

「PY」 「IA!」 PICTURE YOU IN AGRICULTURE

EMPOWERING YOUNG PEOPLE TO SOLVE TOMORROW'S PROBLEMS, TODAY.



「CELEBRATING 10 YEARS OF IMPACT」 2009-2019



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.



WHAT WE HAVE DONE










Agriculture plays a significant economic, social, environmental and cultural role in the health of our country with 93% of the food consumed here produced by our farmers and an increasing interest from consumers in how their food is produced.

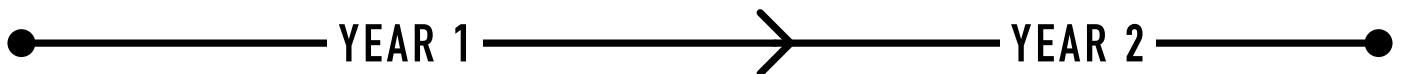
[Picture You in Agriculture](#) (PYiA) is empowering young people to design and deliver the bright future they envision by building the individual, social and decisional capital of emerging leaders in the agriculture sector through transformational leadership programs.

Our foundation program is the two year [Cultivate - Growing Young Leaders](#) for emerging leaders whom we call our [Young Farming Champions](#) (YFC).

Our YFC facilitate the delivery of, and mentor students participating in, our in-school programs; [Kreative Koalas](#) and [The Archibull Prize](#). Collectively, these programs have reached more than 300,000 students in Australia sharing real-world career experiences in the classroom, and helping students and teachers apply the United Nations Sustainable Development Goals.

「CULTIVATE - GROWING YOUNG LEADERS」

RECRUIT	POWERFUL PRESENTATIONS	AWESOME ANSWERS	SENSATIONAL STORIES	CELEBRATE	SCHOOL SAVVY	SCHOOL SHARE	LESSONS LEARNT	CELEBRATE
Invite expressions of interest. Select those showing leadership promise.	2 days intensive training in preparing and presenting to audiences.	1 days training in dealing with media interviews and difficult questions about agriculture's social license 1 days training in social media and content creation.	1 day training in telling great stories with ABC culminating with a feature on Country Hour.	The Archibull Prize Awards.	2 days testing Young Farming Champions are ready to visit schools.	Young Farming Champions share their stories with schools participating in The Archibull Prize and Kreative Koalas.	Young Farming Champions share success stories and lessons learnt over 2 days of reflection and further skills development.	The Archibull Prize Awards.
								
FEB>MAR	JUN>JUL	NOVEMBER			JUNE	JUL>SEP	NOVEMBER	



HOW PYIA IS MEETING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOAL TARGETS



QUALITY EDUCATION

Picture You in Agriculture has empowered more than 300,000 students with 21st century skills including communication, teamwork, creativity, problem solving while providing equal access to all genders and indigenous peoples in the school community.

Relevant Targets [UNSDG 4.4, 4.5]



AFFORDABLE AND CLEAN ENERGY

Students in The Archibull Prize and Kreative Koalas elect Renewable Energy as a research topic and as project-based learning. Our Community Champions and Young Farming Champions help further their knowledge by sharing subject matter expertise to explore how school students can utilize sustainable energy resources in their local community.

Relevant Targets [UNSDG 7.2]



GENDER EQUALITY

By providing opportunities for female leadership in the Young Farming Champions program as well as the Youth Voices Leadership Team, we are ensuring full and effective participation for women. We utilise the power of storytelling through communications technologies to support these leaders to share their successes and inspire the next generation.

Relevant Targets [UNSDG 5.5, 5.B]



SUSTAINABLE CITIES AND COMMUNITIES

Through Kreative Koalas and The Archibull Prize students take a hands-on approach to imagining our future healthy cities and communities with a focus on waste management starting with researching the state of rubbish in their school, creating potential solutions and building a project that can be useful for the community to reduce, reuse and recycle waste. Educating children in school has flow on effects to behaviour at home also educating parents about recycling practices.

Relevant Targets [UNSDG 11.6, 11.7]



CLEAN WATER AND SANITATION

Success in agriculture hinges on many factors, but farmers worldwide have perhaps one common fear: lack of water. And for good reason. According to the Food and Agriculture Organization (FAO), agriculture uses about 70 percent of the world's fresh water and shortage will have a huge impact on food security. Students are encouraged to explore water usage as a research topic in both Kreative Koalas and The Archibull Prize.

Relevant Targets [UNSDG 6.3, 6.4, 6.B]



RESPONSIBLE CONSUMPTION AND PRODUCTION

Food waste is a major issue in Australia. Through both Kreative Koalas and The Archibull Prize, students learn how supply chains work as they engage with the 'paddock to plate' process. Young Farming Champions share firsthand experiences about growing up and working on the land with students to bring agriculture to life speaking about the importance of clean air and water, healthy soils, biodiversity and biosecurity. Students can also choose 'Waste' or 'Food Security' as a student research topic.

Relevant Targets [UNSDG 12.3, 12.4, 12.5, 12.8]



CLIMATE ACTION

Climate action is a top priority for the current generation in schools. With unprecedented awareness of the challenges ahead of them, Picture You in Agriculture is uniquely positioned to provide expertise to students. A hands-on approach is provided by choosing 'Climate Action' as one of The Archibull Prize or Kreative Koalas student research topics to explore with their team. Our Young Farming Champions are improving national awareness by speaking about climate challenges on stages across the country including at TEDx events, Rotary and Teacher Conferences, state-wide Young Achiever Award ceremonies and more.

