

Cows Create Careers

ANNUAL REPORT 2016

INDUSTRY - EDUCATION - COMMUNITY

Cows Create Careers is a Dairy Australia and Regional Development Program project.

The project was initiated by the Strzelecki Lions Club in 2004.

This report has been prepared by Jaydee Events Pty Ltd, phone 03 5659 4219, email admin@jaydee.net.au

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Project Sponsorship Partners

Dairy Australia would like to thank the following sponsors:

Regional Development Programs



Major Sponsorship Partners



Primary Sponsorship Partners

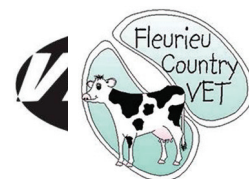


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Dairy Product Sponsorship Partners

Lion Co., Devondale Murray Goulburn, Fleurieu Milk and Pauls (Parmalat)



Dairy Farmers and Industry Advocates

Dairy Australia would like to thank the following dairy farmers and industry advocates:

NEW SOUTH WALES

Hunter Valley

Dairy Farmers - Max & Robyn Wake, Graham Berry, Max & Cheryl Moore, Stephen Pope, Terry Lambkin, Ross & Darren Wilson, John Redgrove, Mark Harris and Tom Wilson.

Industry Advocates - Warren Baldacchino (Farmers Warehouse), David Ninness (Semex), Lindsay Moxey (Elders), Kathrine Colaci (Lion), Emma Oke (NSW DPI)*, Josh Hack (Dairy Australia) and Matthew Brett (Tocal College)*.

Lismore

Dairy Farmers - Dennis Rose, Andrew Wilson, Greg Dennis, Rob & Sue Harnett, Terry Toohey, Damien Nardi, Peter Graham, Paul & Sharon Weir, Corey Crosthwaite*, Ken Bryant, David Binney and Joe & Ali Duckworth.

Industry Advocates - Dwight Wyatt (Wyatt AB Services), Nathan Jennings (North Coast Local Land Service), Andrew Taylor (Parmalat), Phil Kemsley (North Coast Local Land Service)*, Haman Coulter (Norco), Matthew Moyle (Nufarm)*, Maree Searle (Norco), John Campbell (Keen Street Vet Clinic) and Dom Hogg (BGA Casino).

Mid Coast

Dairy Farmers - Rodney Lattimore, Andrew Noakes, Mike Jeffrey*, Pat Neal and Ian & Sue Lindsay*.

Industry Advocates - Josh Hack (Dairy Australia), Kevin Williams (Elders), Greg Stuart (North Coast TAFE), Steven Brown (AI Consultant), Peter Midsen (Eastern Artificial Breeders), Ray Johnston (Devondale Murray Goulburn), Natasha Yarrington (Dairy farmer) and Bret Baldwin (Norco Rural Supplies).

South Coast

Dairy Farmers - Michael & Fiona Perich*, Winnie Oslear, Michael Finch, David & Sue Boyd*, Andrew Crawford, Grant & Jane Sherbourne*, Robert Miller, Ben Honey, John & Sally Fairley, Martin Hodge, Greg Schofield, Craig & Philip Tate, Brett Hayter, Lauren Knudsen* and Vicki & Paul Timbs.

Industry Advocates - Jeff White (Agricultural Consultant)*, Kim Agnew (Elanco Animal Health), Martin Hodge (Dairy farmer), Fiona Perich (Leppington Pastoral Company)*, Robert Miller (Dairy farmer), Lindsay Sheldon (Vella Feeds), Luke Micallef (Vella Feeds)*, Vicki Timbs (Devondale Murray Goulburn), Grant & Jane Sherbourne (Dairy farmers), Nicholas Lyons (Robotic Milking Systems)* and Winnie Oslear (Dairy farmer).

Central

Dairy Farmers - Grant & Jane Sherbourne*, Kevin Sheehan*, Linda Kinsela*, Margaret Schofield and Lindy Cowhan.

Industry Advocates - Grant & Jane Sherbourne (Dairy farmers)*, Trevor King & Field Staff (Lion)* and Jess Jennings (DairyNSW)*.

Far Coast

Dairy Farmers - Robyn Lucas and Josh Cochrane.

Industry Advocates - Tom Pearce (Dairy farmer) and Brodie Chester (Dairy farmer).

VICTORIA

South West

Dairy Farmers - Lynette Greenwood, Dean Netherway, Andrew Beale, Linda & Andrew Whiting, Lou Lettieri, Sam McCluggage, Peter Fulton, Shelley Scott, Steve & Tania Luckin, Anthony & Wendy Eccles*, Liz Jordan, Mark Billings & Sam Simpson and Ed Conheady.

Industry Advocates - Tony Jackson (National Herd Development), Kerri Ross-Gallagher (Dairy farmer), Heidi Van Es (Warakirri Dairies), Laura Tweddle (Debenham Australia), Simone & Nick Renyard (Dairy farmers), Jess Harmsworth (Devondale Murray Goulburn), Georgie Place (Fonterra)*, Tom Newton (Maxum Animal Nutrition), Tracy O'Connell (Devondale Murray Goulburn), Nick Sinclair (Rabobank) and Joy Coulson (Warrnambool Cheese & Butter).

South Gippsland

Dairy Farmers - Brett & Bill Loughridge*, Lindsay & Jacinta Anderson*, Toby Leppin, Chris & Vicki Kershaw, Chris Lancey*, Murray & Lisa Huitson, Gordon & Sylvia Vagg, Simon Park*, Ian Anderson, Aubrey Pellett, Billy Gray, Geoff Warriner and Stuart Griffin.

Industry Advocates - John Hutchison (Jaydee Events)*, David Beischer (Newhaven, Inverloch & Wonthaggi Vet Clinic), Belinda Cunningham (Consultant), Alexandra Walker (Semex), Deanne Kennedy (Jaydee Events)*, Natalie Nelson (DEDJTR), Jane Heath (Reid Stockfeeds), Cameron Ball (Dairy farmer), Caroline Brown (Ridley AgriProducts), Gary O'Connor (Devondale Murray Goulburn), Kaye Courtney (Dairy farmer), Wayne Nicholls (Agrigene), Briannon Avery (Ridley AgriProducts), Ben Thexton (Dairy farmer), Cliff & Marieka Wallace (Dairy farmers), (Jaydee Events)*, Alexander Mapleson (Browns Fertilisers), Andrew Holman (Dairy farmer) and Ben Vagg.

Dairy Farmers and Industry Advocates

East Gippsland

Dairy Farmers - Ron & Vicki Cornall*, Lisa Ross, Neil Lett and Iain Stewart.

Industry Advocates - Mike Daly (HICO)*, Marion French (Devondale Murray Goulburn), Michael Hutchison (Jaydee Events)* and Tony Platt (Dairy Australia).

Wodonga / North East

Dairy Farmers - Brett & Chrisanye Findlay, Greg & Joy Johnson, Alex & Doug Paton, Brendan & Pat Glass, Scott & Belinda McKillop*, Stuart & Sarah Crosthwaite, Ben Vincent, Zac Hiller, Nathan Simpson (Riverina Milk) and Craig Ross.

Industry Advocates - Peter Havrlant (NSW Department of Primary Industries)*, Simon Billings (Devondale Murray Goulburn), Scott & Belinda McKillop (Dairy farmers), Edith Nicholls (Riverlea), Sven Koljo (Smyth Seeds), Warren Collins (Devondale Murray Goulburn), Anna Norgren (Viking Genetics), Luke Visser (MG Trading)*, Geraldine Perkins (Rivalea) and Ivan Liley (Rabobank).

Shepparton / Northern

Dairy Farmers - Keith Nicoll, Frank & Mary-Ann Kelly, Julian & Tina Pearse, Corey & Liz Mitchell, Raymond & Sarah Parker*, Cathy & Andy Lostroh, Don & Meg Stewart, Bottcher Family, Tony Marwood, Andrew & Fleur Ferguson, Peter Jensen, Ashley Gabler, Russell Bot and David Bourke.

Industry Advocates - Daniel Bacon (Reid Stockfeeds), Cameron Smith (Consultant FarmanCo), Graeme Talarico (WB Hunter Shepparton)*, Jon Holland (Dairy farmer), Richard Raymond (Fonterra), Lucy Galt (NCDE), Tara Barnes & Jo Duffy (Devondale Murray Goulburn), Sarah Parker (Dairy farmer), Alana Phillips (Finley Veterinary Clinic), Matt Angle (Landmark)*, Roger Hazell (Fonterra), James Alcaniz (Rural Finance), Ellen Versteegen (Rivalea) and Sam McGrath (Yenda Produce).

SOUTH AUSTRALIA

Fleurieu

Dairy Farmers - Ty Maidment, Rod & Stephanie Walker, Scott Bevan, Mandy & Gino Pacitti*, Nick Brokenshire, Perrin Hicks, Jake & Chelsea Connor*, Jessica Bailey, Ben McHugh and Hayley Hutt.

Industry Advocates - Matt Rowlands (FPAG), Melinda Fogden (ABS Australia), Bec McCaul (Alexandrina Cheese Company), Simon Edwards (Willunga Vets), Paul Clifford (Elders), Ken Lyon (SADA), Jarrad Symonds (Yankalilla Seeds), Jim Harding (AgriDairies), John Maidment (Fleurieu Milk), Will Rayner (Rural Bank), Scott Bevan (Elders), Alice Morley (FPAG), Glen Beath and Nerida Ewart (Dairy Australia).

