



PICTURE YOU  
IN AGRICULTURE

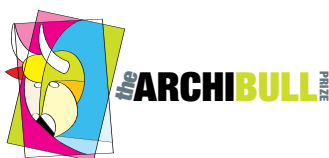
# 2017 ANNUAL REPORT

PICTURE YOU IN AGRICULTURE'S MISSION IS TO CONNECT AND PROMOTE COLLABORATIVE PARTNERSHIPS BETWEEN GOVERNMENT, NON-GOVERNMENT ORGANISATIONS, BUSINESS, EDUCATION, AGRICULTURE AND COMMUNITY SECTORS TO POOL IDEAS, RESOURCES, AND SKILLS TO PROVIDE OPPORTUNITIES FOR YOUNG PEOPLE TO THRIVE IN BUSINESS AND LIFE.



**"COMMUNICATION IS THE VOICE THAT  
CREATES OUR FUTURE. YOUR FUTURE."**

**-COSTA GEORGIADIS  
PICTURE YOU IN AGRICULTURE AMBASSADOR**



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# WELCOME TO THE 2017 PICTURE YOU IN AGRICULTURE ANNUAL REPORT

## PROGRAM DIRECTOR'S REPORT

2018 is a legacy defining milestone for me. It marks ten years since the vision to empower young people in the agriculture sector with the tools and knowledge to share their stories became a reality.

I would like to take this opportunity to convey my excitement and my gratitude.

Excitement that the dream has become a reality. Individuals and communities who have participated in our programs now have the courage, the evidence, the data and the vehicles to turn their dreams into reality. Year on year our program evaluations are showing young people participating in our programs now have the confidence to be independent thinkers who are empowered to collaborate and act. Student participants have been invited to showcase their work at conferences and be role models for waste reduction as part of the War on Waste Series on ABC TV.

Gratitude to the people who believed in the big idea and volunteered their time. They shared expertise and demonstrated determination, persistence and patience to make the programs happen.

Particularly rewarding is the growth in our brave community of Young Farming Champions. Over the seven years the program has been running they have moved from leadership development to practicing leadership. A number of our young farming champions are sitting on boards and committees such as Farmers for Climate Action, Future Farmers Network, NSW Farmers Young Farmer Council, ASC Next Gen and the RAS of NSW Youth Group.

In 2018 the Picture You in Agriculture team will be ensuring the organisation stays relevant, ready to change its game plan, recruits new talent and attracts collaborative partners and thought leaders who share our values, vision and beliefs.

We are all in this together. Young people are the ones who will carry this torch forward. We can all invest in our youth to secure the future.

You too can be one of the visionary supporters for 2018 and beyond.

Contact us now to find out how you can be part of these ground-breaking projects.



*Lynne Strong*

FOUNDER AND PROGRAM DIRECTOR  
PICTURE YOU IN AGRICULTURE

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## WHO WE ARE AND WHAT WE DO

A passion to link consumers with producers... to promote public understanding of farming, and the interconnectedness of health and nutrition and the agricultural sector... is the driving force behind Picture You in Agriculture (PYiA).

Programs created by PYiA involve activities that are genuine, contemporary, engaging, fun and full of hope for a sustainable future.

Our programs transcend traditional agricultural education programs by using a range of relevant media and messages. Young people interact with the programs on their own terms, using technology and multimedia to create meaningful engagement and leave enduring messages.

Our initiatives:

- Celebrate the people and places behind the food and fibre that keep us alive. Our programs arm participants and the community with skills and knowledge to make informed health, nutrition and lifestyle choices.
- Provide innovative vehicles for young people to voice their opinions and create a community of individuals invested in a better food future and sustainable development.
- Showcase the diversity of careers and career pathway opportunities in the agriculture sector.
- Develop the thinking and confidence of young agricultural professionals and future influencers.

Under the banner of [Art4Agriculture](#) our signature programs are [The Archibull Prize](#) and the [Young Farming Champions](#) (YFC) program.

## OUR LEADERSHIP VISION

We believe a strong leadership team is one where people of common values and beliefs take responsibility for and share ownership of a vision. We believe that by empowering the individual with tools and skills to thrive, the individual will strengthen the collective, and therefore good leaders will be committed to create a sense of connection and collaboration.

“THE STRENGTH OF THE  
PACK IS THE WOLF, AND THE  
STRENGTH OF THE WOLF IS  
THE PACK.”

– RUDYARD KIPLING

## WHAT'S NEW IN 2018

### PARTNERSHIPS

For the past ten years Picture You in Agriculture has been collaborating with others who share our vision to invest in youth to secure the future.

Our 2018 collaborators come from all walks of life. Philanthropy, government, Non-Government Organisations (NGOs), business and farming industries.

Informal and formal collaboration, cooperation and partnerships between these entities is increasingly recognized as vital to achieving our joint goals for a vibrant and prosperous future.

In 2017 we welcomed the Aussie Farmers Foundation, Northern Tablelands Local Land Services, Cotton Research and Development Corporation (CRDC) and employers of Young Farming Champion alumni as partners.

### NEW PROGRAMS

2017 saw the roll out of a pilot of the [Kreative Koalas](#) – Design a Bright Future Challenge in the Illawarra and Hawkesbury regions of NSW

Like the Archibull Prize, Kreative Koalas is a school project-based learning experience that links its approach to the United Nations Global Goals for Sustainable Development. The program deliverables include:

1. Partnerships and collaboration between philanthropy, education, business, agriculture and the community.
2. Quantitative and Qualitative evidence and data.
3. Innovative communication and advocacy tools and vehicles.

The program puts young people at the centre of the learning experience. It attracts innovative and creative teachers who are looking for a challenge and their students rise to the challenge in an awe-inspiring fashion.

Watch the Kreative Koalas pilot Awards Day highlights video [HERE](#).

The program has become a huge catalyst for change. It has lit a spark and the students and teachers are now carrying their own torch.

A standout example is Gerringong Public School who won the Grand Champion Community Project award. The school has been invited to feature on the War on Waste Series Two as a school modelling best practice waste minimisation and collection practices. See Gerringong Public School Case Study [HERE](#).

2018 will see Kreative Koalas piloted in the Southern Tablelands of NSW through a partnership between the Landcare, NSW Office of Environment and Heritage and Southern Tablelands Arts. The objective is to turn a ripple effect into a tidal wave by designing and delivering a model that can be rolled out by Landcare/Community groups across rural and regional NSW and other states.

## LEADERSHIP MODEL

### YOUTH VOICES LEADERSHIP TEAM

The inaugural Youth Voices Leadership Team (YVLT) is a collection of some of the most courageous young people in agriculture. With an agronomist, an agricultural researcher, a livestock geneticist, a woolgrower, a veterinarian and a policy advisor for government, the Team holds wealth of experience that defies their years.

The YVLT sees the Young Farming Champions program take the next step from leadership development to leadership practice roles.

The Team's role is to share their perspective and experience about:

- What is front of mind and important to young people in their personal, work and study environment.
- The contemporary challenges and opportunities for young people.

The YVLT will help ensure the Young Farming Champions program design is:

- Flexible in that it fits in with young peoples' real-life challenges be they in personal, study or work settings.
- Contemporary in meeting personal leadership challenges.

The YVLT provides young people with real world experience working in leadership roles for programs that are shaping the future of leadership for young people more broadly. They are gaining hands on experience for real life impact. Meet the YVLT [HERE](#).

### YVLT VALUES

Our values represent who we are and who we aspire to be.

These five Core Values guide how we mentor and learn, connect and collaborate, serve and succeed.



## MODELS FOR CHANGE

Our programs are a huge catalyst for change by:

- Harnessing one of the largest global phenomena among young people – a growing demand for dialogue. The extraordinary success of social media such as Facebook, Twitter and Instagram illustrate a need to communicate. We are using this new media to mobilise young people to change the world for the better and shape the future they want for themselves.
- Giving young people a platform to voice their opinions and create a community of individuals invested in a better food future and sustainable development.

Imagine, if 20 schools and government agencies and forward-thinking businesses in each state partnered with our farming industries each year.

That's 10,000 young people in each state, that's 70,000 young people across Australia who could be inspired to be stewards for the landscape and the agricultural sector.

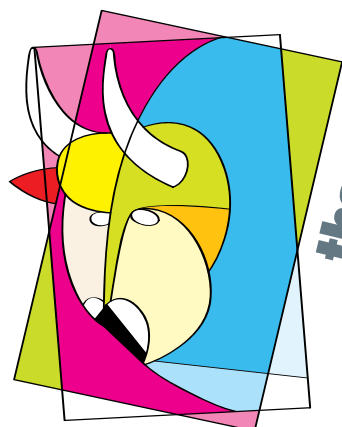


## WHY YOUNG PEOPLE

THE WORLD NEEDS CREATIVE, INNOVATIVE  
AND COURAGEOUS YOUNG PEOPLE WHO CAN  
CONNECT, COLLABORATE AND ACT.

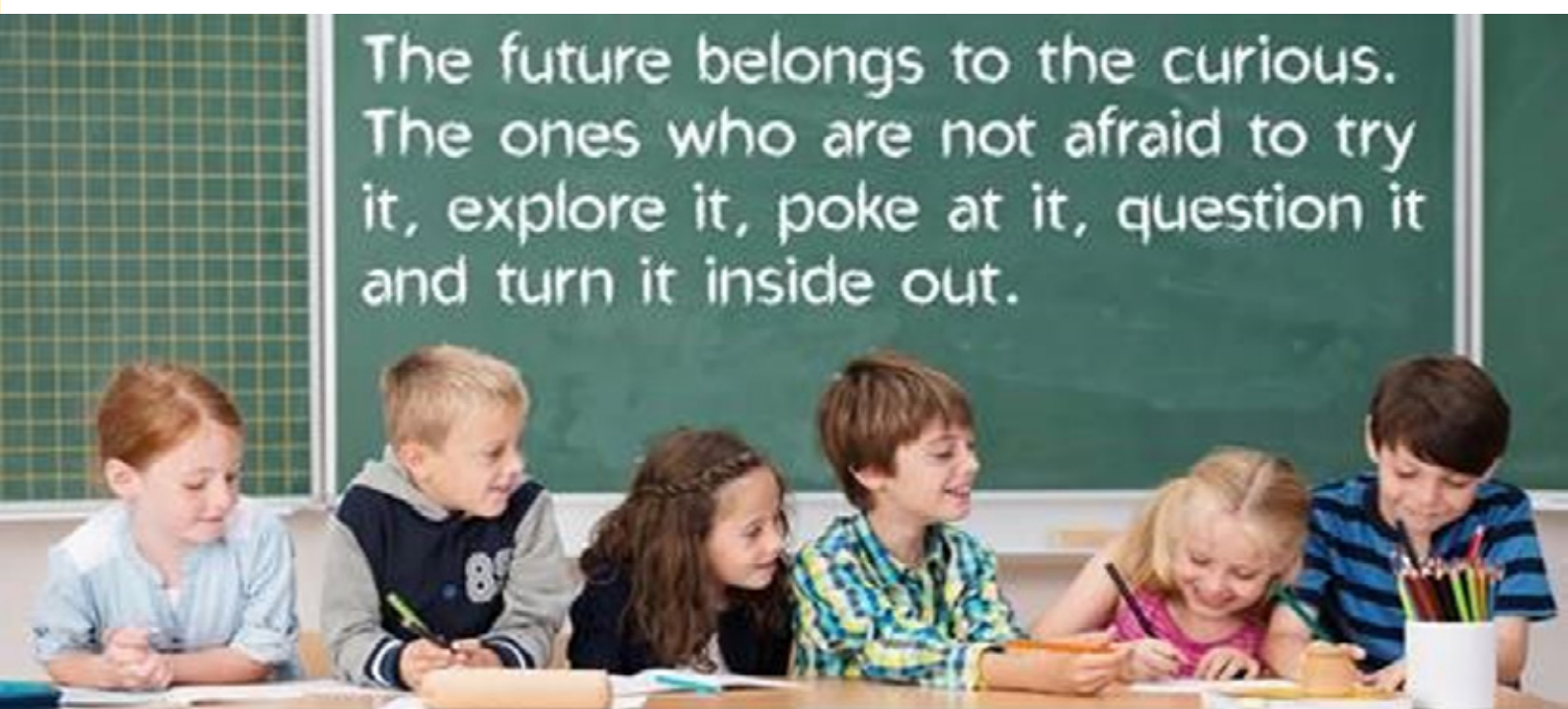
WE KNOW THAT YOUTH MAY ONLY BE 20% OF  
THE POPULATION BUT THEY ARE 100% OF THE  
FUTURE. THE TIME IS NOW TO LET THEM SHARE  
THEIR DREAMS AND DESIGN THE FUTURE THEY  
WANT TO SEE.





**the ARCHIBULL PRIZE**

# 2017 ANNUAL REPORT



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# THE 2017 ARCHIBULL PRIZE ANNUAL REPORT

“THE ARCHIBULL PRIZE IS AN OUTSTANDING EXAMPLE OF STEAM AND PROJECT BASED LEARNING. THE BLOG ENGAGES STUDENTS USING NEW MEDIA AND TECHNOLOGY, WHILE THE ARTWORK EXCITES THEM ABOUT VERY IMPORTANT ISSUES THAT FACE THIS NEXT GENERATION. THE ARCHIBULL 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 SECONDARY SCHOOL TEACHER ST RAPHAEL CATHOLIC SCHOOL

## EXECUTIVE SUMMARY

Now in its seventh year [The Archibull Prize](#) continues to be a strong educational and agricultural tool, building lasting relationships between farmers and the community.

Whilst showing the community where their food and fibre comes from remains an important outcome The Archibull Prize goes much further than this, promoting a well-rounded understanding and appreciation of Australian agriculture not only in students but teachers, families and the community.

Our feedback shows just over 1000 students participated directly in the 2017 Archibull Prize. Teachers estimated the ripple effect attracted 16,000 students with the knowledge of The Archibull in their school. And that is before they took their message home to family and the community through school newsletters, social, radio and print media.

The Archibull Prize explores the reality of modern farming, both the challenges and opportunities and how our farmers are innovators by nature and necessity. It showcases the use of cutting-edge technology, research and science. Students are encouraged to look beyond the stereotypical image of a farmer as an old man in overalls and see the young, articulate farming professionals who are embracing the boundless opportunities agriculture offers and showcasing the plethora of careers available that do not stop at the farm gate.

As an innovative educational program, The Archibull Prize changes the way teachers think. Teachers have a major impact on childhood learning. When they become advocates for agriculture, what starts as a ripple effect through The Archibull Prize, can become a tidal wave over a lifetime career span. It is a program that incorporates multiple learning areas and encourages collaboration, and it consistently generates long-term engagement with our farmers.

The strength of The Archibull Prize comes from an intensive evaluation process that provides measurable quantitative and qualitative outcomes from both an agricultural and educational perspective and shows The Archibull Prize is an increasingly relevant and valuable resource for schools.

As part of the evaluation process our supporting partners are provided with exclusive access to cutting edge market research through our extensive entry and exit surveys.

The Archibull Prize increases knowledge and appreciation of:

- Modern farming practices.
- How food and fibre travels from paddock to plate/field to fibre.
- Diversity of careers in agriculture.
- Cutting edge science and technology in agriculture.
- The challenges of farming in 21st century including climate change and the opportunities for the agriculture sector to power the nation through renewable energy technologies.
- Biosecurity threats and how to mitigate them.
- The social, environmental and financial value of agriculture to healthy communities.

