YouthInsight
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PIEFA Student Report - FINAL

July 2020

Project details

The background

Primary Industries Education Foundation Australia (PIEFA) is a not-for-profit organisation established to encourage greater learning about Food and Fibre Production in Australian Schools. It is the peak body for primary industries education in schools. It receives funds from its members, primary industry organisations, the Australian Government, philanthropic organisations and from the services it provides. PIEFA is a registered charity.

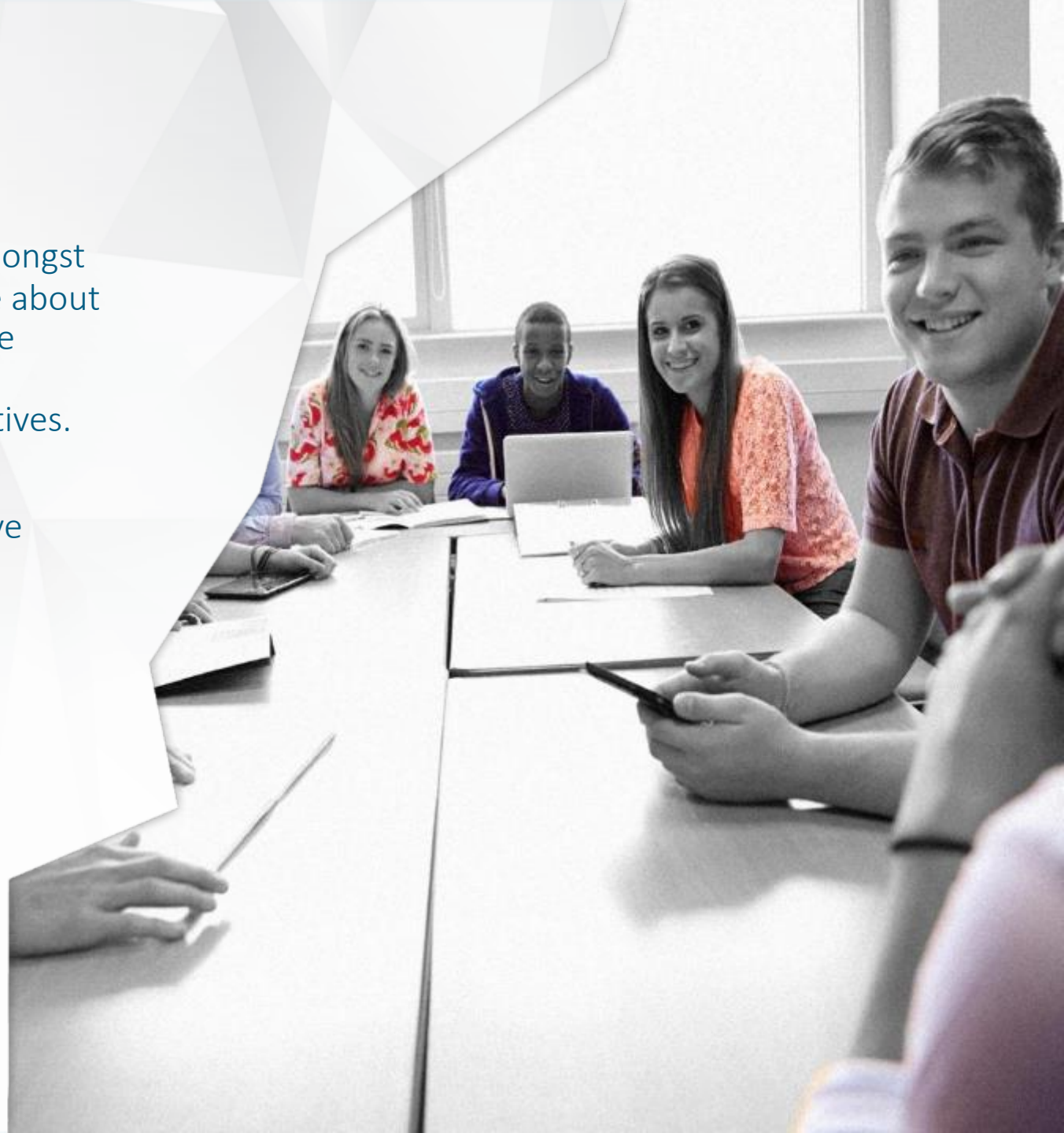
PIEFA works closely with the Australian Curriculum Assessment and Reporting Authority and the state and territory school systems and education departments.

The goal of the Primary Industries Education Foundation (PIEFA) is to provide a source of information on primary industries for educators, to better equip students with not only knowledge about what goes into their food and fibres but also what career opportunities exist in primary industries.

The Business Issue

Following on from a study conducted in 2011 by the Australian Council for Educational Research (ACER) amongst schools which identified a need to improve knowledge about Food and Fibre, PIEFA has been working to improve the situation through the Agriculture in Education Project funded by the Australian Government and other initiatives.

It is now time to evaluate progress both in the general school community and amongst the schools which have been involved in the Agriculture in Education Project.



Re-cap of the 2011 research process

- In 2010, PIEFA contracted ACER to design and conduct a baseline survey of students and teachers to assess their knowledge about primary industries in Australia.
- The research focused on Yr6 and Yr10 students and teachers at both primary and secondary schools. Different versions of the survey were created to cater for all three groups.
- After successful testing of the surveys, fieldwork commenced targeting 150 primary schools and 150 secondary (or central) schools, with an additional 600 possible replacement schools identified to ensure robust samples could be collected.
- ACER was required to gain permission from State and Territory governments to conduct research in their schools. This involved a heavy investment of time and effort.
- Gaining cooperation from schools to participate in the survey proved to be very difficult due to perceived large amounts of survey activity occurring in schools at the time.
- As a result, the survey achieved low response rates from the initial sample of schools, and a boost involving replacement schools was required.
- The fieldwork period was also impacted, with an extension of 2 weeks, required after some schools requested additional time to participate following scheduling difficulties.

Research approach

We recommend a two stage approach for the Youth & Careers in Primary Industries National tracker.

Industry Workshop

YouthInsight recommends holding a workshop session with key stakeholders of PIEFA, the PIEFA membership group and any other interested parties. The objective is to provide stakeholders with full transparency into the project, clarify any queries and provide an opportunity for members to have their say.

This approach will ensure the research is suitably designed to provide the right insights to all parties involved, and will ensure everyone is on board for the journey.

Online Survey

The initial quantitative research will establish benchmarks for key metrics such as awareness, usage and satisfaction. It will also allow for an initial segmentation of the market.

The key target for the online survey will be students and teachers, however depending on outcomes of the workshop, the target group may expand to also include parents and other organisations.

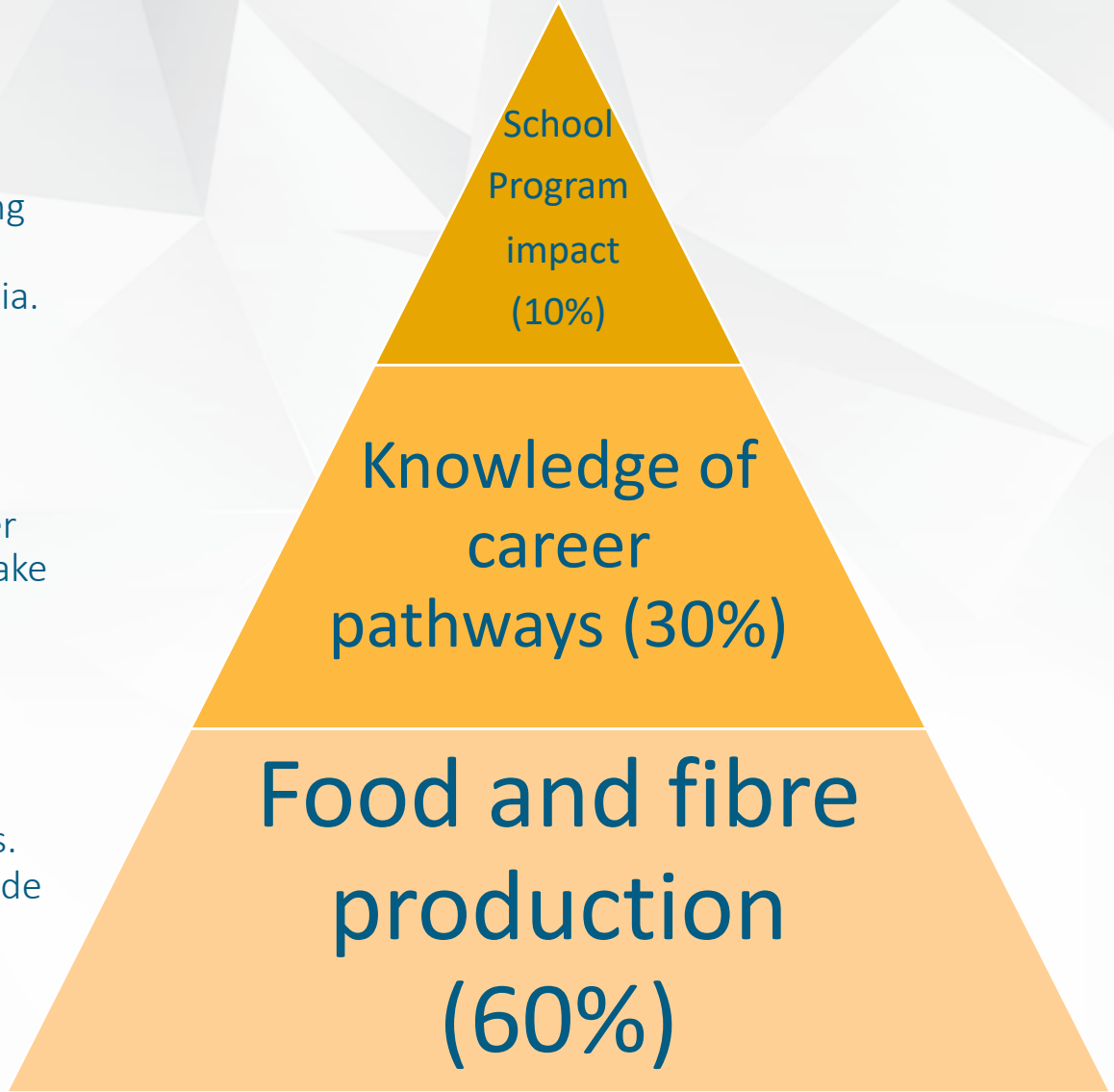
The survey will also assess and compare the knowledge of students who have been exposed to the PIEFA school program against the general public.

Research focus areas

The main focus of the research will be on assessing young people's awareness, understanding and perceptions of Food & Fibre Production in Australia.

The survey will also gauge the knowledge and appeal of careers in the Food and Fibre industry, with the aim of increasing awareness of the career options available and understanding of how to make it a more attractive option for young people.

Finally the study, will assess the impact of the existing PIEFA school program with objective of making improvements and showcasing the results. Teachers from participating schools will also provide feedback delivery of the program.



Research objectives

Food and fibre production

- Establish benchmarks around awareness, consideration and perceptions of Food and Fibre production in Australia
- Evaluate effectiveness of the existing communications
- Establishment of key metrics to track over time

Knowledge of career pathways

- Understand the drivers of career choice and the decision making process (supplement existing knowledge)
- Determine how to position primary industries as a desirable career option

School Program impact

- Measure impact of the PIEFA school program
- Understand opportunities for improvements
- Evaluate how much of the content has been delivered/Identify challenges for teachers

Note: The current report focuses on research with students aged 12 -19 only. Research with Teachers and Primezone schools is still underway and will be reported separately. Due to change in study design (as approved with PIEFA members) tracking from 2011 data is not possible

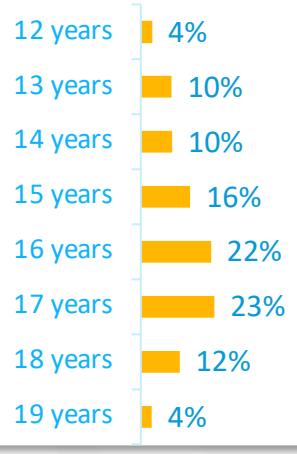
Throughout the report differences between respondents have been highlighted using ↓ ↑ □

These symbols highlight differences that are significant at a confidence level of 95% and a confidence interval of ±5%

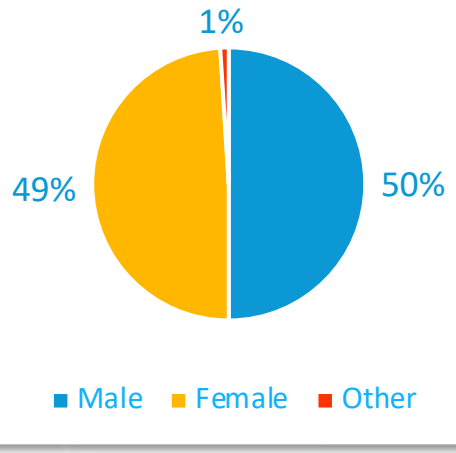
Sample details

Sample Profile – Key Demographics

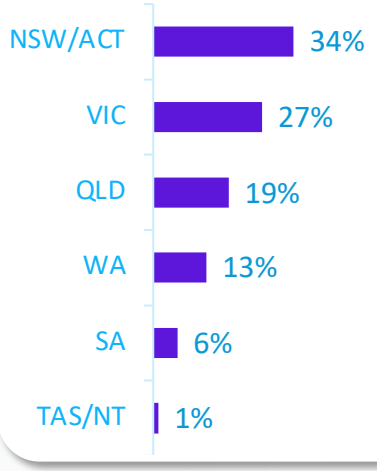
Age



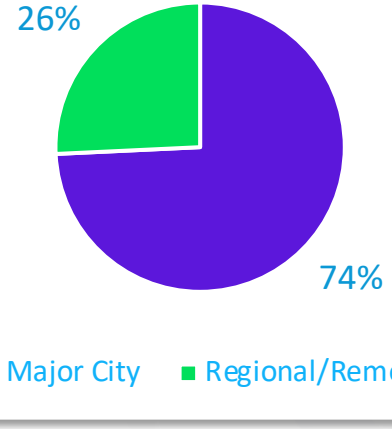
Gender



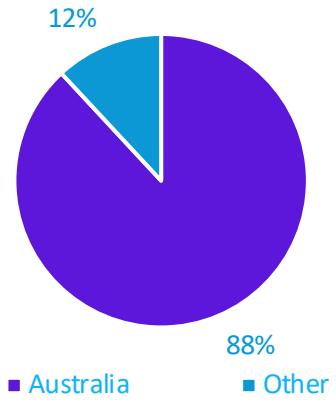
State



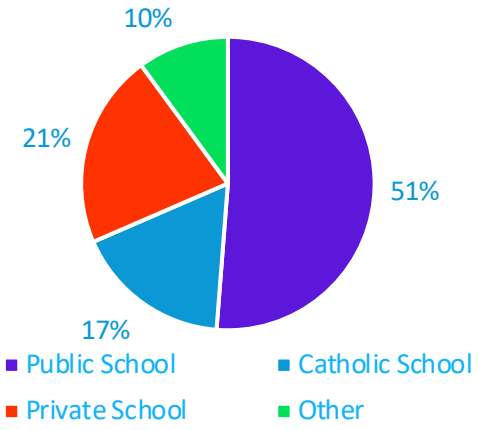
Region



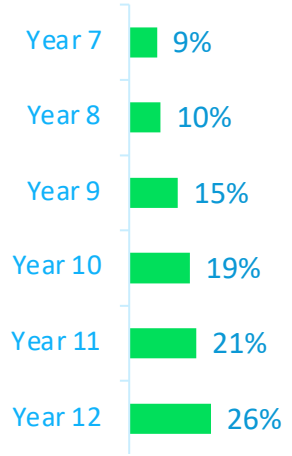
Country of Birth



School Type



Year Level



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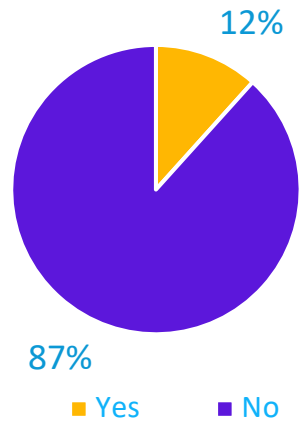
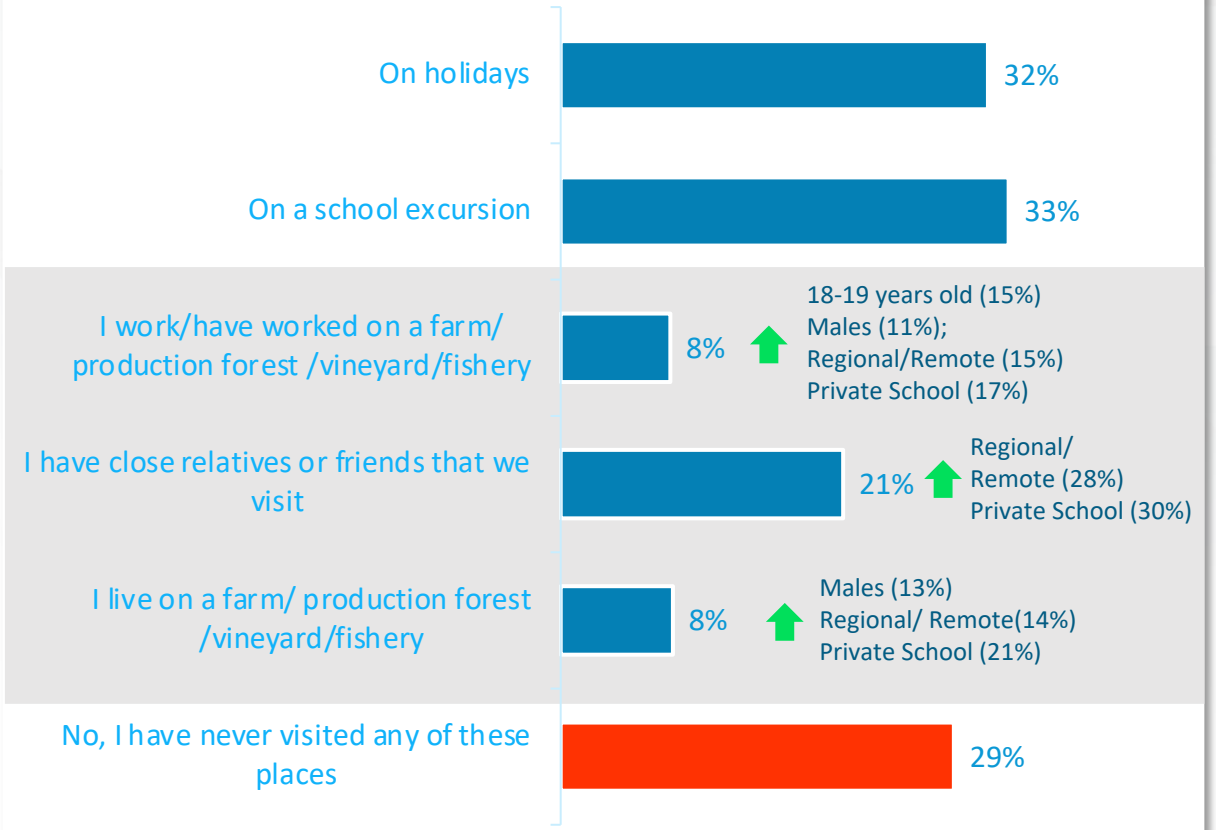


Base: All respondents n=1108 (students)

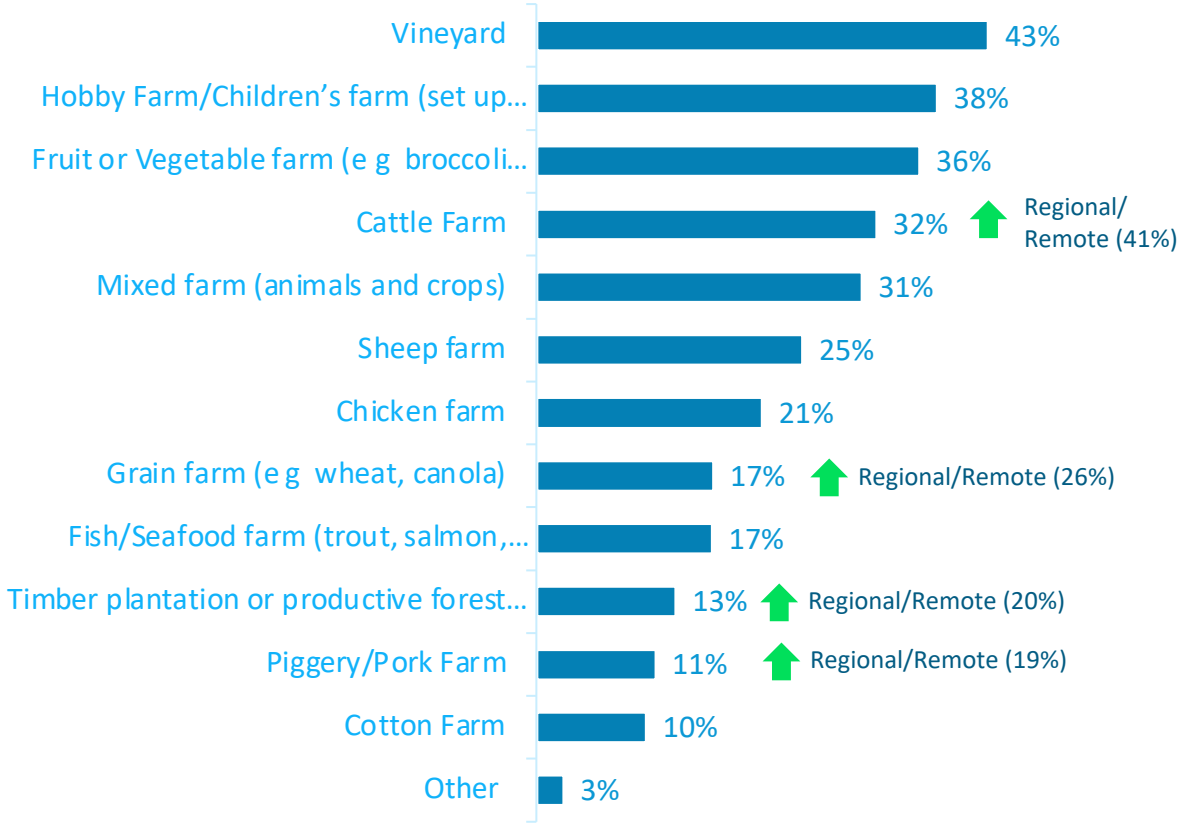
Sample Profile – Exposure to Industry

Have you ever visited a farm, plantation, vineyard, fishery etc. before?



Base: All respondents n=1108 (students)

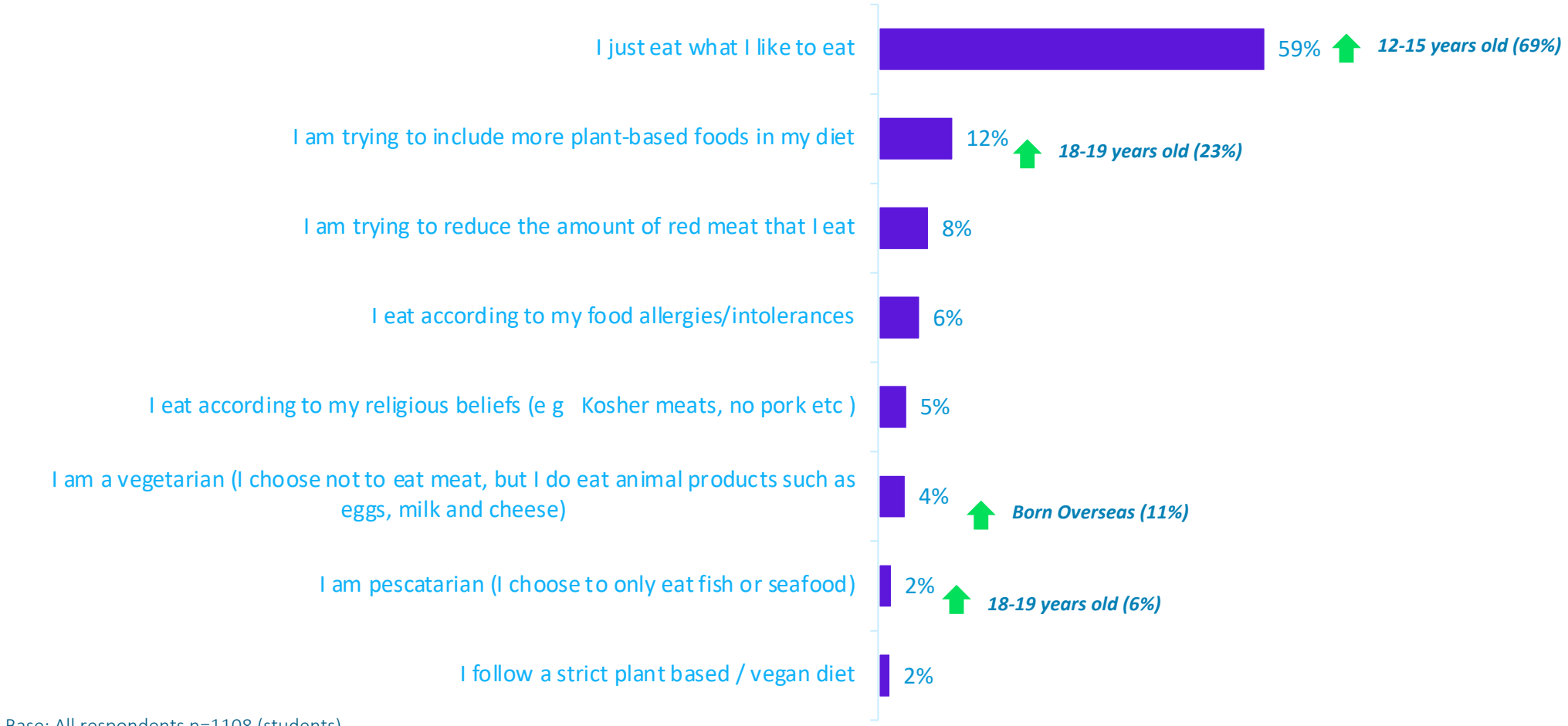
Types of Sites Visited…



Base: Respondents who have visited a Primary Industries site (n=785)

Exposure to working commercial sites skews to males in regional/remote areas who are most likely to attend private schools

Sample Profile – Food Consumption Behaviour



Base: All respondents n=1108 (students)

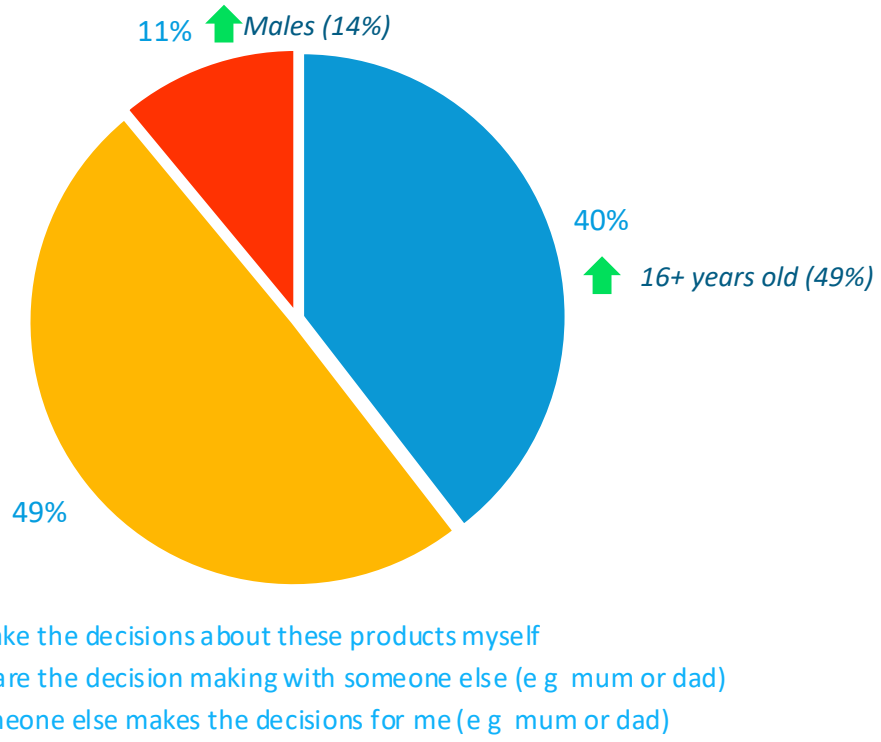
Trend towards plant-based foods is emerging and finding some traction - particularly among young adults

Relevant significant differences across age, gender urban/remote, public/private school and country of birth have been examined on this slide. Please see tables for more cross tabs

Q. Which of the following best describes you when it comes to the foods you eat?

Sample Profile – Purchase decision making and preferences

Who makes the decisions about what products you use?



