

## PIEFA Pre-Budget Submission 2018-19

### Purpose

- To seek **\$1.5m in funding over three years** commencing in the 2018-19 federal budget to continue to support and expand the work of PIEFA in raising student and community awareness and understanding of the Australian primary industries sector.

### Background

- PIEFA was founded in 2009 with the support of the Federal Government, National Farmers Federation and Meat and Livestock Australia after a lengthy consultation with key figures from the government, primary industry and education sectors.
- It has since grown to be the most respected, trusted and credible source of educational resources, information and professional learning in Australia.
- By collaborating with and through our tripartite network PIEFA has achieved outstanding outcomes in relation to;
  - education policy (especially the Australian Curriculum),
  - professional learning (over 10,000 teachers engaged),
  - the establishment and management of a portal for teachers, [www.primezone.edu.au](http://www.primezone.edu.au) , that curates' resources on behalf of industry (currently 2000 unique users per month)
  - taking over the management of [www.carerharvest.com.au](http://www.carerharvest.com.au) , with a view for it to be the one stop shop for career information, scholarships and internships for the school students and their teachers.
- Food and Fibre Education is of critical importance to the future prosperity of rural and regional communities, the continued prosperity of the primary industries sector and indeed the growth of the Australian economy. However, in order to ensure continuing growth community understanding of the sector and the jobs available within need to improve to ensure a supportive environment exists and that there are enough new people entering the workforce at all levels of the supply chain.
- Current research suggests this understanding is very poor. For example;
  - In 2012 PIEFA and the Australian Council of Educational Research (ACER) released the 'Food, Fibre and the Future' research. Among the many findings were;
    - 75% of students thought cotton socks were an animal product
    - 27% of students though yoghurt was a vegetable product
    - 45% did not identify bread, bananas or cheese as being farmed products.
    - 40% believed farming damaged the environment
    - 50% did not link science to primary production

- 55% did not link innovation or IT to primary production.
  - This has been supported by more recent National Farmers Federation data which revealed;
    - 83% of those surveyed described their connection with farming as distant or non-existent
    - 96% did not identify that Agriculture is Australia's fastest growing sector
    - 57% did not have any contact with a farmer at all in the last year
- Education is not the only way to reverse these disastrous figures, but it is undoubtedly one of the most critical.
- PIEFA calls on the Federal Government to support the work of PIEFA in reversing these trends in the 2018-19 Federal budget.

## Discussion

- To continue our work, in addition to the funding we currently receive from industry (approx. \$400,000 2017-18) we are seeking government support to expand our reach to Australia's education sector in a way we cannot do with industry funding alone.
- We are seeking;
  - \$100,000 per year for three years for continued membership of PIEFA by the Federal Department of Agriculture and Water Resources. **Total \$300,000**
  - \$250,000 per year for three years to continue to expand and promote the resources developed under the Agriculture in Education project to Australia's school teachers and students. **Total \$750,000**
  - \$100,000 per year for three years to re-develop, update and promote [www.careerharvest.com.au](http://www.careerharvest.com.au) to Australian school students and their teachers. **Total \$300,000**
  - \$150,000 to research the knowledge, understanding and perceptions of Australia's primary industry sector by school students and their teachers to inform approaches to food and fibre education. This would be a follow up to the 2012 PIEFA/ACER 'Food, Fibre and the Future' survey. **TOTAL \$150,000**
  - **Total ask over three years- \$1,500,000**