Cows Create Careers is a Dairy Australia and Regional Development Program project. The project was initiated by the Strzelecki Lions Club in 2004. This report has been prepared by Jaydee Events Pty Ltd, phone 03 5659 4219, email admin@jaydee.net.au
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DAIRY AUSTRALIA WOULD LIKE TO THANK THE FOLLOWING SPONSORS:

REGIONAL DEVELOPMENT PROGRAMS

MAJOR SPONSORSHIP PARTNERS

PRIMARY SPONSORSHIP PARTNERS

SA Dairy Industry Fund
Project Sponsorship Partners

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- CALVES LOVE 'EM!
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- The Professional Approach to Feeding.
- Hills Farm Supplies
- VSF
- Vella Stock Feeds
- The Natural Choice In Stock Feed
- Goodwood Feeds
- The Quality Choice
- Ketttridges
- STOCKFEEDS
- Laucke Mills
- Quality Feed Mills and Animal Nutrition Specialists
- Roberts

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- FRANCO'S
- Quality Milk
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- Motorcycles
- AgriDairies
- Quality Dairy Solutions
- Elders
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- Ag Services
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- ALEXANDRINA
- MOUNT BARKER ROTARY CLUB
- TWEED
- SHIRE COUNCIL

DAIRY PRODUCT SPONSORSHIP PARTNERS

Lion Co., Murray Goulburn, Fleurieu Milk and Parmalat
Dairy Australia would like to thank the following dairy farmers and industry advocates:

**NEW SOUTH WALES**

**Hunter Valley**

**Dairy Farmers** - Max & Robyn Wake, Graham Berry, John Marquet, Stephen Pope, Terry Lambkin, Andrew Farr, Sarah Redgove, John Smith and Tom Wilson.

**Industry Advocates** - Warren Baldacchino (Farmers Warehouse), David Ninness (Semex), Lindsay Moxey (Elders), Elizabeth Warren (Lion), Emma Oke (NSW DPI)*, Sheena Carter (Dairy Australia), Matthew Brett (Tocal College) and Lindsay Sheldon (Vella Stockfeeds).

**Lismore**

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

**Industry Advocates** - Dwight Wyatt (Wyatt AB Services), Nathan Jennings (North Coast Local Land Service), Jason Weare (Parmalat), Phil Kemsley (North Coast Local Land Service)*, Haman Coulter (Norco), Matthew Moyle (Nufarm), John Campbell (Keen St Vet Clinic), Dom Hogg (BGA Casino), Mandi McLeod (Norco)* and Mark Callow (Norco).

**Mid Coast**


**Industry Advocates** - Kevin Williams (PGG Wrightson Seeds), Greg Stuart (North Coast TAFE), Stephen Brown (AI Consultant), Rod Shaw (Maxum Animal Nutrition), Brett Baldwin (Norco Rural Supplies), Emma Poulson (Dairy Farmer), Michael Ferguson (Wauchope Vets) and Josh Hack (PGG Wrightson Seeds).

**South Coast**

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

**Industry Advocates** - Jeff White (Agricultural Consultant)*, Martin Hodge (Dairy Farmer)*, Fiona Perich (Leppington Pastoral Company)*, Robert Miller (Dairy Farmer), Vicki Timbs (Murray Goulburn), Grant & Jane Sherbourne (Dairy Farmers)*, Nicolas Lyons (Robotic Milking Systems)*, Winnie Oslear (Dairy Farmer), Luke Micaleff (Dairy Farmer)*, Kylieigh & Tom Cochrane (Dairy Farmers) and Elizabeth Warren (LionCo).

**Central**


**Industry Advocates** - Grant & Jane Sherbourne (Dairy Farmers)*, Trevor King & Field Staff (Lion)*, Jim & Emma Elliott (Dairy Farmers), Jess Jennings (DairyNSW)* and Jonathon Tink (PGG Wrightson Seeds).

**Far Coast**

**Dairy Farmers** - Tom Pearce, Mark Bice and Darren Parrish.

**Industry Advocates** - Tom Pearce (Dairy Farmer), Angus Richmond (Select Genetics) and Sally Hoyer (Dairy Farmer).

**VICTORIA**

**South West**


**Industry Advocates** - Kerri Ross-Gallagher (Dairy Farmer), Heidi Van Es (Warakirri Dairies), Laura Tweddle (Debenham Australiap), Simone & Nick Renyard (Dairy Farmers), Jess Harmsworth (Murray Goulburn), Georige Place (Fonterra), Tom Newton (MaxCare), John Pye (Dairy Farmer), Daniel Allan (Reid Stockfeeds), Suzanne Lee (Organic Dairy Farmers), Michelle Muir (WestVic Dairy), Jon Kelly (Warmambool Vet Clinic), Rhiannon White (Dairy Farmer) and Robert Coburn (Elders).

**South Gippsland**


**Industry Advocates** - John Hutchison & Deanne Kennedy (Jaydee Events)*, David Beischer (Newhaven, Inverloch & Wonthaggi Vet Clinic), Belinda Cunningham (Beltec)*, Michael Hutchison (Jaydee Events)*, Natalie Nelson (DEDJTR), Kaye Courtney (Dairy Farmer), Cliff & Marieka Wallace (Dairy Farmers), Alexander Mapleson (Browns Fertilisers)*, Aubrey Pellet (Dairy Farmer), Stuart Arns (Coprice), Stuart Griffin (Dairy Farmer), Samuel Vagg (Landmark), Caroline Brown (Ridley), Andrew Holman (Dairy Farmer) and Kelly Price (Dairy Farmer).
Dairy Farmers and Industry Advocates

East Gippsland


Industry Advocates - Maria Rose (DEDJTR), Tony Platt (Dairy Australia), Michael Hutchison (Jaydee Events), Marion French (Murray Goulburn) and Carey Walters (HICO)*.

Wodonga / North East

Dairy Farmers - Greg & Joy Johnson, Alex & Doug Paton, Brendan & Pat Glass, Scott & Belinda McKillop*, Ben Vincent, Nathan Simpson (Riverina Milk), Craig Ross, Jason Reid and Justin & Alice Colclough.

Industry Advocates - Peter Havrlant (NSW Department of Primary Industries), Simon Billings (Murray Goulburn), Scott & Belinda McKillop (Dairy Farmers), Geraldine Perkins (Rivalea), Ivan Liley (Rabobank) and Ashley Bryant (Murray Goulburn).

Shepparton / Northern

Dairy Farmers - Julian & Teena Pearse, Peter & Paulette McIntosh, Keith Nicoll, Peter & Jane Middlebrook, Corey & Liz Mitchell, Raymond & Sarah Parker, Bottcher Family, Ashley Gabler, Russell Bott, Sandy, Michelle & Kiera Lang, Cathy & Andy Lostroh, Peter Middlebrook, Jamie Forster* and John McCready.

Industry Advocates - Brendan Lee (Murray Goulburn), Dianna Malcolm (Blue Chip Genetics), Graeme Talarico (WB Hunter Shepparton), Sarah Thompson (Murray Dairy), Richard Raymond (Fonterra), Jo Duffy (Murray Goulburn)*, Stephanie Reardon (Finley Veterinary Clinic), Matt Angle (Landmark), Ellen Versteegen (Rivalea), Wayne Gardam (Hay Veterinary Clinic), Andrew Edmonds (Frankling Custom Feeds), Elizabeth Munn (Yenda Produce), Ebony Barnes (Rawlinson & Brown), Chris Potts (Fonterra – Stanhope) and John Holland (Consultant).

SOUTH AUSTRALIA

Fleurieu


Industry Advocates - Matt Rolands (FPAG), Melinda Fogden (ABS Australia), Bec McCaul & Mel Halse (Alexandrina Cheese Company), Simon Edwards (Willunga Vets), Paul Cliffrd & Scott Bevan (Elders), Jim Harding (AgriDairies), John Maidment (Fleurieu Milk), Alice Morley (FPAG), Hayley Hutt (Dairy Farmer), Frank Portella (La Casa del Formaggio) and Stephanie Reichert (Meningie Fodder).