Base: All respondents n=1108 (students)

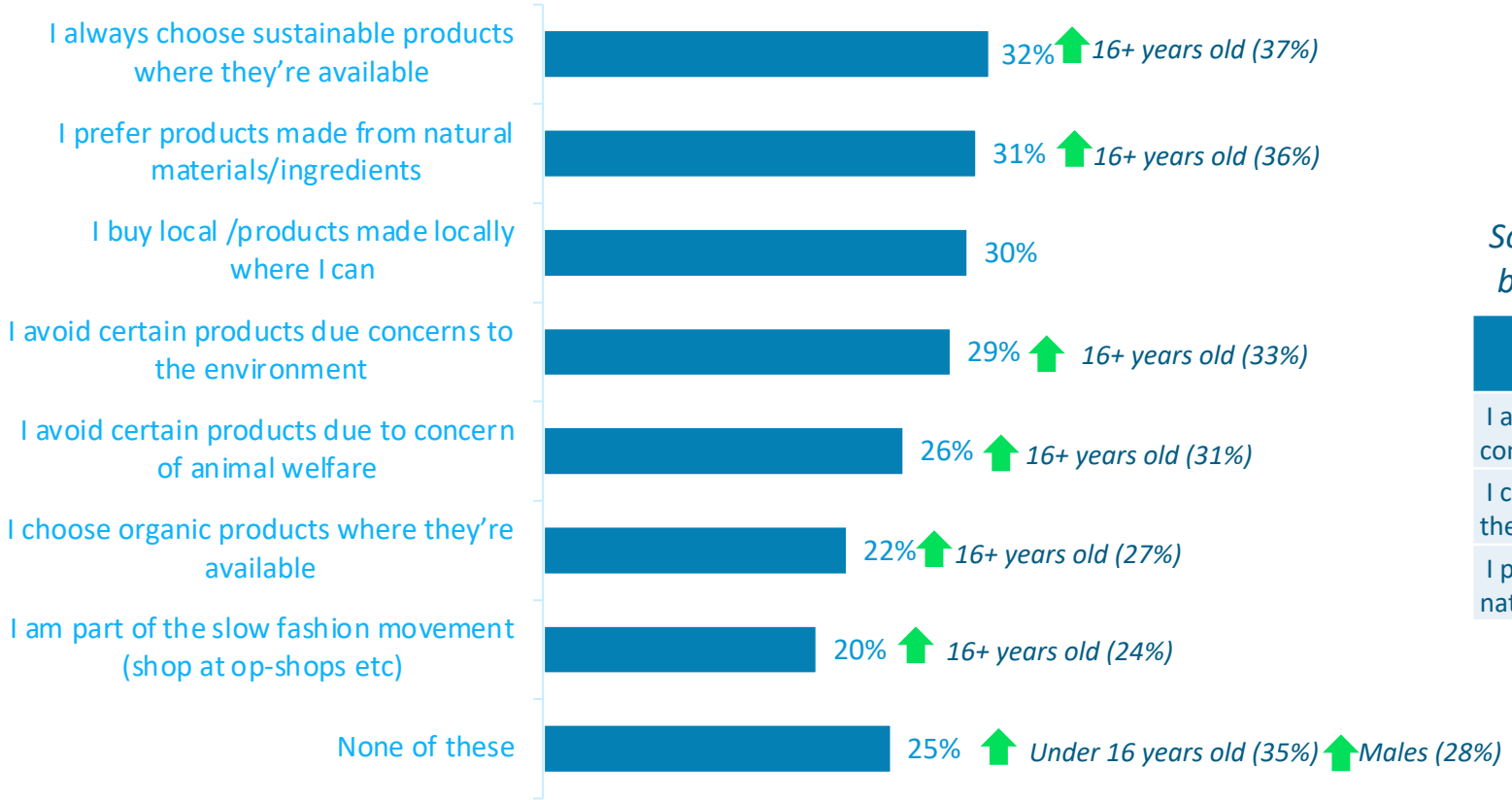
Relevant significant differences across age, gender urban/remote and public/private school have been examined on this slide. Please see tables for more cross tabs

Majority of students are sharing decision making, however those aged 16+ equally likely to be making own decisions and driving preference for sustainable, natural, local environmentally conscious products and services where available

Q. Thinking about the products that you use every day (e g clothes, shoes etc) who makes the decisions about what products you use?

Sample Profile – Purchase decision making and preferences

Purchase Preferences…



Base: Decision Makers/Shared Decision Makers (n=986)

Some key differences in purchase decisions between private vs public school students

	School Type	
	Public	Private
I avoid certain products due to concern of animal welfare	21%	36%
I choose organic products where they're available	17%	36%
I prefer products made from natural materials/ingredients	26%	42%

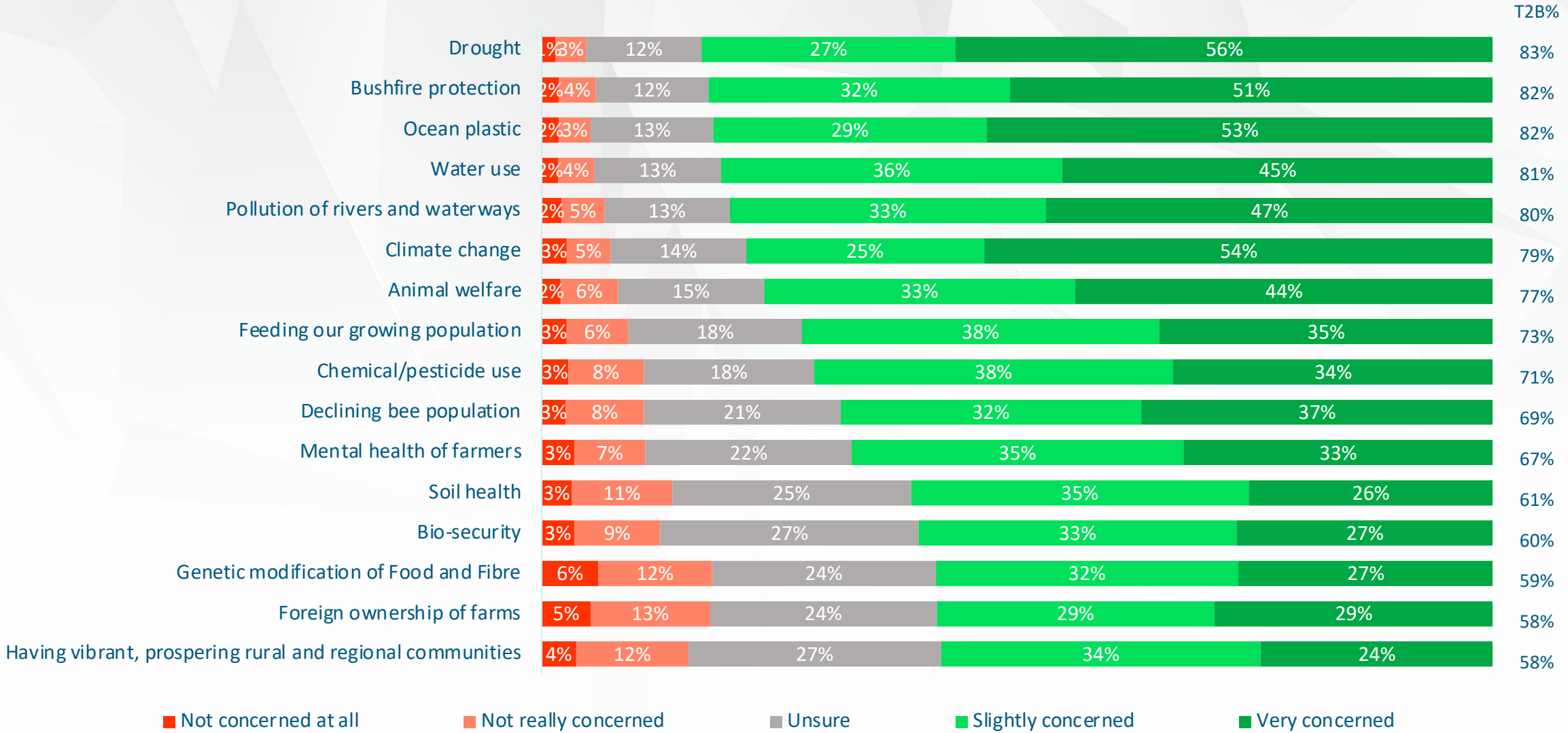
Students 16+ make healthier and more environmentally conscious decisions about the products they purchase.

Q. Thinking about the products that you use every day (e g clothes, shoes, cosmetics, lunchboxes, drink bottles etc) which of the following best describes you?

Relevant significant differences across age, gender urban/remote and public/private school have been examined on this slide. Please see tables for more cross tabs

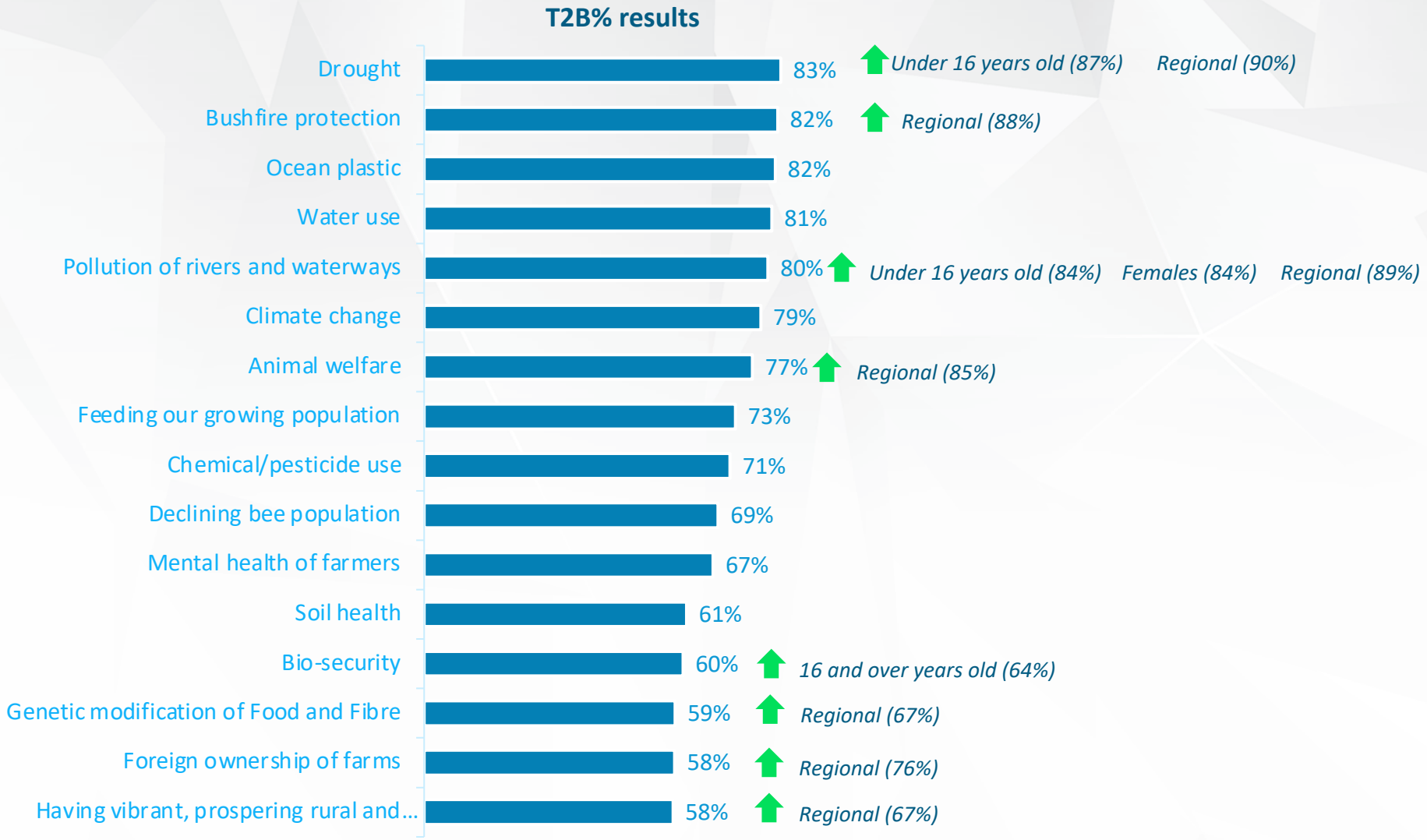
Food & Fibre Related Issues Concerning Students Today…

Students have a deep concern for many environmental issues currently playing out across the country – specifically drought, bushfire and water usage



Q. Thinking about Food and Fibre production in Australia, how concerned are you personally about the following issues and challenges?
Base: All respondents n=1108

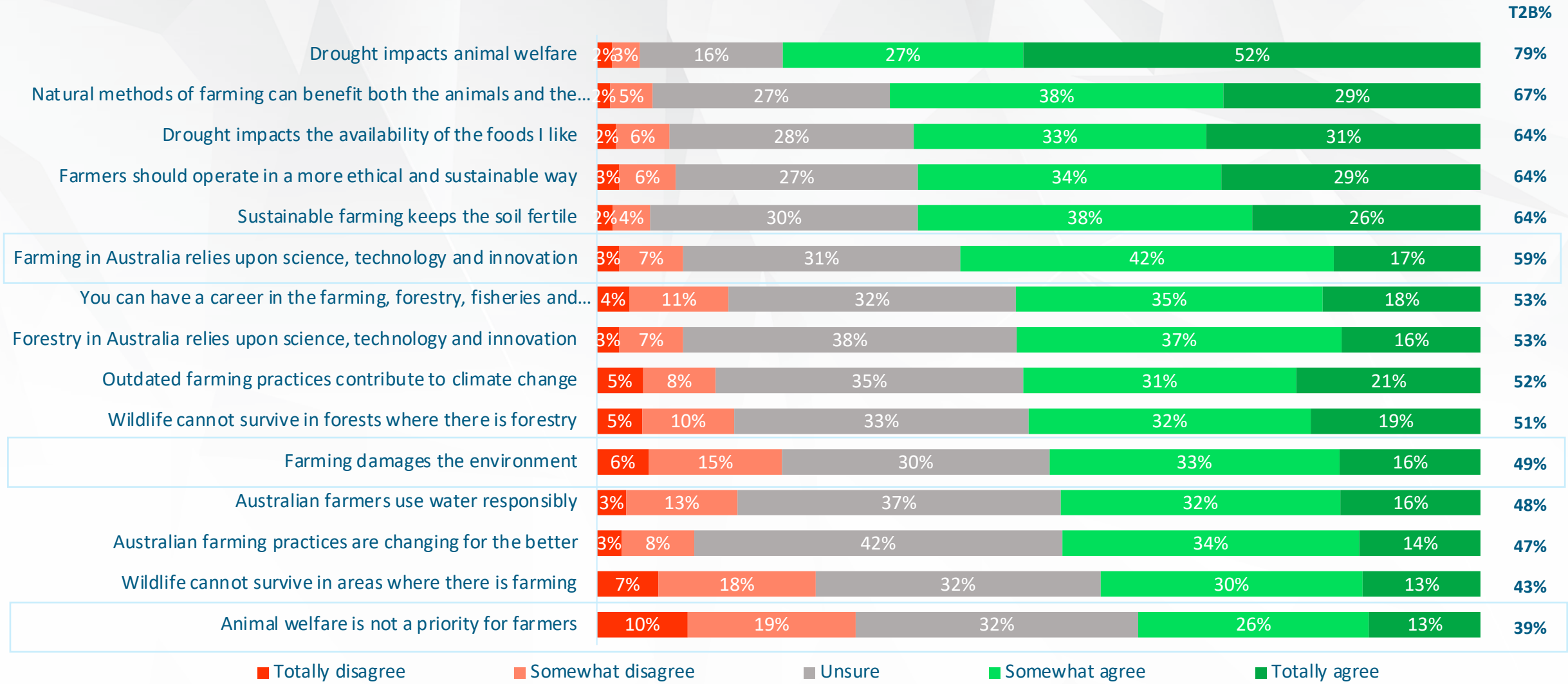
Students under 16 and those living in regional areas have higher concerns about the challenges faced by the industry



Q. Thinking about Food and Fibre production in Australia, how concerned are you personally about the following issues and challenges?
Base: Total Base n=1108

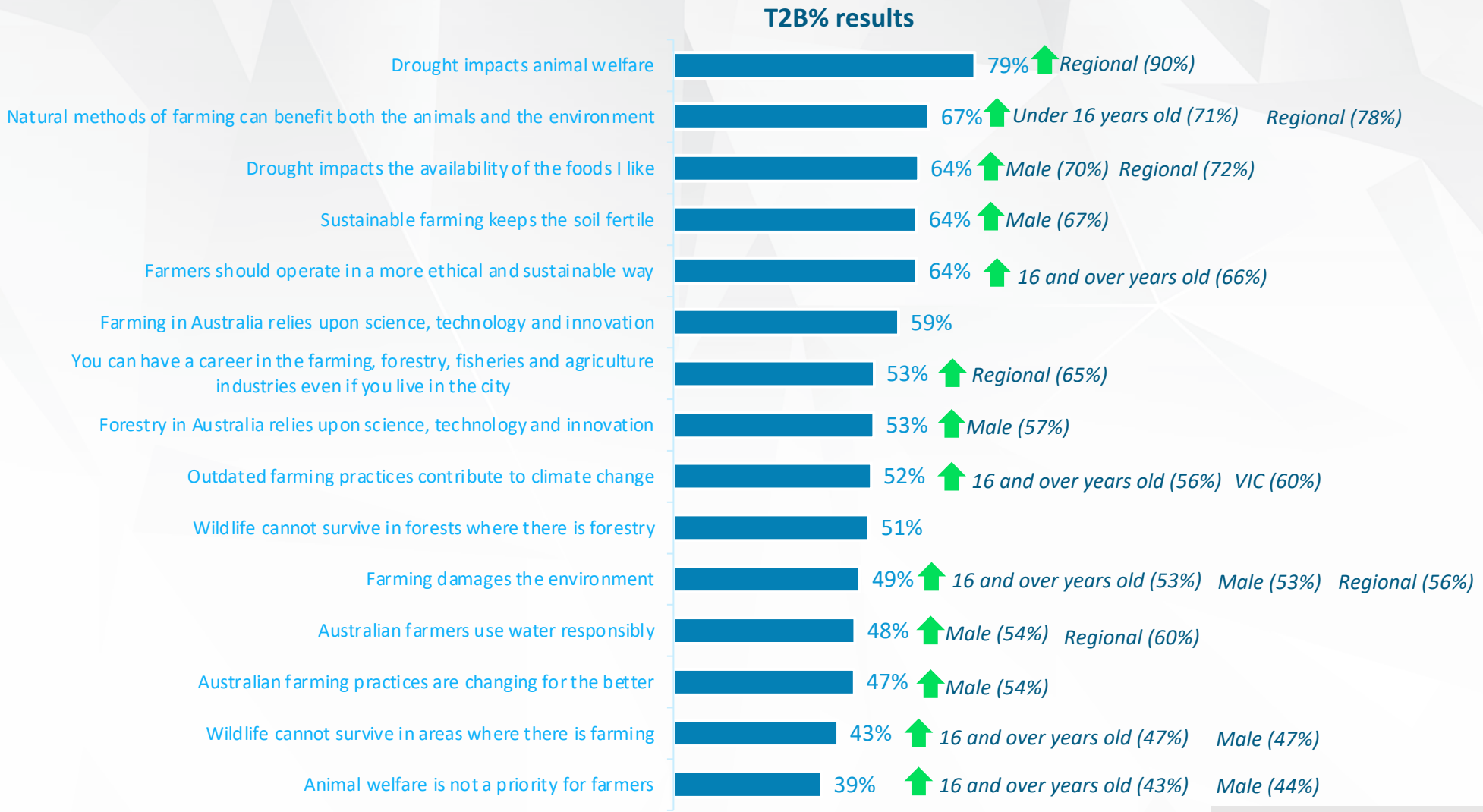
Relevant significant differences across age, gender, state, and urban/remote have been examined on this slide. Please see tables for more cross tabs

A range of ‘beliefs’ regarding Food and Fibre production in Australia exist – many with potential to impact perceptions and behaviours related to industry



Q. How much do you agree or disagree with the following statements about farming, agriculture and forestry in Australia?

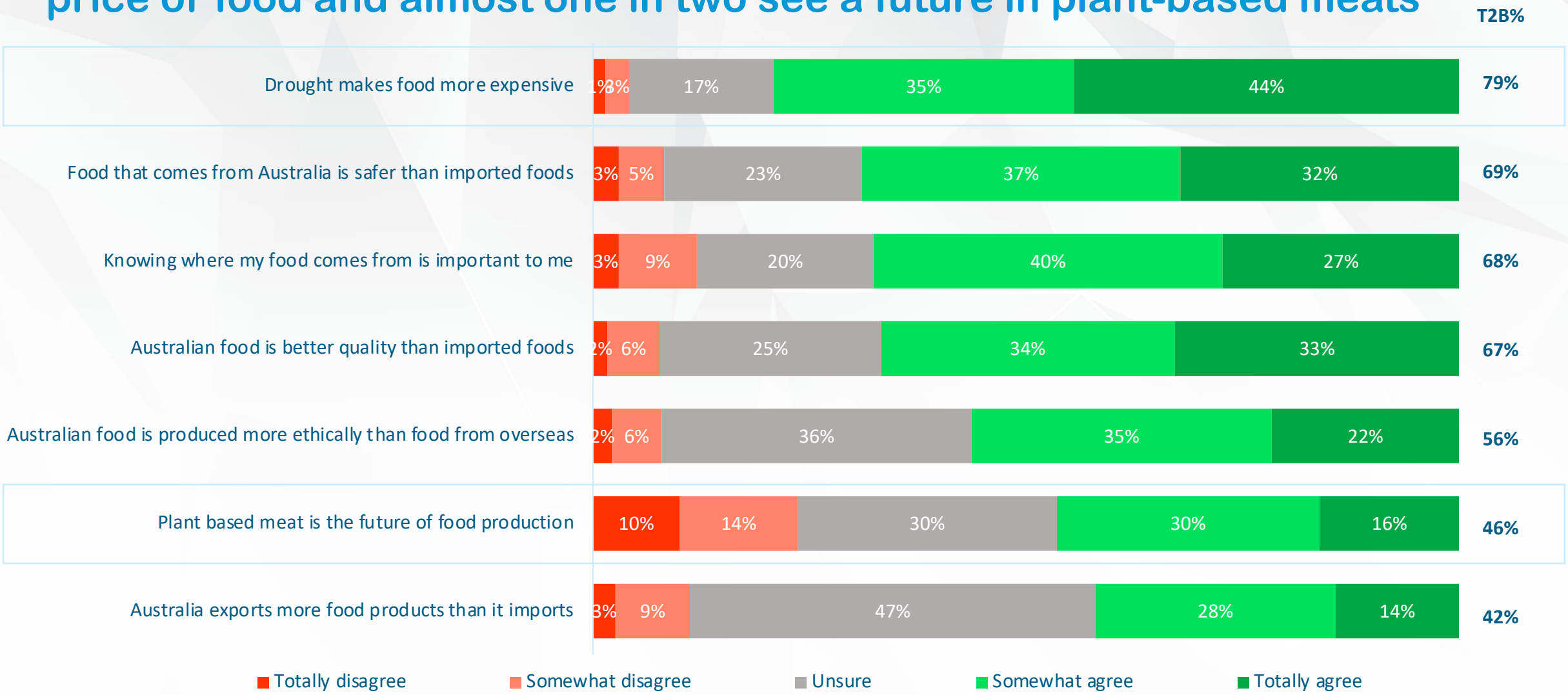
Male students and students living in regional areas indicate stronger ‘beliefs’ regarding factors impacting Food and Fibre industries



Relevant significant differences across age, gender, state, and urban/remote have been examined on this slide. Please see tables for more cross tabs

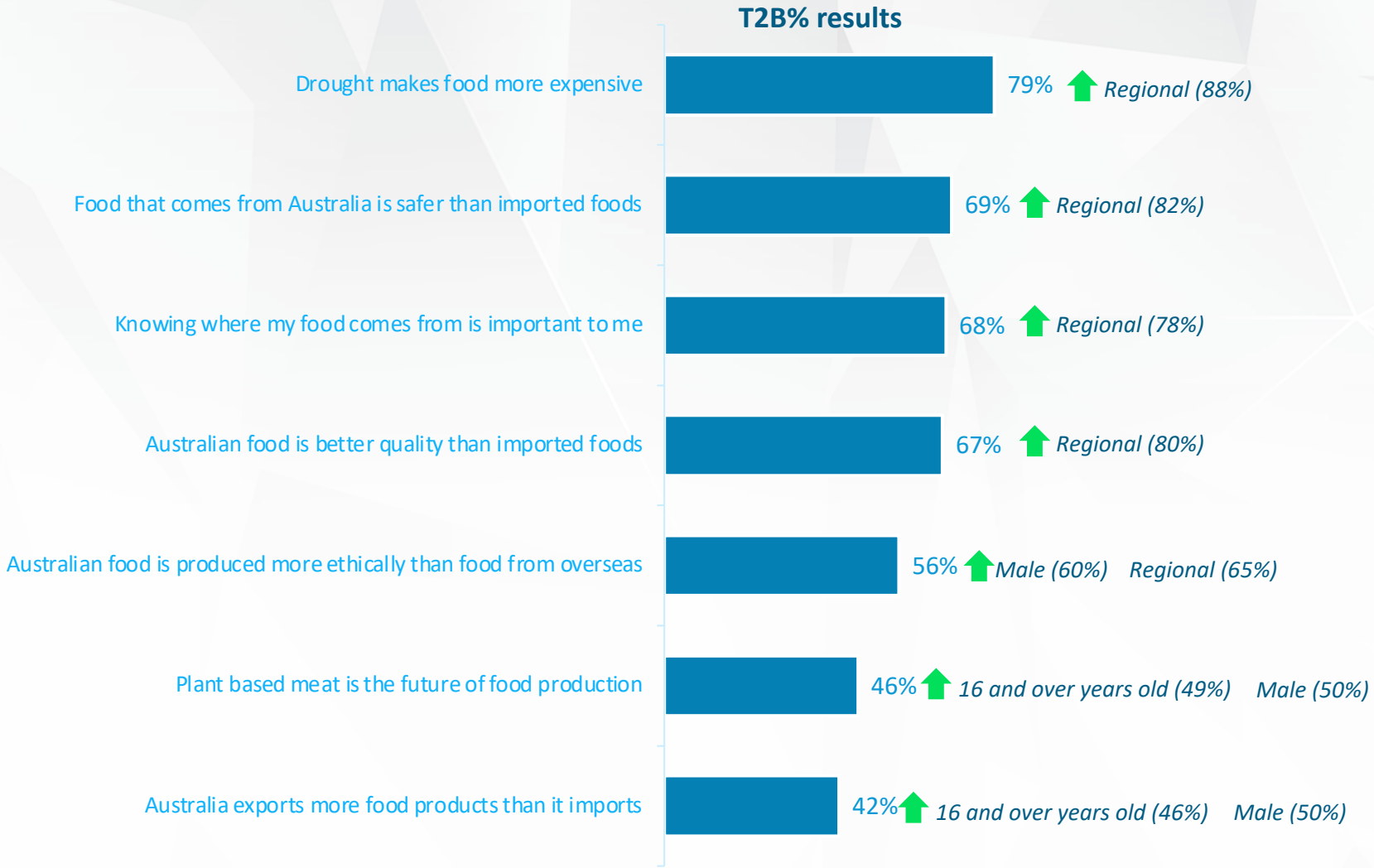
Q. How much do you agree or disagree with the following statements about farming, agriculture and forestry in Australia? Base: All respondents n=1108

