

「PY」 「IA」! PICTURE YOU IN AGRICULTURE

REGISTERED NOT-FOR-PROFIT CHARITY

「IMPACT REPORT」 2019



CONTENTS

- 3 WHAT WE CARE ABOUT
- 4 INTRODUCTION
- 5 CONTRIBUTING TO THE
SUSTAINABLE DEVELOPMENT
GOALS
- 8 OUR IMPACT
- 9 YOUNG FARMING CHAMPIONS
- 11 GOAL ONE
- RESILIENCE
- 12 GOAL TWO
- ADVOCATES AND
CHANGEMAKERS
- 14 GOAL THREE
- THE ARCHIBULL PRIZE
AND KREATIVE KOALAS
- 18 GOAL FOUR
- AGRICULTURAL CAREERS



WHAT WE CARE ABOUT

"THE WORLD EQUALLY DISTRIBUTES TALENT, BUT IT DOESN'T EQUALLY DISTRIBUTE OPPORTUNITY."

Picture You in Agriculture initiatives empower young people to reach their full potential through life-long learning and support. Ensuring location, economic status nor age should preclude individuals or their communities from fulfilling their dreams.

We are proud to be investing in young people. When young people thrive, their communities thrive.

Young people may only be 20% of the population but they are 100% of our future.

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 the 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.

Our mission is to put young people at the centre of the learning and doing experience.

We are taking the next step to ensure young people are not just getting a seat at the table, they're actively engaged in the conversation and have the skills and knowledge to put their ideas into action.

Working closely with experienced leaders, Picture You In Agriculture uses cross-generational mentoring to foster the knowledge, skills and teamwork mentality necessary to lead and support. This is achieved in four cornerstone programs, creating a flow-on affect from primary and secondary school students, to young achievers and ultimately to future leaders.

INTRODUCTION

Picture You in Agriculture's (PYiA) overarching aim is to support young people to thrive in business and life. We do this by identifying and developing emerging leaders and teaching them how to multiply their impact.

This is achieved through our cornerstone program Young Farming Champions (YFC) and by engaging with the next generation in primary and secondary schools. The YFC program identifies and nurtures young professionals and equips them with the skills to:

- Connect and collaborate with the next generation of consumers and
- Advocate for, and drive change in, the Australian agricultural sector.

In schools PYiA and the YFC are delivering sustainability education programs through the lens of agriculture.

The Archibull Prize and Kreative Koalas - Design a Bright Future Challenge are connecting learning to:

- Real world issues
- Real world people
- What young people value

Our programs are linked to all the key learning areas in the Australian curriculum as well as the general capabilities (employability skills) and the three cross curriculum priorities.

The programs also helps deliver the Alice Springs (Mparntwe) Education Declaration goals.

In the process we are giving students agency and a voice.

CONTRIBUTING TO THE SUSTAINABLE DEVELOPMENT GOALS

The United Nations has created 17 Sustainable Development Goals (SDG) as a "blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice."

All goals are interconnected and at Picture You in Agriculture we recognise the value of each goal. Ten goals align with our values and our overarching directive to empower young people in agriculture.



SDG 4: QUALITY EDUCATION

Obtaining a quality education is the foundation to improving people's lives and sustainable development.

Quality education starts at our own hearth. We give our Young Farming Champions two years of training in our Cultivate – Growing Young Leaders program, which is the first step in life-long education and engagement. We develop and deploy quality education in our in-school programs The Archibull Prize and Kreative Koalas.



SDG 2: ZERO HUNGER

The food and agriculture sector offers key solutions for development, and is central for hunger and poverty eradication.

In 2020 PYiA has introduced SDG 2 into our stable of prioritised goals. Working with OzHarvest and their FEAST program we will engage with young people about hunger, waste, healthy eating and reducing our footprint, knowing that youth are the vehicles to take these messages deeper into their own families and communities.



SDG 6: CLEAN WATER AND SANITATION

Clean, accessible water for all is an essential part of the world we want to live in.

Our surveys show that having clean water to drink and use is very important to young people so it comes as no surprise SDG 6 is often chosen as a field of study. In 2019 Medowie Christian School at Port Stephens created a koala named Captain Waterways and developed a project outlining six simple steps for cleaner water. Their efforts were rewarded when the school won the title of Grand Champion Community Project for Change in the Kreative Koalas competition.



SDG 7: AFFORDABLE CLEAN ENERGY

Energy is central to nearly every major challenge and opportunity.

Over 71% of students we have surveyed believe using clean energy is an important environmental issue relating not only to themselves, but to farmers and agriculture. Despite this SDG 7 is rarely chosen by our schools to study as teachers tell us they need more support to teach it. PYiA is seeking partners to address this and ensure young people have the knowledge and skills to support a transition to affordable clean energy.



SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

There needs to be a future in which cities provide opportunities for all, with access to basic services, energy, housing, transportation and more.

