

Cows Create Careers

ANNUAL REPORT 2015



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



Primary Sponsorship Partners



Project Sponsorship Partners

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Supporting Sponsorship Partners



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, John Smith, John Redgrove, Mark Harris and Tom Wilson.

Industry Advocates - James Hooke (Tocal College), David Ninness (Semex), Lindsay Moxey (Elders), Mike Ison (NSW DPI), Lindsay Sheldon (Vella Stockfeeds), Josh Hack (Dairy Australia), Travis Parcsi (Lion Co), Tony Burnett (DFMC) and Emma Oke (NSW DPI).

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 and David Binney.

Industry Advocates - Dwight Wyatt (Wyatt AB Services), Darryl Deerly & John Hampson (Keen Street Vet Clinic), Mark Callow (Norco), Phil Kemsley (North Coast Local Land Service), Darren Linton (Norco), Matthew Moyle (Nufarm), Mike Gout (Seed Force), Louise Wallace (Norco) and Dom Hogg (BGA Casino).

Mid Coast

Dairy Farmers - Rodney Lattimore, Andrew Noakes, the Polson Family, Bob & Sandra Baker, Luke Cleary, Mike Jeffrey and Pat Neal.

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), Bret Baldwin (Norco Rural Supplies), Emma Polson (Dairy farmer advocate) and Peter Ruprecht (North Coast TAFE-Taree).

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, Keegan Byrnes, Craig & Philip Tate, Brett Hayter, Lauren Knudsen and Vicki & Paul Timbs.

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

Central

Dairy Farmers - Grant & Jane Sherbourne, Kevin Sheehan, Linda Kinsela, Margaret Schofield and Robyn Lucas.

Industry Advocates - Grant & Jane Sherbourne (Dairy farmers), Trevor King & Field Staff (Lion Co), Robyn Lucas (Dairy farmer), Tim Burfitt (NSW Department of Primary Industries) and Jess Jennings (DairyNSW).

Far Coast

Dairy Farmers - Robyn Lucas, Josh Cochrane and Gary Evans.

Industry Advocates - Annie Geard (Moruya Vet Clinic), Brodie Chester (Dairy farmer) and Greg Duncan (Dairy Australia).

VICTORIA

South West

Dairy Farmers - Lynette Greenwood, Dean Netherway, Andrew Beale, Scott Lack, Lou Lettieri, Ricky & Randall Mair, Peter Fulton, Shelley Scott, Steve & Tania Luckin, Harry & Brenda Elliott, Liz Jordan and Kaylene & Darren Jewel.

Industry Advocates - Kelly Slattery (Reid Stockfeeds), Kerri Ross-Gallagher (Dairy farmer), Heidi Knowles (VFF), Laura Tweddle (Debenham Australia), Simone & Nick Renyard (Dairy farmer), Jess Harmsworth (Five Star Stockfeed), Tess Robinson (Devondale Murray Goulburn), Dean Netherway (Dairy farmer), John Hutchison (Jaydee Events) Nick Sinclair (Rabobank) and Carlie Harrington (Fonterra).

South Gippsland

Dairy Farmers - Brett & Bill Loughridge, Lindsay Anderson, Toby Leppin, Chris & Vicki Kershaw, Chris Lancey, Murray & Lisa Huitson, Gordon & Sylvia Vagg, Ian Hitchings, Stuart Griffin, Ian Anderson and Aubrey Pellett.

Industry Advocates - John Hutchison & Deanne Kennedy (Jaydee Events), David Beischer (Newhaven, Inverloch & Wonthaggi Vet Clinic), Belinda Cunningham (Consultant), Alexandra Walker (Semex), Bruce Dymock (NCDE), Karina Lawrence (DEDJTR), Jane Heath (Reid Stockfeeds), Cameron Ball (Dairy farmer), Kate Dawson (Ridley Agriproducts), Gary O'Connor (Devondale Murray Goulburn), Kaye Courtney (Dairy farmer), Natalie Nelson (DPI Leongatha) and Kerrie Piper (Trafalgar Veterinary Clinic).

Dairy Farmers and Industry Advocates

East Gippsland

Dairy Farmers - Ron Cornall, Lisa Ross and Nicky Reeves.

Industry Advocates - Simon Hunt (Stephen Pasture Seeds), Emma Goodall (MG Trading), Maria Rose (DEDJTR), Tony Platt (Dairy Australia) and Wayne Nicholls (AgriGene).

Wodonga / North East

Dairy Farmers - Trevor Hourigan, Jason Surrey, Alex & Doug Paton, Brendan & Pat Glass, Scott & Belinda McKillop, Stuart & Sarah Crosthwaite, Ben Vincent and Sam & Linda McIntosh.

Industry Advocates - Peter Havrlant (NSW Department of Primary Industries), Simon Billings (Devondale Murray Goulburn), Scott & Belinda McKillop (Dairy farmers), Rodney Petering (Devondale Murray Goulburn), Sven Koljo (Smyth Seeds), Ellen Versteegen (Rivalea Aust), Anna Norgren (Viking Genetics) and Luke Visser (MG Trading).

Shepparton / Northern

Dairy Farmers - Ray Brasier & Carolynne Hubble, Sue & John Milne, David & Chris Milburn, Julian & Tina Pearse, Corey & Liz Mitchell, Raymond & Sarah Parker, Charles & Carolyn Smith, Ashley & Lucy Galt, Bottcher family and Tony Marwood.

Industry Advocates - Daniel Bacon (Reid Stockfeeds), Cameron Smith (Consultant FarmanCo), Graeme Talarico (WB Hunter Shepparton), Nikki Child (Dairy Advocate), Wayne Gardam (Hay Veterinary Clinic), Lucy Galt (NCDE), Warren Collins (Devondale Murray Goulburn), Sarah Parker (Dairy farmer), Alana Phillips (Finley Veterinary Clinic), Glenn Murrells (Consultant) and Sam McGrath & Matt Watson (Yenda Produce).

SOUTH AUSTRALIA

Fleurieu

Dairy Farmers - Ty Maidment, Rod & Stephanie Walker, Scott Bevan, Mandy & Gino Pacitti, Nick Brokenshire, Perrin Hicks and Jake & Chelsea Connor.

Industry Advocates - Matt Rowlands (FPAG), Melinda Fogden (ABS Australia), Bec McCaul (Alexandrina Cheese Company), Simon Edwards (Willunga Vets), Paul Clifford (Elders), Laura Carver (Parmalat), Jarrad Symonds (Yankalilla Seeds) and Jim Harding (AgriDairies).

Murray Bridge

Dairy Farmers - Glen Dohnt, Karen Altmann, Michelle Afford, Dean, Bev & Jarrad Thorpe, Rick Gladigau, Mark May and Trent Mueller.

Industry Advocates - Nerida Ewart (Dairy Australia), Vicky MacDonald (SBScibus), Anthony Pearce (Hills Farm Supplies), David Peglar (National Herd Development), Trevor Manning (Manning Refrigeration & Electrical), Chris Thomson (Platinum Ag Services), Stephanie Reichert (Meningie Fodder) and Penny Schultz (Schultz Livestock).

Mt Gambier/South East

Dairy Farmers - Jay & Alice Peek, Samantha & Brenton Ham, David & Brett Fiebig, Andy Vickers & Belinda Wright, Ollie Abblitt, Charles Wallace, Barbara Habner (Donovans Dairy).

Industry Advocates - Alex Stewart (Laucke Mills), Veiss Harvey (Gambier Vets), Brett Gilbertson (Warrnambool Cheese & Butter), Vaughan Johnson (Semex), Ollie Abblitt (Dairy farmer), Matt Aikenhead (ABS) and Andrew Hoare (South East Vets).



Dairy Farmers and Industry Advocates



Barossa/Mid North

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

Industry Advocates - Kym Wilhelm (Lienert Australia P/L), Vicky MacDonald (SBScibus), John Koch (Clare Veterinary Services), Graeme Pope (Graeme Pope Consulting), Alex Stuart (Laucke Mills), Jeff & Erica Kernich (Jersey Fresh & Dairy farmers), Shaun Falkenberg (Farmer Johns) and Daryl Turner (Heritage Seeds).

WESTERN AUSTRALIA

Busselton

Dairy Farmers - Cherie & Shaun Doyle, Scott & Sharon Hamilton, Oscar Negas, Phil & Leanne Depiazzi, Kim Gardiner, Peter Harris, Ray Kitchen and Vicki & Luke Fitzpatrick.

Industry Advocates - Rob LaGrange (Western Dairy), Jessica Andony (Western Dairy), Ralph Papalia (Summit Fertiliser), John Lucey (Dept. of Agriculture), Grant Evans (Dairy farmer) and Alisha Kemp (Vet University Student).

QUEENSLAND

Toowoomba

Dairy Farmers - Will & Jenny Brazier, Daniel Holmes, Greg Dennis, Gianna Kelly, Paul & Jo Judge, Greg Antcliff, Kylie & Grant Wieck, John Cochrane, Brett & Jamie Harrington and Scott & Victoria Menkins (Melanie Haddon).

Industry Advocates - Chris Bazley (Consultant), Justin Shooth (Gympie Vet Services), Kaara Klepper (DAFF Queensland), Will Robinson (Riverina), Sue Dowling (Young Dairy Farmer Network), Hannah Perrett (Nanango Vets), Mark Callow & Trent Pobar (Norco), Peter Edwards (Dairy Representative), Ian Moss (FARM) and Ray Murphy (DAFF Queensland).