Eight out of ten students understand the flow on effect from drought to the price of food and almost one in two see a future in plant-based meats



Q. Thinking about Food and Fibre production in Australia, how concerned are you personally about the following issues and challenges?
Base: All respondents n=1108

Students from regional areas have a greater understanding of the impact of drought on food price and about the quality/safety of food production



Q. And how much do you agree or disagree with the following statements about the food and the production of food? Base: All respondents n=1108

Relevant significant differences across age, gender, state, and urban/remote have been examined on this slide. Please see tables for more cross tabs

To recap…

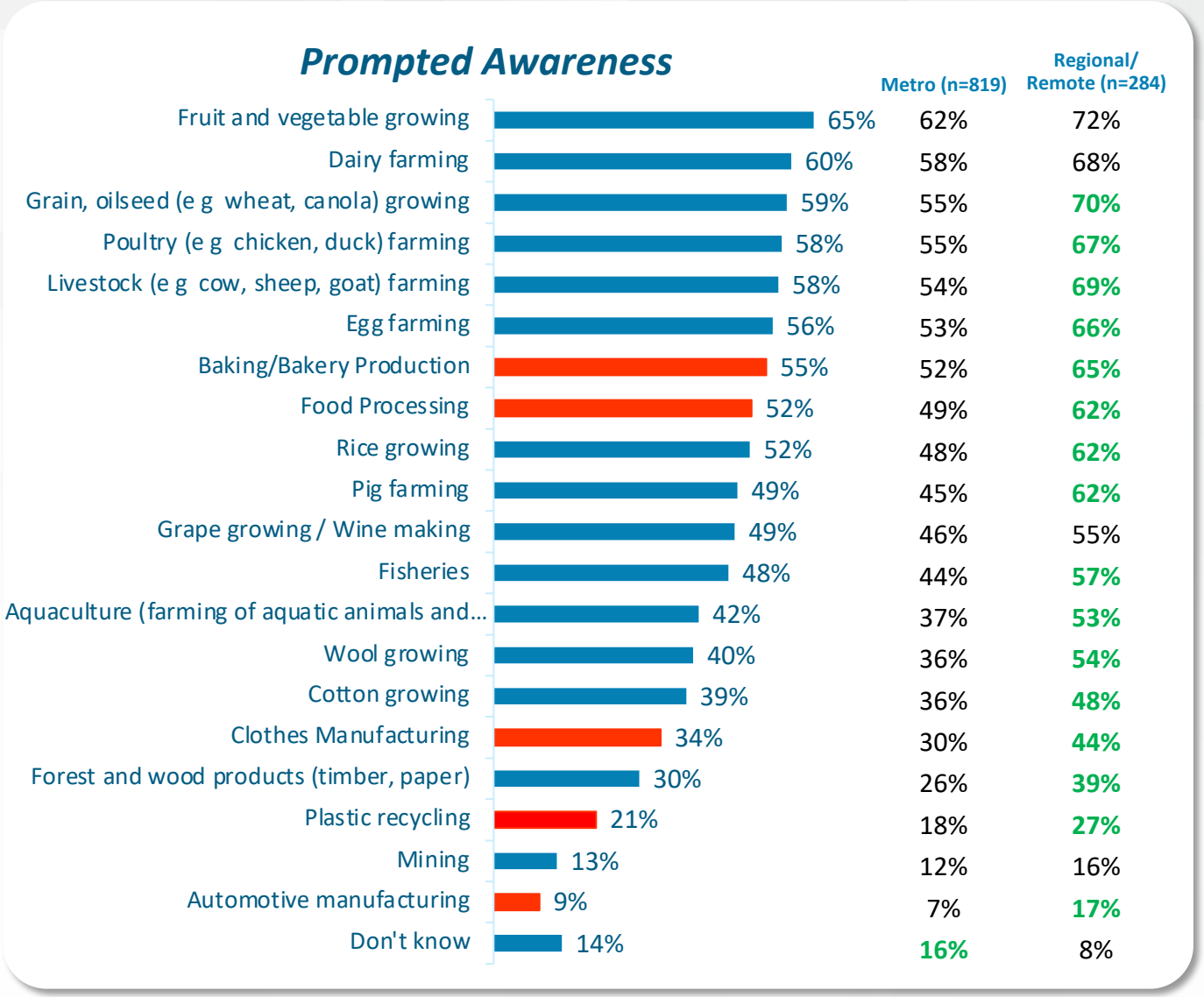
1. Students ARE concerned about key environmental issues (Drought, Bushfire, Water Management, and Climate Change amongst others)
2. These concerns go hand in hand with a range of beliefs (accurate or otherwise) concerning Food and Fibre production in Australia and have potential to impact the perceptions of the quality, safety and ethical value of the food and fibre we strive to produce
3. ‘Debunking’ of the myths and misinformation that exists will be required to reset the dial and garner adoption and support for Food & Fibre industries amongst students.
4. Regional students are more attuned to issues and implications concerning Food & Fibre production – both positive and negative.
5. This is the lens through which Students have responded to this research regarding Food & Fibre production – and these prevailing attitudes demand that building positive imagery and trust (through knowledge and connection) must remain a key focus for these industries moving forward, particularly among metropolitan students.

PRIMARY INDUSTRIES AWARENESS, PERCEPTIONS AND UNDERSTANDING

Unprompted Awareness of Food & Fibre 'Industries' heavily dominated by Farming (Dairy, Cotton, Wool, Meat), supported by Manufacturing and Retail

Q. What industries do you think of when you think of the different industries involved in producing **Food and Fibre** products in Australia? FIRST MENTION
Base: Total Sample n=1108

When prompted…Moderate awareness and understanding evident when it comes to linking 'Industries' with Food and Fibre production



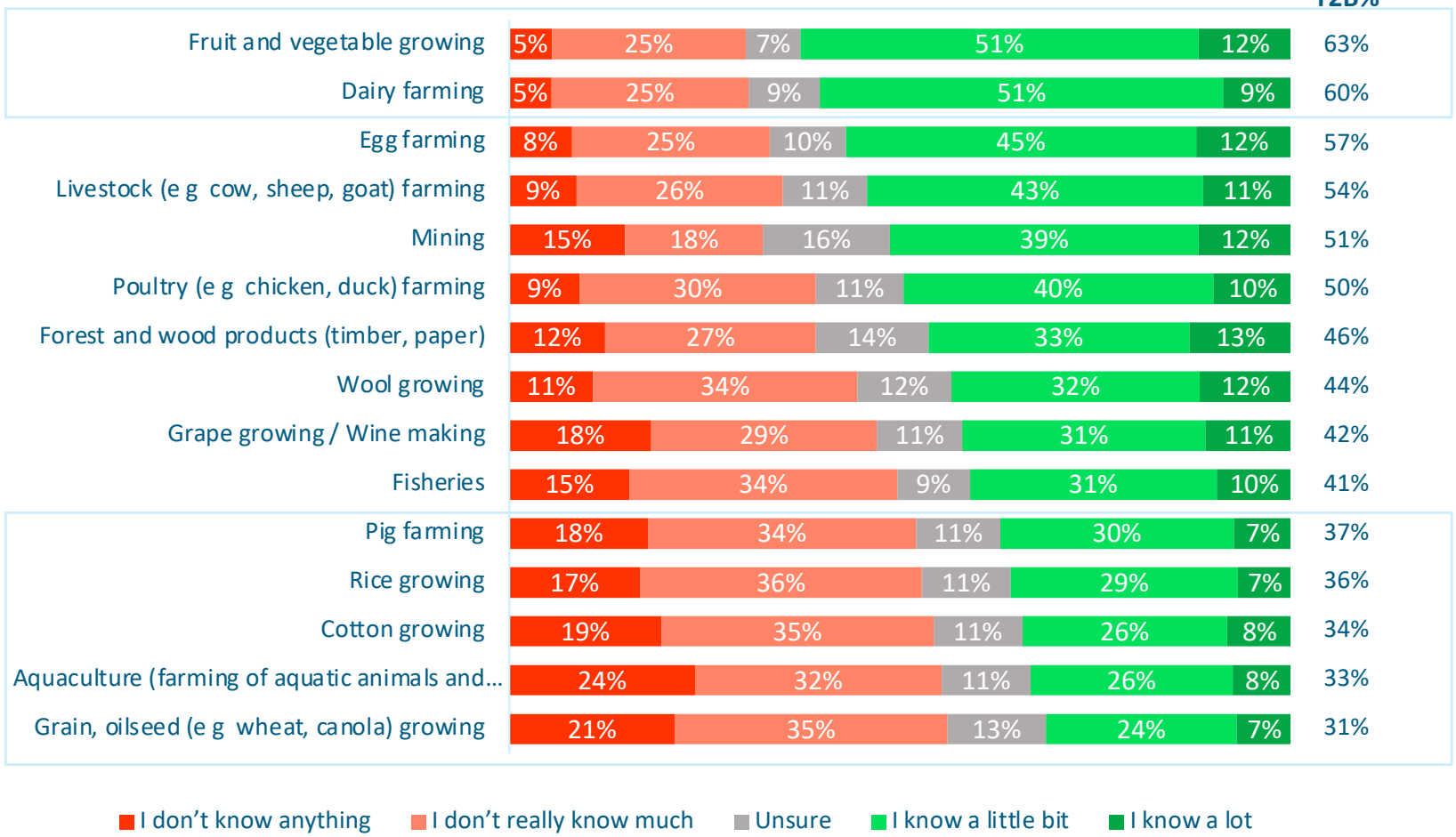
Students from regional and remote areas are significantly more likely than their metropolitan counterparts to associate a broad range of industries with Food & Fibre production – and likely to include manufacturing industries alongside primary production

Q. To the best of your knowledge, which of the following industries are involved in producing Food and Fibre products in Australia?
Base: Total Sample n=1108 Note: Red bars indicate industries not strictly related to Primary Production (depending on definition)

Please see tables for significant differences across age, gender and state

Self-rated knowledge of Food & Fibre industries is moderate - suggesting there is work still to be done here

Knowledge of Food & Fibre Industries



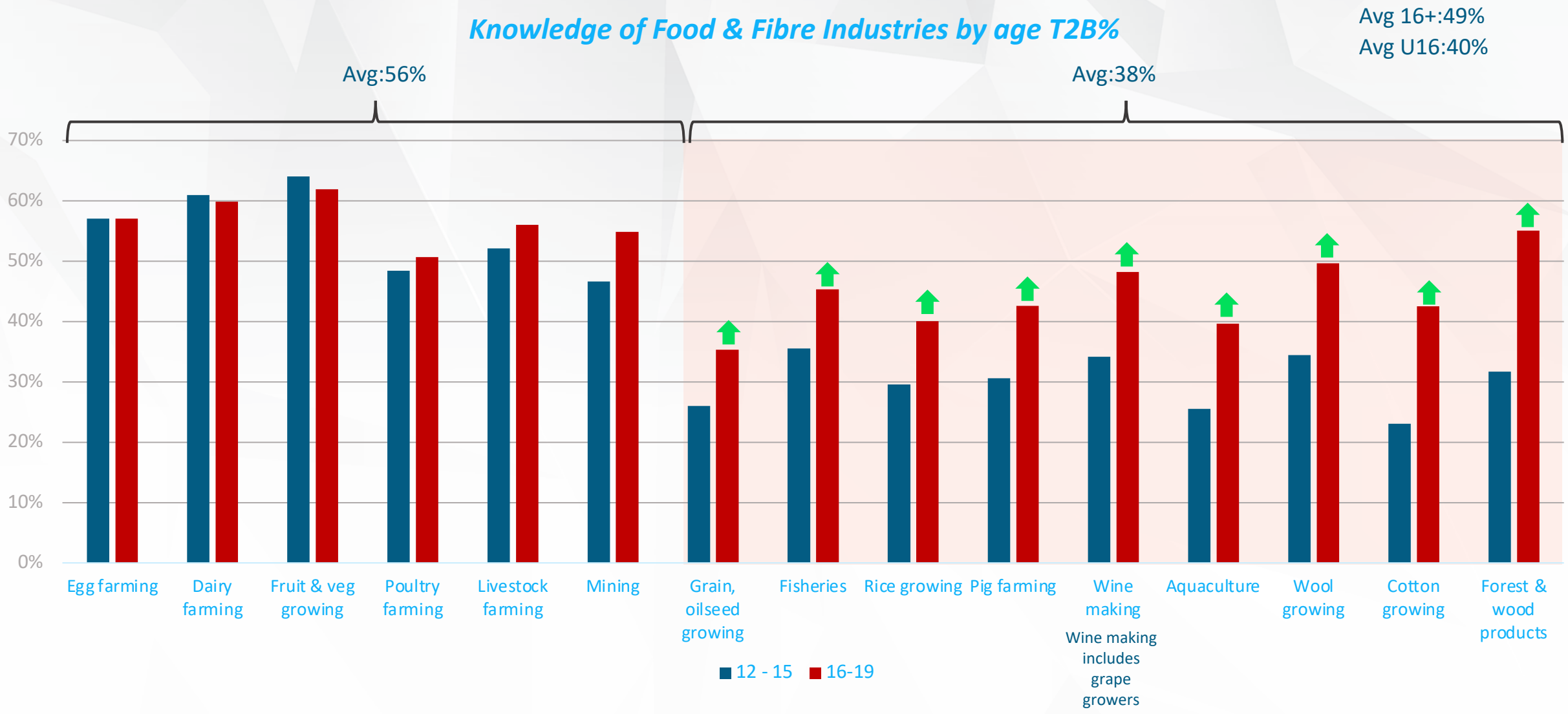
At most 2 in 3 students feel confident in their knowledge of Fruit & Vegetable growing and Dairy Farming yet approx. 1 in 5 students claim to know nothing at all about Grain (wheat, canola) Rice, Cotton growing, Grape/Wine or Pig Farming

Males and those living in regional areas have significantly higher claimed knowledge across most Food and Fibre industries

Q. Thinking of the industries involved in producing Food and Fibre products that you know of, how much would you say you know about them?
Base: Those aware (n=142 – 718)

Please see tables for significant differences across age, gender, state and urban/remote

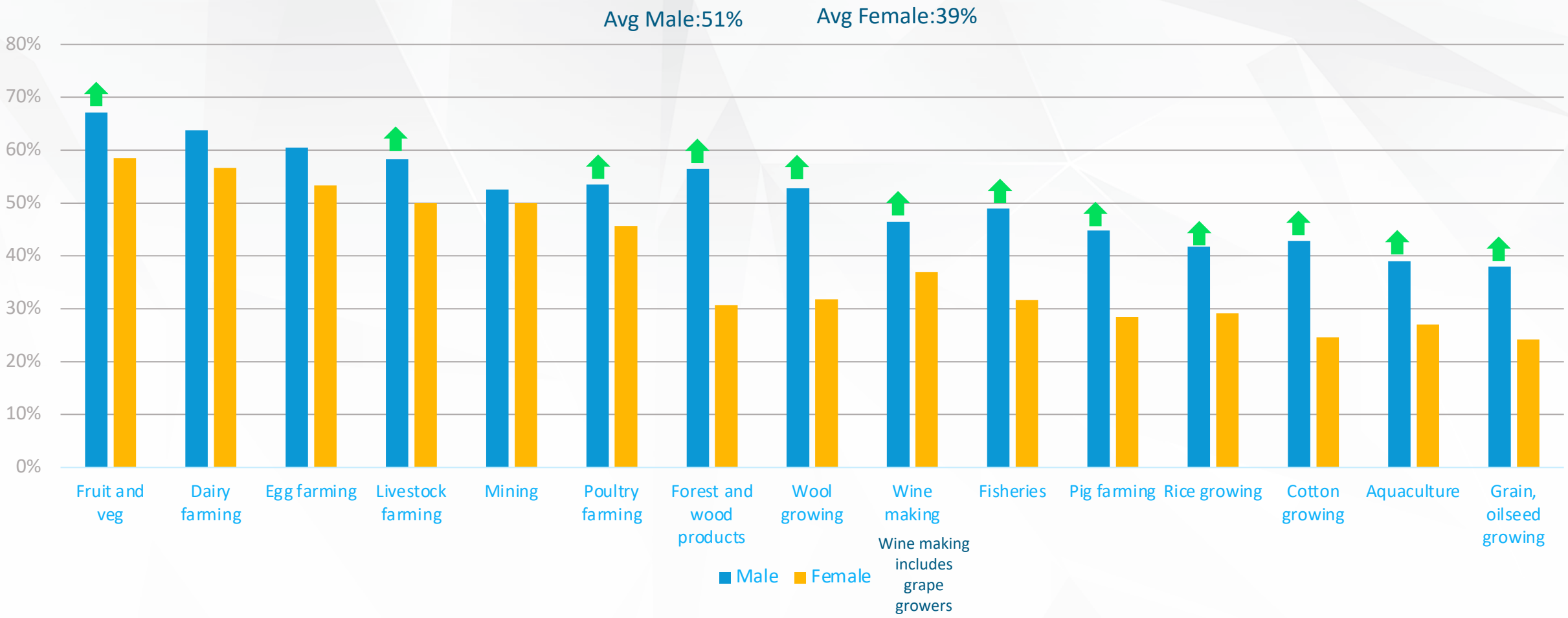
Knowledge about industries involved in producing Food and Fibre products significantly drops beyond the more typical industry groups (e.g. eggs, dairy and fruit & veg). This is more pronounced among under 16-year olds



Q. Thinking of the industries involved in producing Food and Fibre products that you know of, how much would you say you know about them?
Base: Those aware (n=142 – 718)

Knowledge about industries involved in producing Food and Fibre products is significantly higher among male students with the exception of only Dairy, Eggs and Mining.

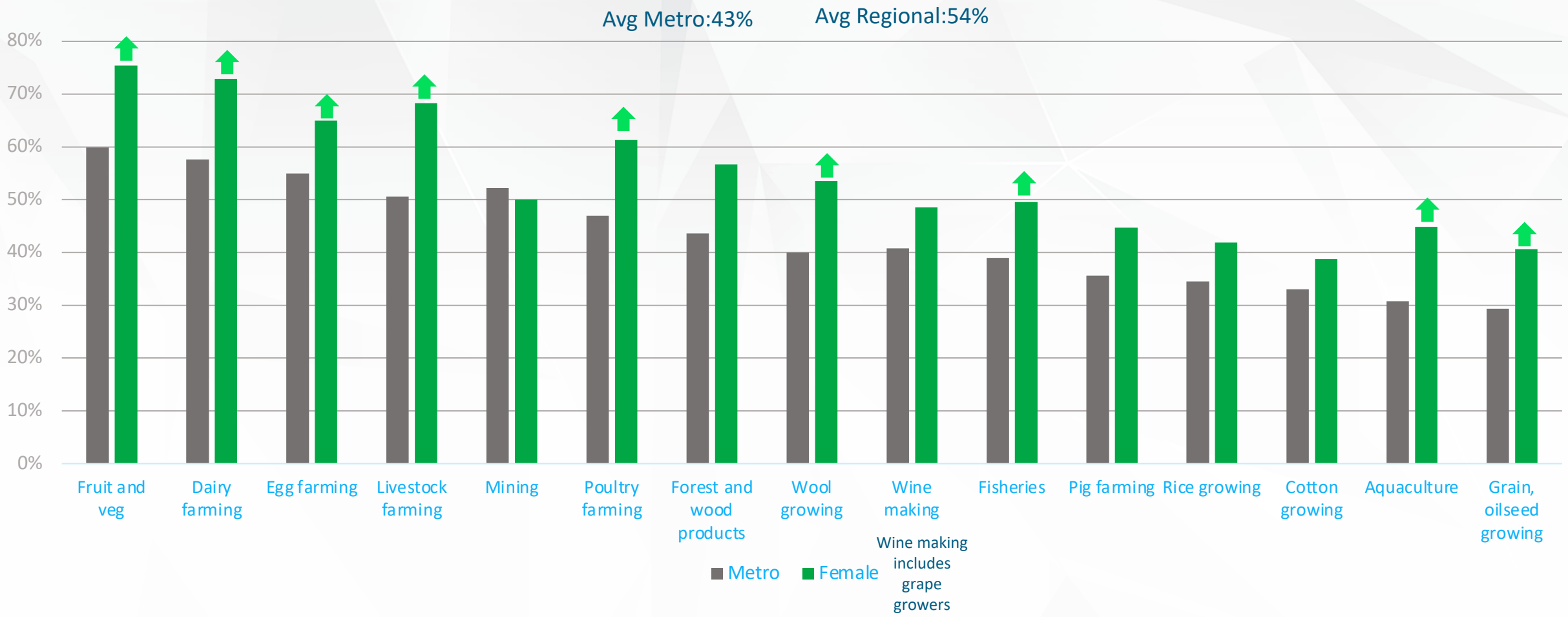
Knowledge of Food & Fibre Industries by gender T2B%



Q. Thinking of the industries involved in producing Food and Fibre products that you know of, how much would you say you know about them?
Base: Those aware (n=142 – 718)

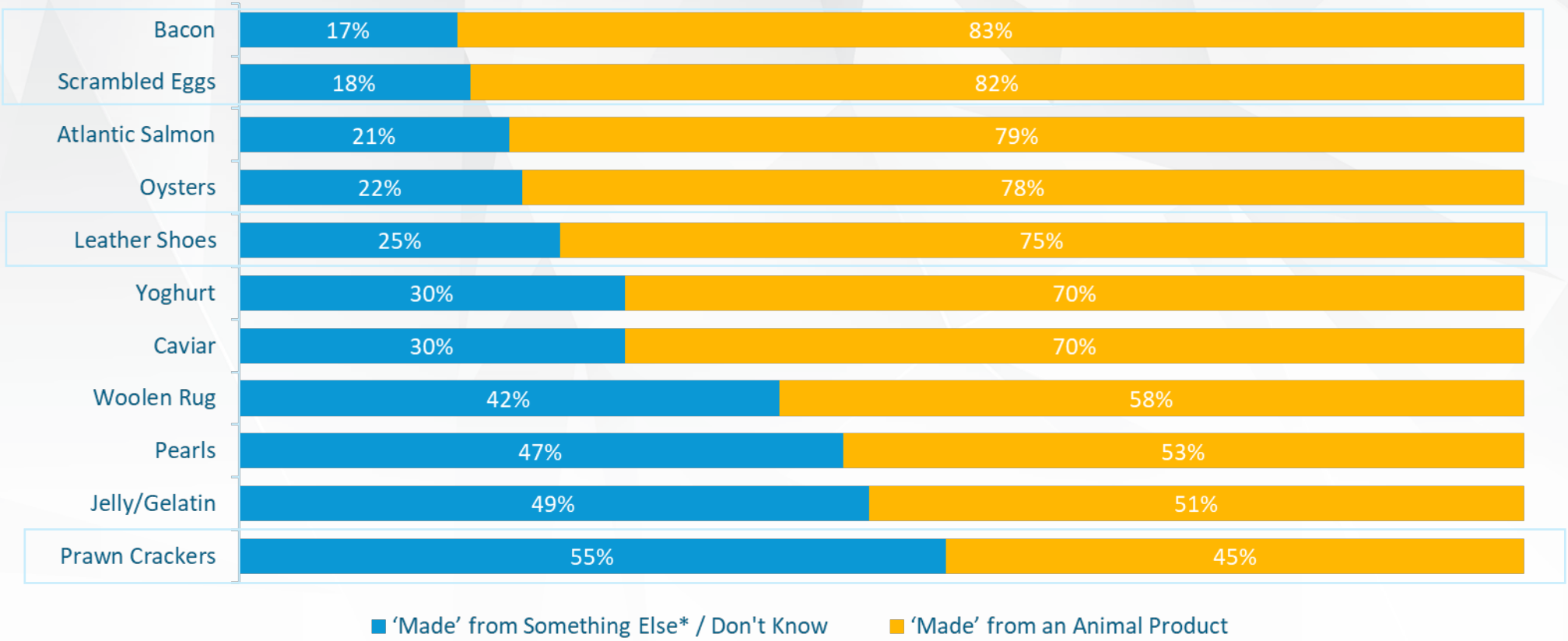
Knowledge about industries involved in producing Food and Fibre products is significantly higher students in regional areas for most industries; Mining is the only industry where metro students have (reportedly) more knowledge

Knowledge of Food & Fibre Industries by region T2B%



Q. Thinking of the industries involved in producing Food and Fibre products that you know of, how much would you say you know about them?
Base: Those aware (n=142 – 718)

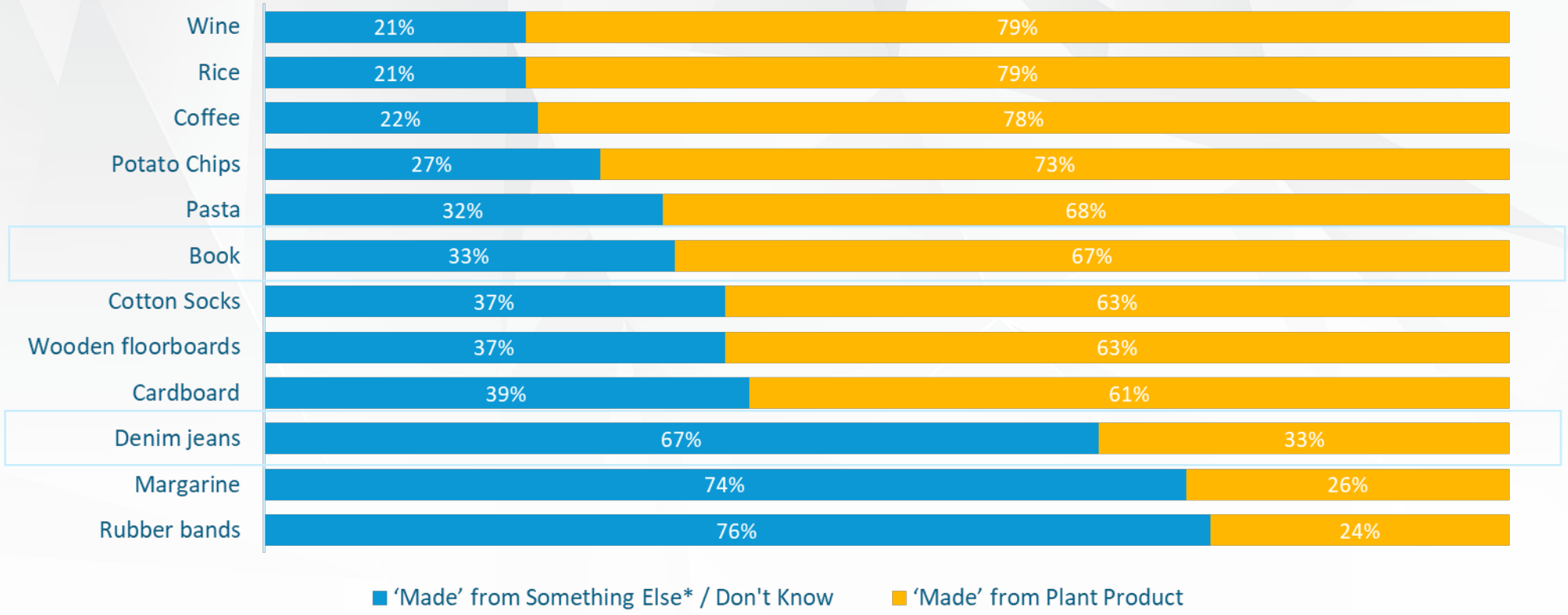
Consistent with this there is some degree of confusion over the origins of some Animal products …



