIMS:

Promote a range of careers (research, agribusiness, agronomy, industry, communication, education, policy, farm, technician, food manufacturing).

BACKGROUND

In 2015, AgCommunicators in partnership with SAGIT and GRDC delivered an innovative professional development event for career advisors in South Australia. The pilot event took 25 career advisors on a tour to experience career opportunities in the grains sector (research, agronomy, grain chemistry, grain marketing, communication, extension, products, career pathways etc).

Career advisors were targeted for this event as they are an untapped resource for the delivery of grains careers information – they are advising students

and yet many know little about what our industry has to offer. Working with careers advisers allows the multiplier effect, with careers advisers helping direct potentially hundreds of students over any given year.

The pilot event, held in South Australia, started at the Waite Campus where careers advisers met with Universities, Registered Training Organisations, TAFE and potential employers to learn about student entry pathways to grains sector. This session exposed career advisors to the many qualifications and opportunities that can be sought via degrees, trades or diploma qualifications.

“The event gives teachers and Career Advisors the opportunity to explore careers in the Australian grains industry – from research to engineering, grain marketing to communication, agribusiness to food science”.

BACKGROUND, cont...

The event then featured GRDC PhD students and researchers talking about their careers in the grain industry. These speakers highlighted their innovative research, study pathway and benefits of being in the grains industry. It was then time to stretch the legs... So participants up and followed the host on a site visit of the Waite Campus where we explored plant breeding, molecular biology, cereal chemistry and plant agronomy in action! The hands on activities such as the dough analysis in the grain chemistry lab and the plant analysis in the Plant Accelerator were highlights.

Participants then boarded the bus and headed to outer harbour to view Joe White Malting and grain export terminals, where again a diverse range of people profiled their exciting grains career.

The day culminated at the Royal Adelaide Show grounds for a networking dinner. Upon arrival the career advisors got to touch and try a range of grains experiments, look at plant cells and learn more about the GRDC's 25 leviable grains. Guests were invited to be seated at 6:00 where they were placed in-between industry representatives, who again worked to showcase their role and career in the grains industry. The dinner had an educational eating theme with each place setting having its own 'placemat' profiling grains information, there were guest speakers from Careers Harvest and the Chef – who had worked with us to develop a grains based menu. In fact, all three courses featured grains from oat stuffed mushrooms, polenta and wheat cakes, puffed rye crumble – it really was a treat which brought all aspects from the paddock to the plate together.

Each participant was provided with a show bag too – these included industry information, careers pathways brochures and grain kits!



SPECIFICS

- > The event is for no more than 25 people as many industry sites do not like crowds bigger than this.
- > The dinner is for no more than 50 people as this provides a nice, informal networking event.
- > All places must provide an interactive element.
- > Attendees receive a certificate of attendance to contribute towards teacher's required hours of professional development.
- > While the event is aimed at school based career counsellors, VET Coordinators, Career Advisors and apprenticeship brokers, it should be open to teachers of science, nutrition, biology, chemistry, geography, PLP, agriculture and any others who play a role in advising students of subject selections and careers.





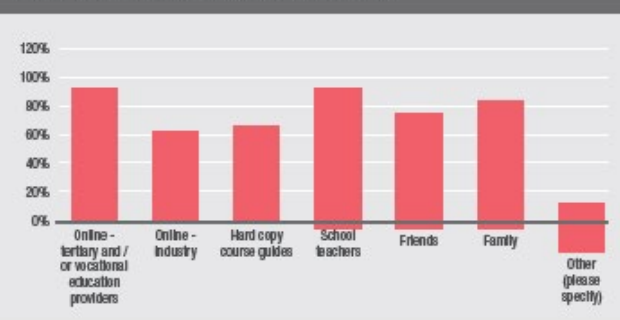
DATA COLLECTED FROM THE ADELAIDE EVENT

Prior to attending the first 'More than Gumboots and Tractors career advisors' event the team conducted research on more than 50 career advisors. It was found that:

- > Teachers/career advisors and online education providers are the key source for the provision of career pathway information to students followed (closely) by family and friends (figure 1);
- > 57% of the career advisors surveyed had little or fair knowledge of ag career pathways



Where do students / clients currently seek information about career pathways: (please choose as many as required)



General representational comments:

"Because my understanding is very limited, my advice is limited"

"Advice in this industry doesn't come up"

"I advise students regularly that there are numerous opportunities in agriculture, however, they only see agriculture as either the farmer or a farm hand."

"I have limited knowledge of the grains career and would usually only promote it to students who come from a farm"

'There is work to be done!'





POST FEEDBACK

Teachers and career advisors in South Australia gained a lesson in the huge range of opportunities on offer in the grains sector during March.

The day was an incredible success with participants providing feedback that the new knowledge they gained will change how they advise students as they now have a clearer understanding of the opportunities on offer.

Jackie Fairlie is an apprenticeship broker with the SA Department of Education and Child Development, Kadina and attended a GRDC-supported career advisors professional development day in Adelaide in March.

Ms Fairlie says there are a lot of students doing school-based apprenticeships on the Yorke Peninsula (South Australia) and she plays a role in helping them navigate their career paths.

"I attended the More than Gumboots and Tractors careers event to upskill and discover what else there was to the grains industry besides farming".

