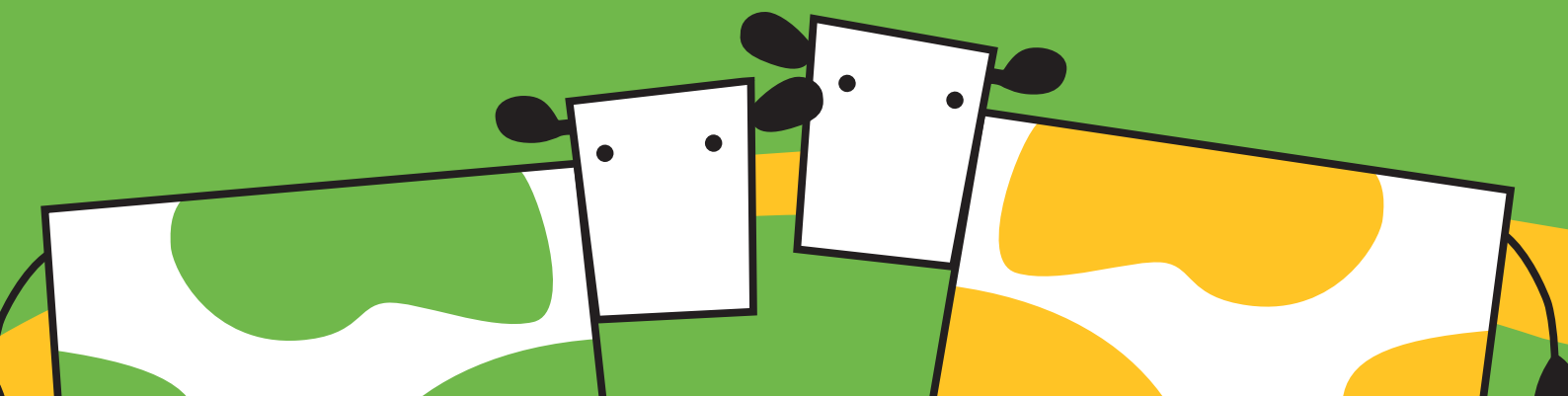


# **COWS CREATE CAREERS** **ANNUAL REPORT 2013**

**INDUSTRY – EDUCATION – COMMUNITY**



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# Executive Summary

The Dairy Australia Cows Create Careers - Manufacturing and Camembert in the Classroom Modules have been successfully delivered to 119 secondary schools across Australia during 2013. The Cows Create Careers Manufacturing Module was delivered to 89 schools and had 1,317 students involved. The Camembert in the Classroom Module was delivered to 50 schools and had 688 students involved.

The curriculum based Camembert in the Classroom Module included 50 schools in eight regions across Australia. These included the regions Devonport in Tasmania, Sydney and Wodonga / Wagga Wagga in New South Wales, Warragul, Melbourne (Bayside) and Hamilton in Victoria, Bunbury in Western Australia and Adelaide in South Australia.

In addition, there were two modified versions of the Camembert in the Classroom project where teachers were trained to make Camembert cheese and then they used that knowledge to teach a group of their students. The difference with these two versions was that these schools did not participate in the curriculum component of the program. A further 8 schools were involved in this modified version as part of AgFest Tasmania (Hobart and Launceston), and 31 schools were involved as part of an RAS Brisbane, Cairns and Townsville project.

The Manufacturing Module included 30 schools in six regions across Australia. These included the regions of Gippsland, Kyabram and Warrnambool in Victoria, Adelaide in South Australia, Bega in New South Wales and Devonport in Tasmania.

Survey results show that 96% of schools / teachers undertaking the Camembert in the Classroom Module and 96% of schools / teachers undertaking the Manufacturing Module would be involved again if the project was to be offered in 2014.

72% of the Camembert in the Classroom Module and 96% of the Manufacturing Module teachers had incorporated the projects as part of the curriculum. The combinations of projects have resulted in 23 media articles being published. In addition, 50 schools have published articles in their school newsletters.

The students involved in the Camembert in the Classroom Module have increased their awareness about dairy manufacturing careers pathways from 16% before the project to 35% after the project and the students involved in the Manufacturing Module have increased their knowledge from 22% before the project to 46% after the project. A total of 101 of the surveyed students across both the Manufacturing and Camembert in the Classroom projects indicated that they would be interested in a career pathway in the dairy manufacturing industry.

The manufacturers continue to support the project and the companies involved in 2013 have included: Murray Goulburn, Fonterra Australia, Warrnambool Butter & Cheese, Bega Cheese, Bodalla Dairy, Alexandrina Cheese, Ashgrove Cheeses, Lion Co., Russell Smith (Deputy Chief Judge, Australian Grand Dairy Awards) and Chris Sutton (Account Manager, Dairy, Chr. Hansen Pty Ltd).

This year students were surveyed as to how many serves of dairy they were having before and after the project. The Camembert in the Classroom Module students recorded that 53% of students were consuming three serves of dairy or more before the project and 60% of students were consuming three serves of dairy or more after the project. The Manufacturing Module students recorded that 62% of students were consuming three serves of dairy or more before the project and 73% of students were consuming three serves of dairy or more after the project.

The presentation days have been extremely successful and well supported by 826 students from the participating schools along with teachers and dairy industry representatives.