Schools in our quality education programs regularly choose SDG 11 to study. In 2019 Oxley Park Public School in Sydney created a koala named Elanora to present their urban view of the world as a whole: "Elanora is a distinctly city-dwelling koala with ties to her Indigenous ancestry. The messages and mini sustainability projects depicted on her left side are testament to the student's endeavours and genuine concern for leading a more sustainable lifestyle."



SDG 12: RESPONSIBLE PRODUCTION AND CONSUMPTION

Sustainable consumption and production is about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

Three schools in the 2019 quality education program Kreative Koalas chose SDG 12. Lochinvar Public School in the Hunter Valley introduced the recycling initiative Lids4Kids into their school, Colyton Public School in western Sydney focused on sustainable fashion and Bellbird Public School, also from the Hunter Valley, committed to reduce, reuse and recycle.



SDG 13: CLIMATE ACTION

Climate change is a global challenge that affects everyone, everywhere.

A focus on climate change is a dominant theme in all our work with Young Farming Champions and our in-school programs. Students of all ages regularly choose SDG 13 to study and are often guided by our YFC and founder of Climate Wise Agriculture, Anika Molesworth who has been internationally recognised in the field of climate science.



SDG 14: LIFE BELOW THE WATER

Careful management of this essential global resource is a key feature of a sustainable future.

Schools in our quality education programs regularly choose to study SDG 14. As an example, St Michael's Primary School at Nelson's Bay created a koala named Plastic Pete in the 2019 Kreative Koalas to spotlight the effects of microplastics on the ocean. "Just because the ocean looks clean and beautiful, doesn't always mean that there aren't plastics there. They continue to persist in the food chain in smaller and smaller fragments. Plastic Pete is unique as appearances can be deceiving; below his beautiful ocean scene lie a compilation of common single-use plastics, many of which were collected in our beach clean-up."



SDG 15: LIFE ON LAND

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.

SDG 15 is a popular choice of study in our quality education programs and highlights young people's awareness of their surrounding environment. In the past, schools have looked at the importance of bees, endangered flora and fauna, and how Indigenous land practices have impacted the environment.

A number of our schools are choosing to use their Koala as the centrepiece of biophilic design in their school. James Erskine Public school Koala who they called "Climb it" is a wonderful example of integrating urban settings with nature for the sake of young people's health and mental wellbeing.

Meet more of our Kreative Koala Changemaker Kids [here](#).



SDG 17: PARTNERSHIPS

Revitalize the global partnership for sustainable development.

At PYiA we aspire to build and nourish strong partnerships with others who share our values and inspire us.

PYiA recognises learning and development is a process, not an event, and that the key to success is commitment to partner with others who have the power to enhance a culture that encourages ongoing learning and hands-on/on-the-job application of training.

PYiA and the YFC are supported by a range of partners dedicated to this ethos.

In the Cultivate – Growing Young Leaders program new YFCs are introduced to influential trainers and industry leaders. They learn from Greg Mills from GoAhead Business Solutions, who was in 2019 shortlisted in the John Ralph Essay, Dr Jenni Metcalfe from Econnect Communication and Josh Farr from Campus Consultancy.

We value our five year partnership with Lorraine Larri from Renshaw Hitchens who advises on our monitoring and evaluation framework.

Partnerships and relationships are also built on an informal basis when PYiA recognises individuals and organisations who share similar values and who empower young people. In 2019 these included Ben Barlow, chair of Western Division Local Lands Services and Shed Happens, an arts and social change organisation from Tasmania; and young people themselves doing extraordinary things such as Matt Champness and Guy Coleman.

"PYIA HAS A VISION FOR AN EMPOWERED NATIONAL NETWORK OF 1000 DIVERSE YOUTH VOICES WORKING TOGETHER TO INSPIRE PRIDE IN AUSTRALIAN AGRICULTURE BUT WE KNOW CAN'T DO THIS ALONE. SO WE GET A HUGE BUZZ WHEN WE MEET ORGANISATIONS AND PEOPLE DOING FABULOUS STUFF WE CAN AMPLIFY."

Lynne Strong, PYiA

Building and nourishing strong partnerships with others who share our values is a cornerstone feature of our work. PYiA is proud to be associated with, and promote, partners including Australian Wool Innovation (AWI), Corteva Agriscience, NSW Local Land Services, Foundation for Rural and Regional Renewal (FRRR), OzHarvest, NSW and ACT Geography Teachers Association, Centre of Excellence in Agricultural Education, Celestino (Sydney Science Park), NSW Department of Primary Industries, NSW Royal Agricultural Society, the University of New England, University of Western Sydney, Holcim Australia, Subtropical Dairy, Dairy Fields Co-Op, Primary Industries Education Foundation, Junior Landcare and Little Brick Pastoral.

OUR IMPACT

PYIA HAS FOUR GUIDING GOALS:

1. To create opportunities for young people to learn the skills needed to be adaptable and resilient in complex and changing times.
2. To transform young people to be empowered advocates and change makers making a difference to Australian agriculture and how it is perceived by the wider community.
3. To amplify the youth voices of agriculture through our in-school programs The Archibull Prize and Kreative Koalas.
4. To showcase the diversity of careers and career pathway opportunities in the agricultural sector.