Rockhampton

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

Industry Advocates - Charlie Ernst & Staff (Parmalat), Richard Meacle (Landmark), Aaron Clews (Dairy farmer) and Tim Pincombe & Matt Clarke (NAB Agribusiness).

TASMANIA

Burnie

Dairy Farmers - Marcus & Jacqui Young, Rodney & Sandra Poke, Donna Evans, Lesley Irvine, Matthew & Lyndal Luck, Penny Williams & Brett McGlone, Rebekah Frankcombe & Kevin Frankcombe, Leanne and Neil Innes-Smith, Duncan McDonald and the Hortle Family.

Industry Advocates - Darren Smart (Mondelez), Chris Haynes (Tasmanian Dairy Products), Liz Mann (Dairy Australia), Chris Fielding (Handley AB), Alison Hall (TIA UTas), Peter Korpershoek (Tasmanian Dairy Products), Tim Dobson (Ridley AgriProducts), Jonathon Price (Fonterra), Troy Franks (Fonterra) and Kanon Lockett (AgriCorp).

Launceston

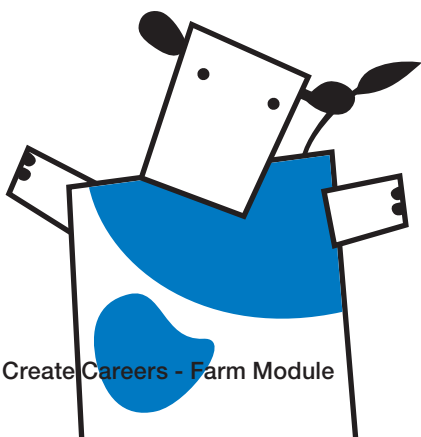
Dairy Farmers - Jason Chilcott, Ken & Jill Lawrence, Stephen Saltmarsh, Grant Archer, Dale & Katrina Lester, Rosie & Kirsty Davenport and Peter Jones.

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

Hobart

Dairy Farmers - Ben Geard, Grant & Mel Rogers, Phil & Lis Beattie and Debbie Direen.

Industry Advocates - Lesley Irvine (TIA UTas), Rebecca Williams (DPIPWE), Caz Mitchell (Kraft Foods), MaryAnn Hortle (DairyTas), Luke Taylor (AgAssist) and Phil Jarvie (Zoetis).



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 2015, the Dairy Australia - Cows Create Careers – Farm Module project was delivered to 216 schools and 9,949 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 2015 the project will celebrate 11 years as a successful industry/educational project.

The Cows Create Careers project had 777 students who indicated that they would be interested in participating in work experience in the dairy industry. There were 937 students who said they would like a career in the dairy industry when they left school, a further 478 students expressed interest in dairy as an option.

In 2015, a teacher entrance survey was conducted with 206 teachers. 91 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 career as a result of the program. Of the 91 responses, some teachers could equate 2 or more answers resulting in 58 students taking up work experience, 46 students who had taken up a dairy career pathway and a further 13 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.

413 dairy farmers and industry advocates volunteered their time to be part of the project. 65% of these people are aged between 35-55. 94% of the volunteers are experienced industry people with the remaining 6% utilising Cows Create Careers as a personal development opportunity. 77% 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 1652 hours, a value of \$66,080 working on a \$40 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 327 media hits. This equates to an estimated media value of \$203,308 and an audience of approximately 1,327,482 people. A recent 'Google' internet search using 'Cows Create Careers' as a search criteria resulted in 1,050,000 linkages.

Commercial sponsors continue to support the project across Australia with an estimate of \$90,720 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 2015 ProviCo and Devondale Murray Goulburn continued to sponsored milk powder across New South Wales, Western Australia, Victoria, South Australia and Tasmania and Norco sponsored milk powder across Queensland. Reid Stockfeeds, Hills Farm Supplies, Laucke Mills, Norco, Kettridges Stockfeeds, Roberts Ltd and Vella Stock Feeds sponsored the calf meal across Australia.

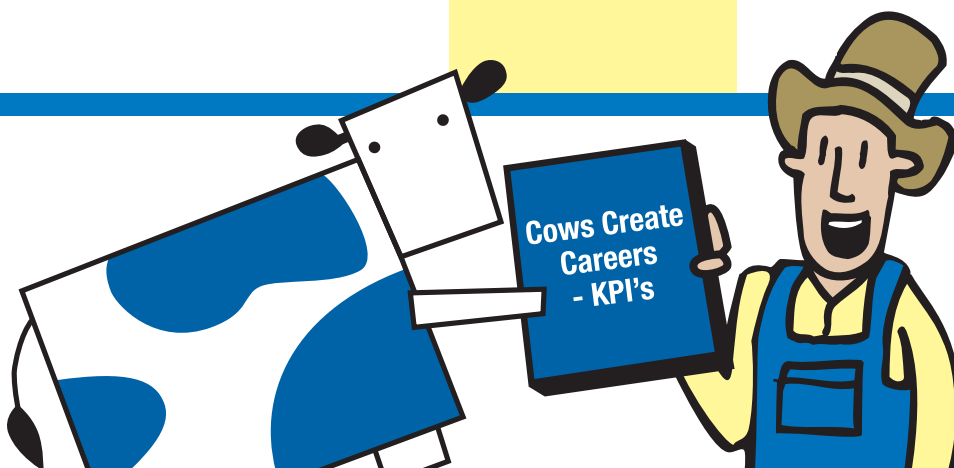
The Cows Create Careers – Farm Module presentation days have been well attended, 3,435 students, teachers, dairy farmers and industry advocates taking part in the interactive finales. The presentation days provide industry with a further opportunity to connect with students and leave a lasting impression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

The case studies contained in this report will showcase several 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.



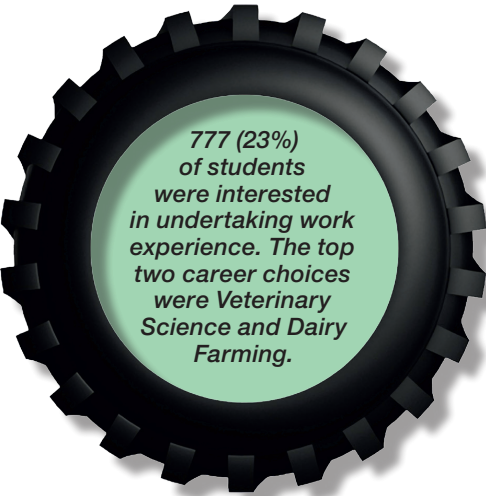
Key Performance Indicators

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.	413 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.	327 positive media stories have been published as at 9th December 2015.
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.	9,949 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.	777 (23%) of students surveyed would like to seek work experience in the dairy industry while a further 352 students responded that they may be interested.
Retain industry stakeholder and commercial sponsorship in each region.	70% of sponsors retained each year.	95% of the sponsors were retained in 2015.	\$100K stakeholder and commercial sponsorship provided to the program.	\$90,720 commercial sponsorship and \$119,830 stakeholder sponsorship is provided to the project. A total of \$210,550 combined sponsorship.

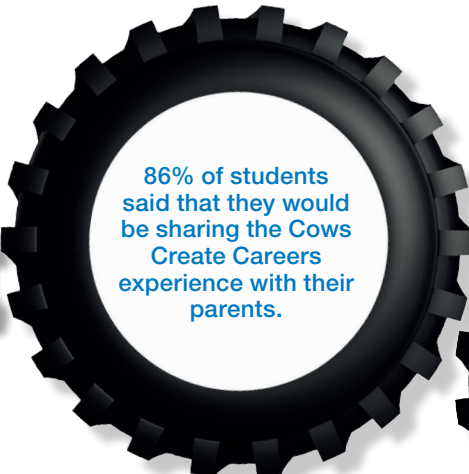


The Project at a Glance


Facts about the students



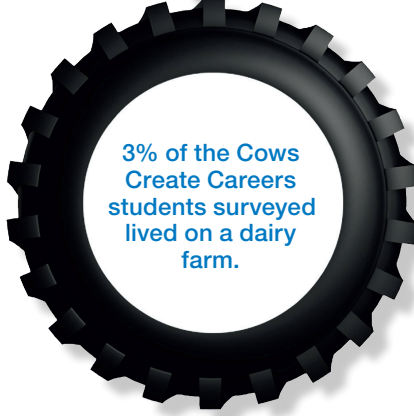
777 (23%) of students were interested in undertaking work experience. The top two career choices were Veterinary Science and Dairy Farming.



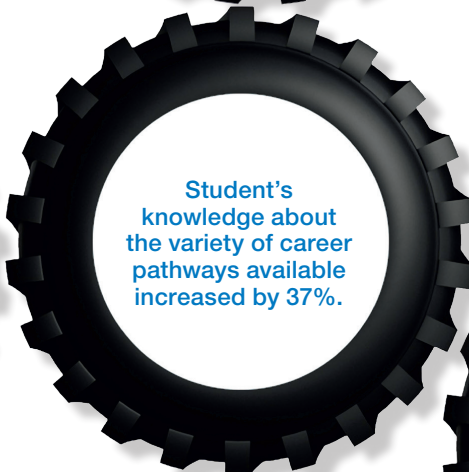
86% of students said that they would be sharing the Cows Create Careers experience with their parents.



