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Project Sponsorship Partners
Dairy Australia would like to thank the following Sponsors:

REGIONAL DEVELOPMENT PROGRAMS

MAJOR SPONSORSHIP PARTNERS

MaxCare
GROWING STRONGER EVERY DAY

PRIMARY SPONSORSHIP PARTNERS

PRODUCT SPONSORSHIP PARTNERS
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Victor Harbor Rotary Club

NATIONAL SUPPORTING SPONSORSHIP PARTNERS

YLAD
RUAKURA
SNAPCHILL
WMI
South...
Dairy Farmers and Industry Advocates

Dairy Australia would like to thank the following Dairy Farmers and Industry Advocates:

NEW SOUTH WALES

HUNTER VALLEY

Dairy Farmers - Max & Robyn Wake, John Marquet, Terry Lambkin, Andrew Farr, Sarah Redgrove, Ross & Darren Wilson, Matthew Brett, Rod & Stacey Richardson, Daniel Clarke*, John Redgrove, Tom Wilson

Industry Advocates - Erin Lewis (Pauls/Parmalat)*, David Ninnness (Semex), Lindsay Moxey (Elders), Kathrine Colaci (Lion), Sheena Carter (Dairy Australia), Matthew Brett (Tocal College)*, Stuart Lockhart (Dairy Livestock Services)*, Ryan Scetrine (Allflex), John Hutchison & Deanne Kennedy (Jaydee Events)

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, Joe & Ali Duckworth, Stuart Armstrong

Industry Advocates - Dwight Wyatt (Wyatt AB Services), Jason Weare (Parmalat)*, Phil Kemsley (Norco), Haman Coulter (Nufarm), John Campbell (Keen St Vet Clinic), Roisin Dunne (Norco)*, Liz Bolin (North Coast Local Land Service)*

MID COAST

Dairy Farmers - Rodney Lattimore, Andrew Noakes, Michael & Paula Gray, Luke Cleary*, John Smith, Mike Jeffrey, John & Debbie Polson

Industry Advocates - Kevin Williams (PGG Wrightson Seeds), Josh Hack (PGG Wrightson Seeds)*, Stephen Brown (AI Consultant)*, Rod Shaw (Maxum Animal Nutrition), Brett Baldwin (Nufarm Rural Supplies), Michael Ferguson (Wauchope Vets)

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, Craig & Phillip Tate, Brett Hayter, Vicki & Paul Timbs*, Gavin Moore, Sean Tomkins, Geoff & Jill Good

Industry Advocates - Robert Miller (Narawilla Dairy)*, Martin Hodge (Dairy Farmer)*, Fiona Perich (Leppington Pastoral Company)*, Vicki Timbs (Smart Ag Skills)*, Grant & Jane Sherbourne (Dairy Farmers)*, Nicolas Lyons (Robotic Milking Systems), Elizabeth Warren (Lion Farm Services), Luke Micallief (Vella Feeds), Kyleigh & Tom Cochrane (Dairy Farmers), John Hutchison & Deanne Kennedy (Jaydee Events), Stuart Lockhart (Dairy Livestock Services)*,

Jessica Maloney (NSW DPI), John & Sally Fairley (Dairy Farmers)

CENTRAL

Dairy Farmers - Grant & Jane Sherbourne*, Kevin Sheehan*, Linda Morrow*, Margaret Schofield, Lindy Cowhan

Industry Advocates - Grant & Jane Sherbourne (Dairy Farmers)*, Trevor King & Field Staff (Lion)*, Jess Jennings (DairyNSW)*, Ryan Scetrine (Allflex), John Hutchison & Deanne Kennedy (Jaydee Events), Elizabeth Warren (Lion Farm Services), Meagan Dunford (NSW DPI)

FAR COAST

Dairy Farmers - Tom Pearce, Darren & Sharon Parrish*, Vanessa Todd

Industry Advocates - John Hutchison & Deanne Kennedy (Jaydee Events)*

QUEENSLAND

TOOWOOMBA


Industry Advocates - Jenny Eales (Vet), Justin Shooth (Gympie Vet Services)*, Andrew Costello (Landmark), Matt Henry (Garden City Artificial Breeding Service)*, Hannah Perrett (Nanango Vets), Paul Blinco (Consultant)*, Ray Murphy (DAFF QLD)*, Mark Callow (Norco), Murray Weller (Norco), Renee Taarman (Bell Vets), Carl Hockey (Rural Vets), Jenny Ballon (Dairy Farmer), Jeff Collingwood (Riverina)

ROCKHAMPTON

Dairy Farmers - Stephen & Fiona Jepson*

Industry Advocates - Courtney Nightingale & Richard Meacle (Landmark)*, Matt Clarke (NAB Agribusiness)*

VICTORIA

SOUTH WEST

EAST GIPPSLAND
Dairy Farmers - Ron & Vicki Cornall*, Lisa Ross, Neil Lett, Kenielle Bechaz, Nicki Reeves
Industry Advocates - Maria Rose (DEDJTR), Ruairi McDonnell (GippsDairy), Michael Hutchison (Jaydee Events), Marion French (Saputo Dairy Australia), Carey Walters (HICO), Stuart Arms (Coprice)