The Archibull Prize inspires educational leadership and excellence in:

- Supporting teachers to implement cutting edge future-focussed approaches to teaching and learning through project-based learning across curricula.
- Supporting teachers to implement Sustainability Education linked to State, Federal and International curriculum directions i.e. the Australian Curriculum Sustainability Priority and UN Sustainable Development goals.
- Creating significant gains for students by engaging them in learning – students say they want to come to school; teachers see students achieving the highest standard possible for their abilities.
- Enabling students to gain 21st Century skills i.e. teamwork, cooperation, planning, organising, creative problem-solving, communication, critical thinking, researching, active citizenship, initiative, enterprise, self-management, and capabilities in digital technologies and multimedia.

## PROGRAM SNAPSHOT

Picture You in Agriculture (PYiA) programs are designed to connect farmers and communities and empower young people to create the bright future we all deserve.

We design and deliver programs that:

- Connect farmers and the community through partnerships between young people in agriculture and young people living in urban landscapes.
- Use education, art and technology to engage students in 21st Century agricultural experiences.
- Encourage and develop dynamic two-way conversations between producers and consumers.

Under the banner of [Art4Agriculture](#) our signature programs are [The Archibull Prize](#) and the [Young Farming Champions](#) (YFC) program.

The Archibull Prize (Archie) is a world first<sup>1</sup>. The competition uses art and multimedia to engage school students in genuine farm experiences, and gain knowledge and skills about the production of the food they eat, the fibres they use, and the environment they live in.

Young Farming Champions (YFC) participate in The Archibull Prize by visiting and mentoring schools, sharing their stories and insights into contemporary farming practices and inspiring students to consider careers in agriculture.

The competition theme 'Feeding, Clothing, and Powering a Hungry Nation is a Shared Responsibility' celebrates the role Australian farmers play in feeding and clothing Australian families and many other families around the world. The average person doesn't consider the resources required to keep a city well fed let alone the world! The program is intent on telling this story.

To compete for The Archibull Prize, each school is allocated a farming industry (either dairy, grains, wool, sheep and cattle, cotton, eggs, pork or horticulture) and is invited to complete three challenges exploring and communicating the students' vision for a sustainable future. Along with their creative Archies, students develop multimedia presentations and explore issues such as biosecurity, climate change, land and water use and renewable energy.

The tasks are to:

1. Use a blank life-size fibreglass Cow (Archie) to create an artwork about an allocated farming industry, the farmers who produce the food or fibre, and how this commodity is being produced sustainably.
2. Produce a blog documenting the journey of the artwork and student learnings.
3. Create a multimedia animation or infographic around the farming industry they are investigating that has a powerful message and call to action.

Schools are supported in their projects by local experts and industry resources, which have been created by the various industry bodies the students are investigating.

## TARGET AUDIENCE

The target audience is teachers and school students in upper primary and secondary schools and their wider circle of friends and family.

## WHY IS THE PROGRAM IMPORTANT?

The Archibull Prize entry surveys consistently show that students identified their knowledge of the agriculture sector as being very limited.

Students struggled to identify careers in the sector beyond farming related activities despite 82% of careers in agriculture being beyond the farm gate.

Students also identified that while they were aware of climate change, renewable energy and biosecurity they had little understanding of the impact on their lives let alone the broader community.

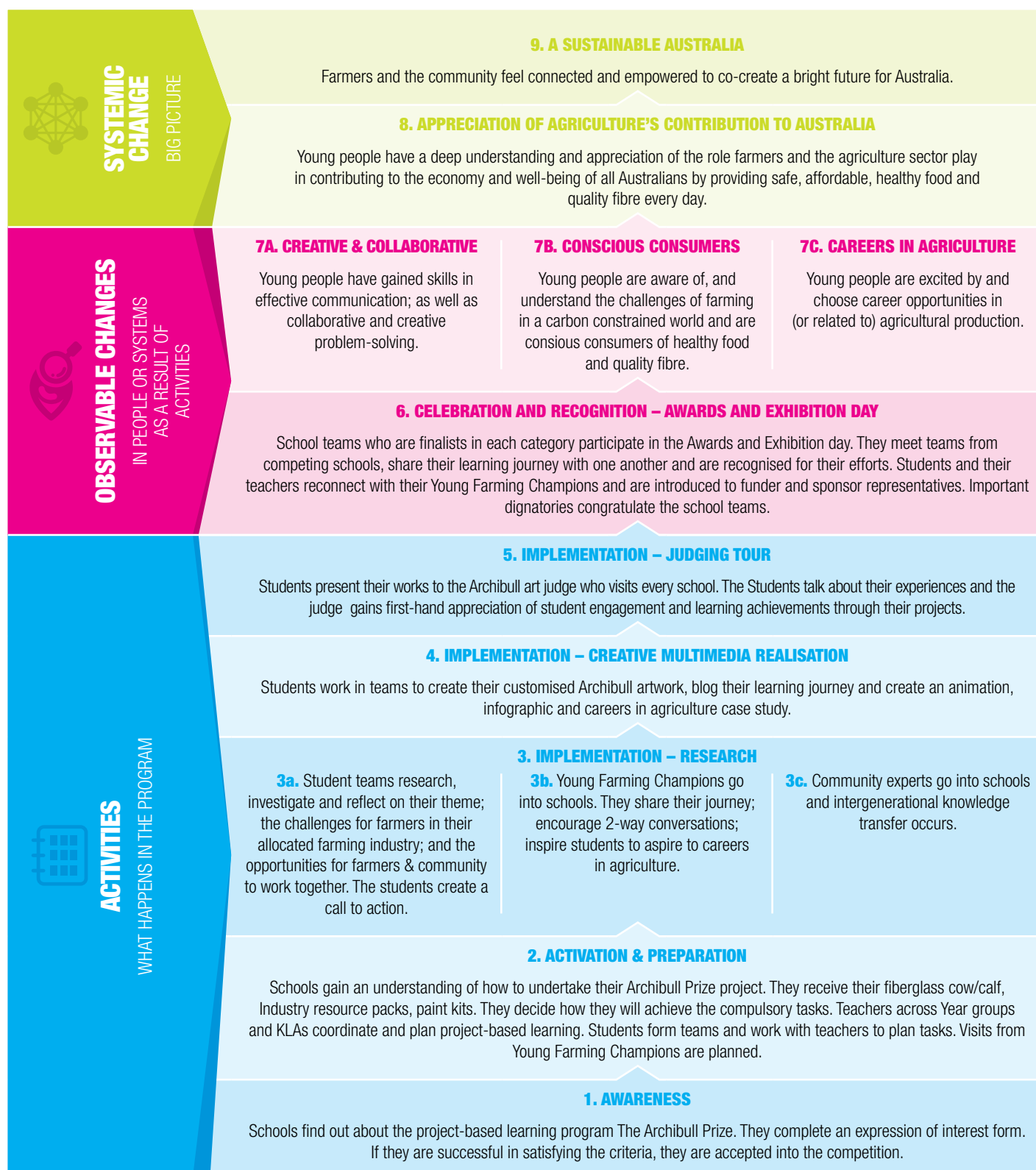
## PROGRAM OBJECTIVES

The objectives of The Archibull Prize are to use creative arts and multimedia to foster two-way conversations between farmers and the community and engage urban and rural school students to:

1. Expand their understanding and appreciation of how food and fibre is produced and the journey it takes to feed and clothe them.
2. Understand the challenges of farming in the 21st century and their role in supporting our farmers to produce safe, affordable and nutritious food, and quality natural fibres.
3. Consider agriculture related careers.

<sup>1</sup> Lorraine Larri of Renshaw Hitchens external evaluator of The Archibull Prize was invited to present the program at World Environmental Education Congress in Canada in Sept 2017. 58 countries were represented, and delegates acknowledged The Archibull Prize as a "world first".

# THE ARCHIBULL PRIZE HIERARCHY OF INTENDED OUTCOMES



## PROGRAM OUTCOMES

Students and teachers alike benefit from an increased awareness of issues facing agriculture and that these issues are also important to the community. They begin to understand the complexities of sustainability including climate change, renewable energy, biosecurity and the role agriculture plays in the wellbeing of all Australians. They realise where their food, fibre, and in some cases clean energy power, comes from and they are empowered to suggest actions to better these outcomes. At the end of the program students see themselves as part of the solution to a better world.

The program deliverables include:

### INNOVATIVE COMMUNICATION AND ADVOCACY TOOLS.

The program design allows agriculture to be imbedded into the school curriculum across subject areas it hasn't been traditionally able to reach.

*"Almost all departments at our school contributed in some way to create our Archibull Prize entry. So many staff wanted to be part of this experience and contribute. Some offered resources such as paint and material. Some worked with students to gather information and create items for the blog. Some offered themselves to assist with students and gave up their time. The sport department even organised the timetable so that we could have one lesson a week with a large group of students working on our Archie."*

- Laura Perkins Secondary School Teacher

YFC play an important role in educating students and their teachers about contemporary farming practices and career pathways in agriculture. Each school is teamed up with a YFC representing the industry sector they are studying.

*"Our Young Farming Champion Laura's visit was wonderful for the kids and really helped us at the beginning. She gave us excellent information and was able to fill in the gaps in the industry resources in a way the students understood. It was a new and exciting learning experience for them."*

- Sarah Robinson Little Bay Community of Schools

*"Our YFC 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."*

- Secondary School Student

*"We met Ms Stephanie Fowler. She inspired me the most. I am quite interested in science, so her presentation was quite memorable for me."*

- Secondary School Student

The program also provides an innovative and memorable vehicle for our collaborating partners to build long term relationship with the schools and their communities.

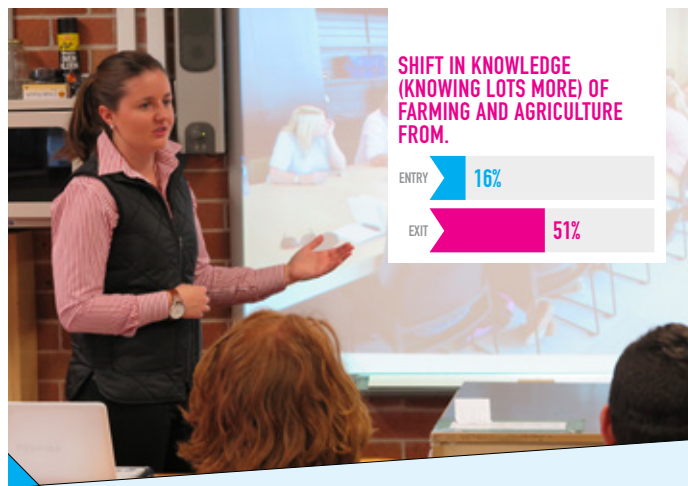
*"It is important to be supported by organisations such as Aussie Farmers Foundation, who are rural focused and understand issues facing rural communities; and why it is also important for rural students to understand these issues."*

- Jillian Reidy The Henry Lawson High School

Watch the video [HERE](#)

## QUANTITATIVE DATA AND QUALITATIVE EVIDENCE.

The strength of The Archibull Prize comes from an extensive evaluation process, conducted by independent evaluator, Lorraine Larri of Renshaw Hitchens, that provides measurable quantitative and qualitative outcomes. Year in year out the evaluation shows The Archibull Prize is a relevant and valuable program for increasing both teacher and student awareness and appreciation of the paddock to plate process.

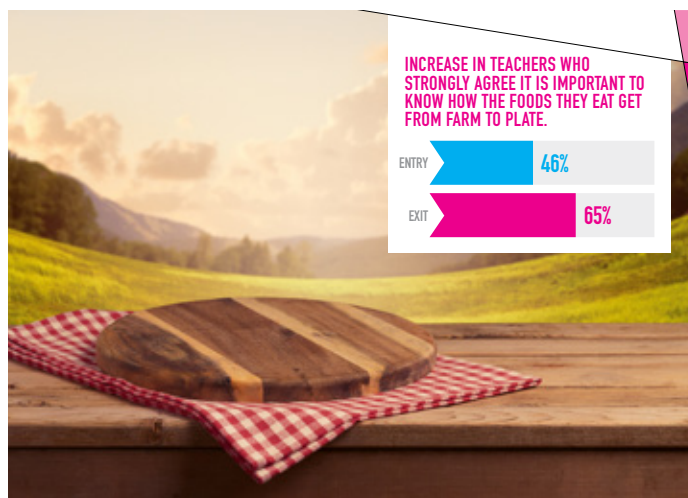


*"Findings from 2017 Archie indicate this program is changing attitudes about agriculture very positively for both students and their teachers. The most dramatic shift has been in teacher attitudes. This is a startling and significant finding. It shows the Archie has demonstrated to teachers the ways 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

2017 Archibull Prize External Evaluation

Teachers have a major impact on childhood learning. When they become advocates for agriculture what starts as a ripple effect through The Archibull Prize can become a tidal wave over a lifetime career span.





## CELEBRATION AND RECOGNITION — AWARDS AND EXHIBITION DAY

School teams, their artworks, Young Farming Champions, and special guests (invited dignitaries and program partners) come together at an Awards and Exhibition Day held at Sydney Olympic Park in November each year. Students share their learning journeys with each other and are introduced to our special guests.

WATCH COSTA'S SPEECH AND PRESENTATION OF THE GRAND CHAMPIONS [HERE](#).

In the lead up to The Archibull Prize awards ceremony members of the public were invited to vote for their favourite Archie. The People's Pick isn't just about finding out if the community agrees with the official judge. Its key objective is to provide an opportunity for the world to see the visionary agricultural themed Archie artworks.

This year almost 185,000 people across the globe viewed the People's Pick blogpost and the students' artwork, and more than 65,000 people voted. The voting was driven by participating schools via print media, radio, social media including Facebook and Twitter, school newsletters, online blogs and videos and through local politicians.



# PROGRAM PARTNERS

THANK YOU TO THE ARCHIBULL PRIZE SUPPORTING PARTNERS  
— IT CAN'T HAPPEN WITHOUT YOU



## SPECIAL THANKS TO

HANCOCK PASTORAL, RAS OF NSW, PROFESSOR JIM PRATLEY, FARMERS FOR CLIMATE ACTION, ANDREWS MEAT AND HUNTER AND CO FOR THEIR SUPPORT OF THE ARCHIBULL PRIZE AWARDS DAY.



Jane Thomas from Aussie Farmers Foundation with Miller Public School winners of Reserve Champion Primary School



Emily King from Australian Wool Innovation presenting the award for Best Secondary School blog to Blacktown Girls High School



Kylie Schuller Andrews Meat presenting the award for Best Secondary School Animation to Blacktown Girls High School



Cameron Archer Primary Industries Education Foundation of Australia presenting the Professor Jim Pratley Award to Beaudesert State High School





Greg Vakaci NSW Food Authority presenting NSW Department of Primary Industries Biosecurity Award to Little Bay Community of Schools



Lindy Hyam Chair Hunter Local Land Services presenting Farmers for Climate Action Award collected on behalf of the winner Katie Brown



Adam Giles from Hancock Pastoral with Winners of Most Outstanding Student Awards



Robert Ryan President of the RAS of NSW Council inducting Gwynneville Public School into the National Agriculture Day Hall of Fame



Ryan Hunter of Hunter and Co presenting the Moo Moovers Pick Award to Calvary Christian College Carbrook



Adam Giles from Hancock Pastoral with Winners of National Agriculture Day Careers Competition



# THE ARCHIBULL PRIZE 2017 HALL OF FAME

IT IS WITH GREAT PLEASURE WE ANNOUNCE THE WINNERS OF THE ARCHIBULL PRIZE 2017

WATCH THE GRAND PARADE VIDEO [HERE](#)

TO SEE ALL THE CATEGORY WINNERS VISIT THE 2017 HALL OF FAME [HERE](#)

## GRAND CHAMPION

CALVARY CHRISTIAN COLLEGE SENIOR SCHOOL CARBROOK CAMPUS, QLD



## RESERVE GRAND CHAMPION

ST RAPHAELS CATHOLIC SCHOOL COWRA, NSW





**CHAMPION PRIMARY SCHOOL 2017**  
LITTLE BAY COMMUNITY OF SCHOOLS CHIFLEY, NSW



**RESERVE CHAMPION PRIMARY SCHOOL**  
MILLER PUBLIC SCHOOL MILLER, NSW



## YOUNG FARMING CHAMPIONS

The Young Farming Champions (YFC) are identified youth ambassadors and future influencers working within the agriculture sector. The 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.