Murray Bridge

Dairy Farmers - John Seaford & Shane Fairlie, Karen Altmann, Dean & Bev Thorpe, Roger Kowald, Rick Gladigau, Mark May, Trent Mueller, Courtney Afford and Gavin Newman.

Industry Advocates - Nerida Ewart (Dairy Australia), Vicky MacDonald (SBS Scibus), Vaughan Johnston (Semex), Glen Aldridge (Beston Pure Foods), Trevor Manning (Manning Refrigeration & Electrical), Chris Thomson (Platinum Ag Services), Stephanie Reichert (Meningie Fodder), Grace (Hills Farm Supplies) and Kym Wilhelm (Megalac).

Mt Gambier/South East

Dairy Farmers - Warrakirri Dairies (Patrick Graham), Samantha & Brenton Ham, David & Brett Fiebig, Andy Vickers & Belinda Wright*, Angela Tweddle, Virginia Ewing, Barbara Habner (Donovans Dairy) and Graeme Hamilton & Sam Symonds.

Industry Advocates - Alex Stewart (Laucke Mills), Laura Tweddle (Debenham Aust), Brett Gilbertson (Warrnambool Cheese & Butter)*, Annalee McKinnon (TafeSA), Ollie Abblitt (Dairy farmer), Matt Aikenhead (ABS), Kym Mathew (Devondale Murray Goulburn), Jacqui Mathys (Beachport Liquid Minerals) and Bec Hehir (DairySA).



Dairy Farmers and Industry Advocates



Barossa/Mid North

Dairy Farmers - Jeff & Erica Kernich*, Nick & Bernie Masterman & Debbie Clarke, Gary & Ros Zweck*, John & Jamie Nietschke*, Neville Krieg, Murray & Ben Klem and Don Molinex.

Industry Advocates - Kym Wilhelm (Megalac), Vicky MacDonald (SBScibus), Shaun Falkenberg (Farmer Johns), Graeme Pope (Graeme Pope Consulting)*, Alex Stewart (Laucke Mills), Jeff & Erica Kernich (Jersey Fresh & Dairy farmers)*, Lisa Nietschke (Leinert), Mary Chirgwin (Zoetis) and Samde Ramah (Devondale Murray Goulburn).

WESTERN AUSTRALIA

Busselton

Dairy Farmers - Scott & Sharon Hamilton, Oscar Negus, Peter Tuthill, Kim Gardiner, Peter Harris, Ray Kitchen, Wayne Owston and Harvey Ag Farmer.

Industry Advocates - Michael Patridge (White Rocks Dairy), Jessica Andony (Western Dairy)*, Ralph Papalia (Summit Fertiliser), John Lucey (Dept. of Agriculture), Grant Evans (Dairy farmer), Alisha Kemp (Vet University Student) and Kirk Reynolds (Western Dairy).

QUEENSLAND

Toowoomba

Dairy Farmers - Will & Jenny Brazier, Daniel Holmes, Rodney Teese, Gianna Kelly*, Paul & Jo Judge, Jean Savage & Glenda Henry, Kylie & Grant Weick, Christine & Greg Clewley, Brett & Jamie Harrigan, Scott & Victoria Menkins, Greg Antcliff, Maxine Moore, Sue Dowling*, Ray Zerner and John Cochrane and Kieran Bourke.

Industry Advocates - Phillip Kelly (Rabobank), Justin Shooth (Gympie Vet Services), Ian Moss (Farm Agronomy Research), Ashleigh Henry & Jeff Collingwood (Riverina), Chris Bazely (Consultant), Kaara Klepper (DAFF), Hannah Perrett (Nanango Vets), Mark Callow (Norco)*, Jenny Eales (Vet), Ray Murphy (DAFF), Peter Edwards (Dairy Representative), Murray Weller (Norco)*, Kellie Cooke (Ag Training College), Kim Kelly (Knox Vet Clinic) and Paul Blinco (Consultant).

Rockhampton

Dairy Farmers - Stephen & Fiona Jepson* and Ray & Ailsa, Aaron & Michael Clews*.

Industry Advocates - Charlie Ernst & Staff (Parmalat)*, Matt Clarke (NAB Agribusiness) and Aaron Clews (Dairy farmer).

TASMANIA

Burnie

Dairy Farmers - Rodney & Sandra Poke, Hortle Family*, Lesley Irvine, Matthew & Lyndal Luck, Michael & Sue Chamley, Rebekah Frankcombe & Kevin Frankcombe, Leanne and Neil Innes-Smith and Leigh & Kelli Shuurung.

Industry Advocates - Darren Smart (Fonterra), Chris Haynes (Tasmanian Dairy Products), Liz Mann (Dairy Australia), Chris Fielding (Alta Genetics), Alison Hall TIA (UTas), Peter Korpershoek (Tasmanian Dairy Products), Tim Dobson (Ridley AgriProducts), Naomi O'Leary (Fonterra) and Kanon Lockett (MG Trading).

Launceston

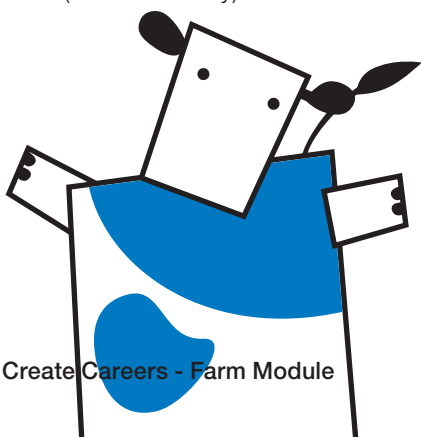
Dairy Farmers - Jason Chilcott, Ken & Jill Lawrence, Stephen Saltmarsh, Grant Archer and Peter Jones.

Industry Advocates - Kristy Evans (Fonterra), Rachel Brown (Landley/Dairy NRM Co-ord), Scott Smith (ANZ AgriBusiness), Dean Lalor (Rural Bank) and Stephen Hansen (Rural Bank).

Hobart

Dairy Farmers - Ben Geard* and Debbie Direen.

Industry Advocates - Leslie Irvine, TIA (UTas)* and Caz Mitchell (Kraft Foods).



The Project & Objectives

Cows Create Careers - Farm Module...

Cows Create Careers is a Dairy Australia program designed to promote dairy industry careers and industry education to students in Years 7 - 11 by:

- Introducing students to the educational opportunities for both vocational and university pathways
- Involving dairy farmers and industry advocates who have vision and dairy industry knowledge to encourage and support students with the project
- Supporting students in making their career decisions by providing and creating links to the educational and employment sectors
- Rewarding successful students and schools.



Summary of Project Objectives...

- Dairy farmers and industry advocates increase their industry participation and skills e.g. communication, understanding of the dairy education sector, mentorship and confidence in taking on other roles in the industry
- The dairy industry better understands career decisions and career support processes in schools. Aim is to better position Cows Create Careers offerings to students at a time when they are making decisions about careers and to better support the career teachers with their needs
- Teachers and students have a better knowledge about the dairy industry and teachers, students, parents and careers advisors are more aware about career and educational pathways in the dairy industry (farming, service sector and manufacturing)
- Teachers, parents and careers teachers promote opportunities in dairying and influence students
- Students consider a dairy industry career (aspirations influenced, beliefs and attitudes influenced). An increased number of people entering dairy industry employment and careers
- The process for delivery of Cows Create Careers is well documented – communication strategy; project logic; quality assurance and delivery capability
- Stakeholders are confident in the value of their investment in the process
- Leveraging of funds
- Community has a positive perception of careers and educational opportunities in the dairy industry.



Executive Summary

In 2016, the Dairy Australia - Cows Create Careers – Farm Module project was delivered to 238 schools and 11,900 students across 23 dairy regions in Australia.

Cows Create Careers is a Dairy Australia and Regional Development Program project. The project was first initiated by the Strzelecki Lions Club in Gippsland during 2004. The Gardiner Foundation provided seed funding in 2005 to expand the project to all dairying regions of Victoria. In 2006, Dairy Australia agreed to support the growth of the project to other states of Australia. In 2009, the Cows Create Careers project first became a National Project. In 2016 the project will celebrate 12 years of as a successful industry/ education project.

The Cows Create Careers project had 767 students who indicated that they would be interested in participating in work experience in the dairy industry. There were 928 students said that they would like a career in the dairy industry when they left school a further 638 students expressed interest in dairy as an option.

In 2016, a teacher entrance survey was conducted with 206 teachers. 115 of the interviewed teachers were able to highlight that they are aware of student(s) who have gone on to do work experience or who had taken up a dairy industry careers as a result of the program. Of the 115 responses, some teachers could equate 2 or more answers resulting in 78 students that teachers knew about taking up work experience and 56 students who had taken up a dairy career pathway and a further 49 students who had another direct outcome due to the project.

All the teachers surveyed could identify at least one extra activity that had occurred as a result of the Cows Create Careers project happening in their school. Some of the activities/events that were mentioned are as follows; farm visits, industry advocate workplace visits, additional classes studying the dairy industry, growing interest in animal handling/show preparation, parental involvement, students choosing dairy as work experience and positive conversations at community and school events about the project.