One in five students do not know that bacon is an animal product. The same can be said for scrambled eggs. One in four do not know that leather shoes are made from animals and one in two students are mystified about the origins of prawn crackers

Q. And how would you classify each of the following?
Base: Total Sample (n=1108); *Something Else - Plant//Laboratory/Mineral

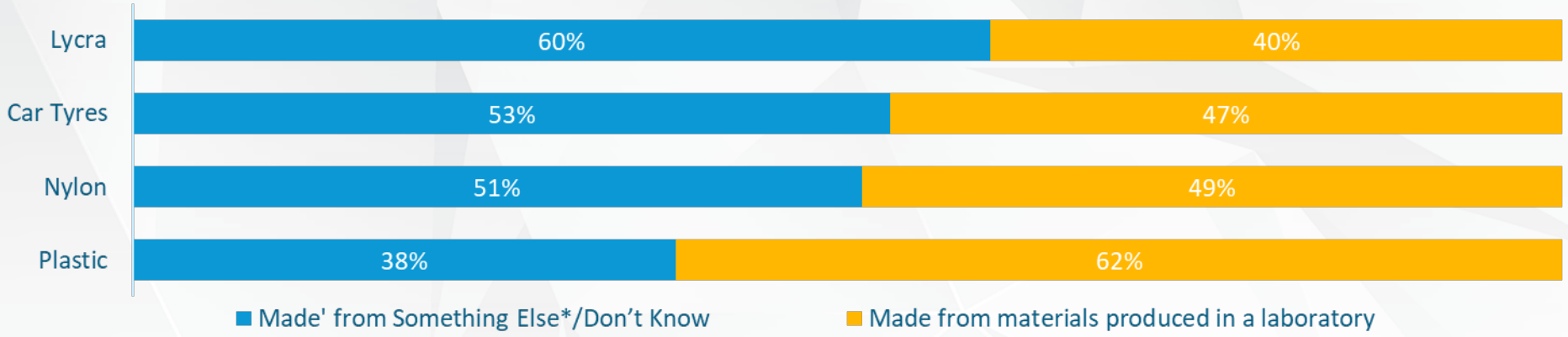
And some Plant based products offer even more confusion …



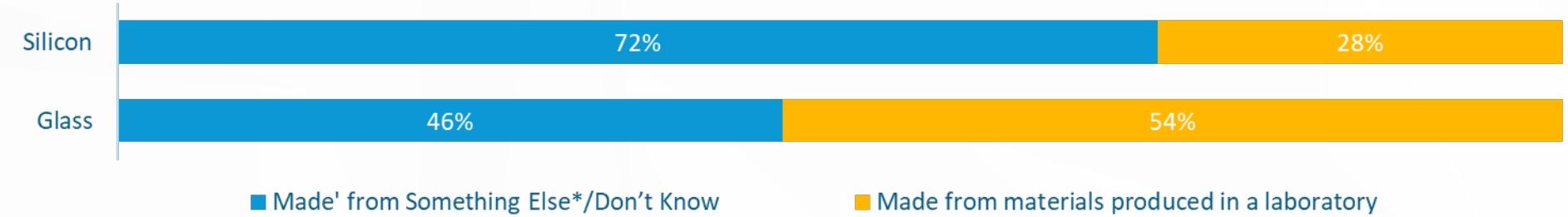
One in three students do not know that books are made from plant materials; while two in three students do not know that denim cotton used to make jeans is a plant material.

Q. And how would you classify each of the following?
Base: Total Sample (n=1108); *Something Else - Animal/Laboratory/Mineral

Products ‘made’ in a laboratory are among the least well understood…

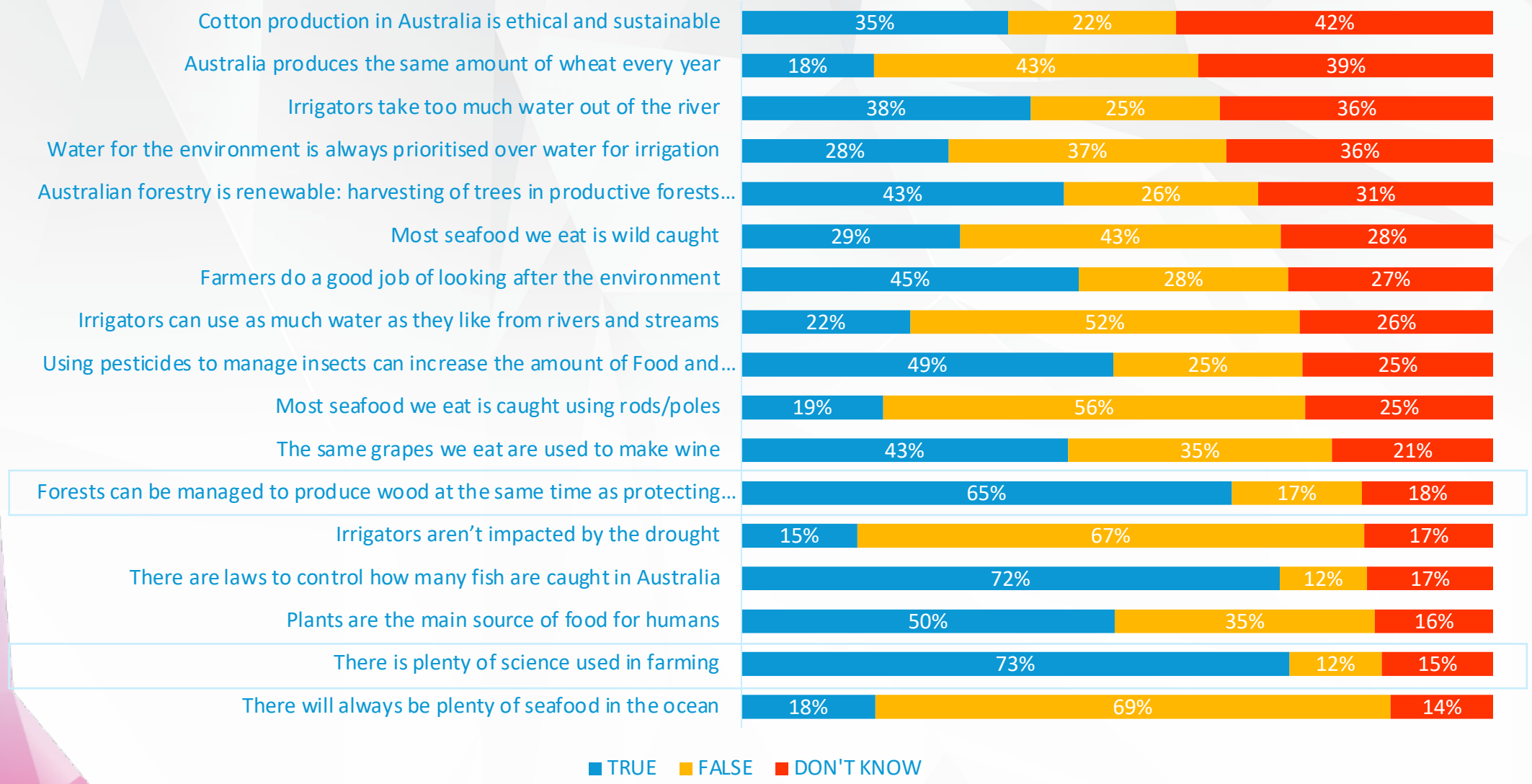


As are Mineral based products …



Q. And how would you classify each of the following?
Base: Total Sample (n=1108); *Something Else - Plant/Animal/Laboratory OR Mineral

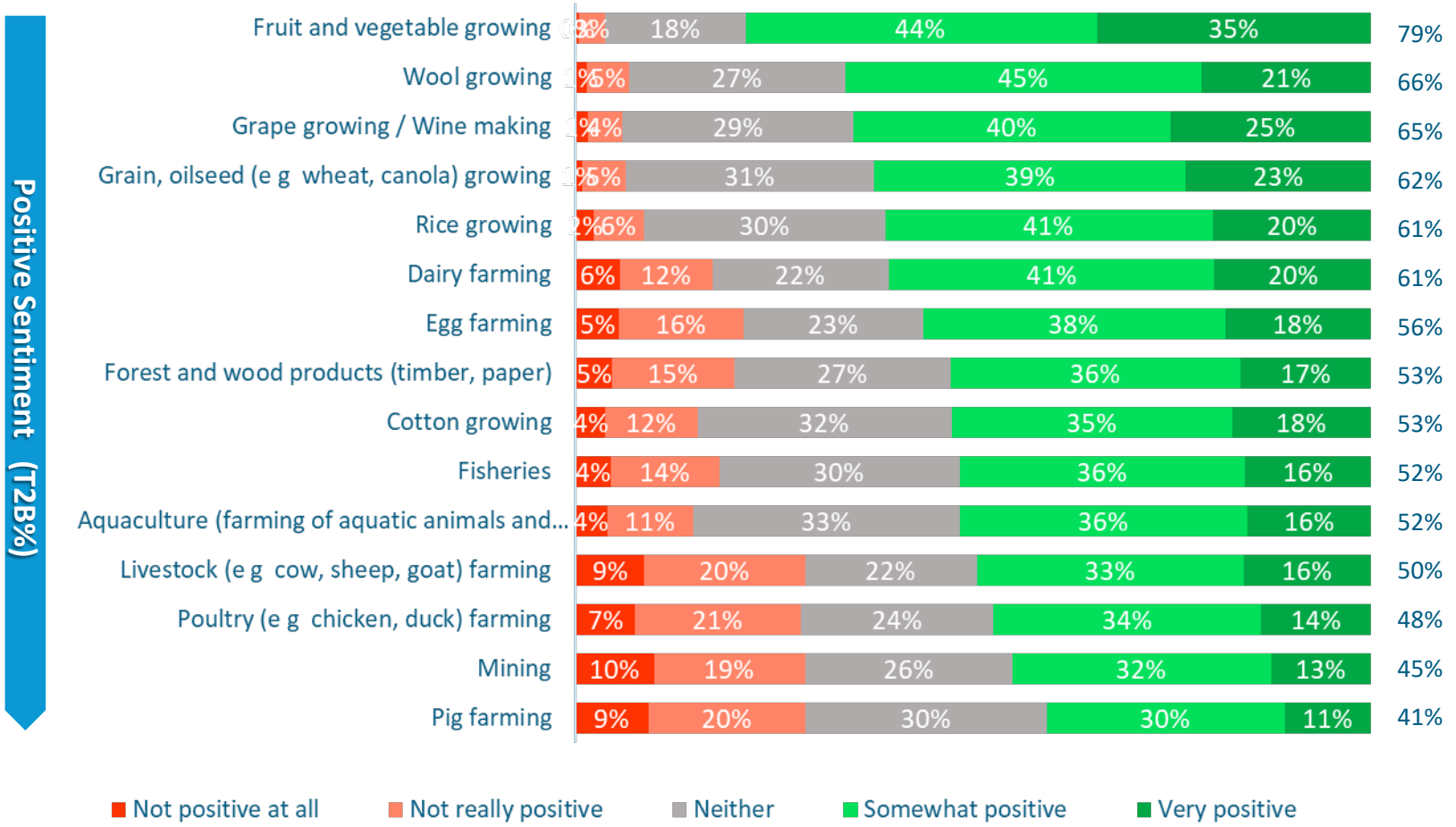
And most industry specific facts are poorly understood across the board…but there is some positive news



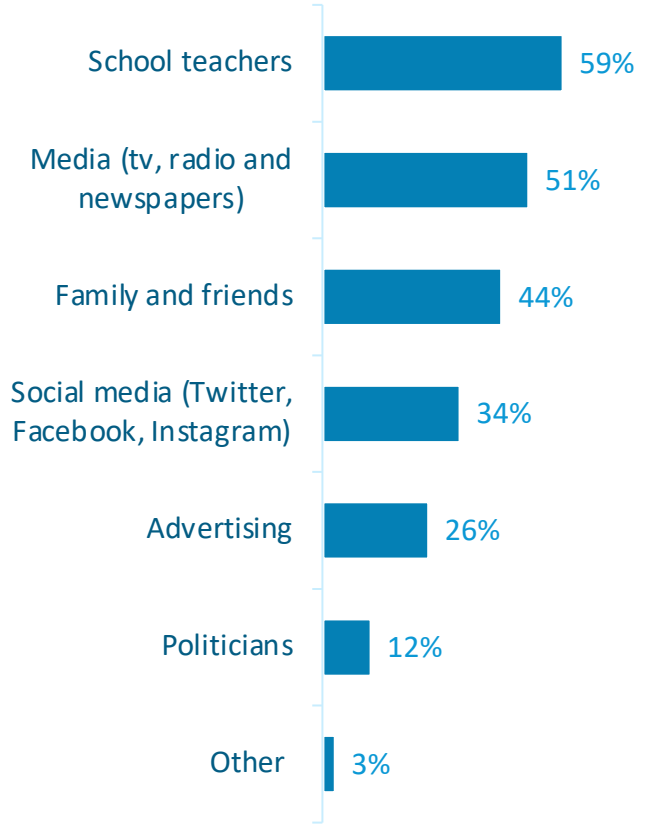
Q. Please tell us which of the following is True and which is False. If you are not sure, please choose 'don't know'. Base: Total Sample (n=1108)

While Students lack a depth of knowledge about Food & Fibre Industries, they do however have opinions regarding these industries

Sentiment towards Food & Fibre Industries



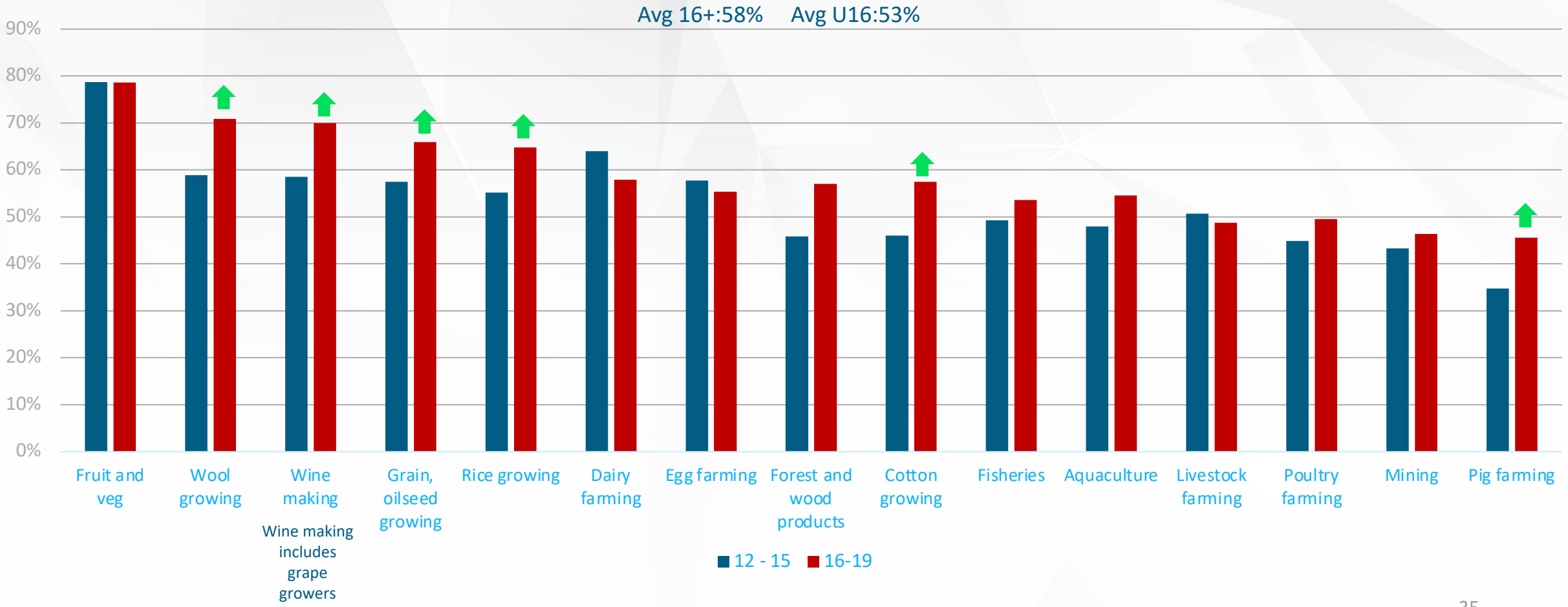
Influenced by...



Q. How do you feel personally about the following industries involved in producing Food and Fibre products in Australia? Base: Those aware (n=142 – 718); 33. Thinking about what you know about Food and Fibre production in Australia... where have you learned what you know? Base: All respondents n=1108 (students)

Students aged 16 and over have slightly more positive feeling towards industries involved in producing Food and Fibre

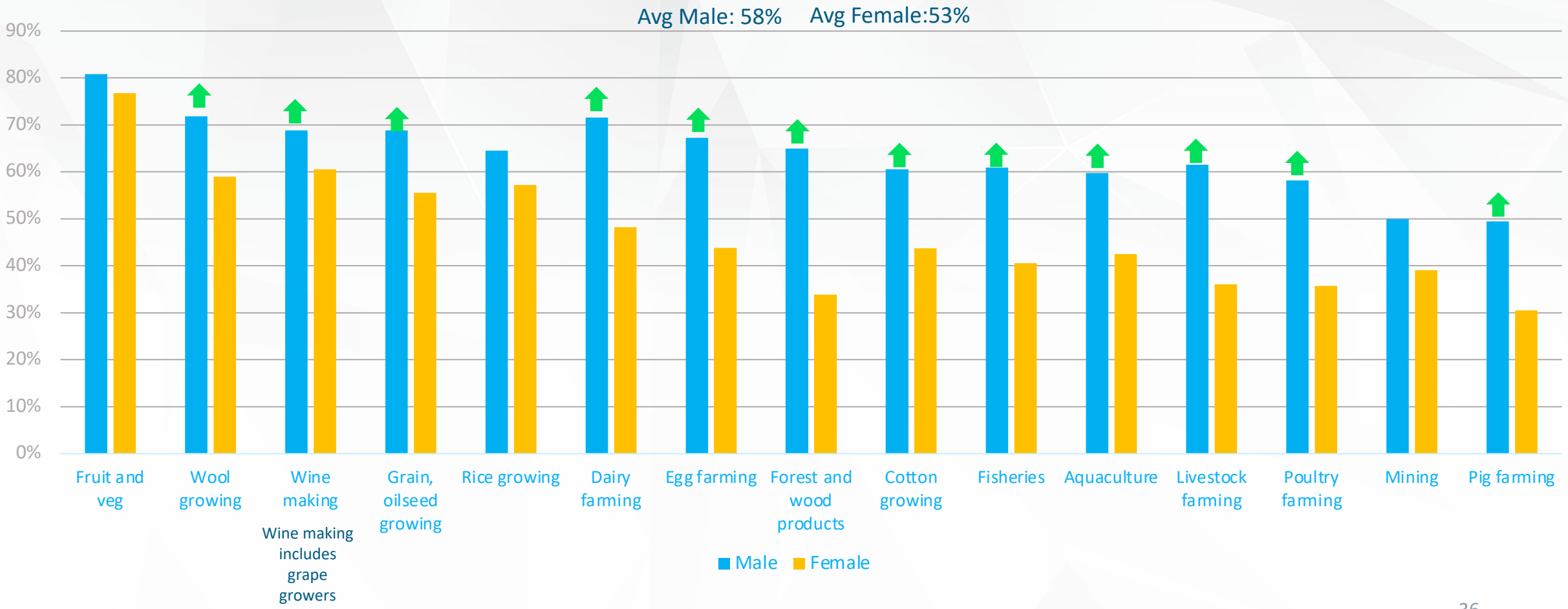
Positive sentiment of Food & Fibre Industries by age – T2B%



Q. How do you feel personally about the following industries involved in producing Food and Fibre products in Australia?

With the exception of ‘Fruit and Veg’, ‘Rice growing’ and ‘Mining’, male students have significantly more positive sentiment towards industries involved in producing Food and Fibre products compared to female students

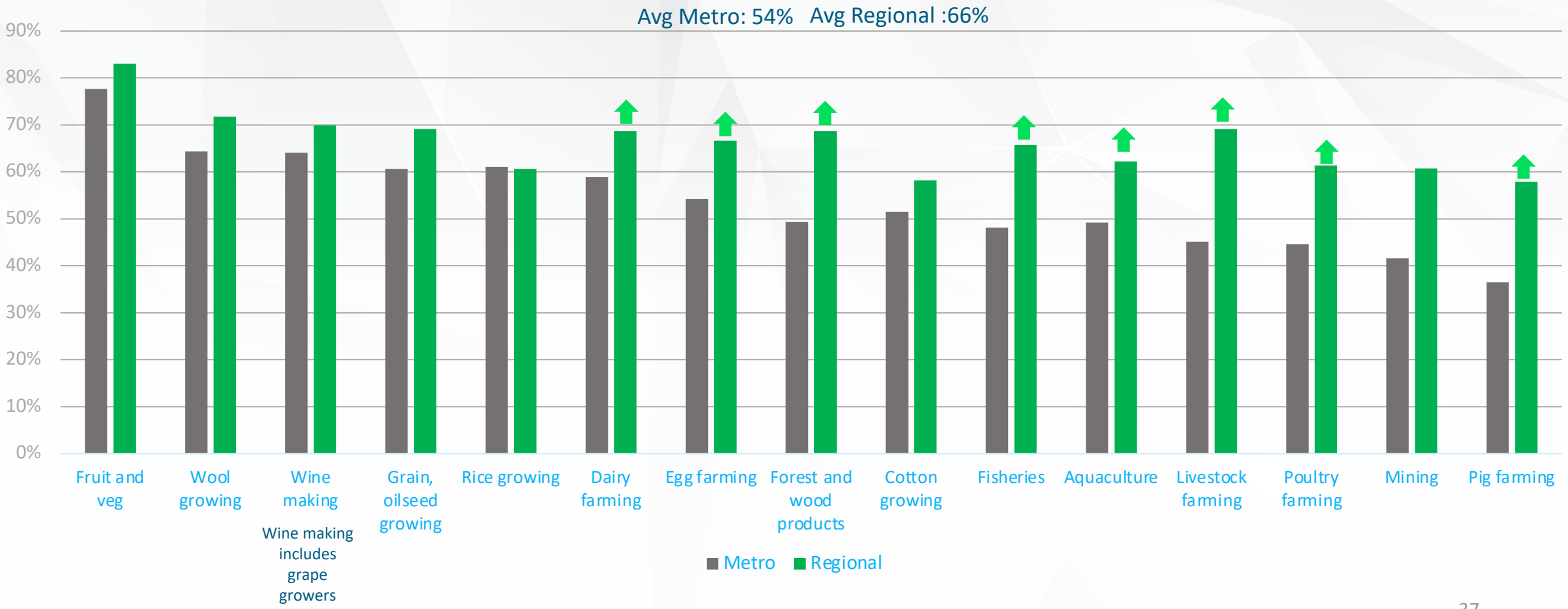
Positive sentiment of Food & Fibre Industries by gender – T2B%



Q. How do you feel personally about the following industries involved in producing Food and Fibre products in Australia?

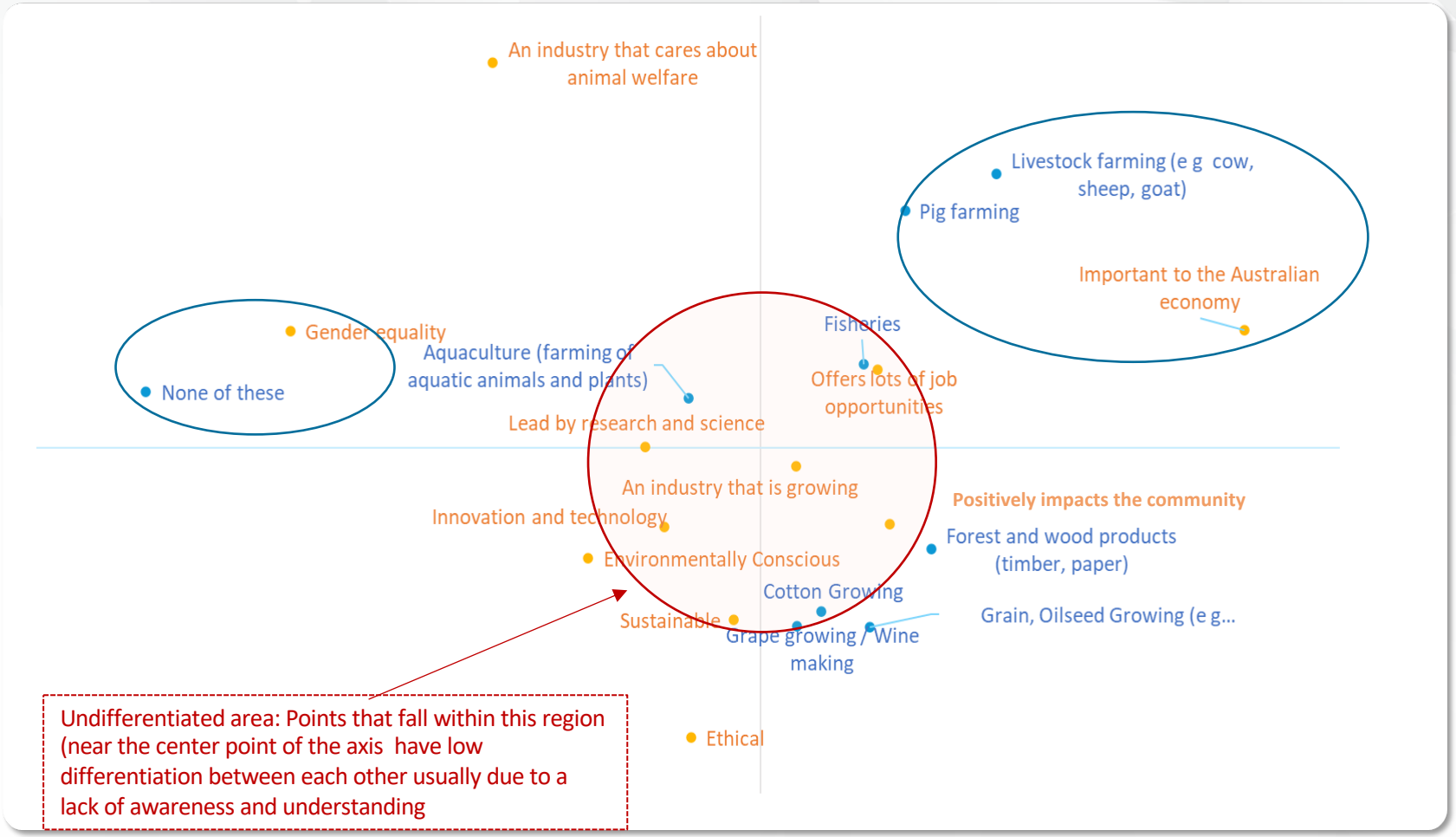
Generally students from regional areas have more positive sentiments towards industries involved in producing Food and Fibre products

Positive sentiment of Food & Fibre Industries by region – T2B%



Q. How do you feel personally about the following industries involved in producing Food and Fibre products in Australia?

Looking at relative perceptions of industries we see that none are particularly regarded as offering gender equality or as industries that care about animal welfare



How to interpret correspondence analysis or multidimensional perceptual map?