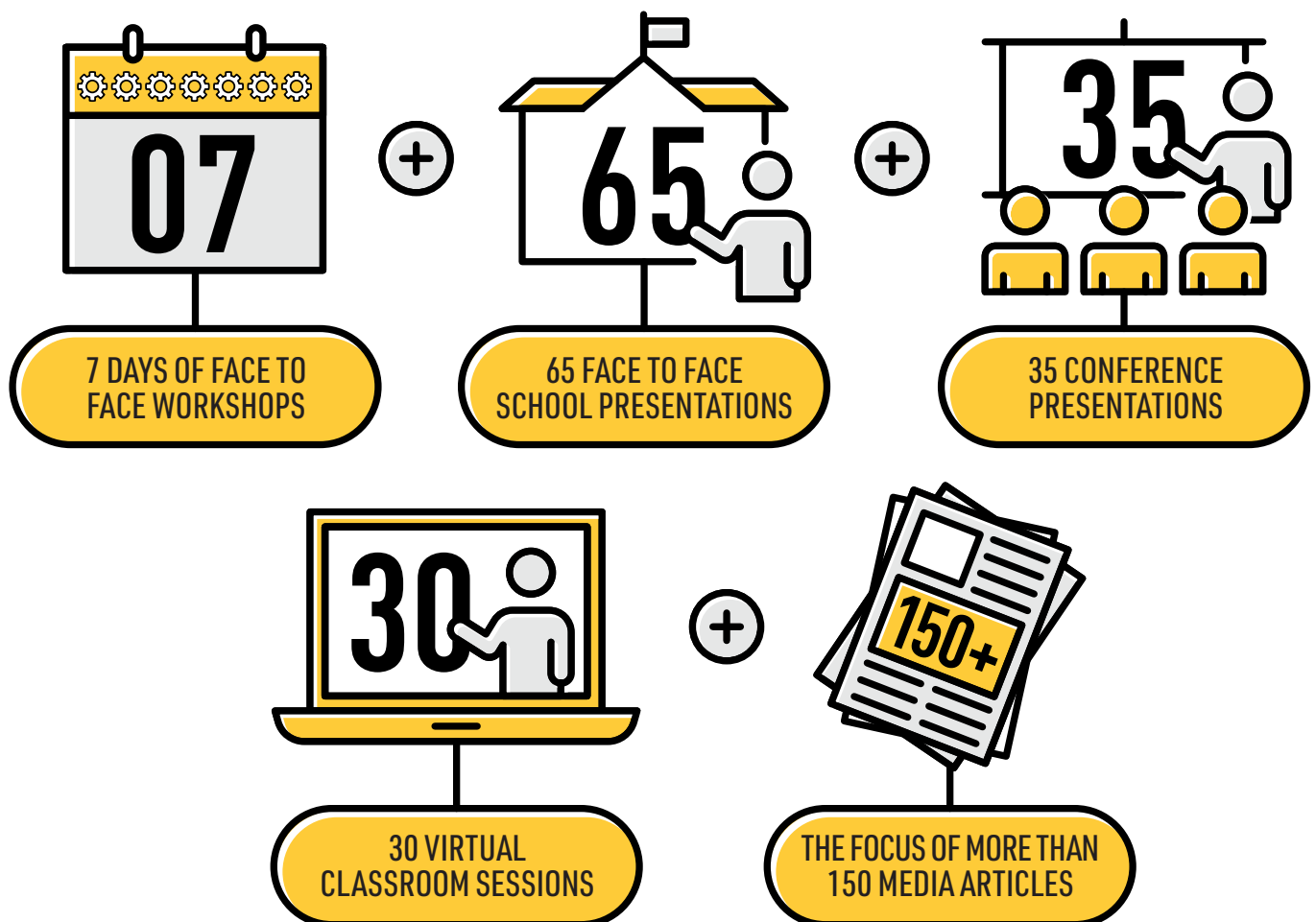
OUR GOALS ARE ALL UNDERPINNED BY THE STRONG PARTNERSHIPS AND NETWORKS WE ARE BUILDING WITH OTHERS WHO:

- Share our values and inspire us and
- Multiply opportunities for young people to connect and collaborate.

YOUNG FARMING CHAMPIONS

YFC are identified youth ambassadors and future influencers working within the agriculture sector. YFC promote positive images and perceptions of farming and engage in activities and innovative school-based programs, such as The Archibull Prize and Kreative Koalas. YFC demonstrate passion for their industry, while providing real life examples to young people who may have never considered a career in agriculture. Because they are young, they can relate to students and are adept at breaking down stereotypes of farming and agricultural careers.

IN 2019, 20 YOUNG AGRICULTURISTS UNDERTOOK LEADERSHIP DEVELOPMENT TRAINING WITH:



Five participants were selected to participate in the Cultivate Growing Young Leaders Program supported by ten alumni. Rebecca George and Emily May are sponsored by the University of New England, Matt Cumming and Tom Squires are sponsored by Australian Wool Innovation (AWI) and Jessica Fearnley is sponsored by the NSW Department of Primary Industries (DPI).