Taking part in the YFC program involves undertaking a series of Sydney based workshops, under the mentorship of some of Australia's finest communication, marketing and professional development experts.

The program's focus is developing confident, independent, reflective thinkers who can share their story and their personal experiences, while voicing their own opinions about agricultural issues in their industry and more broadly.

The program equips and prepares the participants for that often very daunting experience: of standing up to be counted, even in difficult circumstances. The YFC leadership development model is providing the rock-solid foundation and pivotal stepping stones as part of a journey to lead agriculture's next generation.

Through these workshops and the program's lifetime mentorship opportunities, the YFC are also equipped with unique insights into all aspects of the agricultural supply chain as well as consumer attitudes and trends.

Young Farming Champions (YFC) played an important role in educating students and their teachers about contemporary farming practices and career pathways in agriculture. Each school had the opportunity to team up with a YFC representing the industry sector they were studying.

**86% OF TEACHERS PARTICIPATING IN THE ARCHIBULL PRIZE CONSIDERED THE YFC VISIT WAS VERY WORTHWHILE.**

Here are some comments from teachers about the value of the YFC visit:

*"The Young Farmer visit put things in perspective. Students benefited from the young farmer visit and the first hand information."*

*"I was surprised by how engaged students were with our Young Farming Champion visit. They wanted to go back and research points that he had mentioned after the visit."*

*"Engaging with the Young Farming Champion has inspired and increased relevance of agriculture as a career opportunity. Students were shocked by how many career options there are."*

*"After the YFC visited, students were talking more about how the pork industry is more than just raising pigs or pork products."*

88% of students who responded to the exit survey said they met a Young Farming Champion. As in previous years, students said this was a highly memorable and significant experience.

They were impressed by the:

- Information presented (i.e. objects, facts, knowledge, technology, sustainability);
- Specific industry details (i.e. cotton, wool, pigs, sheep, crops).

In educational terms, this equates to strong evidence of emotional and cognitive engagement. In following Word cloud the larger the word in the visual the more common the word was used by the students.



*Student words describing what excited or interested them about meeting a Young Farming Champion, 2017.*

THE SAMPLE BELOW OF STUDENT COMMENTS SHOWS HOW EACH YEAR THEY CONTINUE TO BE IMPRESSED BY THE PROFESSIONALISM, KNOWLEDGE, AND PASSION OF THE YFCS.

## CATTLE

*"How passionate they were about being a farmer. They were so cheerful and willing to answer any questions I had."*

**COTTON**

*"The Young Farming Champion was really enthusiastic and loved to talk about the Cotton Industry. Her enthusiasm for it was infectious. I was extremely interested about the amount of research that is put into this industry, as well as the variety of jobs that all stem from cotton."*

*"The fact that they accomplished their dream of working in the farming industry, and also that they had the opportunity to travel with their work and meet new people."*

*"There are a wide range of roles and careers to support the cotton industry, whether it is scientifically, mathematically, agriculturally, or mechanically, everyone can help in the cotton industry."*

## GRAINS

*"Daniel Fox, our young farming champion expressed his views on the future of agriculture and his family's farming practices, enhancing the sustainability of their property. I was excited to hear about some of their new technologies such as companion cropping and zero till sowing."*

*"The Young Farming Champion, 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. I liked his ideas about the use of companion cropping. His ideas made me excited about how we can make farming more sustainable in the future."*

*"Marlee Langfield taught us about biosecurity in the grain industry. We also met Ms Stephanie Fowler. She inspired me the most. I am quite interested in science, so her presentation was quite memorable for me."*

## WOOL

*"I was really interested to learn more about the wool industry as I was not very knowledgeable on this topic. The farmer was intriguing and educated me on how important the wool industry is in Australia. It was also great to learn from a farmer that was a girl."*

## DAIRY

*"Our Young Farming Champion was a Geneticist and she worked with animals to change the way they are bred to increase the amount of milk they give us."*



## THE ARCHIBULL PRIZE IN THE COMMUNITY

Educating our young people is the responsibility of the entire community, not just schools.

The Archibull Prize encourages schools, businesses, farming industries and communities to form partnerships to improve outcomes for young people and to recognise that by working together they can achieve far more than working alone.

Partnerships can lead to better morale among teachers and the better use of resources within schools, leading to improved education outcomes for young people. Business can also experience improved staff morale, better awareness of their industry and community recognition.

A highly rewarding example of the powerful impact of The Archibull Prize on communities is shown in this quote.

*"Bovinity has been a focal point of the school community and the entire town of Murwillumbah. Her staged travels throughout the town were published on WordPress and then transferred to the school Facebook account. Our following was very well received and highly talked about. We have had offers of additional help to the school farm and the show team from our tours around Murwillumbah. This school farm and parts of township were devastated by floods in 2017 and Bovinity has become a local icon. School cohesion and pride were the most important factors brought forward from the students. Bovinity is what our school needed after the floods. A little bit of silliness and tongue and cheek made the school and town smile. Her story is important to so many students and their families."*

- Murwillumbah High School Secondary Teachers David Anderson and Diana Martin.



Bovinity at the 2017 Murwillumbah Show

Each year the Alan Eagle Award is presented to the Archibull school that engaged with the community at the highest level. This year it was awarded to St Raphael's Catholic School in Cowra.

*"The engagement with the community is what made the program so enriching. We asked the (Indigenous group) Wahlan Warriors to present a workshop and it had an impact on our designs and gave us confidence that we were referencing the Wiradjuri appropriately. We even started using Wiradjuri words - such as the Bili Galari for the Lachlan River. We had Dr Southan, the CEO of GrainGrowers, do a presentation to the team and it was so interesting for students to listen to industry specialists and have conversations with professionals other than teachers. We also conducted a whole day Archibull Industry Excursion which involved visiting four local industries/farms. It certainly put our focus industry of grain in context."*

- St Raphael's Catholic School teacher Inel Date.



Sharon Eagle presents Ben Price from St Raphael's Catholic School with the Alan Eagle Award

## THE ARCHIBULL PRIZE PUTTING AGRICULTURE ON THE CURRICULUM

Our evaluation surveys have shown The Archibull Prize allows agriculture to be embedded into all key learning areas, and this was evidenced throughout the program with not only art but food technology, geography, technical and applied studies and history teachers contributing to the project. In fact, the surveys show 83% of teachers said they would use learning activities about agriculture in other areas of their teaching.

At the beginning of 2017 St Raphael's Catholic School in Cowra, home to a wide range of agricultural activities from livestock and cereals to a flourishing viticulture trade, did not offer agriculture as a subject. The Archibull Prize allowed agriculture and its careers to be put into context for both teachers and students and from 2018 agriculture will be taught at St Raphaels.

## THE ARCHIBULL PROMOTING AGRICULTURE

The Archibull Prize extends its influence well beyond the classroom by capturing both national and international audiences. Every Easter the Archie artworks designed by students travel to the Sydney Royal Easter Show where close to one million people walk by them. Stories about The Archibull have appeared in agricultural papers such as *The Land* and in national magazines such as *R.M William's Outback*, and school blogs are read by people around the globe.

In 2017 Matraville Sports High School teacher Sarah Robinson spoke about her experiences with The Archibull at the Steps to Sustainability Conference in Melbourne.

At the World Environmental Education Congress (WEEC) in Vancouver, Canada in September Lorraine Larri from Renshaw Hitchens on behalf of Art4Agriculture presented 'The Power of the Cow' outlining how The Archibull Prize provides a connection to agriculture, biosecurity and climate change.

A partnership between The Archibull Prize, National Farmers Federation and Hancock Pastoral to celebrate Australia's inaugural National Agriculture Day by encouraging careers in agriculture, also enabled The Archibull Prize to extend its national exposure.



L to R Adam Giles representing Hancock Pastoral with winners of National Ag Day Careers Competition Haylee Murrell, Saffron Butler, Joshua Carpenter.

This exposure and promotion is in turn reflected upon the sponsors and partners of The Archibull, showing them to be progressive and innovative contributors to the advancement of Australian agriculture.

## THE ARCHIBULL PRIZE AND TEACHERS

The Archibull Prize is attracting new teachers as well as continuing to involve teachers who have done the competition before. 73% of teacher participants were new to the program, the remaining 27% having participated more than once.

The Archie continues to be seen by teachers as a highly valued learning experience for their students. Through it, students achieve the highest standard possible for their abilities. The Archie provides educational opportunities not normally available. Most teachers plan to integrate the Archie into their teaching programs in the following year and agree that it links with the school curriculum.

*"This year we have had the most collaboration when completing the project. The students have been responsible for all aspects of the project. Many of our students now have an excellent knowledge of agriculture."* - Secondary Teacher.

A cross-curricular multi-disciplinary and project-based approach is a feature of The Archibull. Teachers reported that they followed through with their plans to collaborate with other teachers and integrate the Archie activities across multiple key learning areas (KLAs). Curriculum integration was achieved across multiple KLAs stemming from a focus on Creative Arts (62%), Technology (54%), and Agriculture (54%).

The program design allows agriculture to be imbedded into the school curriculum across subject areas its hasn't been traditionally able to reach.

### 83% OF TEACHERS SAID THEY WOULD USE LEARNING ACTIVITIES ABOUT AGRICULTURE IN OTHER AREAS OF THEIR TEACHING.

Teachers reported participating in The Archibull Prize had contributed to their professional development.

Teachers considered that professionally they had gained the most in:

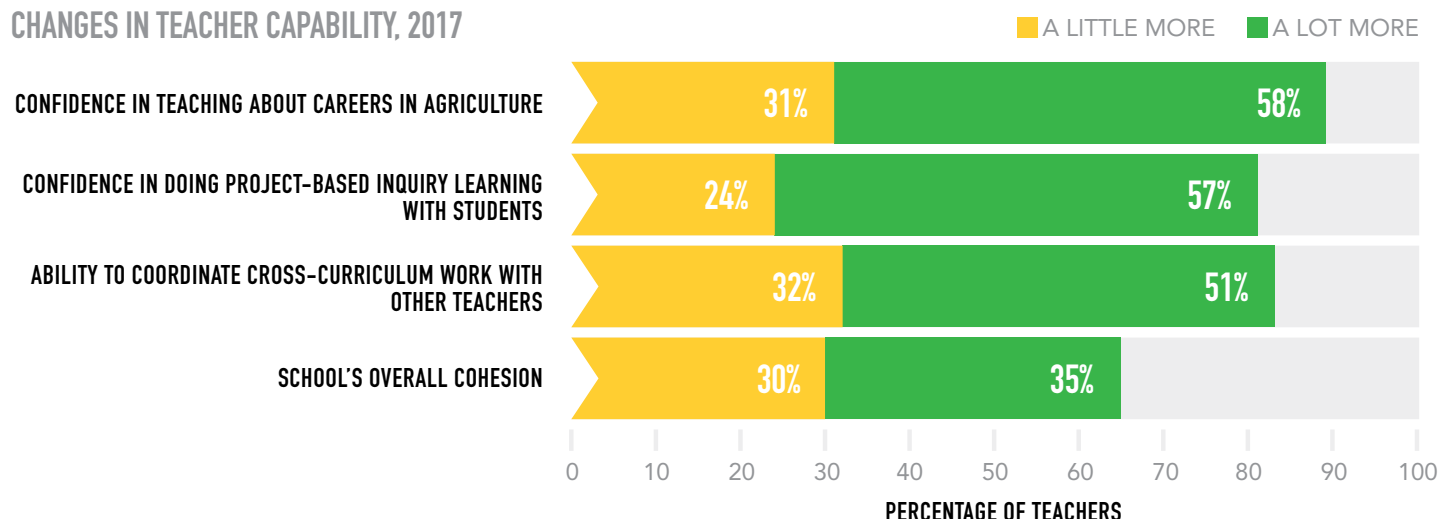
- Being more confident teaching about careers in Agriculture (89%).
- Coordinating cross-curriculum work with other teachers (83%).
- Doing project-based inquiry with students (81%).

The Archie had also helped in improving overall cohesion in their schools (65%). Comparing 2017 with 2016 data the proportion of increased confidence is weighted far more significantly towards 'a lot more' i.e. the increase in confidence is greater in 2017 compared with 2016 for all items.

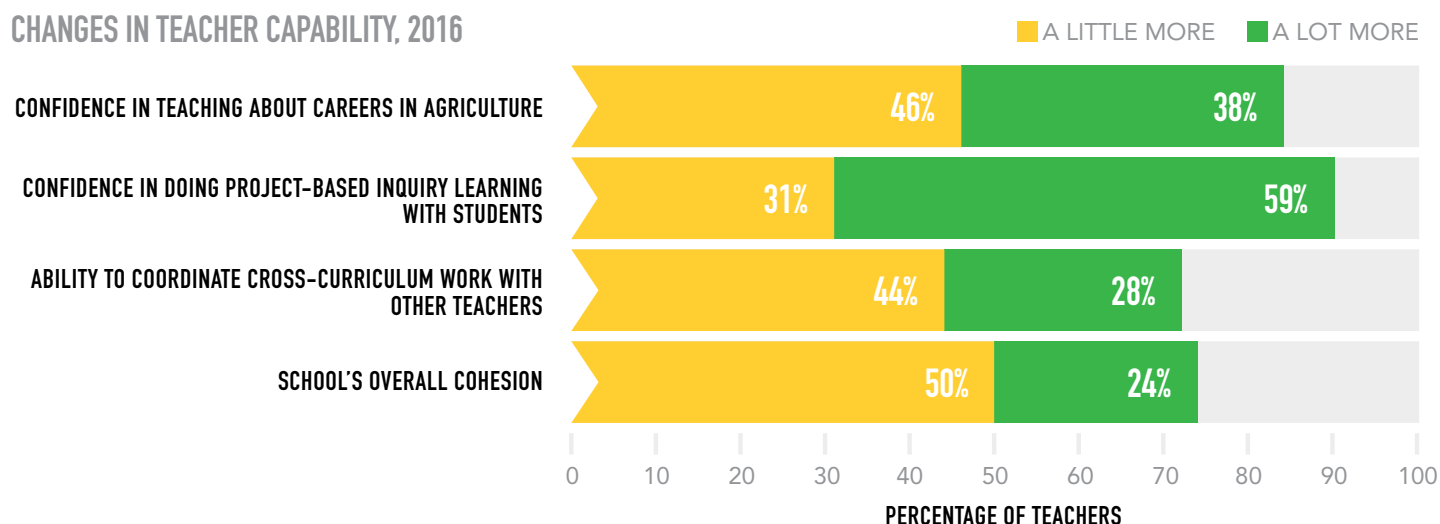
See Charts next page.



