

Media Release: Embargoed until 12.00am Monday 8th of January 2018

PIEFA Proud to Launch Ground Breaking New Fishing Resources for Schools

The Primary Industries Education Foundation Australia (PIEFA) will today officially launch and release ground breaking resources for schools which aim to increase student understanding of Australia's \$3 billion fishing industry.

Focussing on Atlantic Salmon production as a case study, the resources are designed for students from grades 4-8 and are explicitly written for Australian curriculum outcomes in the learning areas of science, technology and geography and have a distinct STEM (science, technology, engineering and mathematics) flavour.

"As with all our PIEFA resources, they are designed with the student in mind and in a way that supports a teacher's program accountabilities. We do not want to add to a crowded curriculum, rather we help them by providing resources that are topical, interesting, relevant and core to a school teaching and learning program," explains PIEFA CEO Ben Stockwin.

A 2012 research project funded by PIEFA and conducted by the Australian Council of Education Research revealed vast gaps in student and teacher knowledge in relation to fish production in Australia. For example;

- 2/3 of student's surveyed believed Atlantic Salmon was a wild caught fish
- Teachers identified that their knowledge was weakest in relation to fishing and aquaculture production out of all of the primary industries sectors

Appropriately the resources are being officially launched in Tasmania, where most of Australia's Atlantic Salmon is farmed, at the National Association of Agricultural Educators (NAAE) bi-annual conference in Launceston.

The resources, funded by PIEFA through its membership, which includes the Fisheries Research and Development Corporation, and with the support of Tasmania's largest salmon producer, Tassal, feature online teacher guides, downloadable workbooks for students, assessment tools and are accompanied by eight (8) innovative Virtual Reality 360 videos that allow students to view every aspect of salmon production from egg to plate.

"Viewable online or via a 360 VR headset it allows the viewer to fully immerse themselves in the production process, whether it is watching the eggs hatch or diving into an offshore pen with 20,000 live salmon, the videos allows students to experience

something which they otherwise could not and add real depth to their learning,” explains Ben Stockwin.

The resource are freely available via PIEFAs resource portal www.primezone.edu.au (search ‘Salmon’ under PIEFA resources).

PIEFA is a national not-for-profit company, limited by guarantee funded with membership from the industry, education and government sectors (including the federal Department of Agriculture).

PIEFAs vision is ‘An Australian Community that understands and values its primary industries sector’.

For more information about PIEFA please visit www.piefa.edu.au

Media Opportunities:

10.30am Tramsheds, Inveresk Railyards, Launceston

8th January 2018

In attendance representatives from;

- PIEFA
- TASSAL
- NAAE

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ATTACHED IMAGES;

- Filming on Farm
 - Salmon Farmers view 360 footage as it is captured.
- Filming on Farm 2
 - Salmon Diver reviewing 360 footage from inside Salmon Pen
- Filming Drone
 - Footage as drone is prepared to be deployed for 360 filming
- 360 Drone Footage
 - Still footage from 360 drone footage of salmon farm in Tasmania
- 360 Pen Footage
 - Still footage from 360 video inside a salmon pen with 20,000 live salmon