Murray Bridge


Industry Advocates - Vicky MacDonald (SBScibus)*, Vaughan Johnston (Semex), Glen Aldridge (Beston Pure Foods), Trevor Manning (Manning Refrigeration & Electrical), Chris Thomson (Platinum Ag Services), Stephanie Reichert (Meningie Fodder), Grace Ball (Hills Farm Supplies)*, Kym Wilhelm (Lienert), Monique White (Dairy Australia), Kris Lloyd (Cheese Wrights), Greg Tiller (Genetics Australia), Jono Crawford (CMV Group), Stuart Graetz (National Herd Development) and Glen Mead (DM Rural).

Mt Gambier/South East

Dairy Farmers - Samantha & Brenton Ham, Andy Vickers & Belinda Wright, Angela Tweddle, Virginia Ewing, Barbara Habner (Donovans Dairy), Warrakiri Dairies (Patrick & Jacqui), Rob Waimesley and Bill Crosby.

Industry Advocates - Laura Tweddle (Debenham Aust), Brett Gilbertson (Warrnambool Cheese & Butter), Annalee
McKinnon (TafeSA), Ollie Abblitt (Dairy Farmer), Kym Mathew (Murray Goulburn), Bec Hehir (DairySA), Andrew Hoare (SE Vets) and Tim Powell (Integrated Irrigation).

**Barossa/Mid North**


**Industry Advocates** - Vicky MacDonald (SBScibus)*, Shaun Falkenberg (Farmer Johns), Graeme Pope (Graeme Pope Consulting), Alex Stewart (Laucke Mills)*, Lisa Nietschke (Leinert), Mary Chirgwin (Zoetis), Samde Ramah (Murray Goulburn), Kym Wilhelm (Lienert Australia), Ros Zweck (Dairy Farmer), Kirk Brehaut (Heritage Seeds) and Karyn Reynolds (Landmark).

**QUEENSLAND**

**Toowoomba**


**Industry Advocates** - Jenny Eales (Vet), Justin Shooth (Gympie Vet Services)*, Ian Moss (Farm Agronomy Research), Matt Henry (Garden City Artificial Breeding Service)*, Hannah Perrett (Nanango Vets), Paul Blinco (Consultant), Ray Murphy (DAFF Qld), Mark Callow (Norco), Murray Weller (Norco), Kim Kelly (Knox Vet Clinic), Phillip Kelly (Rabobank), Jeff Collingwood (Riverina), Jenny Ballon (Dairy Farmer), Carl Hockey (Nature Vets) and Gianna Kelly (Dairy Farmer).

**Rockhampton**


**Industry Advocates** - Charlie Ernst & Staff (Parmalat)* and Matt Clarke (NAB Agribusiness).

**TASMANIA**

**Burnie**

**Dairy Farmers** - Simon Barber (Sheffield School), Rodney & Sandra Poke, Donna Evans, Duncan & Shannon MacDonald, Rebekah Frankcombe & Kevin Frankcombe, Leanne & Neil Innes-Smith, Michael & Sue Chamley* and Hortle Family.

**Industry Advocates** - Darren Smart (Fonterra), Chris Haynes (Tasmanian Dairy Products), Alison Hall TIA (UTas)*, Peter Korpershoek (Tasmanian Dairy Products), Tim Dobson (Ridley AgriProducts), Troy Franks (Foxtel Product), Kannan Lockett (MG Trading), Jacki Hine (DairyTas), Ellen Versteegen (Riverlea) and Naomi O’Leary (Foxtel Product).

**Launceston**

**Dairy Farmers** - Jason Chilcott, Ken & Jill Lawrence, Stephen Saltmarsh, Grant Archer and Davenport Family.

**Industry Advocates** - Rachel Brown (Landley/Dairy NRM Co-ord), Dean Lalor (Rural Bank)* and Monique Mulder (Fonterra Aust).

**Hobart**

**Dairy Farmers** - Ben Geard* and Tim Booker.

**Industry Advocates** - Duncan Bull & Brad Jones (Roberts), Leslie Irvine, TIA (UTas)*, Luke Taylor (AgAssist) and Caz Mitchell (Kraft Foods).

*“Dairy Farmers & Industry Advocates who are involved in more than one school
Cows Create Careers -
Farm Module...

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

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

Summary of Project Objectives...

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

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In 2017, the Dairy Australia - Cows Create Careers – Farm Module project was delivered to 244 schools and 13,163 students across 23 sub-dairy regions in Australia.

Cows Create Careers is a Dairy Australia and Regional Development Program project. The project was first initiated by the Strzelecki Lions Club in Gippsland during 2004. The Gardiner Foundation provided seed funding in 2005 to expand the project to all dairying regions of Victoria. In 2006, Dairy Australia agreed to support the growth of the project to other states of Australia. In 2009, the Cows Create Careers project became a National Project. In 2017, the project will celebrate 14 years as a successful industry/education project.

The Cows Create Careers project had 700 students who indicated that they would be interested in participating in work experience in the dairy industry. There were 446 students said that they would like a career in the dairy industry when they left school and a further 1,704 students expressed interest in dairy as an option.

In 2017, a teacher entrance survey was conducted with 219 teachers. 92 of the interviewed teachers highlighted that they are aware of student(s) who had gone on to do work experience or who had taken up a dairy industry careers as a result of the program. The project was able to identify 63 students who had taken up work experience, 56 students who had taken up a dairy pathway and 7 students who had another direct outcome as a result of the project.

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

466 dairy farmers and industry advocates volunteered their time to be part of the project. 63% of these people are aged between 35-55. 90% of the volunteers are experienced industry people with the remaining 10% utilising Cows Create Careers as a personal development opportunity. 84% of the dairy farmers and industry advocates surveyed had been part of the project for more than one year. The input from the volunteers would equate to approximately 2,330 hours, a value of $116,500 working on a $50 per hour calculation.

The Cows Create Careers – Farm Module project continues to receive outstanding media coverage, which includes print media, radio and television, resulting in 357 positive promotion stories.

This equates to an estimated media value of $331,500 and an audience of approximately 1,896,570 people. A recent ‘Google’internet search using “Cows Create Careers’ as a search criteria resulted in 687,000 linkages.

Commercial sponsors continue to support the project across Australia with an estimate of $109,800 of supplies being provided to schools. In addition, some regions have had dairy products donated by manufacturing companies for participants of the presentation days.

In 2017 MaxCare, ProviCo, Murray Goulburn and Murray Goulburn Trading continued to sponsor milk powder across New South Wales, Western Australia, Victoria, South Australia and Tasmania. Norco sponsored the milk powder across Queensland and Northern New South Wales.

Reid Stockfeeds, Hills Farm Supplies, Laucke Mills, Norco, Kettridges Stockfeeds, Roberts and Vella Stock Feeds sponsored the calf meal across Australia.

The Cows Create Careers – Farm Module presentation days have been well attended with 3,743 students, teachers, dairy farmers and industry advocates taking part in the interactive finales. The presentation days provide industry with a further opportunity to connect with students and leave a lasting impression about career pathways.

The case studies contained in this report 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

<table>
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<tr>
<th>INDICATOR</th>
<th>TARGET</th>
<th>OUTCOME</th>
<th>IMPACT - SOCIAL / ECONOMIC</th>
<th>OUTCOME</th>
</tr>
</thead>
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<tr>
<td>Dairy farmers and industry advocates are involved in promoting the dairy industry in a positive manner via the Cows Create Careers program.</td>
<td>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.</td>
<td>466 dairy farmers and industry advocates have been involved in the project. 89% of dairy farmers and industry advocates stated that they were more likely to be involved in other industry activities.</td>
<td>200 positive media stories annually.</td>
<td>357 positive media stories have been published in 2017.</td>
</tr>
<tr>
<td>CCC - Farm module is embedded in school curriculum across the dairy regions.</td>
<td>80% of repeat schools involved each year.</td>
<td>80% of schools were repeats from last year. There were 47 new schools involved.</td>
<td>Careers in the dairy industry promoted to &gt; 7,000 secondary school students annually.</td>
<td>13,163 students were involved in the Cows Create Careers program.</td>
</tr>
<tr>
<td>Growth in student awareness and interest in the dairy industry as a career.</td>
<td>80% of students surveyed have a greater knowledge of where to find information about careers in the dairy industry.</td>
<td>89% of students surveyed have a greater knowledge of where to find information about careers in the dairy industry.</td>
<td>20% of students surveyed seek work experience in the dairy industry.</td>
<td>700 students surveyed would like to seek work experience in the dairy industry while a further 446 students responded that they may be interested.</td>
</tr>
<tr>
<td>Retain industry stakeholder and commercial sponsorship in each region.</td>
<td>70% of sponsors retained each year.</td>
<td>98% of the sponsors were retained in 2017.</td>
<td>$100K stakeholder and commercial sponsorship provided to the program.</td>
<td>$109,800 commercial sponsorship and a $109,750 stakeholder sponsorship is provided to the program. A total of $219,550 combined sponsorship.</td>
</tr>
</tbody>
</table>
3.5% of the Cows Create Careers students surveyed lived on a dairy farm.