WODONGA / NORTH EAST
Dairy Farmers - Greg & Joy Johnson, Alex & Doug Paton, Brendan & Pat Glass, Scott & Belinda McKillop*, Ben Vincent & Kate Jackson, Nathan Simpson (Riverina Milk), Craig Ross, Justin & Alice Colclough, Brett & Chrisanye Findlayson, Stuart & Sarah Crosthwaite
Industry Advocates - Lyndal Shannon (Rivalea), Simon Billings (Saputo Dairy Australia), Dougald Powell (Saputo Dairy Australia), Rikk Thompson (Saputo Dairy Australia), John Hutchison & Deanne Kennedy (Jaydee Events)*, John Furphy (Saputo Dairy Australia), Joe Skuse (Tallangatta Vet Clinic), Darren McCormick (Landmark NorMac)

SOUTH AUSTRALIA
MURRAY BRIDGE
Industry Advocates - Vaughan Johnston (Semex), Chris Thomson (Murraylands Ag Services), Stephanie McFarlane (Meningie Fodder), Grace Ball (Hills Farm Supplies), Kym Wilhelm (DSM Nutritional Products Australia), Greg Tiller (Genetics Australia), Stuart Graetz (National Herd Development), Matt Rowlands (FP Ag), Kym Masters (Cheesemaker), John Seaford (Cadell Training Centre)*
Dairy Farmers and Industry Advocates (continued)

MT GAMBIER / SOUTH EAST
Dairy Farmers - Andy Vickers & Belinda Wright, Angela Tweddle, Barbara Hahner (Donovans Dairy), Warrakiri Dairies (Patrick & Jacqui), Rob Walmsley, Bill Crosby, Lyn & Steve Manuel, Michael Hentschke
Industry Advocates - Laura Tweddle (Debenham Aust), Brett Gilbertson (Warrnambool Cheese & Butter), Bec Hehir (DairySA), Tim Powell (Integrated Irrigation), Tom Thorn (TRAC), Kate Fairlie (Beachport Mineral Liquids), Courtney Swanson (SE Vets), Girard Williams (Gallagher)

FLEURIEU PENINSULA
Dairy Farmers - Mandy & Gino Pacitti*, Nick Brokenshire, Jeff Green & Hayley Hutt, Steph Walker, Perrin Hicks, Ric Gladigau, Brett Flebig, Jake Conner, Ben McHugh, Tristan Mulhern, Ian & Jill Williams
Industry Advocates - Alex Gehlrich (Dairy Farmers), Bec McCaul (Alexandrina Cheese Company), Jim Harding (AgriDairies), John Maidment (Fleurieu Milk Company), Alice Morley (FPAG), Stephanie McFarlane (Meningie Fodder), Nina James (Willunga Vets), Amy McDonald (Jersey Fresh), Simon Edwards (Willunga Vets), Jarrad Symonds (Yankalilla Seeds), Beck Burgess (DairySA)

BAROSSA / MID NORTH
Industry Advocates - Vicky MacDonald (SBScibus), Shaun Falkenberg (Farmer Johns), Graeme Pope (Graeme Pope Consulting), Lisa Nietschke (Leinert), Mary Chirgwin (Zoetis), Samde Ramah (Saputo Dairy Australia), Kym Wilhelm (DSM Nutritional Products Australia), Ros Zweck (Dairy Farmer)*, Elizabeth Anderson (Fairfax Media), Beck Burgess (DairySA)

WESTERN AUSTRALIA
BUSSELTON
Dairy Farmers - Scott & Sharon Hamilton, Oscar Negus, Ray Kitchen, Wayne Owston*, Paul Ierachi, Mat & Suzanne Daubney, Garry Haddon, Julie Bettink
Industry Advocates - Michael Partridge (White Rocks Dairy), Jessica Andony (Western Dairy)*, Ralph Papalia (Summit Fertiliser), Kirk Reynolds (Western Dairy)*, Rob LaGrange (Western Dairy), Wayne Owston (Karnet Prison Farm)*

TASMANIA
BURNEE
Dairy Farmers - Rodney & Sandra Poke, Donna Evans, Rebekah Frankcombe & Kevin Frankcombe, Michael & Sue Chamley*, Ali & James Hortle, Leigh Schurring, Penny Williams & Kyle Barker
Industry Advocates - Darren Smart (Fonterra), Chris Haynes (Tasmanian Dairy Products), Alison Hall (TIA UTas), Peter Korpershoek (Tasmanian Dairy Products), Tim Dobsen (AgriProducts), Josh Sattler (Roberts), Jacki Hine (DairyTas), Samantha Flight (TIA)

LAUNCESTON
Dairy Farmers - Ken & Jill Lawrence, Grant Archer, Tom Arnold, Brian Lawrence, George Rigney, Allison & Robert Arnold
Industry Advocates - Seona Findlay (Tas Agronomy Plus), Dean Lalor (CBA)*, Monique Mulder (Fonterra Aust), Dwayne Schubert (Serve Ag), Jacki Hine (DairyTas)

HOBART
Dairy Farmers - Ben Crow*, Mel Higgins*, Richard Gardner
Industry Advocates - Leslie Irvine, TIA (UTas)*, Luke Taylor (AgAssist), Caz Mitchell (Kraft Foods), Josh Sattler (Roberts), John Hutchinson & Deanne Kennedy (Jaydee Events), Mel Higgins (Dairy Farmer), Nathan Bakker (UTas)

*Advocates/Dairy Farmers who repeat their involvement.
Cows Create Careers - Farm Module

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.
- Regional networks build capacity to address people issues e.g. help with workforce planning.
- The dairy industry better understands career decisions and support processes in schools. Aim is to better position Cows Create Careers offerings to students at a time when they are making decisions about careers and to better support the career teachers with their needs.
- Teachers and students have a better knowledge about the dairy industry and teachers, students, parents and careers advisors are more aware about career and education pathways in the dairy industry (farming, service sector and manufacturing).
- Teachers, parents and careers teachers promote opportunities in dairying and influence students.
- Students consider a dairy industry career (aspirations influenced, beliefs and attitudes influenced). An increased number of people entering dairy industry employment and careers.
- The process for delivery of Cows Create Careers is well documented - communication strategy; project logic; quality assurance; delivery capability etc.
- Stakeholders are confident of the value of their investment in the process.
- Leveraging of additional funds to support the program.
- Community has a positive perception of careers and education opportunities in the dairy industry.