The positive feedback of both these projects is a tribute to the enthusiasm of the manufacturing industry who have provided exceptional support across all the regions.



# Project Overview

## MANUFACTURING MODULE

### Project Objectives

The Cows Create Careers - Manufacturing Module will:

- Introduce students to dairy manufacturing career and education pathways.
- Provide a platform to introduce students to the Australian dairy industry and its products.
- Involve manufacturing industry advocates who have vision and dairy industry knowledge to encourage and support students with the project.
- Reward successful students and schools at a Presentation & Awards Ceremony.

### How Does the Project Work?

The Cows Create Careers – Manufacturing Module involves:

- Teachers attending a project launch and presenting the project to a classroom of students.
- Curriculum materials being provided to the school at no cost.
- An industry advocate visiting the school and talking to students about their manufacturing career pathway.
- Students visiting a dairy manufacturing site.
- Students working in teams of 2-3 to complete assessment tasks.
- A Presentation & Awards Ceremony.
- Media coverage throughout the project such as print media, radio and television.



# Project Overview

## CAMEMBERT IN THE CLASSROOM MODULE

### Project Objectives

The Cows Create Careers - Camembert in the Classroom module will:

- Introduce students to dairy industry manufacturing career pathways.
- Provide a platform to introduce students to the Australian dairy industry and its products.
- Train teachers to make Camembert cheese and transfer this knowledge to a classroom of students.
- Reward successful students and schools at the Big Day Out Presentation Day.

### How Does the Project Work?

The Cows Create Careers – Camembert in the Classroom module involves:

- Two teachers from each school attending a Camembert cheese making workshop.
- Teachers presenting the project to a classroom of students.
- Students working in teams of 2-3 to make Camembert cheese and complete assessment tasks.
- A Big Day Out Presentation Day.
- Media coverage throughout the project such as print media, radio and television.



# Cows Create Careers - Manufacturing

## TERM 2 PROJECT

### GIPPSLAND, VICTORIA

#### Schools Involved:

Wonthaggi Secondary College	20 students Year 9
Yarram Secondary College	15 students Year 11
Mary MacKillop Catholic Regional College	15 students Year 10
Newhaven College	17 students Year 10
Marist Sion Regional College	10 students Year 10

#### Launch Date:

Thursday 7th March, 2013

#### Manufacturers Involved:

Murray Goulburn (Leongatha) and Fonterra Australia (Darnum)

#### Presentation Date:

Tuesday 11th June, 2013

## TERM 3/4 PROJECTS

### ADELAIDE, SOUTH AUSTRALIA

#### Schools Involved:

Woodcroft College	20 students Year 11
Cardijn College	20 students Year 10
Scotch College Adelaide	20 students Year 7
Brighton Secondary College	24 students Year 10
Gawler High School	(Not Completed)

#### Launch Date:

Wednesday 3rd April, 2013

#### Manufacturers Involved:

Alexandrina Cheese and Lion Co.

#### Presentation Date:

Thursday 19th September, 2013

### KYABRAM, VICTORIA

#### Schools Involved:

St Joseph's College, Echuca	9 students Year 11
Numurkah Secondary College	23 students Year 10
McGuire College	20 students Year 10
Rushworth P - 12 College	16 students Year 10
Euroa Secondary College	12 students Year 11

#### Launch Date:

Tuesday 16th April, 2013

#### Manufacturers Involved:

Fonterra Australia (Echuca and Stanhope), Bega Cheese (Strathmerton) and Chris Sutton (Chr. Hansen P / L)

#### Presentation Date:

Thursday 10th October, 2013








# Cows Create Careers - Manufacturing

## TERM 3/4 PROJECTS

### BEGA, NEW SOUTH WALES

#### Schools Involved:

 Bega High School	20 students	Year 9
 Narooma High School	21 students	Year 10
 Eden Marine High School	40 students	Year 9 & 10
 Moruya High School	18 students	Year 11
 Sapphire Coast Anglican College	16 students	Year 9 & 10

#### Launch Date:

Wednesday 22nd May, 2013

#### Manufacturers Involved:





Bega Cheese (Bega), Bodalla Dairy, Russell Smith (Chief Deputy Judge and Australian Grand Dairy Awards)

#### Presentation Date:

Tuesday 5th November, 2013

### DEVONPORT, TASMANIA

#### Schools Involved:

 Burnie High School	25 students	Year 9 & 10
 Sheffield School	18 students	Year 9 & 10
 Deloraine High School	12 students	Year 9 & 10
 Exeter High School	50 students	Year 9 & 10
 Latrobe High School	24 students	Year 9 & 10

#### Launch Date:

Wednesday 5th June, 2013

#### Manufacturers Involved:






Ashgrove Cheese

#### Presentation Date:

Friday 1st November, 2013

### WARRNAMBOOL, VICTORIA

#### Schools Involved:

 Mortlake College	20 students	Year 9 & 10
 Emmanuel College	42 students	Year 10
 Terang College	10 students	Year 9 - 11
 Warrnambool College	23 students	Year 10
 Lake Bolac P-12 College	3 students	Year 10