## CHANGES IN TEACHER CAPABILITY, 2017



## CHANGES IN TEACHER CAPABILITY, 2016



To support new participants to the program we conducted over 40 teacher interviews and developed six case studies to create the Teacher Insights page Visit [HERE](#). The following is a list of what the teachers most valued about the program. See video [HERE](#).

- AN ORGANISED, TOPICAL AND UP-TO-DATE PROGRAM
- GOOD COMMUNICATION BETWEEN PROGRAM ORGANISERS AND SCHOOLS
- GOOD SUPPORT AND BACK-UP FROM ORGANISERS
- USER FRIENDLY RESOURCES FOR BOTH PRIMARY AND SECONDARY STUDENTS
- GLOBAL RECOGNITION OF STUDENT EFFORTS THROUGH BLOGS
- THE YOUNG FARMING CHAMPIONS WHO SHARED THEIR KNOWLEDGE AND GAVE STUDENTS IDEAS AND DIRECTION
- RECOGNITION OF WOMEN IN AGRICULTURE
- INTEREST GENERATED IN SCHOOL STAFF
- INTEREST GENERATED IN THE COMMUNITY AND THE ABILITY OF THE PROGRAM TO BRING A COMMUNITY TOGETHER
- THE ABILITY TO PROVIDE A TRANSITION BETWEEN PRIMARY AND SECONDARY SCHOOLS

The Archibull Prize teacher evaluation consistently shows the program inspires educational leadership and excellence in:

- Supporting teachers to implement cutting edge future-focussed approaches to teaching and learning through project-based learning across curricula.
- Supporting teachers to implement Sustainability Education linked to State, Federal and International curriculum directions i.e. the Australian Curriculum Sustainability Priority and UN Sustainable Development goals.
- Creating significant gains for students by engaging them in learning – students say they want to come to school; teachers see students achieving the highest standard possible for their abilities.
- Enabling students to gain 21st Century skills i.e. teamwork, cooperation, planning, organising, creative problem-solving, communication, critical thinking, researching, active citizenship, initiative, enterprise, self-management, and capabilities in digital technologies and multimedia.

*“Why is engagement in learning essential? We need students in regional and urban areas to be passionate about their schooling. Staying on at school to the highest levels has been found to be a predictor of future economic independence and success as an adult. Australia can no longer afford to lose any of its human potential. The Archibull Prize is making a valuable contribution to approaches in teaching and learning that engage students in meaningful and authentic experiences. Its approach to integrating Sustainability Education is also vital for the future of Australia as we learn to meet the challenges of food, water and bio securities in this era of global climate disruption.”*

- L J Larri, 2018 Renshaw Hitchens  
Program Evaluator and Educational Researcher’

## PROGRAM EVALUATION AND OUTCOMES

The concepts relating to climate change, biosecurity, food security, and renewable energy are complex and require careful sequencing throughout schooling. The Australian Curriculum builds knowledge and understandings on these topics progressively from Primary to Senior Secondary levels. The Archie considers these concepts essential to student learning about farming and agriculture.

The Archie gives students a concrete mechanism for these very abstract ideas. This demonstrates sound educational practice. Students are encouraged to appreciate the ways in which farmers are actively addressing these challenges in Australia and to think about applying this to themselves.

To test the effectiveness of this approach, the entry and exit surveys asked students:

- Whether they had heard of these terms
- What they thought they meant
- And what actions they and farmers could take to become more sustainable. In particular:
  - Mitigating the effects of climate change;
  - Preventing breaches in biosecurity;
  - Ensuring improved food security for Australians; and
  - Transitioning to a low-carbon economy through adoption of renewable energy sources.

Teachers are key to facilitating learning. Critical to educational program implementation is ensuring teachers have the capability to deliver the program’s intended outcomes. The Archie provides teachers with resources to help build their capacity to communicate key sustainability concepts of climate change, biosecurity, food security, and renewable energy.

At the start of the 2017 competition, teachers gave their ideas about how they would explain some of the concepts to their students. They were also asked why they thought it was important for farmers, schools and communities to be concerned about biosecurity or food security, or to use renewable energy sources. Having these insights early on meant that the program was able to better help teachers with resources and strategies.

92% of teachers gave their ideas about how they would explain climate change to their students. Like previous years, many of the explanations were incomplete.

### TEACHERS REPORTED SIGNIFICANT SHIFTS IN STUDENTS GAINING GREATER UNDERSTANDINGS OF FARMERS CONCERNS ABOUT CLIMATE CHANGE, BIOSECURITY, FOOD SECURITY AND FOOD WASTE.

This indicates that teachers in the 2017 cohort have become better able to understand these concepts and can assess their students’ development. In this sense it can be considered a proxy measure (or indirect indicator) for increasing teacher capability.

This summary report will focus on Renshaw Hitchens evaluation of entry and exit survey responses to increase knowledge and appreciation of the following:

1. Biosecurity threats and how to mitigate them.
2. How food and fibre travel from paddock to plate/field to fibre.
3. The social, environmental and financial value of agriculture to healthy communities.
4. The diversity of careers in agriculture.
5. The challenges of farming in 21st century including climate change and the potential for agriculture to power the nation with clean energy.

## 1. STUDENTS INCREASED AWARENESS OF BIOSECURITY THREATS AND HOW TO MITIGATE THEM

The NSW Government sees a strong biosecurity system is vital for protecting our primary industries, our economy and our community.

Agriculture alone provides:

- \$12 billion NSW Primary Industries contribution to the economy.
- 39,000 agricultural businesses in NSW.
- 42,000 farms in NSW.
- 66,000 people employed in NSW Agriculture Industry.
- \$8 billion value of NSW Agricultural exports.

With a vision of government, industry and the people of NSW working together to protect the economy, environment and community from the negative impacts of animal and plant pests, diseases and weeds for the benefit of all, the government is investing heavily in education programs for farmers and the community including schools.

Concepts like biosecurity are considered by school teachers to be complex. Using farmers as role models and agricultural examples students are encouraged to appreciate the ways in which farmers are actively addressing biosecurity challenges in Australia and to think about applying this to themselves.

Biosecurity was an issue that **91% OF STUDENTS** reported discussing during their Archibull Prize projects with half of those students looking at the topic in-depth.

#### TEACHERS REPORTED SIGNIFICANT SHIFTS IN STUDENTS GAINING GREATER UNDERSTANDINGS OF FARMERS CONCERNS ABOUT BIOSECURITY AND THE COMMUNITY'S ROLE IN PREVENTING BIOSECURITY BREACHES.

Students were particularly inspired by the Cotton Industry 'Come Clean Go Clean' program and the concept of the pork industry Pig Pass.

Typical students' comments about their role in preventing biosecurity breaches included.

*"We need to keep our country free of disease and pests. This can only be done if every single person tries to follow the rules that are put in place to keep Australia bio secure. Students can help be bio secure by respecting the regulations and restrictions on other people's farms and obeying the rules of our border security. We should wear clean shoes and have clean cars, remove weeds and don't drop them in areas where that weed isn't already growing. Look after our own pets and keep parasites from spreading from them."*

View winning Biosecurity Animation from Little Bay Community of Schools [HERE](#).

## 2. STUDENT AWARENESS AND APPRECIATION OF THE PADDOCK TO PLATE/FIELD TO FIBRE PROCESS

Teachers felt it was important for students to connect with farmers to understand food supply and sustainability through an authentic real-life experience.

Sample of teacher comments reflect the diversity of contexts:

- We live in an agricultural town but so many of our students are disconnected from agricultural issues.
- Connection with farmers is a reality check for students. It allows them to understand where food/fibres originate.
- Our urban environment students may have little understanding of and contact with farmers and little understanding of the commercial, sustainability and citizenship issues relating to Australian agriculture
- It is important for students to understand that the food they eat doesn't just appear but is provided by hardworking, under-appreciated people.
- As a school with a large percentage of students from other cultures and countries it is important to educate them about the role our farmers play in the economy of the country.
- For students to know the impact of the buying power and the concept of carbon footprints. Also, the amount of work it takes to produce the food and how that directly impacts our farmers and their families.
- I believe that it is important to connect students with farmers so that they greater awareness of food and fibre and how these are grown and farmed. By connecting with farmers, the students have a closer relationship between urban and rural communities.

**81% OF STUDENTS REPORTED HAVING ENJOYED LEARNING ABOUT FARMING AND THEIR KNOWLEDGE INCREASED SIGNIFICANTLY FROM ONLY 16% TO 51% NOW KNOWING "LOTS MORE".**

### 3. INCREASE IN STUDENTS' AWARENESS AND APPRECIATION OF HOW THE AGRICULTURE SECTOR CONTRIBUTES TO THE SOCIAL, ENVIRONMENTAL AND FINANCIAL VALUE OF HEALTHY COMMUNITIES.

In 2017 the Archie embraced a new topic of 'Healthy Communities' which included food security, renewable energy, sustainable production and consumption, waste minimisation and healthy lifestyles.

**THE 81% OF STUDENTS WHO DISCUSSED THIS TOPIC DEMONSTRATED A CLEAR UNDERSTANDING OF THE CONNECTION BETWEEN AGRICULTURE AND HEALTH.**

They provided numerous examples of ways farmers and students can help with healthy communities, healthy eating, healthy lifestyles, and a healthy planet.

### 4. INCREASE IN STUDENTS' AWARENESS AND APPRECIATION OF THE CHALLENGES OF FARMING IN 21ST CENTURY INCLUDING CLIMATE CHANGE AND THE POTENTIAL FOR AGRICULTURE TO POWER THE NATION WITH RENEWABLE ENERGY

## CLIMATE CHANGE

Mitigating climate change has been declared as the most daunting challenge of this century.

**THE 92% OF STUDENTS WHO REPORTED THEY HAD DISCUSSED CLIMATE CHANGE DURING THEIR ARCHIBULL PRIZE PROJECTS WERE EASILY ABLE TO PROVIDE EXAMPLES OF WAYS FARMERS MANAGE THE CHALLENGES OF CLIMATE CHANGE WITH THE THEMES RELATED TO ENVIRONMENTAL CITIZENSHIP.<sup>2</sup>**

- Actively raising awareness and trying to educate; or
- Change behaviours and take action.

Comments by students included:

*"Climate change is turning the lives of farmers upside-down and is fundamentally changing the way agriculture is practiced. Drastically different weather patterns, shorter growing seasons, extreme weather, and many other changes pose daunting problems for farmers around the world. Farmers are being more efficient with environmental resources such as conserving water and reducing waste. They are looking at new technology, using minimum tillage and drought resistance crop species. Some farmers are using pig poo and cow manure to power their farms."*

## RENEWABLE ENERGY

Students' knowledge of clean energy options for farmers focussed on solar and wind with additional mentions of hydro, geothermal and biofuels. Some students mentioned on-farm examples of using animal waste as fuels having learnt about advances in piggeries.

**STUDENT COMMENTS DEMONSTRATE HOW TRANSITIONING TO CLEAN ENERGY IS A CONCEPT THAT STUDENTS ARE PASSIONATE ABOUT. THEY WERE KEENLY AWARE OF ACTIONS ADULTS AROUND THEM COULD TAKE IN TRANSITIONING TOWARDS RENEWABLE ENERGIES.**

They particularly focussed on solar panels. Energy conservation and improving efficiency were also included in both actions for students and knowledge of farm practices.

Student comments about agriculture and clean energy included:

*"As a class we learnt a lot about the clean energy options for farmers. Fossil fuels will eventually run out. Farmers have many different clean energy options. Solar energy is an effective way of providing clean energy on the farm. Other ways include wind and water turbines, which can create energy from movement, also known as kinetic energy."*

Students suggestions about their role in mitigating the impact of climate change included:

*"Students can help this transition by thinking up and designing new ways to run these clean energy options. We are the next generation; the people of the future. It is up to us to take action and help find a way to solve the problem. It is up to us to make this transition."*

*"We can transition into using clean energy in our everyday lives. In our homes we can learn to conserve energy, by turning off lights etc, suggest our families use solar panels, as energy from the sun is unlimited."*

*"Students can encourage their school to change to renewable energy by spreading knowledge with posters and infographics."*

<sup>2</sup> Environmental citizenship incorporates "active citizenship" and expands it to include individual and group responsibility to work toward environmental sustainability (Larri, L J., (2015) "Deeds and Words": How Environmental Education in Australia is Active Citizenship. Journal of Social & Citizenship Education Association of Australia, 33 (2), 4-17).

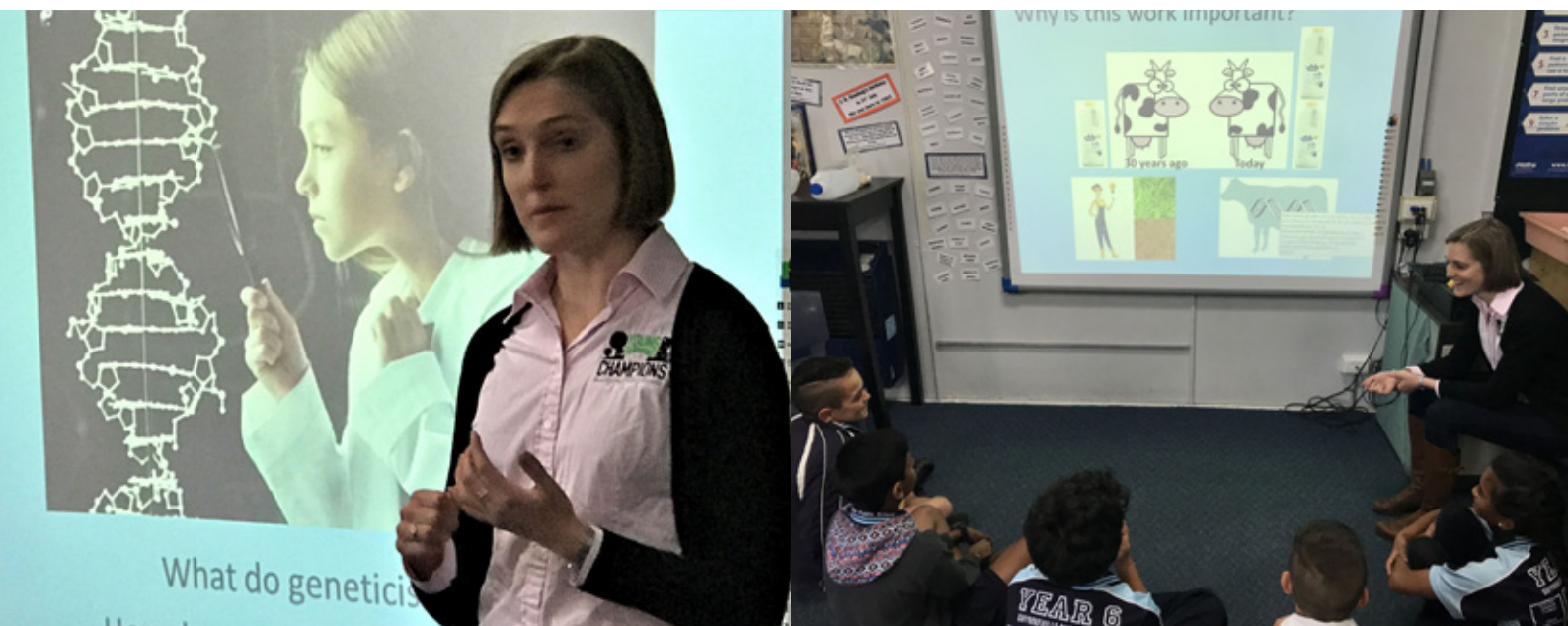


In following Word clouds the larger the word in the visual the more common the word was used by the students.