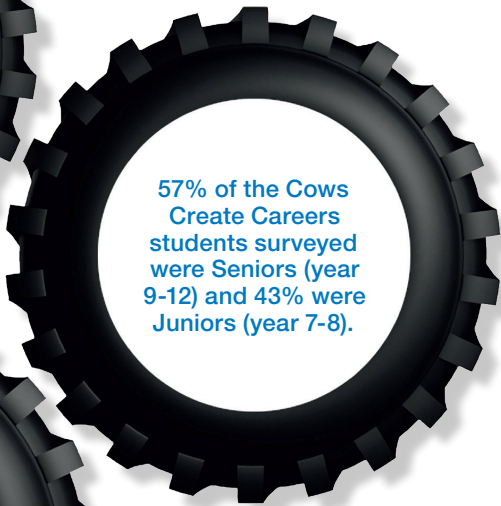
89% of students have a greater knowledge of where to find information about careers in the dairy industry.




3% of the Cows Create Careers students surveyed lived on a dairy farm.



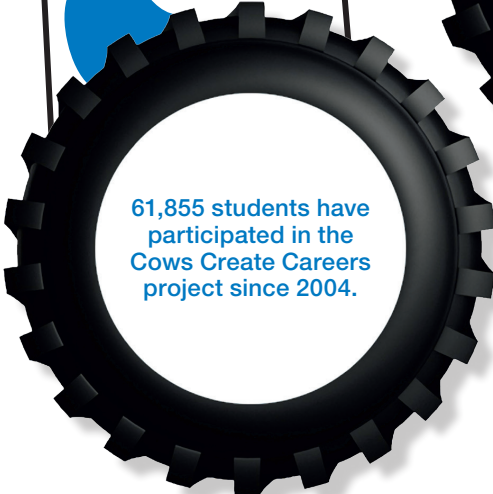
Student's knowledge about the variety of career pathways available increased by 37%.



57% of the Cows Create Careers students surveyed were Seniors (year 9-12) and 43% were Juniors (year 7-8).



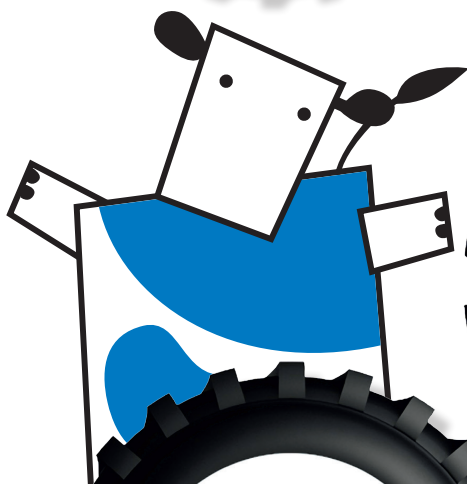
937 students said they would like to have a career in the dairy industry. A further 478 students expressed interest in dairy as an option.



61,855 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

413 dairy farmers and industry advocates volunteered 1,652 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.

327 media hits reaching an audience of approximately 1,327,482 people. This equates to a media value of \$203,308.

94% of dairy farmers and industry advocates stated that they were 'comfortable' participating in the project.

65% of dairy farmers and industry advocates are aged between 35-55. 94% of this audience are experienced and 6% are utilising Cows Create Careers as a personal development opportunity.

77% 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 \$90,720 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; 93% students, 73% teachers and 58% parents.

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

In 2015, a teacher survey was conducted with 206 teachers. Of the 91 responses, some teachers could equate 2 or more answers resulting in 58 students taking up work experience and 46 students who had taken up a dairy career pathway.

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

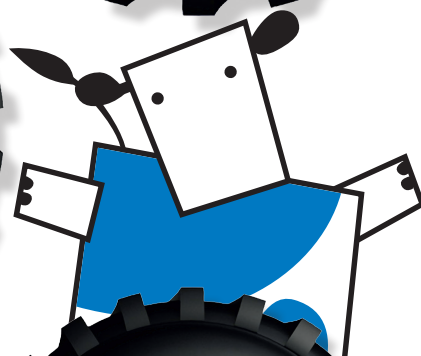
Cows Create Careers project is taken up by schools across a variety of electives; 51% AgHort, 14% Science 13% Across Curriculum 22% Other.

82% of the participating schools run a careers program, most commonly in the format of a classroom activity or by appointment.

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

The Cows Create Careers program has a broader impact than just in the classroom. The total number of students is 134,542 and involves teachers, parents and the wider school community who are more aware of the dairy industry.

120 teachers say that there has been growth and demand from their students to be involved in the project. 73 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
Bulahdelah Central School
Cessnock High School
Gloucester High School
Tomaree High School
Musswellbrook High School
Merriwa Central 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

MID COAST

Taree Christian College
Camden Haven High School
Kempsey High School
Hastings Secondary College – Port Macquarie*
Taree High School
Hastings Secondary College – Westport#

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
Crestwood High School
Kingswood High School
Vincentia High School
Menai High School
Lake Illawarra High School

CENTRAL

Lyneham High School
Orange High School
Alfred Deakin School
Yass High School
Blayney High School
Canowindra High School
Orange Anglican Grammar School
All Saints College
University of Canberra High School, Kaleen
Canobolas Rural Technology High School

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
Smithton High School
Circular Head Christian School
Yolla District High School
Wynyard High School
St Brendan-Shaw College

Schools and Regions

LAUNCESTON

Scotch Oakburn College
Cressy District High School
Deloraine High School
St Mary's District School
Launceston Church Grammar School
Winnaleah District High School
Exeter High School

HOBART

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

VICTORIA

SOUTH WEST

Bellarine Secondary College
Timboon P-12 School
Heywood & District Secondary
College
Ballarat Grammar School
Apollo Bay P-12 College
Hamilton & Alexandra College
Hawkesdale P-12 College
Kaniva College
Colac Secondary College
Cobden Technical School
Monivae College#
Casterton Secondary College
Murtoa P-12 College
Newcomb Secondary College#

SOUTH GIPPSLAND

Term 2

Flinders Christian Community
College – Tyabb
Warragul Regional College
Elisabeth Murdoch College
Chairo Christian School –
Pakenham Campus
Lowanna College
Padua College – Rosebud

Padua College – Mornington
Drouin Secondary College
Trafalgar High School
Term 3
Flinders Christian Community
College–Tyabb#
Korumburra Secondary College
Hillcrest Christian College
Newhaven College
Warragul Regional College
Elisabeth Murdoch College
Lowanna College
Padua College – Mornington
Wonthaggi Secondary College
Monterey Secondary College
Bass Valley Primary School
Koo Wee Rup Secondary College

EAST GIPPSLAND

Nagle College#
Swifts Creek Secondary College
Bairnsdale Christian Community
School
Orbost Secondary College
Bundelaguah Primary School
Clifton Creek Primary School
Boisdale Primary School
Maffra Secondary College#

WODONGA / NORTH EAST

James Fallon High School
Corowa High School
Murray High School
Koorringal High School
Frayne College
Tallangatta Secondary College
Wangaratta Galen Catholic
College
Mater Dei Catholic College
Albury High School
Beechworth Secondary College

SHEPPARTON / NORTHERN

Moama Anglican Grammar
School
St Joseph's School, Nagambie
Yanco Agricultural High School
Rochester Secondary College



Schools and Regions

Cohuna Secondary College*
 Echuca College
 Shepparton High School
 Hay War Memorial High School
 McGuire College
 Notre Dame College
 Finley High School
 Kyabram Secondary College
 St Joseph's College Echuca

QUEENSLAND

TOOWOOMBA

Centenary Heights Senior High School
 Highfields State School
 Pittsworth State High School
 Yarraman P-9 State School
 Tara Shire State College
 Oakey State High School
 Toowoomba State High School – Wilsonton
 Livingstone Christian College
 Our Lady of the Southern Cross College#
 Oakey State School
 Noosa District High School
 Toogoolwah State High School

ROCKHAMPTON

Rockhampton Girls Grammar School
 Rockhampton State High School
 The Cathedral College*
 Monto State High School#
 Rockhampton Grammar School

SOUTH AUSTRALIA

FLEURIEU PENINSULA

Westminster School
 Port Elliot Primary School
 Mt Compass Area School
 Encounter Lutheran School
 Eastern Fleurieu School
 Yankalilla Area School
 Willunga High School
 Southern Vales Christian College
 - Aldinga

MURRAY BRIDGE

Tyndale Christian School
 Birdwood High School*
 Unity College
 Karoonda Area School
 Tintinara Area School
 Jervois Primary School
 Gumeracha Primary School
 Keith Area School

MT GAMBIER / SOUTH EAST

Lucindale Area School
 Kingston Community School
 Allendale East Area School
 Grant High School
 Millicent High School
 Kongorong Primary School
 Compton Primary School

BAROSSA VALLEY / MID NORTH

Trinity College Gawler
 Kapunda High School
 Burra Community School
 Riverton & District High School
 Nuriootpa High School
 Xavier College
 Orroroo Area School
 Clare High School
 Gawler & District College

WESTERN AUSTRALIA

BUSSELTON

Childside School
 St Brigid's Catholic Primary School
 Eaton Community School
 Georgiana Molloy Anglican School
 Donnybrook District High School
 Cornerstone Christian College
 Cape Naturaliste College
 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 327 media hits.

This equates to an estimated media value of \$203,308 and an audience of approximately 1,327,482 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, educational dairy story with parents.

A recent 'Google' internet search using 'Cows Create Careers' as search criteria resulted in 1,050,000 linkages.