#### Launch Date:

Tuesday 18th June, 2013

#### Manufacturers Involved:

Murray Goulburn (Koroit) and Warrnambool Butter and Cheese

#### Presentation Date:

Thursday 12th September, 2013





# Cows Create Careers - Camembert in the Classroom

## TERM 3/4 PROJECTS

### SYDNEY, NEW SOUTH WALES

#### Schools Involved:

Domremy College	9 students	Year 11 & 12
Shoalhaven High School	8 students	Year 10
Menai High School	15 students	Year 10
Pittwater High School	12 students	Year 11
Greenpoint Christian College	34 students	Year 10
Bowral High School	21 students	Year 11
Canterbury Girls High School	(Workshop only)	
Chifley College Bidwell Campus	(Workshop only)	

#### Workshop Date:

Wednesday 6th March, 2013  
(top up)

#### Presentation Date:

Wednesday 4th September, 2013

### WARRAGUL, VICTORIA

#### Schools Involved:

Catholic College Sale	26 students	Year 11
Maffra Secondary College	12 students	Year 9
Marist Sion Regional College	10 students	Year 10
Lowanna College	16 students	Year 9
Lavalla Catholic College	12 students	Year 9
Warragul Regional College	16 students	Year 11
Drouin Secondary College	18 students	Year 10 - 12

#### Workshop Date:

Monday 20th May, 2013  
(top up)

#### Presentation Date:

Monday 9th September, 2013



# Cows Create Careers - Camembert in the Classroom

## TERM 3/4 PROJECTS

### BAYSIDE, VICTORIA

#### Schools Involved:

🏫 Mentone Grammar	30 students	Year 9
🏫 Catholic Regional College Sydenham	13 students	Year 11
🏫 Mentone Girls Grammar School	4 students	Year 11
🏫 Our Lady of the Sacred Heart College	14 students	Year 11
🏫 Upwey High School	12 students	Year 10 & 11
🏫 Elizabeth Murdoch College	8 students	Year 9
🏫 Parkdale Secondary College	(Workshop only)	

#### Workshop Dates:

Tuesday 21st & Wednesday  
22nd May, 2013

#### Presentation Date:

Wednesday 11th September,  
2013

### HAMILTON, VICTORIA

#### Schools Involved:

🏫 Casterton College	5 students	Year 11
🏫 Hamilton & Alexandra College	15 students	Year 9 & 10
🏫 Good Shepherd College	16 students	Year 9 & 10
🏫 Timboon P-12 School	24 students	Year 8
🏫 Portland Secondary College	18 students	Year 10 - 11
🏫 Edenhope College	12 students	Year 9 - 11
🏫 Mortlake College	(Workshop only)	

#### Workshop Date:

Friday 24th May, 2013  
(Top up)

#### Presentation Date:

Friday 13th September, 2013

### BUNBURY, WESTERN AUSTRALIA

#### Schools Involved:

🏫 Margaret River Senior High School	12 students	Year 9
🏫 Eaton Community College	22 students	Year 11 & 12
🏫 Waroona District High School	18 students	Year 9 & 10
🏫 Grace Christian School	10 students	Year 10
🏫 Bunbury Cathedral Grammar School	12 students	Year 8
🏫 Georgiana Molloy Anglican School	15 students	Year 10
🏫 Manea Senior College	(Workshop only)	
🏫 Cornerstone Christian College	(Workshop only)	

#### Workshop Dates:

Monday 27th and Tuesday  
28th May, 2013

#### Presentation Date:

Monday 16th September,  
2013





# Cows Create Careers - Camembert in the Classroom

## TERM 3/4 PROJECTS

### HENTY, NEW SOUTH WALES

#### Schools Involved:

-  Mt Carmel Christian College 14 students Year 9 & 10
-  Cootamundra High School 6 students Year 9 - 11

#### Workshop Date:

No workshop

#### Presentation Date:

Friday 6th September, 2013

### ADELAIDE, SOUTH AUSTRALIA

#### Schools Involved:

-  Valley View Secondary School 20 students Year 11
-  Clare High School 10 students Year 11 & 12
-  Faith Lutheran College 37 students Year 11
-  Murraylands Christian College 9 students Year 11
-  Unity College 13 students Year 10

#### Workshop Date:


No workshop

#### Presentation Date:

Wednesday 18th September, 2013

### ULVERSTONE, TASMANIA

#### Schools Involved:

-  Cressy District High School 16 students Year 9 & 10
-  Lilydale District High School 8 students Year 7 & 8
-  Exeter High School 10 students Year 9 & 10
-  Devonport High School 42 students Year 9 & 10
-  Penguin High School 22 students Year 9 & 10
-  Tasmania E-School 10 students Year 9 & 10

#### Workshop Date:

No workshop

#### Presentation Date:

Monday 23rd September, 2013



# Cows Create Careers - Camembert in the Classroom

## TERM 3/4 PROJECTS - Cheese Entries

### BRISBANE, QUEENSLAND (RAS)

**Workshop Dates:** Monday 11th - Friday 15th March, 2013

**Presentation Date:** Friday 31st May, 2013

**Schools who submitted entries for judging:** 17 schools

#### Schools Involved:

- 🏠 Carinda State High School
- 🏠 Villanova College
- 🏠 Downlands College
- 🏠 Grace Lutheran College
- 🏠 Mt Maria College
- 🏠 Sandgate District State High School
- 🏠 Fraser Coast Anglican College
- 🏠 Pittsworth State School
- 🏠 Centenary State High School
- 🏠 Morayfield State High School
- 🏠 Monto State High School
- 🏠 Xavier Catholic College
- 🏠 Tullawong State High School
- 🏠 Ferny Grove State High School
- 🏠 Helensvale State High School
- 🏠 Calvary Christian College
- 🏠 Bray Park State High School
- 🏠 Dalby State High School
- 🏠 Murrumba State Secondary College
- 🏠 Caboolture State High School
- 🏠 St Peters Lutheran College