Students and teachers relate to exciting young professionals working in the agriculture sector.

- 3 Potter Rural Community Research Report [https://www.parliament.vic.gov.au/images/stories/committees/rrc/IFSC/Submissions/033 - 20110805\\_Potter\\_Rural\\_Community\\_Research\\_Network\\_RMIT.pdf](https://www.parliament.vic.gov.au/images/stories/committees/rrc/IFSC/Submissions/033_-_20110805_Potter_Rural_Community_Research_Network_RMIT.pdf)
- 4 Agriculture beyond the Farmgate <https://www.csu.edu.au/research/grahamcentre/news/feature-stories/feature-story/2017/agriculture-beyond-the-farm-gate>





## CONCLUSION – THE POWER OF THE COW

Now in its seventh year The Archibull Prize continues to be a strong educational and agricultural tool, building lasting relationships between farmers and the community through three key areas:

1. Quality Learning and Teaching - This program continues to meet the needs of the curriculum, enhance student engagement in learning, and extend teacher capability. Having a cow (or calf) as a focus of artistic and creative expression is a significant attraction in terms of student engagement – it's the Power of the Cow.
2. Understanding of Agriculture - Findings from The Archibull Prize 2017 indicate this program is changing attitudes about agriculture very positively for both students and their teachers. There has been an increased respect for farmers, and an appreciation of the high level of competence it takes to deliver food and fibre to the community.
3. Careers in Agriculture - Students are now more informed about the diverse range of careers and occupations possible through agriculture as a result of The Archibull Prize. Young Farming Champions (YFC) played an important role in educating students and their teachers about contemporary farming practices and career pathways in agriculture.

Staying on at school to the highest levels has been found to be a predictor of future economic independence and success as an adult. Australia can no longer afford to lose any of its human potential. We need students in regional and urban areas to be passionate about their schooling. The Archibull Prize is making a valuable contribution to approaches in teaching and learning that engage students in meaningful and authentic experiences. Its approach to integrating Sustainability Education is also vital for the future of Australia as we learn to meet the challenges of food, water and bio securities in this era of global climate disruption.

The Archibull Prize has proven to participants and sponsors, through extensive evaluation, its ability to successfully deliver its intended outcomes. This confirms that the conceptual model is sufficiently robust and replicable across multiple sites and States or Territories. If adequately resourced this program is ripe for replication and large-scale dissemination.

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# 2017 ANNUAL REPORT




**"IT'S A SIMPLE IDEA: WE ALL DO BETTER WHEN WE WORK TOGETHER AND INVEST IN OUR FUTURE."**

**ELIZABETH WARREN**



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**“THE YOUNG FARMING CHAMPIONS PROGRAM ATTRACTS ENTHUSIASTIC YOUNG PEOPLE WITH A PASSION FOR AGRICULTURE. PUBLIC SPEAKING AND MEDIA TRAINING ARE STANDOUT SKILLS THAT THEY HAVE USED TO ADVANCE VISIBILITY AND ENGAGEMENT IN AGRICULTURAL ISSUES. PARTICIPANTS LISTED MULTIPLE ORGANISATIONS THEY HAVE JOINED, OFTEN IN LEADERSHIP POSITIONS, SPEAKING ENGAGEMENTS, AND PROFESSIONAL OPPORTUNITIES THAT HAVE COME ABOUT BECAUSE OF THE PROGRAM. THIS IS STRONG EVIDENCE THAT THE PROGRAM IS HAVING A POSITIVE EFFECT ON THE INDIVIDUALS IN THEIR CAREERS AS WELL AS IN AGRICULTURE MORE BROADLY.”**

ELIZABETH WARREN

## INTRODUCTION

Through [Art4Agriculture's](#) acclaimed [Young Farming Champions](#) program Australia's agricultural youth have gathered to share their journeys, to influence their future and to engage with the community and the next generation.

Schools and communities across Australia are meeting with the diversity of young people from sixth generation farmers to city-kids who have chosen agriculture as the place they want to be. There are Young Farming Champions who have grown up on remote arid stations, on vast cropping plains, on coastal hobby farms and in suburban streets, but no matter their background all have been drawn to the opportunities and innovation provided by Australian agriculture.

Today these Young Farming Champions are employed across the spectrum of agricultural careers. They have become agronomists, researchers, business owners, veterinarians, and budding politicians. You will find them growing cotton on outback lake-beds, developing new varieties of wheat or new methods of animal pain relief, selling Australian beef to the world, breeding coloured sheep, advising government on agricultural policy and assisting the planet's poorest to improve farming practices.

The Young Farming Champions are determined to influence their future. They have attended international climate change conferences and organised youth movements within Landcare. They have travelled to China and Hong Kong to follow the wool and moved motions within industry bodies to change regulatory direction. And for their efforts they have been rewarded. You will meet an Australian Young Farmer of the Year, Rising Beef Champions and Young Australian of the Year Finalists. You will see multiple show ribbons for excellence and meet RAS Rural Achievers.

For all they have achieved, and are achieving, perhaps their greatest legacy will be changing perceptions of agriculture by engaging with the community and the next generation and telling the positive stories. You will find them in schools with The Archibull Prize or on Facebook sharing the progress of a cotton crop. At the Sydney Royal Easter Show they will be talking about grains and biofuels, and at gala dinners they will be promoting the benefits of good grazing management.

These Young Farming Champions really are remarkable young Australians. We invite you to step inside, share their stories and celebrate all that is good in agriculture.

## WHO WE ARE AND WHAT WE DO

Art4Agriculture is a network of young people who share a passion to tell others about the pivotal role Australian farmers play in feeding the world.

Art4Agriculture has a vision for agriculture that is full of promise. We want an innovative, exciting, dynamic and profitable agrifood sector, a sector that our next generation's best and brightest see as a career of first choice.

The Archibull Prize and the Young Farming Champions are our signature programs. The Archibull Prize is a project-based learning program for schools. It is designed to give young people in schools the opportunity to connect face to face with farmers and young people working in agriculture. This program fosters vibrant conversations and allows the farmer and young people to work together to develop ways to co-create a bright future for Australia.

The Young Farming Champions program seeks out and trains our best and brightest and dynamic young agricultural professionals.

We develop their skills to enable them to share their ideas, dreams and motivations with their host schools.

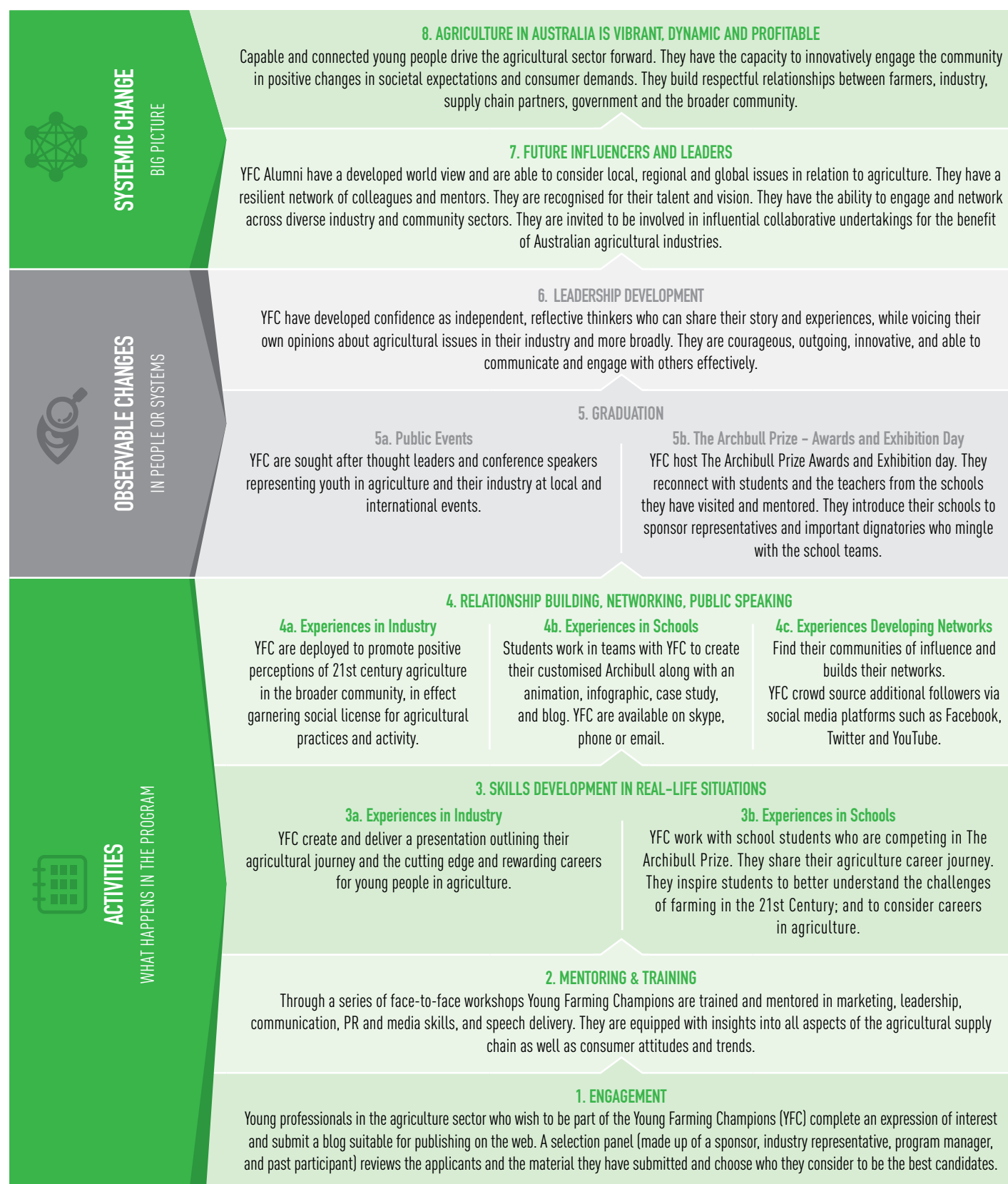
They promote positive images and perceptions of farming and, because they are young, can relate to students and are adept at breaking down stereotypes of farming and agricultural careers.

Taking part in the Young Farming Champions program involves undertaking a series of workshops under the mentorship of some of Australia's finest communication, marketing and professional development experts. The program's focus is developing confident, independent, reflective thinkers who can share their story and their personal experiences, while voicing their own opinions about agricultural issues in their industry and more broadly.

The outcomes and impacts of Art4Agriculture programs are measured through extensive quantitative and qualitative analysis. In the last five years, the programs and their key messages have reached over 160,000 students in schools, almost two million people through exhibitions and close to 2.6 million people through print, TV and radio coverage yearly.

See The Archibull Prize Annual Report [HERE](#).

# THE YOUNG FARMING CHAMPIONS HIERARCHY OF INTENDED OUTCOMES



## MEET OUR 2017 YOUNG FARMING CHAMPIONS

OUR 2017 YOUNG FARMING CHAMPIONS WERE SUPPORTED BY:



Back Row L to R Sam Wan, Emma Longworth, Meg Rice, Joe Banks, Hamish McGrath, Nellie Evans, Jessica Lehmann, Caitlin Heppner,  
Front Row L to R Deanna Johnston, Annicka Brosnan, Katherine Bain, Lucy Collingridge





### SAM WAN

As a first generation Australian-born Chinese from Western Sydney Sam Wan's stereotypical career may have been accountant, doctor or lawyer. Wool broker probably didn't make the list. Sam is the first to admit she didn't know much about agriculture growing up but the combination of a great high school teacher, keen classmates and a mob of black Corriedales opened up an entirely new world.

With an agricultural degree from The University of Sydney, cross-institutional wool units from The University of New England and a hands-on certificate from TAFE, Sam set about crafting her future and her career as a technical officer and auctioneer for Elders Wool, based at the National Wool Selling Centre in Melbourne.

"My teachers and mentors enriched my life," Sam says. "From them I drew direction into an incredibly rewarding, constantly evolving industry. By sharing my passion for an industry that adopted such a black sheep, it might open the eyes of someone who didn't think agriculture was the place for them."

[READ SAM'S BLOG POST HERE](#)



### EMMA LONGWORTH

With a plethora of schools to choose from for her secondary education in north-west Sydney, Emma Longworth was attracted to one with the novelty of a school farm. Through school programs such as The Archibull Prize and involvement with the Sydney Royal Easter Show Emma has seen this novelty bloom into a genuine passion and has even moved to the country in Armidale to study agriculture at university.

"As a young person from the city I am looking forward to inspiring other city kids to follow my career journey into agriculture," Emma says. "I want to share with them you don't need to buy a farm to farm and you don't even need to be a farmer. Everyone in the agricultural sector has an important role to play."

So where does Emma see herself at the end of her degree? "Anywhere," she says. "With five jobs for every agricultural graduate the opportunities are endless."

[READ EMMA'S BLOG POST HERE](#)



### MEG RICE

Agriculture may sometimes be perceived as hooning around on motorbikes and horses, tending animals and growing crops but Meg Rice is attracted to the policy and legal issues that make the industry tick.

Growing up on a livestock and cropping property in the central west of NSW Meg was encouraged to pursue an agricultural career by her father. "Dad has always encouraged my sisters and I to be involved in agriculture and to consider why certain things happen the way they do," Meg says. "We were often quizzed on car trips about the varying agricultural practises and have all developed quite a knack for spotting weeds when driving around the property!"

Now at UNE studying a Bachelor of Agriculture and Law Meg has aspirations of using legal, consultancy and policy knowledge for the betterment of agriculture as a whole.

[READ MEG'S BLOG POST HERE](#)



## JOE BANKS

Joe Banks from Dirranbandi in Queensland remembers his early years dominated by drought as he and his family moved their sheep along stock routes in a bid for survival. In fact the vagaries of weather and a changing climate were to be catalysts for his career in agriculture.

"As with a lot of eastern Australia we were hit with some pretty severe droughts in the early 2000s. We stopped dryland cropping and planted saltbush into the old cropping land to act as a fodder buffer for dry times so that we could continue to carry most of our sheep," Joe says. "It is innovative practices such as this, and cell grazing, that drove me to seek out further knowledge, education and experiences in agriculture."

Joe has since expanded his agricultural knowledge, education and experience: working on remote northern Australian cattle stations and live cattle export ships, and studying a Bachelor of Agribusiness at Marcus Oldham College; all experiences that have contributed to his current role as Commercial Analyst for NAPCO.

[READ JOE'S BLOG POST HERE](#)



## HAMISH MCGRATH

Hamish McGrath's early education was sporadic as he gave his mother the slip from distance education classes to follow his father around their 36,000 acre Merino operation at The Marra in Western NSW. Then as time passed it was the attractions of city life and rugby that held his attention. But now in his fourth year of an agricultural science degree at Sydney University Hamish realises wool, and the farm, are integral to his future.

"I have begun to see how few young people are interested in returning to the wool industry, chasing the dollars of cotton and mining, or leaving agriculture all together for life in the city. It really worries me that some of the most comprehensive knowledge and best farming practices in the world will be lost with Australia's aging farmers. What will be left then?" Hamish asks.