Following is a list of some of the media coverage:

Yass Tribune, Yass, NSW (web), 05/08/15
 2UE, Sydney NSW (radio), 05/08/15
 WIN News Rockhampton, QLD, 05/08/15
 WIN Canberra, ACT, 06/08/15
 Queensland Country Life, Brisbane, QLD, 06/08/15
 District Reporter Website, Picton, NSW, 07/08/15
 Bairnsdale Advertiser, Bairnsdale, VIC, 10/08/15
 2EC, Bega, NSW (Radio), 10/08/15
 Snowy River Mail, Orbost, VIC, 12/08/15
 The Australian Dairyfarmer Jul/Aug 15
 Narooma News, Narooma, NSW - website, 15/08/15
 Central Western Daily, Orange, NSW, 17/08/15
 Southern Highland News, Bowral, NSW, 19/08/15
 Vincentia HS Newsletter, 19/08/15
 Stock Journal, Adelaide, SA, 20/08/15
 WIN News Wollongong, NSW, 21/08/15
 WIN News Canberra, ACT, 22/08/15
 Ballina Shire Advocate, Ballina, NSW, 26/08/15
 Central Western Daily, Orange, NSW, 31/08/15
 Times Victor Harbor, Victor Harbor, SA, 03/09/15
 Kilcoy Sentinel, Kilcoy, QLD, 03/09/15
 Stock Journal, Adelaide, SA, 03/09/15
 The Macleay Argus, Kempsey, NSW, 08/09/15
 Circular Head Chronicle, Smithton, TAS, 17/09/15
 216 school community newsletters
 Stock Journal, Adelaide, SA, 01/10/15
 Stock Journal, (Behind Headline) Adelaide, SA, 01/10/15
 Bairnsdale Advertiser, Bairnsdale, VIC, 19/10/15
 Snowy River Mail, Orbost, VIC, 21/10/15
 West Gippsland Trader, Warragul, VIC, 22/10/15
 Tasmanian Country, Hobart, TAS, 23/10/15
 Narooma News, Narooma, NSW, 23/10/15
 Bay Post, Moruya, NSW - website, 23/10/15
 Rural Weekly - Central QLD, Rockhampton, 23/10/15
 Cowra Guardian, Cowra, NSW, 23/10/15
 Cowra Guardian, Cowra, NSW - Website, 26/10/15
 Gippsland Times & Maffra Spectator, Sale, VIC, 27/10/15

Careers in dairy thanks to cows



BY DAVIS HARRIGAN

EDUCATION with a twist was delivered to 140 students from the Border and North East thanks to a practical, hands-on experience program.

Cows Create Careers brought 10 schools together for a day of activities and presentations on Wednesday in Wodonga, but the hard work was primarily done during the school term.

The program, launched in 2008, gave years 7 to 11 students the opportunity to learn first-hand about dairy industry careers through rearing two calves for three weeks.

Corowa High School teacher Bryon Adamson said the experience was a benefit for his students.

"They were involved in feeding and weighing the calves everyday," he said.

"There are also projects to be done and that's what the presentation was about."

The school was crowned overall winners in the senior

division, and also took out third prize.

Mr Adamson said the program showcased the teamwork and camaraderie between teams.

"I get enjoyment out of watching the teamwork of the students," he said.

"They're working together in groups to hand in their projects."

"They're pretty confident within themselves and they got a lot out of the program."

Mr Adamson said a trip to an active dairy assisted with the project.

"We went and visited Riverina Milk," he said.

"We talked to different people about what their roles were so the students got an idea of what was available in the industry."

National program manager Deanne Kennedy said teachers were a key driver behind growing the concept.

"A lot of teachers give us feedback," she said.

"Students get more assessment work from them be-

cause they're enjoying it and documenting it on paper."

Ms Kennedy said technology had become critical to the operation of farms.

"The dairy industry has a great opportunity to say to students that there are great opportunities," she said.

"Computer science in the dairy industry is huge."

Sarah Thompson, industry capability development officer at Murray Dairy, said people often did not look past the ordinary farming operations.

"There's a service side as well," she said.

"When people think about dairy they think about the farm but there's so much past it."

"There are so many career opportunities, even within a farm."

Ms Thompson said it was about attracting younger generations to the industry.

"It's about making them understand what's involved and the potential in the industry," she said.

Eden Magnet, Eden NSW - Website, 28/10/15
 Narooma News, Narooma, NSW - website, 28/10/15
 Eurobodalla Shire Independent, Eurobodalla, NSW, 29/10/15
 Tasmanian Country, Hobart, TAS, 30/10/15
 Burnie Advocate, Burnie, TAS, 31/10/15
 The Border Mail, Albury - Wodonga - website, 06/11/15
 The Border Mail, Albury - Wodonga, 07/11/15
 Shepparton News, Shepparton, VIC, 09/11/15
 Shepparton News, Shepparton, VIC - Website, 09/11/15
 Border Mail, Albury - Wodonga, 10/11/15
 Country News Insert, Shepparton, VIC, 10/11/15
 Western Advocate, Bathurst, NSW, 18/11/15
 Stock and Land, Melbourne, VIC, 26/11/15
 Weekly Times, Melbourne, VIC, 02/12/15
 Hills News, Castle Hill, NSW - website, 10/12/15

Media Coverage

Calves shine a light on dairy careers

Calves are helping to shine a light on dairy industry careers through Dairy Australia's innovative school program 'Cows Create Careers - Farm Module'.

Cows Create Careers - Farm Module is a National Centre for Dairy education program funded by Dairy Australia and industry sponsors.

Cows Create Careers - Farm Module is a six-week program that aims to increase the awareness of dairy industry careers in a very hands-on way. Secondary students are educated by rearing two three-week-old calves at school and the school is provided with dairy industry curriculum for years 7 and 8 and years 9 to 11, at no cost.

This year, nine schools in the Central NSW region including Yass High School will participate in the program joining Lyncham High School, Orange High School, Alfred Deakin School, Blayney High School, Canowindra High School, Orange Anglican Grammar School, All Saints College and University of Canberra High School Kaleen.

Since 2006 Dairy Australia has worked with thousands of students,

teachers, farmers, industry advocates and communities through its investment into Cows Create Careers - Farm Module.

Yass High School has been entering and participating since 2007, the first year it was introduced to NSW.

Dairy Australia's Industry Capability Program Manager, Tracy Lloyd, said the program started in 2004 with dairy farmers in the Strzelecki Lions Club in Victoria and nine Gippsland schools. With support from Dairy Australia, Regional Development Programs, dairy farmers and sponsors, the program has now grown to over 210 schools across Australia with 9,456 students completing the program in 2014.

The program has gained strong support from dairy farmers and advocates across Australia. Last year alone volunteers gave 1,704 hours of their time across 23 Australian dairying regions.

Over the past eight years Yass High School has received calves from Ian Hindmarsh at Cowra and more recently from Neville and Margaret Schofield from "Hillview", Forbes.

Upon completion of the program, students and teachers will be recognised at a Presentation Finale on October 22, where prizes are awarded to the winning schools and students.

For more go to: <http://www.dairyaustralia.com.au/People-and-skills/Education-and-careers/Secondary-School-Resources/Cows-Create-Careers/Farm-Module.aspx>.



All Saints' College students Liberty Smith and Lucy Morrison were congratulated for completing the Cows Create Careers course by Kevin Sheehan.

Cows create great careers

MORE than 125 excited students and teachers from the Central NSW regions were recently awarded for completing the Cows Create Careers - Farm Module at series of presentation days at Cowra.

The days recognised 32 schools from across NSW which had completed the program and included All Saints' College.

Prizes were awarded to both the winning schools and to student teams.

Cows Create Careers is a Dairy Australia program which is supported by National Centre for Dairy Education. The program commenced in 2006.

From the Schools
All Saints'

Lions Club in Victoria and has now grown to more than 210 schools across Australia with almost 10,000 students completing the program in 2014.

"The Cows Create Careers program aims to increase student awareness of careers in the Dairy Industry in a hands-on way."

dairy industry careers - from teaching students about educational and vocational pathways, to profiling the diverse dairy industry.

The students each took on the responsibility of rearing two three-week-old calves at school.

Each school was provided with dairy industry curriculum for years 7 and 8 and years 9 to 11, at no cost.

By bringing calves into schools, the students not only learn about



Students calve out career path

By ALEXANDRA KING

TWO dairy calves may only be a couple of weeks old, but they have got plenty of future agriculture students at Orange Anglican Grammar School.

Jersey calves Renae and Holly have made their home at the school for the past two weeks as part of Dairy Australia's Cows Create Careers program.

The program aims to educate students about the dairy industry and introduce students to the diverse career opportunities it can offer.

Agriculture teacher Leanne Ferguson said year 9 and 10 students have been feeding the calves once a day and have learnt a lot about the industry in the process.

"They've been learning the ins and outs of the dairy industry, how important hygiene is and washing out the bottles they've been feeding the calves with. Responsibility and teamwork," Mrs Ferguson said.

While the school has sheep and beef cattle, Mrs Ferguson said having access to dairy cows was valuable, adding the hands-on nature of the program appealed to students.

Dairy Australia central west representative Jess Jennings visited the school on Friday to talk to students about the different kinds jobs people

can have in the dairy industry. He said many people were not aware of the wide variety of jobs available in dairy, including economics, business management and research development.

"In agriculture generally there's so many different career paths and dairy's no different," Mr Jennings said.

"There's been such an explosion of alternative career paths recently."

He said the program was especially important in the Orange region where there were no big dairy farms.

The students will look after the calves for another week.

alexandra.king@fairfaxmedia.com.au



MILKING IT: Leah Hassler, Mia Wooding, Oliver O'Connor, Jack Dixon and Grace O'Brien at Orange Anglican Grammar School. Photo: JUDE KEOGH

Mooving along

COWS have featured prominently in the curriculums of some schools through the Dairy Australia Cows Create Careers program.