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 careers decisions by providing and creating linkages to the education and employment sectors
- Rewarding successful students and schools.
In 2018, the Dairy Australia - Cows Create Careers – Farm Module project was delivered to 259 schools and 14,245 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 2018, the project will celebrate 15 years as a successful industry/education project.

The Cows Create Careers project had 710 students who indicated that they would be interested in participating in work experience in the dairy industry. There were 490 students said that they would like a career in the dairy industry when they left school and a further 1,762 students expressed interest in dairy as an option.

In 2018, a teacher entrance survey was conducted with 237 teachers. 126 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 61 students who had taken up work experience, 59 students who had taken up a dairy pathway and 6 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.

535 dairy farmers and industry advocates volunteered their time to be part of the project. 68% of these people are aged between 35-55. 93% of the volunteers are experienced industry people with the remaining 7% utilising Cows Create Careers as a personal development opportunity. 85% 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 2,675 hours, a value of $133,750 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 358 positive promotion stories.

This equates to an estimated media value of $372,100 and an audience of approximately 1,627,390 people. A recent Google internet search using “Cows Create Careers” as a search criteria resulted in 9,660 linkages.

Commercial sponsors continue to support the project across Australia with an estimate of $116,550 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 2018, MaxCare 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 3,160 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>
<thead>
<tr>
<th>INDICATOR</th>
<th>TARGET</th>
<th>OUTCOME</th>
<th>IMPACT - SOCIAL / ECONOMIC</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<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>535 dairy farmers and industry advocates have been involved in the project. 91% 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>358 positive media stories have been published in 2018.</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>86% of schools were repeats from last year. There were 35 new schools involved.</td>
<td>Careers in the dairy industry promoted to &gt; 7,000 secondary school students annually.</td>
<td>14,245 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>90% 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>710 students surveyed would like to seek work experience in the dairy industry while a further 490 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>96% of the sponsors were retained in 2018.</td>
<td>$100K stakeholder and commercial sponsorship provided to the program.</td>
<td>$116,550 commercial sponsorship and a $110,500 stakeholder sponsorship is provided to the program. A total of $227,050 combined sponsorship.</td>
</tr>
</tbody>
</table>
The Project at a Glance

Facts about the Students:

- 710 students were interested in undertaking work experience. The top two career choices were Veterinary Science and Dairy Farming.
- 85% of students said that they would be sharing the Cows Create Careers experience with their parents.
- 3.9% of the Cows Create Careers students surveyed lived on a dairy farm.
- Student’s knowledge about the variety of career pathways available increased by 27%.
- 490 students said they would like to have a career in the dairy industry. A further 1,762 students expressed interest in dairy as an option.
- 90% of students have a greater knowledge of where to find information about careers in the dairy industry.
- 57% of the Cows Create Careers students surveyed were Seniors (year 9-12) and 43% were Juniors (year 6-8).
- 101,163 students have participated in the Cows Create Careers project since 2004.
- 3,160 students, teachers, industry advocates and dairy farmers attended Cows Create Careers presentation days across Australia.
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The Project at a Glance

Facts about the Stakeholders and Other Achievements:

- 535 dairy farmers and industry advocates volunteered 2,675 hours to the project.
- 91% 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.
- 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.
- 97% of dairy farmers and industry advocates stated that they were 'comfortable' participating in the project.
- 358 media hits reaching an audience of approximately 1,627,390 people. This equates to a media value of greater than $372,100.
- 85% of dairy farmers and industry advocates who completed the survey have been involved in the project for more than one year.
- 68% of dairy farmers and industry advocates are aged between 35-55. 93% of this audience are experienced and 7% are utilising Cows Create Careers as a personal development opportunity.
- Commercial sponsorship across Australia is significant with an estimate of $116,550 of supplies being provided.
- 91% of dairy farmers and industry advocates who completed the survey have been involved in the project for more than one year.
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.
- 130 of the teachers surveyed could identify an extra dairy activity or event that has happened as a result of the project.
- 83% of the participating schools run a careers program, most commonly in the format of a classroom activity or by appointment.
- 140 teachers say that there has been growth and demand from their students to be involved in the project. 65 of these teachers indicated that this has resulted in more students choosing their elective.
- The project has a retention rate of approximately 86% of schools each year.
- In 2018, a teacher survey was conducted with 237 teachers. The project was able to identify 61 students who had taken up work experience, 59 students who had taken up a dairy pathway and 6 students who had another direct outcome as a result of the project.
- Cows Create Careers is taken up by schools across a variety of electives; 54% AgHort, 16% Science and 14% Across Curriculum.
- Teachers have seen a positive change as a result of the Cows Create Careers project in these audiences; 93.51% students, 75% teachers, 63.56% parents.
- The Cows Create Careers program has a broader impact than just in the classroom. The total number of students is 142,157 plus teachers, parents and the wider school community who are more aware of the dairy industry.
Farm Module Schools
259 Schools in 2018

