

Cows Create Careers

ANNUAL REPORT 2014



INDUSTRY - EDUCATION - COMMUNITY

Cows Create Careers is a National Centre for Dairy Education program funded by Dairy Australia and industry sponsors

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 31/12/2014

FRONT COVER: *L to R (Back) - Aaron Hoffmann and Jarred Sykes. L to R (Front) - Deanja Vargess and Jesse Adams, Cornerstone Christian College, WA.*

Table of Contents

Project Sponsorship Partners	2 - 3
Dairy Farmers and Industry Advocates	4 - 6
The Project & Objectives	7
Executive Summary	8
Key Performance Indicators	9
The Project at a Glance	
- Facts about the students	10
- Facts about the stakeholders and other achievements	11
- Facts about the schools and teachers	12
Schools and Regions	13 - 15
Media Coverage	16 - 17
Cows Create... Case Studies	18 - 27
The Gallery	28 - 30
Celebrating Ten Years	31
Acknowledgements	32



Project Sponsorship Partners

Dairy Australia would like to thank the following sponsors:

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Dairy Product Sponsorship Partners

Lion Co., Devondale Murray Goulburn, Betta Milk, 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 - Ross & Darren Wilson, Tom Wilson, Matt Hogan, Max & Cheryl Moore, John Redgrove, Graham Berry, Terry Lambkin, David Williams, Max & Robyn Wake and Brad Richardson.

Industry Advocates - James Hooke (Tocal College), Digby Rayward (Livestock Health & Pest Authority), Ewin Lewis (Pauls/Parmaalat), Mike Ison (NSW Department of Primary Industries), David Ninness (Semex), Lindsay Moxey (Elders), Katherine Colaci (Lion Co) and Greg Duncan (Dairy Australia).

Lismore

Dairy Farmers - Paul & Sharon Weir, Damien Nardi, Ken Bryant, Andrew Wilson, Terry Toohey, Corey Crosthwaite, Rob & Sue Harnett, Greg Dennis, Peter Graham and Tony Wilson.

Industry Advocates - Dwight Wyatt (Wyatt AB Services), Phil Kemsley (North Coast Local Land Service), Darryl Deerly (Keen Street Vet Clinic), Louise Wallace (Norco), Andrew Taylor (Pauls/Parmaalat), Mike Gout (Seed Force), Matthew Moyle (NuFarm) and Dom Hogg (BGAgri).

Mid Coast

Dairy Farmers - Ian & Sue Lindsay, Andrew Noakes, Rodney Lattimore, Bob & Sandra Baker, Natasha Yarrington, Mike Jeffrey and Luke Cleary.

Industry Advocates - Michael Ferguson (Wauchope Vets), Kevin Williams (PGG Wrightson Seeds), Greg Stuart (Northern Institute Of Tafe), Steven Brown (AI Consultant), Peter Midsen (Eastern Artificial Breeders), Ray Johnston (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, Tony Biffin, Ben Honey, John & Sally Fairley, Martin Hodge, Craig & Philip Tate, Brett Hayter, Robert Miller and Lauren Knudsen.

Industry Advocates - Jeff White (Agricultural Consultant), Emma Strong (Dairy farmer), Martin Hodge (Dairy farmer), Fiona Perich (Leppington Pastoral Company), Winnie Oslear (Dairy farmer), Lindsay Sheldon (Vella Feeds), Ben Honey (Dairy farmer), Vicki Timbs (Devondale Murray Goulburn), Tony Biffin (Dairy farmer) and Robert Miller (Dairy farmer).

Central

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

Industry Advocates - Grant & Jane Sherbourne (Dairy farmers), Trevor King & field staff (Lion), Robyn Lucas (Dairy farmer), Tim Burfitt (NSW Department of Primary Industries) and David Markham (Landmark).

Far Coast

Dairy Farmers - Robyn Lucas, Ken & Linda Whitby, Gary Evans and Matt & Annabel Kimber.

Industry Advocates - Tom Pearce (Dairy farmer), Annabel Blake (Moruya Veterinary Clinic) and Brodie Chester (Dairy farmer).

VICTORIA

South West

Dairy Farmers - Lynette Greenwood, Dean Netherway, Andrew Beale, Scott Lack, Lou Lettieri, John Cotton, Peter Fulton, Sam Simpson, Steve & Tania Luckin, Harry & Brenda Elliot, Liz Jordan, Adam & Natalie Roberts, David Byrd and Mercy College Dairy farmer.

Industry Advocates - Owen Rees (Langdon Stockfeeds), Kerri Ross-Gallagher (Dairy farmer), Heidi Knowles (VFF), Laura Twedde (Debenham Australia), Simone & Nick Renyard (Dairy farmer), Leeson White (Fonterra), Tess Robinson (Murray Goulburn), Dean Netherway (Dairy farmer), John Hutchison (Jaydee Events), Gavin Mathieson (WestVic Dairy), Carlie Harrington (Fonterra), Nick Sinclair (Rabobank), Mercy College Advocate and Tony Jackson (National Herd Development).

South Gippsland

Dairy Farmers - Brett & Bill Loughridge, Lindsay Anderson, Toby Leppin, Chris & Vicki Kershaw, Chris Lancey, Ross & Julie Pilgrim Cayzer, Gordon & Sylvia Vagg, Ian Anderson, John Gardiner, Aubury Pellett, Ben Thexton, Murray & Lisa Huitson and Trevor Saunders & Anthea Day.

Industry Advocates - Natalie Nelson (DEPI), David Beischer (Newhaven, Inverloch & Wonthaggi Vet Clinic), Belinda Cunningham (Consultant), Alexandra Walker (Semex), Deanne Kennedy (Jaydee Events), Natasha Williamson (Reid Stockfeeds), Jane Heath (Reid Stockfeeds), Chris Senini (NCDEA), Libby Heard (Coopers Animal Health), Gary O'Connor (Devondale Murray Goulburn), Annette Zurrer (GippsDairy), Kerrie Piper (Trafalgar Veterinary Clinic), Sally Pate (Browns Fertilisers), Ben Thexton (Dairy farmer) and Kaye Courtney (Dairy farmer).

Dairy Farmers and Industry Advocates

East Gippsland

Dairy Farmers - Ron Cornall, Graham Young and Dale & Robyn Scott.

Industry Advocates - Simon Hunt (Stephen Pasture Seeds), Ben Taylor (Devondale Murray Goulburn), Michael Hutchison (Jaydee Events), Mike Daly (HICO) and Tony Platt (Dairy Australia).

Wodonga / North East

Dairy Farmers - Trevor Hourigan, Jason Surrey & Jim Simpson, Alex & Doug Paton, Brendan & Pat Glass, Brett & Chrisanye Findlay, Stuart & Sarah Crosthwaite, Kevin & Jenny Malone and Simone Jolliffe.

Industry Advocates - Dennis Watson (NSW Department of Primary Industries), Simon Billings (Devondale Murray Goulburn), Scott & Belinda McKillop (Dairy farmers), Jacqui Cottrell (Rivalea Australia), Mark Brookes (MG Nutritionals), Rodney Gilbert (Consultant), Simone Jolliffe (Dairy farmer), Rodney Petering (Devondale Murray Goulburn) and Peter Havrland (NSW Department of Primary Industries).

Shepparton / Northern

Dairy Farmers - Andrew & Fleur Ferguson, Sue & John Milne, David Milburn, Julian & Tina Pearse, Corey & Liz Mitchell, Raymond & Sarah Parker, Charles & Carolyn Smith, Ashley & Lucy Galt, Frank & Mary-Ann Kelly, Bottcher Family and Geoff & Scott Iddles.

Industry Advocates - Daniel Bacon (Reid Stockfeeds), Cameron Smith (Consultant FarmanCo), Graeme Talarico (WB Hunter Shepparton), Nikki Child (Rural Finance), Wilf Reuther (NCDEA), Robert Danieli (D & M Stockfeeds), Warren Collins (Devondale Murray Goulburn), Brett Wisemantel (Coopers Animal Health), Alana Phillips (Finley Veterinary Clinic), Nathan Carkeek (ANZ), Sarah Parker (Dairy farmer), Simon Billings (Devondale Murray Goulburn) and Wayne Riches (Dairy farmer).

SOUTH AUSTRALIA

Fleurieu

Dairy Farmers - Ty Maidment, Rod Walker, Scott Bevan, Mandy & Gino Pacitti, Nick Brokenshire, Alison Edwards, Jake Connor and Tristan Mulhearn.

Industry Advocates - Matt Rolands (FPAG), Melinda Fogden (ABS Australia), Bec McCaul (Alexandrina Cheese Company), Simon Edwards (Willunga Vets), David Kuchel (Consultant), Laura Carver (Pauls/Parmalat), Alex Stewart (Laucke Mills) and Mel Hause (Alexandrina Cheese Company).

Murray Bridge

Dairy Farmers - Glen Dohnt, Karen Altmann, Brad Schmidt, Graham Smart, Roger Kowald, Sam Martin, Mark May, Trent Muller and Rick Gladigau.

Industry Advocates - Jess Revell (Landmark), Vicky MacDonald (SBScibus), Anthony Pearce (Hills Farm Supplies), Michael Bowden (Hills Farm Supplies), Trevor Manning (Manning Refrigeration & Electrical), Chris Thomson (Murraylands Ag Services), Alex Stewart (Laucke Mills), Monique White (DairySA) and Glen Aldridge (United Dairy Power).

Mt Gambier/South East

Dairy Farmers - Jay & Alice Peek, Travis Telford, David & Brett Fiebig, Andy Vickers, Belinda Wright, Patrick (Bonneyview Warakirri Dairies), Adrian Pearson, Barbara Habner (Donovans Dairy), Charles Wallace and Bill & Jo Thompson.

Industry Advocates - Bec Middleton (AI/Herd Health Consultant & Dairy farmer), Veiss Harvey (Gambier Vet Clinic), Brett Gilbertson (Warrnambool Cheese & Butter), Liz Rymill (DairySA), Ollie Abblitt (Dairy farmer), Andrew Hoare (South East Vets), Kym Mathew (Devondale Murray Goulburn), Chris O'Callaghan (ABS Australia) and Meg Beck (Elders).