508 dairy farmers and industry advocates volunteered their time to be part of the project. 56% of these people are aged between 35-55. 89% of the volunteers are experienced industry people with the remaining 11% utilising Cows Create Careers as a personal development opportunity. 85% of the dairy farmers and industry advocates surveyed had been part of the project for more than one year. The input from the volunteers would equate to approximately 2,540 hours, a value of \$127,000 working on a \$50 per hour calculation.

The Cows Create Careers - Farm Module project continues to receive outstanding media coverage, which includes print media, radio and television, resulting in 324 media hits.

This equates to an estimated media value of \$182,750, and an audience of approximately 1,184,008 people. A recent 'Google' internet search using 'Cows Create Careers' as a search criteria resulted in 694,000 linkages.

Commercial sponsors continue to support the project across Australia with an estimate of \$99,960 of supplies being provided to schools. In addition, some regions have had dairy products donated by manufacturing companies for participants of the presentation days.

In 2016 Murray Goulburn Trading, Devondale and ProviCo continued to sponsor milk powder in Victoria, South Australia, Tasmania and in the South, Central and Far Coast regions of New South Wales. Maxum Animal Health sponsored milk powder for Western Australia, Mid Coast & Hunter Valley regions of New South Wales and Norco sponsored milk powder across Toowoomba Queensland and Lismore New South Wales. Reid Stockfeeds, Hills Farm Supplies, Laucke Mills, Norco, Kettridges Stockfeeds, Roberts and Vella Stock Feeds sponsored the calf meal across Australia.

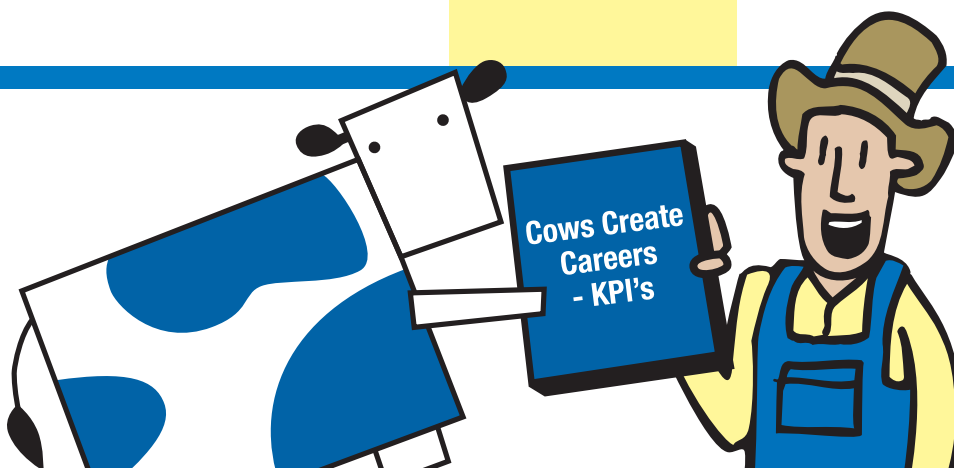
The Cows Create Careers – Farm Module presentation days have been well attended 3,435 students, teachers, dairy farmers and industry advocates taking part in the interactive finales. The presentation days provide industry with a further opportunity to connect with students and leave a lasting impression about career pathways.

The case studies contained in this report will showcase a few of the students who have gone into a dairy industry career as well as a selection of stories about the other ways that the Cows Create Careers project can touch and influence peoples' lives or provide positive connections.




Key Performance Indicators

INDICATOR	TARGET	OUTCOME	IMPACT - SOCIAL / ECONOMIC	OUTCOME
Dairy farmers and industry advocates are involved in promoting the dairy industry in a positive manner via the Cows Create Careers program.	300 dairy farmers and industry advocates are involved in the program annually 50% growth of farmers more likely to be involved in other industry activities or programs.	508 dairy farmers and industry advocates have been involved in the project 84% of dairy farmers and industry advocates stated that they were more likely to be involved in other industry activities.	200 positive media stories annually.	324 positive media stories have been published as at 8th December 2016.
CCC - Farm module is embedded in school curriculum across the dairy regions.	80% of repeat schools involved each year.	85% of schools were repeats from last year There were 33 new schools involved.	Careers in the dairy industry promoted to > 7,000 secondary school students annually.	11,900 students were involved in the Cows Create Careers program.
Growth in student awareness and interest in the dairy industry as a career.	80% of students surveyed have a greater knowledge of where to find information about careers in the dairy industry.	89% of students surveyed have a greater knowledge of where to find information about careers in the dairy industry.	20% of students surveyed seek work experience in the dairy industry.	767 of students surveyed would like to seek work experience in the dairy industry while a further 928 students responded that they may be interested.
Retain industry stakeholder and commercial sponsorship in each region.	70% of sponsors retained each year.	96% of the sponsors were retained in 2016.	\$100K stakeholder and commercial sponsorship provided to the program.	\$99,960 commercial sponsorship and \$111,000 stakeholder sponsorship is provided to the project. A total of \$210,960 combined sponsorship.




The Project at a Glance


Facts about the students



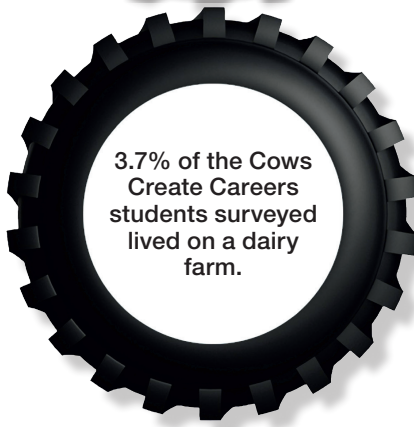
767 students were interested in undertaking work experience. The top two career choices were Veterinary Science and Dairy Farming.




85% of students said that they would be sharing the Cows Create Careers experience with their parents.



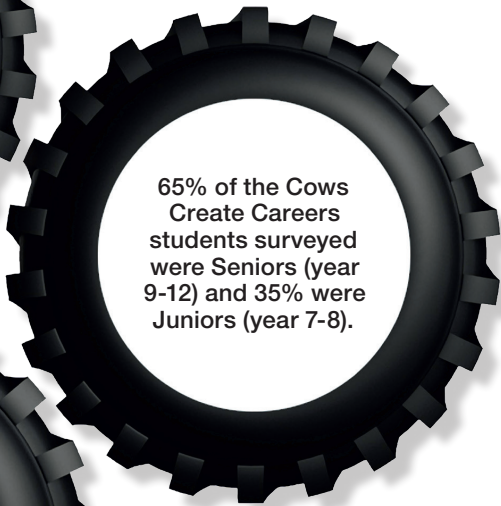
89% of students have a greater knowledge of where to find information about careers in the dairy industry.




3.7% of the Cows Create Careers students surveyed lived on a dairy farm.



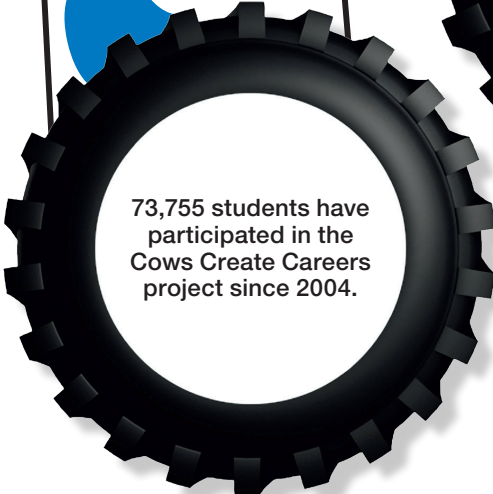
Student's knowledge about the variety of career pathways available increased by 34%.



65% of the Cows Create Careers students surveyed were Seniors (year 9-12) and 35% were Juniors (year 7-8).



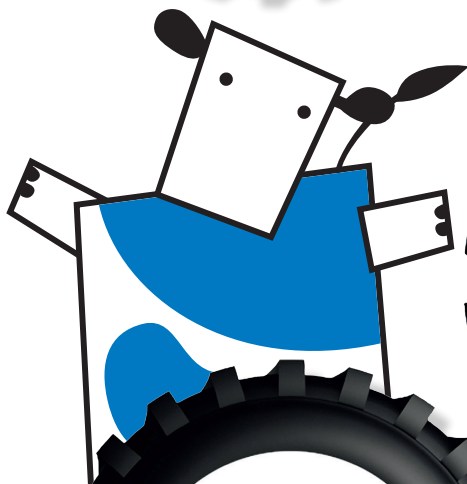
928 students said they would like to have a career in the dairy industry. A further 638 students expressed interest in dairy as an option.



73,755 students have participated in the Cows Create Careers project since 2004.



3,435 students, teachers, industry advocates and dairy farmers attended Cows Create Careers presentation days across Australia.



The Project at a Glance

Facts about the stakeholders and other achievements

508 dairy farmers and industry advocates volunteered 2,540 hours to the project.

84% of dairy farmers and industry advocates stated that they were more likely to be involved in other activities as a result of the Cows Create Careers experience.

Dairy farmers and industry advocates indicated the top reason that they are involved is because they believe the project is great for a positive image of the dairy industry.

All of the dairy farmers and industry advocates who completed the survey could identify another activity with the school and students as a result of the relationship formed.

324 media hits reaching an audience of approximately 1,184,008 people. This equates to a media value of \$182,750.