The project gets students involved in the dairy industry at an early age in a hands-on way by rearing three-week-old calves at school.

The year six and seven class at Jervois Primary School was given two young calves from local dairy farmer and school officer Michelle Afford for the project, and students were involved in decision-making processes about where to house them and how to care for and feed them.

Students were rostered to feed the calves twice daily, check the environment, weigh them and collect data on growth, feeding habits and general wellbeing.

Karoonda Area School's year seven and eight agriculture class also completed the program, monitoring the calves given to them by Glen Daint.

They completed assessments in groups, including making a model or "MooTube" movie, taking photos and writing a scientific report showing weight gains.

A presentation day was held at the end of term two, where winning schools were presented with awards.

In the Murray Bridge region, Gumeracha Primary School won the junior school category, and Unity College won the senior team category.

Jervois Primary School won the best photo with Chocolate Thunder.



Jervois Primary School students Jordan Higgins, Ebony Schiller, Jonayla Rushe and Alice Gregory pose with their Cows Create Careers calves Milky Jean and Milo Duke at the JPS Cow Wall.

Moss Vale gets mooving on dairy careers



Gabby Raggs, Tilly Hoare and Maddie Costello, all in year 10, caring for calves.

Photo by Ainsleigh Sheridan

By Ainsleigh Sheridan

GRANT Sherborne has no beef with agricultural education at Moss Vale High School. The Burrawang dairy farmer collected three of his six-week-old calves from the school's care last Friday.

He found them to be in excellent condition, albeit as frisky and spirited as their teenage counterparts.

The calves had completed a three-week stay as part of Dairy Australia's Cows Create Careers' regional development program.

In 2014, nearly 10,000 stu-

dents from 18 schools took dairying regio-

figures expected to match.

The program familiarises high school students with the dairy industry as a career opportunity.

In the "farm" module, a roster of students look after infant calves for 21 days, including weekends.

The calves are fed milk and pellets for weight gain (as much as a kilo a day) to prepare for weaning.

Mr Sherborne first read about the program, which originated in Victoria, in a magazine "about 10 years ago".

he said.

"It's not the career it used to be... seven days a week, up early every morning, hard physical work. It's not like that now."

"So we brought the program up here to Burrawang Public School with one calf, and it went from there."

Science/Agriculture head teacher Craig O'Brien praised the Sherbornes as "really instrumental" in the local program.

It was a great "hand-

ed down" experience,

[and] chart their growth," Mr O'Brien said.

The theoretical side is that we're doing it cross-faculty [as a project between] Agriculture and Year 8 English."

Indeed, as the calves were led out to be weighed one last time, a battery of smartphones captured snaps for class presentations.

"Most of them won't end up working in agriculture, which is good."



Lesson: Jay Hennessy, Kane O'Dine and Martin Derrell are part of the cows create careers hands-on learning initiative.

Dairy initiative engages students

DONNYBROOK District High School secondary students are caring for two calves at school as part of a hands-on introduction to careers in the dairy industry.

The students have visited a dairy in Boyanup and learned about the life of a cow, in addition to taking on the care of the calves for three weeks.

The students feed the calves powdered milk and pellets, measure them and monitor their health to ensure they are growing the way they should.

They then produce maths and science reports on their progress, as well as creating an informative video as part of a competition with other schools participating in the program.

"They love it. The kids get hands-on and dirty and learn real life stuff," Teacher Nigel Edwards said.

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"They love it. The kids get hands-on and dirty and learn real life stuff," Teacher Nigel Edwards said.

Cows Create... Passion

NORTHERN VICTORIA

Passionate about promoting the dairy industry in his local community, Lockington dairy farm owner, Corey Mitchell, has been involved in Cows Create Careers for nine consecutive years.

Since 2006 Corey has supplied two calves to Rochester Secondary College every year, where he works with Science and Maths teacher Neville Borger, to help deliver the CCC project. "I was approached about CCC and I thought it was a good opportunity to give something back to the community and kids," Corey said.

With a farming background, Neville recognised the importance of a school-based agricultural project and incorporated CCC into the school's year 10 science curriculum.

"The school doesn't offer any other projects like CCC, so

I was interested to take it up," Neville said. "We are in a dairy farming area, but not all students come from a dairy farm or have direct involvement with dairy, so CCC is a good opportunity for them to have more of an appreciation of what's happening in the area – it has a local context, science and careers.

Throughout the project the students learn how to weigh, feed and monitor the calves' health. Corey believes that this 'hands-on' aspect of CCC is a vital platform to introduce students to the diversity of career pathways in the industry.

"When I arrive at the school with the calves, I give the students a run down of what to look for if a calf is sick, how to feed it, and what they should expect. They also have the opportunity to ask questions. They genuinely seem interested and you can see that they are excited," Corey said.

"CCC is not just about learning to be a farmhand, there are a lot of different avenues of employment. I tell the kids that the dairy industry is one of the biggest employers in Australia and to run a farm I have to be a master of all trades - but I also need a bank manager and accountant who know my business, and I employ people to do my IT, genetics and embryo work. Our local field officer gives us advice on finance and budgets, and there's also huge opportunities in the milk factories."

On top of looking after the calves, this year the Rochester students visited a dairy farm to witness and learn about automated calf feeding, while in the classroom they completed research and reports in relation to the calves and dairy industry.

"I think that the students learn a lot along the way," Neville said. "For the 'Day in the Life of a Dairy Farmer' project they visited a farm and recorded actual footage of a farmer working and a calf being born. I thought it was really good that they went to the effort to get original footage from a dairy farm and stitched it all together to make a movie."

Passionate about spreading the opportunities of the dairy industry, Corey does not plan to stop working with Rochester Secondary College anytime soon. "Neville's good to work with and he's really positive. The kids do a fantastic job and the calves come back really healthy," Corey said.

At the end of the project the kids write letters thanking me, it's pretty rewarding that they've taken the time to put their thoughts down on paper. But there are still a lot of kids in town who don't get the opportunity to do CCC. So I make sure I always put out the offer to any kids to come to my farm to do a job placement or to get some work experience."



Corey Mitchell, industry advocate and dairy farmer



Rochester Secondary College students enjoying looking after Corey's calves

Cows Create... Community

SOUTH WEST, VICTORIA

One of the great aspects of Cows Create Careers is that it is a community-based project that appeals to people of all ages, not just students.

Peter Fulton participated in Cows Create Careers (CCC) as a year 9 student at Timboon P-12 College. Now twenty-two years old, he lends calves to the school and acts as an industry mentor to the students completing the project.

"I got an email that the school was looking for calves for CCC, I was calving at the right time so I went for it," Peter said. "There should be more people getting into dairy, and there's not a lot of young people coming into the industry - so any bit I can do, helps out."

After finishing school in 2011, Peter successfully applied for a dairy traineeship and progressively built his skills to become manager of his family's dairy farm. He has worked with Timboon P-12 School for two years and believes CCC as a good platform to teach younger generations about the diversity of opportunities in the dairy industry.

"Through CCC the kids get an insight of how the dairy industry works, and it's good that someone young is talking to them about it," he said. "The kids ask plenty of questions. Speaking to the students helps to build confidence and I can do it around work, so it works well."

Peter teams with maths and science teacher, Gemma Dennis, to help deliver CCC. Gemma has taught the project at Timboon P-12 School for two years, where it is offered as a science elective in both year 7 and 8.

"Peter and I started our CCC adventure at the same time," Gemma said. "When I first heard that Peter was going to be involved, I thought, you ripper! In my first year of teaching I taught Peter in my year 11 maths group."

At the start of the project, Peter delivers two three-week-old calves to the school and teaches the students how to feed, care and weigh them. Over six weeks the students monitor the calves while completing classroom based research and assessments.

They also go on field trips, share their own knowledge of agriculture, and host a wide-variety industry guests such as a vet, local farmers and a Warrnambool Cheese and Butter cheese grader.

Gemma believes that the hands-on aspect of CCC is key to the project's success. "It's fun and something different," she said, "but you also learn about careers that are highly relevant. It opens the students' eyes to careers that aren't just on the farm, while giving them community connections



Peter Fulton (4th on right) with students from Timboon P-12 College and Lab Technician (1st on left) Fiona Allan and teacher (2nd on left) Gemma Dennis

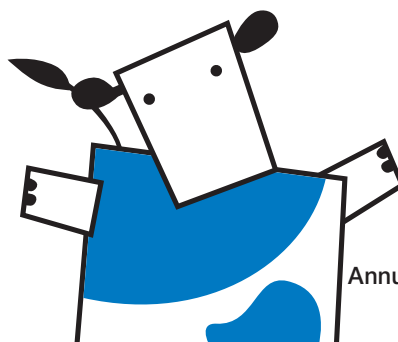
and learning from other people."

"Peter's really good to work with, he's highly involved and is always just a call away. When we were in a rush to get all our project work done, Peter came to the school to help out where needed. So it's not just the hands-on stuff, he's also happy to offer advice and help the kids to get the project work completed as well."

Because of the students outstanding effort with Cows Create Careers, this year Timboon P-12 School was awarded third place, first place and the overall prize for the year 7 and 8 division, at the region's CCC Presentation Day – a nice reward and acknowledgement for everyone's hard work.

Peter enjoys working with Timboon P-12 School, it's a relationship that he hopes to continue into the future; "I really enjoy supplying the calves and talking to the kids," Peter said, "and I like that I'm doing something for the kids and for the school."