New YFC's undergo two years of training with the Cultivate – Growing Young Leaders program, which is the first step in life-long education and engagement. Representing all things agriculture they continue to take their positive messages to the greater community throughout their careers.

YFC are proactive in their continual support, encouragement and celebration of each other. Every two weeks they produce The Muster, a blog highlighting their achievements, whether those achievements be in the paddock, in the media, on the world stage or in their personal lives.

YFC alumni have formed the Youth Voices Leadership Team (YVLT) to give feedback and recommendations to PYiA.

Highlights of their 2019 year included:

- The launch of the Young Farming Champions Alumni Network and the formalisation of the YVLT committee structure.
- The successful implementation of the committee contingency plans, as Emma Ayliffe stepped up to the acting position of Chair.
- Promotion of PYiA and its programs through social media channels.
- The launch of the peer-to-peer Buddy System where YFC alumni actively mentor new recruits.
- The introduction of the Paddock Pen Pals program in schools.

Typical of a YFC is Jasmine Whitten. Jasmine grew up in regional NSW before studying a Bachelor of Rural Science at UNE. While at university she was awarded a Horizon scholarship where she was introduced to the world of eggs. She became a YFC in 2017 while still studying.

"IT WAS HERE MY COMMUNICATION SKILLS SIGNIFICANTLY IMPROVED, AND I WAS GIVEN A CHANCE TO PRACTICE MY SKILLS IN DIFFERENT WAYS. BEFORE I KNEW IT I WAS SHARING MY KNOWLEDGE OF THE EGG INDUSTRY WITH OVER 1500 SCHOOL CHILDREN IN A YEAR AND GETTING A CHANCE TO REPEATEDLY PUT MY FEEDBACK IN TO PRACTICE."

Jasmine Whitten

Jasmine has taken her YFC skills into schools with The Archibull Prize, to the Sydney Royal Easter Show for the Primary School Preview days, to the stage at conferences and to national speaking panels. Now working as a Farm Business Analyst at Agripath in Tamworth she continues to be actively involved in the YFC community. Read a full account of Jasmine's YFC journey in this case-study.

GOAL ONE - RESILIENCE

TO CREATE OPPORTUNITIES FOR YOUNG PEOPLE TO LEARN THE SKILLS NEEDED TO BE ADAPTABLE AND RESILIENT IN COMPLEX AND CHANGING TIMES.

In order to be resilient and adaptable, and to share their stories to promote agriculture, YFCs are given extensive training. This begins with the two year Cultivate – Growing Young Leaders program. In the first year, during a series of workshops, they are taught how to craft and present their unique agricultural stories, to convey these stories to the media and to polish public speaking skills. In the second year they put these skills into practice through participation with The Archibull Prize and Kreative Koalas. Throughout the program they are continually exposed to agriculture's leading minds and Young Farming Champions who have gone before them.



"MY PRESENTATION SKILLS HAVE IMPROVED DRAMATICALLY AFTER THE WORKSHOP AND I APPLY THIS IN MY DAY TO DAY WORK. I AM REQUIRED TO PRESENT AT FIELD DAYS AND CONFERENCES AND I NOW KNOW I CAN GET UP AND ENTERTAIN PEOPLE, WHILST DELIVERING MY MESSAGE."

Jess Fearnley



"THE CULTIVATE - GROWING YOUNG LEADERS PROGRAM HAS TAUGHT ME THAT I CAN LEAD THE WAY IN MY INDUSTRY, AND IT HAS GIVEN ME SKILLS TO DEVELOP MYSELF AND HELP OTHERS TO ACHIEVE ANY OUTCOME WE ARE STRIVING FOR."

Matt Cumming



"THE OTHER YFC MOTIVATE AND INSPIRE ME SO MUCH. THIS WAS MY HIGHLIGHT OF THE PROGRAM. IT IS A VERY SPECIAL THING TO HAVE A LARGE GROUP OF PEOPLE WHO ARE ALL PASSIONATE AND INCREDIBLY KNOWLEDGEABLE TO WORK WITH, AND I LEARNT SOMETHING EVERY TIME I SPOKE WITH A YFC."

Rebecca George

Read more about the first year of a YFC's training [here](#) and [here](#) and [here](#).

Beyond the Cultivate – Growing Young Leaders program YFCs continue their agricultural advocacy and reflect on, and share, the lessons they have learnt. These lessons may be [leadership development](#), the power of [volunteering](#), how to use [social media](#) to best amplify their voices or looking to [rural Australia for opportunities](#).

This system of continual growth and life-long learning equips YFCs to be resilient in challenging and complex times, and that can be anything from [drought](#) to [sexuality](#).

GOAL TWO - ADVOCATES AND CHANGEMAKERS

TO TRANSFORM
YOUNG PEOPLE TO
BE EMPOWERED
ADVOCATES
AND CHANGE
MAKERS MAKING
A DIFFERENCE
TO AUSTRALIAN
AGRICULTURE AND
HOW IT IS PERCEIVED
BY THE WIDER
COMMUNITY.