95% of dairy farmers and industry advocates stated that they were 'comfortable' participating in the project.

56% of dairy farmers and industry advocates are aged between 35-55. 89% of this audience are experienced and 11% are utilising Cows Create Careers as a personal development opportunity.

81% of dairy farmers and industry advocates who completed the survey have been involved in the project for more than one year.

Commercial sponsorship across Australia is significant with an estimate of \$99,960 of supplies being provided.



The Project at a Glance

Facts about the schools and teachers

Teachers have seen a positive change as a result of the Cows Create Careers project in these audiences; 88.6% students, 74.5% teachers and 55.3% parents.

The project has a retention rate of approximately 85% of schools each year.

In 2016, a teacher survey was conducted with 204 teachers. Of 115 of the teacher's responses, some teachers could equate 2 or more answers resulting in 78 students taking up work experience and 56 students who had taken up a dairy career pathway.

Cows Create Careers project is taken up by schools across a variety of electives; 72% AgHort, 19% Science and 9% Across Curriculum.

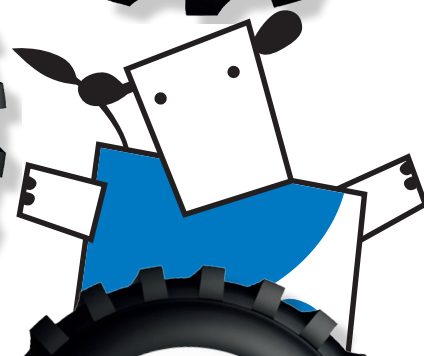
100% of teachers indicated that the Cows Create Careers project would be promoted in their school newsletter as a send home message to parents.

138 of the teachers surveyed could identify an extra dairy activity or event that has happened as a result of the project.

81% of the participating schools run a careers program, most commonly in the format of a classroom activity or by appointment.

The Cows Create Careers program has a broader impact than just in the classroom. The total number of students is 166,865 plus teachers, parents and the wider school community who are more aware of the dairy industry.

133 teachers say that there has been growth and demand from their students to be involved in the project. 72 of these teachers indicated that this has resulted in more students choosing their elective.



Schools and Regions



NEW SOUTH WALES

HUNTER VALLEY LISMORE

Mount View High School
Rutherford Technology High School
Singleton High School
Newcastle High School
Morisset High School
Hunter River High School
Cessnock High School
Gloucester High School
Tomaree High School

LISMORE

Richmond River High School
St Johns College, Woodlawn
Marymount College
Kingscliffe High School
Casino High School
Alstonville High School
Evans River Community School
Southern Cross School K-12
Murwillumbah High School
Kadina High School
Kyogle High School
Wollumbin High School
McAuley Catholic College

MID COAST

Taree Christian College
Camden Haven High School
Kempsey High School
Hastings Secondary College – Westport
Taree High School#
Melville High School
St Paul's College
Chatham High School

SOUTH COAST

Elizabeth Macarthur High School
St John's The Evangelist High School, Nowra
Oak Flats High School
Picton High School
Albion Park High School
Nowra High School
Mt Annan Christian College
Moss Vale High School*
Illawarra Christian School – Tongarra Campus
Northholm Grammar School

Ulladulla High School
Bossley Park High School
Corrimal High School
Shoalhaven High School
Shoalhaven High School
Chevalier College
Oran Park Anglican College
Vincentia High School
Menai High School
Lake Illawarra High School
Galston High School#
Doonside Technology High School#
Pittwater High School#
Nagle College, Blacktown South

CENTRAL

Lyneham High School
Orange High School
Alfred Deakin School
Yass High School
Ungarie Central School
Canowindra High School
Canobolas Rural Technology High School
All Saints College
University of Canberra High School, Kaleen

FAR COAST

Moruya High School
Narooma High School
Eden Marine High School

TASMANIA

BURNIE

Ulverstone High School
Penguin High School
Latrobe High School
Leighlands Christian School
Burnie High School
Circular Head Christian School
St Brendan-Shaw College
Wynyard High School
Smithton High School

LAUNCESTON

Scotch Oakburn College
Cressy District High School
Deloraine High School
Exeter High School
Launceston Church Grammar School

Schools and Regions

HOBART

Bothwell District High School
MacKillop College
JRLF Middle School Campus –
Bridgewater
Woodbridge District High School
Sorrell School
St Virgil's College

VICTORIA

SOUTH WEST

Bellarine Secondary College
Timboon P-12 School
Heywood & District Secondary
College
Ballarat Grammar School
Warrnambool College
Cobden Technical School#
Derrinallum College#
Colac South West Primary School
Colac Secondary College
Nullawarre and District Primary
School
Brauer College
King College
Casterton Secondary College
Murtoa P-12 College
Lorne Airey's Inlet P-12 College
Terang College

SOUTH GIPPSLAND

Term 2
Flinders Christian Community
College – Tyabb
Flinders Christian Community
College – Traralgon
Elisabeth Murdoch College
Chairo Christian School –
Pakenham Campus
Lowanna College
Padua College – Rosebud
Padua College – Mornington
Drouin Secondary College
Woodleigh School
Wonthaggi Secondary College
Term 3
Chairo Christian School -
Leongatha
Poowong Consolidated School

Hillcrest Christian College
Woodleigh School
Newhaven College
Warragul Regional College
Elisabeth Murdoch College
Lowanna College
Padua College – Mornington
Wonthaggi Secondary College
Monterey Secondary College
Padua College – Rosebud
Bass Valley Primary School

WODONGA / NORTH EAST

James Fallon High School
Corowa High School
Murray High School
Koorinal High School
St Francis of Assisi Primary School#
Tallangatta Secondary College
Wangaratta Galen Catholic College
Mater Dei Catholic College
Albury High School
Xavier High School, Albury
Beechworth Secondary College
Mount Beauty Secondary College
Tumbarumba High School
Corryong College

SHEPPARTON / NORTHERN

Moama Anglican Grammar School
St Joseph's School, Nagambie
Yanco Agricultural High School
Rochester Secondary College
Cohuna Secondary College*
Echuca College
Shepparton High School
Pyramid Hill P-12 College
McGuire College
St Joseph's College Echuca
Notre Dame College
Finley High School
Boort District School
St Mel's School
Catholic College, Bendigo
Griffith High School
Benalla College
Manangatang P-12 College
Kerang Technical School*



Schools and Regions

EAST GIPPSLAND

Nagle College
Swifts Creek Secondary College
Bairnsdale Christian Community School
Orbost Secondary College
Sale College- Guthridge Campus
Gippsland Grammar School

QUEENSLAND

TOOWOOMBA

Centenary Heights Senior High School
Highfields Secondary College
Pittsworth State High School
Yarraman P-9 State School
Tara Shire State College
Oakey State High School
Toowoomba State High School – Wilson
Livingstone Christian College
Ramsay State School
Oakey State School
Noosa District High School
Toogoolwah State High School
Dalby State High School
Downlands College
Emmaus College
Highfields State School

ROCKHAMPTON

Rockhampton Girls Grammar School
Rockhampton State High School
Rockhampton Grammar School
St Brendan's College

SOUTH AUSTRALIA

FLEURIEU PENINSULA

Westminster School
Port Elliot Primary School
Mt Compass Area School
Encounter Lutheran School
Eastern Fleurieu School
Hackham West Primary School
Yankalilla Area School
Willunga High School
Southern Vales Christian College – Aldinga
Tyndale Christian School
Investigator College Goolwa
Kilkenny Primary School

MURRAY BRIDGE

Murray Bridge High School
Keith Area School
Unity College - Springhead
Tyndale Christian School
Mount Barker High School
Unity College
Birdwood High School
Domino Servite College
Waikerie High School
Mypolonga Primary School#

MT GAMBIER / SOUTH EAST

Lucindale Area School
Kingston Community School
Allendale East Area School
Grant High School
Millicent High School
Penola High School
Compton Primary School
Yahl Primary School
Glencoe Central School
Mount Gambier High School#

BAROSSA VALLEY / MID NORTH

Trinity College Gawler
Kapunda High School
Burra Community School
Kadina Memorial School
Nuriootpa High School
Balaklava High School
Orroroo Area School
Clare High School
Gawler & District College
Jamestown Community School#
Faith Lutheran College*

WESTERN AUSTRALIA

BUSSELTON

WA College of Agriculture
St Brigid's Catholic Primary School
Eaton Community School
Georgiana Molloy Anglican School
Cornerstone Christian College
Manjimup Senior High School
Busselton Senior High School
Bertram Primary School

NOTE:

* Schools who repeat the program

Schools who withdrew from program after supplies were delivered



Media Coverage

The media coverage, which includes print media, radio and television is significant, resulting in 324 media hits.

This equates to an estimated media value of \$182,750 and an audience of approximately 1,184,008 people.

All of the participating Cows Create Careers schools have included an article in their school newsletter which is a great way to share a positive, education dairy story with parents.

A recent 'Google' internet search using 'Cows Create Careers' as search criteria resulted in 694,000 linkages.