Relevant Targets [UNSDG 13.3]



LIFE ON LAND

Australian farmers look after 60% of the landscape and are responsible for how it is maintained. In such a large country, only 6% of our land is suitable for growing crops, fruits and vegetables so with a growing global population this presents challenges. Students are encouraged to research 'Food Security' as it pertains to our ability to produce, distribute and feed our population and our neighbours through Kreative Koalas and The Archibull Prize. Professional agronomists with expertise in healthy soil management as part of our Young Farming Champion cohort, support the students in their learning and exploration of topics that are vital for regional communities.

Relevant Targets [UNSDG 15.3, 15.5, 15.6, 15.8, 15.9]



LIFE BELOW WATER

Picture You in Agriculture works with students to understand where their food comes from and how to work sustainably with producers. With the Great Barrier Reef off our Queensland Coast and our natural beauty, our programs educate students to understand the effects of marine pollution and the risks of unsustainable farming practices. Students are empowered to ask questions, challenge their thinking and discover how they can help to be part of the solution.

Relevant Targets [UNSDG 14.1, 14.4]



PARTNERSHIPS FOR THE GOALS

Picture You in Agriculture brings together local and state government, philanthropists, corporate and industry partners to support our work in running Young Farming Champions, The Archibull Prize, Kreative Koalas and the Youth Voices Leadership Team. These multi-stakeholder partnerships share knowledge across industries, expertise across Australia and support us in-kind and financially in our pursuit of closing the gap on the United Nations Sustainable Development Goals. Prizes are also awarded to students in all competitions to encourage and reward their involvement.

Relevant Targets [UNSDG 17.16]



HOW PYIA IS HELPING AUSTRALIA MEET THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOAL TARGETS

WHAT WE HAVE LEARNT

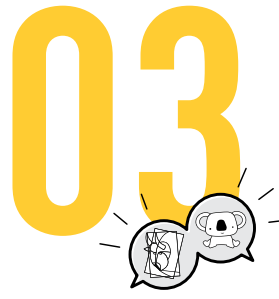
Since launching [Picture You in Agriculture](#) in 2009, we have been working to refine and deliver upon four key goals:



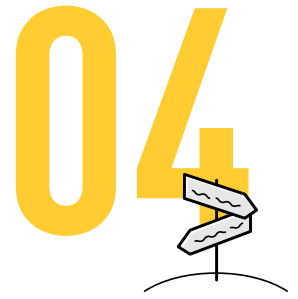
We create opportunities for young people to learn the skills needed to be adaptable and resilient in complex and changing times.



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.

When the program started, we were challenged by how we were going to get the farmers' voices into classrooms. However, willing young leaders in the industry were so enthusiastic to share their stories and we knew we could build their confidence and skills to make this possible. To support them, we brought them together for training, coaching and teambuilding and the first cohort of [Young Farming Champions](#) was born.

Partnerships have been an integral part of our work since the beginning. Having young people from diverse sectors is an excellent way to broaden perspectives and build a resilient network of colleagues. It also helps to break industry silos and group think that can evolve in busy industry sectors. With supporters such as the Aussie Farmers Foundation, Foundation for Rural and Regional Renewal, University of New England, Sydney Science Park, Australian Wool Innovation Limited, NSW Department of Planning, Industry and Environment, NSW Local Land Services, Royal Agricultural Society of NSW, Holcim Australia and Acciona Energy, our YFC are welcomed into a supportive and well-connected network for their future development.

Where partnerships have been a challenge, we have always focused on keeping the future of agriculture as our heart and purpose. We work with partners to focus on outcomes/impact and have seen our most successful partnerships flourish and grow as a result.

We see collaboration as the key and have a strong commitment to encouraging others to join a community of practice to share learnings and build on each other's success, lift each other up and amplify each other's voices. As an example, in 2018 several of our YFC alumni joined forces to create the [Youth Voices Leadership Team](#), two of which one year later were asked to join the [Board of Directors](#) for Picture You in Agriculture.

This team has formed five communities of practice which center around our drivers for change within the organization. These include leading our communication and marketing strategies across multiple digital platforms, engaging our alumni community, presenting to current and potential funding partners and advocating on a national and international level for the policy changes required for a more sustainable farming future in Australia.

OUR RESULTS

[Young Farming Champions](#) create impact by delivering transformational learning programs that develop, broaden and transform students' knowledge, skills and intrinsic motivation to undertake sustainable behaviour, participate in the protection of the environment and consider [careers in agriculture](#).

To achieve this they work with secondary school students in [The Archibull Prize](#) and primary school students in the [Kreative Koalas](#) program, combining art, agriculture, environment, innovation and encourage critical, creative and collaborative thinking around real world issues to deliver real world solutions. They focus on the following United Nations Sustainable Development Goals:



— IN 2018 YOUNG FARMING CHAMPIONS — INSPIRED PRIDE IN AUSTRALIAN AGRICULTURE

65 WORKSHOPS
FOR
12,000
STUDENTS

107
CAREER PATHWAY
PRESENTATIONS

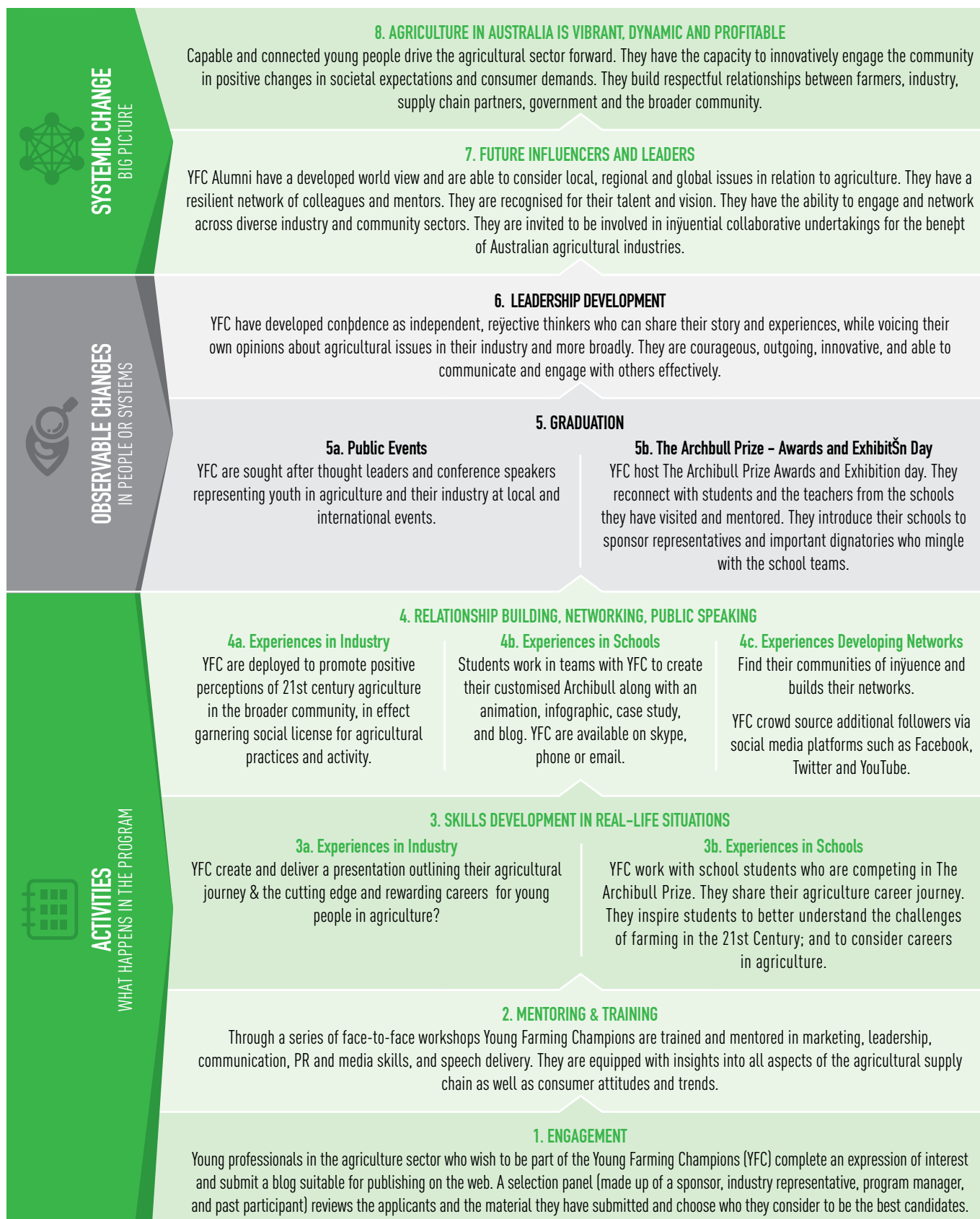
140
TEACHERS
PARTICIPATED ACROSS
60
SCHOOLS

SUPPORTED BY
95
ALUMNI

THE LASTING IMPACT OF THE YFC

Our YFC have an impact multiplier of 1:3000. Every teacher who has a positive view of careers in the agriculture sector impacts the lives of 3000 students.

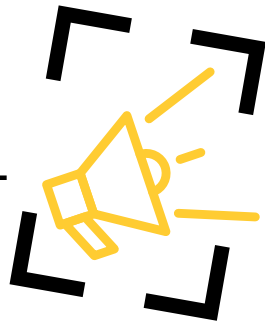
THE YOUNG FARMING CHAMPIONS HIERARCHY OF INTENDED OUTCOMES



「THE YOUNG FARMING CHAMPIONS WHO DELIVER OUR SCHOOL PROGRAMS HAVE:」

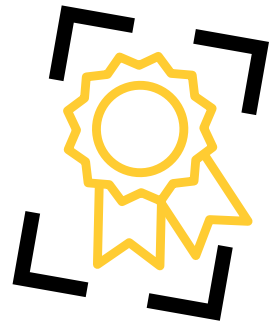
01

SPOKEN ON GLOBAL STAGES INCLUDING TEDX.



02

ACHIEVED INTERNATIONAL RECOGNITION



ANIKA MOLESWORTH

2019 Australian Financial Review
100 Women of Influence.

2019 Klorane Changemaker.

2019 Instyle And Audi Women Of Style Award
Recipient – Farmer for Change.

2018 Green Globe Awards Young Sustainability
Champion Award.

2018 NSW/ACT Prime Super Regional Achievement
and Community Award for Agricultural Innovation.

2018 [350.org](https://www.350.org) Heroes of a Low-Carbon Economy
Youth Champion.



JO NEWTON

2018 Australian Financial Review 100 Women of
Influence Alumna.

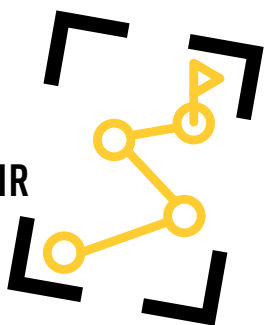
2018 Winner Leadership Category;
Victorian Young Achiever Awards.