446 students said they would like to have a career in the dairy industry. A further 1,704 students expressed interest in dairy as an option.

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

60% of the Cows Create Careers students surveyed were Seniors (year 9-12) and 40% were Juniors (year 6-8).

90% of students have a greater knowledge of where to find information about careers in the dairy industry.

86,918 students have participated in the Cows Create Careers project since 2004.

3,743 students, teachers, industry advocates and dairy farmers attended Cows Create Careers presentation days across Australia.

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

Student’s knowledge about the variety of career pathways available increased by 36%.

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

3,743 students, teachers, industry advocates and dairy farmers attended Cows Create Careers presentation days across Australia.

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

3,743 students, teachers, industry advocates and dairy farmers attended Cows Create Careers presentation days across Australia.
63% of dairy farmers and industry advocates are aged between 35-55. 90% of this audience are experienced and 10% are utilising Cows Create Careers as a personal development opportunity.

84% of dairy farmers and industry advocates who completed the survey have been involved in the project for more than one year.

89% 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.

96% of dairy farmers and industry advocates stated that they were ‘comfortable’ participating in the project.

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

Commercial sponsorship across Australia is significant with an estimate of $109,800 of supplies being provided.

357 media hits reaching an audience of approximately 1,896,570 people. This equates to a media value of greater than $331,500.

466 dairy farmers and industry advocates volunteered 2,330 hours to the project.

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.

89% 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.
The Project at a Glance

FACTS ABOUT THE SCHOOLS AND TEACHERS

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

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

In 2017, a teacher survey was conducted with 219 teachers. The project was able to identify 63 students who had taken up work experience, 56 students who had taken up a dairy pathway and 7 students who had another direct outcome as a result of the project.

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

Cows Create Careers is taken up by schools across a variety of electives; 70% AgHort, 15% Science and 14% Across Curriculum.

The project has a retention rate of approximately 80% of schools each year.

The Cows Create Careers program has a broader impact than just in the classroom. The total number of students is 171,070 plus teachers, parents and the wider school community who are more aware of the dairy industry.

89.58% students, 76.6% teachers, 68.7% parents.

131 teachers say that there has been growth and demand from their students to be involved in the project. 63 of these teachers indicated that this has resulted in more students choosing their elective.
NEW SOUTH WALES

HUNTER VALLEY
Bulahdelah Central School
Newcastle High School
Singleton High School
Mount View High School
Rutherford Technology High School
Morisset High School
Gloucester High School
Terrigal High School
Tomaree High School
St Joseph's High School

LISMORE
McLean High School
Ballina Coast High School
Macauley Catholic College
Wollumbin High School
Alstonville High School
Kingscliff High School
Richmond River High School
Kyogle High School
St John's College, Woodlawn
Marymount College
Tweed River High School
Rivers Secondary College – Kadina High Campus
Casino High School
Nimbin Central School

MID COAST
Camden Haven High School
Kempsey High School
St Pauls College*
Hastings Secondary College – Port Macquarie Campus
Great Lakes College – Forster Campus

SOUTH COAST
Corrimal High School
Oak Flats High School
Elizabeth Macarthur High School
Ulladulla High School
Bass High School*
St John’s the Evangelist High School, Nowra
Nowra High School
Chevalier College
Picton High School
Covenant Christian School

Bomaderry High School
Northholm Grammar School
Albion Park High School
Shoalhaven High School
Menai High School
Lake Illawarra High School
Mt Annan Christian College
Calderwood Christian School
Moss Vale High School
Bosssley Park High School
Oran Park Anglican College

CENTRAL
Yass High School
Skillset Senior College
University of Canberra High School
Kaleen
Lyneham High School
Canobolas Rural Technology School
Alfred Deakin School
Yeoval Central School
Canowindra High School
All Saints College
Blayney High School
Orange High School

FAR COAST
Narooma High School
Moruya High School
Carroll Catholic College

TASMANIA

BURNIE
Ulverstone High School
Burnie High School
Parklands High School
Smithton High School
St Brendan Shaw College
Latrobe High School
Don College
Wynyard High School
Circular Head Christian School
Yolla District High School

LAUNCESTON
Scotch Oakburn College
Cressy District High School
Bracknell Primary School
Launceston Church Grammar School
Deloraine High School
St Mary’s District School

*Schools who repeat the program
#Schools who withdrew from program after delivery of supplies
HOBART
Tasman District School, Nubeena
St Virgil’s College
JRLF Middle School Campus, Bridgewater
Bothwell District High School
Dominic College

VICTORIA
SOUTH WEST
Emmanuel College
Ballarat Grammar School
Ballarat Specialist School Farm
Brauer College
Bellarine Secondary College
Timboon P-12 School
Kings College
Terang College
Heywood & District Secondary College
Murtoa P-12 College
St Brendan’s Catholic Primary School
Monivae College
Belmont High School
Simpson Primary School
Allansford & District Primary School
Koroit & District Primary School
Ballarat Steiner School
Phoenix P-12 Community College
Casterston Secondary College
Apollo Bay P-12 College
Christian College, Geelong
(Backcreek Farm)

SOUTH GIPPSLAND
Term 2
Flinders Christian Community College – Tyabb
Newhaven College
Woodleigh School
Lowanna College
Padua College – Rosebud
Aitken College
Elisabeth Murdoch College
Padua College – Mornington
Warragul Regional College

Term 3
Flinders Christian Community College – Tyabb
Hillcrest Christian College
Lowanna College
Bass Valley Primary School
Drouin Secondary College
Padua College – Rosebud
Padua College – Mornington
Chairo Christian School – Leongatha Campus
Elisabeth Murdoch College
Poowong Consolidated School
Leongatha Secondary College

WODONGA / NORTH EAST
Wangaratta Galen Secondary College
Xavier High, Albury
James Fallon High School
Tumbarumba High School
Corowa High School
Murray High School
Kooringal High School
Tallangatta Secondary College

SHEPPARTON / NORTHERN
Notre Dame College, McAuley Campus
Hay War Memorial High School
Moama Anglican Grammar School
Benalla P-12 College
Shepparton High School
Barham High School
McGuire College
Yanco Agricultural High School
Finley High School
Coleambally Central School
Kerang Technical School
Rochester Secondary College
Catholic College Bendigo
Cohuna Secondary College
Boort District School
Kyabram P-12 College
Echuca College

EAST GIPPSLAND
Nagle College
Orbost Secondary College
Gippsland Grammar School
Swift’s Creek P-12 School
Bundalaguah Primary School
Sale College – Guthridge Campus
SCHOOLS AND REGIONS

QUEENSLAND

TOOWOOMBA
Dalby State High School
Yarraman State School
Beenleigh State High School
Noosa District High School
Highfields State Secondary College
Oakey State High School
Emmaus College
Centenary Heights State High School
Pittsworth State High School
Wilsonton State High School
Victory College
Kilcoy State High School
Highfields State School
Haden State School
Ferry Grove State High School
Toogoolawah State High School
Charleville State High School

ROCKHAMPTON
Rockhampton Grammar School
Rockhampton Girls Grammar School
St Brendan’s College
Moura State High School
Rockhampton State High School