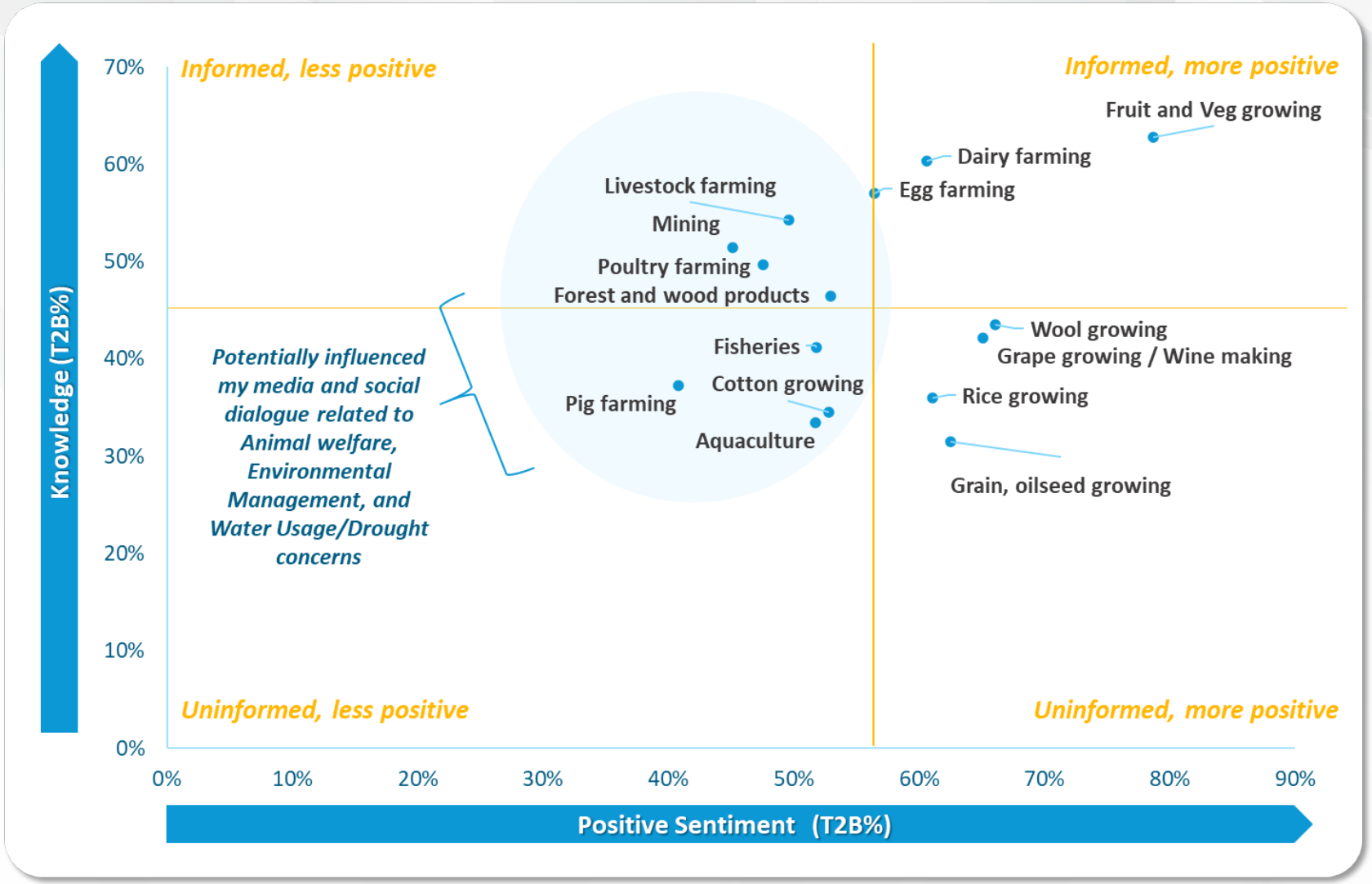
1. *The closer an industry is to an attribute the stronger the association with that attribute **relative** to other industries*
2. *The further a point is from the midpoint intersection the more differentiated/ unique that attribute or industry is*

Livestock farming and pig farming seen as important to the Australian economy

Q. And which of the following industries do you associated with each of the following statements, You can choose as many or as few as you like? Base: Total Sample n=1108

Please see tables for significant differences across age, gender, state and urban/remote

Animal (meat) related Food & Fibre Industries are challenged to drive positive sentiment



Fruit & Veg, Dairy Farming and Egg Farming feel more familiar and accessible…

Axes levels

1. *The axes have been* set at X=56, Y=45 because this is the average top two box scores for each of the associated

T2B (Top two box): This refers to the total combined score of 2 top scores of a rating scale. E.g. Agreement scale: Strongly agree + agree = T2B of Agree

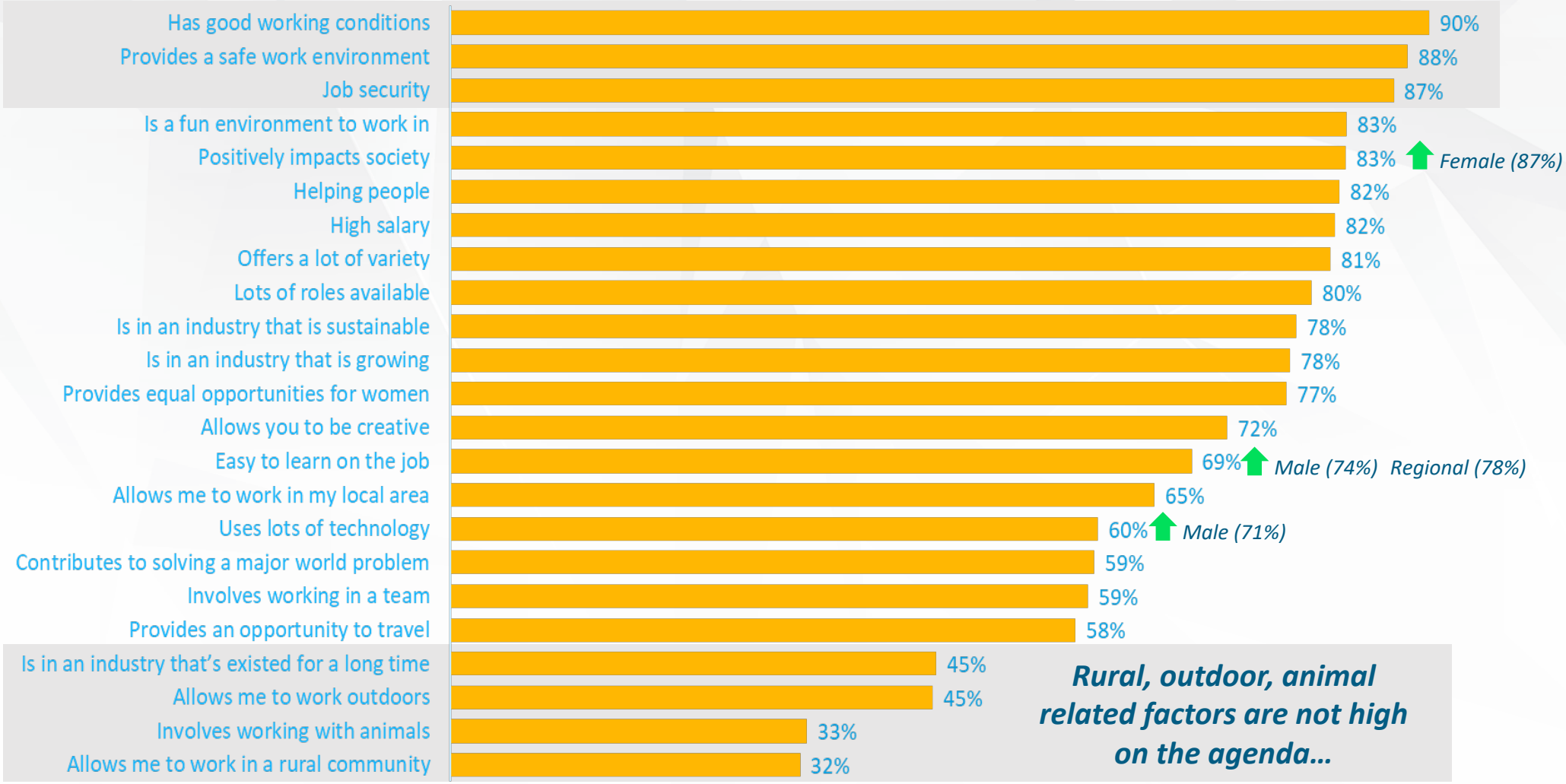
Q. How do you feel personally about the following industries involved in producing Food and Fibre products in Australia? Base: Total Sample n=1108
Q. Thinking of the industries involved in producing Food and Fibre products that you know of, how much would you say you know about them? Base: Total Sample n=1108

To recap…

1. Knowledge and understanding of Food and Fibre related Industries and associated ‘facts’ is weak to moderate overall
2. In absence of knowledge, socially, culturally, and politically relevant issues and causes have potentially helped to shape student perceptions and sentiment towards Food and Fibre industries.
3. Industries that are plant based, or ‘of the animal’ (wool, eggs) fare better than do industries associated with meat production - however mining and water related industries also have potential to come into focus due to environmental concerns.
4. Generally, industry perceptions fare better amongst males and those from regional areas

Study and Careers in Food & Fibre

Setting the scene: When considering Jobs and Careers, students are focused on those that offer good conditions, safety and job security…



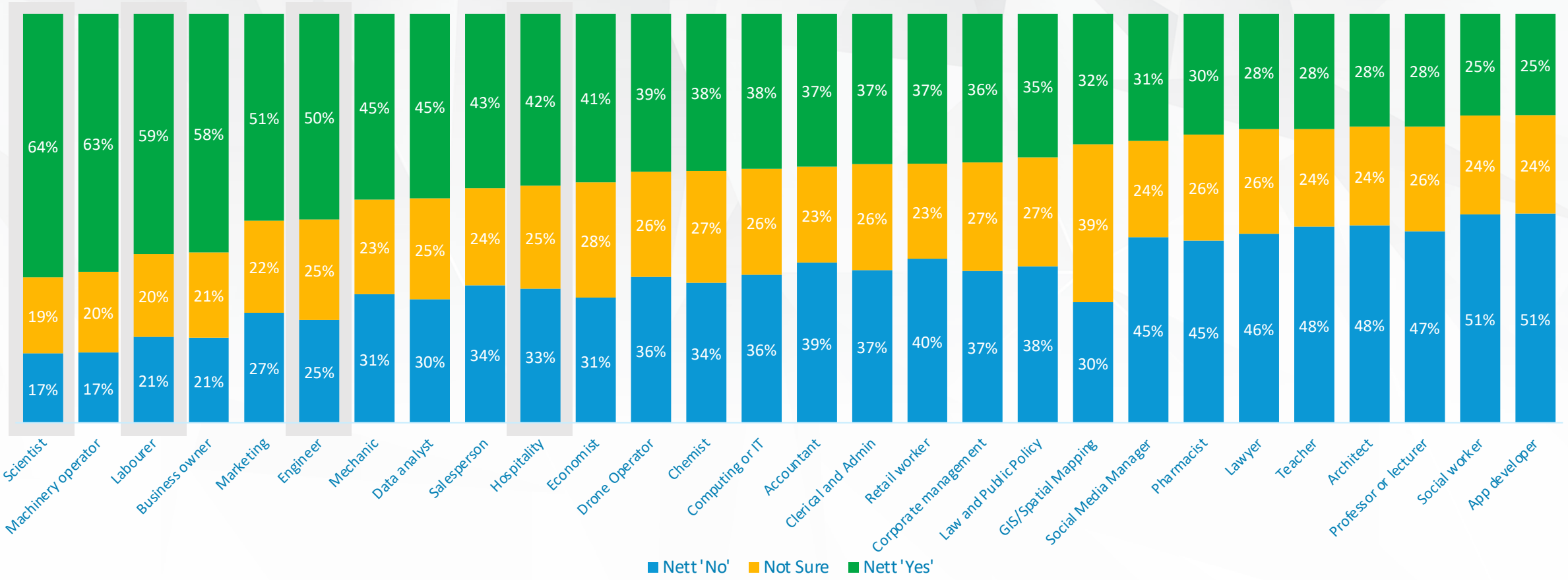
Q. How important are each of the following factors to you when choosing a career?
Base: Total (n=1108)

Relevant significant differences across age, gender, state, and urban/remote have been examined on this slide. Please see tables for more cross tabs

Farming and the Food Industry dominate the jobs spontaneously associated with Food & Fibre Production … with support from Science

Q.. What comes to mind when you think about jobs and careers related to Food and Fibre production? Responses less than 3 mentions not shown.
Base: Total Sample n=1108

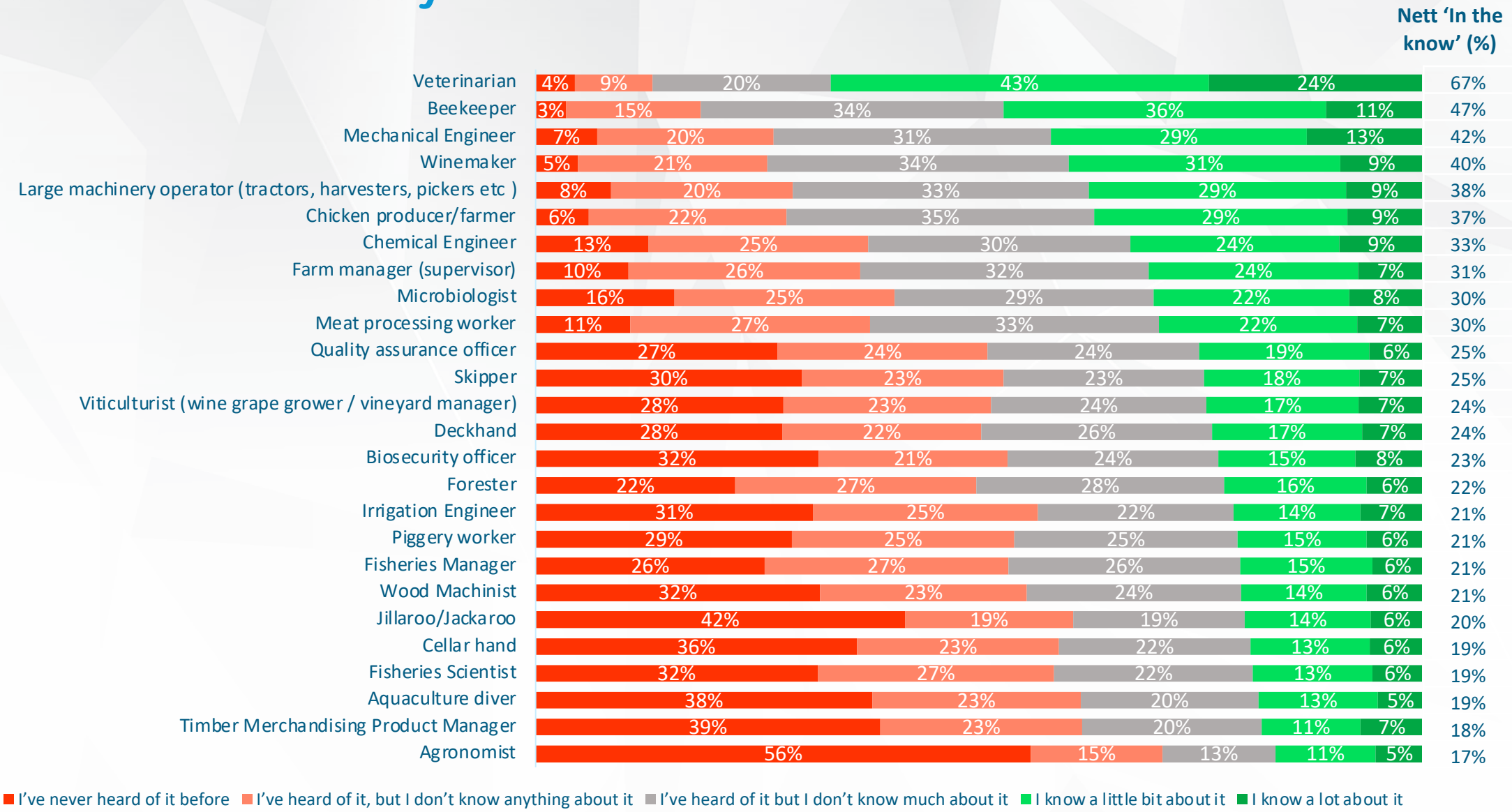
Yet positively, when prompted to think about the applicability of more ‘mainstream’ jobs to Food & Fibre production, most jobs earned a degree of ‘fit’



But - except for Science, Labouring, Engineering and Hospitality, these types of jobs are not *top of mind* for students when considering jobs and careers relating to Food & Fibre Production – work to be done here

Q.. How much do you associate the following jobs and careers with Food and Fibre production in Australia?
Base: Total Sample n=1108

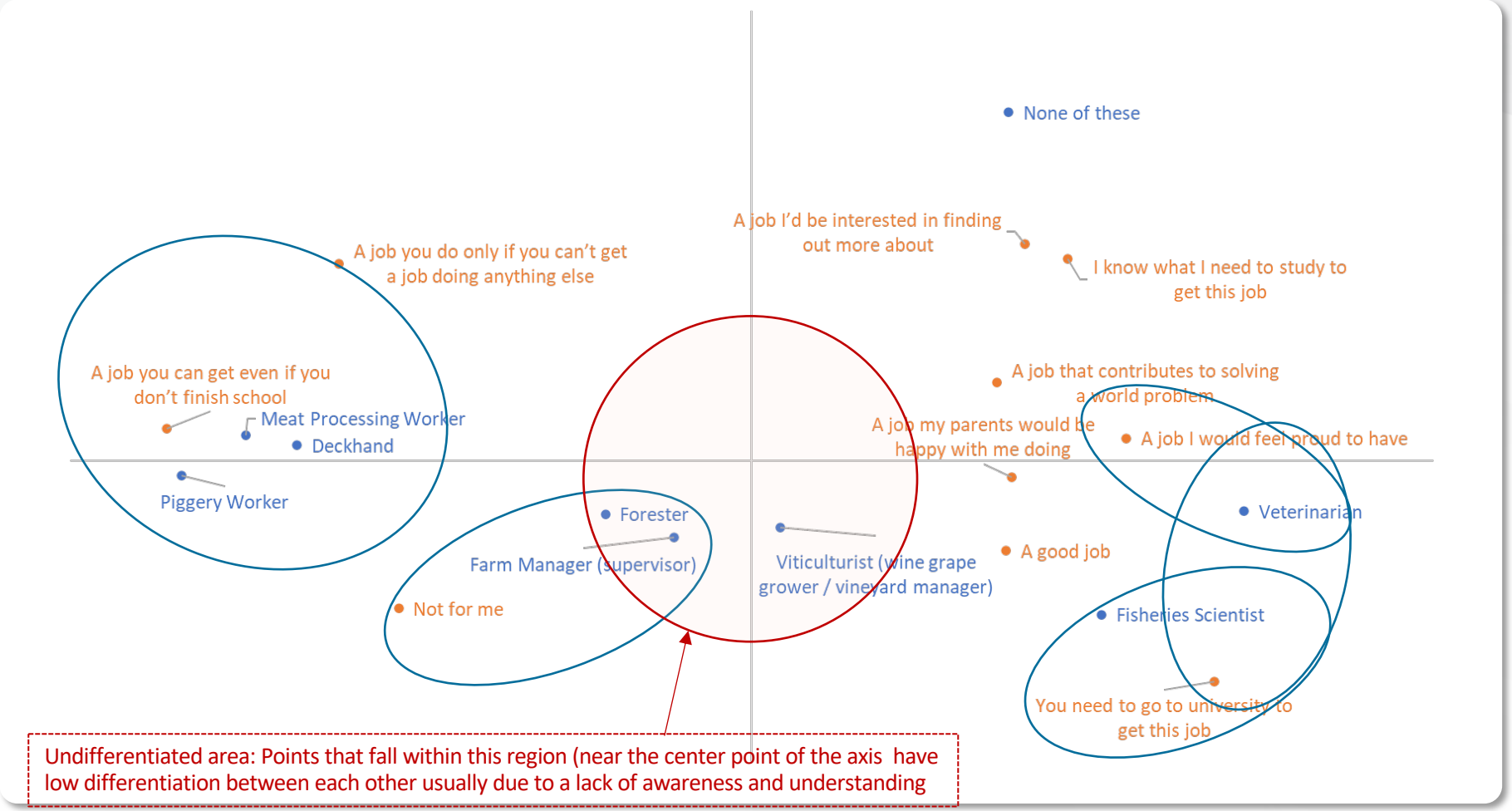
Focusing on specific industry related jobs, knowledge and understanding of these roles is mostly weak



Q. How much do you know about the following jobs?
Base: All respondents n=1108

Please see tables for significant differences across age, gender, state and urban/remote

All jobs* are challenged by a lack of positive perceptions, interest and understanding – science related/technical roles fare better than manual labour roles



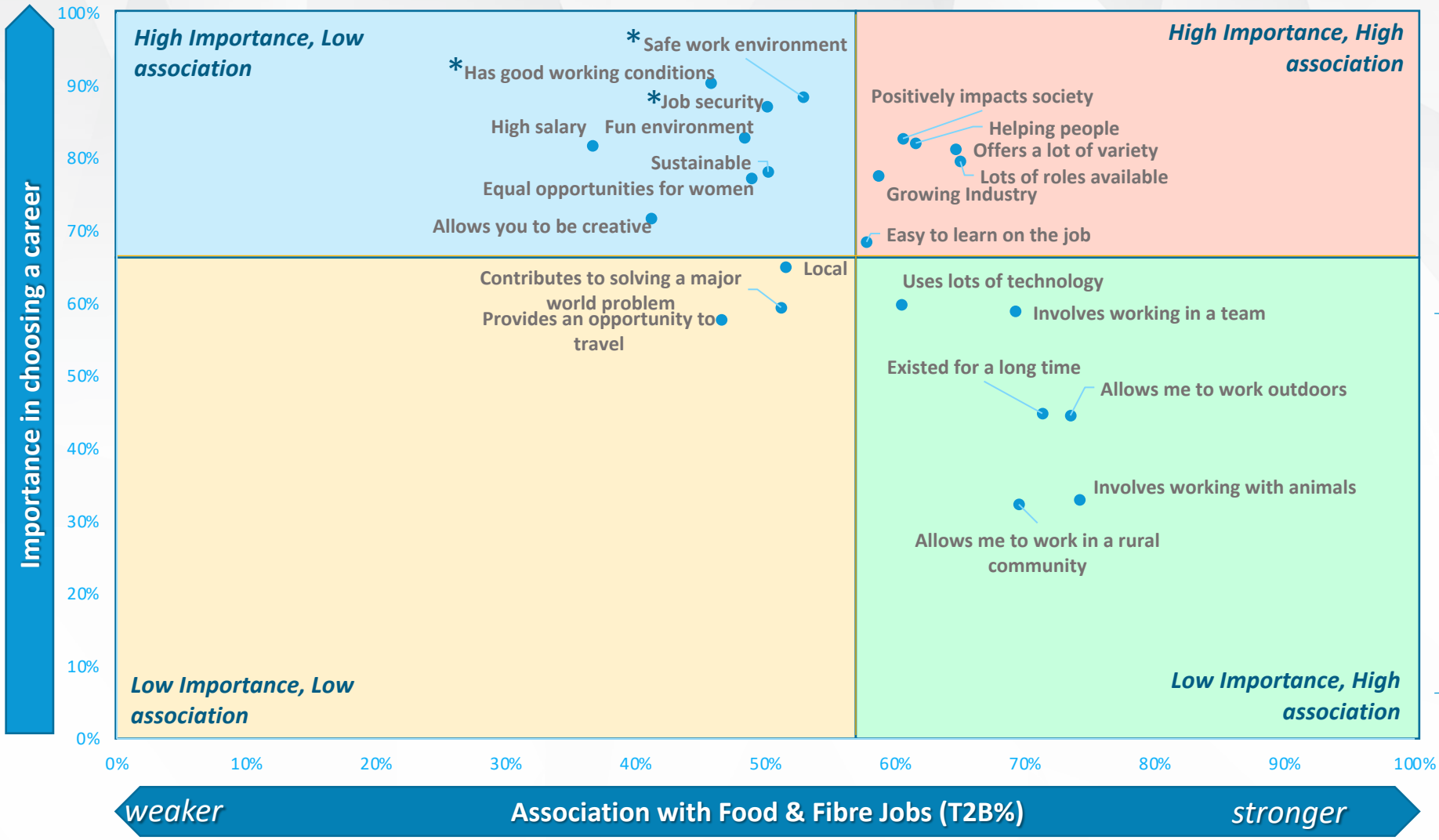
Clear and consistent need remains to build image of industry and roles through knowledge and exposure – focusing on those attributes that are valued by parents and ability to contribute to something bigger (and valued by society)

How to interpret correspondence analysis or multidimensional perceptual map?

1. *The closer an job is to an attribute the stronger the association with that attribute **relative** to other jobs*
2. *The further a point is from the midpoint intersection the more differentiated/ unique that attribute or industry is*

Q. And which of the following jobs do you associated with each of the following statements, You can choose as many or as few as you like? Base: Total Sample n=1108
*Excluding tertiary qualified scientific fields

Reflecting on factors that are strongly important to students when it comes to career choice, these aspects have relatively low association with Food & Fibre Jobs



Fundamentals of a 'good' career choice are not strongly associated with Food & Fibre Careers

Axes levels

1. *The axes have been* set at X=56, Y=45 because this is the average top two box scores for each of the associated questions

Highly associated hallmarks of Food & Fibre Careers are of low importance to career choices of current students

Base: Total Sample n=1108

Q. Please indicate how important are each of the following factors to you when choosing a career?

Q. How much do you associate the following jobs and careers with Food and Fibre production in Australia?

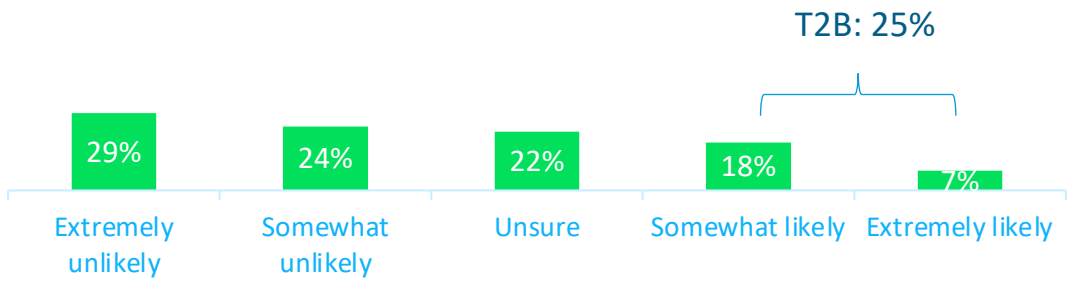
To recap…

1. Influenced by schoolteachers, media and family/friends, students are seeking jobs and careers that offer good working conditions, a safe working environment and job security.
2. Top of mind jobs related to Food and Fibre production relate to farming and the food industry (from hospitality to food nutrition). Some spontaneous association with more science focused jobs and careers also.
3. While students do not know much about the jobs associated with Food and Fibre production, these jobs generally are not highly regarded by students – lacking recognition as 'good' jobs, aspirational merit and 'fit' with students' interests
4. To increase awareness and consideration of the range of jobs and careers within Food & Fibre production it will be essential to educate students about these industries and the role they play in driving Australia forward both commercially, environmentally and socially.