2018 Royal Agricultural Society of Victoria
Emerging Leader Award.

2018 University of New England Young
Distinguished Alumna Award.

03

ACCELERATED THEIR
CAREER JOURNEY



04

BEEN IDENTIFIED
AS LEADERS AND
INFLUENCERS



DANIEL FOX

2018 Australian Innovation Farmer of the Year.



SAMANTHA WAN

2019 National Wool Broker Award.
2019 Wool Producers Australia Youth Ambassador.
2019 RASV Emerging Leader Finalist.
2018 Elders Ltd Employee of the Year.

THE FIRST PROGRAM OUR YFC VOLUNTEER TO DELIVER IS THE [ARCHIBULL PRIZE](#).

In 2018 alone, 19 Young Farming Champions travelled over 24,000 kilometres to partner with schools running The Archibull Prize and volunteered over 2650 hours. They presented 65 workshops and 107 Career Pathway presentations.

To compete for The Archibull Prize, each school is allocated an ecology-related theme and a farming industry and is invited to complete three challenges exploring and communicating the students' vision for a sustainable future. Students also develop multimedia presentations and explore complex issues such as biosecurity, climate change, waste, land and water use and renewable energy.

The YFC support teachers to implement project-based learning across curricula while implementing sustainability education linked to State and National curriculum directions.

[Watch the Power of the Bull here.](#)

See Appendix A for Outcome and Impact Reports and Case Studies.

See Appendix B for our [Media Library](#).

THE ARCHIBULL PRIZE

AFTER 10 YEARS THIS GLOBALLY-RECOGNISED PROGRAM HAS:



97% OF TEACHERS RATE THE PROGRAM AS A HIGHLY-VALUED LEARNING EXPERIENCE FOR STUDENTS

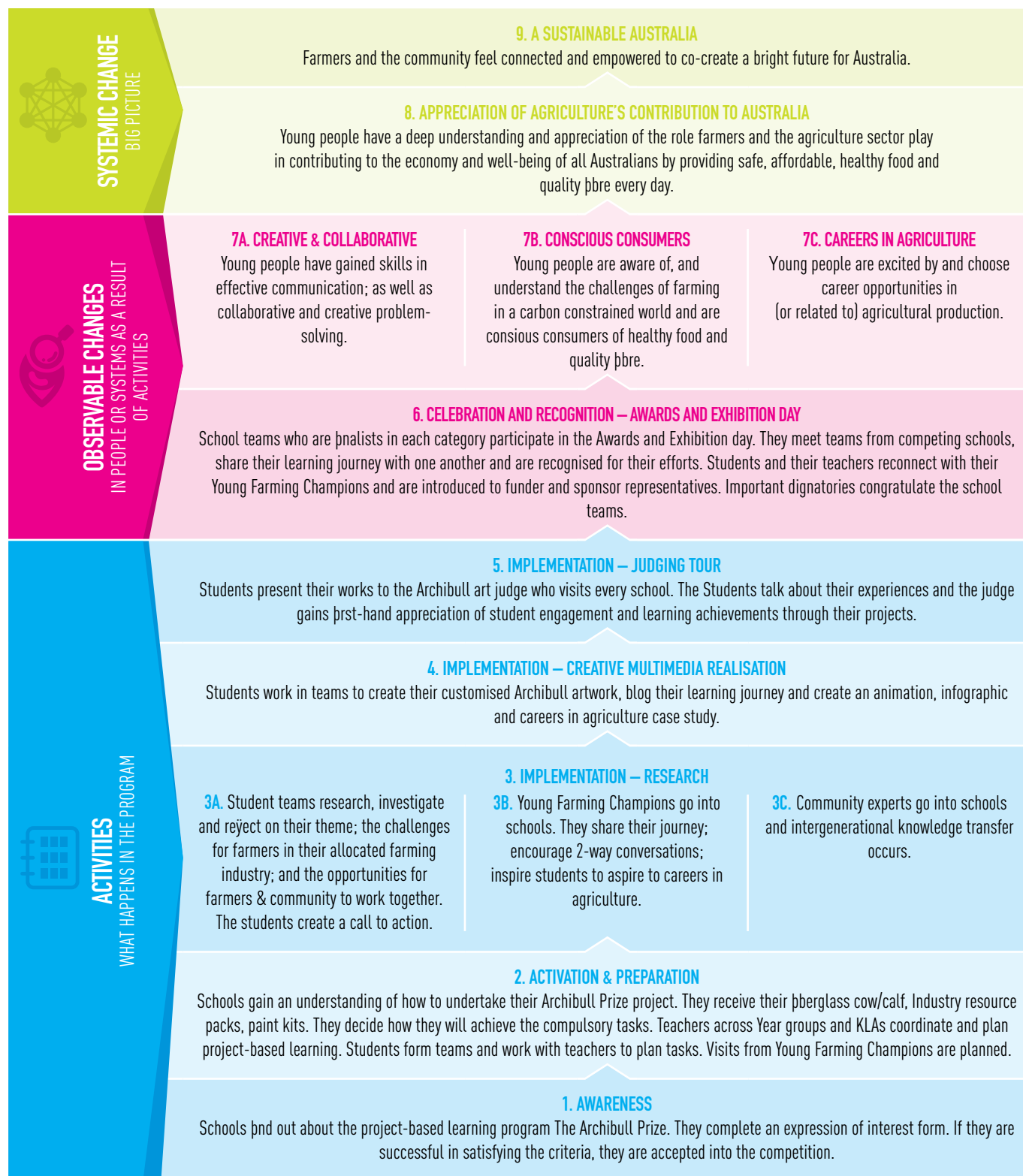
91% OF TEACHERS NOW INCLUDE AGRICULTURE IN THEIR TEACHING PROGRAMS

91% OF TEACHERS AGREE IT LINKS WITH THE SCHOOL'S CURRICULUM

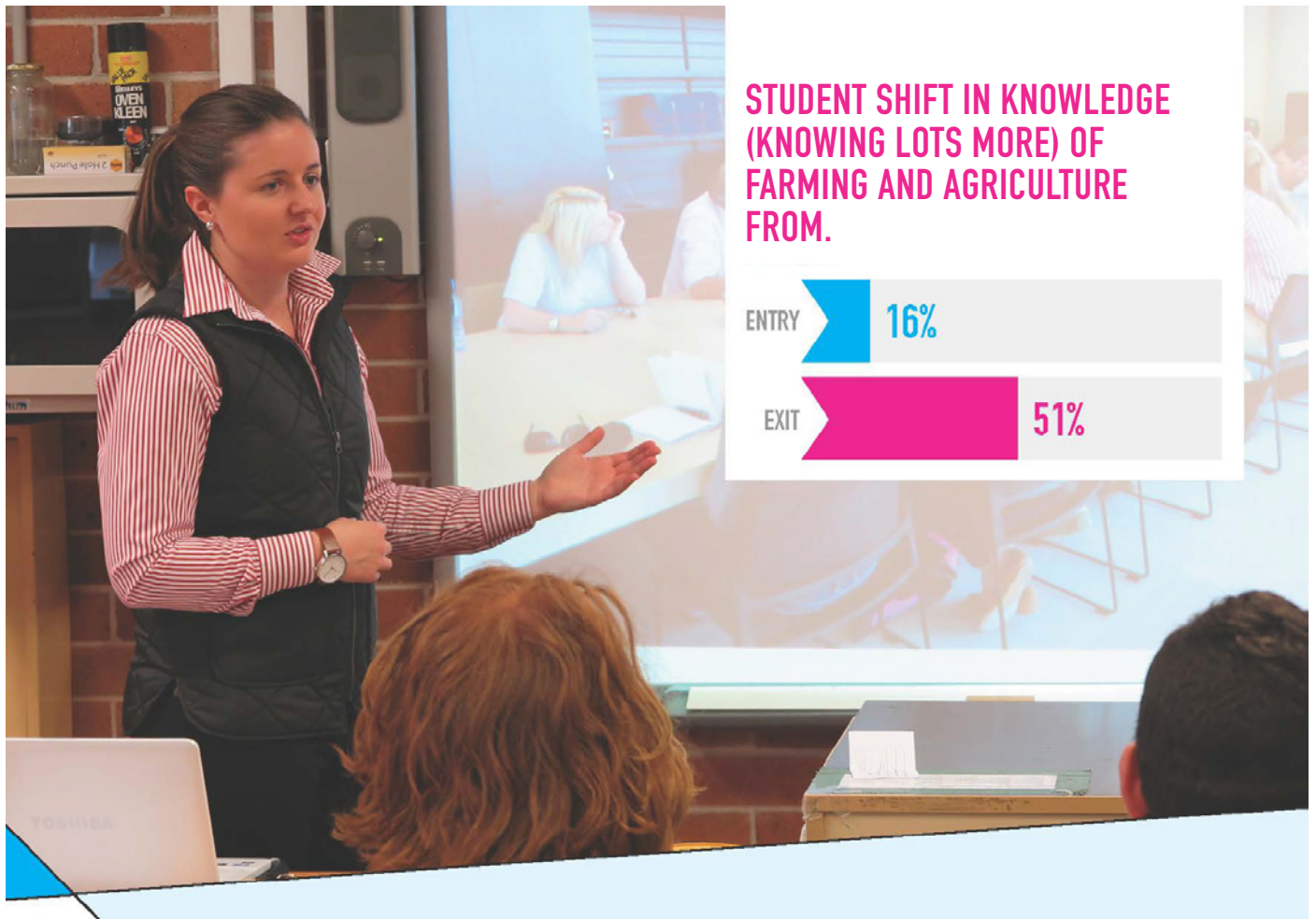


THE ARCHIBULL PRIZE

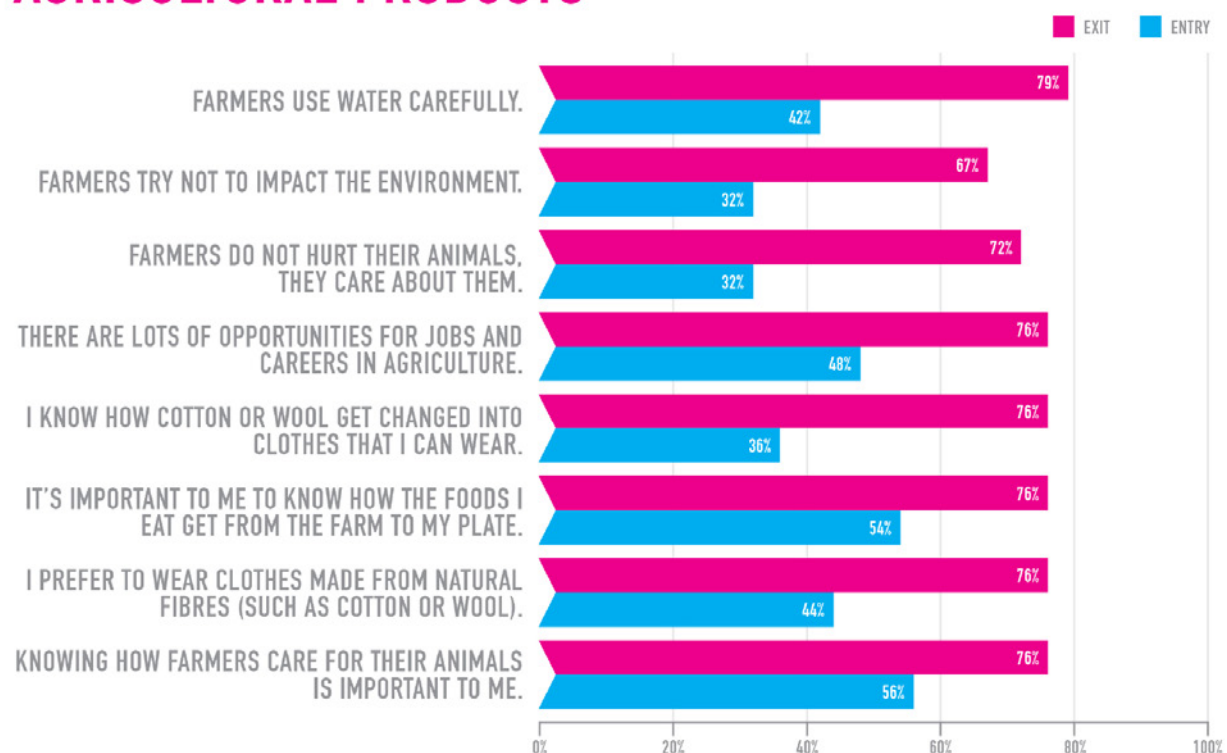
HIERARCHY OF INTENDED OUTCOMES



「2018 ARCHIBULL PRIZE ENTRY/EXIT SURVEY RESULTS SHOW SIGNIFICANT CHANGES IN KNOWLEDGE AND PERCEPTIONS



CHANGE IN TEACHER ATTITUDES TO FARMING AND AGRICULTURAL PRODUCTS



NAME 10 CAREERS IN AGRICULTURE SECTOR_

BEFORE PARTICIPATING IN THE ARCHIBULL PRIZE AND MEETING A YOUNG FARMING CHAMPION



NAME 10 CAREERS IN AGRICULTURE SECTOR

AFTER PARTICIPATING IN THE ARCHIBULL PRIZE AND MEETING A
YOUNG FARMING CHAMPION



WHAT OUR POLITICAL LEADERS SAY:

"This is a great initiative to encourage students to learn and build confidence around farming and natural resources, how the food they eat can be impacted by challenges like climate variability and biosecurity threats and to find out more about future career opportunities."

The Hon Niall Blair, MP NSW Minister for Primary Industries, Lands and Water.

WHAT THE TEACHERS ARE SAYING:

"The painted Archie is a wonderful reminder of the collaborative effort a school can achieve and is a tangible artwork to remind students they are 100% of the future and what they are doing about it."

Inel Date, Secondary School Teacher

"The most profound impact I have seen in this project has been the collaboration, connectedness and belonging that this cow has brought to our school. Believe me people; a giant fibreglass cow WILL bring your school community together. The cow has lived in my classroom for two terms. At times we would have 8 or more people working around the cow, engaged in conversation, growing relationships and painting, one stroke at a time, the perfect picture of community."

"In a speech presented at our school open day this year one of our students said, 'We are the students that are known as stuff ups, won't amount to anything, failures' but then he articulated that school was the one place where they weren't seen like this. We made it our mission as a school to change this perception, one cow at a time, and we did."