Hamish understands the long days and hard work associated with sheep and has experienced the pull of an urban lifestyle but it is a career in agriculture where his heart lies.

[READ HAMISH'S BLOG POST HERE](#)



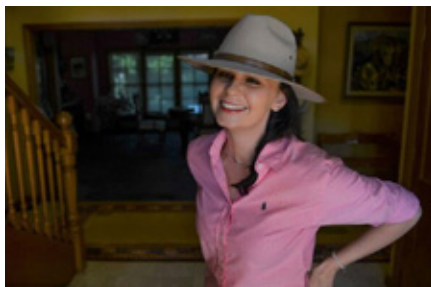
## NELLIE EVANS

As a fourth year agricultural science student at The University of Sydney Nellie Evans has taken a circuitous route to the world of cotton agronomy. As a youngster she wrestled steers with her brother and exhibited horses at Royal Agricultural shows before studying landscape architecture and obtaining her heavy rigid truck licence. But ready for her next challenge – "the one I should have always started out with" she says – she found cotton on the plains of Warren, Gunnedah and Bourke.

"The cotton industry is really at the forefront of research and development as they face a future of climate, social and market based challenges," Nellie says. "I've also been fortunate to see the policy side of agriculture with NSW Farmers, livestock auctioning with Elders and U.S cropping and agronomy with GrainGrowers Australia."

"Each experience I am privileged to be a part of directs my future towards research agronomy."

[READ NELLIE'S BLOG POST HERE](#)



### JESS LEHMANN

Born into a family of cotton luminaries in grandfather Vic Melbourne and father Chris Lehmann, Jess Lehmann has a genetic attraction to rural Australia. She grew up on the family farm at Narrabri and with her father's words of support ringing in her ears Jess set on a path of innovation and agricultural research.

Working with the NSW DPI, The University of New England and the Australian Research Council and learning from mentors along the way, Jess believes we can deliver environmentally sustainable and ethical agriculture.

"When I reflect on the work I am doing and the work I've done, I am always amazed by the various people and bodies who contribute to our agricultural sector," Jess says. "Whether it's farmers, contractors, researchers, scientists, policy developers, or agronomists; everyone is a part of the overall equation and everyone will benefit from future agricultural research."

[READ JESS' BLOG POST HERE](#)



### CAITLIN HEPPNER

"I Belong Here" - the title of her 2014 poem reflects Caitlin Heppner's love and sense of place in the Australian wool industry.

Born and bred in the Barossa surrounded by grapes may have directed Caitlin to a career in viticulture, but a chance meeting with the Australian Shearing and Wool Handling team changed her life forever. "I remember sitting on the catching pen rails, watching everyone, totally engrossed in the atmosphere," she says. "And the feel of the wool and the pungent aroma of the lanolin felt like home. In that moment I knew my life would revolve around the wool industry."

Caitlin completed her secondary education with a traineeship leading to an Australian Woolclasser's stencil, is the 2016 State Champion Merino Fleece Junior Judge, a Long Tan Award recipient, and is planning a political advocacy campaign called Farmers Not Forgotten.

[READ CAITLIN'S BLOG POST HERE](#)



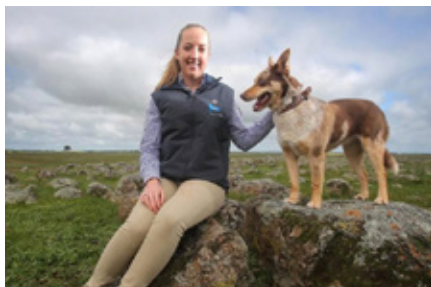
### DEANNA JOHNSTON

Deanna Johnston describes herself as a rookie farmer, which is an oxymoron considering her life spent amongst the fleece. From sleeping in the wool bins at shearing time, to running the long-blow on a Coolalee ram before she started primary school, Deanna has a solid start to a career in wool.

She has worked with breeding stud stock and shown sheep. She has a certificate in woolclassing and competes in shearing and wool handling competitions. She has participated in the National Merino Challenge and in 2014 was runner-up in the National Young Guns competition at LambEX in Adelaide.

As part of the Young Guns Competition Deanna wrote an essay on attracting young people to the industry; a topic close to her heart. "Young people are the future of a successful wool industry through the whole supply chain from the sheep's back to yours," she says, "and I am lucky I will be a part of that future."

[READ DEANNA'S BLOG POST HERE](#)



### KATHERINE BAIN

Five generations of sheep farmers before her have inspired Katherine Bain to look to a future with wool. Growing up on the family farm at Stockyard Hill, Victoria, Katherine took charge of her future at an early age – establishing the St Enoch Coopworth Stud at the age of 14.

But it wasn't until 2012, when she did a Rotary Exchange year to Japan, that she really began to understand the global interest in Australian wool. "My time in Japan was fascinating," she says. "I found a society with a strong sense of tradition and appreciation for quality. Wool clothing is a staple in their wardrobes and I came to understand the importance of ensuring Australian products meet consumer expectation."

Grounding herself with industry experience with exposure to wool brokerage, scouring and testing, and as a wool classer, Katherine is now in her second year at Marcus Oldham College working towards a career in commodity trading.

[READ KATHERINE'S BLOG POST HERE](#)



### ANNICKA BROSAN

Although Annicka Brosnan grew up on a hydroponic lettuce farm it was never suggested to her that she consider agriculture as a career, which explains why she found herself somewhat lost at university studying biomedical science, Spanish and geography.

"Nothing was fitting," Annicka says, until she did a geography module on agriculture. "Like any 18 year-old with an epiphany I rang Mum and rambled non-stop for about 15 minutes and declared with absolute certainty I wanted to study agriculture."

Annicka has now changed degrees and is studying agriculture externally from the family farm. She is learning the ins and outs of running a business, engaging with the public at farmers markets and consulting with industry to manage quality issues.

"Working in agriculture no longer means returning to the family place for life," she says. "I feel like I am at the beginning of an exciting career that could take me anywhere."

[READ ANNICKA'S BLOG POST HERE](#)



### LUCY COLLINGRIDGE

A self-confessed townie Lucy Collingridge did not think her career would lie with wool until she was introduced to shearing, at age 15, and fell in love with wool. Returning to the farm each school holidays she immersed herself in all aspects of the industry "because there is no better feeling than being on the land, out in nature, and enjoying your surrounds," Lucy says. "Whether it be drenching mobs or harvesting paddocks, it is a very rewarding feeling to look back on your productive day on the farm."

Lucy turned to studying agriculture, initially at high school and then at university, and became involved in agricultural shows where, through sheep and junior fleece judging, she learnt more about the fibre. "I have met many people from all walks of life, who have all welcomed me with open arms. I cannot recommend being involved with the sheep and wool industry highly enough."

[READ LUCY'S BLOG POST HERE](#)



## MEET THE YOUTH VOICES LEADERSHIP TEAM

The YVLT sees the Young Farming Champions program take the next step from leadership development to leadership practice roles.

We are very excited about this initiative and look forward to seeing the team thrive and build strong relationships.

The YVLT will mentor and support the Young Farming Champions program and provide an agricultural youth leadership voice to the community, media and industry.

The Youth Voices Leadership Team are recognised thought leaders in their fields of expertise. They deeply understand the needs of young people in the agriculture sector and the broader marketplace in which they operate. They are generous with their time and the determination to pay it forward, they have the vision and the commitment to enhance their ability to cultivate conversations, speak widely and build a physical and online presence around key ideas.

The YVLT will share their perspective and experience about:

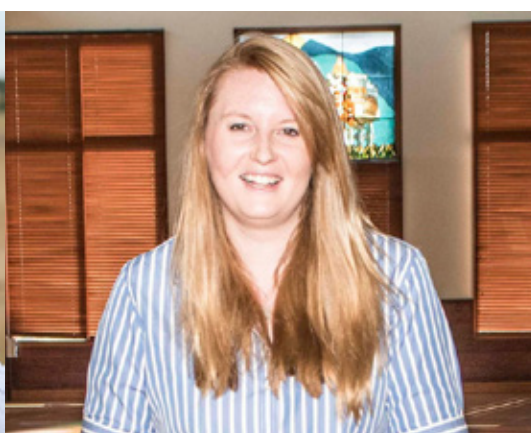
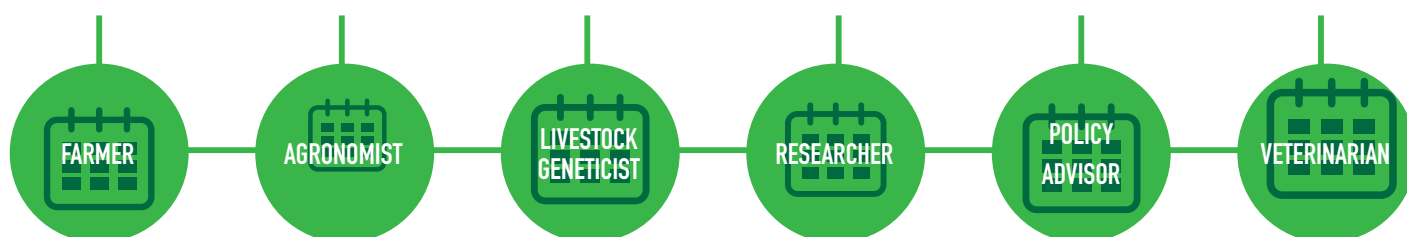
- What is front of mind and important to young people in their personal, work and study environment.
- The contemporary challenges and opportunities for young people.

The YVLT will help ensure the Young Farming Champions program design is:

- Flexible in that it fits in with young peoples' real-life challenges be they in personal, study or work settings.
- Contemporary in meeting personal leadership challenges.

Meet the team [HERE](#).

## THE YOUTH VOICES LEADERSHIP TEAM ARE DIVERSE AGRIBUSINESS PROFESSIONALS



## MEET THE YOUNG FARMING CHAMPIONS EVENTS TEAM

Our Young Farming Champions have trained with some of Australia's finest communication, marketing and professional development experts, and are equipped with the skills to design and deliver paddock to plate agriculture education activities.

Our Event Activation Team work with primary and secondary schools as part of [The Archibull Prize](#), and with organisations such as the [RAS of NSW](#) and Local Land Services.

We cover a range of agricultural industries, so let's meet the team:

**REPRESENTING WOOL ARE PETA BRADLEY, DIONE HOWARD, LUCY COLLINGRIDGE AND DEANNA JOHNSTON.**

[Peta](#) grew up amongst sheep on her family's New Armatree Border Leicester Stud in northern NSW, where she gained a life-long appreciation for wool. She completed a Bachelor of Rural Science at the University of New England in 2017 and is now a development officer with MERINOSELECT. Peta has been involved with event activation at the Sydney Royal Easter Show.

[Dione](#) also grew up surrounded by sheep on her family's Illawarra Merino Stud in the Riverina and is currently in her final year of study at Charles Sturt University, from where she will graduate as a veterinarian. Her expertise covers areas such as animal production, welfare communication and animal biosecurity. Dione has been involved with event activation at the Sydney Royal Easter Show and presented to the Australian Agriculture Roundtable Conference in 2017.

[Lucy](#) is a self-confessed townie but grew to love the wool industry after she was introduced to shearing at age 15. She furthered her interest in the industry through involvement with agricultural shows and completed a Bachelor of Agriculture, before joining NSW Local Land Services where she now works as a biosecurity officer. Lucy has presented to Local Land Services stakeholder groups.

As a child, [Deanna](#) slept in wool bins during shearing and could run the long blow on a Coolalee ram before she started primary school. She has a certificate in woolclassing and competes in national shearing and wool handling competitions. Deanna works with the public on a daily basis as she runs shearing demonstrations for tourists with Outback Pioneers in Longreach.





#### REPRESENTING HORTICULTURE IS TAYLA FIELD

[Tayla](#) grew up in Sydney and, from an environmental background, developed an interest in agriculture at university. After completing a Bachelor of Agricultural Science, and recognising environment and agriculture work hand in hand for a common goal, Tayla now works as a graduate agronomist with One Harvest. Tayla has presented for the Growing Leaders 2017 Get Vegged project.

#### REPRESENTING GRAINS IS MARLEE LANGFIELD

Inspired by her father and, with a strong succession plan in place, Marlee is on track to take over management of her family's cereal cropping farm near Cowra. In preparing herself for the role she has completed a Certificate III in Agriculture and Diploma in Management and in 2015 was the Western NSW Trainee of the Year. Marlee has worked with the Cowra Show Society and has presented to students as part of The Archibull Prize.

#### REPRESENTING SOIL IS EMMA LONGWORTH

City girl [Emma](#) was exposed to agriculture through her school's involvement with The Archibull Prize and the Sydney Royal Easter Show. She is now studying a Bachelor of Rural Science in Armidale. Emma presented her story to dignitaries and attendees at the 2017 Archibull Prize Awards Ceremony.

#### REPRESENTING THE COTTON INDUSTRY ARE EMMA AYLIFFE AND SHARNA HOLMAN

[Emma](#) grew up tailing wild merinos on station country between Port Augusta and Coober Pedy but transferred her agricultural dreams to agronomy when she studied a Bachelor of Agricultural Science. She has worked with cotton on the lakebeds of Menindee and as a cotton consultant with Elders, and now runs her own agronomy business. Emma has presented at various industry functions including Local Land Services, and to students as part of The Archibull Prize.

[Sharna](#) is another past student of The Archibull Prize who credits the program for influencing her decision to study agriculture. Graduating with a Bachelor of Science Sharna now works as a development extension officer with the Queensland Government. Sharna has appeared in a [series of videos](#) promoting farm hygiene in the cotton industry.

#### REPRESENTING THE EGG INDUSTRY IS JASMINE WITTEN

[Jasmine](#) grew up on a mixed farm near Tamworth, asking questions of anyone who would stand still. She has since continued to expand her broad knowledge of agriculture through shows, meat judging competitions and work as a jillaroo in northern Australia. Today Jasmine, studying a Bachelor of Rural Science at UNE, has found her niche in the egg industry. At the Sydney Royal Easter Show she will run workshops with junior "egg farmers", teaching them about egg quality and safety and encouraging them to ask questions of their own.

Watch the 2017 video of Sydney Royal Easter Show Primary School Preview Day featuring Wool Young Farming Champions Peta Bradley and Dione Howard [HERE](#).

In 2018 we are expanding our partnership with the RAS of NSW to include a Careers Workshop for Secondary School Students at the Sydney Royal Easter Show featuring eight of our Young Farming Champions.





# YOUNG FARMING CHAMPIONS WHO GOT A CALL FROM THE COUNTRY

The Young Farming Champions Program is not just for rural youth with a background in agriculture but consistently attracts those from urban areas.



**TAYLA FIELD**

Tayla Field grew up in Sydney and did not come into contact with agriculture until she was at university studying environmental science. She quickly changed her degree to a Bachelor of Agricultural Science and in 2017 commenced work as a graduate agronomist for salad grower OneHarvest.



**SAM WAN**

Sam Wan is an Australian-born Chinese from the western suburbs of Sydney whose first memories of lamb are of her Dad putting it into a herbal soup. She was introduced to agriculture at high school where a great teacher, keen classmates and a mixed bunch of black Corriedale sheep opened up a world of ag shows, sheep classes and junior judging. Sam went on to study a degree in agriculture and for the last five years has been working as a wool broker for Elders in Melbourne.



