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

Industry Advocates
- Meet with project officers to discuss the project and their role as an industry advocate.
- Visit the school to present ‘Cows Create Careers’ to participating students.
- Explain to students about the advocate’s career in the dairy industry and inform students about the education and training required for that career pathway.
- Act as a resource person to answer questions from students about their research of the dairy industry.
- Visit the school as arranged with the teacher during the three weeks the calves are in schools.
- Host the school and students at the Dairy Day for your Diary.

Dairy Farmers
- Meet with project officers to discuss the project and their role as a farmer.
- Introduce milk powder to the calves’ diet.
- Provide two healthy 3 week old calves, for a period of three weeks.
- Explain to students and demonstrate skills such as animal husbandry, feeding and weighing.
- Arrange a drop-off and pick-up time for calf delivery with the teacher.
- Provide a first point of contact for any animal husbandry questions.
- Attend the Dairy Day for your Diary.

Project Framework
- Dairy farmers deliver two calves for a 3 week period to school.
- Supplies and curriculum materials are provided to school at no cost.
- An industry advocate visits the school and talks to students about their career pathway.
- Students work in teams of 2 - 5 to complete assignments and assessment tasks.
- Attend the Dairy Day for your Diary.
- Media coverage throughout the project.

What Are The Community and Regional Benefits?
The Cows Create Careers project:
- Increases the profile of dairy to the local region by providing a framework that can showcase to students, teachers and parents the array of career and education opportunities, personal skills/knowledge development, and importance of dairy to the local community.
- Introduces members of the community, education and dairy industry sectors to support the students in carrying out the project objectives.
- Provides these sectors with a framework that encourages ongoing collaboration and resource sharing.
- Provides each of these sectors with the opportunity to share their industry experience and to work together for the good of educating students and consequently the broader community.