

「PY」 「IA!」 PICTURE YOU IN AGRICULTURE

REGISTERED NOT-FOR-PROFIT CHARITY



2019「STRATEGY」2030

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.

OUR GOALS



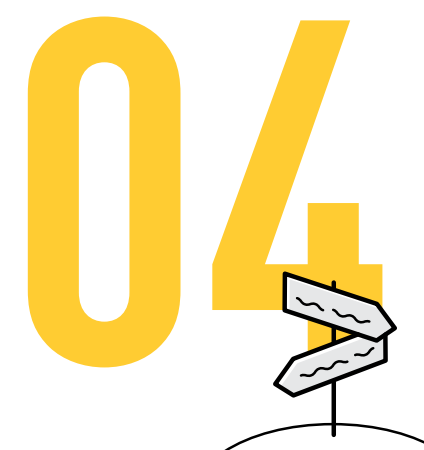
We create opportunities for young people to learn the skills needed to be adaptable and resilient in complex and changing times.



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.



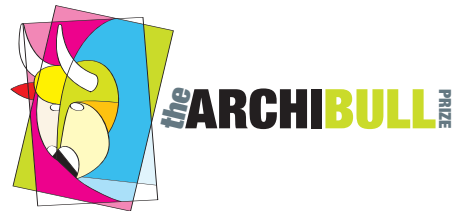
THE CHALLENGES

- To identify and attract future agricultural leaders who are passionate and committed advocates.
- To engage agricultural industries to support and add value to the program.
- To grow and expand the program through sustainable long-term investment.

THE SOLUTIONS

- Showcasing the success and achievements of our Young Farming Champions alumni and the Youth Voices Leadership Team who act as role models and mentors to identify and attract future program participants.
- Working with partners across philanthropy, government, industry, business, education and community to codesign PYiA initiatives.
- Demonstrating the PYiA program impact, why our partners care about it and the enjoyment from being involved with this important and game changing program for Australian agriculture.

OUR PROGRAMS



THE ARCHIBULL PRIZE

A world-famous program for secondary schools, which connects students and teachers with Australian agriculture and introduces them to young people working in the industry. The program takes life-size fibreglass cows into the classroom and inspires participants to feed, clothe and power a hungry nation.



KREATIVE KOALAS DESIGN A BRIGHT FUTURE CHALLENGE

A primary school program using the United Nations Sustainable Development Goals and a cache of community experts to assist students on a journey of sustainable living, while building collaborative partnerships with others in the community such as government, business and industry.



YOUNG FARMING CHAMPIONS

Young people working in the agriculture sector are trained, mentored and given skills under the guidance of some of Australia's top media, consulting and social licence experts. These young people then have the confidence to share their stories with schools, with community, with industry and with government.