It is a partnership that Gemma also wishes to continue; "It's a very rewarding program and the kids continue to talk about it," Gemma said. "We plan on continuing to be involved as long as it's around, there's always student interest - and having a win at the Presentation Day advertises it for next year!"



Cows Create... Dairy farmers

NORTHERN NEW SOUTH WALES

Peter Graham, from Rich River Farms in Codrington, is a fifth generation dairy farmer and proud of it; “I love Agriculture, I’ve never wanted to do anything else,” he said.

“I got involved in CCC because I want to encourage kids to learn about agriculture. It’s all about careers and that can be anything from milking a cow, AI, agronomy, or to a rural bank manager.”

For two years Peter has worked with agriculture teacher, Alison McGeary, to help deliver Cows Create Careers

(CCC) at Evans River K-12 School. As the school’s new agriculture teacher in 2012, Alison recognised the importance of a school-based hands-on project. A year later CCC was incorporated into the school’s year 9 Agriculture Technology - Dairy Cattle unit.

“I’ve been at the school since 2006, although I only started teaching agriculture in 2012,” Alison said. “We don’t have anything else like CCC that’s actually linked to an industry. I always try to link the learning activities at school with things that happen in the real world, so I thought that CCC would be perfect - it links to something bigger and also to the community.”

At the start of the project, Peter delivers two three-week-old calves to the school and teaches the students how to care for them. Over three weeks the students weigh, feed and monitor the calves, while also completing classroom based research and assessments.

“The students know that the calves are on loan, so they really step-up with responsibility,” Alison said. “They know that they’ve been given an opportunity with a farmer who’s lending something very important, and that they’re wholly responsible for handing the calves back in a good condition.”

Throughout the project an industry advocate also visits the students, to talk about the diversity of career pathways in the dairy industry; “CCC definitely opens the students’ eyes to the fact that they could study agriculture at university,” Alison said.

Since their introduction through CCC two years ago, Peter and Alison have continued to build a strong working relationship. Together they have coordinated activities outside of the CCC project to further extend the students’ knowledge of agriculture.

Peter also hosts the school’s year 9 students at his 250-cow farm, where they learn about pastures and rotation.

“The students develop a relationship with Peter from when they do CCC in year 9 – so it’s an ongoing relationship, which is great,” Alison said.

“It’s a big industry and there are so many opportunities,” Peter said. “Younger generations should understand why a dairy technician, AI and geneticist are needed. Agriculture needs to be hands-on for kids, so they can get involved and get excited.”

Peter enjoys working with Evans River K-12 School and he hopes to encourage more young people to consider a career in the dairy industry; “Alison and I have a good working relationship and I intend to keep it going,” he said. “Going forward, I hope to talk to more kids about agriculture, and even if just one decides that they want a career in agriculture – that’s success!”



Peter Graham showing students around his dairy farm



One of the calves being delivered to Evans River K-12 School by Peter Graham

Cows Create... Opportunities

GIPPSLAND, VICTORIA

Seventeen year-old Ashlee Bloxidge, has a love of animals and a passion for dairy farming. Yet before entering the industry at fifteen, she had no previous dairy experience.

"My parents don't have anything to do with a dairy farm," Ashlee said. "I saw the National Centre for Dairy Education (NCDE) at a careers expo and that night I decided that I wanted to be a dairy farmer."

From Nar Nar Goon, Ashlee grew up on a one-acre property where her family reared a beef calf each year, "I've always loved cows and calf rearing," she said. "Growing up, my friends also had horse farms and I really liked the farming lifestyle and working outdoors with animals, so when I saw the NCDE course I thought it would be perfect."

While a year 10 student at Chairo Christian School, Pakenham, Ashlee commenced a dairy traineeship and worked casually on a dairy farm, milking and doing general farm work. She also elected to study Agriculture – opening the door for her to participate in the Cows Create Careers project and meet local dairy farm owner, Ian Anderson, who has supplied calves to the school for the project, for three years.

"Cows Create Careers is beneficial because it gives an introduction to a lot of potential industry entrants," Ian said. "It's a great promotion of the dairy industry and students learn important facts about the industry – it's not just about working on farms, we also need nutritionists and agronomists, there's many different pathways into the industry."

As a student participant, Cows Create Careers was Ashlee's opportunity to further develop her industry knowledge and contacts. "I hadn't met Ian before doing CCC," she said. "I'd worked previously on a dairy farm doing a traineeship for two years, but I was looking to gain new and different experiences within the industry, so I asked Ian if I could have a job - and was glad to be given the opportunity to do just that."

Ashlee has worked with Ian, every Saturday, since March 2015. She helps with milking, feeding and tractor work, and is always taking on new challenges to broaden her skills and experience. She also attends the NCDE one-day a week to study; "I completed the Certificate II in Agriculture on the previous farm, and now I'm doing the Certificate III. I learn so much from working with Ian."

However the benefits of Ashlee's employment is mutual. "It's great for me," Ian said. "There's nothing like an inquisitive mind asking you questions. Ashlee's gaining confidence all the time and she has a passion for animals and farming, which is great because she doesn't come from a farming background. From my perspective I always want to encourage people especially if they're keen and enthusiastic, you have to give as many opportunities as you can."



Ashlee accepting the Certificate II of Agriculture from Dairy Australia and National Centre for Dairy Education

Ashlee and Ian also share a mutual passion for the show arena. Ashlee attends youth camps to increase her showing and clipping skills, and together, they attend shows across the state.

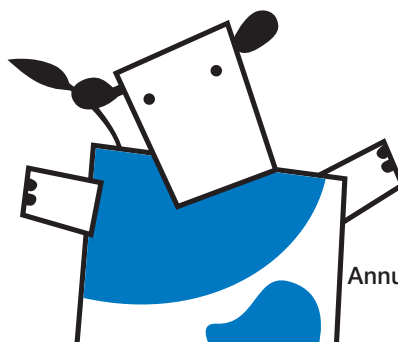
"Ian owns a stud farm so we go to a lot of local shows, we've been to the Berwick Show, Dandenong Show, and we're going to the Melbourne Show this year. Through TAFE I've also done showing and clipping - it's a really good way to meet new people," Ashlee said.

"I'm astounded with how many contacts Ashlee has made in the industry," Ian said. "She goes to youth camps, showing school and does all sorts of things – it's great to see."

Now in year 12, Ashlee plans to keep developing her industry experience and she hopes to travel in future. "I'm planning to finish my Certificate III and next year start the Certificate IV. I want to keep working with Ian, and potentially, one day, I'd like to own my own herd."

Ashlee's advice to others thinking about a career in the dairy industry?

"Go for it! Even if you're not from a farming background there's lots of opportunities in the industry, you can be a farmer, a nutritionist, a vet, or an AI assistant. There's also courses or short courses you can do."



Cows Create... Graduates

NORTHERN VICTORIA



Ashlee Hammond plans to complete a Master of Agribusiness

Twenty-three year old, Ashlee Hammond, is passionate about shining a light on agriculture; “I love everything about the industry and it’s an industry that continues to grow,” she said.

“Consumers want Australian made and they want the story behind where their food comes from; this has driven me to be passionate about consumer education and awareness – people are starting to value that our agricultural industry has a clean and green image.”

Growing up in Northern Victoria, Ashlee milked on her parent’s dairy farm after school and worked as a farmhand on weekends. In 2007 she participated in Dairy Australia’s Cows Create Careers project as a year 9 student at Kerang Technical High School, and even though she came from a dairy background, Cows Create Careers still offered her new ideas.

“Cows Create Careers was definitely beneficial and I got a lot out of it. On farm you just do what Dad says – so it was interesting to get all of the background knowledge,” she said. “It was also beneficial because I could teach other students in the class – indirectly, it allowed me to learn leadership skills and I could develop those skills at a young age.”

During high school, Ashlee elected subjects that helped to open agricultural tertiary pathways. In years 10 and 11, she also completed the Vocational Education and Training (VET) Certificate II in Agriculture, which saw her place first in the Murray Mallee VET Student Excellence Awards and

awarded the 2009 Steve Foley Memorial Student of the Year.

“It was only after year 9 that I started to think about agriculture as a career choice - it was through Cows Create Careers, and then the Certificate II in Agriculture, that led me to realise that you can study at a tertiary level and there are many pathways in agriculture, it’s not just milking cows” she said.

At the end of year 12 Ashlee successfully applied to study Agricultural Science at La Trobe University, Bundoora. In 2014, she was awarded the University’s Honours Year Grant Scholarship and completed an additional 12-month research project into ruminant nutrition.

“I conducted research with the overall aim of improving the nutrition of grazing dairy - specifically looking at the efficiency of utilisation of dietary protein in the rumen through the use of biomarkers in milk,” she said.

Ashlee has worked part-time with the Victorian Farmers Federation (VFF) member services team for 18 months. In April, with her study now complete, she took on a full-time contract as VFF Livestock Project Officer, “I’m an extension officer for increasing awareness for animal health and bio-security. I organise events and get out there and talk to farmers,” she said.

However outside of work, Ashlee’s passion is to spread the word about Australia’s clean and green agricultural industry. She has been an active member of the Young Agribusiness Professional’s Committee for three years and is enthusiastic about increasing the awareness of industry careers.

“I’ve always been supported by the industry - it started with Cows Create Careers, developed with the Certificate II of Agriculture, then onto University. I’m really passionate about supporting youth and increasing the awareness of the opportunities that young people can have in agriculture.”