In 2019 our YFC excelled as advocates and change makers, drawing on their own experiences and industries to engage with wider community.

Anika Molesworth continued her quest to raise the profile of climate change and agriculture's role in the solution. She was identified as a Klorane change maker and an Australian Financial 100 Women of Influence and starred in the InStyle and Audi Women of Style Awards. She became a governor for the World Wildlife Fund and moderated a panel on Disrupting Climate Change where she had a one-on-one conversation with [68th US Secretary of State] John Kerry. She took her climate change message to a varied audience; speaking at events for Rotary, the NSW Geography Teachers Association and Prime Super among others and was interviewed on radio and television.

"THE WHOLE PROCESS OF PRESENTING IS ADAPTIVE AND EVER-EVOLVING. I ALWAYS ASK MYSELF, WHO ARE MY AUDIENCE? WHAT DO THEY WANT TO HEAR? WHAT IS THE MESSAGE I WANT TO CONVEY? HOW DO I WANT THEM TO FEEL AND WHAT DO I WANT THEM TO DO WHEN THEY LEAVE MY PRESENTATION?"

Anika Molesworth - Partnerships Ambassador

Since becoming a YFC in 2014 Anika has taken every opportunity to employ and develop her advocacy and communication skills and she now stands as a leader in the conversation on climate change. But even a YFC as successful as Anika understands this is an ongoing process of learning.

"2019 FOR ME WAS ABOUT RESILIENCE. I MET MY LIMITS, AND THIS MEANT I HAD TO TAKE TIME FOR HONEST REFLECTION. IDENTIFYING THE WAYS AND MEANS TO CONTINUE FORWARD TOOK BOLD STEPS AND A LOT OF SUPPORT - BUT MY SPARK WAS REIGNITED. I NOW WELCOME 2020 FEELING A LOT MORE RESILIENT AND... SPARKLY!"

Anika Molesworth - Partnerships Ambassador



PHOTO KLOLANE CHANGEMAKERS

Other YFC are active in the promotion of sheep and wool and are recognised for their initiative and commitment to their industry. When Wool Producers Australia launched their Youth Ambassador program in 2018 Dione Howard was selected for the role, which saw her exposed to policy development in the wool industry. In 2019 she extended this role by completing the Company Directors Course and was invited to sit on the PYIA board.

Other wool-promoting YFC include Peta Bradley and Lucy Collingridge who took their enthusiasm to school students participating in the 2019 Archibull Prize and Chloe Dutschke who was joint winner of the 2019 Peter Westblade Scholarship, which came with a \$10,000 bursary Chloe will use to attend conferences, extend her corporate networks and promote her visions for the wool industry.

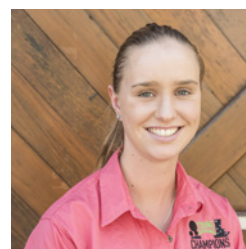
Other 2019 advocates and change makers were:

- Bec Thistlethwaite - NSW RAS Rural Achiever.
- Sam Coggins – International Rice Research Institute Scholarship.
- Erika Heffer - Austcover Young Landcare Leadership Award.
- Bessie Thomas – winner of the Spirit Category in the Weekly Times and Harvey Norman Shine Awards.
- Emma Ayliffe, Dione Howard, Bessie Thomas and Lucy Collingridge – listed in NSW DPI Hidden Treasures Roll.



"I HAVE BEEN FORTUNATE TO RECEIVE THE BENEFIT OF IMMERSIVE WORKSHOPS THROUGH THE YOUNG FARMING CHAMPIONS PROGRAM SPONSORED BY AWI AND THESE HAVE ENABLED ME TO DEVELOP MY SKILLS FOR DELIVERING OUTCOMES FOR THE WOOL INDUSTRY ON THE GROUND, IN SCHOOLS AND AT INDUSTRY EVENTS. I BELIEVE THAT BY COMPLETING THE COMPANY DIRECTORS COURSE I WILL EXPAND MY SKILL SET TO BE ABLE TO DELIVER FOR THE WOOL INDUSTRY FROM A GOVERNANCE PERSPECTIVE."

Dione Howard



"I BELIEVE THOSE WHO INSPIRE YOU, GIVING YOU THEIR TIME AND LEADERSHIP, ARE MENTORS. I TRY TO SURROUND MYSELF WITH THOSE TYPES OF PEOPLE AND HOPE TO ONE DAY BE A MENTOR FOR SOMEONE ELSE."

Chloe Dutschke

GOAL THREE – THE ARCHIBULL PRIZE AND KREATIVE KOALAS

TO AMPLIFY THE YOUTH VOICES OF AGRICULTURE THROUGH OUR IN-SCHOOL PROGRAMS THE ARCHIBULL PRIZE AND KREATIVE KOALAS.