Amy Gill, teacher, The Lakes College – a Father Chris Reilly Youth off the Streets school

WHAT THE STUDENTS ARE SAYING:

"Our Young Farming Champion who visited the school, Daniel Fox had many innovative ideas about farming in the future. It was very interesting to hear what he did on his farm and how he plans to become more sustainable for the future. His ideas made me excited about how we can make farming more sustainable in the future and opened my eyes to the career opportunities available."

Secondary School Student

WHAT THE EXTERNAL EVALUATOR IS SAYING:

"Findings from 2018 Archie indicate this program is changing attitudes about agriculture very positively for both students and their teachers. The most dramatic shift has been in teacher attitudes. This is a remarkable and significant finding. It shows the Archie has demonstrated to teachers the ways in which farmers care about the environment and their animals. This cohort of teachers now have the understanding and capacity to engage their current and future students in these understandings towards greater valuing of our farmers and agricultural industries."

Larraine Larri - Renshaw Hitchens and Associates

WHAT THE YOUNG FARMING CHAMPIONS ARE SAYING:

"The first year of YFC program was a fantastic experience. The workshops really make you think broader and at each workshop I feel like I leave thinking differently. I feel more confident in presenting myself and speaking to people who don't have scientific backgrounds about my role in agriculture. From presenting, speaking and developing your personal brand, to being able to take your message and translate it into one everyone can understand is so important. It allows me to engage with consumers and school students. Its helps me in my role as both an extension officer and when advocating love for my career and the broader agricultural industry."

Sharna Holman

THE SECOND PROGRAM OUR YFC VOLUNTEER TO DELIVER IS KREATIVE KOALAS.

Kreative Koalas invites students to co-design and drive projects in their school and community so they can make decisions, lead, and act on sustainability issues they have identified.