### HOBART, TASMANIA (AgFest)

**Workshop Date:** Monday 18th February, 2013

**Presentation Date:** Friday 3rd May, 2013

**Schools who submitted entries for judging:** 3 schools

#### Schools Involved:

- 🏠 Geilston Bay High School
- 🏠 Sacred Heart College
- 🏠 St Mary's College
- 🏠 St Virgils

### CAIRNS / TOWNSVILLE, QUEENSLAND (RAS)

**Workshop Dates:** Monday 3rd and Tuesday 4th June 2013, Thursday 6th and Friday 7th June, 2013

**Presentation Date:** Wednesday 28th and Friday 30th August, 2013

**Schools who submitted entries for judging:** Unknown at this stage.

#### Schools Involved:

- 🏠 Innisfail State College
- 🏠 Ravenshoe State School
- 🏠 Redlynch State College
- 🏠 Saint Marys Catholic College
- 🏠 Woree High School
- 🏠 Atherton State High School
- 🏠 Pimlico State High School
- 🏠 Ignatius Park College
- 🏠 All Souls St Gabriels School
- 🏠 The Cathedral School

### LAUNCESTON, TASMANIA (AgFest)

**Workshop Date:** Tuesday 19th February, 2013

**Presentation Date:** Friday 3rd May, 2013

**Schools who submitted entries for judging:** 3 schools

#### Schools Involved:

- 🏠 Burnie High School
- 🏠 St Patrick's College
- 🏠 Scotch Oakburn
- 🏠 Marist Regional College



# Cows Create Careers - Manufacturing

Presentation  
Day  
Gippsland, VIC  
(Leongatha)

The Cows Create Careers - Manufacturing Gippsland, VIC Presentation Day was held at the Leongatha RSL Club on Tuesday 11th June 2013.

Number attending - 50 students, teachers and industry representatives.

## Prizes and Awards

**Winning School** - \$500 - Wonthaggi Secondary College.

**Winning Team** - DRAW Wonthaggi Secondary College (Team Mexico) Kyah Britt, Sophie Huther, Hannah McRae and Yarram Secondary College (Team Morgan and Pat) Morgan Tatnell, Pat Petterson.

**Activities** - Dairy Taste Test Challenge, Cow Cup Mania, Mystery Dish Challenge and Teacher Pressure Test.

**Guests** - Nicki Bell.



# Cows Create Careers - Manufacturing

Presentation  
Day  
Adelaide, SA  
(Morphett Vale)

The Cows Create Careers - Manufacturing Adelaide, SA Presentation Day was held at the Morphett Vale Function Centre on Thursday 19th September 2013.

Number attending - 25 students, teachers and industry representatives.

## Prizes and Awards

**Winning School** - \$500 - Woodcroft College.

**Winning Team** - DRAW Cardijn College (Cow Girls) Tara Guckel, Alex Moore and Woodcroft College (Mootastic) Zoe Hadley, Mariah Aplin, Claire Elmer, Sian Young.

**Activities** - Dairy Taste Test Challenge, Cow Cup Mania, Mystery Dish Challenge and Teacher Pressure Test.



# Cows Create Careers - Manufacturing

Presentation  
Day  
Northern VIC  
(Kyabram)

The Cows Create Careers - Manufacturing Northern VIC Presentation Day was held at the Kyabram Club on Thursday 10th October 2013.

Number attending - 45 students, teachers and industry representatives.

## Prizes and Awards

**Winning School** - \$500 - St Joseph's College, Echuca.

**Winning Team** - \$50 / student - St Joseph's College Echuca (Team Jenna) Jenna Smith.

**Activities** - Dairy Taste Test Challenge, Cow Cup Mania, Mystery Dish Challenge and Teacher Pressure Test.



# Cows Create Careers - Manufacturing

Presentation  
Day  
Far Coast, NSW  
(Bega)

The Cows Create Careers - Manufacturing Bega, NSW Presentation Day was held at the Bega Country Club on Tuesday 5th November 2013.

Number attending - 63 students, teachers and industry representatives.

## Prizes and Awards

**Winning School** - \$500 - Bega High School, Bega.

**Winning Team** - \$50 / student - Eden Marine High School (Team Malory and Georgia) Malory Smith and Georgia Hawken.

**Activities** - Dairy Taste Test Challenge, Cow Cup Mania, Mystery Dish Challenge and Teacher Pressure Test.





# Cows Create Careers - Manufacturing

Presentation  
Day  
North West, TAS  
(Devonport)

The Cows Create Careers - Manufacturing Devonport, TAS Presentation Day was held at the Devonport RSL on Friday 1st November 2013.

Number attending - 55 students, teachers and industry representatives.

## Prizes and Awards

**Winning School** - \$500 - Deloraine High School.

**Winning Team** - \$50 / student - La Trobe High School (Cowgummies) Meg Godrich, Brianna Johnson-Cooper, Marie Brauherr.