Dairy Farmers and Industry Advocates



Barossa/Mid North

Dairy Farmers - Jeff & Erica Kernich, Nick & Bernie Masterman, Gary & Ros Zweck, Jamie Nietscke, Greg & Janine Wilson, Trudy Earl, Murray & Ben Klem and Don Molinex.

Industry Advocates - Mel Haynes (Landmark), Vicky MacDonald (SBScibus), John Koch (Clare Veterinary Services), Graeme Pope (Graeme Pope Consulting), Trevor Keele (Murray Goulburn), Nerida Ewart (DairySA), Shaun Falkenberg (Farmer Johns), Daryl Turner (Heritage Seeds), Alex Stewart (Laucke Mills) and Jeff & Erica Kernich (Jersey Fresh & Dairy farmers).

WESTERN AUSTRALIA

Busselton

Dairy Farmers - Cherie & Shaun Doyle, Scott & Sharon Hamilton, Nicole & Rodney May, Phil & Leanne Depiazzi, Kim Gardiner, Peter Harris, Peter Tuthill and Ray Kitchen.

Industry Advocates - Rob LaGrange (Western Dairy), Neil Dunderdale (Wrightson Seeds), Lachlan Fry (Landmark) and John Lucey (Dept. of Agriculture).

QUEENSLAND

Toowoomba

Dairy Farmers - Shane & Dell Ciesiolka, Daniel Holmes, Glenda & Mike Henry, Jamie Harrington, Natalie Crank & Gianna Kelly, Hamish McPhee, Kaylene & Derek Otto, Sue Dowling, Kylie & Grant Weick, Jean Savage, Paul Judge, Jenny & Will Brazier and Chris Kunde.

Industry Advocates - Chris / William Bazley (PBA Feeds - Consultants), Ian Moss (FARM), Jo Gorman (AgriScience QLD Dairy), Will Robinson (Riverina Stock Feed), Sue Dowling (Garden Artificial Breeders & Dairy farmer), Kaara Klepper & Ray Murphy (DAFF), Trent Pobar (Norco), Colby Ede (Landmark) and Carla Kowald (Nanago Vets).

Rockhampton

Dairy Farmers - Stephen & Fiona Jepson, Ray & Ailsa Clews, Aaron & Michael Clews, Chris & Theresa Keleher and Leesa Ison & Allan Little.

Industry Advocates - Ray & Ailsa Clews (Dairy farmers), Stephen Ward (Landmark), Deb Makawe (Pauls/Parmalat) and Jason Larsen (Larsen's Lucerne Supplies).

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, Jo Rhind, Ian Hortle and Kimberly Jones.

Industry Advocates - Darren Smart (Mondelez), Chris Haynes (Tasmanian Dairy Products), Liz Mann (Dairy Australia), Chris Fielding (Handley AB), Alison Hall TIA (UTas), Leigh Schuurung (Dairy famer), MaryAnn Hortle (DairyTAS), Jonathon Price (Fonterra) and Rachel Brown (Landle/DairyNRM Co-ord).

Launceston

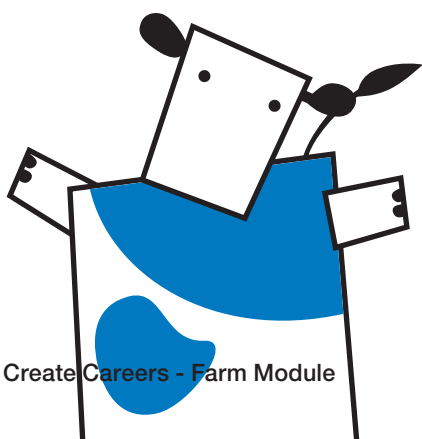
Dairy Farmers - Jason Chilcott, Ken & Jill Lawrence, Stephen Saltmarsh, Grant Archer and Dale & Katrina Lester.

Industry Advocates - Kristy Evans (Fonterra), Rachel Brown (Landle/Dairy NRM Co-ord), Sandra Bennett (Serve-Ag) and Dean Lalor (CBA).

Hobart

Dairy Farmers - Ben Geard, Grant & Mel Rogers and the Dieren Family.

Industry Advocates - Lesley Irvine (TIA UTAS), Rebecca Williams (Department of Primary Industries, Parks, Water & Environment), Caz Mitchell (Kraft Foods) and MaryAnn Hortle (DairyTAS).



The Project & Objectives

Cows Create Careers - Farm Module...

Cows Create Careers is a Dairy Australia project which promotes the career and education opportunities for students (years 7-11) in the dairy industry by:

- Introducing students to the education 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 linkages to the education 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 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 education 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 of the value of their investment in the process
- Leveraging of funds
- Community has a positive perception of careers and education opportunities in the dairy industry.



Executive Summary

In 2014, the Dairy Australia - Cows Create Careers – Farm Module project was delivered to 211 schools and 9,456 students across 23 dairy regions in Australia.

Cows Create Careers is a National Centre for Dairy Education program funded by Dairy Australia and industry sponsors. 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.

This year the project celebrated 10 years of a successful industry and education project in Gippsland.

The Cows Create Careers – Farm Module project surveys teachers, students, industry advocates and dairy farmers about their knowledge, learnings, thoughts and personal experiences to assist in measuring the impact of the project for the dairy industry.

This year, 855 students were interested in participating in work experience in the dairy industry. 1,016 students stated that they would like a career in the dairy industry. A further 404 students expressed interest in dairy as a career option.

In 2014, a teacher survey was conducted with 196 teachers. 78 teachers were able to highlight that they are aware of student(s) who now have a career in the dairy industry or who have participated in work experience. Some of these teachers could name more than one industry result.

All the teachers surveyed could identify one or more activity as a result of the Cows Create Careers – Farm Module project. Following are some of the activities mentioned; farm visits, industry advocate workplace visits, additional classes studying the dairy industry, growing interest in animal handling/show preparation, parental involvement, work experience and positive conversations at community and school events about the project.

The project involved 426 dairy farmer and industry advocate volunteers. The input of these volunteers equates to approximately 1,704 hours. 85% of these volunteers are experienced industry people who indicate that they believe that it is important to promote dairy in schools and that the project is a great vehicle to create a positive dairy image.

In 2014, the media coverage for the Cows Create Careers – Farm Module project resulted in 314 media hits, equating

to an estimated media value of \$210,894 and an audience of approximately 1,512,879 people.

Commercial sponsors continue to support the project across Australia with an estimate of \$91,219 of supplies being provided to schools. In addition, some regions have had dairy products donated by manufacturing companies for participants of the presentation days.

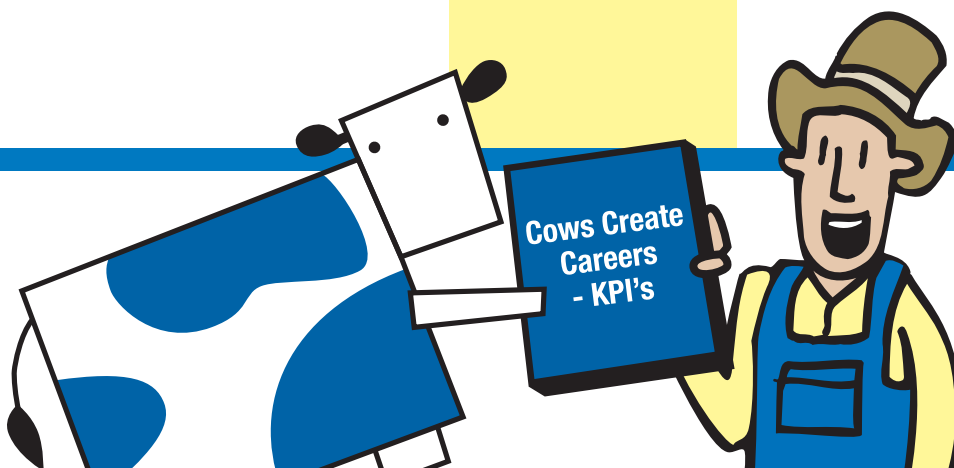
The Cows Create Careers – Farm Module presentation days have been well attended with 3,304 students, teachers, dairy farmers and industry advocates taking part in the interactive finales. These days provide the industry with a further opportunity to connect with students.

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.



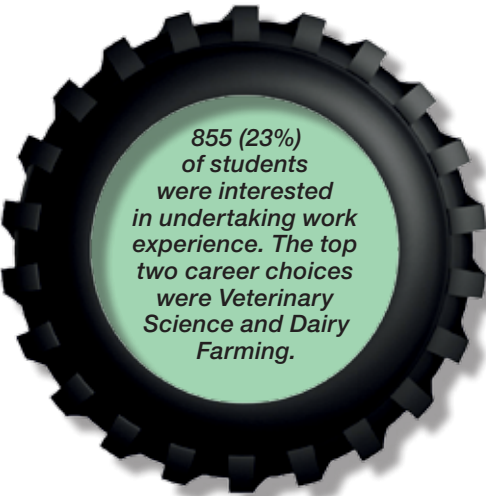
Key Performance Indicators

INDICATOR		OUTCOME/ PRACTICE	IMPACT - SOCIAL / ECONOMIC	
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.	426 dairy farmers and industry advocates have been involved in the project. <i>80% of dairy farmers and industry advocates surveyed state that they are more likely to be involved in other industry activities or programs as a result of their involvement with the Cows Create Careers project.</i>	200 positive media stories annually.	314 positive media stories have been published.
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 56 new schools involved.	Careers in the dairy industry promoted to > 7,000 secondary school students annually.	9,456 students were involved in the Cows Create Careers project.
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.	855 (23%) of students surveyed would like to seek work experience in the dairy industry while a further 350 students responded that they may be interested.
Retain industry stakeholder and commercial sponsorship in each region.	70% of sponsors retained each year.	90% of the sponsors were retained in 2014.	\$100K stakeholder and commercial sponsorship provided to the program.	\$91,219 commercial sponsorship and \$119,662 stakeholder sponsorship is provided to the project. A total of \$210,881 combined sponsorship.