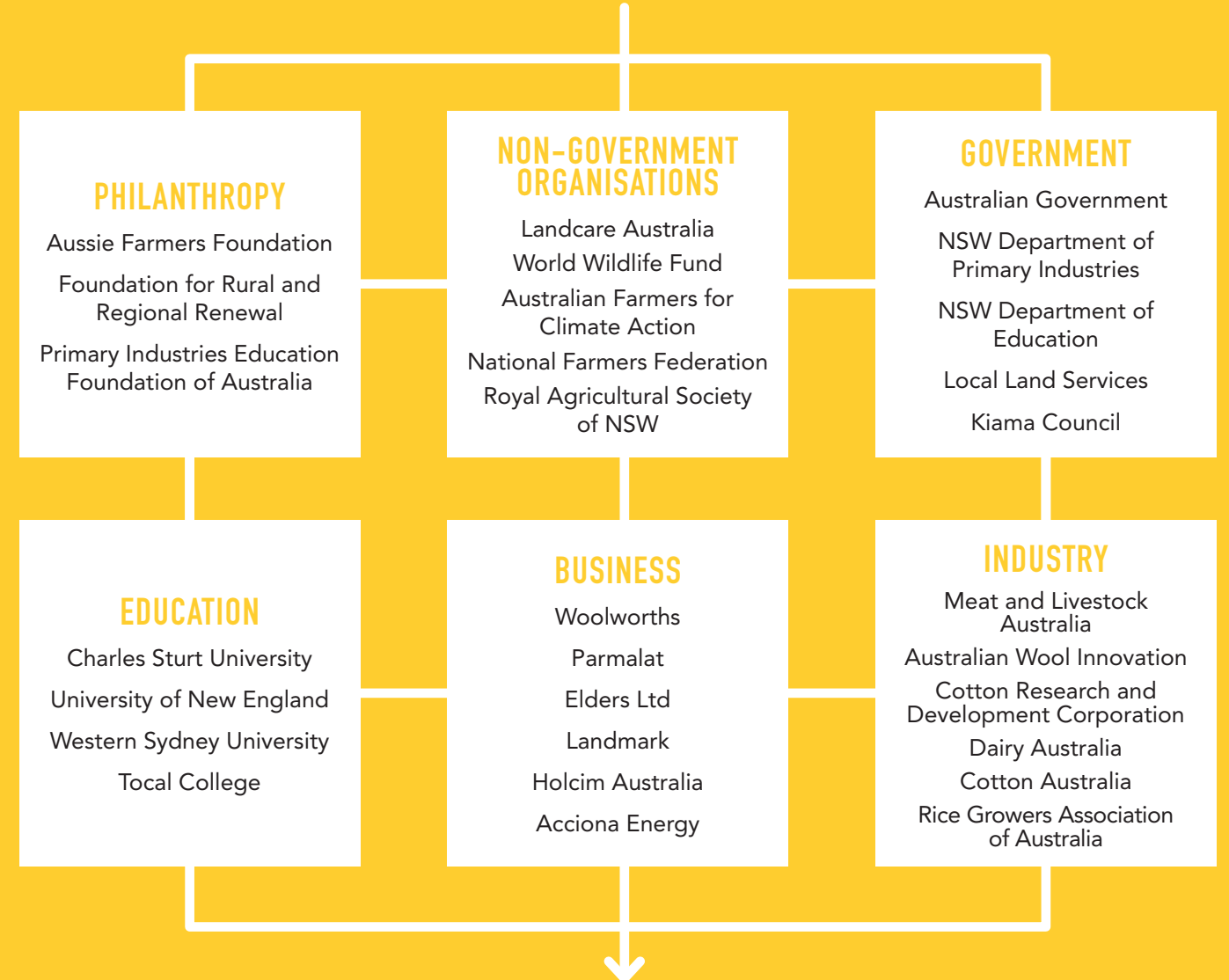


YOUTH VOICES LEADERSHIP TEAM

An alumni of Young Farming Champions learning from their elders and from each other. Together they explore issues affecting leadership in agriculture such as its volunteering nature and how to balance leadership with education and family commitments. They then use their insights to support young agricultural professionals and mentor the next generation.

OUR PARTNERS

PICTURE YOU IN AGRICULTURE HAS BUILT A REPUTATION AS A TRUSTED STRATEGIC PARTNER. SINCE INCEPTION WE HAVE PARTNERED WITH:



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

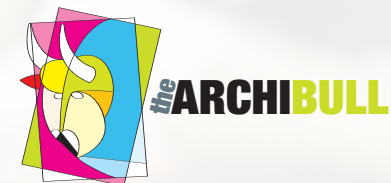
YOUTH > By developing their awareness, knowledge and skills creating future leaders in agriculture.

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.

Partnering with Picture You in Agriculture will energise your people, harness their passions for a bright, strong Australia, and make a difference to our future leadership.

GET IN TOUCH TODAY AND FIND OUT HOW YOU CAN PARTNER WITH US.
PLEASE CONTACT OUR PARTNERSHIP MANAGER LYNNE STRONG ON 0407 740 446
OR LYNNESTRONG@ART4AGRICULTURE.COM.AU

OUR IMPACT



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

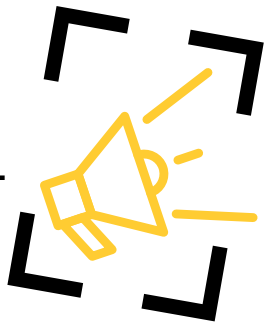
91% OF TEACHERS NOW INCLUDE AGRICULTURE IN THEIR
TEACHING PROGRAMS

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

THE YOUNG FARMING CHAMPIONS WHO DELIVER OUR SCHOOL PROGRAMS HAVE:

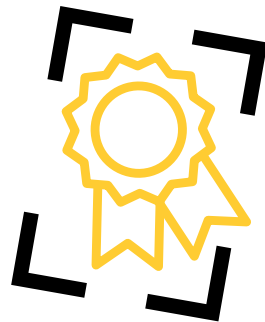
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SPOKEN ON GLOBAL STAGES INCLUDING TEDX.



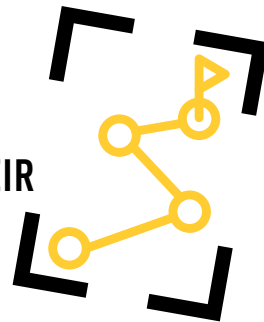
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ACHIEVED INTERNATIONAL RECOGNITION



03

ACCELERATED THEIR CAREER JOURNEY



04

BEEN IDENTIFIED AS LEADERS AND INFLUENCERS



DR ANIKA MOLESWORTH

2019 Australian Financial Review 100 Women of Influence.
2019 Instyle And Audi Women Of Style Award Recipient – Farmer for Change.
2019 Klorane Changemaker.
2018 Green Globe Awards Young Sustainability Champion Award.
2018 NSW/ACT Prime Super Regional Achievement and Community Award for Agricultural Innovation.
2018 350.org Heroes of a Low-Carbon Economy Youth Champion.
2017 Young Australian of the Year NSW Finalist.
2017 NSW Young Achiever Award for Environment and Sustainability.
2016 AI Gore Climate Reality Leader.
2015 Australian Young Farmer of the Year.



JO NEWTON

2020 Awarded OAM.
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.



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.



LYNNE STRONG

The passionate creator of Picture You In Agriculture, Lynne Strong, has won agriculture's most prestigious awards including:

- Inaugural Bob Hawke Landcare Award,
- National Landcare Primary Producer Award
- Green Innovation in Agriculture Award
- Howard Yelland Award for outstanding service to the Australian Beef Industry.
- Kiama Electorate Woman of the Year and was inducted into the NSW Government Honour Roll for Women in 2005.

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.”

Lorraine 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



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