



SAGIT Research Summary

AC115: Seed to Store YouTube clip competition

IN A NUTSHELL

The project successfully engaged school students in creating video clips on the grain industry, with 26 entries received. The Seed to Store competition generated positive coverage in rural media and encouraging feedback from participants. A third round has recently been completed in 2016.

FAST FACTS

THE DATES:

Start: February 2015

Finish: November 2015

PROJECT PARTICIPANTS:

AgCommunicators - Belinda Cay, Sarah McDonnell & Jane McLean, Andrew "Cosi" Costello;
GRDC - Kathleen Allen and
SAGIT - Malcolm Buckby.

THE PROBLEM:

The competition aimed to connect the community with food production and showcased the grains sector as being modern, innovative and sustainable. It also helped get the grains sector into social media in an informal and engaging manner.

THE RESEARCH:

The second year of the Seed to Store YouTube clip competition ran complementary to the Royal Adelaide Show's prize schedule and called on Australians to develop a short video clip promoting grains. 26 entries were received with the majority from secondary schools. Additionally, more than 1000 school students were visited by the team to highlight innovation and careers in the grains industry.

BACKGROUND

The competition in its second year in 2015 was managed by AgCommunicators and supported by the GRDC and SAGIT with in-kind support provided by the Royal Agricultural & Horticultural Society. This year saw the introduction of two separate categories – school and community.

Seed to Store 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.

RESEARCH AIMS

The core objectives of the project 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 included best practice science, innovation, and farming and food production in SA – 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.

IN THE FIELD

A YouTube Clip was created with Ambassador Andrew 'Cosi' Costello as an example which showcased elements desirable in the competition. This was shared on social media outlets and within school presentations.

A graphic designer worked with AgCommunicators to develop a promotional flyer and poster to advertise the video clip competition. There was a double sided A4 flyer sent to schools and a one-sided A4 flyer for displaying on pin up boards. Flyers were distributed to South Australian secondary schools, University of Adelaide, Flinders University, University of South Australia and TAFE SA. Students from the following schools had visits from AgCommunicators and Andrew Cosi Costello, or a presentation on grains to promote

careers in the industry as well as the video clip competition: Balaklava High School, Gladstone High School, Booleroo District School, Jamestown Community School, Kadina High School, Balaklava High School, Moonta Area School, Urrbrae Agricultural High School, Oakbank Area School, Cornerstone College, Eastern Fleurieu School, Heathfield High School, Hills Christian Community School, Mt Barker High School, Mt Barker Waldorf School, Murraylands Christian College, St Francis de Sales, Birdwood High School, Rostrevor College, Nuriootpa High School, and Prince Alfred College.

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. Certificates and RA&HS prize ribbons were arranged for entrants. Congratulatory letters were sent to each participant and all participants received free entry tickets from the RA&HS.

The judging panel was Kathleen Allan (GRDC), Malcolm Buckby (SAGIT) and Andrew "Cosi" Costello from "South Aussie with Cosi". A criteria for judging was developed to ensure clear and consistent judging. The winner was selected with the highest cumulative points.

RESULTS

Grains day at The Royal Adelaide Show celebrated this year's winners of the 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.

- More than 2500 views to the clips have been made, with the school category winner 'Let it Grow' viewed 583 times.
- The winning clips received significant media coverage. This reflected extremely positively on SAGIT and GRDC. A highlight was the winners of each category being invited for a live interview with Sonya Feldhoff from ABC 891 at the Royal Adelaide Show.
- Positive feedback and requests for future school visits have been received from teachers and students.

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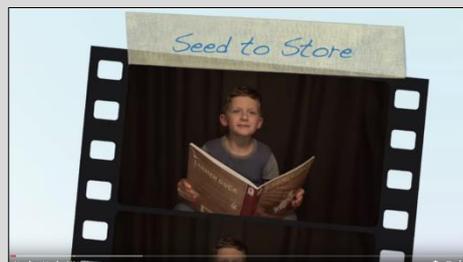
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Stills from the winning school entry, Let it Grow (above) by Booleroo Centre District School students and Seed to Store – Grains and Pulses (below) by Jen and Peter Frith and Henry Green from Crystal Brook.



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