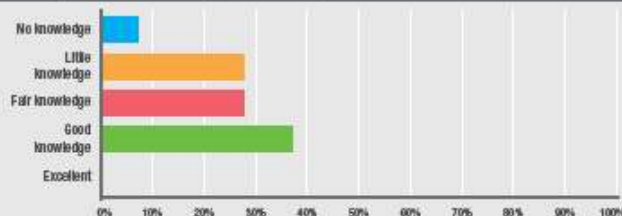
"I learned so much! I think it would be great to have young teachers come along to one of these events to have a look at what's out there. The Waite Campus is such a great place filled with amazing career and research opportunities."

"I'm 60 years-old and coming to the end of my career, and this event showcases careers and research that I had never heard of before - I really wish I learned this earlier in my career so I could advise students of these opportunities before."

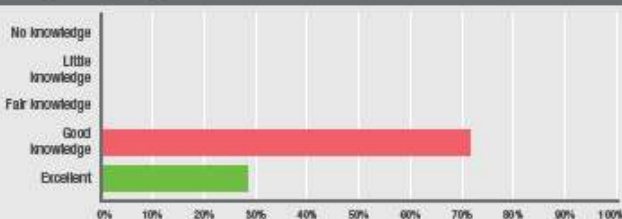
Summary of the event feedback includes (N=19):

- > 100% said they will change the way they will advise student on careers in the grains industry following the event.
- > AgCommunicators facilitation of the day was rated a 9.5 out of ten.
- > 100% would recommend this event to a colleague.
- > 100% of participants said the event increased their confidence.
- > Increased insight into SA research, new networks and new opportunities for students were sighted as the most valuable outcomes of the day.
- > Participants changed their self-rated knowledge of careers following attendance at the event with all participants reporting a good or excellent knowledge following the event.
- > 93% said attendance at the event has changed their perception of the grains industry.
- > Participants rated the day a 8.6 out of ten with ten being the best event ever!
- > Participants rated the dinner 8.9 out of ten.
- > 93% of participants learnt what they hoped to, with the remaining 7 somewhat learning what they hoped.

Q1 Prior to attending the More than Gumboots and Tractors Career Advisors event, how did you rate your knowledge of careers and opportunities in the grains industry?



Q2 Following attendance at the More than Gumboots and Tractors event how do you rate your knowledge of careers and opportunities in the grains industry?



SOCIAL MEIDA

AgCommunicators shared a post.
5 December 2018 · 🌐

Belinda and Tina have been out [in the heat] with a group of enthusiastic career advisers investigating the career pathways and opportunities in the grains industry! A great group ... who will now head off to the Showgrounds for a paddock to plate grains dinner.




Food & Fibre Education SA
5 December 2018 · 🌐

Careers in Ag are more than just gumboots and tractors! From the seed, to the plant, to the food or stubbie! The team are out exploring careers in the Ag indust...
[See more](#)

Food & Fibre Education SA
5 December 2018 · 🌐

Careers in Ag are more than just gumboots and tractors! From the seed, to the plant, to the food or stubbie! The team are out exploring careers in the Ag industry visiting the Waite Research Institute, the Plant Accelerator, Coopers and more!
#foodandfibreSA #agcareers #MoreThanGumbootsandTractors




👍 17 3 shares

👍 Like 💬 Comment ➦ Share

MEDIA RELEASE

New careers in grains event set to upskill careers advisors on ag opportunities

Teachers and careers advisors from South Australia will get a lesson in the huge range of opportunities on offer in the grains sector as part of an event to boost the number of students choosing agriculture as their career.

The South Australian Grains industry Trust will run the professional development workshop – *More than Gumboots and Tractors* – to upskill SA teachers and career advisors on careers in the Australian grains industry.

Belinda Cay, Director, AgCommunicators and project leader says this project aims to address a large skills concern for the grains industry.

“The workforce of tomorrow for the grains industry starts with today’s high school students so it is important that those who help advise and steer students’ careers, are equipped with the right information,” Ms Cay said.

Earlier this year AgCommunicators conducted a poll of more than 50 South Australian teacher and career adviser’s perceptions of the SA grains industry. The poll found that over 50% of careers advisers had little or fair knowledge of career pathways into agriculture. There were also concerns raised that they did not understand the range of opportunities and so were not confident giving advice to students.

“This indicates there is work to be done in educating career advisers of the actual careers available. There is the perception that a career in agriculture simply means farming – we are working to dispel this myth and profile the broad range of careers from research to agronomy, food science to grain marketing, logistics to communication,” Ms Cay said.

On December 6 2018, teachers and career advisors will attend the workshop which will take teachers on a tour through The University of Adelaide’s Waite Campus, The Plant Accelerator, Coopers Brewery and Australian Grains Technologies.

The day will conclude with a careers dinner at the Royal Adelaide Showground introducing some of the people employed in the grains industry direct to the attendees.

“Succession planning for the grains industry requires a whole of industry response so we all need to spruik the benefits of working in our dynamic industry,” Ms Cay said.

Teachers and career advisors will create links with industry organisations for teaching and learning inspiration and discover learning pathways into food science and grains careers. Participants will be provided with a certificate of attendance to contribute towards their annual professional development requirements.

For further information contact:

Belinda Cay

0423 295 576

Belinda.cay@agcommunicators.com.au