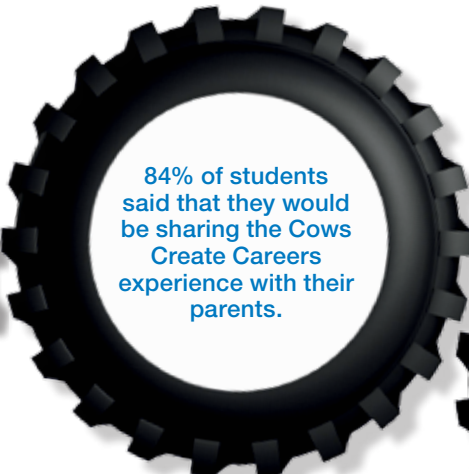


The Project at a Glance


Facts about the students



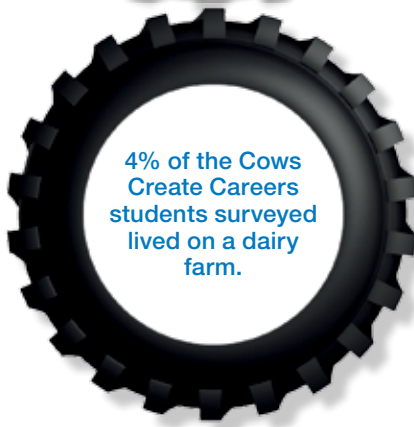
855 (23%) of students were interested in undertaking work experience. The top two career choices were Veterinary Science and Dairy Farming.



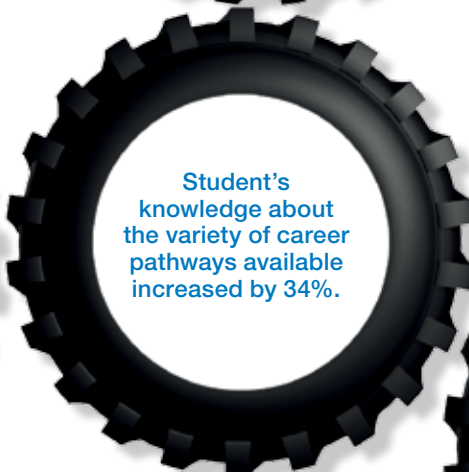
84% of students said that they would be sharing the Cows Create Careers experience with their parents.



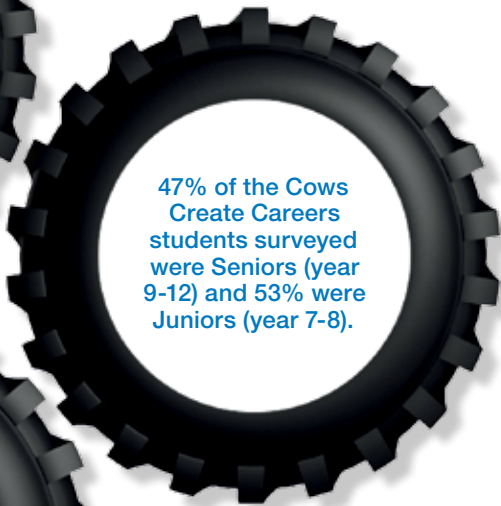
89% of students have a greater knowledge of where to find information about careers in the dairy industry.




4% 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%.



47% of the Cows Create Careers students surveyed were Seniors (year 9-12) and 53% were Juniors (year 7-8).



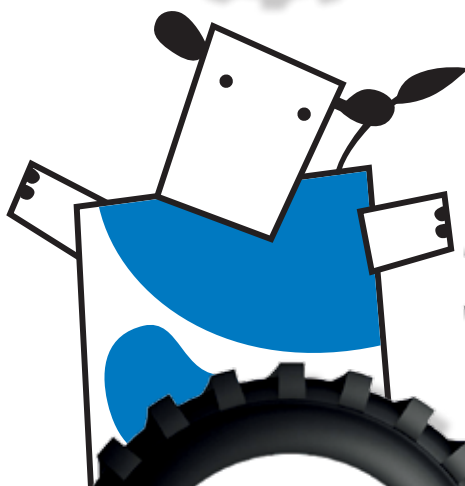
1,016 students said they would like to have a career in the dairy industry. A further 404 students expressed interest in dairy as an option.



51,906 students have participated in the Cows Create Careers project since 2004.



3,304 students, teacher, 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

426 dairy farmers and industry advocates volunteered 1,704 hours to the project.

80% 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 that the top reasons that they are involved are that it is important to promote dairy in schools and that the project is a great vehicle to create a positive dairy image.

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.

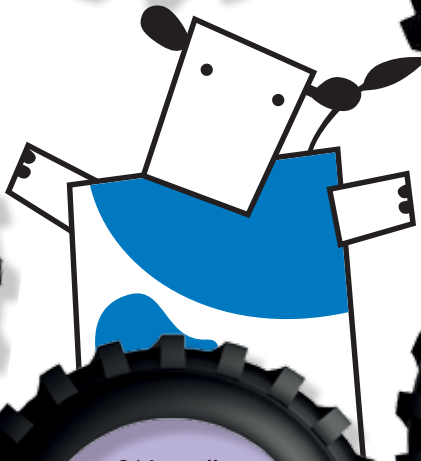
314 media hits reaching an audience of approximately 1,512,879 people. This equates to a media value of \$210,894.

83% of dairy farmers and industry advocates stated that they were 'comfortable' participating in the project.

77% of dairy farmers and industry advocates are aged between 35-55. 85% of this audience are experienced and 15% are utilising Cows Create Careers as a personal development opportunity.

78% 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 \$91,219 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; 91% students, 66% teachers and 59% parents.

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

In 2014, a teacher survey was conducted with 196 teachers. 78 teachers were able to highlight that they are aware of student(s) who now have a career in the dairy industry or who have participated in work experience. Some of these teachers could name more than one industry result.

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

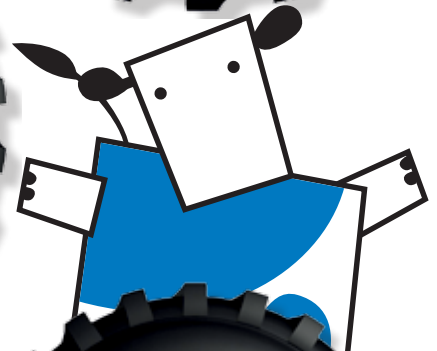
Cows Create Careers project is taken up by schools across a variety of electives; 57% AgHort, 17% Science 16% Across Curriculum 10% Other.

88% 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.

Cows Create Careers touches outside the classroom. The students alone make up 128,571 people, this audience along with teachers and parents create a larger potential audience who are more aware of the dairy industry

85% of teachers say that there has been growth and demand from their students to be involved in the project. 56% of teachers indicated that this has resulted in more students choosing their elective.



Schools and Regions



NEW SOUTH WALES HUNTER VALLEY LISMORE

Cessnock High School
Dungog High School
Francis Greenway High School
Morisset High School
Mount View High School
Newcastle High School
Rutherford Technology High School
Singleton High School
Tomaree High School
Hunter River High School

LISMORE

Richmond River High School
Alstonville High School
Kadina High School
St John's College Woodlawn
Casino High School
Murwillumbah High School
Kingscliffe High School
Marymount College
Evans River Community School
Woodenbong Central School#

MID COAST

Wauchope High School
Kempsey High School
Taree Christian College
Camden Haven High School
Port Macquarie High School*
St Pauls College
Melville High School
Taree High School

SOUTH COAST

Corrimal High School
Illawarra Christian School
– Tongarra Campus
Elizabeth Macarthur High School
Menai High School
Lake Illawarra High School
Albion Park High School
Nowra High School
Bossley Park High School
Oak Flats High School

Picton High School
St John's The Evangelist High School, Nowra
Northholm Grammar School
Mt Annan Christian College
Galston High School
Ulladulla High School

CENTRAL

Alfred Deakin School
Lyneham High School
Orange High School
Blayney High School
Canowindra High School
Red Bend Catholic College#
All Saints College
University of Canberra High School, Kaleen#
Yass High School
Ungarie Central School

FAR COAST

Narooma High School
Eden Marine High School
Moruya High School
Sapphire Coast Anglican College

TASMANIA

BURNIE

Burnie High School
Ulverstone High School
St Brendan-Shaw College
Leighlands Christian College
Penguin High School
LaTrobe High School
Smithton High School
King Island District High School
Wynyard High School
Parklands High School#

LAUNCESTON

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

Schools and Regions

HOBERT

St Virgil's College
Woodbridge District High School
Bothwell District High School
Sorrell School
New Norfolk High School#

VICTORIA

SOUTH WEST

Hawkesdale P-12 College
Ballarat Grammar School
Murtoa P-12 College
Colac Secondary College
Kaniva College
Bellarine Secondary College
Timboon P-12 School
Baimbridge College
Goroke P-12 College
Apollo Bay P-12 College
Lorne – Aireys Inlet P-12 College
Mercy College
Heywood & District Secondary College
Casterton Secondary College
Camperdown College
Monivae College#

SOUTH GIPPSLAND - WEST & SOUTH

Term 2

Padua College, Mornington
Lowanna College
Flinders Christian Community College – Tyabb Campus
Chairo Christian School – Leongatha Campus
Elisabeth Murdoch College
Term 3
Newhaven College
Flinders Christian Community College – Tyabb Campus
Hillcrest Christian College
Padua College, Rosebud
Koo Wee Rup Secondary College
Padua College, Mornington
Warragul Regional College

Chairo Christian School – Pakenham Campus
Chairo Christian School – Drouin Campus
Elisabeth Murdoch College
Korumburra Secondary College
Bass Valley Primary School
Flinders Christian Community College – Traralgon Campus
Drouin Secondary College

EAST GIPPSLAND

Nagle College
Orbost Secondary College
Swifts Creek Secondary College
Bairnsdale Christian Community School
Sale College, Guthridge Campus