**Activities** - Dairy Taste Test Challenge, Cow Cup Mania, Mystery Dish Challenge and Teacher Pressure Test.

**Guests** - MaryAnn Hortle (DairyTAS and Dairy Farmer).



# Cows Create Careers - Manufacturing

Presentation  
Day  
South West VIC  
(Warrnambool)

The Cows Create Careers - Manufacturing South West VIC Presentation Day was held at the Mid City Motel, Warrnambool on Thursday 12th September 2013.

Number attending - 110 students, teachers and industry representatives.

## Prizes and Awards

**Winning School** - \$500 - Warrnambool College

**Winning Team** - \$50 / student - DRAW Emmanuel College (Legendairy) Dean Finlayson, Mathew Biggs, Ryan Arscott and Warrnambool College (Utterly Delicious) Molly Owen, Georgina Bull.

**Activities** - Dairy Taste Test Challenge, Cow Cup Mania, Mystery Dish Challenge and Teacher Pressure Test.

**Guests** - Gerard Lourey, Colin Reeves and Jimmy Lane - Murray Goulburn Koroit, Stephen Cook - Warrnambool Butter and Cheese.



# Cows Create Careers - Camembert in the Classroom

Presentation Day  
Sydney, NSW  
(Olympic Park)

The Cows Create Careers - Camembert in the Classroom Sydney, NSW Presentation Day was held at the RAS Showgrounds, Olympic Park on Wednesday 4th September 2013.

Schools in attendance - 6 schools, 8 teachers and 72 students.

## Prizes and Awards

Winning Cheese - \$500 - Greenpoint Christian College.

Winning Advertisement - \$250 - Menai High School.

Multi-Media Judging - Deanne Kennedy and John Hutchison (Dairy Australia).

Cheese Judging - Russell Smith - Chief Deputy Judge at AGDA.



# Cows Create Careers - Camembert in the Classroom

Presentation  
Day  
Gippsland, VIC  
(Warragul)

The Cows Create Careers - Camembert in the Classroom Warragul, VIC Presentation Day was held at the Warragul Downtowner Motel on Monday 9th September 2013.

Schools in attendance - 7 schools, 12 teachers and 67 students.

## Prizes and Awards

Winning Cheese - \$500 - Marist Sion Regional College.

Winning Advertisement - \$250 - Sale Catholic College.

Multi-Media Judging - Jeanette White (GippsDairy) and John Hutchison (Dairy Australia).

Cheese Judging - Russell Smith - Chief Deputy Judge at AGDA.



# Cows Create Careers - Camembert in the Classroom

Presentation  
Day  
South West, VIC  
(Hamilton)

The Cows Create Careers - Camembert in the Classroom Hamilton, VIC Presentation Day was held at the Comfort Inn Grange Burn on Friday 13th September 2013.

Schools in attendance - 6 schools, 9 teachers and 64 students.

## Prizes and Awards

Winning Cheese - \$500 - Portland Secondary College.

Winning Advertisement - \$250 - Edenhope College.

Multi-Media Judging - John and Naomi Pye (Murray Goulburn Director and Dairy Farmers).

Cheese Judging - Russell Smith - Chief Deputy Judge at AGDA.



# Cows Create Careers - Camembert in the Classroom

Presentation  
Day  
Bayside,  
Melbourne, VIC  
(Mentone)

The Cows Create Careers - Camembert in the Classroom Bayside, VIC Presentation Day was held at the Mentone Grammar on Wednesday 11th September 2013.

Schools in attendance - 6 schools, 10 teachers and 71 students.

## Prizes and Awards

**Winning Cheese** - \$500 - Elizabeth Murdoch College.

**Winning Advertisement** - \$250 - Lady of the Sacred Heart College.

**Multi-Media Judging** - Mani Iyer (Dairy Australia) and Cliff Wallace (Dairy Farmer).

**Cheese Judging** - Russell Smith - Chief Deputy Judge at AGDA.

**Guests** - Shane Hellwege (Dairy Australia).



# Cows Create Careers - Camembert in the Classroom

Presentation Day  
South Perth, WA  
(Bunbury)

The Cows Create Careers - Camembert in the Classroom Bunbury, WA Presentation Day was held at the Koombana Bay Sailing Club on Monday 16th September 2013.

Schools in attendance - 6 schools, 11 teachers and 54 students.

## Prizes and Awards

Winning Cheese - \$500 - Bunbury Cathedral Grammar.

Winning Advertisement - \$250 - Margaret River Senior High School.

Multi-Media Judging - Rob La Grange (Western Dairy) and John Lucy (Dept Agriculture).

Cheese Judging - Russell Smith - Chief Deputy Judge at AGDA.



# Cows Create Careers - Camembert in the Classroom

Presentation  
Day  
Wodonga/Wagga  
Wagga, NSW  
(Henty)

The Cows Create Careers - Camembert in the Classroom Henty, NSW Presentation Day was held at the Henty Bowling Club on Friday 6th September 2013.

Schools in attendance - 2 schools, 2 teachers and 18 students.

## Prizes and Awards

Winning Cheese - \$500 - Mt Carmel Christian College.

Winning Advertisement - \$250 - Cootamundra High School.

Multi-Media Judging - Deanne Kennedy and John Hutchison (Dairy Australia).

Cheese Judging - Russell Smith - Chief Deputy Judge at AGDA.