SOUTH AUSTRALIA

FLEURIEU PENINSULA
Willunga High School
Port Elliot Primary School
Southern Vales Christian College (Aldinga)
Encounter Lutheran School†
Mt Compass Area School
Hackham West Primary School
Tatachilla Lutheran College†
Eastern Fleurieu School
Investigator College
Tyndale Christian School
Kilkenny Primary School
Aldinga Beach Children’s Centre
Flinders Park Primary School
Westminster School†

MURRAY BRIDGE
Keith Area School
Meningie Area School
Murray Bridge High School

WESTERN AUSTRALIA

BUSSELTON
Georgiana Malloy Anglican School
Eaton Community School
WA College of Agriculture, Harvey
Bertram Primary School
Busselton Senior High School
St Brigid’s Catholic Primary School
Pemberton District High School
Cornerstone Christian College
Manjimup Senior High School
Margaret River Senior High School
Donnybrook District High School
Following is a list of some of the media coverage:

- Narooma News, Narooma, NSW, 01/03/17
- Weekly Times, Melbourne, VIC, 22/03/17
- Tasman Country, Hobart, TAS, 24/03/17
- Burnie Advocate, Burnie, TAS, 30/03/17
- Launceston Examiner, Launceston, TAS, 30/03/17
- Australian Teacher, National, 01/04/17
- Australian Dairyfarmer, National, 01/04/17
- Weekly Times, Melbourne, VIC, 05/04/17
- Tasman Country, Hobart, TAS, 14/04/17
- Terang Express, Terang, VIC, 04/05/17
- Mortlake Dispatch, Mortlake, VIC, 04/05/17
- Warrnambool Standard, Warrnambool, VIC, 12/05/17
- The Australian Dairyfarmer - website, 12/05/17
- Hopetoun Courier & Mallee Pioneer, Hopetoun, VIC, 18/05/17
- Southern Times Messenger, Adelaide, SA, 24/05/17
- Colac Herald, Colac, VIC, 29/05/17
- Augusta Margaret River Mail, Augusta WA, 31/05/17
- Australian Dairyfarmer, National, 01/06/17
- Southern Argus, Strathalbyn, SA, 01/06/17
- The Times, Victor Harbor, SA, 01/06/17
- Mount Barker Courier, Mount Barker, SA, 07/06/17
- Adelaide Advertiser, Adelaide, SA, 20/06/17
- Busselton Dunsborough Mail, Busselton, WA, 21/06/17
- Victor Harbor - website, Victor Harbor, SA, 25/06/17
- Frankston Leader Standard, Melbourne, VIC, 26/06/17
- Manjimup Bridgetown Times, Manjimup, WA, 28/06/17
- East Gippsland News, East Gippsland, VIC, 28/06/17
- Border Watch, Mt Gambier, SA, 30/06/17
- Gippsland Times and Maffra Spectator, Sale, VIC, 30/06/17
- Hunter Valley Times and Country, Hunter Valley, NSW, 03/07/17
- Colac Herald, Colac, VIC, 03/07/17
- Pakenham Gazette, Pakenham, VIC, 05/07/17
- Manjimup Bridgetown Times, Manjimup, WA, 05/07/17
- Times Victor Harbor, Victor Harbor, SA, 06/07/17
- Richmond River Express Examiner, Casino, NSW, 12/07/17
- The Times, Victor Harbor, SA, 13/07/17
- Murray Valley Standard, Murray Bridge, SA, 13/07/17
- Southern Argus, Strathalbyn, SA, 13/07/17
- Southern Argus, Strathalbyn, SA, 15/07/17
- Pittsworth Sentinel, Pittsworth, QLD, 19/07/17
- Stock Journal, Adelaide, SA, 20/07/17
- Kilcoy Sentinel, Kilcoy, QLD, 20/07/17
- Gippsland Times and Maffra Spectator, Sale, VIC, 01/08/17
- Warragul and Drouin Gazette, Warragul, VIC, 01/08/17
- Mount Barker Courier, Mount Barker, SA, 02/08/17
- Plains Producer, Balaklava, SA, 08/08/17
- Leader - Barossa Valley, Angaston, SA, 09/08/17
- Western Times, Bathurst, NSW, 10/08/17
- Morning Bulletin, Rockhampton, QLD, 19/08/17
- Tasman Country, Hobart, TAS, 25/08/17
- Murray Valley Standard - website, Murray Bridge, VIC, 28/08/17
- The Times on the Coast - website , Victor Harbor, SA, 28/08/17
- Bathurst Western Advocate - website, Bathurst, NSW, 28/08/17
- Southern Highlands News - website, 28/08/17
- Port News - website, Macquarie, NSW, 28/08/17
- Bainsdale Advertiser, Bainsdale, VIC, 28/08/17
- Weekly Times - website, 28/08/17
- Southern Highland News, Bowral, NSW, 30/08/17
- Numurkah Leader, Numurkah, VIC, 30/08/17
- Snowy River Mail, Orbost, VIC, 30/08/17
- Pakenham Gazette, Melbourne, VIC, 30/08/17
- Weekly Times, Melbourne, VIC, 30/08/17
- Burnie Advocate, Burnie, TAS, 05/09/17
- Snowy River Mail, Orbost, VIC, 06/09/17
- Barossa & Light Herald, Tanunda, SA, 13/09/17
- Flinders News, Port Pirie, SA, 13/09/17
- Northern Argus, Clare, SA, 13/09/17
- Stock Journal, Adelaide, SA, 14/09/17
- Warrego Watchman, Cunnamulla, QLD, 14/09/17
- Great Southern Star, Leonagatha, VIC, 19/09/17
- Burnie Advocate, Burnie, TAS, 05/10/17
- Launceston Examiner, Launceston, TAS, 05/10/17
- Morning Bulletin, Rockhampton, QLD, 10/10/17
- Central Telegraph - website, 10/10/17
- Rural Weekly, Rockhampton, QLD, 13/10/17
- WIN Ballarat, Ballarat, VIC, 14/10/17
- WIN Gippsland, Sale, VIC, 14/10/17
- WIN Shepparton, Shepparton, VIC, 14/10/17
- WIN Albury, Albury, NSW, 14/10/17
- WIN Canberra, Canberra, ACT, 14/10/17
- Manning River Times - website, 16/10/17
- Camden Haven Courier - website, 17/10/17
- Toowoomba Chronicle, Toowoomba, QLD, 19/10/17
- Manning Great Lakes Extra, Manning, NSW, 19/10/17
- Wauchope Gazette, Wauchope, NSW, 19/10/17
- South Gippsland Sentinel Times, Sth Gippsland, VIC, 24/10/17
- Warragul and Drouin Gazette, Warragul, VIC, 24/10/17
- Cowra Guardian, Cowra, NSW, 24/10/17
- Canowindra News - website, 24/10/17
- Cowra Guardian - website, 24/10/17
- Camden Haven Courier, Laurieton, NSW, 25/10/17
- Manning River Times, Taree, NSW, 25/10/17
- Port Macquarie News, Port Macquarie, NSW, 25/10/17
- Mirror, Foster, VIC, 25/10/17
- Pakenham Gazette, Melbourne, VIC, 25/10/17
- The Advocate - website, 25/10/17
- Tasmanian Examiner - website, 26/10/17
- Burnie Advocate, Burnie, TAS, 26/10/17
- Bay Post Moruya - website, 26/10/17
- Launceston Examiner, Launceston, TAS, 27/10/17
- South Burnett Times, Kingaroy, QLD, 27/10/17
- Bay Post, Ulladulla, NSW, 27/10/17
- Bay Post, Ulladulla, NSW (#2), 27/10/17
- Moruya Examiner, Moruya, NSW, 27/10/17
- Bainsdale Advertiser, Bainsdale, VIC, 30/10/17
- Snowy River Mail, Orbost, VIC, 01/11/17
- Tasmanian Country, Hobart, TAS, 03/11/17
- Country News Insert, Shepparton, VIC, 07/11/17
- Country News Insert, Shepparton, VIC (#2), 07/11/17
- Moruya Examiner, Moruya, NSW, 27/10/17
- Circular Head Chronicle, Smithton, TAS, 23/11/17
- The Weekly Times, Melbourne, VIC, 27/11/17
- On the Coast, Victor Harbor, SA, 1/12/17
Students do things by calves

Calves shine a light on dairy careers

Students milking it

An oddly new way of learning

AGRICULTURE

Jessica Brown

ALURING Beach B.V school students are enjoying their first week of Dairy Industry studies at Mount Gambier as part of the Dairy Farmers of Australia’s ‘Future Farmers Program’. The week-long camp is part of a year-long course that aimed to attract more young people to enter the industry.