WODONGA / NORTH EAST

Rutherglen High School#
Corowa High School
Galen Catholic College, Wangaratta
Tallangatta Secondary College
Murray High School
Corryong College
Batlow Technology School
Koorringal High School*
Mt Beauty Secondary College
Mater Dei Catholic College

SHEPPARTON / NORTHERN

Cohuna Secondary School *
McGuire College
Finley High School
Echuca College
Rochester Secondary College
Notre Dame College
Kerang Technical School
Moama Anglican Grammar School
Shepparton High School
Manangatang P-12 College
Yanco Agricultural High School *
St Mel's School (Shepparton)
St Joseph's School, Nagambie
Christ the King P-12 Anglican College, Cobram



Schools and Regions

QUEENSLAND

TOOWOOMBA

Yarraman State School
Pittsworth State High School
Drayton State School#
Highfields State School
Centenary Heights Senior High School
Crows Nest P-10 State School
Downlands Sacred Heart College
Oakey State High School
Tara Shire State College
Oakey State School
Ramsey State School
Toowoomba State High School

ROCKHAMPTON

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

SOUTH AUSTRALIA

FLEURIEU PENINSULA

Eastern Fleurieu School
Encounter Lutheran School
Yankalilla Area School
Port Elliot Primary School
Mt Compass Area School
Murraylands Christian College#
Westminster School
Victor Harbor R-7 Primary School

MURRAY BRIDGE

Karoonda Area School
Unity College
Keith Area School
Mount Barker High School
Birdwood High School
Murraylands Christian College – Murray Bridge
Spring Head Lutheran School
Murray Bridge High School
Mt Torrens Primary School

MT GAMBIER / SOUTH EAST

Kingston Community School
Tenison Woods College
Grant High School
Lucindale Area School
Millicent High School
Mt Gambier High School
Yahl Primary School
Compton Primary School
Allendale Area School

BAROSSA VALLEY / MID NORTH

Kapunda High School
Burra Community School
Clare High School
Faith Lutheran College*
Gawler & District College
Horizon Christian School
Nuriootpa High School *
Trinity College Gawler
Xavier College
Riverton & District High School
Orroroo Area School

WESTERN AUSTRALIA

BUSSELTON

Georgiana Molloy Anglican School
Cornerstone Christian College
Margaret River Senior High School
Manjimup Senior High School
Eaton Community School
Donnybrook District High School
Childside School
St Brigid's Catholic Primary School
Busselton Senior High 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 314 media hits.

This equates to an estimated media value of \$210,894 and an audience of approximately 1,512,879 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 1,400,000 linkages.

Following is a list of some of the media coverage:

ABC North Coast NSW, Lismore Rural Report, NSW, 31/01/14

The Australian DairyFarmer, Jan/Feb/14

Burnie Advocate, Burnie, TAS, 05/03/14

Cobden Times, Cobden, VIC, 05/05/14

Mt Barker Courier, Mt Barker, SA, 12/03/14

Circular Head Chronicle, Smithton, TAS, 12/03/14

Tasmanian Country, Hobart, TAS, 14/03/14

Port Macquarie News, Port Macquarie, NSW, 17/03/14

Northern Argus, Clare, SA, 19/03/14

Port Macquarie Independent, Port Macquarie, NSW, 20/03/14

ABC Northern Tasmania, Launceston, TAS, 24/03/14

Dungog Chronicle, Dungog, NSW, 21/05/14

Donnybrook Bridgetown Mail, Donnybrook, WA, 27/05/14

Mount Barker Courier, Mount Barker, SA, 28/05/14

West Wimmera Advocate, Wimmera, VIC, 04/06/14

Warrnambool Standard, Warrnambool, VIC, 05/06/14

Countryman, Perth, WA, 12/06/14

Border Watch, Mt Gambier, SA, 13/06/17

Gold Coast Bulletin, Gold Coast, QLD, 17/06/14

Warrnambool Standard, Warrnambool, VIC, 19/06/14

Adelaide Advertiser, Adelaide, SA, 23/06/14

Colac Herald, Colac VIC 23/06/14

Maitland Mercury, Maitland, NSW, 25/06/14

Cobden Times, Cobden, VIC, 25/06/14

Border Watch, Mt Gambier, SA, 27/06/14

ABC North and West, SA, 30/06/14

Barossa and Light Herald, Tanunda, SA, 02/07/14

Leader, Barossa Valley, SA, 02/07/14

Southern Argus, Strathalbyn, SA, 03/07/14

Surf Coast Times, Surf Coast, VIC, 03/07/14

Mt Barker Courier, Mt Barker, SA, 09/07/14

Coastal Leader, Kingston, SA, 09/07/14

North Eastern Advertiser, Scottsdale, TAS, 09/07/14

Yankalilla Area School Newsletter, July 2014

Times, Victor Harbor, SA, 10/07/14

Murray Valley Standard, 10/07/14

Weekly Times, Supplement - Melbourne (NCDEA), 16/07/14



Stock Journal, Adelaide, SA, 24/07/14

ABC North Coast NSW, Lismore Rural Report, NSW, Interview with Paul Weir, 25/07/14

ABC Coffs Harbour, Coffs Harbour, NSW, 25/07/14

ABC Illawarra, Wollongong, NSW, Country Hour, 25/07/14

The Australian DairyFarmer, July/Aug 2014

Hills Shire Times Facebook page, 30/07/14

South Coast Register, 08/08/14

Burnie Advocate, Burnie, TAS, 12/08/14

Donnybrook Bridgetown Mail, Donnybrook, WA, 12/08/14

West Wyalong Advocate, West Wyalong, NSW, 08/08/14

South Gippsland Sentinel Times, Korumburra, VIC, 12/08/14

Shoalhaven and Nowra Chronicle, 15/08/14

Colac Herald, Colac, VIC, 18/08/14

Great Southern Star, Leongatha, VIC, 19/08/14

Narooma News, Narooma, NSW, 20/08/14

Bunbury Mail, Bunbury, WA, 20/08/14

King Island Courier, TAS 20/08/14

Media Coverage

Phillip Island & San Remo Advertiser, Cowes, VIC, 20/08/14
 DairyTas eNews, Edition 22, 22/08/14
 Great Southern Star, Leongatha, VIC, 26/08/14
 Circular Head Chronicle, TAS, 27/08/14
 Great Southern Star, Leongatha, VIC, 19/08/14
 Gippsland Farmer, Gippsland, VIC, 01/09/14
 Latrobe Valley Express, Morwell, VIC, 01/09/14
 Great Southern Star, Leongatha, VIC, 02/09/14
 Milton Ulladulla Times, Ulladulla NSW, 03/09/14
 Border Watch, Mt Gambier, SA, 05/09/14
 Shepparton News, Shepparton, VIC, 05/09/14
 The Advertiser Website, Adelaide, SA, 03/09/14
 Daily Telegraph Website, Sydney, NSW, 03/09/14
 Perth Now Website, Perth, WA, 03/09/14
 Central & North Burnett Times, Kingaroy, QLD, 04/09/14
 Taree Christian College School Newsletter, 11/09/14
 211 School Community Newsletters
 Warragul and Drouin Gazette, Warragul, VIC, 23/09/14
 South Gippsland Sentinel Times, Korumburra, VIC, 30/09/14
 Great Southern Star, Leongatha, VIC, 30/09/14
 3WM, Horsham, VIC, 08/10/14
 3SH, Swan Hill, VIC, 08/10/14
 3YB, Warrnambool, VIC, 08/10/14
 Illawarra Mercury, Wollongong, NSW, 07/10/14
 Camden Haven Courier, Laurieton, NSW, 08/10/14
 WIN Gippsland, Sale, VIC, 13/10/14
 WIN, Shepparton, VIC, 13/10/14
 Country News Insert, Shepparton, VIC, 16/09/14
 Narooma News, Narooma, NSW, 17/09/14
 Gippsland Farmer, Gippsland, VIC, 01/10/14
 The Australian Dairy Farmer, 30/09/14
 Southern Highland News, Bowral, NSW, 15/10/14
 Rural Weekly, Central QLD, Rockhampton, QLD, 17/10/14
 Illawarra Mercury, Wollongong, NSW, 21/10/14
 Snowy River Mail, Orbost, NSW, 22/10/14
 Wauchope Gazette, Wauchope, NSW, 23/10/14
 Port Macquarie News, Port Macquarie, NSW, 27/10/14
 Canowindra News, Canowindra, NSW, 29/10/14
 Launceston Examiner, Launceston, TAS, 30/10/14
 Milton Ulladulla Times, Ulladulla, NSW, 03/09/14
 Blayney Chronicle, Blaney, NSW, 30/10/14
 Burnie Advocate, Burnie, TAS, 31/10/14
 Rural Weekly Insert, Toowoomba QLD, 31/10/14
 ABC Northern Tas, Launceston, TAS, 31/10/14
 WIN News, Albury, NSW, 05/11/14
 Stock and Land, Melbourne, 06/11/14

Cows kick start careers for young

AN INNOVATIVE program to attract more Tasmanian young people to consider dairying as a career is starting to pay dividends.

Cows Create Careers has wound up another year in Tasmania, with two schools returning to the program and another two, King Island and Woodbridge District High School, joining up.

DairyTas Cows Create Careers spokeswoman MaryAnn Hortle said the program saw students taking a dairy calf for three weeks, feeding and caring for the animal, doing research and writing up reports.

"They understand a lot more about the dairy industry, about the importance of dairy and nutrition, dairy in diet and employment opportunities across the broader dairy industry, not just work on farms," Ms Hortle said.

Prizes were awarded to the winning schools and to student teams such as, 'Beta Than Udders' and 'The Moonshiners'.

The program started eight years ago and was now showing dividends.

"They do the program in grade 7 and then there are five more years of formal education, so we are just now starting to get case studies of students who have gone into the industry, as a result of the program," Ms Hortle said.

Holly Scott, 16, of Deloraine High School, mentored some of the younger students in this year's program.

Her team was one of the winners at the Launceston presentation day, last week.

"I come off a dairy farm and we had to look after the calves," Ms Scott said.

"Because we were seniors, we had to make sure the younger had to make sure the calves

saw Ms Scott take part in one of the winning teams, the students were asked questions about nutrition, did blind taste tests and dressed up as "cows."