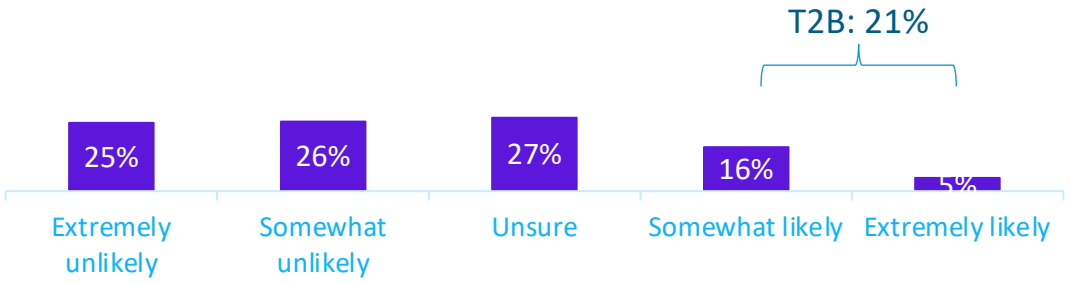
Considering Careers in Food & Fibre Production

Only one in four students would consider Food & Fibre related study and one in five students would consider an industry related career

Likelihood to Consider Food & Fibre related Study



Likelihood to Consider Food & Fibre related Careers



Q. How likely are you to consider studying subjects related to Food and Fibre production at school or university?
Base: Total Sample n=1108

BARRIERS – LACK OF AWARENESS, ENGAGEMENT, AND UNDERSTANDING [MOTIVATION]

"They [jobs] seem boring and I don't know anything about it…and I don't really want to know about it"

"I'd rather be hands on and my dream is to become a mechanic"

"It doesn't make you a lot of money."

"Sounds boring and I don't want to work in a factory or on a farm"

"Not interested. Don't really know much about it."

"I live in the city and don't know much about jobs in that industry"

"I am not as interested in this [Food & Fibre] as other areas of science"

T2B (Top two box): This refers to the total combined score of 2 top scores of a rating scale. E.g. Agreement scale: Strongly agree + agree = T2B of Agree

For those considering a job in Food & Fibre production, most roles focus on farming, hospitality or food science/nutrition

Q. And what job or career are you considering related to Food and Fibre production in Australia?
Base: Total Sample n=1108

Drivers for considering a Food & Fibre Career include…

CONNECTION & EXPERIENCE

"I live in a wine making region and there aren't that many female winemakers"

"Allows me to work in my local area"

"Because of my family background"

"I feel at peace when I am around the cows and it is very relaxing"

"I love working on our school farm and going to agriculture shows with our school cattle"

OPPORTUNITY

"Easy to get a job"

"There is lots of work in factories"

"…Everyone has to eat…"

PERSONAL INTEREST

"I have a passion for hospitality and cookery, and I would like to work on a farm and live in a rural area"

"The science behind farming is interesting"

'PURPOSE/CONTRIBUTION'

"To make healthy alternative food using plant-based ingredients not animals"

"Because Australia will run out of food if something isn't done"

"Australia needs more farmers, it's a dying industry"

"We need sustainable consumption for future generations to survive"

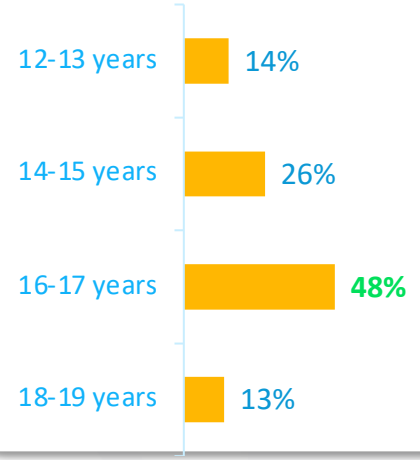
"There's lots of room to improve what we do in the industry"

Q. And what job or career are you considering related to Food and Fibre production in Australia and why? Base: Total Sample n=1108

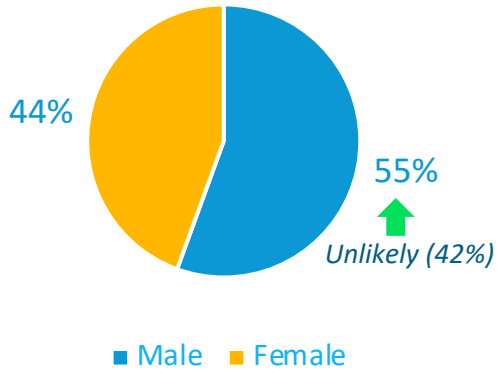
Please see tables for significant differences across age, gender, state and urban/remote

Snapshot: Who is likely to consider a Food & Fibre related Career?

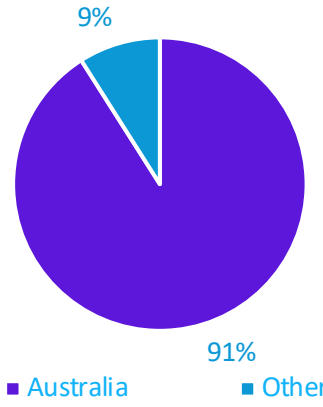
Age



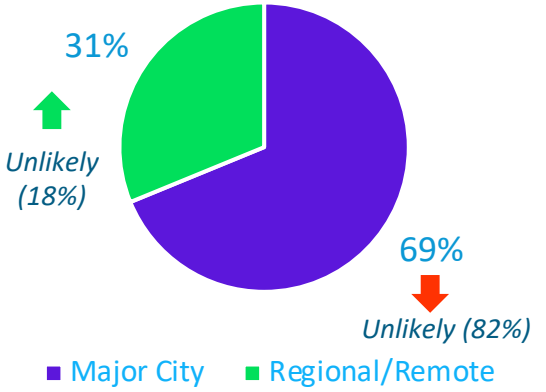
Gender



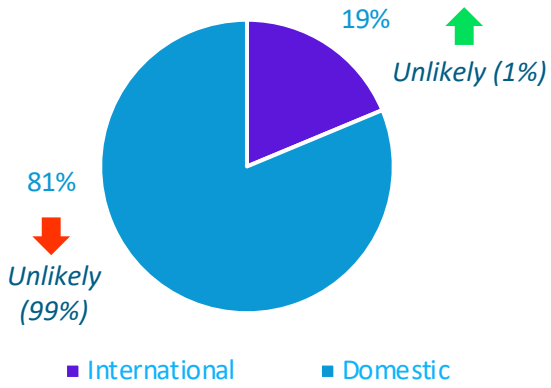
Country of Birth



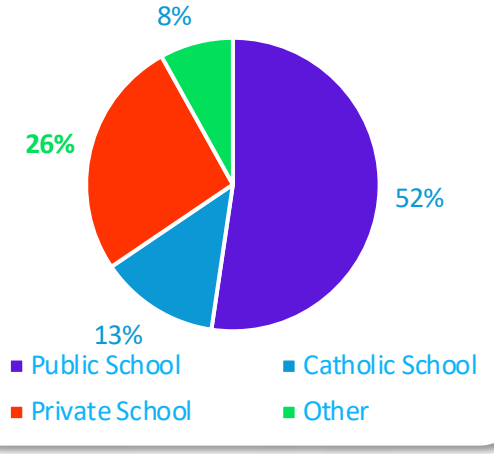
Region



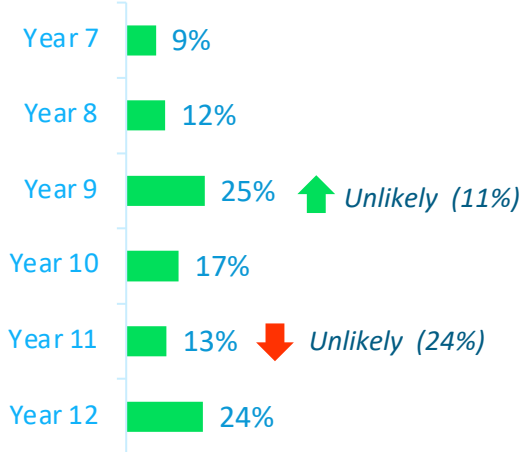
Student Type



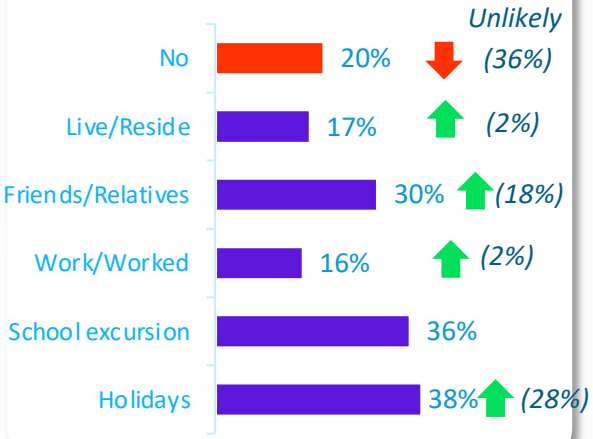
School Type



Year Level



Industry Exposure



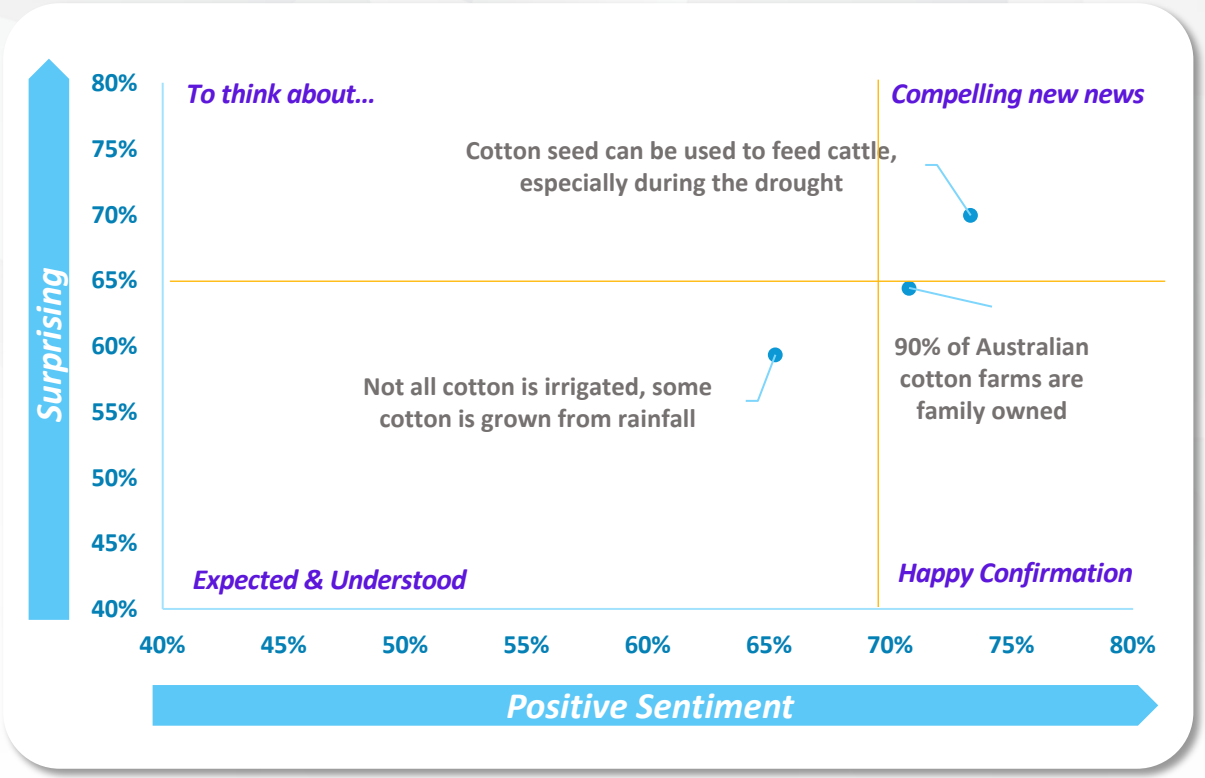
Base: Respondents who would consider a Food & Fibre related career (n= 235). Note: directional skews unless noted as significant with

To recap…

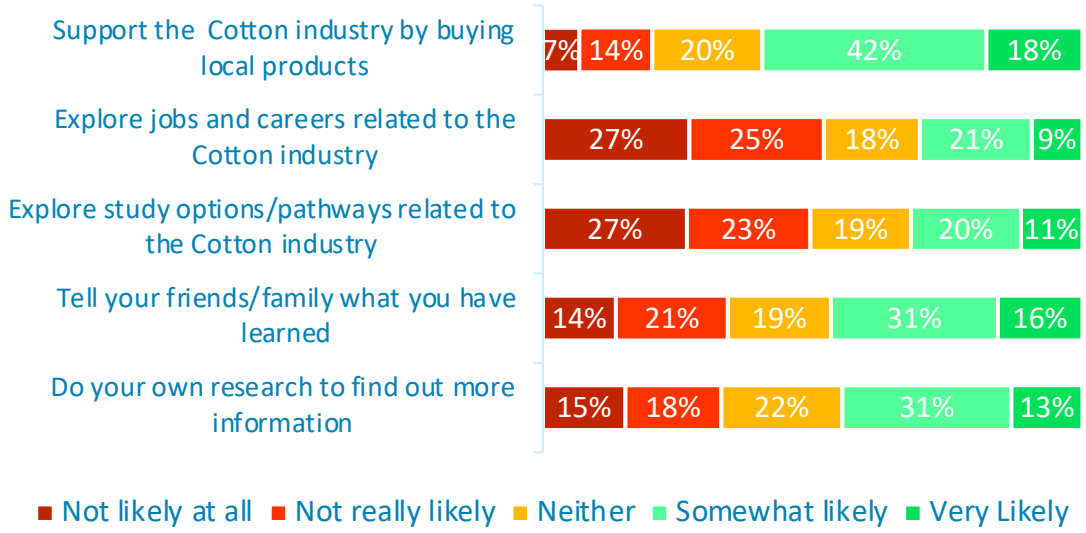
1. Consideration for Food & Fibre related study is low as is consideration for Food & Fibre related jobs.
2. Apathy is a key barrier to consideration of Food & Fibre jobs. Students simply do not know enough about the jobs to know whether they would be interested or not, and have little motivation to 'find out more'
3. Jobs are assumed to be boring, low paid, and in rural locations or in some cases, preferred careers (e.g. mechanic) are simply not considered in relation to Food & Fibre industries.
4. Those who consider jobs in Food & Fibre generally have a more informed understanding of the types of jobs available and are very specific in talking about their chosen career
5. Other drivers for considering Food & Fibre jobs include ease and convenience, and a desire to contribute meaningfully to a bigger purpose (climate, society, environment) by leading change and driving the future
6. Considerers of jobs and careers in Food & Fibre are more likely to have experience on farm (living, working, holidays) and have close friends or relatives who own a farm.
7. Students are more likely to consider a Food & Fibre careers around the age of 16-17 before study choices necessarily shape their career path – challenge to capture, inspire and connect students early

COMMUNICATIONS POTENTIAL

Cotton – Communications Messages



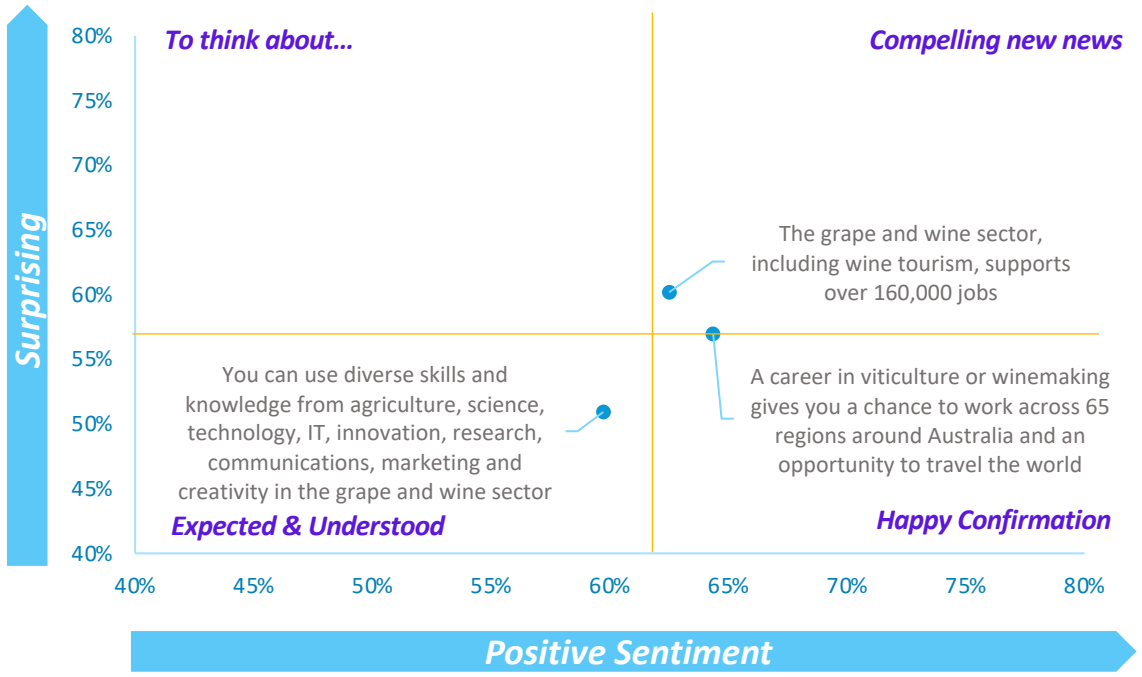
Impact on behaviour…



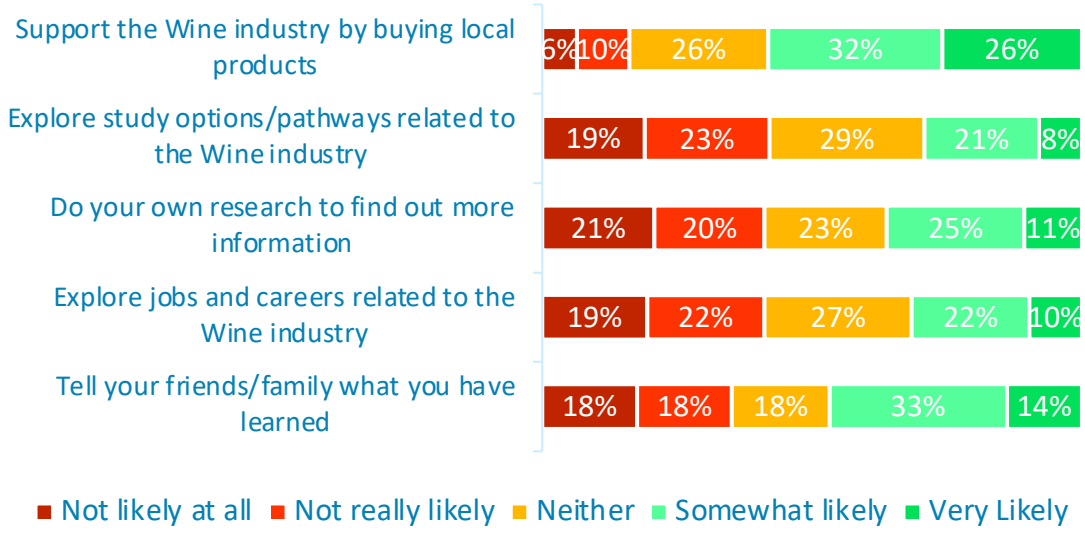
Dual use of Cotton (seed as nutrition for drought impacted animals) is the key buzzworthy message – surprising 'new news' that drives positive sentiment amongst students and drives support with 60% claiming they will support the Cotton industry via buying local

Q. Thinking about the Cotton industry, how surprised are you to learn that …
Q. And how do these messages make you feel about the Cotton industry? This message makes me feel…
Base: n=236 (all who saw Cotton messaging)

Wine – Communications Messages



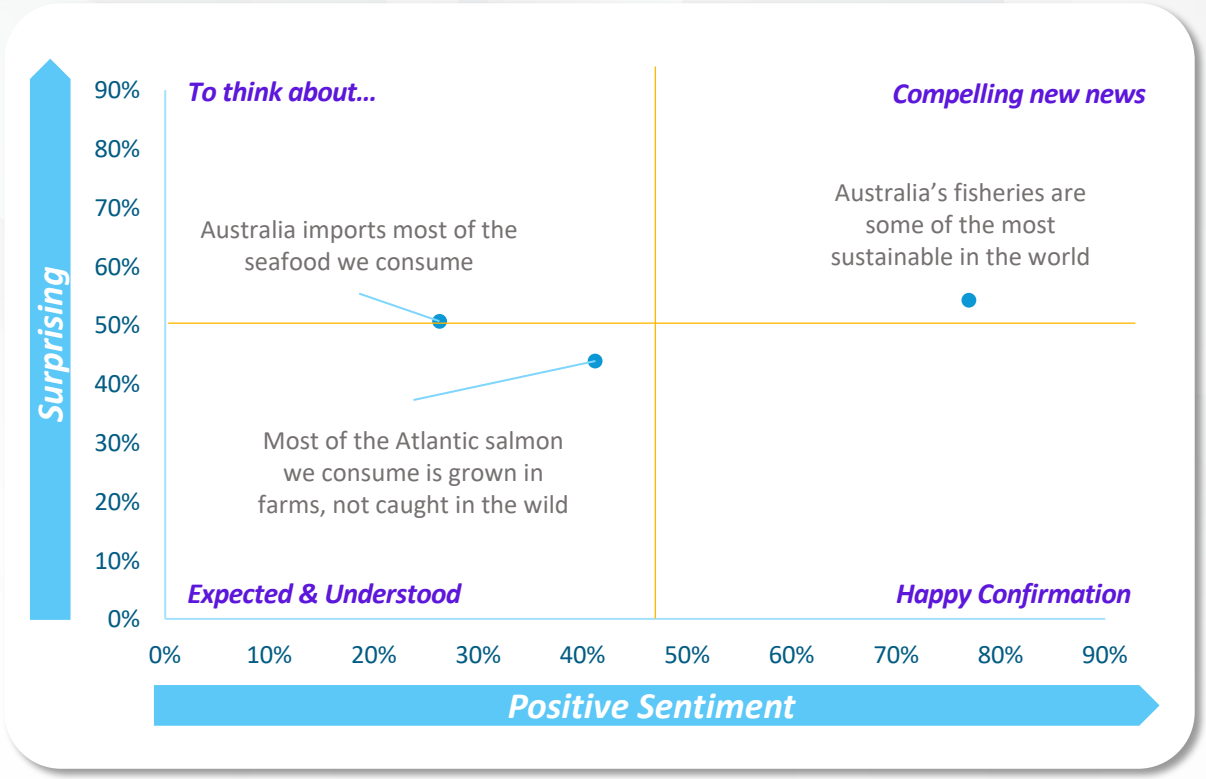
Impact on behaviour...



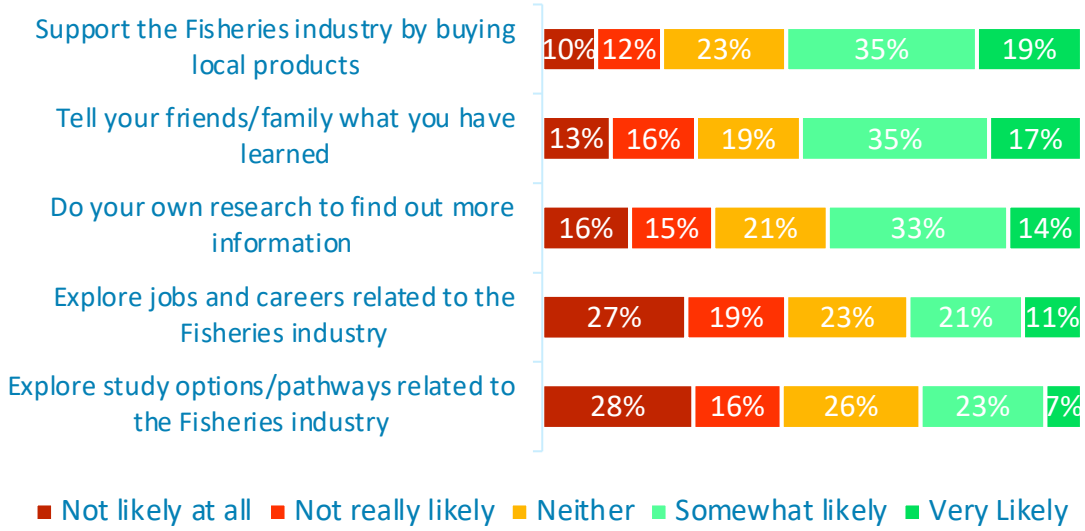
While wine messages are less compelling overall, students are surprised at the size of the industry as an employer of 160,000 Australians.

Q. Thinking about the Wine industry, how surprised are you to learn that ...
Q. And how do these messages make you feel about the Wine industry? This message makes me feel...
Base: n=216 (all who saw Wine messaging

Fisheries – Communications Messages



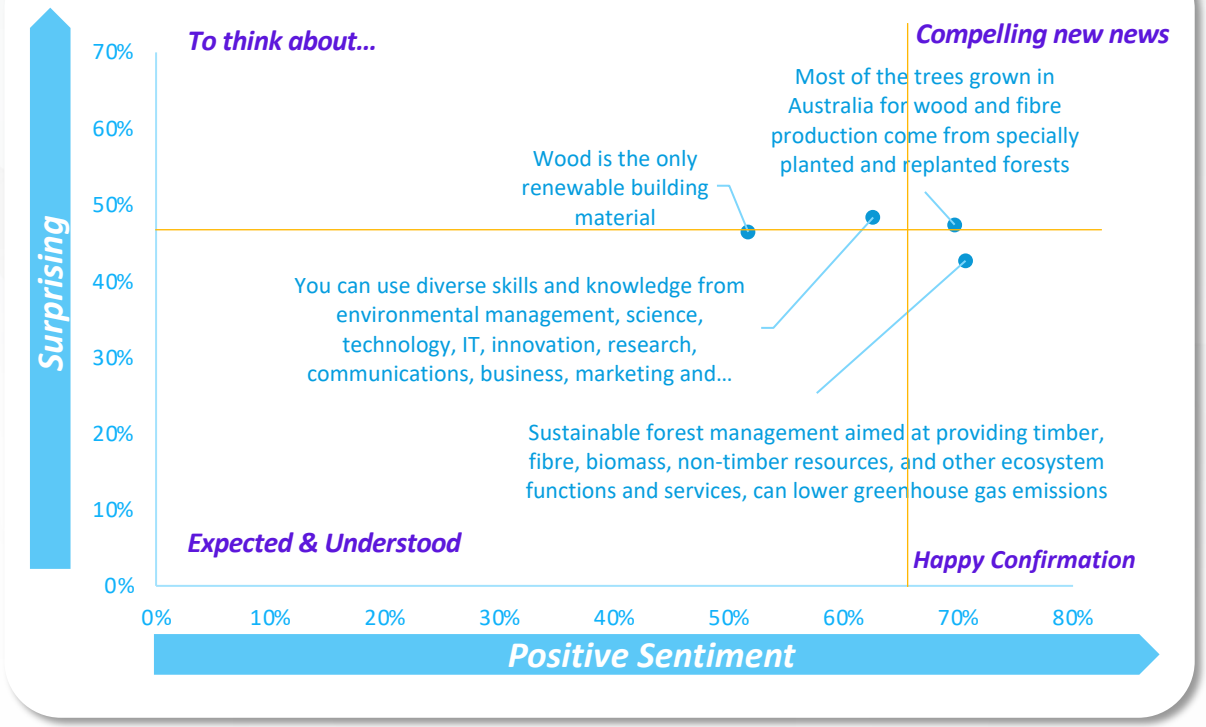
Impact on behaviour…



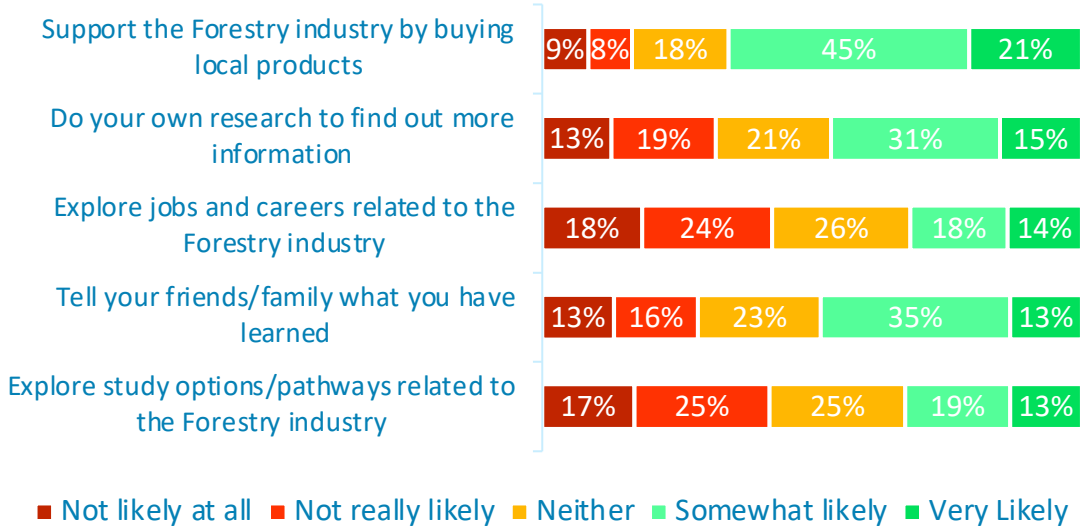
Students are surprised to hear that our Fisheries are some of the most sustainable in the world – a buzzworthy message that is likely to drive industry support at shelf as well as talk amongst family/friends and some further research.