# Cows Create Careers - Camembert in the Classroom

Presentation Day  
Adelaide, SA  
(Gawler)

The Cows Create Careers - Camembert in the Classroom Adelaide, SA Presentation Day was held at the Gawler Racecourse on Wednesday 18th September 2013.  
Schools in attendance - 5 schools, 8 teachers and 86 students.

## Prizes and Awards

Winning Cheese - \$500 - Valley View Secondary School.  
Winning Advertisement - \$250 - Faith Lutheran College.  
Multi-Media Judging - John Hutchison (Dairy Australia).  
Cheese Judging - Russell Smith - Chief Deputy Judge at AGDA.



# Cows Create Careers - Camembert in the Classroom

Presentation  
Day  
North West, TAS  
(Ulverstone)

The Cows Create Careers - Camembert in the Classroom Ulverstone, TAS Presentation Day was held at the Ulverstone Golf Club on Monday 23rd September 2013.

Schools in attendance - 5 schools, 7 teachers and 46 students.

## Prizes and Awards

Winning Cheese - \$500 - Devonport High School.

Winning Advertisement - \$250 - Lilydale District High School.

Multi-Media Judging - Mark Smith (DairyTAS).

Cheese Judging - Russell Smith - Chief Deputy Judge at AGDA.

Guest - MaryAnn Hortle (DairyTAS and Dairy Farmer).



# Cows Create Careers - Camembert in the Classroom

## AGFEST & RAS SUMMARY

### **HOBART, TASMANIA (AgFest)**

Project Commencement - Term 2, 2013  
Workshop Date - Monday 18th February 2013  
Number of Schools - 4 schools, 8 teachers  
Presentation Date - Friday 3rd May 2013

### **LAUNCESTON, TASMANIA (AgFest)**

Project Commencement - Term 2, 2013  
Workshop Date - Tuesday 19th February 2013  
Number of Schools - 4 schools, 8 teachers  
Presentation Date - Friday 3rd May 2013

### **BRISBANE, QUEENSLAND (RAS)**

Project Commencement - Term 2, 2013  
Workshop Dates - Monday 11th - Friday 15th March 2013  
Number of Schools - 21 schools, 39 teachers  
Presentation Date - Friday 31st May 2013

### **CAIRNS, QUEENSLAND (RAS)**

Project Commencement - Term 2, 2013  
Workshop Dates - Monday 3rd & Tuesday 4th June 2013  
Number of Schools - 6 schools, 14 teachers  
Presentation Date - Wednesday 28th August 2013

### **TOWNSVILLE, QUEENSLAND (RAS)**

Project Commencement - Term 2, 2013  
Workshop Dates - Thursday 6th & Friday 7th June 2013  
Number of Schools - 4 schools, 6 teachers  
Presentation Date - Friday 30th August 2013



# Cows Create Careers - Camembert in the Classroom

## DAIRY AUSTRALIA SUMMARY

### HENTY, NEW SOUTH WALES

Project Commencement - Term 3, 2013  
Teleconference Date - Monday 6th May, 2013  
Number of Schools - 2 schools participating  
Presentation Date - Friday 6th September, 2013

### ADELAIDE, SOUTH AUSTRALIA

Project Commencement - Term 3, 2013  
Teleconference Date - Thursday 9th May, 2013  
Number of Schools - 5 schools participating  
Presentation Date - Wednesday 18th September, 2013

### SYDNEY, NEW SOUTH WALES

Project Commencement - Term 3, 2013  
Workshop Date - Wednesday 6th March, 2013  
Teleconference Date - Tuesday 7th May, 2013  
Number of Schools - 8 schools participating  
Presentation Date - Wednesday 4th September 2013

### ULVERSTONE, TASMANIA

Project Commencement - Term 3, 2013  
Teleconference Date - Wednesday 8th May, 2013  
Number of Schools - 6 schools participating  
Presentation Date - Monday 23rd September, 2013

### WARRAGUL, VICTORIA

Project Commencement - Term 3, 2013  
Workshop Date - Monday 20th May, 2013  
Teleconference Date - Tuesday 7th May, 2013  
Number of Schools - 7 schools participating  
Presentation Date - Monday 9th September, 2013

### BAYSIDE, VICTORIA

Project Commencement - Term 3, 2013  
Workshop Dates - Tuesday 21st and Wednesday 22nd May, 2013  
Number of Schools - 7 schools participating  
Presentation Date - Wednesday 11 September, 2013

### HAMILTON, VICTORIA

Project Commencement - Term 3, 2013  
Workshop Date - Friday 24th May, 2013  
Teleconference Date - Tuesday 7th May, 2013  
Number of Schools - 7 schools participating  
Presentation Date - Friday 13th September, 2013

### BUNBURY, WESTERN AUSTRALIA

Project Commencement - Term 3, 2013  
Workshop Dates - Monday 27th & Tuesday 28th May, 2013  
Number of Schools - 8 schools participating  
Presentation Date - Monday 16th September, 2013



# Cows Create Careers - KPI's & Evaluation Snapshot

## MANUFACTURING MODULE

This information has been collected by evaluating both the teachers and students who participated in the project.

Number of manufacturers supporting each region: Gippsland, Victoria - 2  
Adelaide, South Australia - 2  
Kyabram, Victoria - 4  
Bega, New South Wales - 3  
Devonport, Tasmania - 1  
Warrnambool, Victoria - 2  
**TOTAL - 14**



### What students had to say:

**Percentage of students who have increased their awareness about dairy career options:**

- 22% before the project and 46% after the project.