Our YFC are young people, the youth voices of agriculture, and following them is a new generation, a generation at the beginning of their educational journey. Through Kreative Koalas (for primary schools) and The Archibull Prize (for secondary schools) this new generation is engaging with YFCs and project-based learning to equip them with 21st century work and life skills.

"IF WE WANT OUR YOUNGSTERS TO BE CREATIVE AND CRITICAL THINKERS AND PROBLEM SOLVERS, THEN IT IS CRUCIAL THAT FACTUAL KNOWLEDGE ABOUT A TOPIC IS TAUGHT IN WAYS THAT PROMOTE DEEP UNDERSTANDING."

David de Carvalho

- Chief executive of the Australian Curriculum, Assessment and Reporting Authority

Using art and multimedia the Kreative Koalas initiative inspires young people to investigate global sustainability issues and help solve these challenges by acting at a local level. Students are tasked with presenting their findings on a fibreglass koala and designing a community project using a United Nations Sustainable Development Goal (SDG) as their guide. In 2019 fifteen schools from the Hunter Valley and Penrith regions amazed us with their ideas, their commitment and their drive to create a more sustainable world.



The schools chose to focus on:

- [SDG 6 Clean Water and Sanitation](#)
- [SDG 11 Sustainable Cities and Communities](#)
- [SDG 12 Responsible Production and Consumption](#)
- [SDG 13 Climate Change](#)
- [SDG 14 Life Below the Water](#)
- [SDG 15 Life on Land](#)

Feedback from the participating schools shows the power of Kreative Koalas to give students a voice and the skills needed to direct their futures:

"THE WHOLE PROCESS HAS BEEN INCREDIBLY REWARDING, EYE OPENING AND LIFE CHANGING! WE FEEL THAT IT HAS COMPLETELY CHANGED THE CULTURE OF THE SCHOOL. WE WERE CONCERNED THAT THE CHANGES MIGHT NOT LAST VERY LONG, BUT LETTING THE STUDENTS LEAD THE CHANGE HAS BEEN THE KEY TO ITS SUCCESS."

[Lochinvar Public School](#)

"STUDENTS, THROUGH RESEARCH, INVESTIGATION AND EDUCATION, REALISED THE IMPORTANCE OF THE ENVIRONMENT. THEY UNDERSTOOD THAT THE ENVIRONMENT PLAYS A CRUCIAL ROLE IN THE HEALTHY LIVING OF HUMANS IN THE WORLD. WE DECIDED THE BEST WAY TO HELP THE CLIMATE WAS TO LEARN HOW TO HELP SO WE COULD TEACH OTHERS AND THEN START TO MAKE CHANGES AT THE SCHOOL TOGETHER."

[Bennett Road Public School](#)

"AS A CREATIVE TEACHER WITH A VISUAL ARTS BACKGROUND, I SEEK OPPORTUNITIES TO INVOLVE OUR STUDENTS IN PROJECTS WHICH I KNOW WILL ALLOW THEM TO GROW ACADEMICALLY BUT ALSO PROVIDE THEM WITH SKILL SETS WHICH WILL ASSIST THEM IN FUTURE YEARS AND EMPLOYMENT. WORKING COLLABORATIVELY AND INVESTIGATING ISSUES BEFORE DEVELOPING CREATIVE PLATFORMS TO DELIVER OUTCOMES IS HUGE IMPORTANT FOR OUR STUDENTS. THE KREATIVE KOALAS PROJECT OFFERS THE IDEAL PROJECT-BASED LEARNING PLATFORM FOR OUR STUDENTS TO DEVELOP THESE STRENGTHS."

[Bernadette van de Wijngaart - Raymond Terrace Public School](#)



The winning schools in the 2019 Kreative Koalas – Design a Bright Future Challenge, and their projects, can be viewed [here](#).

As primary students focused on global sustainability issues secondary students incorporated these ideals in their exploration of agriculture with [The Archibull Prize](#). In lieu of a fibreglass koala they worked with a life-sized fibreglass cow, fondly known as the Archie. Eighteen schools were assigned an agricultural industry and a YFC to bring that industry to life.

With generous support from Australian Wool Innovation (AWI) ten of these schools investigated [sheep](#) and [wool](#). Other schools looked at [grains](#) and [horticulture](#) while others were assigned [eggs](#) and [dairy](#). YFC took resources into schools, provided interactive activities and answered questions from teachers and students to give them a deeper understanding of their specific industry.

"THROUGHOUT THIS WONDERFUL EXPERIENCE WE HAVE ENHANCED OUR CREATIVE SKILLS AND IDEAS, LEARNT ABOUT THE WOOL INDUSTRY AND MUCH MORE FROM OUR YOUNG FARMING CHAMPION LUCY COLLINGRIDGE AND BECOME CLOSER AS A TEAM BY WORKING TOGETHER ON OUR UNIQUE ARCHIBULL. OUR ARCHIBULL DEMONSTRATES THAT FEEDING, CLOTHING AND POWERING A HUNGRY NATION IS A SHARED RESPONSIBILITY AND THAT EVERYONE SHOULD DO THEIR PART TO HELP EACH OTHER."