Part of the competition also included writing down as many dairy jobs the team could think up.

— ANDREW MILLER



■ A "cow", dressed as part of the competition to mark the completion of

Dairy careers in the spotlight

More than 135 students and teachers from six schools in the Fleurieu region were awarded for completing the Cows Create Careers program at the end of June.

A presentation day was held at Victor Harbor Recreation Centre on June 26 to mark the completion of the six-week course, run by DairySA and Dairy Australia.

The aim of the Cows Create Careers - Farm Module is to increase the awareness of dairy industry careers in a very hands-on way.

Secondary students took care of two three-week-old calves at their schools, and schools were provided with dairy industry curriculum.

Participating Fleurieu schools were Port Elliot Primary School, Mount Compass Area School, Eastern Fleurieu School, Yankalilla Area School, Victor Harbor R-7 Primary School and Encounter Lutheran College.

Students worked in teams of four and assessed farmer calves. Since work



FEED: Year six Encounter Lutheran College student James Mulhern gets his hands dirty during the Cows Create Careers program in June.

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

— Tracy Lloyd

awareness of dairy industry careers - from teaching students about educational and vocational pathways, to profiling the diverse range of professional careers in the dairy industry," she said.

— bringing calves into

skills ry."

HANDS-ON EDUCATION

REARING CALVES A GREAT LESSON

Program opens students' eyes to

NEVER take your eyes off your kids - even if they're of the four-legged, grass-eating variety.

Rockhampton State High School Year 9 student Isabella Coleman learnt this valuable lesson recently thanks to the Cows Create Careers program.

As part of the educational program, five schools across the Rockhampton region were given two three-week-old calves to rear.

"One day I had to take them out, so I made a rough halter," Isabella said.

"For a minute I took my eyes off them and one got away. It was a bit hectic."

More than 204 excited students and teachers were awarded for completing the program at a presentation held at the Rockhampton

Leagues Club on Tuesday.

Prizes were awarded to the winning schools and student teams, with Rockhampton State High taking out the majority, Rockhampton Grammar, Rockhampton Girls Grammar, The Cathedral College and Monto State High also participated.

Isabella's team-mate Sasha Dobbs said the experience

was fantastic.

"It was absolutely amazing," she said.

"A few people even seen a calf was great just to learn all about it."

National co-ordinator John Hutcheon said it was all about raising awareness of the career paths available in agriculture and dairy.

"It's not that kids are interested. It's just a sheer ignorance," he said.

"They have no idea."

The Dairy Australia started in 2004 with dairy farmers in the Strzelecki Club in Victoria and nine Gippsland schools.

The program now runs more than 180 schools nationwide, with 8357 students last year.

— Cows Create Careers national co-ordinator John Hutcheon.

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— Cows Create Careers national co-ordinator John Hutcheon.

Students milk new career

By GILLIAN LEIT

ULLADULLA High School students have been given a taste of the dairy industry thanks to two new residents in their agriculture farm.

Bambi the Jersey and Naval the Friesian are the two pudgy calves that called the school home for three weeks.

Thanks to Dairy Australia's Cows Create Careers farm module.

It was the first time the school has hosted cows, which joined farm regulars sheep, geese, ducks and rabbits.

The calves were on loan from Narawally farmer Robert Miller and returned to him once the program finished.

Mr Miller said raising pudgy calves was a good introduction to the dairy industry, which was growing in Australia.

He said dairy products such as cheese, yoghurt and powdered milk were important protein sources in regions such as Asia and were "foods of the future".

"It's great to see the kids learning more about the dairy industry, which is so much more than milking cows nowadays," he said.

"There's a lot of technology and science involved in running a dairy farm."

There's fantastic potential for a great career in agriculture and dairy farming in rural areas of Australia.

Students were expected to feed the calves daily as well as keep their weight maintained and do weekly health checks.

Agriculture teacher Sarah Westaway said the response from students was fantastic and she

hoped to make the program a yearly activity.

"It has introduced a new hands-on activity in agriculture other than just gardening," she said.

"The calves were quite timid to start with but within a few days they were coming up to the kids and were not as nervous. They really responded well to the students."

— Ulladulla High School year 10 Date and Wade Harrison-Bailey make sure the

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WIN news Shepparton, VIC, 06/11/14
 Border Mail, Albury/Wodonga, 11/11/14
 Country News Insert, Shepparton, VIC, 11/11/14
 Narooma News, Narooma, NSW, 12/11/14

Cows Create... Degrees

In 2007 Menai High School participated in Dairy Australia's Cows Create Careers for the first time. The school's principal stumbled across the project when a colleague mentioned Cows Create Careers during a Vocational Education and Training meeting. Since then, the project has grown significantly at the metropolitan Sydney high school and has introduced many students to the dairy industry.

"It has been fantastic," Sheree Bourke, Menai High School Agriculture Coordinator said, "it's a really positive project that profiles agriculture and industry careers within the school."

Cows Create Careers started at Menai High School with two calves and one group of Year 7 and one group of Year 9 students participating in the project. Now, Fiona

and Michael Perich from Leppington Pastoral Company provide four calves to the school and Sheree coordinates the project from Year 7 to Year 12. The project is built into the schools Agriculture curriculum while Year 11 students have the project as part of their Primary Industries studies.

"The team work aspect of Cows Create Careers is wonderful because the students have to work together to complete the projects," Sheree said. "The older kids mentor the younger kids and even though the students are in teams competing against each other, they help each other and give other teams improvements and new ideas."

"Another benefit is the recognition of the students at the Cows Create Careers presentation day and school presentation night. The project gives lots of opportunities for different kids to get involved and it's such a positive confidence boost for the students to be recognised for their hard work."

Past Menai High School student Lachlan Hatton was introduced to the dairy industry through Cows Create Careers as a Year 8 student.

"I knew a little bit about the dairy industry but I didn't have a great knowledge at all, so it was completely new to me," Lachlan said. "My favourite part of the project was rearing the calves and learning about the process of getting the milk from the cow to the kitchen table."

Lachlan went on to complete Cows Create Careers annually from years 9 to 11 when it formed part of his HSC Certificate II in Primary Industries studies, which he completed in year 12.

"I learnt about all the different job opportunities that are available in the dairy industry. Cows Create Careers was the main reason why I chose a career in dairy - there is a wide diversity of opportunities available to people in dairy and associated industries."

After finishing year 12, Lachlan was offered a place at Charles Sturt University, Wagga Wagga to study Animal Science, where he is now completing the first year of the four-year degree. While studying, Lachlan has also been increasing his on-farm skills. This year, the now 18-year-old has been helping out on the farm of Fiona and Michael Perich at Leppington Pastoral Company, work that he enjoys and believes benefits his Animal Science studies.

"Working with the Perichs has been really enjoyable," he said. "The experience also helps with my Animal Science degree; experiencing anything to do with animal production or conservation all relates to what I am studying - I can experience what I'm learning at University," he said.

After he completes his Animal Science degree, Lachlan aims to work towards a farm management position. Sheree Bourke believes that Lachlan's success is due to his personal drive.

"Lachlan is a determined young man who knows what he wants, and when he puts his mind to it, he is unstoppable,"



Lachlan Hatton's winning team with their teacher, Sheree Bourke



Lachlan Hatton

she said. "He works hard to achieve his goals and he has achieved much success with his 'never give up' attitude. Cows Create Careers suited Lachlan's work ethic and was useful to improve his animal handling, research and presentation skills."

Fellow student Anna Markey first participated in Cows Create Careers as a Year 8 student; she then went on to complete the project again in Years 9 and 10.

"My favourite part of the program was raising of the calves on the school campus, because I prefer to be outside and working with animals," Anna said, "Menai High is a metropolitan high school in the suburbs of Sydney, I had never actually been involved in raising calves, so it was quite a learning curve."

As Anna continued with Cows Create Careers, she found that she also enjoyed learning about the dairy industry, "I enjoyed the research projects, that's how I learnt about the industry, as well as from our dairy farmer and industry advocate. I learnt about all the fundamental aspects of the industry: agronomy, animal health, the basics of dairy cattle genetics, and all the career opportunities in the industry," Anna said.

Because of their outstanding achievements with Cows Create Careers, in 2009 Menai High School was chosen to represent New South Wales in the annual Dairy Australia sponsored Moo'in Transfer at the Australian Dairy Conference in Wollongong.

The invitation meant that the students were required to create a 60-second advertisement to present at the Conference, and due to her passion for Cows Create Careers, Anna was chosen as team leader and presenter of the school's presentation.

"We were ecstatic to be chosen" Anna said. "We based our video on the NSW dairy industry. We filmed clips around our school and at a dairy farm in Leppington. It was a great experience being able to attend the conference and present to a large group of farmers."

In 2014, after completing Year 12, Anna moved to Wagga Wagga to commence her first year of a double degree, a Bachelor of Veterinary Biology and Bachelor of Veterinary Science. In 2014 Anna was also awarded a Horizon Scholarship worth \$5000 per year for the duration of her degree, with the funds to go directly towards her tertiary education.

"It wasn't until I got involved in projects such as Cows Create Careers that I really discovered what the dairy industry and agriculture was about. I was made aware of the careers available in the industry and I decided that I wanted to pursue a career as a large animal vet, particularly with a focus on dairy cattle production," Anna said.

In the first year of her double degree the now nineteen-year-old is learning about animal genetics, various biology subjects as well as agronomy, economics, anatomy and epidemiology. "Many of the subjects I've completed, and will complete in the next few years, were touched on in Cows Create Careers," she said.

Anna believes that without the support from many, she would not have gone on to discover her "dream degree".

"I strongly believe that without Cows Create Careers and the support of dairy farmers, teachers and advocates I probably would never have considered a career in the



Anna Markey

dairy industry and would have missed out on all the opportunities that it offers."

Menai High School Agriculture Coordinator, Sheree Bourke, believes that Anna's passion for the dairy industry was evident through her dedication to the Cows Create Careers project.