Following is a list of some of the media coverage:

Weekly Times, Melbourne, VIC, 02/03/16
Circular Head Chronicle, Smithton, TAS, 24/03/16
Circular Head Chronicle, Smithton, TAS, 07/04/16
The Australian Dairy Farmer, Barossa, SA, 03/05/16
Terang Express, Terang, VIC, 12/05/16
Mortlake Dispatch, Mortlake, VIC, 12/05/16
Times Victor Harbor, Victor Harbor, SA, 12/05/16
Naracoorte Herald, Naracoorte, SA, 19/05/16
La Trobe Valley Express, Morwell, VIC, 23/05/16
ABC South Western VIC radio, 23/05/16, 23/05/16
ABC South East SA radio, 23/05/16
ABC Rural website, 23/05/16
Mount Barker Courier, Mount Barker, SA, 25/05/16
Times Victor Harbor, Victor Harbor, SA, 26/05/16
Mount Barker Courier, Mount Barker, SA, 01/06/06
Stock Journal, Adelaide, SA, 02/06/16
Stock Journal, Adelaide, SA, 09/06/16
Southern Argus, Strathalbyn, SA, 16/06/16
Border Watch, Mt Gambier, SA, 16/06/16
Border Watch, Mt Gambier, SA, 16/06/16
The Advocate - website, 21/06/16
Bunyip, Gawler, SA, 22/06/16
Burnie Advocate, Burnie, TAS, 23/06/16
Port Stevens Examiner, Port Stephens, NSW, 23/06/16
NBN Newcastle Hunter TV, 27/06/16
Cobden Times, Cobden, VIC, 29/06/16
Gippsland Farmer, Gippsland, VIC
Lower Hunter Star, Maitland, NSW, 07/07/16
Times Victor Harbor, Victor Harbor, SA, 07/07/16
Stock Journal, Adelaide, SA, 07/07/16
Tasmanian Country, Hobart, TAS, 08/07/16
Southern Argus, Strathalbyn, SA, 14/07/16
Border Watch, Mt Gambier, SA, 15/07/16
Hobart Mercury, Hobart, TAS, 16/07/16
Northern River Echo, Lismore NSW, 28/07/16
Campaspe News, Campaspe VIC, 02/08/16
Northern Star, Lismore, NSW, 02/08/16
High Country Herald, Highfields, QLD, 02/08/16
ABC North Coast NSW, Lismore NSW RADIO, 02/08/16
ABC Illawarra, Wollongong, NSW RADIO, 02/08/16
Northern River Echo, Lismore NSW, 04/08/16
Bairnsdale Advertiser, Bairnsdale, VIC, 08/08/16
Snowy River Mail, Orbost, VIC, 10/08/16
Southern Highland News - website, 11/08/16
Yass High School - Twitter account, 11/08/16
Yass High School - Facebook page, 11/08/16
Canowindra News - website, 12/08/16
Southern Highland News, Bowral, NSW, 15/08/16
Southern Highland News - website, 16/08/16
Free Press Corowa, Corowa, NSW, 17/08/16
Canowindra News, Canowindra, NSW, 17/08/16
Town and Country Magazine website, 18/08/16
Bairnsdale Advertiser, Bairnsdale, VIC, 29/08/16
Gippsland Times & Maffra Spectator, Sale, VIC, 30/08/16
Country News insert, Shepparton, VIC, 30/08/16
Snowy River Mail, Orbost, VIC, 31/08/16
Plains Producer, Balaklava, SA, 31/08/16
Corryong Courier, Corryong, VIC, 01/09/16
Benalla Ensign, Benalla, VIC; 14/09/16
Benalla Ensign, Benalla, VIC - Website, 18/09/16
Country News insert, Shepparton, VIC, 20/09/16
On Our Selection News, Clifton, QLD, 22/09/16
Toowoomba Chronicle, Toowoomba, QLD, 14/10/16
Surat Basin Online - webpage, 14/10/16
Bairnsdale Advertiser, Bairnsdale, VIC, 17/10/16
Snowy River Mail, Orbost, VIC, 19/10/16
Rural Weekly, Rockhampton, VIC, 21/10/16
Warragul & Drouin Gazette, Warragul, VIC, 25/10/16
Burnie Advocate, Burnie, TAS, 27/10/16
Tasmanian Country, Hobart, TAS, 28/10/16
Border Mail, Albury Wodonga, VIC/NSW, 29/10/16
Warragul & Drouin Gazette, Warragul, VIC, 01/11/16
The Border Mail - webpage, 02/11/16
The Border Mail, Albury Wodonga, VIC/NSW; 03/11/16
On our Selection News, Clifton, QLD, 03/11/16
Southern Highland News, Bowral, NSW, 04/11/16
Border Mail, Albury Wodonga, VIC/NSW, 05/11/16
Southern Highland News - webpage, 08/11/16
The Advocate - webpage, 08/11/16
Corryong Courier, Corryong, VIC, 10/11/16
Circular head Chronicle - website; 14/11/16
Burnie Advocate, Burnie, TAS, 17/11/16
Launceston Examiner, Launceston, TAS, 17/11/16
Galen Catholic College - website / newsletter, 18/11/16
238 school and community newsletters

Cows Create... Passion

SOUTH COAST, NEW SOUTH WALES



Fiona Perich at Leppington Pastoral Company

One of the great aspects of Cows Create Careers is that it appeals to the dairy community, not just students.

Fiona and Michael Perich have supported Cows Create Careers since it was first introduced to New South Wales, in 2007. Passionate about promoting Australia's vibrant dairy industry, the Perichs recognised the importance of a school-based agricultural project.

"We're all about educating the community about dairy farming and we try to promote the industry as a whole. That's why Cow Create Careers is such a great project, because it actively gets kids involved," Fiona Perich said.

The Perich family operate Leppington Pastoral Company, which milks 2000 cows 3 times a day – making it one of Australia's largest dairy operations.

For nine years, Fiona and Michael, have supplied calves to Menai High School, where Cows Create Careers students learn how to weigh them, provide milk and give general health checks. In 2016 the couple further expanded their commitment to the project, by also visiting new school, Oran Park Anglican College.

"It's a great project to be involved with, I love seeing the kids faces when the calves arrive at the school," Fiona said.

"We've always visited Menai High School and this year we were also involved with Oran Park Anglican College, because it was a new school in the area. The site where the school is built was previously used to graze and run our heifers, so it's a nice connection to show the students what was there in the past. It is not uncommon now for the students to look out of the classroom window to the neighbouring paddocks and see our heifers grazing."

In addition to supplying calves, Fiona also acts as a volunteer industry advocate, which sees her sharing industry knowledge with students completing the project.

"Each year my husband, Michael, has been the farmer who delivers the calves to the school and I've acted as an

advocate – so we work together," Fiona said.

"I give the students an overview of my and Michael's role in the business - a day in the life of a typical dairy farmer. I also show photos and speak about all the jobs involved in dairy farming with a big emphasis on all the vocational aspects regarding the dairy industry," Fiona said.

On farm, Michael is a third generation dairy farmer and oversees the daily operation of the farm, while Fiona's role is to conduct community group tours to showcase Leppington Pastoral Company's operation.

"At the end of Cows Create Careers I also give the students a tour of our farm; I invite them to see where the mums of the calves come from, and what life is like for the calves – once they visit, smell, live and breathe the farm, it puts all their learning into perspective," she said.

Passionate about the longevity of Australia's dairy industry, the Perichs believe Cows Create Careers builds important links with industry, while also increasing awareness of the industry's clean, green and humane reputation – something that Fiona is very passionate about.

"I get a lot of questions about how we look after our cows, so I'm very passionate about educating students on how we treat them like Queens. The students are astounded to hear that the cows have their own air-conditioning, nutritionists, vets on call, and that we train all our staff on animal welfare. I educate the students so they treat animals with kindness and respect; and it's lovely to know that the calves are going to be looked after by the students with love," Fiona said.

Over the years, the Perichs have built a strong connection with the school community. Fiona credits the success of Cows Create Careers to the dedication of the teachers at Menai High School and Oran Anglican College, who passionately drive the project forward.

"I have been very privileged to work with teachers who are very passionate about the project and they get good results," Fiona said.

"I go to the Presentation Day to show support to the school and students. Menai have achieved quite well, with the teams receiving prizes. It's a fabulous way to end the project because you can see how much the students have learnt. As an industry advocate, we also have a question time, which is fun."

Fiona and Michael plan to continue supporting Cows Create Careers and they hope to educate more people – young and old - about Australia's vibrant dairy industry.

"Cows Create Careers is a great project to be involved with; it's rewarding and gets the word out about the dairy industry," Fiona said.

"We see the benefits of the project in terms of education and it gives them a link to the industry - hopefully the students can then educate their friends and family members about the dairy industry."

Cows Create... Community

SOUTH GIPPSLAND, VICTORIA

Fifteen-year-old Georgie Snell is excited to start her career in the dairy industry.

The Drouin Secondary College student comes from an agriculture background with her Dad and Grandfather both dairy farmers at Poowong, Victoria. Every second weekend Georgie helps her Dad on the farm, milking, feeding the calves, fixing fences and doing general farmhand work.

"I love animals and I love the farm," Georgie said. "I just want to be on the farm and working outside all the time."

As a new student to Drouin Secondary College, Georgie was enthusiastic to further build upon her industry knowledge, so she elected to study Year Nine Agriculture that incorporates the Cows Create Careers project.

"I've always wanted to get into agriculture, so when I started at Drouin Secondary College at the start of this year, I was really excited because there are so many opportunities with ag at the school."

Before starting Cows Create Careers, Georgie had a good general knowledge of the dairy industry however the project still offered her new ideas.