NEW SOUTH WALES
HUNTER VALLEY (14)
- Gosford High School
- Newcastle High School
- Singleton High School
- Mount View High School
- Rutherford Technology High School
- Morisset High School
- Cessnock High School
- Terrigal High School
- Tomaree High School
- St Joseph’s High School
- Hunter River High School
- Narara Valley High School
- Francis Greenaway High School

CENTRAL (14)
- Yass High School
- Skillset Senior College
- University of Canberra High School
- Kaleen
- Lyneham High School
- Canobolas Rural Technology School
- Alfred Deakin School
- Cowra High School
- Canowindra High School
- All Saints College
- Blayney High School
- Orange High School
- Molong Central School
- Portland Central School
- Dubbo School of Distance Education

LISMORE (15)
- McLean High School
- Ballina Coast High School
- McAuley Catholic College
- Bonalbo Central 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
- Evans River Community School

SOUTH COAST (21)
- Corrimal High School
- Oak Flats High School
- Elizabeth Macarthur High School
- Ulladulla High School
- Galston 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
- Bossley Park High School
- Vincentia High School

MID COAST (9)
- Camden Haven High School
- Kempsey High School
- Melville High School
- Hastings Secondary College – Port Macquarie Campus
- Great Lakes College – Forster Campus
- Wauchope High School
- Taree Christian College
- Taree High School
- Hastings Secondary College – Westport Campus

FAR COAST (5)
- Narooma High School
- Moruya High School
- Carroll Catholic College
- Bodalla Public School
- Batemans Bay Public School

VICTORIA
SOUTH WEST (21)
- Emmanuel College
- Ballarat Grammar School
- Ballarat Steiner School
- Phoenix P-12 Community College
- Bellarine Secondary College
- Timboon P-12 School
Kings College
Terang College
Heywood & District Secondary College
Murrab P-12 College
Casterton Secondary College
Nullawarre & District Primary School
Colac Secondary College
Lorne P-12 College
Lismore Primary School
Balmorel Community College
Moria Primary School
Kaniva College
Rainbow P-12 College
Noorat Primary School
Edenhope College

**SOUTH GIPPSLAND (21)**

**Term 2**
- Flinders Christian Community College – Tyabb
- Lowanna College
- Padua College – Rosebud*
- Aitken College
- Padua College – Mornington*
- Warragul Regional College*
- Drouin Secondary College

**Term 3**
- Hillcrest Christian College
- Padua College – Rosebud
- Padua College – Mornington
- Chairo Christian School – Leongatha
- Chairo Christian School – Pakenham
- Elisabeth Murdoch College
- Poowong Consolidated School
- Bass Valley Primary School
- Newhaven College
- Warragul Regional College
- Nilma Primary School
- Yinnar South Primary School
- Glengarry Primary School
- Padua College - Tyabb

**EAST GIPPSLAND (6)**
- Nagle College
- Orbost Secondary College
- Swift’s Creek P-12 School
- Bundalaguah Primary School
- Sale College – Guthridge Campus
- Boisdale Consolidated School

**SHEPPARTON / NORTHERN (16)**
- Notre Dame College, McAuley Campus
- Benalla P-12 College
- Barham High School
- Yanco Agricultural High School
- Kerang Technical School
- Cohuna Secondary College
- Boort District School
- Pyramid Hill P-10 College
- Numurkah Secondary College
- Mooroopna North Primary School
- St Joseph’s School, Nagambie
- St Mel’s School and Kindergarten
- East Loddon P-12 Campus
- Wangaratta Specialist School
- Cobram Secondary College
- Girgarre Primary School

**WODONGA / NORTH EAST (10)**
- Galen Catholic College, Wangaratta
- Xavier High School, Albury
- James Fallon High School
- Tumbarumba High School
- Corowa High School
- Murray High School
- Tallangatta Secondary College
- Corryong College
- Lockhart Central School
- Mt Beauty Secondary College

**SOUTH AUSTRALIA**

**FLEURIEU PENINSULA (13)**
- Willunga High School
- Port Elliot Primary School
- Southern Vales Christian College (Aldinga)
- Yankalilla Area School
- Mt Compass Area School
- Hackham West Primary School
- Scotch College - Adelaide
- Eastern Fleurieu School
- Investigator College – Victor Harbor
- Investigator College - Goolwa
- Victor Harbor R-7 Primary School
- Kilkenny West Primary School
- Willunga Waldorf School

**MURRAY BRIDGE (12)**
- Keith Area School
- Meningie Area School
- Murray Bridge High School
- Tyndale Christian School
- Waikerie High School
- Birdwood High School
- Mount Barker High School
Oakbank Area School
Hopetoun P-12 College
Bordertown High School
Renmark High School
Hills Christian Community School

**MT GAMBIER / SOUTH EAST (9)**
Lucindale Area School
Millicent High School
Compton Primary School
Mt Gambier High School
Kingston Community School
Glencoe Central Primary School
Penola High School
Yahi Primary School
Naracoorte High School

**BAROSSA VALLEY / MID NORTH (13)**
Faith Lutheran College
Eudunda Area School
Gawler & District College
Clare High School
Kapunda High School
Nuriootpa High School
Blakeview Primary School
Horizon Christian School
Playford International College
Camral Primary School
Orroroo Area School
Kadina Memorial School
Urrbrae Agricultural High School