"Anna was very suited to Cows Create Careers, she is a very intelligent young woman, she has a high attention to detail, she loves animals and animal handling, and is very creative," Sheree said. "Cows Create Careers gave Anna a huge range of opportunities, she even won a scholarship that very few city kids win."

Once Anna completes her degree, she is considering roles focusing on the dairy industry. "I would love to get a job in a large animal practice, in a dairy region of either New South Wales or Victoria," Anna said.

However her future goal is to enter the field of research. "I have always been interested in the genetics and genomics behind the dairy industry, so after a bit of experience I'd be interested in going into research or a career focused in that area."

Cows Create... Industry Advocates



Ollie Abblitt

With a love of animals and the show arena, Ollie Abblitt has an infectious enthusiasm for dairy farming. Growing up in North West, Tasmania, Ollie's parents, grandparents, uncles, aunts and cousins are all involved in the industry. However it was Ollie's passion for dairy that saw her travel to South Australia and become an industry advocate.

In 2008 Ollie participated in Dairy Australia's Cows Create Careers program as a year ten student at Circular Head Christian School in Smithton, Tasmania. At the time, teacher Josh Smith was involved in delivering the project at the school.

"The success of Cows Create Careers, in my opinion, is that we are bringing the 'real world' into the classroom. It provides a learning experience that is authentic," Josh said.

"Cows Create Careers caters for all learning types as there are many components to it; there's hands-on calf rearing, computer research, craft, letter writing and scientific reports," Josh said, "it captures the interests and skills of nearly all the students. Ollie is a good example of this; she was engaged by the variety of activities the project provided her."

Cows Create Careers was taught within the school's science curriculum as Agriculture Science, and even though Ollie came from a dairy farming background, the project still offered her new ideas.

"At sixteen, I only saw what was happening on my parent's farm and not the background work of people like agronomists, nutritionists and financial advisors," Ollie said.

"We looked at soil science and plant biology, some of the information I learnt then is the basis of my soil science knowledge today. I would credit Cows Create Careers for opening my mind further to more aspects of the industry and what's involved with dairy industry jobs."

After completing year 12 in 2013, Ollie went on to complete a Certificate III and IV in Agriculture, and by January 2014, she had been offered an apprenticeship on a dairy farm in Glencoe, South Australia.

It was her drive and passion for the dairy industry that made her make the journey across the Tasman to take up the new opportunity, and it paid off - the now 22-year-old is Herd Manager, milking 330 Guernseys on the 550-cow dairy farm.

Ollie's involved with droving stock, paddock rotations, feed budgeting, animal health and nutrition, calf rearing and the genetic progress of the cows. "We also show cattle, so when I am not doing all of the typical stuff I can be found halter training cattle for shows, planning show teams, scheming the breeding of our next top cow - it all keeps me challenged," Ollie said.

However her favourite aspect of the job is watching the animals develop. "I spend a lot of time working out breeding plans," she said. "It is rewarding to see a mating that really works - to see something on paper turn into a good animal in the calf shed, the paddock and then the dairy - and if we are lucky, the show ring."

It was her passion for the dairy industry that inspired Ollie to become a Cows Create Careers industry advocate in 2014 for Millicent High School, South Australia, a role that sees her visiting the school to share her industry knowledge with students who are completing the project.

"I chose to become a Cows Create Careers industry advocate because I am young and I have a passion for the dairy industry that I want to share!" Ollie said. "We talk about calves, how calves are conceived, genetics and artificial insemination (AI). I was able to take into class AI guns, semen straws and sheaths."

However there are some topics that receive a mixed reaction in the classroom. "Talking about dairy reproduction has the students either pretty involved or grossed out!"

The passionate young dairy farmer has aspirations to keep building her career. "The thing that keeps me in the industry is probably like all dairy farmers: we love it! I love the challenges; I enjoy being told that I have a target milk production, incalf rate, tonnage of feed to be grown etc. They're physical goals that are achievable and there is no better feeling than when you can conquer these goals, or even better, pulverise them!"

Cows Create... Community

After seeing how effective Cows Create Careers was at Circular Head Christian College, Tasmanian teacher Josh Smith introduced the project to Smithton High School as a new employee in 2014 with the help of some community connections.

Having grown up on a dairy farm, Josh Smith, Smithton High School's senior maths and science teacher, recognised the importance of a school-based project like Cows Create Careers.

"At the moment we have aligned parts of the Grade 9 science curriculum with Cows Create Careers," he said. "The project caters for all learning types, in my opinion, that's why Cows Create Careers is a good project because it captures the interests and skills of nearly all the students."

"To start with the students want the calves to suck their fingers and they give them cuddles. Then after a few days they become quite attached and start noticing the behaviours of the calves. They become experts at weighing them, providing milk and giving general health checks."

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. Local dairy farmer Penny Williams provides two calves to the school and Josh incorporates the knowledge of local dairy farmers into the project.

This is the first year Leigh Schuurung has been involved in Cows Create Careers as an industry advocate for Smithton High School.

"I've known Josh for years, I ran into him in town and asked if he was doing Cows Create Careers this year and if he wanted a hand," Leigh said.

In his role as industry advocate, Leigh talks to the students about the dairy industry and industry career pathways. "I enjoy talking to the kids and giving positive feedback that dairy is a rewarding career. I enjoy it because I was one of those kids once, and we - myself and my wife, Kellie - worked our way up to get where we are now."

"Normally I start it off by telling the kids: 'I was you once, and through a good work ethic, I have gone from nothing to owning 1000 cows' and then you can see them start to think."

Before becoming an industry advocate, Leigh successfully applied for the 2014 Developing Dairy Leaders Program (DDLDP). As part of the program he was required to complete a regionally based project; Leigh focussed his study on how the dairy industry can effectively engage teachers to deliver agriculture, particularly dairy, in schools – so it was fitting that Leigh's next step after completing DDLDP was to become a Cows Create Careers industry advocate for Smithton High School.

"Cows Create Careers is vitally important. If kids don't experience something for themselves, they are not going to have a go. We have to show them that the dairy industry is attractive – it isn't just a job, it's a career. You can make



Leigh and Kellie Schuurung

money and it's a lifestyle at the same time," Leigh said.

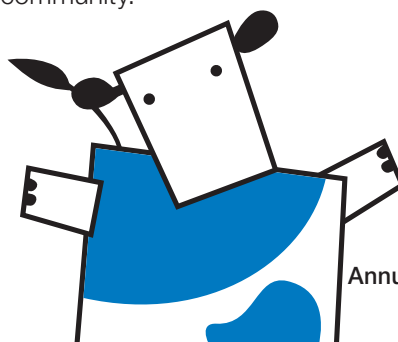
Leigh and Kellie have also hosted Smithton High School's 75 Cows Create Careers students at their dairy farm in Mella, Tasmania. "Kellie and I showed the kids the dairy and the calf shed and talked about what we do, and with 240 calves, it blew the kid's minds away. It was unreal," Leigh said.

Leigh believes the success of Cows Create Careers at Smithton High School is due to teacher, Josh Smith. "Josh delivers Cows Create Careers at Smithton High really well. There are kids in the class that you can tell the project works wonders with."

"Josh is enthusiastic about Cows Create Careers and he teaches dairy to the kids in such a great way - I've never seen a class of 75 students be 100% attentive the whole time, he does a really great job."

Humbly, Josh believes the success of the Cows Create Careers lies in the 'hands-on' nature of the project.

"I have had a few students who have gone on to work on farms and into farm management positions," Josh said. "In my opinion, the success of Cows Create Careers is due to the fact that we are bringing the 'real world' into the classroom. Cows Create Careers provides a learning experience that is authentic and totally connected to the community."



Cows Create... Rewarding Careers



Jack Luxford

In 2006 Galen Catholic College, Wangaratta participated in Cows Create Careers for the first time after science teacher, Brian Carr, responded to a flyer. Since then the Dairy Australia project has continued annually at the College, inspiring young people like Jack Luxford, to pursue a career within the field of agriculture.

In 2006, sixteen year-old Jack Luxford was a year ten student at Galen Catholic College and participated in the College's first year of Cows Create Careers. Although Jack had an agricultural background, he had not had exposure to the dairy industry.

"I come from an agricultural background with my parents having all types of livestock. My father has been employed at Rivalea since 1988 and my mother has been involved in many other rural projects," Jack said.

"Before I started Cows Create Careers I didn't have any exposure to the dairy industry. It was definitely an eye opener," Jack said. "The biggest thing that I learnt was the large amount of opportunities that are in the dairy industry due to the industry's size and scope. I was fascinated with the whole supply chain and learning about all the factors of production that goes into getting the milk from grass to glass."

Teacher Brian Carr admits that he was initially a little worried how two calves would harmonise with the school's 1100 students. However the College's experience with Cows Create Careers has only been positive with the students building caring relationships with the calves.

"Cows Create Careers originally started with one year ten class in 2006. Now, two year seven classes learn about the dairy industry through integrated studies." Brian Carr, Galen Catholic College Science Convenor, said.

"The kids love it," Brian said. "The program is popular with students because it is so different to all the other school activities and the calves provide a hook to engage the students."

"When the calves first arrive at the school, the year seven

students are excited and look forward to getting in and trying to feed them. They also have farm visits and visit the Murray Goulburn processing plant, so the students get to experience the whole process from farm to factory, to the finished product."

Brian said that while most students do not come from an agriculture background, the program is also beneficial for those who do.

"90% of the students don't come from an agriculture background so through the program their awareness of the industry increases. For the students who do come from an agriculture background, it's also a good opportunity for them to demonstrate their skills and to build their self-esteem."

After completing VCE in 2008, Jack Luxford took a year off to work on a sheep and cropping farm near Ballan, Victoria. In 2010 he commenced a four-year Bachelor of Agricultural Economics degree at The University of Sydney, and in January 2014, the now twenty-three year old, started working as an Agribusiness Analyst at the National Australia Bank (NAB) where he supports a team of agribusiness managers.

"I started in the graduate program six months ago and have been in this role for two months now," Jack said. "Currently I'm working in the Warrnambool Agribusiness team and we have a lot of dairy farmers on our books. Knowledge of the dairy industry is crucial, which all started back with my first exposure through Cows Create Careers."