**SHARNA HOLMAN**

Sharna Holman, another Sydney girl, found agriculture through Muirfield High School, when the school participated in one of the earliest runnings of The Archibull Prize and competed in the district exhibits at the Royal Easter Show. Sharna took this passion to university, was awarded a Cotton Australia scholarship in 2014 and now works with the cotton industry at Emerald in central Queensland.



**EMMA LONGWORTH**

Emma Longworth is following in Sharna's footsteps, having attended the same highschool, being involved with The Archibull and the Sydney Royal Easter Show. In 2016 she stepped out of her comfort zone and went to Armidale to study agriculture at the University of New England, where she is thriving as she joins committees such as Farming Futures – a convention showcasing careers in agriculture.



**LUCY COLLINGRIDGE**

Lucy Collingridge is a self-confessed townie who was introduced to agriculture when she was given a job in a shearing shed when on school holidays. Visiting on further holidays she learnt about sowing, harvesting, lamb marking and mustering and realised she had found her career direction. After studying a Bachelor of Agriculture Lucy now works with NSW Local Land Services as a Biosecurity Officer.

## YOUNG FARMING CHAMPIONS IN SCHOOLS

Fourteen Young Farming Champions alumni visited schools in NSW, Queensland and ACT as part of The Archibull Prize 2017.

The Archibull Prize evaluation shows Young Farming Champions (YFC) played an important role in educating students and their teachers about contemporary farming practices and career pathways in agriculture. Each school had the opportunity to team up with a YFC representing the industry sector they were studying.

**86% OF TEACHERS PARTICIPATING IN THE ARCHIBULL PRIZE CONSIDERED THE YFC VISIT WAS VERY WORTHWHILE.**

Here are some comments from teachers about the value of the YFC visit:

*"The Young Farmer visit put things in perspective. Students benefited from the young farmer visit and the first hand information."*

*"I was surprised by how engaged students were with our Young Farming Champion visit. They wanted to go back and research points that he had mentioned after the visit."*

*"Engaging with the Young Farming Champion has inspired and increased relevance of agriculture as a career opportunity. Students were shocked by how many career options there are."*

*"After the YFC visited, students were talking more about how the pork industry is more than just raising pigs or pork products."*

88% of students who responded to the exit survey said they met a Young Farming Champion. As in previous years, students said this was a highly memorable and significant experience.

They were impressed by the:

- information presented (i.e. objects, facts, knowledge, technology, sustainability);
- specific industry details (i.e. cotton, wool, pigs, sheep, crops);

In educational terms, this equates to strong evidence of emotional and cognitive engagement.



*Student words describing what excited or interested them about meeting a Young Farming Champion, 2017.*

The sample of student comments shows how each year they continue to be impressed by the professionalism, knowledge, and passion of the YFCs.

## CATTLE

*"How passionate they were about being a farmer. They were so cheerful and willing to answer any questions I had."*

**COTTON**

*"The Young Farming Champion was really enthusiastic and loved to talk about the Cotton Industry. Her enthusiasm for it was infectious. I was extremely interested about the amount of research that is put into this industry, as well as the variety of jobs that all stem from cotton."*

*"The fact that they accomplished their dream of working in the farming industry, and also that they had the opportunity to travel with their work and meet new people."*

*"There are a wide range of roles and careers to support the cotton industry, whether it is scientifically, mathematically, agriculturally, or mechanically, anyone can be use of help for cotton farming."*

## GRAINS

*"Daniel Fox, our young farming champion expressed his views on the future of agriculture and his families farming practices, enhancing the sustainability of their property. I was excited to hear about some of their new technologies such as companion cropping and zero till sowing."*

*"The Young Farming Champion, 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. I liked his ideas about the use of companion cropping. His ideas made me excited about how we can make farming more sustainable in the future. "*

"Marlee Langfield taught us about biosecurity in the grain industry. We also met Ms Stephanie Fowler. She inspired me the most. I am quite interested in science, so her presentation was quite memorable for me."

#### WOOL

I was really interested to learn more about the wool industry as I was not very knowledgeable on this topic. The farmer was intriguing and educated me on how important the wool industry is in Australia. It was also great to learn from a farmer that was a girl.

#### DAIRY

Our Young Farming Champion was a Geneticist and she worked with animals to change the way they are bred to increase the amount of milk they give us.

### YOUNG FARMING CHAMPIONS INSPIRING STUDENTS TO IDENTIFY AND CONSIDER EXCITING CAREERS IN AGRICULTURE

Whilst agriculture offers exciting, diverse and challenging career roles, little of this comes across in the current vocabulary used to describe jobs in the agricultural sector and in the way the industry is depicted in the media and popular culture. The language typically used in the farming sector to describe the roles of people employed in the industry is out-dated and reflects a mindset which is unattractive to young people.

The Archibull Prize program entry surveys reflect this outdated image of careers in agriculture with students struggling to identify careers in the sector beyond farming related activities. Most of the students' words were about activities that farmers did i.e. feeding, harvesting, gardening, shearing, milking, watering.



With 80% of careers supporting farmers both beyond and behind the farmgate, year on year The Archibull Prize evaluation shows us the key to success is exposing teachers and students to exciting young professionals working in diverse roles in the agriculture sector. A key hook for both teachers and students is the innovation, science and technology that drives 21st century farming. It is also pivotal agriculture provides them with the tools to workshop the diversity of careers.







# YOUNG FARMING CHAMPIONS SCHOLARSHIP AND AWARDS

During 2017 our Young Farming Champions were recognised by government, industry and community through awards and scholarships.



**JO NEWTON**

Jo Newton won the Dairy Symposium Emerging Scientist Award for her work as a research geneticist with the Gardiner Dairy Foundation initiated project, ImProving Herds. "The project is demonstrating the impact investing in genetics and herd improvement has on the bottom line for dairy farmers," Jo said. "For example, the project has recently been able to show cows sired by high genetic merit bulls make greater contributions to farm profit over their lifetime than other cows do."

The Emerging Scientist Award is voted on by all symposium attendees, the majority of whom are farmers and Jo feels her training with the YFC helped her to convey complex scientific research in a manner that was engaging and easily understood. "My presentation included props like blow-up cows, rubber gloves and even an alarm clock and since the symposium I have been asked to deliver the same talk to different groups."

Jo was also awarded an Endeavour Research Fellowship, which will allow her to undertake study, research and professional development with The Agriculture and Food Development Authority in Ireland during 2018. See the full story [HERE](#).



**MEG RICE**

Meg Rice was selected as a [RAS Rural Achiever](#), in a leadership program run by the Royal Agricultural Society of NSW. The program acknowledges the achievements and aspirations of young people and provides an opportunity for them to further skills and form connections that will assist them to ensure the prosperity of rural communities and the agriculture industry.

As part of her role as a Rural Achiever Meg will meet rural leaders and attend functions during the 2018 Sydney Royal Easter Show. "I wanted to become a Rural Achiever as it presents many opportunities to develop skills and meet new people," she said. "I also believe it will allow me to network and learn from agricultural industry leaders and delegates and will be a fabulous opportunity to learn more about rural and regional Australia."

"The Rural Achiever program emulates the aims of the Young Farming Champion program through the empowerment of young people to promote all that rural communities and the agricultural industry have to offer. The training that YFC provided me with allowed me to confidently articulate my thoughts throughout the application and interview process for Rural Achiever."



**PETA BRADLEY**

Peta Bradley attended the 2017 Australian Wool and Sheep Show in Bendigo and was awarded the national title of Young Stud Master, the first time the award has been conferred on a woman. This award is a celebration of the best and brightest young people working in all aspects of the sheep industry.

Peta received the award for her dedication to the sheep industry, which includes pursuing a career with MERINOSELECT while still significantly contributing to her family's Border Leicester stud at Armatree in New South Wales.



### EMMA TURNER

Emma Turner was another multiple award winning Young Farming Champion. In 2017 she and fellow YFC Hamish McGrath were two of four finalists in the inaugural NSW Landmark Merino Scholarship, with Emma announced as the winner in August. She was identified by the judges as epitomising "our best, most passionate and committed young Merino people."

Emma, a 2014 YFC who remains active in the program as an alumni visiting schools as part of The Archibull Prize, received \$2000 towards tertiary education tuition as part of the scholarship, which will go towards the purchase of text books and study material.

Emma was also awarded an Australian Wool Education Trust Undergraduate Scholarship, valued at \$6000, to support her university studies in 2018, an accomplishment achieved by YFC Max Edwards in 2017.



### FELICITY TAYLOR

Felicity Taylor completed a Bachelor of Agricultural Economics at the University of Sydney in 2017 with the assistance from a tertiary scholarship from NSW Farmers. Worth \$4000 the NSW Farmers Scholarships support students they believe are committed to the future of agriculture and rural communities.

The scholarship "helped me take up extension opportunities, notably a work placement with the US Department of Agriculture in Texas during August 2017," Felicity said. "I will commence a Graduate Program with Rabobank in March 2018 and look forward to staying in close contact with the NSW Farmers Association as my career progresses."



# YOUNG FARMING CHAMPIONS IN THE MEDIA

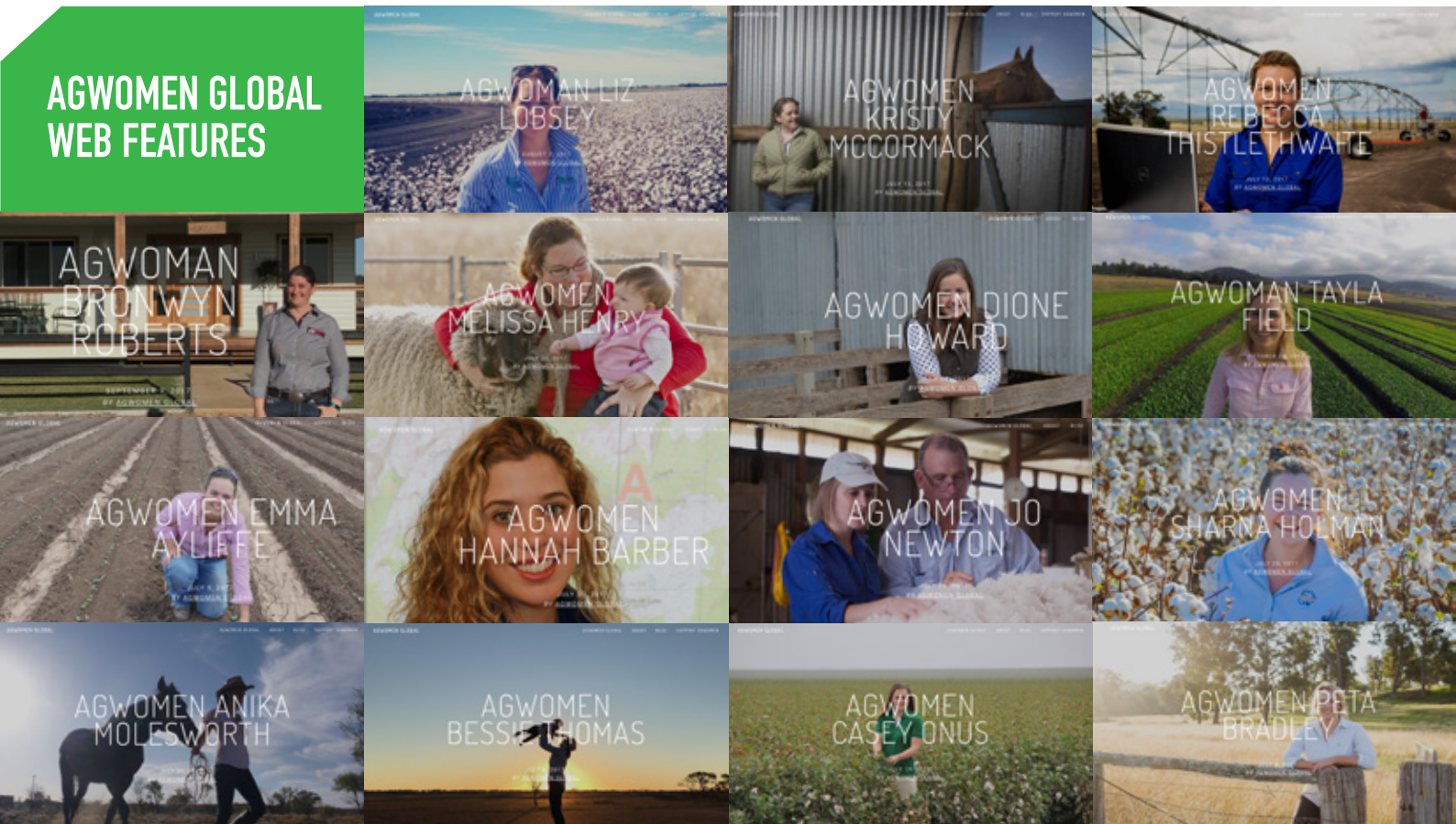
Through partnerships and cross-promotion Young Farming Champions collaborate with the media to promote youth in agriculture. An example of this is the partnership with the University of New England (UNE) where not only does the university engage in social media promotion of YFCs but will be actively supporting YFCs to go into local schools during 2018.

Our YFCs have appeared in national and international media in 2017. Highlights were:

- 16 YFCs, including [Melissa Henry](#), appeared on the international site [AgWomen Global](#) – a year-long project to profile 365 women from around the globe who have made a difference in primary industries.
- Bronwyn Roberts, Anika Molesworth, Jo Newton, Rebecca Thistlethwaite and Bessie Thomas, along with PYiA founder Lynne Strong, were profiled on the Australian [Invisible Farmer](#) Project, a three-year study funded by the Australian Research Council aimed at revealing the hidden stories of women on the land.
- YFCs also appeared in the prestigious R.M Williams Outback magazine in conjunction with The Archibull Prize and in online publication Leading Agriculture, including a profile of [Geoff Birchnell](#) and his financial literacy program.

- Three YFCs – [Peta Bradley](#), [Dwayne Schubert](#) and [Max Edwards](#) – were profiled in The Land in a series promoting young agricultural leaders. Peta's story was one of the most popular articles in The Land during 2017.
- 25 Career Snapshot profiles of YFCs, including 2017 inductees [Lucy Collingridge](#) and [Samantha Wan](#), appeared on [The Archibull Prize](#) website and were promoted extensively through social media.

## AGWOMEN GLOBAL WEB FEATURES



## YOUNG FARMING CHAMPIONS IN LEADERSHIP POSITIONS

We are excited and very proud to announce that several of our Young Farming Champions are moving from leadership development to leadership roles.

We have Young Farming Champions on:

- Farmers for Climate Action Board
- Future Farmers Network Board
- RAS Youth Group
- ASC NextGen Board
- NSW Farmers Young Farmer Council
- Industry and Farmer Advisory Committees
- University Committees and Initiatives

We salute them. It's a courageous step moving from leading yourself to leading your team. It can be both very challenging and very rewarding.

As leadership guru Zoë Routh says.

*None of us wants to be a dud leader. We want to contribute, we want to have an impact, and help improve the lives of others, ourselves and the planet. We take leadership as a serious stewardship opportunity. We need to develop confidence born from purpose not pride.*

*Leadership is both personal and public. Deeply so. Who we are and how we show up causes effects. Sometimes it's a ripple in a pond, sometimes a deep and steady current, sometimes a tidal wave! Crafting and managing our leadership presence is as much an imperative as designing good strategy. After all, if we don't get heard, we don't advance our cause.*

*Leaders committed to making a difference and contribution face certain challenges:*

- *Performance under pressure when the stakes are high demands enormous focus, energy, and nerve. We need to learn control of our emotions, so they don't control us.*
- *Leaders with strong opinions can be engaging. They can also be polarising. Our responsibility as leaders is about bringing people along for the ride, not pushing them into the car. We need to learn to express conviction without coercion.*

Young Farming Champions Steph Fowler and Hannah Barber are taking this courageous journey to leadership roles through the [Australian Agricultural Show](#) movement.