More than 10,500 students have been educated on the United Nations Sustainable Development Goals through Kreative Koalas since its inception in 2017 and 35 projects have been conducted in the community to make a positive environmental impact, including:

- School tree plantings
- Native vegetation mapping
- Weed eradication days
- Guided bushwalking tours to learn about native flora and fauna
- School recycling and sustainability projects
- Endangered species awareness raising activities
- Native habitat creation

As an [example](#), students at Gerringong Public School (GPS) turned their Kreative Koala into a 'Terra Cycle' facility, focusing on the UN SDG 15 – Life on Land and UN SDG 14 – Life below Water, encouraging students

and parents to recycle previously “non-recyclable” items helping their community to divert waste from landfills and incinerators each month. Gerringong Public School’s award-winning project was showcased in ABC War on Waste in 2018. Outcomes from 2017 Kreative Koalas program are [showcased in this video](#).

Sue Hassler from GPS led the work further to bring together 6 different schools creating the Kiama Community of Schools (KCOS). Initiatives include holding Sustainability Days and representatives from each local school developing and delivering the KCOS Sustainability Action Plan.

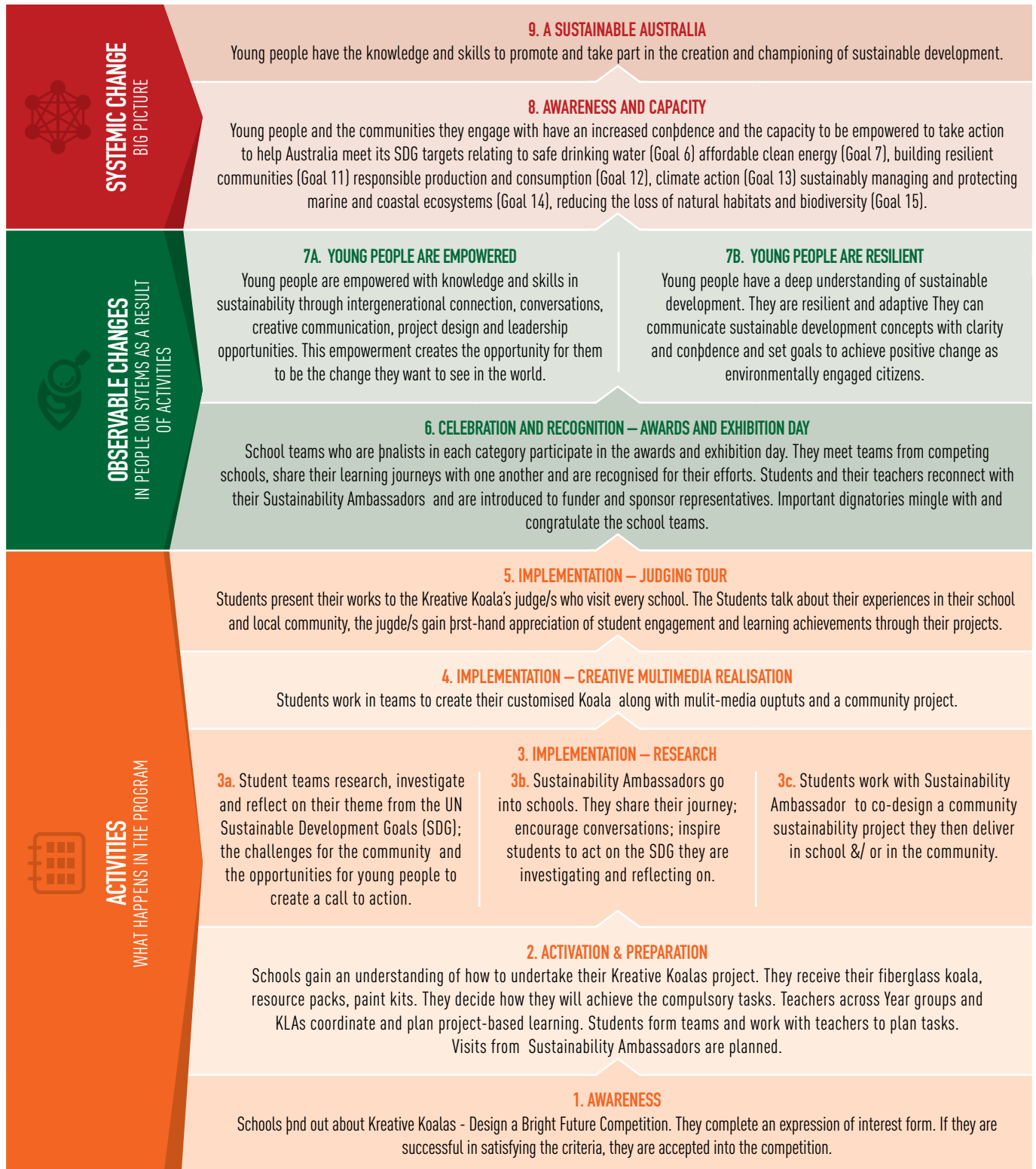
To communicate the challenges and successes of these programs, we have an active Twitter, Facebook, Instagram, YouTube, [Flickr](#) and [website blog](#) with 30,000 combined followers. Our Flickr account has more than 500,000 views and our YouTube Channels 400,000 views. We actively invest in the development of our YFC and their communication skills, leaning on the expertise of our [coaching staff](#), with one example - Anika Molesworth - delivering a [TEDxYouth@Sydney](#) talk which was ranked Top10 globally in her category.