**Percentage of students who now have an increased understanding about where to find information about dairy manufacturing career pathways:**

- 42% before the project and 60% after the project.

**Percentage of students who would be interested in a career in the dairy manufacturing industry:**

- 2% before the project and 12% after the project.

**Percentage of students who believe that the industry has a lot of career options for them:**

- 56% before the project and 75% after the project.

**Percentage of students who believe that the manufacturing industry is a significant rural industry to the regional community:**

- 66% before the project and 68% after the project.

**Percentage of students who believe that this project will increase the profile of the dairy manufacturing industry:**

- 87% before the project and 95% after the project.

**Percentage of students who would have 3-serves of dairy per day:**

- 62% before the project and 73% after the project.

### Other statistics:

- 70% of students agreed that they would tell their parents about the project.
- 8% of students participating in the project are from dairy farms.
- 7% of the students surveyed would be interested in the dairy industry arranging dairy manufacturing work experience for them. A further 11% indicated that work experience may be a possibility in the future.
- 32 students would be interested in a career in the dairy manufacturing industry.



# Cows Create Careers - KPI's & Evaluation Snapshot

## What teachers had to say:

The following points were identified by teachers as the reasons they agree to be involved in the Manufacturing Module:

- We did it last year - it was a great success with students.
- The ease of being able to incorporate the project into my planned unit.
- To work with the community and to have the students learn in a lateral way.
- The region is heavily surrounded by dairy industry, many students are from farms, need to increase knowledge of careers available.
- Have been involved before and enjoyed the extra opportunities it provides and the close contact with local dairy industry.

As a result of the program, the following are a few key outcomes that were identified:

- Better understanding of the importance of dairy in the diet and low fat / sugar options.
- Time management, planning negotiating, budget, team work and research skills.
- Identifying design briefs, experimenting with recipes, evaluating products.
- Familiarity with careers in dairy industry.
- Much more interest and awareness about the local dairy industry and the amount of dairy that we use in cooking.

Percentage of schools who adopted dairy as curriculum:

- 96% of schools have adopted this project as part of their curriculum (Food Technology and Home Economics) in schools.

Percentage of teachers who now have an increased knowledge about the dairy manufacturing industry:

- 48% before the project and 68% after the project.

Percentage of teachers who now have an increased understanding about where to find information about dairy manufacturing careers pathways:

- 74% before the project and 96% after the project.

Other statistics:

- 96% of teachers stated that they would like to be part of the program again in 2013.
- 58% of teachers rated the project very good to excellent, the other 42% rated the project as good.
- 100% of teachers believe that the manufacturing project is a beneficial investment for the 'dairy industry'.
- 5 teachers knew of students motivated to explore a dairy career as a result of the program.



# Cows Create Careers - KPI's & Evaluation Snapshot

## CAMEMBERT IN THE CLASSROOM MODULE

This information has been collected by evaluating both the teachers and students who participated in the project.

### What students had to say:

**Percentage of students who have increased their awareness about dairy career options:**

- 16% before the project and 35% after the project.

**Percentage of students that understood that 'cheese making' involves science:**

- 69% before the project and 80% after the project.

**Percentage of students who would be interested in a career in the dairy manufacturing industry:**

- 9% before the project and 11% after the project.

**Percentage of students who would have 3 serves of dairy or more per day:**

- 53% before the project and 60% after the project.

**Other statistics:**

- 56% of students agreed that they would tell their parents about the project.
- 69 students would be interested in a career in cheese making.

### What teachers had to say:

The following points were identified by teachers as the reasons they agreed to be involved in the Camembert in the Classroom Module:

- Experience of making cheese - the hands on - nothing like it to get an appreciation of the work involved.
- Interesting way for students to do the dairy component of their course.
- Opportunity to develop a new course in our extension middle school Science program.
- Students are disconnected from where food comes from initially. They will think it is 'cool' to make cheese.
- It is a great opportunity for students to learn first hand about cheese making and an enrichment to the curriculum.

As a result of the program, the following are a few key outcomes that were identified:

- Learning about processes of cheese making.
- A greater understanding of food science and the role it plays in an everyday food product like cheese.
- Basic knowledge and skills associated with cheese making eg. chemistry / microbiology knowledge and hygiene skills.



# Cows Create Careers - KPI's & Evaluation Snapshot

- Basic knowledge and skills associated with cheese making eg. chemistry / microbiology knowledge and hygiene skills.
- Students enjoyed the experience as it was something different - we enjoyed working together to solve problems.

## Percentage of schools who adopted dairy as curriculum:

- 72% of schools have adopted this project as part of their curriculum (Ag Science, VET Hospitality, Certificate 2 Hospitality or Science Stage 2) in schools.

## Percentage of teachers who now have an increased knowledge about the career pathways in dairy manufacturing:

- 18% before the project and 53% after the project.

## Percentage increase in the knowledge of teachers about understanding how to make Camembert cheese:

- 14% before the project and 82% after the project.

## Percentage of teachers that understood that 'cheese making' involves science:

- 95% before the project and 96% after the project.

## Other statistics:

- 96% of teachers stated that they would like to be part of the program again in 2014.
- 84% of teachers rated the project very good to excellent, the other 16% rated the project as good.
- 15 teachers knew of students motivated to explore a dairy career as a result of the project.