Jack's career aspiration is to work his way up to become an agribusiness manager - and his advice for young people considering a career in agribusiness?

"Go for it. There is plenty of opportunity out there especially in the dairy industry. The main areas to focus on is making sure you have a solid knowledge of production systems because that's what drives all agribusiness. If you're always open to new ideas and have a willingness to learn and develop, you're bound to have success."



Jack Luxford (far left) with his team receiving an award in 2006 at the Dookie College presentation day

Cows Create... Industry Connections

Reid Stockfeeds has sponsored Cows Create Careers since the project was initiated by the Strzelecki Lions Club in 2004. For ten years the Victorian-based company has supported the project by donating calf meal to schools across all major dairy regions of the state.

"We are one of the inaugural supporters of Cows Create Careers and we've been involved right from the beginning" Dan Allen, Reid Stockfeeds Sales Manager said.

"We are really happy to be involved in Cows Create Careers; in the beginning it was just Reid Stockfeeds and Murray Goulburn as supporters and sponsors, there's a lot more sponsors now, but we still need more to come on board to support the project."

It was through Reid Stockfeeds relationship with the Strzelecki Lions Club that the company first heard about Cows Create Careers, "and we jumped at the chance to be involved," Dan said.

"We learnt about the project through long-term customers who were involved with the Strzelecki Lions Club. The industry is lacking in young people, so we, as an industry, have to support programs like Cows Create Careers. If we want young people to come into the agriculture industry, we need to give them a reason – we need to attract them," Dan said.

As part of his role, Dan manages the company's sales and technical team, where he has seen the flow-on benefits of Cows Create Careers first-hand. "We have a number of people who work with us who have been through Cows Create Careers," he said.

"All of our people in the nutrition area are qualified in some form of agriculture or animal production, and a lot of those people found out about studying agriculture through Cows Create Careers at high school. Some have gone on to be our best employees, so there's also a big payback for us," Dan said.

One of those employees is Daniel Bacon, who completed Cows Create Careers as a year 10 student at Rochester Secondary College, located in Northern Victoria. Daniel, coming from a dairy farming family, said that participating in the project gave him a strong sense of pride.

"Doing Cows Create Careers at school made me feel proud to be part of the industry," Daniel said. "Coming from a dairy farm I already knew a bit about dairy, but being involved in the project and seeing other students being taught about the industry made me feel proud to be a part of it."

After completing year 12 Daniel successfully applied to study a Bachelor of Animal Science degree at Charles Sturt University, Wagga Wagga, and since March 2014, the now twenty-two year old graduate has been employed full-time with Reid Stockfeeds as a Nutritionist. It is also the first year he has been involved in Cows Create Careers



Daniel Bacon



Andrew Cosby with Daniel Bacon presenting at the South Gippsland Dairy Expo breakfast 2014

as a volunteer industry advocate.

"Being an industry advocate is a really good opportunity," Daniel said. "It's an opportunity to give back to an industry that has given so much to me."

Through his role as industry advocate, Daniel visits Echuca College and talks to year 11 students who are completing the project, about the dairy industry and dairy career pathways.

"I talk to the students about what I did to get to where I am now," he said. "I also talk about all the careers and opportunities that are in agriculture."

"I like the interaction with students and seeing their interest grow. Some kids who you don't think would be interested, or who are from town, really surprise you - they probably ask the most questions."

Daniel believes Cows Create Careers achieves more than raising the profile of careers and pathways in the dairy industry.

"It's not just about getting people into the industry. A lot of people don't understand where their food or milk comes from; some think it's made in a factory, so the project also provides more understanding," he said.

"It's both an awareness project and it provides different career options to students - and for the students who become interested in a career in agriculture, then it's a very beneficial project."

Cows Create... Experience



Jayden Bibby 2nd on the right in his Cows Create Careers team at Drouin Secondary College in 2008



John Verstedden

Drouin Secondary School, located in Victoria's West Gippsland region, has incorporated Cows Create Careers within their Agriculture curriculum since 2004. Since then, the school has seen the project expand to include a wide-range of students, including students who come from dairy farming backgrounds.

"Cows Create Careers is a great part of our Agriculture curriculum," Drouin Secondary School teacher, Julie Pilgrim-Cayzer said. "Our Agriculture program has built-up from just having year nine and ten students to now having year twelve students in the past three years."

"A lot of the time the kids have no idea and some of their perceptions are from their parents who say 'you wouldn't want to be a farmer that's just milking cows and having to get up early in the morning', so that's all they know. It's good that they are learning from industry advocates that there's a number of different career pathways."

And past student, Jayden Bibby, agrees. In 2009, while

a year nine student at Drouin Secondary School, Jayden elected to study Agriculture that included Cows Create Careers. "I have fed calves since I was four years old but most of the people in the class were from town, so it was good that they could have the responsibility of looking after calves for 6 weeks" he said.

Jayden grew up helping out on his grandparent's dairy farm in Longwarry, Victoria - an experience that cemented his desire to work in dairy from a young age. "Every school holidays I would stay at my grandparent's place," he said. "The holidays fell into the busy times of the year so there was always something to do."

After completing Agriculture in year nine, Jayden decided to mix his school education with some hands-on learning; he started a school-based apprenticeship on a dairy farm in Drouin South and completed the Certificate II in Agriculture through the National Centre for Dairy Education Australia.

"For two years I went to Tafe one day a fortnight, worked three days a fortnight, and went to school for three days a week," Jayden said, "you get to see the range of work on a dairy farm throughout the year and then you can decide if you have enjoyed it."

When he finished year 12 Jayden was offered a trial on a dairy farm in Yannathan, with a plan for him to start working in a full-time position. "I started an apprenticeship and completed the Certificate III and part of the Certificate IV in Agriculture. I worked for one year full-time and then I came to where I am now - my grandparent's farm, so it's a full circle!"

The now 20-year-old is employed full-time on the family farm, where he works with his grandparents and farm owners John and Lyn Verstedden, and with 30 years of dairy farming experience, John is someone who Jayden continues to learn from.

With a shortage of young people in dairy, John sees Cows Create Careers as an awareness project. "Experience is valuable, it's all about people being able to learn through seeing, feeling and touching - and then they can see what their choices are," John said. "We need a next generation of farmers who have passion and drive."

"Jayden and I have had discussions about him doing the Diploma and Advanced Diploma when he's ready. The next two levels can certainly make people more valuable as an employee and give them a clearer view of what a future in dairy could look like," John said.

So what does Jayden's future look like? "Sharefarming would probably be the first step," Jayden said. "I bought 15 calves last year, I'm slowly building a herd up so I'm in a position where I can go to a dairy farm with my own herd of cows."

Cows Create... Goals

Growing up on a beef cattle farm in Wildes Meadow in the Southern Highlands of New South Wales, Jodie Donovan always knew that she wanted to be a Veterinarian and she worked hard to achieve her goal.

"I have a passion for animals and farming, and I wanted to be involved in the rural lifestyle. I have always known what I wanted to do, so I really worked hard for it and I stayed focussed despite anything that came across my path," Jodie said.

Jodie first participated in Cows Create Careers as a year six student at Burrawang Primary School, and even though she came from a farming family, she admits that she did not know a lot about dairy.

"I didn't have any knowledge of dairy before Cows Create Careers. I come from a beef cattle farm so I knew a little about cows, but I knew nothing about the dairy industry, so it was my first introduction," she said.

Jodie got a second chance to participate in Cows Create Careers when she moved to Moss Vale High School. The school's Science and Agriculture teachers, Jemima Finlayson and Craig O'Brien, have been involved in Cows Create Careers since the project arrived at the school in 2007.

"Jane Sherborne originally organised Cows Create Careers with Burrawang Primary School and the following year it started at Moss Vale High School," teacher Craig O'Brien said. "From that first year Cows Create Careers has gone from strength to strength."

Fellow teacher, Jemima Finlayson, said that Cows Create Careers suits the school's agriculture offering. "The school has a strong agriculture base and an extensive range of opportunities for agriculture students," Jemima said. "All year 7 and 8 students study Agriculture Technology as a subject, so we are always willing to take-on projects like Cows Create Careers."

While a student at Moss Vale High School, Cows Create Careers formed part of Jodie's Agriculture studies. Looking back on her experience, she believes the best part of the project is its interactive nature.

"Cows Create Careers gave me an insight into the dairy industry; we were given an overview of the whole production system from milking the cows all the way to having milk on our supermarket shelves," Jodie said.

"By having calves at the school, we experienced feeding the calves and we learnt about calf health and feeding regimes. The hands-on experience was really valuable."

After completing Cows Create Careers in Years 8 and 9, Jodie continued to elect Science, Agriculture and Primary Industries subjects – a pathway she had planned to reach her goal of studying Veterinary Science, and her drive was evident to her teachers.

"Jodie always knew what she wanted to do from a young



Jodie Donovan feeding calves at Moss Vale High School

age, so she was very well planned," Craig said. "When she was in year 10 she went to Wagga Wagga and had interviews with the university so she could know exactly what their expectations were."

Fellow teacher Jemima agrees. "Jodie is a highly motivated person. She suffered serious head injuries in a horse-riding accident at the end of year 11, but due to her wonderful will-power to continue with her studies it did not distract from her focus to go to University, despite the long recovery period."

In her final years at school, Primary Industries formed part of Jodie's HSC studies, allowing her to gain some hands-on experience and complete the Certificate II in Agriculture. "I did work experience on a dairy farm in Burrawang and at different veterinarian practices," she said.

At the end of year 12 Jodie successfully applied to study Veterinary Science at Charles Sturt University where the now twenty-year-old has just completed her second year of the six-year degree.

"I want to become a large animal veterinarian," Jodie said. "Through veterinary science I want to help to improve the health and welfare of livestock and the livestock industry."

When she graduates Jodie aims to work in a rural mixed-veterinary practice dealing with large animals. "Ideally, I'd like to work in a mixed practice for a few years to get some experience in all areas, and then I can find a niche that I'm interested in, whether it be large animal medicine, farming consultancy or a reproduction specialist."