Ashlee plans to continue her studies and was recently accepted into a Master of Agribusiness course, which she plans to complete part-time while working. She is looking forward to a long career and hopes to one-day work in the area of her research, “dairy is my ultimate passion. I love dairy and that’s going to be where my passion lies, no matter what area I go into.”

Ashlee’s advice for people considering a career in the agriculture industry:

“If you want a hands-on job or wish to study at a tertiary level, there will be a pathway that suits you. There are so many different paths and such a range of jobs – no matter what sort of area that you want to get into; agriculture has a job where you can do it.”

Cows Create... Education

BAROSSA VALLEY, SOUTH AUSTRALIA

Barossa Valley dairy farmer, Jeff Kernich, has been involved in Cows Create Careers (CCC) since it was first introduced to South Australia, in 2008

"I was at a Discussion Group and a young lady who had heard of CCC in Victoria asked, 'who's interested'? I put up my hand and I've been involved ever since," Jeff said. "Since then, the project has grown; in the first year we had half a dozen schools and this year we have 12 scattered from the South of the Barossa Valley up to Orroroo."

Alongside his wife Erica and four children, Jeff operates the family dairy business, Jersey Fresh. Through CCC, Jeff provides calves to schools and also acts as an industry advocate, which sees him visit students to talk about the dairy industry.

"I'm a milk processor as well as a dairy farmer, so as an advocate I can tell students the whole story from the day we sow the crop, to right up to when we put the milk on the shelf."

In 2013, Orroroo Area School Agriculture teacher, Sarah Hazel, was given the option to introduce some new programs to the school. While it's not a dairy region now, Orroroo has a rich dairy past and was once home to a butter factory.

"I knew of CCC through other teachers and I was looking for something different that the school hadn't done before," Sarah said. "Jeff heard that I was interested in CCC, and even though the school is not in his region, he was happy to work with us."

With a three-hour drive between them, Sarah and Jeff work together to deliver CCC. At the start of the project, Sarah drives to the Barossa to pick up the calves from Jeff's farm. During the project, and with the help of Kapunda High School, Jeff videotapes CCC presentations, which are then shown to the Orroroo students.

"CCC forms part of the year 9 curriculum, but while the calves are at the school all students up to year 10 learn about dairy in some form," Sarah said. "The reception and grade one class learn about dairy in the food triangle. The grade two, three and four classes learn about how a cow creates milk, and other classes learn about paddock to plate – and all the classes check the calves once a week and do their own observing."

"Having calves at the school brings student engagement and the students seem to really enjoy working together"

At the conclusion of CCC, Jeff travels to Orroroo to collect the calves and speak to the students about the food pyramid, paddock to plate, and does a CCC industry talk to the year 9 and 10 students.

"When I pull up in the main street in Orroroo people ask me where I'm from, when I say I'm from the Barossa Valley they say, 'you have the calves at the school!' The whole town is involved, it's absolutely amazing," Jeff said. "Having been a farmer all my life, I think CCC is the best



Jeff Kernich in the classroom with students

part of my farming career, especially talking to the kids and seeing them react with the animals. I tell them that they need to buckle down and learn, and they need to learn about subjects like AgScience because it covers Science, Maths and English."

This year, the Orroroo student's dedication to CCC showed when they stepped up to help the Kernich family prepare two heifers for the Adelaide Show, "It was a wonderful experience, we were able to go to the show because of the Kernich's generosity," Sarah said. "The students were actually interacting with dairy farmers and people who have dairy as their career – it put all their learning into action."

The student's commitment to CCC was also rewarded when two teams were chosen to represent Orroroo Area School at the region's 2015 CCC Presentation Day, with one team placing third in the senior section.

Jeff credits the success of CCC at Orroroo Area School to Sarah and the dedication of the students, "I was chuffed when they placed third at the Presentation Day," Jeff said. "The students are really keen and Sarah is an energetic young teacher who is passionate about what she does."

"CCC is the best program we've ever had for the dairy industry – and Sarah and I have proved that we can make it happen, you don't have to be right on each other's doorstep. I'm getting to the end of my farming career and sometimes I think I should give up farming and just do CCC because it's good fun. But it's all so exciting, so I think I better keep going for a bit longer."

Cows Create... Training

MID COAST, NEW SOUTH WALES

After completing Cows Create Careers in year 9, Taree Christian College student, Wayne Cornish, expressed an interest to work in an agricultural field. So, with the help of his teacher, family and dairy industry representatives, Wayne is now in the process of transitioning from school into work.

Wayne grew up on a farm where he learnt to handle horses, however while studying CCC he relished in the project's responsibilities and his interest for dairy was soon sparked.

"It was all new to me," said Wayne. "I live on a farm and we have horses, but I've now taken an interest in cows and agriculture. I like that CCC is hands on; I like helping out, feeding and looking after the animals."

Taree Christian College has been involved in CCC for five years. The project is coordinated by teacher and Head of Secondary School, Wayne Green, and is incorporated in the year 9 and 10 Agriculture Technology elective.

At the start of the project dairy farmer Rodney Lattimore delivers two calves to the school and teaches the students how to care for them.

"This year Rodney had a special red Holstein Friesian calf which is rare," teacher Wayne Green said. "Wayne really enjoyed looking after the calves and feeding. He's a hard-worker and he always takes the initiative to check the calves and make sure everything's okay. He cares for the animals and he's confident working with them."

As a year 9 student, Wayne expressed an interest in transitioning from school into work to his teacher Wayne Green. "After doing CCC he said that he'd like to work in agriculture," Wayne Green said. "So through CCC he had the opportunity to put the feelers out."

Wayne also decided to further his dairy experience by attending the 2015 Rotary Youth in Agriculture Dairy Camp, with all reports stating that he shone at the camp.

"I learnt so much," Wayne said, "like how to put on suction cups, how to care for equipment and tell if a cow has mastitis, what to feed cows and how much to give them. There are also different types of dairies, like robotic dairies."

Wayne Green believes that CCC is unique because it is an industry project; "CCC is unique in the way that it's industry based and supported by Dairy Australia. It encourages people, like industry advocates, to come into the school and talk to the kids – and it's all organised through the program."

This year the students had two industry advocates visit the school; Steven Brown, owner of local business, No Bull, spoke about artificial insemination, while twenty-six year old Taree dairy farmer, Natasha Yarrington, talked to the students about the local industry.

"I knew about CCC through being involved in the Young Dairy Group," Natasha said. "This year our eldest daughter started at Taree Christian College so I was really keen to get involved with the school. My experience as an advocate was nothing but positive, it's such a great school and the kids are really mature and respectful."



Wayne Cornish is pictured on the left with Cows Create Careers calves at Taree Christian College

Natasha was born into a farming family and left school in year 10 to attend Tocal Agricultural College and complete a dairy apprenticeship. She visits Taree Christian College to speak about the dairy industry, how much profit and employment the industry brings to both Australia and the local region, and day-to-day farm work.

"I ask the kids what they think happens on a dairy farm, and they say, 'milk cows', but it's more than that so I talk about all the different roles and services in the industry," Natasha said.

"I also talk about my career path, where I am today, and all the opportunities I've had through Dairy Australia, like being involved with the Young Dairy Group and Dairy Australia's Dairy Sage program – doors have opened for me and it's such a great industry."

Through working with Natasha, Wayne Green soon identified an opportunity; "I spoke to Natasha and she's looking at putting Wayne on a trial," he said. "Wayne will finish year 9 and then start the transition to work. He'll be a farmhand with Natasha, and we're hoping that it'll turn into a traineeship down the track."

With a lack of young people coming into the industry, Natasha is looking forward to Wayne joining her husband's family farm. "We're looking to put Wayne on six month trial. The optimal outcome is that he'd like to continue and we are in a position to put him on as a trainee," she said.

"The recipe for the perfect employee is someone who has a good work ethic and who is keen to learn. It doesn't matter if they don't have a dairy or farming background, if they have some interest and want to learn, you can't go wrong. We are more than happy that we've found Wayne and hopefully we can support him with where he wants to be and open some doors and opportunities for him," Natasha said.

Keen to learn and enthusiastic to get his hands dirty, when asked if he is ready to start working, Wayne replied a very confident, "most definitely!"

Natasha and Wayne Green hope to continue teaching Cows Create Careers at Taree Christian College. "I'd like to go back to Taree Christian College next year," Natasha said. "It's such a good feeling to be involved, and to share my passion, in my community."

"As a teacher I see the value of a program that shows kids that they're not just learning for the sake of building knowledge," Wayne Green said. "It gets them to understand that one day they'll be in a career – and hopefully it's now led to a career for Wayne."

Cows Create... Commitment

BAROSSA VALLEY, SOUTH AUSTRALIA

Seventeen year old, James Krieg, is enthusiastic to start a career in agriculture. With dairy farming in his blood, James elected to study Cows Create Careers as a year 11 student at Xavier Catholic College.

"My grandfather was a dairy farmer and I'm a fourth generation dairy farmer, but we have a very small amount of cows," James said. "So I thought it would be good to learn more about the dairy industry and that CCC would be fun."

Xavier Catholic College has been involved in CCC since the project commenced in the Barossa region. It is coordinated by Agriculture and Science teacher, Ann Rowett, and is primarily incorporated into the school's year 10 program, but all classes have the opportunity to interact with the project through the school's agriculture curriculum.

"The main benefit of CCC is the 'hands on' learning," Ann said. "The students love the calves and they really get involved with the feeding, caring and maintenance of the animals. It allows the students to learn about an industry that they had no knowledge of beforehand."

"James was great and he was really involved. As he already had the practical knowledge, he got to teach the other students about the calves and how to look after them."