# Cows Create Careers

## Media Coverage

### Manufacturing & Camembert in the Classroom

- Tasmanian Country - 10/05/13
- Yarram Standard, Yarram VIC - 13/06/13
- Great Southern Star, Leongatha VIC - 18/06/13
- South Gippsland Sentinel Times, VIC -18/06/13
- Augusta Margaret River Mail, Augusta WA - 31/07/13
- Portland Observer, Portland VIC - 23/08/13
- Weekly Times, VIC - 11/09/13
- Cootamundra Herald, NSW - 13/09/13
- Warrnambool Standard, Warrnambool VIC - 14/0913
- Warrnambool Standard, Warrnambool VIC - 14/0913
- Warragul and Drouin Gazette, VIC - 17/09/13
- Hamilton Spectator, VIC - 19/09/13
- Gippsland Times & Maffra Spectator, VIC - 20/09/13
- Wimmera Mail Times, Horsham, VIC - 20/09/13
- Portland Observer, Portland VIC - 20/09/13
- South Coast Register, Nowra NSW - 20/09/13
- Bunbury Mail, Bunbury WA - 25/09/13
- Weekly Times, VIC - 9/10/13
- Leader - Barossa Valley Angaston SA - 10/10/13
- Highlands Post, Bowral NSW - 10/10/13
- Busselton Dunsborough Mail, Busselton WA - 16/10/13
- Riverine Herald, Echuca VIC - 18/10/13
- Busselton Dunsborough Mail, Busselton WA - 23/10/13

**NOTE:** The media and promotion for Cows Create Careers Manufacturing project is still taking place at the date of this report.



# Cows Create Careers Manufacturing & Camembert in the Classroom Statistics from 2013

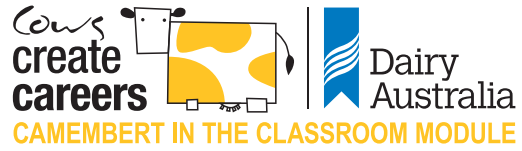
Objective	Indicator Description	Target	2013 Achievements
Number of manufacturers supporting the project	Ongoing support from manufacturers in each dairy manufacturing region	>8	<b>Manufacturing &amp; Camembert:</b> Gippsland Victoria - 2 Adelaide South Australia - 2 Kyabram Victoria - 4 Bega New South Wales - 3 Devonport, Tasmania - 1 Warrnambool, Victoria - 2 <b>TOTAL - 14</b>
% of schools who adopt dairy into curriculum	The success of dairy in embedding dairy related activities as part of the curriculum	>50%	<b>Manufacturing:</b> 96% <b>Camembert:</b> 72%
% increase in knowledge of dairy career options	Awareness of students regarding career pathways in dairy manufacturing before and after project	>25%	<b>Manufacturing:</b> Started with 22% knowledge Concluded with 46% knowledge <b>Camembert:</b> Started with 16% knowledge Concluded with 35% knowledge
Number of print media publications	Role of positive media reports on image of dairy	>10	23 print media reports and 50 articles published in school newsletters
% increase in knowledge of teachers undertaking camembert training	Increase in knowledge of camembert manufacture before and after training	>50%	<b>Camembert:</b> Started with 14% knowledge Concluded with 82% knowledge
Average satisfaction score of teachers attending camembert training (Score out of 10)	Overall satisfaction with the camembert training program	>7/10	<b>Camembert:</b> 84% of teachers rated the project very good to excellent. The others rated the project good
% of students in the program partake in work experience in a dairy manufacturing career pathway	The success of the program in promoting dairy manufacturing careers and influencing secondary school students to take up dairy careers	>5%	7% of students wished to partake in work experience, 101 students (32 Manufacturing and 69 Camembert in the Classroom) would be interested in a career in the dairy manufacturing industry
% increase in knowledge of dairy nutrition and increase in consumption of dairy products by students	Effectiveness of the program in providing increased knowledge of dairy nutrition and increased school consumption of dairy products	>50% >10%	<b>Manufacturing:</b> Started with 83% knowledge Concluded with 88% knowledge Started with 62% consuming 3-serves of dairy a day Concluded with 73% consuming 3 serves of dairy a day <b>Camembert:</b> Started with 88% knowledge Concluded with 91% knowledge Started with 53% consuming 3-serves of dairy a day Concluded with 60% consuming 3 serves of dairy a day

# Cows Create Careers - Manufacturing 2013

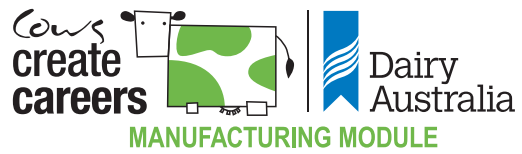


# Cows Create Careers - Camembert in the Classroom 2013





www.dairyaustralia.com.au  
Dairy Australia, Level 5, IBM Centre,  
60 City Road, Southbank, Victoria, 3006  
Tel: 03 9694 3777



*Pictured below left to right: Gerard Lourey (Murray Goulburn, Site Manager), Anthea Good (Mortlake College), Kelvin Bell (Warrnambool College), James Lane (Murray Goulburn - Technical Manager), Sue Richie (Lake Bolac P-12 College) and Colin Reeves (Murray Goulburn - Training Co-ordinator)*