The students were exposed to a range of dairy-related activities, including milking cows, learning about the dairy industry, and visiting local dairy farms. The program is designed to provide a comprehensive understanding of the industry and to encourage young people to consider it as a viable career option.

The students were excited to be a part of the program, and they were eager to learn more about the industry. They were given the opportunity to interact with dairy farmers, who shared their experiences and insights with the students.

The program is supported by Dairy Farmers of Australia and is open to students from all over the country. The students who participate in the program will receive a certificate of completion and a chance to work with a dairy farmer for a week as part of their studies.

Students are encouraged to sign up for the program as soon as possible to secure their spot. The program is open to students from year 10 to year 12, and it is a great opportunity for those who are interested in pursuing a career in the dairy industry.
Ashley Evans has been a teacher at Jordan River Learning Federation since the start of 2017. She teaches the school’s Certificate II in Agriculture and Horticulture, which forms part of the Vocational Education & Training program.

Growing up, Ashley spent most of her childhood living in the city and occasionally spent time on sheep, cattle and cropping farms. She attended Brooks High School, where she completed the Cows Create Careers project as a student.

“I remember having a lot of fun with CCC as a student,” Ashley said. “It was something a bit different that we could learn about. I had a lot of fun being creative and learning about calf rearing.”

Ashley completed a Certificate II of Agriculture while at school, and then went on to study Agriculture at university. She became a consultant for RM Consulting Group, before beginning a Master’s Degree of Teaching, majoring in Agriculture. She now teaches the CCC project to her VET class.

“CCC is a good way to get the students involved in investigating the dairy industry by having the calves at the school for a few weeks,” Ashley said.

“We’re in the southern part of Tasmania, so unlike the north, dairy is not a huge industry down here.

**Having CCC opens the students’ eyes to what else could be an option for them, and that Agriculture is more than just livestock and cropping.”**

Ashley believes CCC gives students an understanding of what it takes to look after animals and what farmers do to ensure their calves are healthy and happy. She tries to put CCC into context for her students, who collect data to produce scientific reports throughout the project.

One student is Skye Langford, who has competed CCC as a year eight and nine student through the school’s farming elective. With a love of animals, Skye is also a member of the school’s show team.

“I elected to study farming because I really wanted to find out more information about cattle and Agriculture,” Skye said. “At school we mostly have beef breeds, so it’s pretty cool to have some dairy calves as well.”

Through CCC Skye had to monitor the calves’ heath, collect the calves’ measurements and track how much they drank. She especially enjoyed seeing the calves develop and grow.

“I really loved caring for the calves. We had to feed them and take them for a walk, we’d take them off the lead so they could run around and have some free time,” Skye said.

Throughout the project, Skye also had to complete projects on a certain aspect of the dairy industry; In year eight she took out first place at the CCC Presentation Day for her group’s presentation on dairy breeds. While this year, Skye’s year nine team did a presentation on the food groups of dairy cattle.

Skye’s passion was evident to Ashley. “Skye really took CCC on board and learned as much as she could about the dairy industry,” she said. “Skye really enjoyed seeing the calves develop – she would take measurements and say, ‘Oh, our calf grew ‘this much’ because we did ‘this’."

“CCC is good because I can show the students the science-side of Agriculture. It puts a real-world aspect into the course and I’m able to say, ‘This is actually a part of Agriculture. This is what farmers and researchers are really looking into.’”

Seeing the wide range of benefits of CCC, Ashley plans to continue delivering the project at Jordan River Learning Federation.

“It’s such a simple idea but it’s fantastic – students learn patience and dedication, and it gets farmers involved with the school. It’s definitely a worthwhile project that shows the students all the different opportunities in the dairy industry.”

“The students also have a blast at the Presentation Day. This year, they learnt a lot from talking to other students and looking at the different projects. They are already starting to think about what they’d like to do with their projects, saying, ‘Next year, we can do this or that.’”

Skye, who will be moving into the senior years of her schooling, plans to keep electing Agriculture subjects. Skye is open to exploring the different career pathways that the industry offers - however, she says, one thing is certain: “I’m open to all fields in Agriculture, because I can work with animals.”
Tracey Millett, from Langwarrin, has always had a love for animals. She went to Elisabeth Murdoch College with no Agriculture experience. Tracey discovered she had a passion for Agriculture by working on the school’s farm.

In year 8 Tracey participated in Cows Create Careers through the school’s Agriculture program. “We were given a calf to bottle feed each morning and afternoon, including weekends. It’s where my passion for Agriculture and dairy first started,” Tracey said.

Through CCC, Tracey learnt about the dairy industry in an interesting and fun way. “I learn better from hands-on things and not just sitting in a classroom. CCC gave us responsibility, as we were responsible for the health and wellbeing of a baby animal. We had to learn about the signs of when a calf is sick and what we had to do to treat it, as well as the animal husbandry tasks involved in hand raising calves.”

Agriculture teacher, Andrew Cosby, has taught CCC at the school for thirteen years. He believes having a calf at the school helped Tracey to find her career direction. “Agriculture is an applied subject. If you’ve got an Ag program and you construct it properly, you can incorporate it into the areas of science, maths and technology,” Andrew said.

“Through CCC, the students definitely have a bit more understanding about calves,” Andrew said. “When it comes to the wider part of the dairy industry, a CCC advocate comes to the school and talks about different aspects of the industry, which is interesting, particularly when the students are given facts and figures about the industry,” he said.

Each year Tracey continued to elect Agricultural subjects. As part of her year 10 studies, she was required to manage her own Agricultural enterprise. “I chose calf rearing and got two Holstein bull calves,” she said. “The school would take sheep to local shows. I wasn’t overly interested in the sheep, so I would go to where the cows were and talk to some of the breeders.”

On top of having the enterprise calves, Tracey was also given the responsibility of caring for the school’s cows which included calving, vaccinating, and looking after their general wellbeing.

For her year 11 enterprise, she asked if she could purchase a show cow, and Andrew agreed. “He saw how well I had raised my Holstein calves and so I purchased a beautiful little Jersey heifer called Fernleaf from Colin and Jenny Dowel at Inverell Jerseys,” she said.

In preparation for showing, Andrew recommended she attend the National All Dairy Breeds Youth Camp. Tracey went to the 2014 and 2015 camps, where she learnt about nutrition and genetics.

“Tracey became very attached to Fernleaf,” Andrew said.

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Andrew Cosby & Tracey Millett
Case Study 2

Tracey Millett winner of the Gippsland Jersey Milking Competition at the Dairy Expo in 2017

“She learnt how to groom and walk her, and started taking Fernleaf to various shows. From there, she and her mother bought a trailer and they started taking Fernleaf to some of the local Agricultural shows.”

“She started rubbing shoulders with other like-minded people, which resulted in her developing positive relationships and met her interest of being involved in the dairy industry.”

Tracey even took Fernleaf to International Dairy Week, and would usually come home with at least a ribbon from each show.

Through school, Tracey completed the Certificate II and III of Agriculture as well as an artificial insemination course. Tracey also visited farms which helped cement her desire to work in the industry.

“I had always wanted a career with animals, however I was never sure what. The more farm tours we went on, the more I realised how much I enjoyed being on the farms and that it could be a career that I would not only enjoy, but could also grow in. There’s so many career options,” Tracey said.

Now 20 years old, Tracey is looking at leasing a few acres for a small herd of her own. “I would love to have a career in the dairy industry whether that is on farm or something to do with genetics and/or nutrition,” Tracey said.

“If it wasn’t for the Elisabeth Murdoch College farm and more importantly my teacher, Andrew Cosby, I would have never found my passion for the dairy industry. CCC gave me my love for cows and Andrew expanded that into a passion for dairy farming.”