Hannah Barber (right) and Stephanie Fowler have inspired in schools as part of The Archibull Prize and are now leading the next generation of #youthinag.

Meet [RAS of NSW Youth Group](#) Chair Stephanie Fowler.

Steph first entered the Young Farming Champions Program in 2012 and the skills she developed have held her in good stead in her role as Chair of the Royal Agricultural Society of NSW's Youth Group.



Dr Stephanie Fowler's day job as a [meat scientist](#) keeps her very busy but she is a multitasker giving back to the industry she loves through many volunteer roles.

The prestigious RAS Youth Group is responsible for the engagement and entertainment of both rural and urban youth at the Sydney Royal Easter Show. It does this through three avenues: a social networking event, Agrichats – where topical issues are discussed – and the Young Farmers Challenge, which highlights the technical skills and the abilities of youth working in agriculture to urban audiences in a fun and entertaining way. One of the legacies of the Young Farming Champions Program is to forge paths for those who follow. In her leadership position with the RAS Youth Group Stephanie is doing just that with Young Farming Champions Lucy Collingridge and Cassie McDonald joining the committee in 2017.



For the last two years of her five year term, Stephanie has held the role of Chair, a challenging position requiring her to oversee people of her own age. "As Chair it is my job to facilitate meetings and to make sure that the group is on track and on task. The biggest challenge comes from the fact we are all peers, but unfortunately sometimes in leadership there are times that you have to step up and be not popular to get something done."

And how does she overcome these challenges? "With lots of mentoring, which has helped me get to the point where I have an understanding with everybody that I'm a friend when I need to be a friend but there will come times, and it's nothing personal, that I'm not and that's the way of the role."

Her mentors, who include former Art4Agriculture events coordinator and RAS Youth Group Chair Kirsty Blades and councillors from the RAS, are people with whom she has created relationships, giving her support when the going gets tough. "They take some of that weight off when you have to make those harder decisions but sometimes it is not things you want to hear. Criticism and negative feedback actually allows you to step back and be reflective; to reassess where you are going with your leadership."

"Being a leader is probably one of the toughest but most rewarding things I think anyone could ever do. There is something about putting yourself forward like that and stepping up that seems to highlight all the parts of yourself that you really wish you didn't have. But in the same way being able to see people grow and develop, and witnessing their journey, which you can be a part of and have an influence on, is probably one of the most rewarding things I've had the privilege of doing."

Meet ASC [NSW Next Gen](#) President Hannah Barber.

Young Farming Champion and secondary school teacher Hannah Barber also holds a leadership position with agricultural shows as President of the Agricultural Societies Council (ASC) of NSW Next Generation, which is designed to attract young people into show society executives.



*Hannah Barber is a busy girl. A school teacher by day and president of Agricultural Societies Council (ASC) of NSW Next Generation in her spare time.*

Hannah's role as president, which she has held since 2016, sees her liaise with the ASC as well as members of Next Gen who range in age from 18 to 35 and who have a passion for agriculture and an enthusiasm for the show movement. "The president adopts a leadership role and my duties are heavily liaison and managerial, but the entire ASC Next Gen committee are outstandingly driven and capable which makes my role very easy," she says.

Hannah's connections to agricultural shows began in her childhood when she competed in horse events, and was strengthened with the Showgirl Competition where she twice made it to the finals at the Sydney Royal Easter Show representing her home town of Parkes. "Most shows in NSW have been running for over 100 years and have been a key event for their communities during this time, allowing them to connect, educate and celebrate. The importance and impact of shows can never be underestimated and I'm committed to doing my part to ensure their sustainability."

That commitment is evident in her position as president. Depending on the time of the year the job may take only a few hours a week but when events, such as ShowAll Ball and ShowSkills, are imminent the workload increases. It is then that Hannah's experience and understanding of the show world, and her high organisational and interpersonal skills developed as a teacher come to the fore.

Despite the challenges of dealing with different personalities and personal goals Hannah finds the opportunities the leadership has given her far out-weights the negatives. "Running a non-profit organisation is not a skill many young people get to experience. To be run by, and for, youth in agriculture under the distant but watchful eye of the ASC has made Next Gen a great way to experience this. To climb the hierarchy of positions has given me skills I've transferred into the workplace and has resulted in direct benefits including promotions."



# YOUNG FARMING CHAMPIONS GIVING YOUTH IN AGRICULTURE A VOICE LOCALLY, NATIONALLY AND GLOBALLY

A passion to link consumers with producers... to promote public understanding of farming, and the interconnectedness of health and nutrition and the agricultural sector... is the driving force behind the role of the Young Farming Champions.

Our Young Farming Champions help agriculture connect, collaborate, and communicate with impact.

They advocate and promote a culture where farmers have regular conversations and interactions with each other, consumers, community stakeholders, business, and politicians and come together to focus on partnerships to collaborate around initiatives for agriculture production, conservation, and other community challenges.

During 2017 our Young Farming Champions engaged with industry and the community in many different arenas, taking skills, learnt through the YFC program and honed with The Archibull Prize, into the world at large.

## PETA BRADLEY

Peta Bradley shared her wool story with students at the Sydney Royal Easter Show's Primary School Preview, an exclusive invitation to students to learn how food and fibre is produced in Australia. Together with Dione Howard she demonstrated the properties and uses of wool and promoted the wool and sheep industries.

"The presence of youth voices at the Primary School Preview day showcased an atypical side of Australian agriculture," Peta said, showing both teachers and students that agriculture is not necessarily run by aged male farmers. "Having both Dione and I presenting at the day showcased the young, fresh face of the wool industry and agriculture more generally."

Peta describes the opportunity to present to over 200 predominately urban based children as one of the most elating moments in her YFC journey. "What amazed me was students were so excited and invigorated by the sheep and wool industry that I knew they would go home and share the story they had learnt with their friends and family." See the video [HERE](#).



## GEOFF BIRCHNELL

Geoff Birchnell focussed on increasing financial literacy amongst young people in agriculture and is part of the Young Farmer project, run in conjunction with the NSW State Government and NSW Farmers, which facilitates the Young Farmers Business Program. So successful was the 2016 pilot of the program, which takes bank-ready workshops across New South Wales, that in 2017 the NSW State Government announced a funding package of \$6 million over four years to expand it.

Geoff has also helped develop business software Farmecco, established Grow Capital Finance and is a director with the Future farmers Network. "These days being part of a farming enterprise means not only knowing how to strain a fence but also having the capacity to represent the business at the board room table," Geoff said. "What I am particularly focused on is providing assistance for young farmers to enter the industry and grow their business." Read Geoff's story in Leading Agriculture [HERE](#).



## SAM WAN

Sam Wan made a presentation to delegates during the Australian Wool Industries Secretariat Inc. (AWIS) Wool Week in August 2017. The 2017 theme was Education in the Wool Industry and Sam spoke in support of Peter Somerville and Emma Doyle from the Australian Wool Education Trust and Wool Education at The University of New England.

"I had completed the Wool Education units with UNE as part of my Science in Agriculture degree at The University of Sydney and the units strongly influenced my direction in the wool industry," Sam said. "As a previous student now working in the wool industry, my presentation demonstrated the success of the program, and also showed that wool and agriculture is attracting a different type of individual, one not defined by background and geographic area."

Organisers of Wool Week were very impressed with Sam's presentation, receiving many positive comments on her education message, and for Sam it was a chance to employ new skills. 'I attribute much of the success to the communication and presentation skills developed when attending my first Young Farming Champions workshop,' she said.



## ANIKA MOLESWORTH

Anika Molesworth had the honour of speaking at TEDxYouth@Sydney during September, amongst a stellar line-up of young people with a broad spectrum of experience from sex workers to mathematicians. For Anika it was the chance to share the farming story to a large and diverse audience.

"My [TEDx presentation](#) set out to explain how everyone plays a role in the food system," Anika said. "To ensure a vibrant and resilient future we must be conscious of our shared responsibility, and be equipped with the knowledge that farmers are the link to the land and to our food. This engagement shapes the farming story, shapes our industry and the world in which we live. Strengthening our connection to farmers, food and the land, further strengthens our connection to our soil, water, plants and animals, and our communities that are reliant upon these."

Anika believes youth voices are critical for the future of farming. "Farmers around the world carry the weight of how to feed a hungrier world, with reduced environmental footprint, in an increasingly difficult climate. We need the hopefulness and drive of the youth, coupled with the wisdom and skill of mature generations, to create a collective action for the benefit of our common future."

Anika's talk was declared by TEDx as one of 5 Talks From This Year's TEDxYouth [That Made Us Totally Psyched For The Future](#).



## TIM EYES

Tim Eyes used skills gained as a Young Farming Champion to host an agricultural field day on the central coast of New South Wales. The Food Farm attracted 4000 visitors and invited people to meet their meat, discover dairy and dig their own potatoes. "My passion is getting people onto farms and knowing where their food comes from," Tim said. "We go to Bunnings and ask the man at the tool shop to compare the Makita saw over the Hitachi but we don't have anyone to talk to, face to face, about food and food is the most important thing we buy."

With support from MLA, Luke Micallef and his Jersey cows and Tim's local agronomist, who turned him into a potato farmer within a week, The Food Farm was a hugely successful event. Tim runs a farm contracting and consulting business and sells grass-fed beef and lamb but the field day was not just about selling his own product, but selling Australian agriculture. "We want to say if you're buying something from an Australian farmer it's going to be the best."



## DIONE HOWARD

Dione Howard was invited to speak at the Australian Farm Institute's 2017 Round Table Conference held in September in Sydney. During the second session, which discussed the future agricultural workforce, Dione spoke on behalf of AWI and Art4Agriculture as a Young Farming Champion.

"I was honoured to be given the opportunity to speak at such a prestigious event," Dione said. "My key message was to highlight the enthusiasm of youth in agriculture and the opportunities for our industries to invest in us early in our careers. In doing so, youth and their respective industries can mutually benefit for years to come. I understood the enormity of this opportunity in that someone so young has not been able to share their story on such a platform previously. I am excited to have been able to help pave the way for other young people in agriculture who want to present at events such as this in the future."

The positive feedback from Dione's presentation began the moment she stepped off the podium and has continued from the event organisers and AFI members, showing the power of investing in the Young Farming Champions program.





## CALUM WATT

Calum Watt extended his passion for promoting agriculture when he became a founding member of [AgriEducate](#), a website and social media platform used to educate people about agriculture and where their food comes from. "AgriEducate combines both practical and scientific perspectives via access to farmers and researchers to give the best possible explanation for how the food got to your plate," Calum said. AgriEducate covers anything from Indigenous Australian foods and aquaculture to the more commonly known grains and livestock industries. "I think it is really important to promote agriculture because despite its importance (everyone needs to eat) we here in Australia take it for granted because the supermarket shelves are always full."

Calum is continuing his own education with a PhD studying barley grain size and heat tolerance, in conjunction with the Western Barley Genetics Alliance based out of Murdoch University in Western Australia. "I have always held the mantra that plant breeding is the most efficient way with which to improve the sustainability and productivity of cropping enterprises; be that grain farming or market gardening."



## TAYLA FIELD

Tayla Field was part of Growing Leaders in 2017, a leadership platform facilitated by Rural Training Initiatives and delivered through funding from Horticulture Innovation Australia. As part of Growing Leaders she presented at the Get Vegged initiative. "Get Vegged aims to reach millennials, of which 76% believe that it is important to know where their vegetables come from, while delivering the stories behind Australia's Horticultural Industry on social media," Tayla said.

It was her YFC training that gave Tayla the confidence to apply for the Growing Leaders course and to present at Get Vegged. "Being a YFC has provided me with a well-rounded skill set, focusing on public speaking, direct messaging and communication that assisted with designing a project with a targeted, meaningful and resonating message."

Like all YFCs Tayla feels it is important for youth voices to be heard believing they offer fresh ideas, enthusiasm, intrigue and a genuine passion to make a change or look at a problem a new way. "The opportunity to speak alongside my peers was very exciting. It gave us a platform to present our findings, ideas and recommendations to industry members that are in the position to provide constructive feedback and take action to benefit the horticultural industry as a whole."



## YOUNG FARMING CHAMPIONS FOLLOWING THE LEAD

Young Farming Champion Meg Rice, a UNE Bachelor of Law/ Agriculture student was recently named a 2018 RAS Rural Achiever. It continues her list of achievements, which also include being president of the Farming Futures committee at UNE – a legacy generated by Young Farming Champions before her.



[Farming Futures](#) is an annual careers fair and dinner at the university, showcasing industries and businesses who are employing agriculture graduates. It was established in 2011 by Young Farming Champion Jo Newton.

Sally Strelitz is an Outreach and Engagement Officer at UNE and supports student committees. "Jo identified there were four or five jobs per ag graduate, yet students felt like they had little awareness of where these jobs actually were. Farming Futures seeks to bridge this gap in the sector," Sally says. "The inaugural careers fair had 11 booths and this year we are looking at about 40 different businesses from around Australia who are coming to exhibit and talk to our students."

Jo showed foresight in the overarching design of Farming Futures which has helped ensure its ongoing sustainability. Things like actively planning for succession, fostering a culture to support this and seeking mentors to guide future iterations of the committee are ideas rarely implemented in volunteer student organizations.

This sustainability has seen several Young Farming Champions take up positions on the committee, the latest being Meg.

"Last year Meg was president of RSUS (Rural Science Undergraduate Society) and on the committee of Farming Futures and now she has moved to president of Farming Futures," Sally says. "Meg is very open-minded. She is happy to take other people's ideas on board but she also knows what she wants. She is an inclusive leader. She's not afraid to work hard and take a risk if she thinks something is a good idea. I see Meg's career will be one to watch."

## CONCLUSION

ART4AGRICULTURE'S YOUNG FARMING PROGRAM BEGAN IN 2010 WITH A MISSION TO DEVELOP YOUNG PEOPLE TO HAVE THE CONFIDENCE, SKILLS AND KNOWLEDGE TO ADVOCATE ON BEHALF OF AGRICULTURE AND TAKE UP LEADERSHIP ROLES IN INDUSTRY AND THEIR COMMUNITIES. EIGHT YEARS DOWN THE TRACK AND THE PROGRAM HAS EVOLVED TO BE SO MUCH MORE.

New YFCs begin their training and hone their skills in schools with The Archibull Prize, and then spread their wings to take their stories to the wider world. Today you will find YFCs conversing with politicians and policy makers, with government organisations, with industry influencers, with the general public and with the next generation of agriculturists.

YFCs have the ability to skip adeptly through the world of social media and then to adapt that story to meet mainstream media, on both the national and international stage. Their commitment and determination to succeed is reflected in the multiple awards and scholarships they regularly receive.

As the YFC program continues to evolve we are proud to see our YFCs moving into the leadership roles we envisaged for them, and prouder still that they give back to new YFCs, to support and strengthen the program as a whole; to create a self-fulfilling legacy for Australian agriculture.

## CONTACT DETAILS

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**"THE STRENGTH OF THE PACK  
IS THE WOLF, AND THE STRENGTH  
OF THE WOLF IS THE PACK."**

RUDYARD KIPLING