Q. Thinking about the Fisheries industry, how surprised are you to learn that …
Q. And how do these messages make you feel about the Fisheries industry? This message makes me feel…
Base: n=221 (all who saw Fisheries messaging

Forestry – Communications Messages



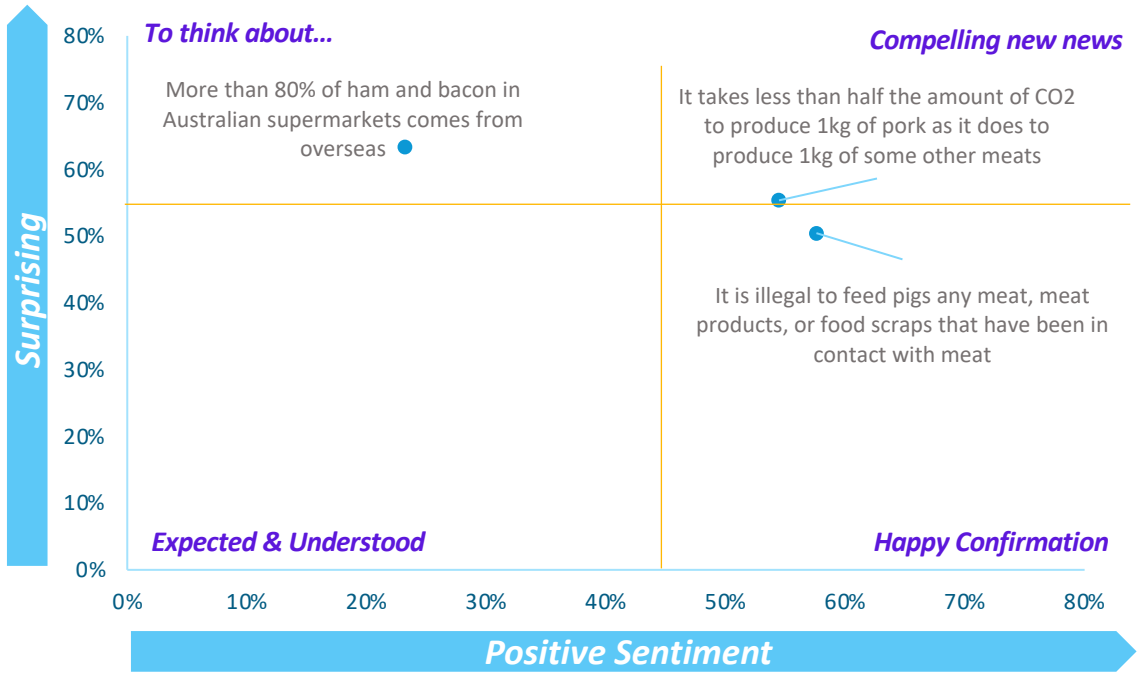
Impact on behaviour…



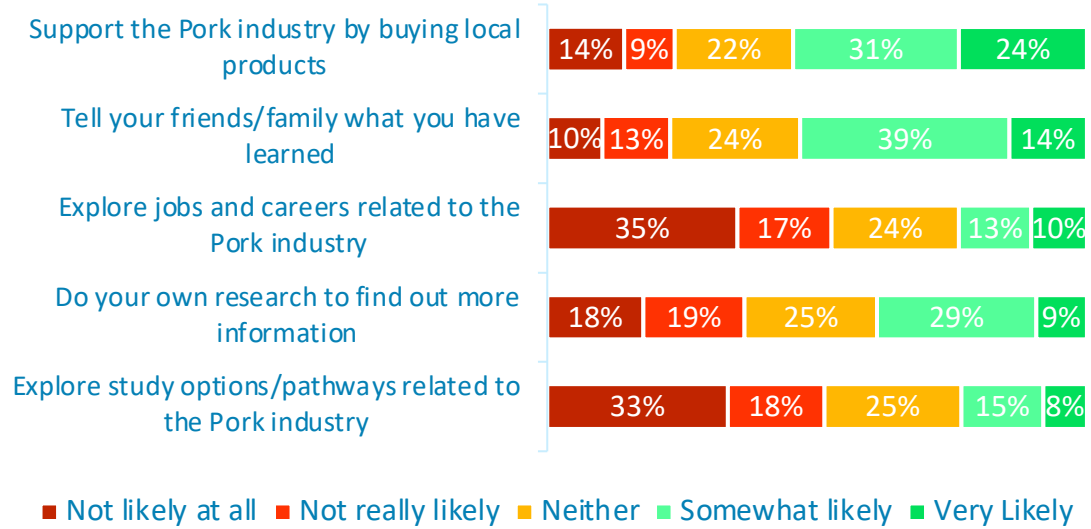
All messages about Forestry carry a level of surprise and most contribute to increasing positive sentiment for the Forestry Industry. This also translates into support at shelf in buying local products, desire to do some further research and talkability.

Q. Thinking about the Forestry industry, how surprised are you to learn that …
Q. And how do these messages make you feel about the Forestry industry? This message makes me feel…
Base: n=211 (all who saw Forestry messaging)

Pork – Communications Messages



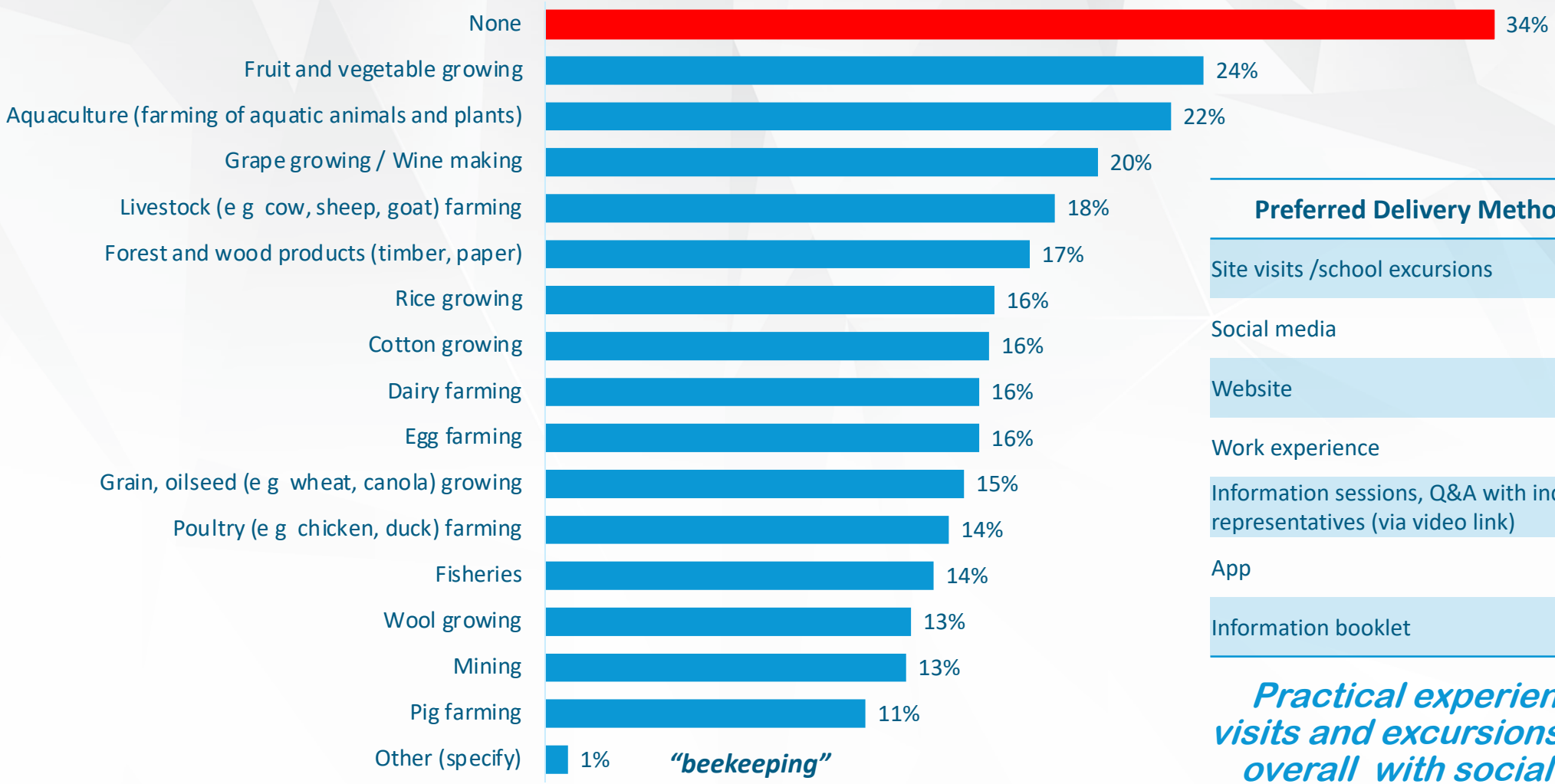
Impact on behaviour…



The fact that 80% of ham and bacon products in Australian supermarkets is imported causes students to pause for thought… while it does not make students think more positively about the Australian Pork Industry, it does garner support at shelf and provide talkability.

Q. Thinking about the Pork industry, how surprised are you to learn that …
Q. And how do these messages make you feel about the Pork industry? This message makes me feel…
Base: n=224 (all who saw Pork messaging

One in Three students are not interested in learning more about Food & Fibre Industries, however Fruit & Veg growing continues to be of interest



Preferred Delivery Method	% ranking 1st
Site visits /school excursions	**27%**
Social media	**21%**
Website	**19%**
Work experience	**10%**
Information sessions, Q&A with industry representatives (via video link)	**9%**
App	**7%**
Information booklet	**7%**

Practical experience via site visits and excursions is preferred overall with social and digital support

Q. Which of the following industries related to Food and Fibre Production would you like to know more about? 41. Overall, how would you prefer we give you information about these Food and Fibre industries? Please rank in order of preference where 1 is your most preferred method and 7 is your least preferred method. Base n=1108

Please see tables for significant differences across age, gender, state and urban/remote

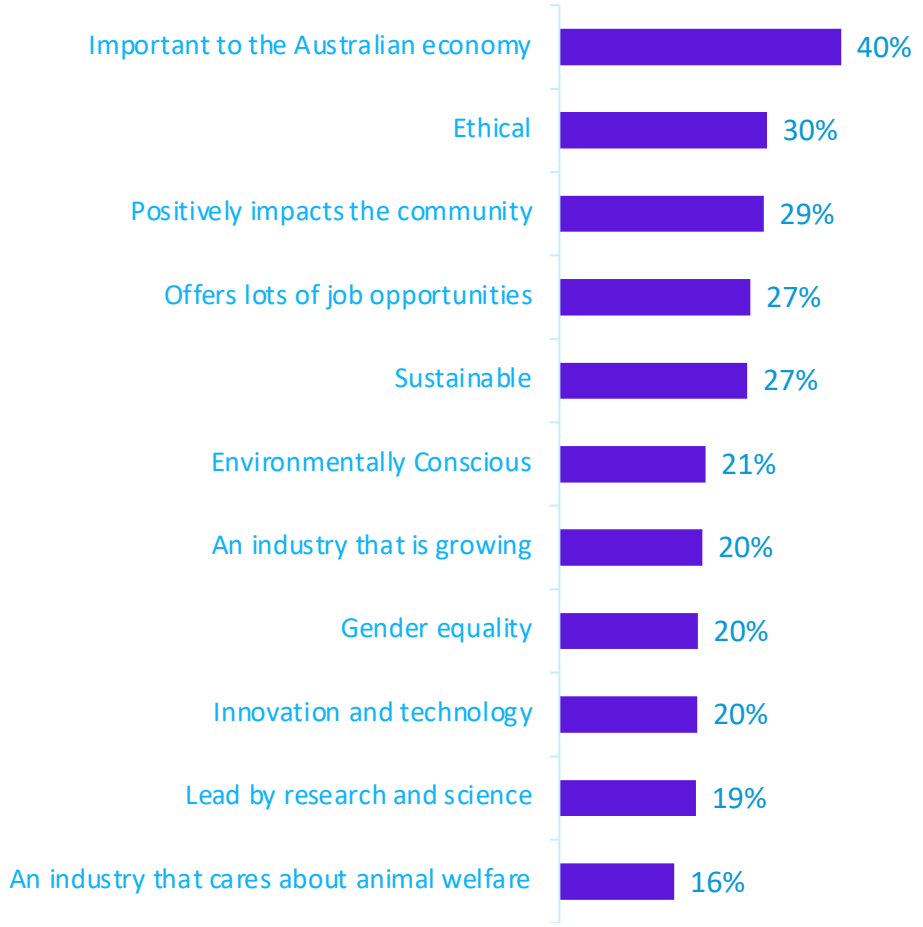
To recap…

1. Ongoing challenge to establish a compelling dialogue to educate students and reposition Food & Fibre industries in the hearts and minds of students
2. Communication will be key to debunking myths and disrupting the apathy that surrounds Food and Fibre careers – encouraging students to reconsider their understanding of the importance of these industries, their size, their stability and value to the Australian environment and economy.
3. There is strong evidence to suggest that further work needs to be done to support these industries into the future
    1. It is recommended that Primezone continues (extends) its work to build connection between students and the Food & Fibre industry through supporting direct activity and engagement with schools and teachers
    2. And industries themselves seek to explore ways to exploit the focus of students on the land, the environment, animal welfare etc., to challenge perceptions and reposition their industries as authentic custodians for the future

Industry Dashboards

Cotton Industry Dashboard (Dec 2019)

Industry Associations



Prompted Awareness (T2B%)

39%

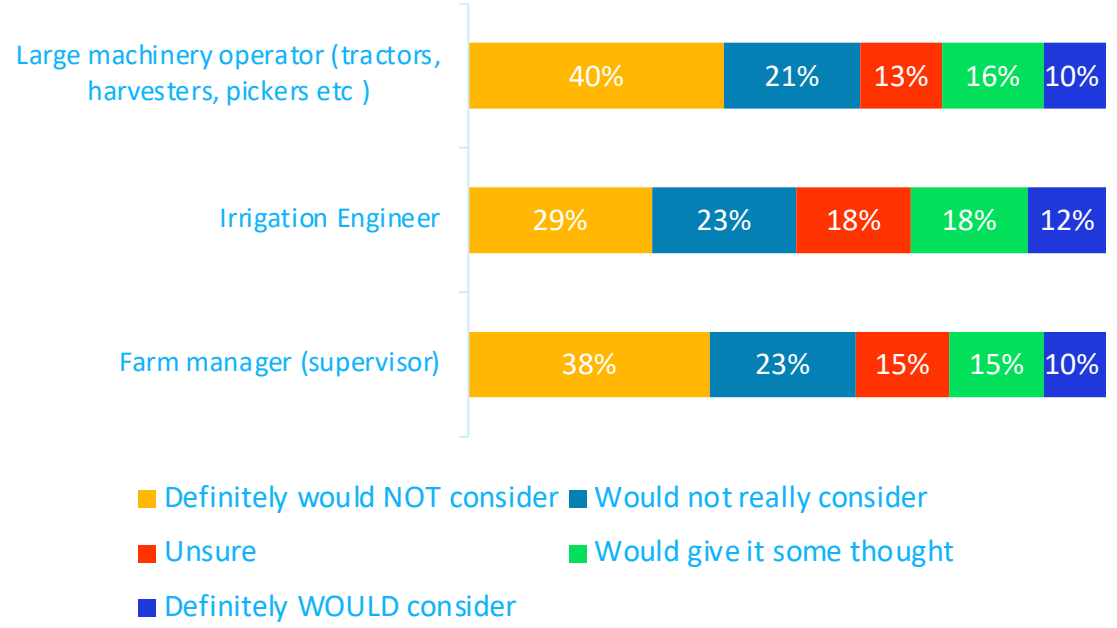
Sentiment (T2B%)

53%

Knowledge of Industry (T2B%)

34%

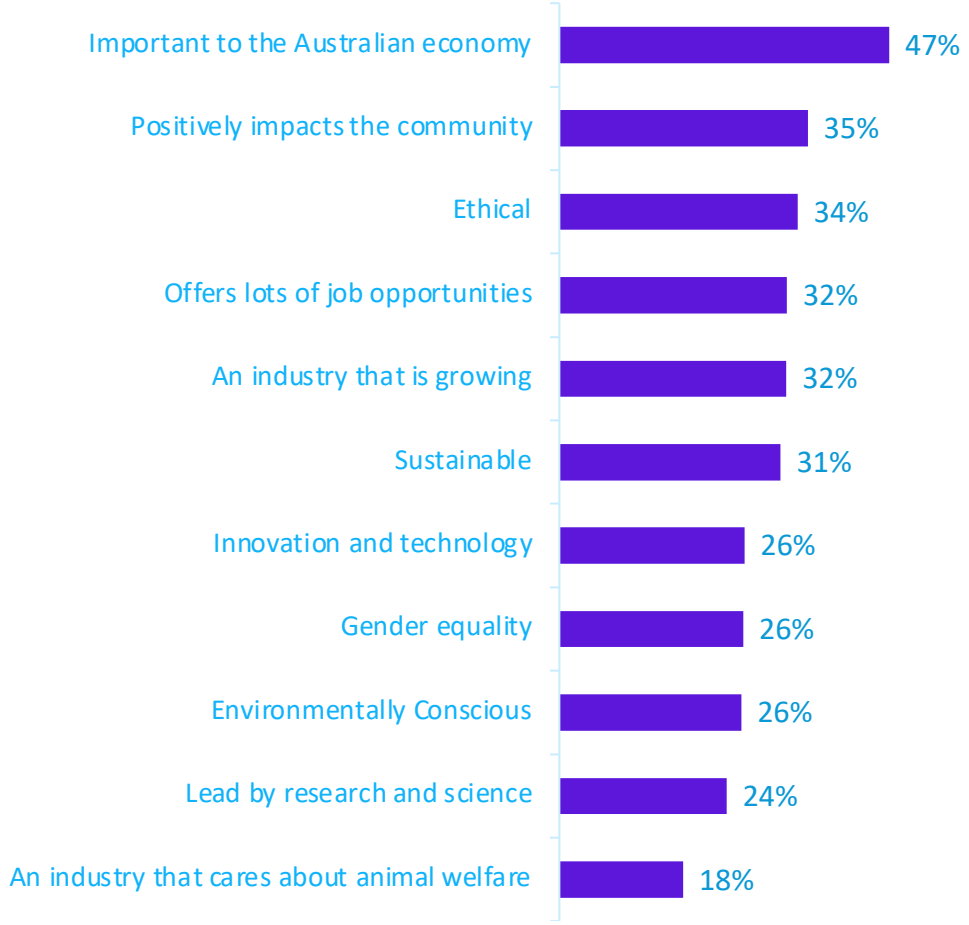
Consideration of Cotton Jobs



Base: Total Base (n=1108)

Wine Industry Dashboard (Dec 2019)

Industry Associations



Prompted Awareness (T2B%)

49%

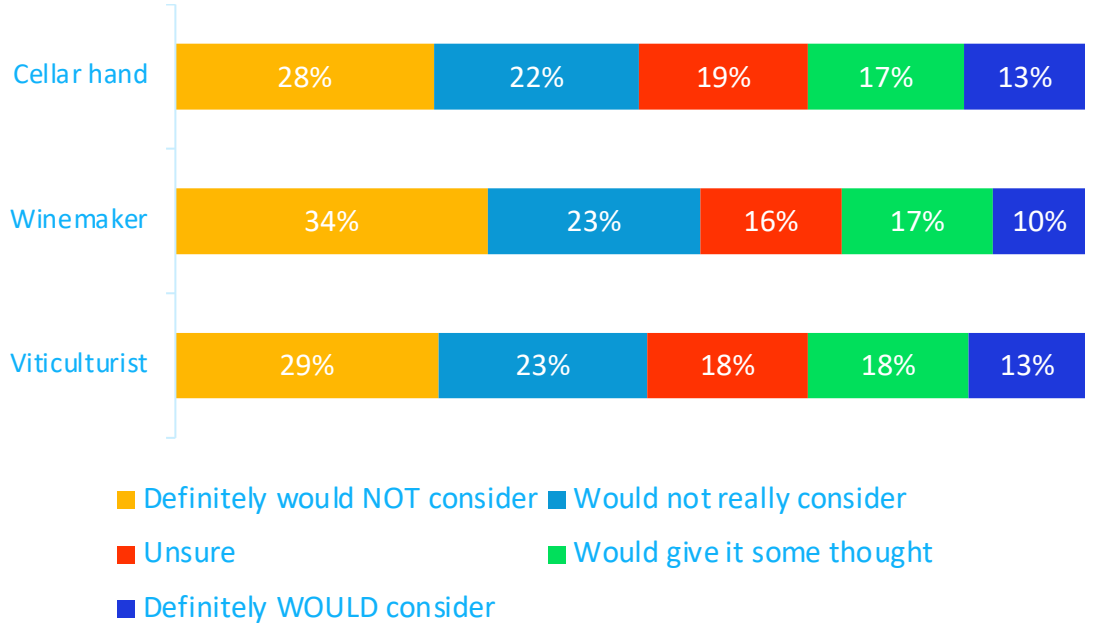
Sentiment (T2B%)

65%

Knowledge of Industry (T2B%)

42%

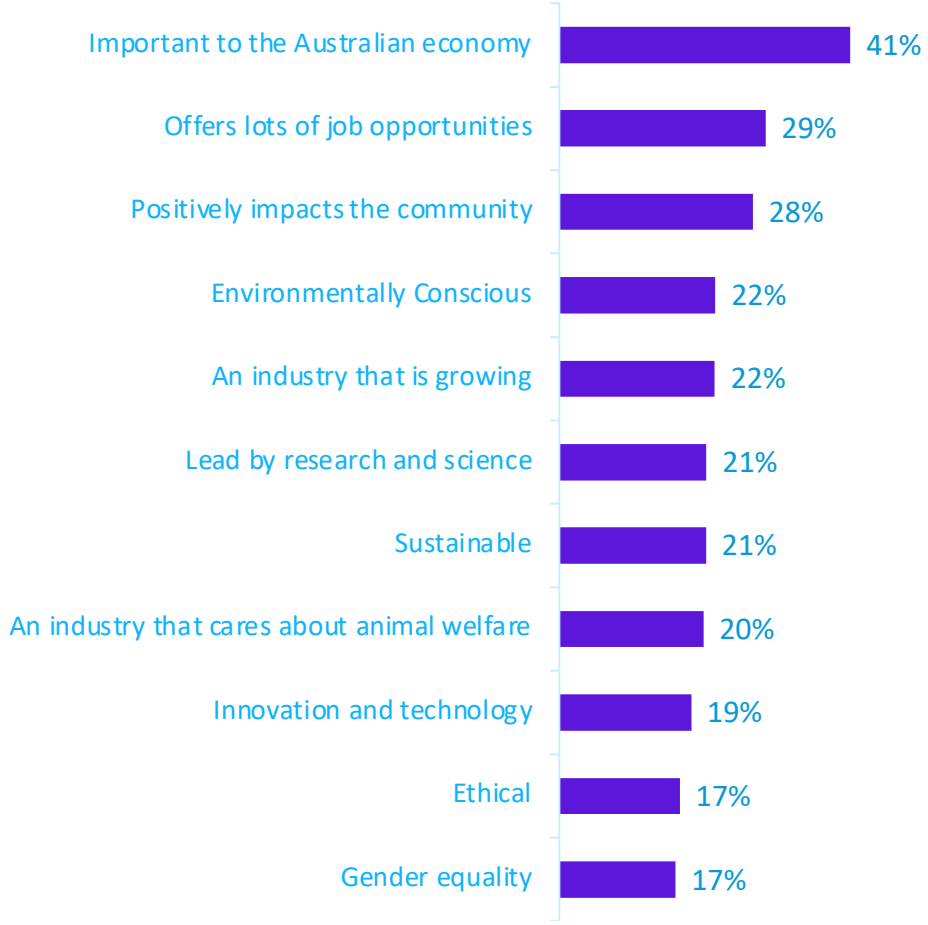
Consideration of Wine Industry Jobs



Base: Total Base (n=1108)

Fisheries Industry Dashboard (Dec 2019)

Industry Associations



Prompted Awareness (T2B%)