And Tracey’s advice for others thinking about a career in dairy? “You do not have to come from a farming background to get into the industry. All you need is a passion. When I started my journey in the dairy industry all I had was my passion for animals.”
Tailem Brown has always loved animals. She first participated in Cows Create Careers while at primary school and it sparked her interest in the dairy industry.

“I was so intrigued because I hadn’t come from a farming background, I just wanted to learn more,” Tailem said. “I think Agriculture is the most important thing in the world. If we don’t have it, the world would stop spinning basically.”

As a year 7 student, Tailem joined Narooma High School’s show team, which cemented her passion for Agriculture. People from different studs soon started to ask Tailem to show their cows, and she travelled to the Sydney Royal Easter Show, International Dairy Week, and shows around NSW.

Tailem participated in CCC again as a year nine student and she believes that the project opened her eyes to the range of different career pathways in the dairy industry.

“Before CCC I thought if you wanted to be involved in the dairy industry you had to be a farmer, but there’s so many other things you can do,” Tailem said.

“I think CCC is a great opportunity for kids to understand all the different aspects of the dairy industry. CCC is a very important part of studying Agriculture.”

And Greg Duncan agrees. Greg is involved in CCC as an industry advocate, which sees him visit schools to talk to students about careers in the dairy industry. He is a Dairy NSW Regional Extension Officer, a role that he’s had for over three years.

“Dairy NSW is proud to support CCC across the state. Sometimes it’s about helping with coordination and more specifically over the last couple of years, I’ve contributed to the program as an advocate, promoting the opportunity to schools across my region”. Greg said.

Greg had previously been involved in CCC as an advocate in Northern NSW. His story is especially important to students like Tailem, as he too, did not come from a dairy background when he initially entered the industry.

“I saw first hand how my experiences in the industry resulted in my career. My parents are immigrants from Northern Ireland and I didn’t grow up on a dairy farm. I came into the dairy industry through working part-time when I was at university, and I thought, ‘this is quite enjoyable.’ From there, I fostered a career in the dairy industry myself, which then took me into other career pathways which were always related to dairy. When the opportunity was presented to work with CCC, I thought, ‘Here’s a great opportunity to share my experience with the next generation’.”

Greg believes his role at Dairy NSW is a great example of the diversity of careers in the dairy industry.

“I’m around dairy farms every day of the week and yet I don’t own a dairy farm, I didn’t grow up on dairy farm, but I have such a strong affinity with Agriculture and dairy in
particular - that’s something I think is important to share with the students.”

This affinity with Agriculture is also evident in Tailem. This year, her passion for the show ring paid off, when she won the State Dairy Judging at the Sydney Royal Easter Show.

“I went with a local dairy farmer and he gave me a couple of pointers because he’s won the competition in the past. I judged a couple of classes of cows and I got them all in the right order.”

Tailem also recently finished school and started applying to Agricultural colleges, with a goal to complete a Diploma of Agriculture. She then aims to further her studies to University to become an Ag teacher.

“My teacher, Kylie Marsh, has been a massive inspiration. Kylie has helped with interviews for college. She’s done so much for me and I’m very grateful,” Tailem said.

“I like how rewarding the industry is; at shows when you get a ribbon, or when kids are happy with what they’ve done and you know that you’ve taught them something – they’re my career inspirations: my teacher and teaching kids.”

Greg plans to continue his role of advocate. He likes to attend the Presentation Days because they are “fun, high energy and interactive.” He believes the project not only benefits the students, but also the school and wider community.

“CCC gives schools and students exposure to food production which they may not have had the opportunity to encounter otherwise. In the longer term, it is this understanding and appreciation for how food is produced that will allow consumers to really value their food. Greg said. “CCC helps students to revaluate the idea of, ‘Where does my food come from?’ and helps them make better choices around their own nutritional requirements.”

In the longer term, Greg believes CCC fosters a greater level of engagement between farmers and the community that may not otherwise would have existed.

“CCC definitely highlights career opportunities for kids who otherwise would never have considered Agriculture or the dairy industry as a potential career path,” Greg said. “I would really encourage other schools to consider taking on CCC as an initiative to help build better understanding amongst their students regarding Agriculture and food production.”
Tory went on to elect Agriculture subjects and completed Camembert in the Classroom during TCE. Since finishing school in 2016, Tory has been busy with yearling thoroughbred preparation and seasonal work as a broccoli harvester. She then got a job at Bradley Dairy, just outside of Cressy, where her past CCC experience came in handy.

“When I went for the interview, the manager was explaining everything to me. I said, ‘I don’t know if it’s any help to you, but I did Cows Create Careers in Year 8, so this is making sense.’ It made his job easier, and he knew I’d understand more than someone who had no contact with the dairy world.”

During calving season, Tory helped to rear around 400 calves. She also did some milking and helped out on the farm when required, getting the calf shed ready and moving cows.

“I worked a couple of days a week, and day-to-day it would change whether I was milking or rearing calves,” Tory said. “I enjoyed it, I have always loved a challenge and doing something different.”

Now nineteen years old, Tory’s short term goal is to experience being a jillaroo while her long term goal is to become a vet or an agronomist – because of the industry-wide benefits.

And Tory’s advice to others who want a career in Agriculture? “If you have an Ag course at school, throw yourself in and have a go! Doing an Ag course can open so many job opportunities. And look at working as a casual farmhand, because you’ll learn so much.”
Dr Kym Patison, was a year 11 student at Derrinallum P-12 College when she first experienced the Cows Create Careers project and attended a CCC Presentation Day. Kym grew up on a dairy and her parents still have an operational dairy farm in southwest Victoria.

Before attending the presentation, Kym knew she loved working with animals but wasn’t sure what career to pursue. “The presentation was about the careers that are available in the dairy industry,” Kym said.

“Growing up I had an inherent love of cows and being on the land – but when we had the CCC presentation at school, there was a big list on the screen of different careers and one of them was cow nutrition. It jumped out at me and I thought, ‘I would love to do that’. It helped to guide my career.”

Kym decided to do work experience with a dairy nutritionist at Best Fed Nutrition, Cobden, during the school holidays. “The nutritionist was amazing. She gave me insight into the career path and education that she’d done. She’d spent some time at La Trobe University and recommended the University. So, that’s what I did; I got into Ag Science at La Trobe on her recommendation.”

After completing the degree with Honours, Kym worked at the Department of Primary Industries, Warrnambool, as a research officer. She liked the working environment, but she wanted to upskill and craved the challenge of completing a PhD.

“There was an opportunity with the CSIRO in Rockhampton, to study cattle behaviour using technology. It really appealed to me. I liked the challenge and thought it was interesting,” she said.

Kym spent four years doing the PhD, using technology to look at cattle’s social systems, their social structure and how they form relationships. While the PhD was based at the CSIRO, Kym also had two supervisors from the School of Psychological Sciences at the University of Melbourne, who were interested in the human elements of her research.

Kym is now a post-doctoral researcher with CQUniversity’s Precision Livestock Management team, which specialises in the use of sensor technology to automatically measure animal performance and behaviour. She is continuing on the work of her PhD, which she will finish at the end of 2017.

“I’m particularly interested in welfare,” Kym said. An area of her research that was recently awarded a grant though a CSIRO Biosecurity student scholarship, funded by the Department of Agriculture and Water Resources. With the funding, Kym will complete a 12-month study of welfare trails using proximity sensors.

“Proximity sensors are worn as a collar and record when two collared animals come within close proximity, from that, we can work out their social structure. They are a cohesive group and have set structures. The project is looking at creating stress by mixing up their social patterns, and then seeing if we can use the changes in that social structure as an indicator that something’s wrong with the group.”

Kym’s research could eventually lead to an app-based system that indicates if there’s something wrong with an individual animal or a herd. It could also be used as a form of disease surveillance.

Kym is already planning the next step in her research career and she is keen to investigate the possible technological applications of her research.

“I would like to continue remote monitoring for welfare. In terms of welfare quality assurance, the RSPCA approved farming scheme exists in more intensive industries like meat chickens, eggs, pigs and turkeys. But they can’t approve a system for cattle because of issues with monitoring for compliance.

“So I think technology is a way that we can prove to consumers that the animals are being looked after and that would give producers the opportunity to enter into welfare-approved schemes, which would be an economic benefit to the producer.”