Looking back on his Cows Create Careers experience, James recognises that he was a mentor for fellow students during the project.

"There were members of the group who didn't have a background in dairy farming, so they didn't know much about the industry at all," he said, "so looking back, I guess I did help other students a lot."

James' commitment to CCC was acknowledged when he was chosen to represent Xavier Catholic College at the region's 2015 CCC Presentation Day. He placed second in the Senior Section and he believes this recognition was a good motivation to keep persisting towards his goal of a career in the industry.

Ann has seen the benefits of CCC, not just for James, but also for other students who have participated in the project. As part the agricultural curriculum, year 11 students visit a working rotary dairy and Ann has noticed that they have a higher level of understanding due to their previous involvement with CCC.

"The students love CCC. A lot of them are unaware of anything to do with the dairy industry before they start but by the end they have gained a lot of knowledge," Ann said.

"One student in year 10 participated in the program and lived near a dairy farm. From completing the project she had an understanding of what the dairy industry was about and she now has a part time job on the dairy farm feeding the calves. It is a great well organised program and I love being involved!"

Next year, and while a year 12 student, James is planning to complete a work-based apprenticeship on his family



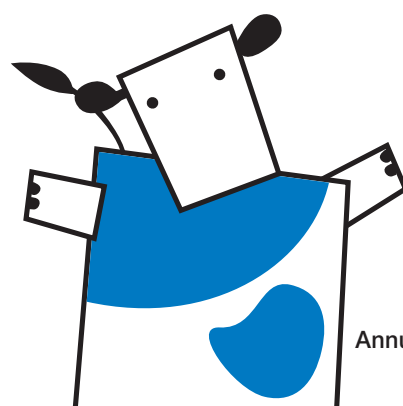
James Krieg, left, and his team who won 2nd place at the CCC Presentation Day



Cows Create Careers calves at Xavier Catholic College

farm. "I'll be able to do year 12 and also get a farming qualification, so I'll try to move into agriculture as best as I can," he said.

"At the moment we only have seven cows. My long-term goal is to build up the numbers to around 50 and own a farm where I can rear Holsteins and also get into the processing side of the industry."



Cows Create... Advocacy

SOUTH COAST & TABLELANDS, NSW



The Sherbourne family with NSW Central, South & Far Coast Junior Winning School team members from Elizabeth Macarthur High School

The Sherborne family from Burrawang, in the NSW Southern Highlands, have supported Cows Create Careers since 2005. Jane Sherborne, a seventh generation dairy farm owner, saw an article promoting the project and with her husband, Grant, instantly recognised the importance of a school-based agriculture project.

At the time Jane and Grant had two children attending Burrawang Primary School and they saw an opportunity to get the first NSW school involved in the project.

"I read about the program being offered in Victoria and decided that it was something that I could do. I could see value in it, not only for my children, but also for the other children that went to the school," Jane said.

Jane contacted Burrawang Primary and within one month the state's first CCC pilot project was established. Jane and Grant supplied calves for the pilot and have been involved in the project ever since.

"I felt that the dairy industry was becoming isolated and there was a lack of understanding," Jane said, "by involving dairy farmers directly with children - who then talk to their parents about the benefits of dairy and the career opportunities in the industry - creates an understanding of the economic value that dairy farming has in the local region as well as the export opportunities for Australia."

"CCC creates an awareness of the dairy industry and invites outside participation regardless of a person's

background. It also gets the community talking about the dairy industry. It gets people thinking that this could be a job for them, it also helps with the understanding of the high quality produce that we as dairy farmers take to the market."

With the success of the pilot project, Jane and Grant were soon supplying calves to more local schools including Moss Vale High School, Corrimall High, Oxley College, Mulwaree High and Karabar High in New South Wales. Alfred Deakin and Lyneham in the ACT also became involved, with Jane and Grant making the trip to Canberra to deliver calves to the schools.

"CCC is a great program and we are happy to go out of our way to be involved," Jane said. "Burrawang was the first and only primary school to be involved. We only did this in the first year as CCC is a high school program. In the second year it went to Moss Vale High School, and I suppose the attention that it gained then attracted more schools."

Jane and Grant's daughter, Georgia, participated in Burrawang Primary School's CCC pilot-project as a year six student. She then went on to complete the project at Moss Vale High School from years 7 to 10.

"Quite a lot of the CCC students didn't have any background experience in dairy," Georgia said. "It was great, because the calves came from my family farm I could show the students what my family does and what our farm is about."

“High school students are shy and too nervous to try and see what dairy farming is about; but people don’t know what it’s like to work on a dairy farm until they try it themselves.”

Now twenty years old, Georgia has progressively built her experience to work fulltime on the family farm, and when her parents are away, Georgia and her brother step-up to manage the farm together.

“I’ve always done the weekend milking,” Georgia said, “After finishing school, I started off following Dad around and helping him move cattle. Then I did more milkings and worked with other employees. I now work everyday and at the moment I’m managing the dairy.”

In 2014 both Jane and Georgia’s passion for the dairy industry was recognised when they were both chosen to participate in the Developing Dairy Leaders Program (DDLDP). Developed by Dairy Australia and Australian Dairy Farmers (ADF) the three-month program builds the leadership skills of people who are committed to the future of the Australian dairy industry and who have been identified to have the potential for future state-level industry leadership roles.

“DDLDP opened my eyes,” Georgia said, “I’ve seen the ins and outs of Dairy Australia and how the industry relates to government. DDLP has given me more confidence to

talk about the dairy industry and it’s extra learning to draw upon.”

Georgia plans to continue working on the family farm and one day hopes to manage the property alongside her two brothers. “It would be nice for the three of us to look after the farm and expand it a little bit – it would be a shame not to, because there’s so much work gone into it!”

Jane and Grant continue to be highly involved in CCC. Each year they attend the region’s Presentation Days and remain a key industry contact for students completing the project.

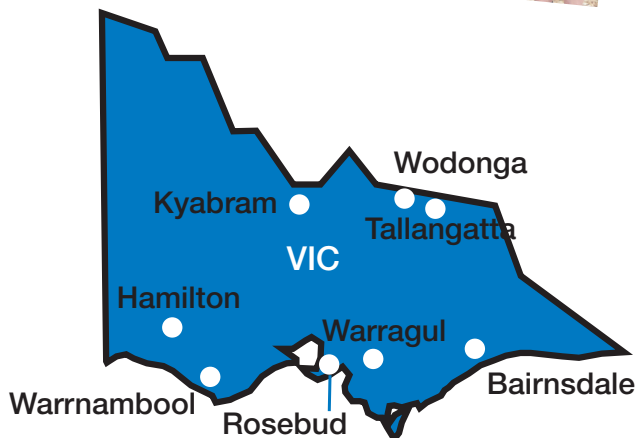
“I think the students get very excited to compare their projects with the other schools at the Presentation Day,” Jane said. “Hopefully the students also interact with the farmers and industry representatives that attend, getting them to share what opportunities the industry has given them.”

“I think CCC is ever evolving and I have heard that other industries would like to have the same access and success that the dairy industry has achieved. It’s important that people understand the care and effort of how their food is produced, appreciate the high quality of Australian produce, the value that dairy produces, and the dairy farmers that produce it.”

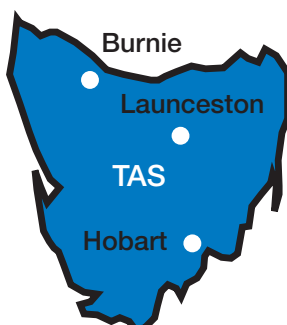


Grant & Jane Sherbourne with NSW Central, South & Far Coast Winning School team from Blayney High School

The Gallery



The Gallery



The Gallery



More than a decade of CCC...

Dairy Farmers and Industry Advocates have been involved in the delivery of the Cows Create Careers – Farm Module program for more than a decade. Many of these volunteers attend presentation days to celebrate the finale of the program in their region.

Cows Create Careers – Farm Module started in 2004 with dairy farmers in the Strzelecki Lions Club in Victoria and nine Gippsland Schools. Since its launch the project has proven to be highly successful and has continued to grow significantly. In 2015, the program was delivered to 214 schools and 9,949 students.

Following are some memories of CCC in 2015...

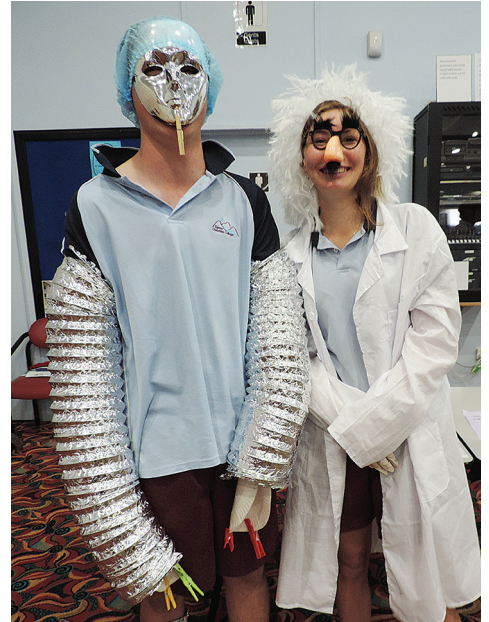


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Cows Create Careers – Farm Module is supported both financially and in-kind by a large number of dairy industry service providers. Many of these companies have been involved since the project inception in 2004. The project is only made possible by the ongoing involvement and investment of these organisations, thank you.

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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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Your Levy at Work



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