**WESTERN AUSTRALIA BUSSELTON (10)**
Georgiana Molloy Anglican School
Eaton Community School
WA College of Agriculture, Harvey
Busselton Senior High School
Kelmcott Senior High School
Pemberton District High School
Cornerstone Christian College
Manjimup Senior High School
Donnybrook District High School
Presbyterian Ladies College

**QUEENSLAND TOOWOOMBA (20)**
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
Harristown State High School
Downlands Sacred Heart College
Ramsey State School
Tara Shire State College

**ROCKHAMPTON (3)**
Rockhampton Grammar School
Rockhampton Girls Grammar School
Rockhampton State High School

**TASMANIA BURNIE (10)**
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
Smithton Primary School

**LAUNCESTON (7)**
Scotch Oakburn College
Cressy District High School
Launceston Church Grammar School
Deloraine High School
St Mary’s District School
Prospect High School
Lilydale District School

**HOBART (9)**
Tasman District School
St Virgil’s College
JRLF Middle School Campus, Bridgewater
Bothwell District High School
Dominic College
MacKillop Catholic College
Sorell School
Oatlands District High School
Ouse District School

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The media coverage, which includes print media, radio and television is significant, resulting in 358 media hits. This equates to an estimated media value of $372,100 and an audience of approximately 1,627,390 people.

All of the participating Cows Create Careers schools have included an article in their school newsletter which is a great way to share a positive, education dairy story with parents.

A recent Google internet search using “Cows Create Careers” as search criteria resulted in 9,660 linkages.

Following is a list of some of the media coverage:

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Students learn farm skills with hands-on care

Students dote on Glen and Garry

Daisy and Jane in Moorabool

Students get hands-on farm experience

Two-and-a-calf men on Coast beach

Cows can create careers

Dairy insight shared

Students participate in farm careers program

Newhaven College was certainly a haven for Daisy and Jane, the two three-week-old calves that took up residence at the college’s Year 9 Environmental Centre as part of the Cows Create Careers program. Year 9 students participate in the program run by Dairy Australia as part of their Community Project studies which involves the rearing of two calves for a number of weeks.

A local dairy farmer taught the students how to care for the calves, and demonstrated skills such as animal husbandry, feeding and weighing.

Over the three-weeks, students are required to form teams to complete industry-based assessments.

Daisy and Jane grew quickly while being hand-reared by their dairy carers and enjoyed frequent walks on their leads around the college grounds.

Cows Create Careers was originally established in 2004 with dairy farmers in the Shepparton region and has now been running for 18 years with over 150 upper primary and students involved each year across Victoria.

Newhaven College’s Year 9 Environmental Centre was one of a number of Victorian schools that participated in the program.

Students received an opportunity to interact with industry representatives from dairy farms, local schools and colleges as well as Dairy Australia workforce development program manager Sally Roberts.

At the presentation day, Dairy Australia workforce development program manager Sally Roberts said Cows Create Careers is an opportunity for students to learn more about the dairy industry.

“It is great to see enthusiastic students getting involved and learning about the dairy industry,” she said.

Dairy Australia projected a large number of jobs in the dairy industry in the next five years, and the program helps students be informed and connect the local dairy community, “It is important to have students involved and learning about the dairy industry,” she said.

The event was the culmination of the program with the students required to complete the dairy workforce stream mystery and dairy career topics.

Cows Create Careers presentation day. June 18 for the Cows Create Careers presentation day.

Eaton Community College Year 7 students Kloe Burr and Wesley Vernon look after calves Milky Way and Little Moo as part of the Cows Create Careers Farm Module project.

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Cows Create Careers students from Gippsland schools went Head-to-Head in a Race about Dairy at the South Gippsland Dairy Expo on Thursday 27th September 2018.

Three students from four Gippsland schools; Mary MacKillop Catholic Regional College, St Pauls Anglican Grammar School, Chairo Christian School Pakenham & Korumburra Secondary College participated in a sequence of interactive activities and answered questions about the Australian dairy industry.

Much like the well-known Amazing Race, the first team across the finish line took out the trophy and the accolade of being the 2018 Dairy Expo Cows Create Careers Champions!

Congratulations to St Pauls Anglican Grammar School on your success.
Eli Silvonen-Walsh has a passion for the dairy industry - and it is a passion that he is keen to grow into a career.

Eli is currently completing a Sustainable Agriculture/Agribusiness degree at Gatton University. He also works as a farmhand at Minash Holsteins dairy, where he helps to milk, works in the calf shed, and does odd jobs on the farm.

“Without Cows Create Careers I doubt I would have any involvement in the dairy industry,” Eli said. “The passion of the farmers and their love for what they do is one of the key reasons why I wanted to be a part of the industry myself.”

Eli was introduced to the dairy industry through Cows Create Careers as a primary student at Highfields State School. With no previous agriculture experience, the project sparked his interest to learn more about the industry.

“My Grade 6 teacher organised to have Cows Create Careers at school, so it was my class’ job to feed and look after the calves,” he said.

“It was great having calves to play with at lunch times and they were a great study break. But it was also good to speak with farmers and get first hand insight into their daily lives and to learn about the industry.”

Eli’s passion for dairy drove him to get more involved in the industry. In Year 7 he was involved in a Guernsey Youth Camp, which was partly organised by Gianna Kelly, a local farmer who supplied calves to Eli’s school. The experience opened new opportunities for Eli and helped him to grow a positive relationship with the wider dairy industry. He also continued to participate in Cows Create Careers throughout high school, where it formed part of his agricultural science studies.