Kym is thrilled that since the CCC Presentation Day that the project has grown to incorporate calves and has expanded to schools across the nation.

“I’m really excited that CCC is happening within our schools and giving students a chance to get hands-on as well as learn about the dairy industry. I think that’s amazing,” she said.

“If it’s people coming from a non-Ag background, it gives them a chance to learn about dairy. Students who have a non-Ag background have a really special place because they might think differently to someone who has been exposed to the industry throughout their life. It’s a chance to bring in new ideas and a different way of thinking. That’s a really good quality to have.”

And if a student does come from a dairy background, you’re always learning and everyone does things differently. It’s great to take different careers on board – and I think that’s the great thing about our industry, the variety and the diversity of careers.”
Some people in the group were in management positions, some were workers, some were from family farms - it was really great to bounce ideas off each other and be in a group of like-minded people. It was a great experience.

The group visited dairy farms and learnt about the differences between Australian and New Zealand farming practices. Sally also learnt about the costs of running a farm.

“It was great to learn about how the farmers were standing financially and about profit margins. After having gone on that tour, I realised I had no idea of what our farm’s cost of production is and how much of a profit margin we have. So I asked my boss, he figured it out, and told me how much money we were making per litre.”

Sally’s happy in her role as a farmhand. She enjoys working on a dairy and in future is open to other careers in the industry, like working for Dairy Australia.

“Studying again is definitely on the cards, I would be open to try anything if it was going to get me ahead,” Sally said.

“I was eighteen when I did the Certificate IV in Agriculture and it was the most exciting year. I’ve thought about going further with it - a Diploma or a Bachelor’s Degree.”

And Sally’s advice for other’s thinking about a career in dairy? “Focus on the subjects that are going to help you later: science subjects and Agriculture. And if you want work on a farm, give it a go - do some volunteer work and show that you’re dedicated, then you’re more likely to be given a chance.

Sally Hoyer participated in Cows Create Careers as a year 10 student at Narooma High School. Coming from six generations of dairy farmers, Sally has Agriculture in her blood, but the CCC project still offered her new ideas.

“I wasn’t working on the dairy farm when I was at school,” Sally said. “So CCC definitely gave me more of an insight as to what actually goes on at a dairy farm and within the industry.”

Students completing the project also visited Sally’s family dairy, to gain an insight of a working dairy.

“So I went and spoke to the kids about being a dairy farmer and being a young female farmer. I’m only twenty-three so I think that they realised that it’s not just old people who work within the dairy industry, there’s a mix of everybody.”

“There were about thirty kids, so you would assume that one of them would live on a farm or near a farm, but not one was. It helped them to see that there’s not just one side of dairy farming.”

In June 2017, Sally was selected to visit New Zealand with the Young Dairy Network. The New South Wales network linked with the Tasmanian Young Dairy Network for the trip, giving Sally the opportunity to meet other young people in the industry.

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“It was great to learn about how the farmers were standing financially and about profit margins. After having gone on that tour, I realised I had no idea of what our farm’s cost of production is and how much of a profit margin we have. So I asked my boss, he figured it out, and told me how much money we were making per litre.”

Sally’s happy in her role as a farmhand. She enjoys working on a dairy and in future is open to other careers in the industry, like working for Dairy Australia.

“Studying again is definitely on the cards, I would be open to try anything if it was going to get me ahead,” Sally said.

“I was eighteen when I did the Certificate IV in Agriculture and it was the most exciting year. I’ve thought about going further with it - a Diploma or a Bachelor’s Degree.”

And Sally’s advice for other’s thinking about a career in dairy? “Focus on the subjects that are going to help you later: science subjects and Agriculture. And if you want work on a farm, give it a go - do some volunteer work and show that you’re dedicated, then you’re more likely to be given a chance.

Sally participated in Cows Create Careers as a year 10 student at Narooma High School. Coming from six generations of dairy farmers, Sally has Agriculture in her blood, but the CCC project still offered her new ideas.

“I wasn’t working on the dairy farm when I was at school,” Sally said. “So CCC definitely gave me more of an insight as to what actually goes on at a dairy farm and within the industry.”

Students completing the project also visited Sally’s family dairy, to gain an insight of a working dairy.

“So I went and spoke to the kids about being a dairy farmer and being a young female farmer. I’m only twenty-three so I think that they realised that it’s not just old people who work within the dairy industry, there’s a mix of everybody.”

“There were about thirty kids, so you would assume that one of them would live on a farm or near a farm, but not one was. It helped them to see that there’s not just one side of dairy farming.”

In June 2017, Sally was selected to visit New Zealand with the Young Dairy Network. The New South Wales network linked with the Tasmanian Young Dairy Network for the trip, giving Sally the opportunity to meet other young people in the industry.
Rod Shaw works for MaxCare, which has been a major sponsor of the Cows Create Careers project for two years.

Recognising a link between their products and CCC, the company donates their MaxCare Premium Calf Milk Replacer to schools across the regions of Forster, Wauchope, Port Macquarie and Hunter Valley in New South Wales, as well as Busselton in Western Australia.

Rod is a MaxCare Account Manager, a role that he’s had for three years and sees him covering the regions of Tasmania, Northern Victoria and New South Wales. Growing up on a dairy farm in New Zealand, Rod recognised the importance of an Agriculture project like CCC, so he decided to donate his time by being a project industry advocate.

“I talked to other advocates and decided I could do it as growth for myself and to help get the message to school students about Agriculture and the opportunities in the industry,” Rod said.

With his energy and passion for the industry, Rod has been an enthusiastic advocate at Forster High School for one year. In his role, he visits the school to talk to students about the wide range of opportunities in the dairy industry. “I usually tell the kids about my background and try to give them an idea of how someone gets to my position,” Rod said. “I also try to get them thinking – I ask, ‘how heavy were the calves when you first got them?’ ‘What can you compare their weight to?’ I do this to try and make it relevant to them.”

Rod also talks to the students about the wide variety of careers in the dairy industry. “Some kids say, ‘I want to do sales’ and I ask, ‘Have you thought about sales in Agriculture in a rural store?’ Rod believes that CCC is a valuable project for both city and country schools. “Schools in the country don’t always have students off farms,” he said.

“Through CCC many students start thinking about careers in Agriculture and some take advantage of the contacts that they make with suppliers during CCC. It raises the awareness of Agriculture to the students.”

On top of being an advocate, Rod also lends a hand at the CCC presentation days. The day recognises the achievements of schools and students from Wauchope, Tocal and Forster that are involved in the project. Rod helps with the day’s set up and presents the student certificates.

“I think it’s important to be involved,” he said, “the presentation day ties up the whole event.”

“The kids that went to the recent Wauchope presentation day were buzzing. There’s a lot of kids who have put in a lot of effort. The presentation day wraps up the students’ involvement and learning in a fun way, and it allows them to present their projects and give recognition to their schools and teachers.”

Rod and MaxCare plan to keep supporting Cows Create Careers – a relationship that will continue to grow the CCC project.
Cassandra Herdman is a Year 11 student at Mt Annan Christian College, in south-west Sydney. For the past seven months, she has had a casual job as a milker and farmhand at a local dairy.

“I love the dairy industry,” she said, “and I love being around dairy every weekend.”

With no previous experience, Cassandra was introduced to dairy through her school. She completed Cows Create Careers in years nine and ten, and the experience provided her with new opportunities.

“I got into Agriculture through school and by doing CCC. After the project, I started going to shows and a farmer offered me a job of milking cows every weekend. So, without CCC, I wouldn’t be where I am today,” Cassandra said.

Before completing the CCC project, Cassandra was not aware of the different opportunities in the dairy industry. She believes that CCC gave her an insight into the industry’s wide variety of jobs.

“It’s not like you have to be a farmer to get into the industry, you can do technical jobs, work with machines or milk. I didn’t actually know this until I started CCC and learnt about the different opportunities and pathways.”

Cassandra’s passion for animals and the dairy industry continued to flourish. She became a member of Mt Annan Christian College’s show team, and she has also participated in local junior judging competitions and has qualified for the Royal Sydney Show.