"Not many students in the class knew about the dairy industry, but by the end of the project I think they gained a lot of knowledge about the dairy industry and really enjoyed it."

"I have a good general knowledge of dairy, but I still enjoyed it and I learnt a lot about the broader range of jobs that you can get into – you can be a farmhand or a field officer, or a manager - it just depends on what you want to do, there are so many different pathways in the industry!"

Next year, while in year 10, Georgie is planning to study Year 11 Advanced Agriculture so she can go on to complete VCE Agriculture – a plan that will help achieve her main goal of completing an Agriculture Degree at University.

"I was tossing up whether to do a VET subject or VCE, but for me VCE is going to suit better because it's going to help me get to where I want to go. I was thinking about being a field rep because I know how enjoyable the job can be and I get along with people easily."

"Next year I also want to get involved with some agricultural industries. I want to work with companies outside of school to build my industry knowledge even more – and I'll definitely still work on the farm at home," she said.

Georgie loves working on farm and she is enthusiastic about a long career in the dairy industry.

"I love dairy and I want to be involved in it for the rest of my life. Farm life is the best life anyone could ask for," she said.

"For anyone who wants to get involved, I 100% recommend it! Working in dairy is an amazing experience. Even if you don't think you'll like it, just for one day experience the farm life!"



Georgie Snell on Farm



Georgie Snell and Lily MacGregor at the Cows Create Careers presentation day in 2016

Cows Create... Dairy farmers

LAUNCESTON, TASMANIA

The reach of Cows Create Careers goes beyond the classroom, with many young people inspired to pursue a career in the dairy industry after completing the project.

Jonathan Iles grandparents and uncle own a 400-cow dairy at Gawler on the North-West Coast of Tasmania. From a young age he loved visiting the farm at any opportunity.



Jonathan working in the classroom



Jonathan Iles working on farm

Jonathan first participated in Cows Create Careers as a Year 8 student at Scotch Oakburn College, Launceston. The project forms part of the science curriculum where the students compare the bovine and human digestive systems.

"I think Cows Create Careers is an exceptional program to run in schools, as some kids have little or no interaction with calves and the maintenance needed to keep them healthy. It gives an insight into the dairy industry for kids that otherwise aren't exposed to the industry," Jonathan said.

Even though he comes from a farming family, participating in Cows Create Careers made Jonathan think differently about the range of career opportunities in the dairy industry.

"I already had previous knowledge about the dairy industry," he said, "however the project enabled me to learn, to a larger extent, the different job opportunities in the dairy industry."

And Jonathan's enthusiasm for the project was evident to his science teacher, Madeleine Scott.

"I think doing Cows Create Careers was when a passion really started for Jonathan. The project made him think that it was what he wanted to do with his life," Madeleine said.

"Cows Create Careers builds connections between rural and urban sectors, and it gets students thinking about potential career pathways. They realise that dairy is an exciting career path and there are lots of different avenues you can pursue - which was the case with Jonathan."

Jonathan went on to complete Camembert in the Classroom in Year 11, through the school's TCE Life Science (Agriculture) class. Enthusiastic to get some hands-on farm experience, he has also spent the last 12 months working on a dairy farm near Cressy in the Northern Midlands, working one day a week while attending school.

"I worked for around two months when I was offered a school-based Apprenticeship, undertaking Certificate II in Agriculture. This is an opportunity I had wanted for a long time. I have been privileged enough that Scotch Oakburn College has been very supportive with me undertaking this," Jonathan said.

Jonathan loves working on the farm; he especially likes working outside and with the docile nature of the cows. He also appreciates the importance of Australia's agriculture industry and enjoys working in an industry that provides dairy products to the public.

Madeleine has taught Cows Create Careers at Scotch Oakburn College for six years. Coming from an agricultural background, she recognised the benefits of the project – and has worked with the school's team, and the wider dairy community, to deliver it each year.

"The project would not run without the support of the

school's lab staff, they are integral to looking after the calves on weekends and they do an amazing job meeting the students every morning to feed and measure."

"We're also fortunate that we are in a community that has many great advocates. Dr Rachel Brown is our industry advocate; she's very generous with her time, passionate about the dairy industry, and she has a wealth of knowledge – she shares her knowledge in a way that's a lot of fun," she said.

"We also have the support of Grant and Kim Archer who provide the calves and the Bennett family who donate their Ashgrove Milk for Camembert in the Classroom."

Throughout the project each class also visits a dairy. This year Madeleine's students visited the Bradley family dairy at Cressy, where they were shown dairy machinery, witnessed the birth of a calf and learnt about its nutritional needs.

"Launceston is an amazing place to be involved in agriculture – there's such a diversity of enterprises and you don't have to go very far to find someone who is doing something incredible. We're lucky to have a lot of those people as part of our school community. It's made my job easier knowing people are willing to share their knowledge and experience," Madeleine said.

The school's dedication to Cows Create Careers continues to pay off with Scotch Oakburn College winning the region's top award at the 2016 Presentation Day. Yet the real reward is evident in Jonathan's passion for a long career in the dairy industry.

"When I leave school I plan to follow my passion within the industry, working with my family on their farm," Jonathan said.

"It has never left my mind that I will play a major part in the future operations of my family's dairy farm in the coming years," he said, "I will be the 7th generation to continue dairying on the farm."

With the success of the project, Scotch Oakburn College plans to continue delivering Cows Create Careers.

"One of the great challenges in agriculture is trying to make people realise that there is the stereotype of 'gumboots and tractors', but agriculture is dynamic and always changing, and is such an important industry to be a part of, in so many different ways," Madeleine said.

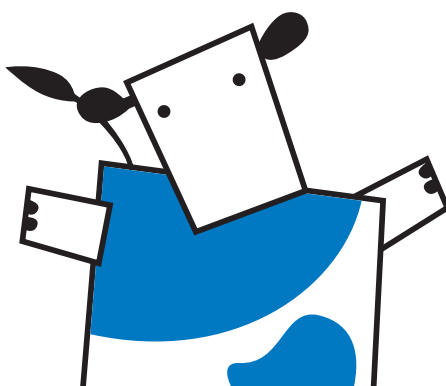
"We're hoping to get students excited about a future in agriculture through Cows Create Careers. Jonathan has had a very successful first year of a school based apprenticeship and he is really excited and passionate about the future."



Jonathan accepting the Winning cheese Award Certificate from Russell Smith with his teacher Madeleine Scott



Jonathan Illes enjoying the great outdoors



Cows Create... Graduates

SOUTH GIPPSLAND, VICTORIA



Lily MacGregor celebrating a win showing dairy cows

Fifteen-year-old Lily MacGregor participated in Cows Create Careers as a year nine student at Warragul Regional College, Victoria. One year later, she is now completing an apprenticeship with Luke and Melanie Wallace, at their Poowong North dairy farm.

Lily was introduced to the dairy industry through her mum, a dairy farm manager, but she soon found that she had a love of the show ring.

“My Mum, and how hard she works, has really inspired me,” Lily said.

“I also like working outside and with animals. I’ve been showing animals for five years; I started working for different people and went to shows and International Dairy Week. In the show ring I don’t really care if I come last because I always do my best and it’s rewarding to see the calves, heifers and cows looking good,” she said.

While at school, Lily started working as a casual milker and in 2015 she took part in the Cows Create Careers project.

“Cows Create Careers is great! The activities are so much fun, I enjoyed working in my group and feeding the calves at school,” she said.

“At the Presentation Day, my group won an award for the model we built – I was so happy because my team put so much effort into it!”

Now working on the Wallace family farm, Lily’s passion for ‘hands-on’ farm work has been sparked; “I love it, the Wallaces are really good to work for,” she said.

Eight months into a 12-month farm apprenticeship, Lily completes one day a week through the National Centre for Dairy Education, while completing year 10.

“Luke keeps me motivated and asks for my input. He’s

always teaching me new things and if I make a mistake he doesn’t get angry, instead we talk about it so I can learn what to do next time.”

Lily recently completed the Certificate II in Agriculture and will commence the Certificate III in 2017. As an added bonus, the Wallaces also let Lily show their cows.

“I did the Jersey Fair in April, and we’ll do the Sale Show and International Dairy Week. I’m also hoping to do lots more local shows with Luke’s cows in 2017.”

Lily’s enthusiasm for the dairy industry was evident when she was invited to be a guest speaker at the 2016 Cows Create Careers Presentation Day. Students and teachers interviewed Lily about her experiences of working on a dairy farm and her career aspirations.

“I spoke at the Bairnsdale, Warragul and Shepparton Presentation Days and I was interviewed on stage.”

“I was asked if I’m a tractor, pasture or cow person - it was hard to answer. I’ve helped Luke do silage, we’ve talked about grain, and how much we should feed. At the moment I’m also learning about how to get paid on milk fat and protein. So far, I’m interested in it all but I’m still learning and finding my feet in the industry.”

Bitten by the travel bug, in September 2017, Lily plans to live in Italy for ten months as part of an exchange program. Through contacts, she has already organised a potential job on a farm that also has a cheese factory.

“A friend in the north of Italy has offered me a job on their dairy farm, and they will teach me about their cheese factory. I’m excited because the factory will be a completely different perspective and I want to learn to make different types of dairy products!”

Lily plans to keep building her skills and she hopes to continue working with Luke and Melanie Wallace in the long-term. When she finishes school, Lily is further considering building her hands-on skills internationally.