Cows Create... Success Stories



Bradley Fuller

DairyTas Careers and Education Coordinator, MaryAnn Hortle, first heard about Cows Create Careers in 2008 when she attended a DairyTas meeting. Since then MaryAnn has coordinated the project across the state, witnessing the growth and success of the project first-hand.

"I feel fortunate to have been in the meeting when John and Deanne, who manage Cows Create Careers, were talking about the project," MaryAnn said. "I thought, 'I'd like to do that!' and it fitted well because I'm a dairy farmer and a trained teacher."

And with that Cows Create Careers arrived in Tasmania. Since then, MaryAnn has seen the project grow in both size and popularity across the state.

"Cows Create Careers has increased through word of

mouth; a school will see that another school in the area is doing it, or a dairy farming parent will go to the school and say that it's a great project."

Cow Create Careers has received strong support from the Tasmanian dairy community since its launch. This year, 18 schools were involved in project.

"Cows Create Careers works because it's across the state; it's urban and rural – you're tapping into different markets," MaryAnn said.

"Dairy farmers see the value of showing young people the different aspects of the dairy industry even if some students already have an awareness of agriculture – because it's not just about milking cows, it's all the other people and jobs that the dairy industry relies on. Cows Create Careers is a really solid project that keeps on creating success stories."

18-year-old Bradley Fuller is one of those success stories. With no prior knowledge of the dairy industry, Bradley was a year 8 student at Penguin High School when he participated in Cows Create Careers.

"Cows Create Careers, and learning about all the different career pathways is basically what got me into dairy farming," Bradley said.

After completing the project Bradley was keen to get some hands-on farming experience, so he embraced the opportunity of work experience with sharefarmers Matthew and Lyndal Luck on their dairy farm in Riana, on the northwest coast of Tasmania.

Matthew and Lyndal, who supply calves to Penguin High School for the project, recognised the importance of getting young people like Bradley involved in dairy.

"Bradley did work experience with us and from there he would quite often pop up and help out on holidays," Matthew said.

"We were keen to be involved in Cows Create Careers because there are not enough young people coming into the industry and thought that the more young people that can be exposed to dairying can be only a good thing for everybody."

The following year, during his year 10 school holidays, Bradley was back on-farm – he had returned again to complete work experience with the Lucks. And now, with some hands-on experience under his belt, at the end of year 10 Bradley decided to start working full-time on the farm, "and I have been there ever since!"

"Work experience really helped me in getting to know the farm. It also helped me to make the decision to start working full-time and to complete an apprenticeship," Bradley said.

Bradley has now been working as a full-time dairy farmhand for two years. "There's different things to do each day and I've learnt a lot, Matthew and Lyndal have taught me everything I know."

Over the years, Matthew has witnessed Bradley's skills increase, and therefore he has been given more responsibility on-farm.

"Bradley's job responsibilities have increased dramatically - remembering that he didn't come from a farming background - but with his willingness to learn and listen to what we tell him, I now have no trouble leaving him to look after the farm if we are away or completing just about any task that I ask of him," Matthew said.

"He has grown in his role immensely, since starting with us he has completed his traineeship and he is now well into his apprenticeship. He is a vital member of our operation with his attitude, easy-going nature and work ethic, he is a pleasure to have work for us."

Bradley's career goal is to work his way up to a farm management role. "I'm planning to finish my apprenticeship and then I want to do some farm management courses, I want to learn as much as I can," he said.

"I am hoping to manage my own farm one day, or if the farm I'm on now expands, maybe I can work-up to managing it in future."

Charlotte Walker is another young success story. Through Cows Create Careers the sixteen-year-old from Glenora District School discovered that she had a passion, and a natural talent, for calf rearing.

"My school has been involved with Cows Create for three years running, and I've done it every year from years 8 to 10," Charlotte said.

Without a dairy farming background, Cows Create Careers was Charlotte's first introduction to the dairy industry.

"Through Cows Create Careers I learnt how many different jobs were out there, and how to open opportunities to work in the dairy industry." So when the opportunity to work on a local dairy farm presented itself, Charlotte jumped at the chance.

"When I was in year 8 my Cows Create Careers teacher recommended me to Lis and Phil Beattie, who were offering a job on their dairy farm. So I gave them a ring and it all went from there."

Charlotte has now been working on the Beattie's farm for two years, "in the school holidays I'm there nearly every day and when I'm at school I work on the weekends," she said.

"I mainly help with calf rearing, the Beattie's have taught me how to identify sick calves and how to help with their growing. I like feeding the calves and seeing them grow and turn into bigger animals. It's interesting and good fun, it keeps you on your toes because there's always something different to do."

Charlotte believes working on the Beattie's farm has not only taught her some new hands-on skills, but the experience has also increased her confidence. She works and learns from other employees, and has the opportunity to meet new people including backpackers from around the world.

"From two years working on the farm, I now feel more confident in the job. Everyone's so nice and friendly and it's a good environment to be in - I learn heaps!" Charlotte said.

Lis Beattie, dairy farm owner, agrees "Charlotte is much more self-confident now."

"She started off learning the ropes, but now, I can give her anything to do and she knows exactly how to do it" Lis said. "She's reliable, hardworking and is always into learning new things. I don't have to supervise her because I know she'll do the job well."

Lis believes Charlotte is well suited to calf rearing because she is naturally observant and caring, making her a "great bonus" on-farm.

"Charlotte loves calves which is crucial; not everybody is a natural calf rearer, but Charlotte is," Lis said. "It's quite complex rearing calves and it's no easy task, but she is very observant, thorough and caring. Charlotte knows the standards we seek and she'll persevere with the calves, she can now look for problems instinctively - I never have to ask her."

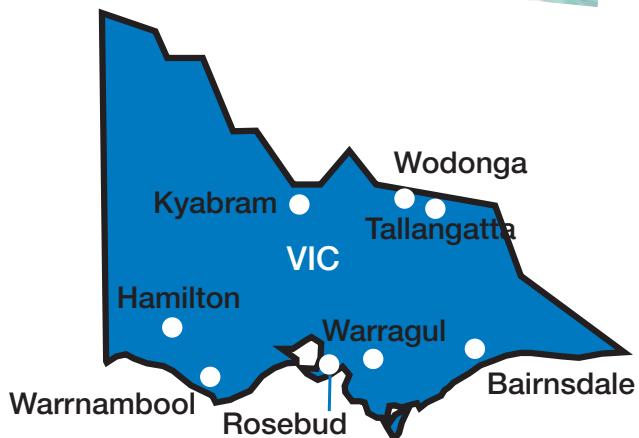
Charlotte has not yet decided on a particular career when she finishes school, however there is one thing she is sure about: "I definitely want to work in agriculture."

"I had no idea about dairy before Cows Create Careers and working on the Beattie's farm. It's opened my mind more widely to what you can choose as a job in the industry," Charlotte said. "Hopefully I can continue to do Cows Create Careers in year 11 and continue calf rearing on the Beattie's farm."

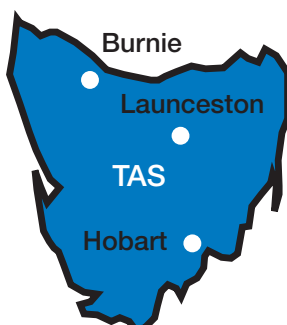


Charlotte Walker

The Gallery



The Gallery



The Gallery



Celebrating Ten Years

2014 marked the tenth anniversary of the Cows Create Careers - Farm Module project which was celebrated in Gippsland with 200 guests attending a birthday dinner on Wednesday 24th September at the Korumburra Italian Club, Korumburra.

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 2014, the program was delivered to 211 schools and 9,456 students across Australia.

Following are some memories from the evening...



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:

Jenny Fraser – Mid Coast Connect (Mid Coast NSW)
Kylie Boston – Agricultural Project & Event Management (Barossa Valley & Mount Gambier SA)
MaryAnn Hortle – DairyTAS & Dairy Farmer (Hobart, Launceston & Burnie TAS)
Michael Hutchison – Jaydee Events Pty Ltd (Gippsland VIC)
Perrin Hicks & Mandy Pacitti – Dairy Farmers (Fleurieu Peninsula & Murray Bridge SA)
Paul Blinco – Consultant (Toowoomba QLD)
Paul & Sharon Weir – Dairy Farmers (Lismore NSW)
Rob LaGrange – Western Dairy & John Lucey – Dept. Ag & Food, WA (Busselton WA)
Robyn Vale – WestVIC Dairy (South West VIC)
Wilf Reuther – National Centre for Dairy Education Australia (Northern VIC)
Sheena Carter – Sage Solutions (Hunter Valley & South Coast NSW)



Thank you to the Regional Development Programs who have continued to provide financial support for the project across their regions and to the 426 dairy farmers and industry advocates who volunteer their time to the Cows Create Careers project. The achievements in this Annual Report are a tribute to the successful work that these people deliver to schools around Australia.

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.

A special thank you to an exceptional assessment team consisting of: Michelle Axford, Rod Cameron, Sharon Mitchell, Nicki Bell and Narelle Bowcher. Dairy Australia would like to acknowledge the professional expertise that you all provide to the Cows Create Careers – Farm Module project.

In 2014, Cows Create Careers – Farm Module project celebrated an important milestone, 10 years of dairy farmers and industry advocates delivering an industry-education-community project. With the support of these enthusiastic people the program will continue to go from strength to strength.

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!”



BACK COVER: L to R: (Back) - David Imisides (Illawarra Christian College), David Borger (Corrimal High School), Nicolet Westernhof (Elizabeth Macarthur College), Greg Duncan (Dairy Australia), Grant Sherbourne (Dairy farmer), Jane Sherbourne (Dairy farmer) & Fiona Perich (Dairy farmer), L to R (Front) - Mehdi Hassanpour (Albion Park High School), Paul Sanders (Oak Flats High School), Peter Ryan (Nowra High School), & Luke Coella (Menai High School)



Your Levy at Work



Your Levy at Work



Your Levy at Work



Your Levy at Work



Your Levy at Work



Your Levy at Work



Your Levy at Work



Your Levy at Work