Cassandra’s budding interest in dairy and shows was evident to her Agriculture teacher, Jennifer Caines, “because of Cassandra’s involvement in CCC and then in the shows, she’s really embraced the experience,” Jennifer said. “Cassandra’s taken herself to cow shows and she’s getting out there and having a go. She’s mingling with Ag students from other schools, and when we go to shows, she’s part of it.”

Now 16 years old, Cassandra’s long term goal is to do a Bachelor of Agriculture, with an aim to become an Agriculture teacher or a dairy manager. She also wants to visit different types of dairies, to build a wider understanding of the industry and to gain more experience.
Martin Hodge has been a Cows Create Careers industry advocate at Mt Annan Christian College for over ten years. Martin works as farm manager for the Macarthur Family at Camden Park, one of the oldest farms in the country that also supplies calves for the project.

“It’s hard to get people into the dairy industry these days - we’ve got to tell kids about it, explain what we do, and how we go about producing milk,” Martin said. “If we can get them interested and working with animals, it’s half the start.”

Martin works with different CCC schools in the region, and he has had a few students complete work experience on his farm.

“There was a kid from Picton High School who was really keen. He’d ride his pushbike to the bus stop and catch the bus to the end of our road, he’d then ride his pushbike into the farm. He’d be here by nine o’clock each morning.”

“He worked with us through the day, milked in the afternoon and then we’d drop him back down the end of the road, at the bus stop. He’d be covered in cow manure but he’d jump on the bus and go home. He did that for a week. He never missed a beat and he loved it,” Martin said.

“There was a girl who came from Elizabeth Macarthur High School who picked up what to do straight away and wasn’t afraid of pushing cattle into the dairy, she really got amongst it. There was also Michael Watsford from Mt Annan Christian College who did a dairy traineeship at the dairy next door to the school.”

Another student looking to start a career in the industry is Tayla Smith from Elizabeth Macarthur High School, south-west of Sydney. Martin also visits the school to speak to Tayla’s class.

Tayla initially did the project as a year 8 student, and now in year 10, she has just finished CCC for the second time. Martin opened up his farm to allow the school’s year 10 students to see how the calves are kept and raised. He also allowed them to go into the dairy and milk the cows.

“I don’t come from a dairy background, so CCC was my first experience with the dairy,” Tayla said. “It gave me more awareness about the industry and how it all works.”

Tayla has always wanted a career around animals and doing CCC reassured her that it was a pathway that she wanted to pursue. “I thought: ‘I really enjoy this and it interests me; I think I can decide on a career in the industry.’ It really boosted my confidence.”

Tayla has completed work experience at Camden Valley Veterinary Hospital. She has also gotten involved in local shows, which she believes has helped to build her confidence in handling large animals. It has also helped her to get involved and meet new people in the industry.

Now fifteen years old, Tayla is planning to study Agriculture during years 11 and 12, with a long-term plan to become a large animal veterinarian.

“I want to go on to study Agriculture because I like the medical side of the industry, being a veterinarian really sparked my interest,” Tayla said “I like the idea of getting outside, working hands-on, and being able to help and make a difference.”
Lindsay and Jacinta Anderson has been involved with Cows Create Careers for 14 years. The project started in 2004 with a handful of dairy farmers at the Strzelecki Lions Club in Victoria and nine Gippsland schools. Since then, the project has received support to expand the project to all dairying regions in Victoria, and to other states of Australia.

“I got involved the second year it was running at the Lions Club because they wanted a different breed of calves,” Lindsay said. “The Club had done it the year before as a trial, it then expanded to the Gippsland Inner-Melbourne area.”

By trade, Lindsay is a mechanical engineer, yet he was born and raised on a dairy farm. He comes from multiple generations of Jersey dairy farmers with over 150 years of experience in his family’s past. Lindsay’s daughter, Melissa, has also worked as a CCC advocate, and as a primary school teacher was involved with Picasso cows.

Lindsay never says no to helping a school, and he regularly travels to Melbourne to deliver and check the calves at the city schools. He believes that showing students that there is a whole chain of employment within the dairy industry, is the strength of the CCC project.

“I was quite happy to visit the Melbourne schools to open the students’ eyes on what farming is – it’s not just dairy farming, but a primary production industry with loads of jobs,” Lindsay said. “And to educate and show the students that we care for our animals and that we are looking to be sustainable into the future.”

Sometimes Lindsay would host students at his property, so they could experience an operational farm. One school visited from Bayside, and the teacher and students were amazed with the dairy’s robotic milking technology.

“The teacher was off a farm, but from many years ago, so she could not believe that the cows were walking past her and the students just having been milked. They were quite impressed, and the cows got lots of pats.”

Lindsay believes that student awareness increases from being involved in a project like CCC – students realise it’s a 24/7 job that requires planning and organisation. They also gain an understanding of where their food comes from. When he visits schools, Lindsay sometimes logs-in to his robotic dairy app to show the students what cows have been milked, and to show them that the industry is continually embracing technology.

One school Lindsay visits is Woodleigh School, where he works with teacher Shona Janky. Shona has been at the school since 2016, teaching farming and Agriculture. She has worked with Lindsay for two years, to deliver CCC at the school.

“Having been involved with CCC in a previous school I was very keen to bring it to my new school,” Shona said. “In 2016, I ran CCC in both Semester 1 and 2 with my two Year 9/10 elective classes, called Animal and Plant Production.”

“In 2017, I also had my Year 11 Agricultural and Horticultural Studies class involved in the CCC project. Their focus was researching best practice in calf rearing and they went to a local calf rearing facility, along with taking information from Jacinta & Lindsay Anderson on their dairy farm in Athlone, Victoria

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Lindsay with regards to how he raises his calves and, of course, their own experience at school.

Lindsay has also spoken to the school's year 12 students. Shona believes the more 'real-life' situations the students can experience, the broader their thinking will be, and by having farmers visit the school the students can gain a connection with the local dairy industry.

“The CCC project offers students, especially those who have no personal experience with farming, a real opportunity to learn about what it takes to look after animals, more about where their food comes from, how it gets to you, and the wide variety of jobs available in Agriculture, many of which are cutting edge,” Shona said.

“The students are taken out of their comfort zones in some cases and most have never been in a situation where the health and wellbeing of an animal relies on them to be responsible. Projects like this brings out the best in kids, it enables all students the opportunity to make a difference, teaches great responsibility. It also brings in lots of family members and neighbours with weekend feeding and allows the students to showcase something they enjoy that is different from most day to day experiences.”

And Lindsay was impressed with the students’ knowledge of emerging farm technology. “The students asked me, ‘What do you know about pastures from space?’ ‘What do you know about virtual fencing?’ And I thought, ‘Oh my God’. To front up to a school and get asked questions about what advances are happening in the dairy industry is one thing, but to then to be confronted by two projects that are still experimental technologies, that was a bit of an eye-opener of the students’ awareness.”

Lindsay has seen the benefits of the project, personally. He attends the project’s Presentation Days and occasionally runs into past CCC students. “They front up at the local show, or sometimes I can be 100kms away, and they say, “Mr Anderson, do you remember me?”

“I know of students who are now working in supporting industries - one is doing genetics and is looking at specialising into the primary production area. I’m almost certain that several students who I can think of would not have gone down the Ag path if it wasn’t for CCC.”

Shona and Lindsay have built a positive relationship and plan to continue delivering CCC to students. “I am very grateful to all the people and organisations that make CCC happen,” Shona said. “Lindsay has had a very positive influence on the students. He is very technology savvy so the kids naturally have an interest in what he does.”

Reciprocally, Lindsay appreciates Shona’s commitment to CCC. “Each year, CCC is mainly the teacher’s responsibility - and the projects that the students’ do at the presentation day are absolutely phenomenal. There are big benefits of projects like CCC in schools.”
The Gallery

VIC
- Kyabram
- Tallangatta
- Hamilton
- Warrnambool
- Rosebud
- Bairnsdale
- Wodonga

SA
- Nuriootpa
- Victor Harbor
- Murray Bridge
- Mount Gambier

TAS
- Launceston
- Burnie
- Hobart

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THANKS TO EVERYONE WHO HELPED...

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

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

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

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