“The camp was amazing and made me fall in love with the industry. I remained in contact with Gianna and I helped to parade and show her cattle at shows around Toowoomba. Gianna has acted as a mentor for me.”

Part of the success of Cows Create Careers is the many ways it actively builds positive engagement between local farming communities and students. And it was Eli’s connection with Gianna that helped him to gain his current position of farmhand at Minash Holsteins, a job that he relishes.

Eli believes that Cows Create Careers taught him the basics of calf care, such as detecting sick calves and the treatment that they require - skills that have since helped in his job.

“Gianna has helped me to get my foot in the door. She has introduced me to a number of different dairy farmers, supported me and given me so many opportunities in the industry,” Eli said.

“Working on a dairy is amazing, being surrounded by the cows each day is literally a dream come true. Each day I learn something new, from animal health and vaccinations, detecting mastitis, to cementing and roofing, there is always something new and different that needs to be done.”

And as for deciding to pursue a career in agriculture: “That’s due to Cows Create Careers and a very good agricultural science and rural operations program at school,” Eli said. “It gave me firsthand experience into agricultural industries and showed me that this is where I want to work.”

Now eighteen years old, Eli is considering different job opportunities in the industry - from managing a dairy farm, to working in the reproduction side of dairying which would give him the opportunity to work with dairy farmers across Australia. And while Eli is focused on finishing his degree, gaining hands-on experience as a farmhand has inspired him to consider completing a Masters of Agribusiness in the future.

“I believe Cows Create Careers is very beneficial to have in schools. As a student, having the opportunity to talk with dairy farmers gave me - someone who had very little idea about the industry - a chance to understand the industry.”

And Eli’s tips for other Cows Create Careers students? “Get to know the farmer who supplies the calves to your school and ask them questions about the industry - show them that you are keen, and get in and give it a go. Working or volunteering in the dairy section at local shows with farmers, is also a good way to get contacts and you learn so much about animal judging, animal handling and health. And if you want to get into the industry make the most of Cows Create Careers, ask questions, be prepared to put in the hard yards, and be keen to play with the cows.”
Jessica Schumacher first participated in Cows Create Careers as a student at Shoalhaven Anglican School. She is now a teacher at Batemans Bay Public School where she introduced the project to her students this year - and Jessica is already seeing its positive benefits.

Jessica grew up on a beef cattle farm but participating in Cows Create Careers as a student was her first introduction to the dairy industry.

“I absolutely loved doing Cows Create Careers, it is one of my favourite memories from Shoalhaven because we got to be so involved in the project and I hadn’t really experienced the dairy industry before then.”

With a drive to study agriculture further, Jessica moved to Yanco Agricultural High School in year nine, which offered her a wider agricultural curriculum. She then studied a Bachelor of Education (Primary) at the Australian Catholic University, Canberra.

Jessica is now a special education teacher at Batemans Bay Public School, where she has worked for almost three years. This is the first year that she has led her own class, and Jessica saw an opportunity to introduce her students to Cows Create Careers.

“The school hadn’t heard of the project so I brought the idea to the Principal to see if we could do it, and it was approved.”

“We have the calves at school at the moment and it’s going really well. My students are absolutely loving the program and are excited to come to school each day,” she said.

Jessica incorporates Cows Create Careers into year five and six Inquiry, so it forms part of literacy, maths and science projects. For three weeks the students will rear two calves, which are on loan from local dairy farmer Darren Parrish at Riverview Farm, while completing dairy related projects in the classroom.

“We had a video conference with our industry advocates, John Hutchison and Deanne Kennedy, who spoke to the students about what to expect when the calves arrived and also about the dairy industry, including what products are made from milk.”

“The students are loving coming to school and they are really engaged with the project’s classroom work and feeding the calves. They’re relating maths, literacy and science to Cows Create Careers without realising how much work they’re actually doing.”

Jessica’s students are learning about paddock to plate to build awareness of where dairy products come from. The class will also focus on learning about the current drought as well as all the different career opportunities available in the diary industry.

“For the students to be included in the project’s primary school curriculum is great, because now, when they’re thinking about high school they may think about studying agriculture because of their positive experience with Cows Create Careers. So it’s really beneficial for us to be doing it.”

Jessica’s class is also spreading the word about the dairy industry to the wider school community: “They have set up a seminar so other classes can come along and we present on the dairy industry and about the cows.”

The program will end with the students attending the Cows Create Careers Presentation Day where they will be recognised for their dedication to completing the project.
Kevin Sheehan and Skillset Senior College

Case Study 3

One of the great features of Cows Create Careers is that it provides an opportunity for dairy farmers to share their knowledge directly with younger generations.

Kevin Sheehan, from Central New South Wales, is a fourth generation dairy farmer who is passionate about the dairy industry. Kevin has worked in the industry for over 45 years, and for the past eight years he has been involved in Cows Create Careers by providing calves to participating schools.

The project has allowed Kevin to share his enthusiasm for the industry with a broad range of students and teachers, spanning from Garra to Bathurst.

“I wanted to get involved in Cows Create Careers because it’s beneficial for increasing industry awareness,” Kevin said. “I also wanted to get involved to keep the industry going and to get some younger ones back into the industry.”

Cows Create Careers has kept Kevin busy with a growing number of schools in the region coming on board each year: “Last year I had three schools, this year I had six schools, and next year I could have extra schools again,” he said.

Over the years Kevin has seen the ability of the project to build real connections between students and animals, which the students may not have been exposed to without Cows Create Careers.