48%

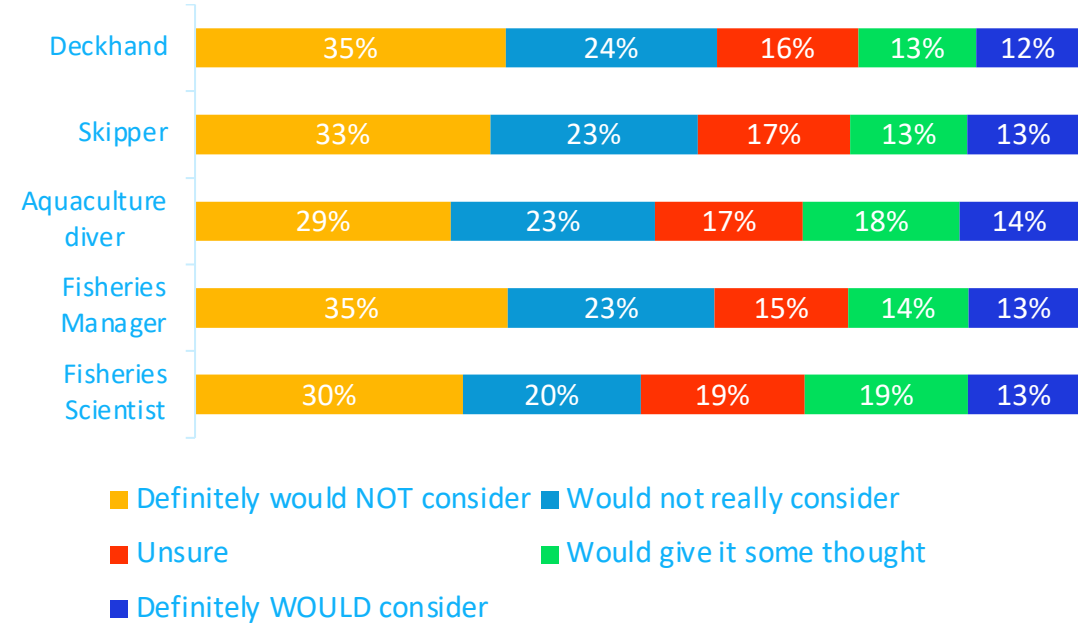
Sentiment (T2B%)

52%

Knowledge of Industry (T2B%)

41%

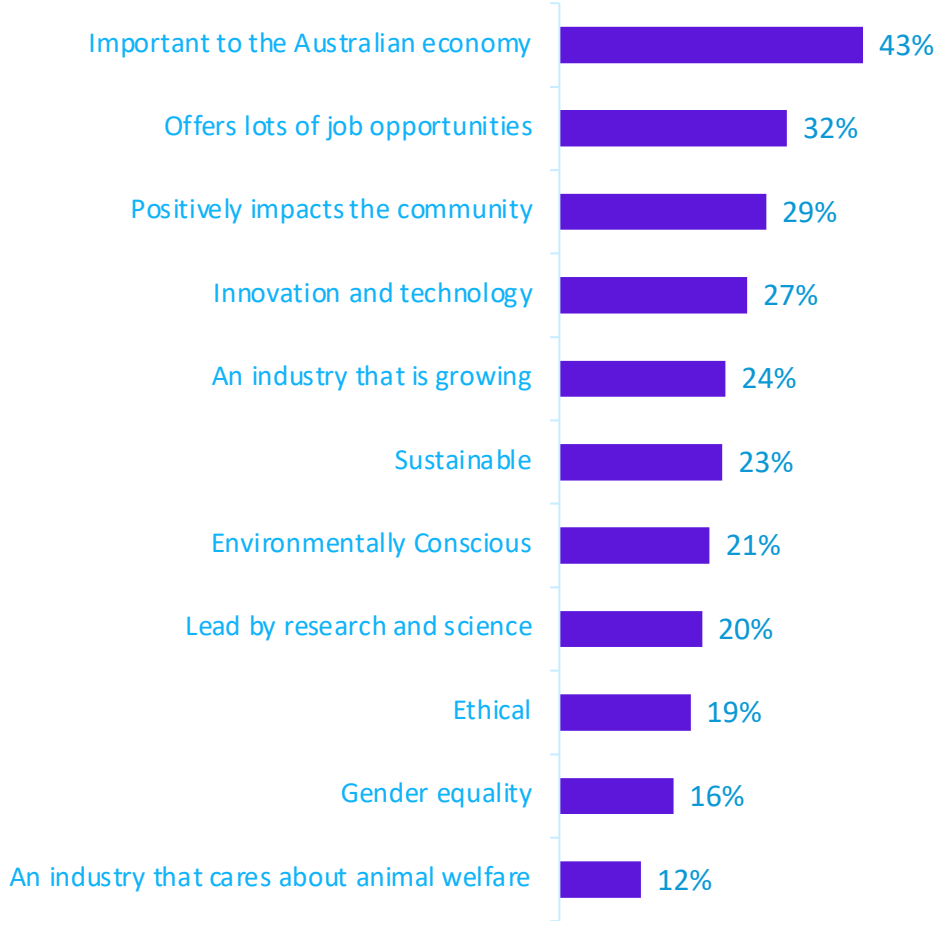
Consideration of Fisheries Jobs



Base: Total Base (n=1108)

Forestry Industry Dashboard (Dec 2019)

Industry Associations



Prompted Awareness (T2B%)

30%

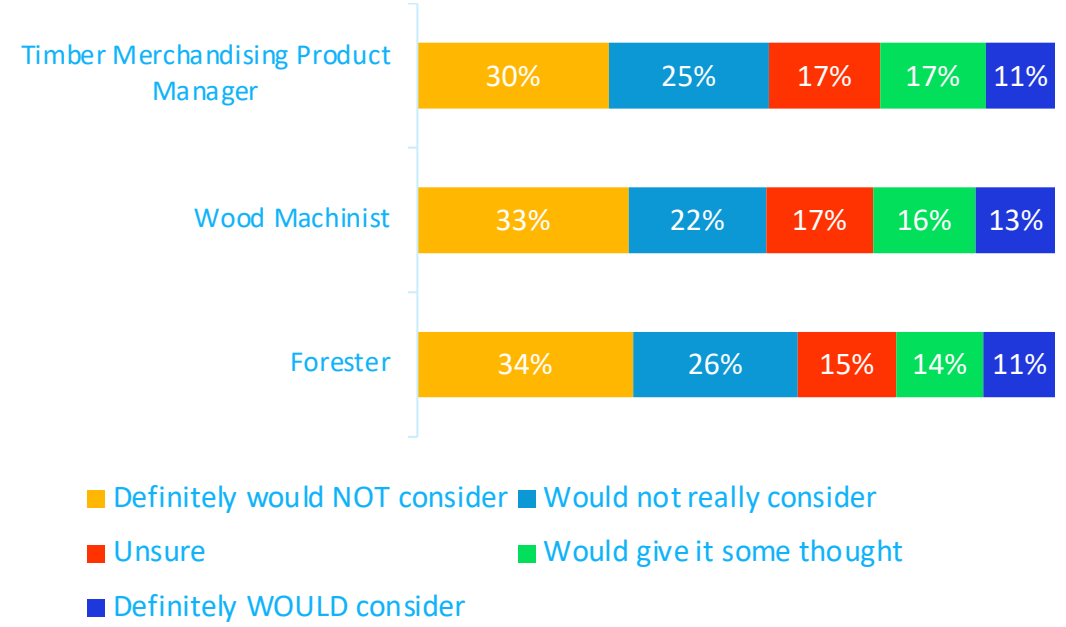
Sentiment (T2B%)

53%

Knowledge of Industry (T2B%)

46%

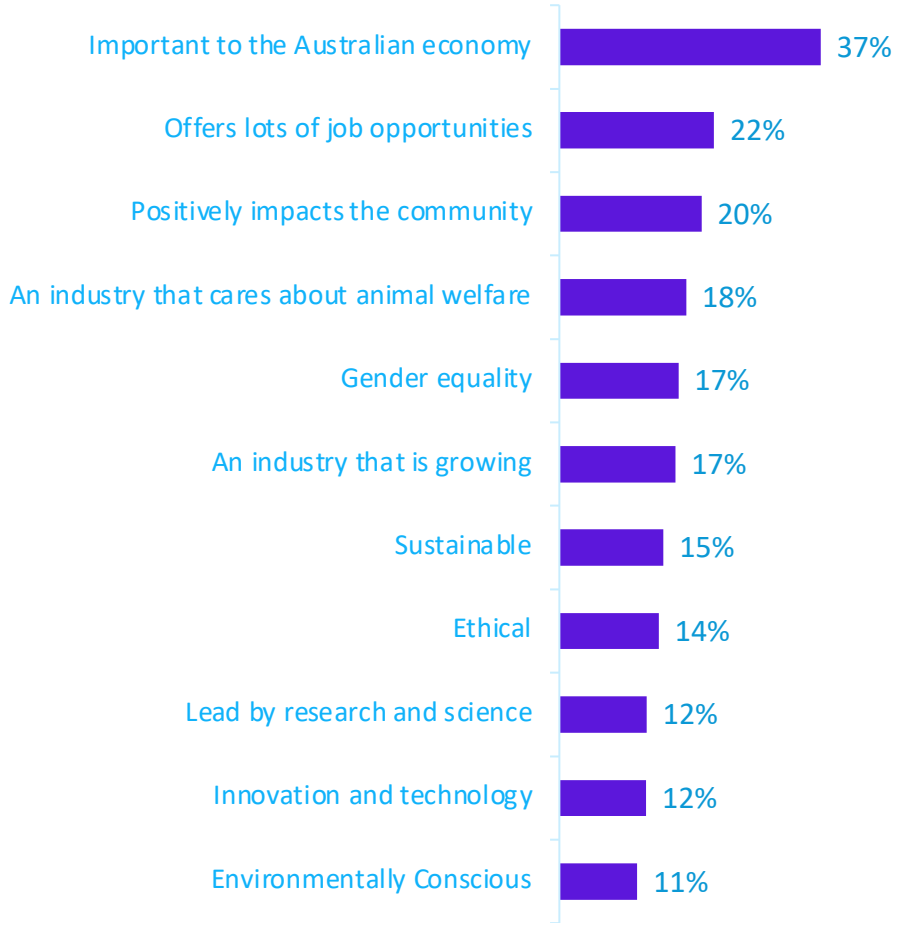
Consideration of Forestry Jobs



Base: Total Base (n=1108)

Pork Industry Dashboard (Dec 2019)

Industry Associations



Prompted Awareness (T2B%)

49%

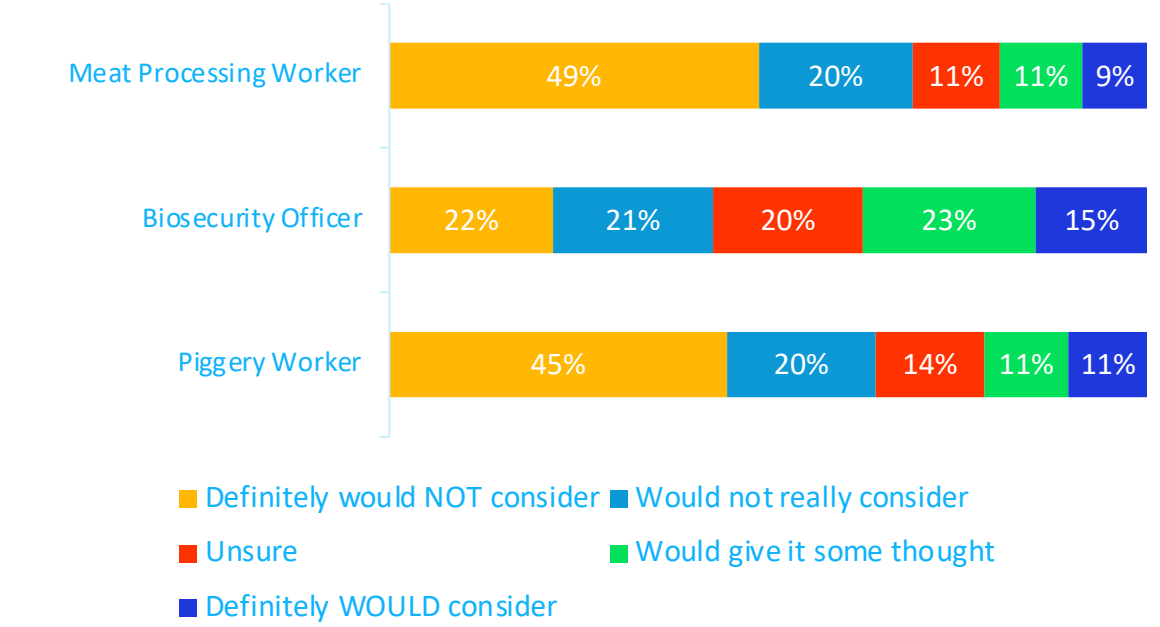
Sentiment (T2B%)

41%

Knowledge of Industry (T2B%)

37%

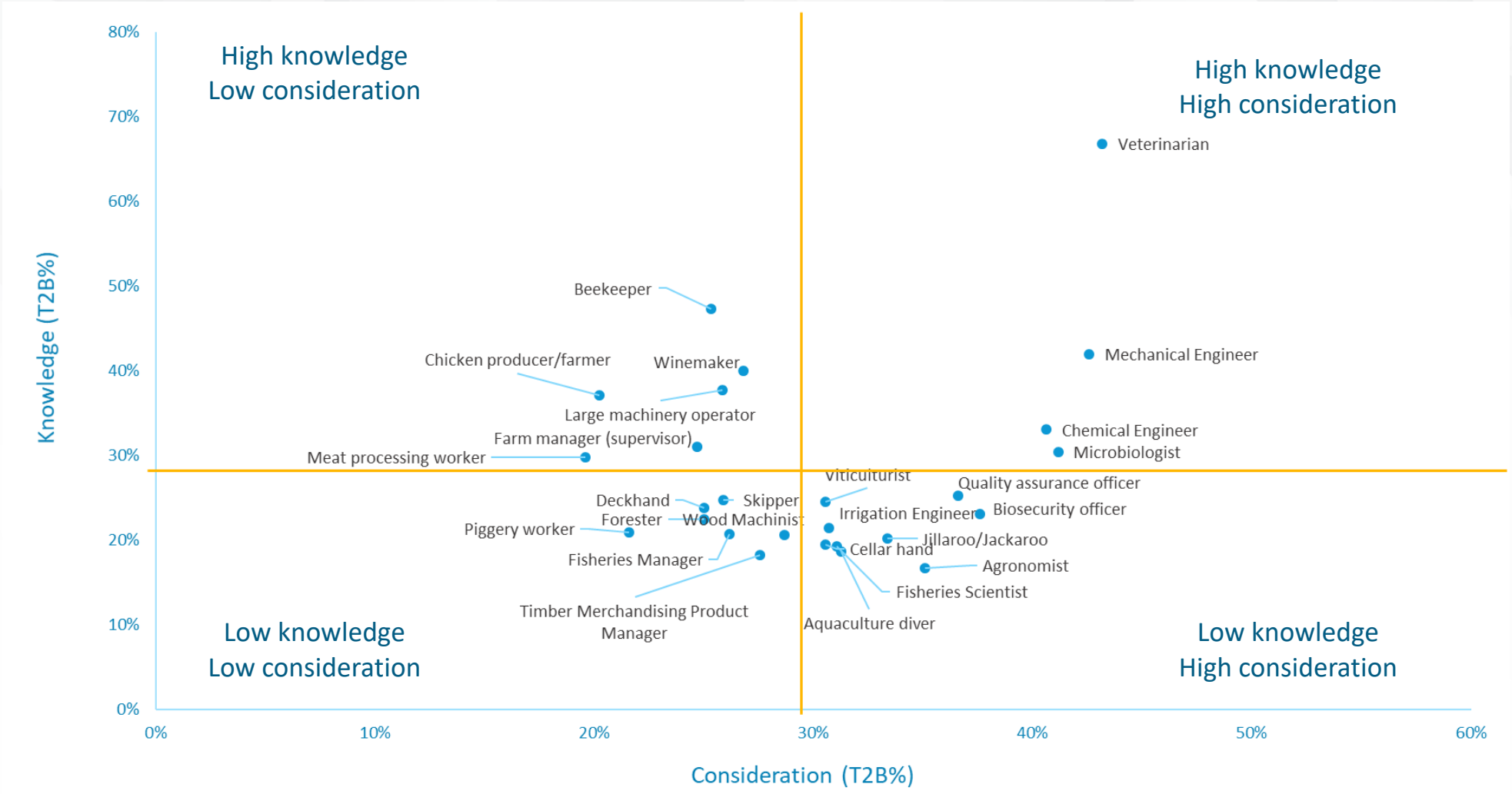
Consideration of Pork Jobs



Base: Total Base (n=1108)

Appendix

As is consideration of jobs in these industries – students feel most informed about and attracted to more ‘traditional’ degree qualified jobs



Q. How much do you know about the following jobs?
Q. How likely are you to consider working in any of the following jobs and careers when you leave school?

Please see tables for significant differences across age, gender, state and urban/remote

Origins of some everyday Animal Based Products …

	'Made' from Plant Product	**'Made' from Animal Product**	'Made' from a Mineral Product	Made from materials produced in a laboratory	I don't know
Bacon	4%	**83%**	5%	4%	4%
Scrambled Eggs	6%	**82%**	5%	3%	4%
Leather Shoes	5%	**75%**	7%	8%	6%
Oysters	5%	**78%**	7%	3%	6%
Atlantic Salmon	6%	**79%**	5%	4%	7%
Woolen Rug	18%	**58%**	7%	9%	8%
Yoghurt	10%	**70%**	5%	7%	8%
Pearls	9%	**53%**	21%	5%	12%
Jelly/Gelatin	12%	**51%**	7%	18%	12%
Caviar	7%	**70%**	5%	4%	13%
Prawn Crackers	11%	**45%**	7%	20%	16%

Q. And how would you classify each of the following?
Base: Total Sample (n=1108)

Origins of some everyday Plant Based Products …

	'Made' from Plant Product	'Made' from Animal Product	'Made' from a Mineral Product	Made from materials produced in a laboratory	I don't know
Wine	**79%**	5%	7%	4%	5%
Potato Chips	**73%**	5%	6%	10%	6%
Coffee	**78%**	6%	6%	4%	6%
Cotton Socks	**63%**	12%	9%	9%	6%
Rice	**79%**	5%	7%	3%	6%
Book	**67%**	6%	8%	10%	9%
Wooden floorboards	**63%**	6%	10%	11%	10%
Pasta	**68%**	6%	7%	9%	10%
Cardboard	**61%**	4%	10%	14%	11%
Car tyres	**18%**	4%	17%	47%	14%
Rubber bands	**24%**	5%	14%	44%	15%
Denim jeans	**33%**	8%	11%	30%	17%

Q. And how would you classify each of the following?
Base: Total Sample (n=1108)

Origins of Laboratory Products

	'Made' from Plant Product	'Made' from Animal Product	'Made' from a Mineral Product	**Made from materials produced in a laboratory**	I don't know
Plastic	6%	4%	17%	**62%**	10%
Margarine	26%	35%	7%	**18%**	15%
Nylon	12%	6%	12%	**49%**	20%
Lycra	10%	6%	9%	**40%**	34%

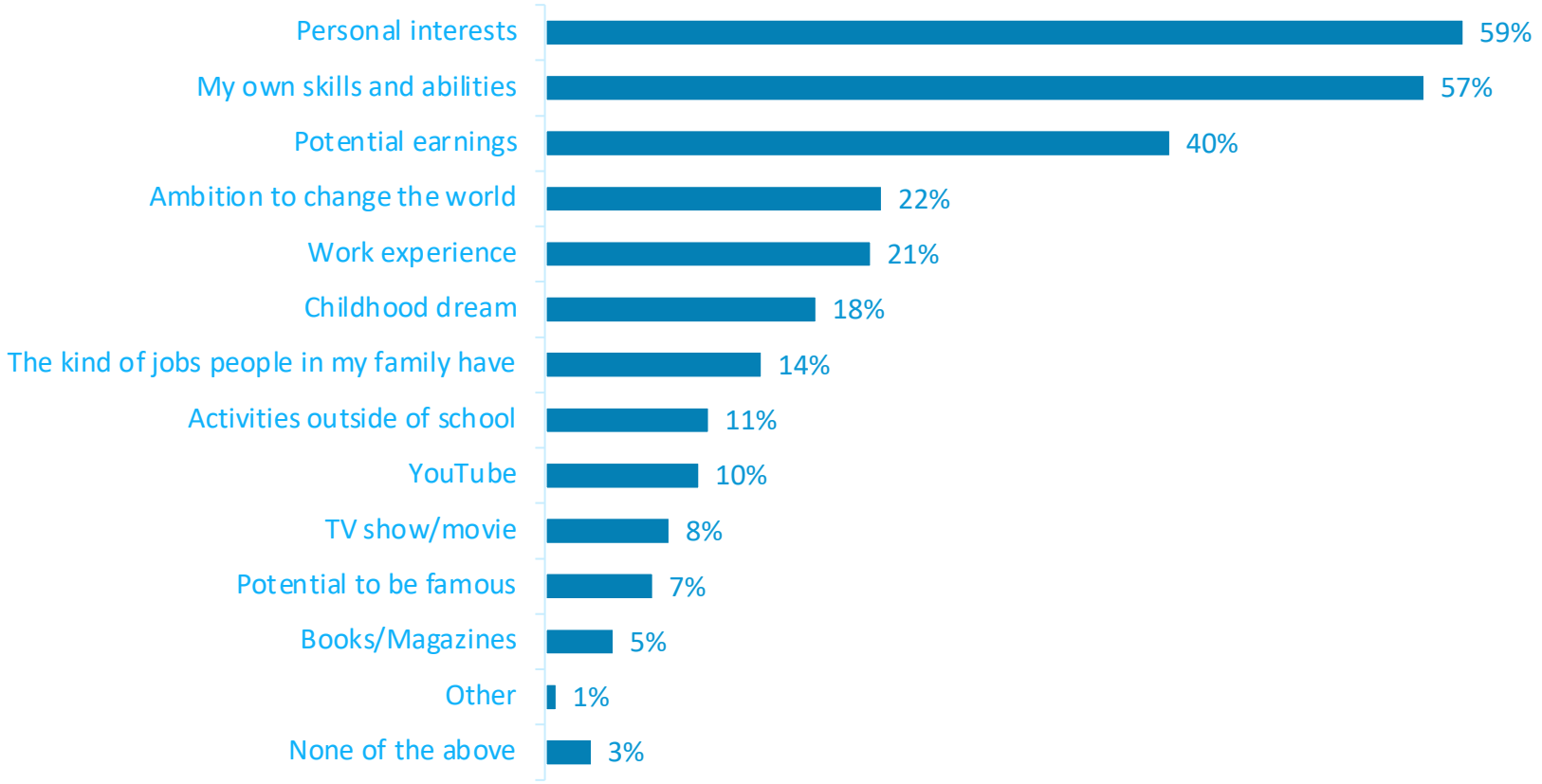
Origins of Mineral based Products

	'Made' from Plant Product	'Made' from Animal Product	**'Made' from a Mineral Product**	Made from materials produced in a laboratory	I don't know
Glass	6%	4%	**54%**	25%	11%
Silicon	6%	4%	**28%**	46%	17%

Q. And how would you classify each of the following?
Base: Total Sample (n=1108)

Personal Interests, and alignment of own skills and abilities are key influences of career choices made by students

Top Influencing Factors in Decision Making about Jobs & Careers?



Q. From the below list, which factors influences your decision about future jobs and careers? Please select up to 3 factors which influence you the most?
Base: n-1108

YouthInsight
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Telling the story of Gen Y & Gen Z

Previously slide 29

All industries significantly more likely to 'not be associated' with issues with strong social currency – including ethical food production, environmental consciousness, and animal welfare

	Cotton Growing (A)	Livestock farming (B)	Grape growing / Wine making (C)	Forest and wood products (D	Pig farming (E)	Aquaculture (F)	Fisheries (G)	Grain, Oilseed Growing (H)	None of these (I)
Sustainable	27%	21%	31%	23%	15%	24%	21%	29%	30%
	B E G	E	B D E F G	E		E	E	B D E G	B E G
Innovation and technology	20%	19%	26%	27%	12%	32%	19%	22%	30%
	E	**E**	**A B E G**	**A B E G**		**A B E G H**	**E**	**E**	**A B E G H**
Important to the Australian economy	40%	61%	47%	43%	37%	38%	41%	46%	11%
	I	A C D E F G H I	A E F G I	E	I	I	I	A E F I	
An industry that is growing	20%	25%	32%	24%	17%	29%	22%	25%	26%
		E	A B D E G H	E		A D E G	E	E	E
Offers lots of job opportunities	27%	36%	32%	32%	22%	30%	29%	29%	30%
	E	**A E F G H**	**A E**	**A E**		**E**	**E**	**E**	**E**
Lead by research and science	19%	20%	24%	20%	12%	40%	21%	25%	30%
	E	**E**	**E**	**E**		**A B C D E G H I**	**E**	**A E**	**A B D E G**
Positively impacts the community	29%	31%	35%	29%	20%	27%	28%	35%	28%
	E	**E**	**A D E F G**	**E**		**E**	**E**	**A D E F G**	**E**
Ethical	30%	18%	34%	19%	14%	18%	17%	30%	31%
	B D E F G		**B D E F G**					**B D E F G**	**B D E F G**
Environmentally Conscious	21%	17%	26%	21%	11%	25%	22%	23%	33%
	E	**E**	**A B E**	**E**		**B E**	**B E**	**B E**	**A B D E F G H**
An industry that cares about animal welfare	16%	26%	18%	12%	18%	24%	20%	16%	38%
	D	**A C D E G H**	**D**		**D**	**A C D E H**	**D**	**D**	**A B C D E F G H**
Gender equality	20%	22%	26%	16%	17%	21%	17%	20%	53%
		D E G	**A D E F G H**			**D E G**		**D**	**A B C D E F G H**

Q. And which of the following industries do you associated with each of the following statements, You can choose as many or as few as you like? Base: Total Sample n=1108. **ABC** refers to significantly higher association with this statement than other industries denoted by corresponding ABC) at 95% CI

Previously slide 36

And perceptions are relatively poor. Most not regarded as being 'good' jobs or jobs to aspire to – with exception of more 'scientific' roles

	Piggery Worker (A)	Farm Manager (B)	Deckhand (C)	Viticulturist (D)	Veterinarian (E)	Meat Processing Worker (F)	Fisheries Scientist (G)	Forester (H)	None of these (I)
A good job	9%	22%	12%	25%	55%	12%	29%	16%	22%
		A C F H		A C F H	A B C D F G H I		A B C F H	A C F	A C F
I know what I need to study to get this job	8%	11%	8%	13%	42%	9%	18%	10%	36%
				A C	A B C D F G H		A B C D F H		A B C D F G H
You need to go to university to get this job	5%	15%	7%	20%	63%	8%	50%	11%	16%
		A C F		A B C F H	A B C D F G H I		A B C D F H I	A C F	A C F
A job you can get even if you don't finish school	51%	28%	47%	24%	8%	53%	8%	29%	21%
	B D E G H I	E G	B D E G H I	E G		B C D E G H I		E G I	E G
Not for me	64%	49%	56%	48%	34%	62%	46%	51%	14%
	B C D E G H I	E I	B D E G H I	E I	I	B C D E G H I	E I	E G I	
A job I would feel proud to have	5%	15%	7%	19%	49%	7%	25%	12%	28%
		A C F		A B C F H	A B C D F G H I		A B C D F H	A C F	A B C D F H
A job I'd be interested in finding out more about	5%	11%	10%	17%	32%	8%	19%	12%	37%
		A	A	A B C F H	A B C D F G H		A B C F H	A	A B C D F G H
A job my parents would be happy with me doing	10%	18%	12%	21%	51%	11%	28%	15%	27%
		A C F		A C F H	A B C D F G H I		A B C D F H	A F	A B C F H
A job you do only if you can't get a job doing anything else	30%	14%	28%	14%	11%	35%	9%	14%	31%
	B D E G H	G	B D E G H	G		A B C D E G H		G	B D E G H
A job that contributes to solving a world problem	8%	14%	8%	11%	28%	9%	35%	19%	34%
		A C F			A B C D F H		A B C D E F H	A B C D F	A B C D F H
A good job	9%	22%	12%	25%	55%	12%	29%	16%	22%
		A C F H		A C F H	A B C D F G H I		A B C F H	A C F	A C F

Q. And which of the following industries do you associated with each of the following statements, You can choose as many or as few as you like? Base: Total Sample n=1108. **ABC** refers to significantly higher association with this statement than other industries denoted by corresponding ABC) at 95% CI