“At the moment I want to work as much as possible,” she said.

“I’ve been offered a job in America for 12 months after I finish school, working on a stud farm. I want to work and travel around America to see how different farms operate and hopefully I can go to the Madison Dairy Expo. Then, I want to settle in Victoria with my own farm and incorporate what I’ve learnt from travelling.”

“I’m always planning what I want to do next, what I want to achieve, and where I want to go!”

Lily’s advice to others thinking about a career in the dairy industry?

“Go for it! There are so many different jobs in the dairy industry – find what you love, start off slow and work your way into the industry.”

Cows Create... Education

NORTHERN VICTORIA

Reid Stockfeeds has sponsored Cows Create Careers since its inception in 2004. For twelve years the Victorian-based company has supported the project by donating calf meal across all major dairy regions of Victoria.

"We're a family business and we love to get involved with community organisations at a grass roots level," Nick Reid, Reid Stockfeeds Sales and Marketing Manager said.

"My Dad had a strong relationship with South Gippsland farmers, we respected the people who were trying to get Cows Create Careers off the ground and we believed that they could take it places."

Starting with dairy farmers with the Strzelecki Lions Club and nine Gippsland schools, Dairy Australia's Cows Create Careers has now grown to incorporate thousands of students, teachers, farmers and advocates across the nation – a feat that could only be achieved with the ongoing support of sponsors.

"We are proud of our initial association with Cows Create Careers, especially looking at what it's become today. The project is extremely important amongst our sponsorships because we see the level of education that it brings to students," Nick said.

"It's more than just awareness, it's about providing opportunities to kids who want to base themselves rurally, or who want to know about the different career opportunities in the agricultural industry."

Nick recognises the importance of a school-based agricultural project, especially one that promotes Australia's clean, green and humane industry. When Nick attended the Goulburn Valley region's 2016 Presentation Day, he witnessed hundreds of students actively engaged and demonstrating the knowledge they had gained through the project.

"Working in the industry, I see all the great things that are happening on farm and agriculture is vital to our growing population - so it's important to keep the industry growing from strength to strength. One way to do that is to teach our young people what happens on farm and how dairy is produced," he said.

"We hope, whether they are associated with dairy or not, that the students become advocates for our farmers, what they produce and how they create it."

Several Reid Stockfeeds employees have also supported Cows Create Careers through volunteering as an industry advocate. Some completed the project as a student, and they are now in front of the classroom to discuss industry careers as an advocate.

Past employee of 14 years, Michael Tuhan, was also a strong advocate for the growth of the project in the Goulburn Valley region.

"Michael presented to a range of students in secondary schools. He also encouraged school participation and



Nick Reid from Reid Stockfeeds

helped to take Cows Create Careers from predominately a Gippsland based educational project, to something that started to move into other regions. Since then, over the last decade, we've had around 10 of our nutritionists visit students to talk about their job, different roles on farm, and how to provide the best feed programs for calves."

Reid Stockfeeds plan to keep supporting Cows Create Careers, a relationship that will continue to build the awareness of dairy industry careers and pathways.

"Practical, educational projects in our schools is incredibly important," Nick said, "it's good to know that our young people across the state – and now nationally – have a better insight into all the great things that our farmers do."

Cows Create... Training

BUSSELTON, WESTERN AUSTRALIA



Scott & Sharon Hamilton at CCC presentation day in Busselton 2016

Scott and Sharon Hamilton operate a 240-cow 210-hectare dairy located just outside of Busselton, Western Australia. They are passionate about promoting the dairy industry as a career option, especially through Cows Create Careers.

"I'm always an advocate for furthering industry education," Scott said.

"People have misconceptions about dairy farming, so any chance to get the message out about the industry is good. Dairy is also part of a wider field of agriculture which is huge."

The Hamiltons have been involved in Cows Create Careers as both farmers and industry advocates since the project first arrived to Western Australia in 2009. In the initial years

they played a major role in identifying key people and schools to support the project in Western Australia.

"If we have a chance to promote Cows Create Careers we do," Scott said.

"We always talk to other farmers about the benefits of the project and ask if they're interested, we also got Busselton High School on board."

Over the years the Hamiltons have supplied calves to Georgiana Molloy Anglican School, Cornerstone Christian College and Busselton Senior High School.

At the start of the project Scott delivers two calves to the school and teaches the students how to care for them. The students then weigh, feed and monitor the calves, while completing classroom-based assessments. As an industry advocate, he also speaks to students about the dairy industry and career pathways.

"There are very few students who already have a knowledge of dairy," Scott said.

"Cornerstone Christian College have really taken the project on board and ingrained it into their education program. The kids use mixed media, create videos and do projects, and the school has had some really great rewards - one group even won a trip to Melbourne to speak at a conference."

However Scott's role has not always been seamless:

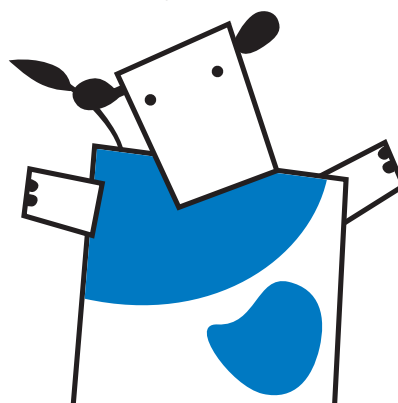
"Early on in the project, I delivered the calves to the school and one ran off. It created a lot of screaming kids but I calmly picked two students and we quietly rounded it up and brought it back."

Over the years the Hamiltons have not missed one Presentation Day; they believe the day serves as a reward to students who have completed the project and it gives them something to look forward to each year.

Scott believes that Cows Create Careers is a valuable awareness project, especially as it connects students - who previously may not have had the opportunity - with the industry and local community.

"Every kid has an opportunity to get to know the calves and feed them, so there has to be a flow on effect in building awareness," he said, "the project also taps into other national promotions like, dairy foods and health and the Legendairy program."

The Hamiltons plan to continue supporting Cows Create Careers, and they remain passionate about promoting the wide-ranging benefits of the project to other farmers and schools in the community.



Cows Create... Commitment

SOUTH WEST, VICTORIA

Coming from an agricultural background, Tom Newton recognises the benefits of a school-based industry project.

"Cows Create Careers does a great job of advocating for the industry, but it also gets kids thinking differently about dairy – it's a professional industry that offers many different career pathways and opportunities," Tom, National Manager, Maxum Animal Nutrition (Maxum) said.

Maxum is a national manufacturer of calf milk replacers and stockfeed milk powders. Recognising a link between their products and the Cows Create Careers project, in 2016 the company donated their MaxCare Premium Calf Milk Replacer to schools across the regions of Port Macquarie and Hunter Valley, New South Wales, as well as Busselton, Western Australia.

"We manufacture a high quality calf milk replacer, so our product fits into the project. 2016 was our first year sponsoring Cows Create Careers; we see it as a way of giving back to the industry, we believe in trying to support the industry and promote pathways for young people."

Maxum's commercial support has been invaluable to Cows Create Careers; it has allowed the project to have a wider reach and has provided access to a professional network of industry advocates.

Passionate about spreading the word about agriculture pathways, on behalf of Maxum, Tom volunteers as a Cows Create Careers advocate. He visits King's College, Warrnambool, to speak to year 7 students who are completing the project, about the industry and career pathways.

"There were 15 kids in the class and only 1 had some experience on a farm. I spoke to them about the different stages of the production process on farm and post farm gate - and all the different job opportunities that are attached to each stage," Tom said.

"They couldn't believe all the different opportunities that we identified and also the opportunities that are available to them locally, especially in a regional centre like Warrnambool."

As a Committee Member of the Australian Association of Ruminant Nutrition (AARN), Tom has a contact base of industry professionals who have also come on board to support Cows Create Careers as industry advocates.

"We were looking for ways to make people aware of career pathways, so through my involvement in Cows Create Careers we thought it was a good fit. There are now around 10 people from AARN who are advocates with the project."

However Cows Create Careers achieves more than raising the profile of careers; Tom believes it also builds appreciation of the economic value of the dairy industry, while the project's Presentation Day helps to increase awareness of the industry.



Tom Newton from Maxum Animal Nutrition

"I went to the Busselton Presentation Day and it was fantastic. I left feeling very proud to be part of the industry, especially with all the kids having so much fun that's focussed on the industry, it was inspiring."

Tom and Maxum plan to keep supporting Cows Create Careers – a relationship that will continue to grow the project and support farming communities.

"This is my first year as an advocate, and without a doubt I will continue," Tom said.

"Maxum will also continue to support the project and contribute more going forward. We want to be part of a project that is promoting the dairy industry and pathways, we believe in what Cows Create Careers is trying to achieve and we want to continue to be a part of it."

Cows Create... Advocacy

SOUTH COAST, NEW SOUTH WALES



Ben Honey at the 2013 Cows Create Careers Presentation Day

Oak Flats Public School, located south of Wollongong, has been involved in Cows Create Careers since the project's inception in New South Wales. The project forms part of the student's year 9 agriculture studies and it has shown many benefits to both the school and local industry.

Agriculture teacher Paul Sanders runs Cows Creates Careers at Oak Flats. He believes the project builds responsibility and life skills, while teaching students about an industry that has a rich history in the region.