“One year I took some calves to All Saints College and the students took them to the Forbes Show. When I went to the school to pick up the calves, some of the girls started crying because they were losing their little babies. It was really touching how they got attached to them.”

Kevin’s dedication to the Cows Create Careers also sees him attend the project’s final Presentation Day: “Everyone makes fools of themselves, but they have a ball,” he said.

Kevin’s dedication to the project has also seen him form positive connections with schools and teachers across the region. Kevin has been providing calves to Skillset Senior College for the last two years, where the project is incorporated within the school’s year eleven agricultural program. He started working with the school after a teacher he had previously worked with moved to Skillset Senior College and introduced the project.

The school’s manager, Abbey Barrett, says that the opportunity for the students to be hands-on with the calves is a great element of the project.

“There is responsibility and commitment in caring for an animal, it’s not just something the students can ignore. You have to feed the calves twice a day, and then discussions arise from that in relation to animal welfare.”

“Kevin is great with the students. He really engages and talks to them, and the students also have the opportunity to visit his dairy farm,” Abbey said.

Kevin’s dedication to Skillset Senior College and Cow Create Careers has not gone unrecognised. “Last week I was at Skillset Senior College for a presentation day and they presented me with a certificate and a plaque,” Kevin said.

“Kevin was presented with a Partnership Award, as a way of us thanking him,” Abbey said.

“Kevin is lovely, he’s engaging, he talks to the kids and stays in touch - a student even rang him for help with a project the other day. I would encourage the industry to continue the project, I feel that it provides a very worthwhile experience.”
Seventeen-year-old Jack Guy, from South Australia’s Fleurieu Peninsula, first actively participated in Cows Create Careers as a Year 9 student at Willunga High School. He enjoyed the hands-on nature of the project and especially liked feeding the calves.

“Cows Create Careers was interesting,” he said. “It was really good for me personally, because it gave me more of a practical approach to the theory. You can learn in the classroom but then you can go outside and care for the calves.”

When Jack participated in the project, he had recently commenced a job placement on the dairy farm of Perrin Hicks.

“I was working on the farm when I did Cows Create Careers, so what I learnt from the project helped to build upon my knowledge.”

For almost three years Jack helped out on the farm, working on weekends and during his spare time as a farmhand. But Jack wanted more experience under his belt before finishing school, so he decided to complete a Certificate III in Agriculture.

While completing the Certificate a teacher told Jack about a Traineeship opportunity at Landmark, Strathalbyn. He successfully applied for the two-day-a-week Livestock Agent Traineeship, which has since grown into a full time role.

Jack has now been in the role for almost two years. He believes the Traineeship has further widened his industry knowledge, and he especially likes that it offers him an opportunity to learn about both the practical-side of the industry while also building his relationship building and business skills.

“I love it. It’s great,” Jack said.

“I’ve gone out draughting and weighing cattle and sheep, and finding the best prices to sell sheep and cattle. I also find and buy rams and bulls for clients, and I’m learning more about the sales merchandise side of the business as well, like fencing.”

“The role has both a practical and business side, because you have get clients and you have to show them that you’re good at draughting cattle and sheep, and you also have to show your knowledge.”

Jack believes that Cows Create Careers is “100 per cent beneficial” as a school-based project. And he has bright plans for his future: “My end goal is to buy a farm and I would like to be a full time livestock agent - and hopefully I’ll be pretty successful at it!”
Ros and Gary Zweck have been dairy farming for around 35 years. Based at the Barossa in the mid-north region of South Australia, the Zweck family has been involved with Cows Create Careers since it’s inception in South Australia. They helped to implement the project in the state, recognising the industry-wide benefits of the school-based project.

“I have a friend who is an ag-teacher at Balaklava High School. She had heard about Cows Create Careers and asked me about it. I hadn’t heard of the project, so I did some research and we enquired about getting it in the mid-north region, and from there it progressed,” Ros said.

The Zweck’s often help different schools participate in Cows Create Careers by supplying calves for the duration of the project, they also share their industry knowledge with the students.

“We want to encourage future generations to become involved in agriculture and more specifically, dairy, because it’s difficult to get people involved in the dairy industry,” Ros said.

“When I first came to this region there were over 70 dairy farms, there’s now 14 left. So we try to promote the dairy industry as much as we can.”

The Zweck’s supply calves to Clare High School, Balaklava High School, Horizon Christian School, and Kadina High School.

“We continue to provide calves for them when it fits in with their curriculum and agricultural program.”

The Zwecks have been providing calves to Clare High School for 10 years. They also bring calves to the school after the project has finished, so the students can have extra time working with the calves.

Ros Zweck with students and calves at Clare High School in 2018
again and see their growth and progress. It gives them the opportunity to understand more about the ongoing process of the day-to-day operation of dairy farming.”

One student enjoyed the experience so much that he asked the Zweck’s if he could complete work experience on their farm, “That was very rewarding,” Ros said.

While recently, two year 12 students from Kadina High School asked the Zwecks if they could continue to care for their calves after completing Cows Create Careers, so they could conduct a research project on the comparison of bought calf feed and the Zweck’s own calf feed that they mix on farm. “That was a real highlight for me,” Ros said, “and those calves came back very well fed.”

But it’s making real-life connections to community and industry that makes Cows Create Careers a highly valuable project. And it’s the Zweck’s commitment and positive relationship with Clare High School that will continue to produce tangible benefits within the community.

“We look at all the jobs that are associated with the industry through Cows Create Careers. There’s a wide range of different careers like milk tanker drivers, nutritionists and agronomists - right through to dairy factories,” Lesley said. “So it gives the students a broader range of job opportunities. We have lots of students who go on to study agriculture, veterinary science and animal production.”