Greystanes High School

In addition to creating their Archie students are tasked with creating blogs, animations and infographics, and engaging with their community. Finalists are celebrated at an awards ceremony in November as they vie for the title of Grand Champion Archibull, which in 2019 was awarded to Beaudesert High School. PYiA's goal of amplifying youth voices is realised with this school as they now use their Grand Champion status to [further engage with agriculture](#). Their first opportunity post-Archibull was to present at a Young Dairy Network dinner.

"(THE STUDENTS) ALL SPOKE CONFIDENTLY AND WERE COMFORTABLE IN FRONT OF US TELLING THEIR STORIES. THEY HAVE SHOWN ME, THROUGH THE ARCHIBULL PRIZE, THE DAIRY INDUSTRY HAS THE NEXT GENERATION OF AMBASSADORS COMING THROUGH WITH THE COMMUNICATION SKILLS TO HELP THE COMMUNITY INVESTIGATE, ANALYSE AND ADVANCE OTHERS' UNDERSTANDINGS OF THE DAIRY INDUSTRY'S COMMITMENTS TO SUSTAINABLE AND ETHICAL PRACTICES."

Beaudesert dairy farmer Brian Cox

2019 was the tenth year PYiA has been delivering The Archibull Prize and in this time has connected 400 schools and 300,000 students with 100 young people working in agriculture. A decade has meant the program has been refined and enhanced to deliver 21st century learning skills, enabling teachers to combine traditional learning with skills most valued by employers, and, in turn, create a meaningful real-world connection to Australian agriculture.



"THE ARCHIBULL IS AN OUTSTANDING EXAMPLE OF STEAM AND PROJECT BASED LEARNING. THE CREATION OF THE BLOG ENGAGES STUDENTS USING NEW MEDIA AND TECHNOLOGY. IT USES THE ARTS TO EXCITE STUDENTS ABOUT VERY IMPORTANT ISSUES THAT FACE THIS NEXT GENERATION. IT PROVIDES THEM WITH AN UNDERSTANDING OF AUSTRALIAN AGRICULTURE AND THE VITAL ROLE IT PLAYS BOTH LOCALLY AND GLOBALLY. THE PAINTED ARCHIE IS A WONDERFUL REMINDER OF THE COLLABORATIVE EFFORT A SCHOOL CAN ACHIEVE AND IS A TANGIBLE ARTWORK TO REMIND STUDENTS THAT THEY ARE 100% THE FUTURE AND WHAT ARE THEY DOING ABOUT IT."

Inel Date, St Raphael's Catholic College, Cowra

The winning schools in the 2019 Archibull Prize can be viewed [here](#).

PYiA also engages schools through the RAS NSW Primary Preview Days at the Sydney Royal Easter Show where YFC conduct hands-on workshops for students in Years 4-6. In 2019 PYiA partnered with the University of New England to deliver these workshops.

In another partnership PYiA teamed with AWI to launch Paddock Pen Pals using digital technology to beam YFC from paddocks directly into classrooms. The initiative was launched at Sydney's Carlingford West Public School where 300 Year 6 students gained insights into sheep and the wool supply chain from YFCs Danila Marini, Dione Howard, Sam Wan and Chloe Dutschke.

"I WANT TO EXTEND A HUGE THANK YOU TO LYNNE (STRONG) AND THE WONDERFUL FARMERS. EVERY FARMER BROUGHT A UNIQUE PERSPECTIVE TO OUR STUDENTS AND OPENED WINDOWS INTO THE WORLD OF AGRICULTURE THAT THEY HAD NEVER EXPERIENCED. WHEN I ASKED THE STUDENTS TO RAISE THEIR HAND IF THEY ENJOYED MEETING A FARMER EVERY HAND WHEN UP! THAT JUST DOESN'T HAPPEN WITH YEAR 6."

Zoe Stephens, Carlingford West Public School



GOAL FOUR – AGRICULTURAL CAREERS

TO SHOWCASE THE DIVERSITY OF CAREERS AND CAREER PATHWAY OPPORTUNITIES IN THE AGRICULTURAL SECTOR.

Each year, in conjunction with The Archibull Prize, Career Harvest and Little Brick Pastoral, PYiA conducts a careers competition for Year 5 -12 students, asking them to reflect not only on their ideal career in agriculture, but the skills and educational pathways they need to pursue this.

With sponsorship from Sydney Science Park the "Imagine Your Dream Career in Agriculture" competition coincides with National Agriculture Day. Using a specially designed LEGO character as inspiration the competition asks students to identify their interests and the subjects they excel at, research pathways they might take to achieve their agricultural career dream and to write a day-in-the-life story on their chosen career.

Students in the 2019 competition defined careers as diverse as stockyard architect and farm manager, to horse maternity nurse and international development officer.