KREATIVE KOALAS

HIERARCHY OF INTENDED OUTCOMES







OUR LEGACY

The legacy of Picture You in Agriculture's programs is the;

- [Young agricultural leaders](#) we empower to advance Australia's sustainable agricultural future.
- School students we equip through our [in school programs](#) with 21st century skills who are inspired to be active agents of social and environmental change.
- Perception that agriculture is an exciting industry
 - where innovation, disruption and creativity are fostered,
 - where careers with purpose can grow limitlessly and
 - where partnerships across sectors are encouraged and nurtured.

We have already seen the scale of our impact grow over 10-years, expanding to multiple states around Australia and excitingly being currently explored by partners internationally. With more schools on our waiting list, as we continue to expand our skilled base of YFC who are classroom ready, we will continue to grow - sustainably - while ensuring our programs are delivered to the highest level, with measurable impacts environmentally, socially and educationally while ensuring students are enjoying the learning experience.

Read our Impact Reports [here](#) and [here](#) to give you confidence that empowering young people to solve tomorrow's problems, today is the key to a bright future.

By working with partners across the sectors of agriculture, we have been able to draw upon a range of expertise, working with many niche groups and helping them learn from one another.

The future of this initiative, as outlined in our [2019-2030 strategy](#) is to continue to work together with established partners from Government, Education, Business, Industry, Non-Government Organisations and our Philanthropic partners to deliver on our four organizational goals.

Due to the diverse team, our supportive Board of Directors, our alumni lead Youth Voices Leadership Team and our success at delivering programs that are unique, hands-on, project-based, future-focused and bring educators inside the classroom along for the journey, we are confident of a bright future for our YFC cohort, where their future impact is only limited by their creativity and the challenges they choose to face.



"YOUNG PEOPLE AND
COMMUNITIES CO-CREATING THE FUTURE
WE ARE DREAMING"

17 PARTNERSHIPS
FOR THE GOALS

OVATION
STRUCTURE

SUSTAINABLE
AND COMMUN

6 CLEAN WATER
AND SANITATION

7 AFFORDABLE
CLEAN

1 NO
POVERTY

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

4 QUALITY
EDUCATION

13 CLIMATE
ACTION

8 DECENT
ECONOMIC
GROWTH



BEST KREATIVE KOALA
ARTWORK CALL
TO ACTION
TAMBELIN
INDEPENDENT SCHOOL

OUR PARTNERS

17 PARTNERSHIPS



OUR PARTNERSHIP MODEL BUILDS ON THE RESEARCH THAT SHOWS THAT STUDENTS WHO GO TO SCHOOLS WHO PARTNER WITH THE COMMUNITY AND BUSINESS HAVE A MUCH GREATER OPPORTUNITY TO THRIVE.



OUR PARTNERS KNOW THAT INVESTING IN PICTURE YOU IN AGRICULTURE POSITIVELY IMPACTS:

INDUSTRY > By securing the production of safe, affordable, nutritious food and quality fibre.

SOCIETY > By creating jobs, wealth and vibrant, healthy and resilient communities.

YOUTH > By developing their awareness, knowledge and skills creating future leaders in agriculture. Young people may only be 20% of the population but they are 100% of our future. Picture You in Agriculture has an inspiring belief that these young people are the key to change.

「APPENDIX A」

PICTURE YOU IN AGRICULTURE OUTCOME AND IMPACT REPORTS



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)



[DOWNLOAD HERE](#)

CASE STUDIES



YFC Tayla Field and
The Archibull Prize

[DOWNLOAD HERE](#)



YFC Emma Ayliffe Live Streams
from the Paddock to the Classroom

[DOWNLOAD HERE](#)

APPENDIX B

PICTURE YOU IN AGRICULTURE MEDIA LIBRARY



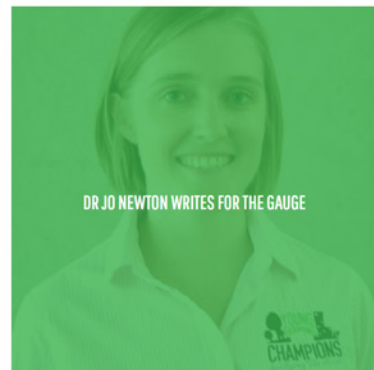
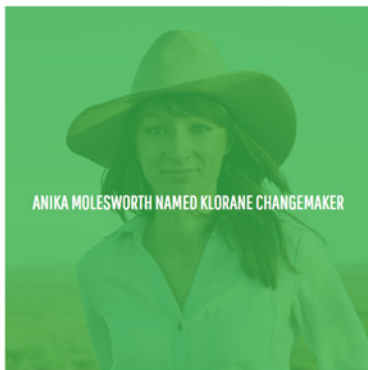
[HOME](#) [ABOUT US](#) [OUR PARTNERS](#) [THE TEAM](#) [IN THE MEDIA](#) [CONTACT US](#) [PICTURE YOU IN AGRICULTURE](#)

YOUNG FARMING CHAMPIONS ADVANCING AUSTRALIAN AGRICULTURE THROUGH COLLABORATION AND EDUCATION, AND SHARING OUR STORIES IN THE MEDIA

We believe the key to success for a bright future for everyone in this country is forging partnerships to work together to identify, prepare and support our emerging leaders. To achieve this we collaborate with a diverse group of people shaking it up in government, research bodies, funding bodies, organisations, the community and schools. With extensive support through main stream media we are sharing our stories both locally and globally. As an example of the media we are attracting read some of our stories in [Leading Agriculture Magazine](#).

[YOUNG FARMING CHAMPIONS](#)

[YOUNG WOMEN IN AGRICULTURE](#)



[VISIT OUR MEDIA LIBRARY HERE](#)



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