"Cows Create Careers is incorporated into the year 9 dairy topic that goes for 10 weeks. We have two calves at the school for three weeks and the students are on a roster, they feed them in the morning and at lunch time," Paul said.

"The students love it. The younger students also want to see what the older kids feed the calves – so it gets the whole school excited about agriculture."

Paul believes that the project does not only offer awareness of the dairy industry, but it also builds opportunities for

students to work in the local industry. For the duration of the project, local dairy farmer Ben Honey, loans two calves to the school and he shares his industry knowledge with students.

"Ben is always there to help and he's fantastic with the kids," Paul said, "the project wouldn't happen without him."

Ben's parents were originally involved with Cows Create Careers, and when Ben returned to work on the family operation nine years ago, he too recognised the benefits of the school-based industry project.

"Cows Create Careers is a great project because it's so relevant - everyone drinks milk, coffee, milkshakes, and has milk on their cereal every day – so it's relevant to show kids where milk comes from," Ben said.

"I love taking the calves to the school, because the kids who initially don't seem interested light up when they see the calves and they ask me the most incredible questions," he said.

Ben is passionate about spreading the word of Australia's vibrant, positive and humane dairy industry. During the

2016 project, he also invited his employee who studied at The National Centre for Dairy Education, Tocal College, to speak to the students about education pathways in the industry.

“Not many people realise how much there is to agriculture, it’s a science. Some of the smartest people I know are farmers. Cows Create Careers helps to change the perception of the industry; dairy can offer a rewarding career to be proud of.”

Ben has also hosted tours at his family’s Jamberoo dairy, so the students can put their Cows Create Careers study into context.

Ben believes the farm tour links the student’s use of every day shop products to the industry – an awareness that they then pass onto their family and friends. The Dairy Farmers brand has donated products for the tour; “I had a whole Ute load of drinks and at the end of the day not one was left,” Ben said.

“When the students come to the farm they are so energetic and amazed, especially when they see the cows and the tractors – it becomes tangible for them, they can get out of suburbia, they feel and see a real farm, and they start to make links between products and the industry – it’s incredible how much the kids get out of it.”

Ben has also seen benefits of Cows Create Careers on farm, with a number of his employees participating in the project while at school.

Oak Flats student Sian Brain met Ben while completing Cows Create Careers as a year nine student. Prior to participating in the project Sian did not have dairy experience, but she believes the project opened her mind to the wide range of opportunities in the industry.

“My mum used to sell Angus cows, so I’ve always loved animals. But when I did Cows Create Careers I learnt about the dairy industry, and I thought, I’d like to have go on a dairy farm.”

Sian continued to elect agriculture subjects in her senior years of school, and also completed the Certificate II in Agriculture. Sian’s teacher, Paul Sanders, suggested she work on Ben Honey’s farm for a work placement.

“When I did Cows Create Careers we visited Ben’s farm and I really liked it, so I chose to do a work placement there. On my last day of the placement, Ben asked if I’d like to come back to milk and help look after the calves – I said that I’d love to!”

Now eighteen years old, Sian works weekends at the Honey family farm. She loves working and learning, and she especially enjoys being able to work with animals.

“I enjoy working on the farm, it gives you responsibility and it shows you what it’s like to be a farmer,” she said. “I’m doing more and more each day. Ben has taught me a lot, for example, he shows me what to look for with mastitis and how to prevent it.”



Sian Brain enjoys working with animals

Ben believes Sian is continually growing on the farm, and with a love of animals, Sian plans to continue working at the dairy.

“I’ll continue because I like working on the farm and I love working with animals,” she said. “I’m also thinking about studying at Tocal in 2018.”

Teacher Paul Sanders believes the project would not be as successful without the support of industry volunteers, like Ben.

“I can’t rave more about the program and how well it’s organised,” Paul said.

“We’re provided with great resources at no cost and everyone involved in the project is very supportive - as a result, Sian has now got some work and hopefully it’s a career path that she will choose in the future.”

Cows Create... Employment

MORNINGTON PENINSULA, VICTORIA

Padua College and Murray Goulburn are both long-time supporters of Dairy Australia's Cows Create Careers (CCC) project. Padua College has been involved for eleven years, while Murray Goulburn has sponsored the project since its inception in 2004.

The national project promotes dairy industry career pathways and education opportunities in a very hands-on way: secondary students care for two dairy calves at school while local farmers and industry professionals visit the school to talk about career pathways.

Padua College's Head Agriculture & Horticulture, Seleena Nichols, has witnessed the project have a direct effect on students.

"At Padua we have CCC in year nine, it's part of an elective subject about animal studies," Seleena said. "The kids are attracted to the subject based on the CCC component of the course."

"We're located on the Mornington Peninsula, so we are in a pretty residential area. There are a couple of kids from hobby farms, but that's all. CCC is fabulous because it brings calves into the school and makes agriculture real for the students. CCC really makes the students aware of the multitude of careers in the industry that support a farmer."

One student attracted to the subject was Tara Barnes. The former Padua College student studied CCC in year nine, and even though she did not come from a farming background, her interest in the industry was sparked.

"I grew up in town, so I had no previous dairy experience," Tara said. "CCC was definitely a big influence on me. I was introduced to agriculture and it was my first experience of dairy; I was exposed to the production and work side of the industry and I really enjoyed working with the calves."

CCC was the catalyst for Tara choosing to elect further agriculture subjects during high school – and her passion for agriculture was evident to her teacher, Seleena, who remembers Tara's ambition to work in the industry.

"When Tara was at school she said that she was going to work in the dairy industry, she was so enthused," Seleena said. "At a young age she decided what she wanted to do, so she studied agriculture and never lost her path - she always had that passion".

After school Tara studied a Bachelor of Agriculture at The University of Melbourne, and in 2012 she was nominated by Padua College to be interviewed at the Parliamentary Inquiry into Agriculture Education and Training in Victoria. At the start of 2016 she joined Murray Goulburn as a Field Services Officer, based at Cohuna, Victoria.

Murray Goulburn is a key contact point for rural communities. Through the company's services farmers can talk to a team of professionals such as economists, dairy technicians and nutritionists, while Tara's role sees her visit farmers personally.

"I'm a liaison between the company and the farmers. Before starting, my biggest worry was that I wouldn't be accepted because I don't come from a farming background - but it's



Tara at school in 2008 feeding calves

just the opposite, it has been above and beyond anything I expected. Everyone in the industry is so accepting and excited to see a new face," Tara said.

"I really love the hands-on aspect of working in agriculture: you're outside and not stuck behind a desk. The job is a good mix of getting out on a farm and having one-on-one communication with farmers."

Unwittingly, working at Murray Goulburn has linked Tara back to CCC. The company is CCC longest sponsor through supplying milk powder to schools across the nation.

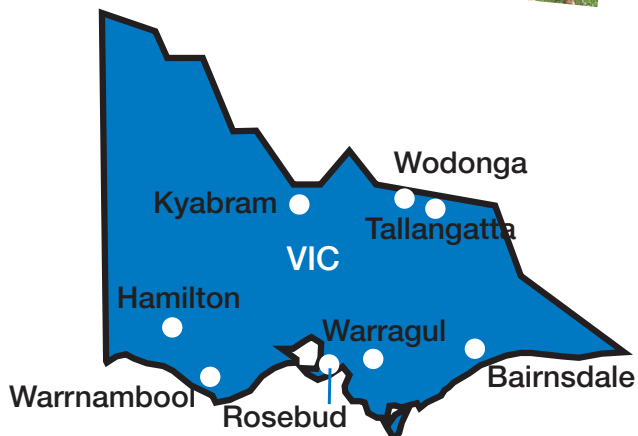
"Murray Goulburn was originally setup to support farmers and we still do that today," Stuart Himing, MG Trading Head of Buying and Marketing, said.

"We sponsor CCC to support the longevity of the industry. Dairy farming is a tough business, so any support we can give to farmers supports the industry's future. There's a natural fit for Murray Goulburn to support a project that helps with the development of young potential dairy farmers, but CCC also educates people on why milk is so important to both the economy and rural communities."

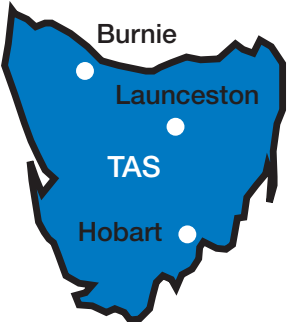
"I think Dairy Australia has done an outstanding job with CCC. It is one of the foundational building blocks that leads to careers in dairy. It's a first step that gives students responsibility and they develop a love and understanding of the industry. We believe that education will help grow the industry, we also care about seeing it prosper and grow - and it starts with CCC."

As for the future, Tara is looking forward to growing further in her role as a Field Service Officer; "I get such satisfaction working with farmers one-on-one. I really love getting out to farms and having a high level of interaction with farmers and their business," Tara said. "I can't see myself going anywhere anytime soon!"

The Gallery



The Gallery



The Gallery



Acknowledgements

Thanks to everyone who helped...

Dairy Australia would like to thank the following Regional Co-ordinators who have supported the successful delivery of the Cows Create Carers – Farm Module project across Australia:

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John Hutchison & Deanne Kennedy
Dairy Australia - National Project Co-ordinators



“Remember, if you love what you do, share it, it is your passion and enthusiasm that may inspire someone else!”





Your Levy at Work



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