"RESEARCH TELLS US THAT YOUNG PEOPLE GOING FROM PRIMARY SCHOOL TO HIGH SCHOOL HAVE CLOSED THEIR MINDS TO 70% OF THE CAREERS THAT ARE AVAILABLE IN AGRICULTURE AND OUR TEACHERS ARE BEING ASKED TO PREPARE STUDENTS FOR THE JOBS OF THE FUTURE THAT HAVEN'T BEEN INVENTED. IT HAS NEVER BEEN MORE IMPORTANT FOR AGRICULTURE TO HAVE A PRESENCE IN SCHOOLS AND TO HELP OPEN YOUNG PEOPLE'S EYES TO THE HUGE ARRAY OF EXCITING AND INNOVATIVE CAREERS THAT OUR SECTOR OFFERS – JOBS THAT ARE LITERALLY HELPING TO FEED AND CLOTHE THE WORLD."

Aimee Snowden - Little Brick Pastoral

PYiA fosters innovative ways to connect students with agricultural careers. In the 2019 Archibull Prize students from the rural NSW communities of Lake Cargelligo and Wee Waa visited Western Sydney University, where they were exposed to the diversity of tertiary education pathways available. Kris Beazley, principal of the newly announced Richmond Agricultural College – Centre of Excellence in Agricultural Education facilitated the visit.

"AT THE WSU FARM AND PRECINCT STUDENTS HAD THE OPPORTUNITY TO UNDERSTAND THE INTERACTION IN THE PERI-URBAN LANDSCAPE BETWEEN URBAN DEVELOPMENT AND AGRICULTURAL PRODUCTION. THEY WERE ALSO ABLE TO SEE ALL ELEMENTS OF THE UNIVERSITY'S WATER MANAGEMENT SYSTEMS IN ACTION. THE STUDENTS WERE THEN TREATED TO A VISIT TO THE UNIVERSITY'S WORLD CLASS GLASS HOUSE FACILITY, TO WITNESS SEVERAL SCIENTIFIC PLANT EXPERIMENTS INCLUDING THE GROWING OF DIFFERENT CULTIVARS OF EGGPLANT AND POLLINATION WITH NATIVE BEES."

Kris Beazley

YFCs, too, bring a diversity of careers to the attention of students and amongst their ranks can count:

- Regenerative farmers
- Sheep graziers
- Wheat and barley researchers
- Horticulturists
- Agronomists
- Wool brokers
- Research scientists
- Climate change advocates
- Shearers
- Veterinarians
- Biosecurity officers
- Musterers
- Financial managers
- Accountants
- Beef consultants
- Business owners
- Lawyers
- Landcare officers
- Teachers
- Business analysts

YFCs excel in their chosen careers. In 2019 two career highlights came for Casey Onus and Sam Wan. Casey was named the Australian Summer Grains 2019 Agronomist of the Year, winning the Zoe McInnes Memorial Award for outstanding contribution to agronomic excellence in Australia. Casey was nominated alongside senior agronomists with years of experience, proving age is no barrier to the exceptional service she offers to clients.

"I THINK OFTEN AS YOUNG AGRONOMISTS WE DON'T FEEL AS THOUGH WE HAVE BEEN AROUND LONG ENOUGH TO MAKE AN IMPACT IN OUR CLIENTS' BUSINESS AND THE GREATER AGRICULTURAL INDUSTRY. SO TO RECEIVE RECOGNITION LIKE THIS IS GREAT FEEDBACK THAT WE ARE ON THE RIGHT TRACK AND DELIVERING REAL VALUE. I KNEW ZOE WHEN I WORKED WITH LANDMARK AND SHE WAS THE SORT OF AGRONOMIST TO WHOM WE SHOULD ALL ASPIRE. SHE WAS PASSIONATE, DRIVEN, SHE NEVER TOOK NO FOR AN ANSWER AND SHE WOULD HAVE A GO AT ANYTHING."

Casey Onus

Samantha Wan grew up in western Sydney with no agricultural background but has become a passionate advocate for the wool industry. She was the winner of the 2019 National Council of Wool Selling Brokers of Australia Broker Award in recognition for her dedication and innovation in selling wool.

"WOOL IS SAM'S LIFE, SHE WEARS WOOL, SHE KNOWS ALL ABOUT THE PRODUCT...SAM IS WOOL 24 HOURS. SHE IS UP AGAINST IT NOT COMING FROM A FARMING BACKGROUND WITH SO MANY CHALLENGES TO OVERCOME. BUT WHAT SHE BRINGS TO OUR TEAM IS A POINT OF DIFFERENCE, SHE BRINGS A DIFFERENT SKILLSET."

Simon Hogan

- Elders National Wool Selling Centre manager

At PYiA we look forward to school students, their parents and teachers seeing agriculture as 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. The YFC stand as shining examples to this ideal.

CONCLUSION
ANOTHER YEAR;
ANOTHER 366 DAYS
OF OPPORTUNITY!



**「PY」
「IA」** PICTURE YOU
IN AGRICULTURE

WWW.PICTUREYOUINAGRICULTURE.COM.AU
E: LYNNESTRONG@PYIA.COM.AU | M: 0407 740 446