“Even though we are in a rural area, a lot of the students live in the town so they don’t have access or don’t have the opportunity to become involved with farming or farm animals. So they relish the opportunity to have a hands-on experience.”

And Clare High School Agriculture teacher, Lesley Squires, agrees.

“It’s the year 10 students who look after the calves throughout the project, but it’s a positive project for all the students. The rest of the school visits the calves and can interact with them, so they get to know a bit more about dairy calves which they don’t really get the chance to see otherwise. We’ve also got a Kindergarten and childcare centre next door so they come over to see the calves as well.”

Clare High School’s year ten students who are completing Cows Create Careers learn about the dairy industry, dairy products, and how to look after the calves. Lesley believes that the project gives the students responsibility while building their teamwork skills, as they have to work in groups to care for the calves.

“After completing the project we take them to see the Zweck’s dairy farm so they can then learn about milking, the storage of the milk and temperatures,” Lesley said.

“Takes them around the farm and show them where milk comes from,” Ros said. “They also get to meet their calves again and see their growth and progress. It gives them the opportunity to understand more about the ongoing process of the day-to-day operation of dairy farming.”

One student enjoyed the experience so much that he asked the Zweck’s if he could complete work experience on their farm, “That was very rewarding,” Ros said.

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Will Boston participated in Cows Create Careers for the first time this year, and it was an experience that sparked his new found passion for rearing dairy calves.

Will’s mum is an agronomist and an Extension Officer for DairySA. He also lives on a farm that has some cows, however Cows Create Careers still offered him with new learning and experiences.

Will completed the project as a year 7 student at Yahl Primary School, located just outside of Mount Gambier, South Australia. The school runs Cow Create Careers every second year, where it is integrated into the year six and seven classes. The hands-on nature - especially interacting with two three-week-old calves at school - was Will’s favourite part of the project.

“We got put into groups and each day a different group would feed the calves,” Will said.

“I didn’t know that calves needed to be fed and I didn’t know how they were fed, so I’ve learnt a few new things from doing Cows Create Careers.”

Will also enjoyed the interactive nature of Cows Create Career’s classroom activities, he especially liked getting his creative juices flowing through making Mootube Moovies and attending the project’s Presentation Day finale.

However, a great aspect of Cows Create Careers is that it provides a stepping stone for students who want to get more involved in the dairy industry, by making direct connections between students and the wider dairy community.

Industry advocate, Veterinarian Courtney Swanson from SE Vets, visited the school to talk to Will’s class. “She spoke to us about caring for our calves and how to tell if the calf is healthy or unwell.”

“I also learnt how to rear calves a bit better through Cows Create Careers,” Will said, which is very handy knowledge, as his new found passion for calf rearing has now grown to him hand rearing three calves at home.

“One calf is about 13 weeks old and two are about 12 weeks old. They are called Le Bron, Kyrie, and Shaq – they are all named after basketball players.”

Will would like to continue rearing calves at home. He is even considering studying agriculture throughout high school, possibly even onto University. And while, at 13 years old, he’s not entirely sure what future career path he will follow, Will is pretty sure that it will be an agricultural pathway that allows him to work with animals.

And Will’s advice for other young people wishing to get involved in the dairy industry?

Talk to a local farmer and attend industry workshops: “I attended a calf rearing workshop run by DairySA that was interesting, a vet spoke about rearing calves, correct feeding and housing. I picked up some some health tips and I got to talk to other farmers who also shared tips with me.”
Nicola Morton has experienced the Cows Create Careers project full circle: She completed it as a student and now she is teaching the project.

Nicola was involved in Cows Create Careers in 2007 as a year nine student at Ballarat Grammar School. And while Nicola had some experience on a farm, it was mainly in broad acre cropping and sheep, not dairy farming.

“I had never really dealt with calves before doing Cows Create Careers at school, so I found the project really interesting,” Nicola said.

“We learnt about the dairy industry and cared for the calves at school. I liked feeding them - the hands-on nature of the project was great.”

Nicola went on to complete a Bachelor of Agriculture at the University of Melbourne and then completed a Bachelor of Teaching at Charles Sturt University. She is now an Agriculture Teacher at Barham High School, in southern New South Wales, where she has worked for almost one year.

As an ex-student of project, Nicola knew first-hand of the opportunities that Cows Create Careers could deliver to her new students.

“The agriculture teacher last year did Cows Create Careers, so I thought that I’d run it with the students again this year,” she said. “I can also adapt the project to our school and our students.”

Last year the school’s year nine and ten classes completed the project, so Nicola saw an opportunity to introduce the project to the school’s junior year levels in 2018.

“I did the project within my year seven and eight junior agriculture classes, it’s integrated as an assessment task for the term,” Nicola said. “There’s been changes to the project since I did it eleven years ago.”

Two calves were supplied by local Barham farmer Trent Storm, for the duration of the project. The students learn how to weigh, feed and monitor the calves, while completing classroom-based research and assessments.

“The students really enjoyed it. They get to learn about the dairy industry and they can also be hands-on with the calves. They learn about feeding a calf and its feed requirements, which I think is pretty important,” she said.

With a new interest in the dairy industry, Barham High School students are planning to attend ‘Dairy Day’ at Shepparton later in the year, and they are already looking forward to participating in Cows Create Careers again.
The Gallery
The Gallery
Presentation Days 2018
Acknowledgements

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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!