

AgriFutures
Australia

Cultivating the Next Generation

Stakeholder tool kit



In this tool kit

In this toolkit you will find all the communications outputs, reports and resources for the Cultivating the Next Generation project. We ask that you share these output via the supplied links within your networks.

1 About the project

2 Project resources

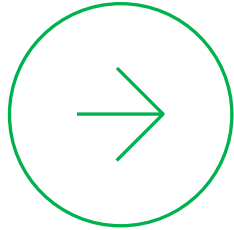
3 Media release and approved quotes

4 Promotional assets

5 Contacts



About the project



Background

The future agricultural workforce is dependent on the next generation seeing agriculture as an employer of choice, and critical to this is the role educators play in encouraging students towards a career in agriculture.

This project was funded by the Department of Agriculture, Fisheries and Forestry as a result of discussion with the Agricultural Workforce Working Group on the importance of school careers advice in encouraging careers in Agriculture.

Stage 2 of the Career Advisory project set out to develop, deliver and evaluate the five resources recommended in the Stage 1 findings.

The Cultivating the Next Generation resources:



Curriculum-aligned lessons for five subject areas including Agriculture, Science, Food Technology, Business, and Digital Technology;



20 video case studies of industry ambassadors showcasing the diverse range of jobs in agriculture;



Industry incursions and excursions across every state and territory that involved 19 schools, 514 students and 35 teachers;

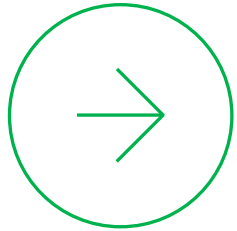


Work placement guides for industry, schools and students to assist with organising valuable work placements for students;



In person and online professional development workshops that delivered training to 247 educators to increase their confidence to promote careers in agriculture.

Project Resources



Resources which we encourage you to read and share throughout your network.




Cultivating futures
Engaging secondary school students in the world of agricultural careers

by Amy Cosby, Nicole McDonald, Nikki Kelly, Melissa Sullivan, Lilly Stoyles, Anna Day, Molly O'Dea, Kate Strong, Patricia Menchon and Jaime Manning

November 2023

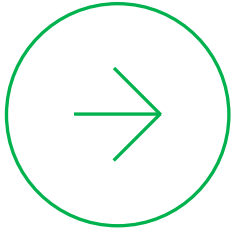
University AUSTRALIA | Australian Government Department of Agriculture, Fisheries and Forestry | AgriFutures Australia

A white circular icon with a purple right-pointing arrow, located in the bottom-right corner of the cover image.

All project resources 

Media release and approved quotes

Approved quotes for you to repurpose and share throughout your network.



Approved quotes

"A career in ag is exciting and diverse, whether you want to work with your hands or in an office, in the country or the city."

"So many young people are interested in sustainability and technology and that's exactly what ag careers offer."

"I'm proud to see Aussie schools and AgriFutures working hard to foster our next generation of agriculture workers, and can't wait to see the footprint they make on the industry."

***Federal Minister for Agriculture, Fisheries and Forestry
Murray Watt***

Media release



"Our future workforce is dependent on the next generation seeing agriculture as an industry of choice, and critical to this is the role educators play in encouraging students towards a career in agriculture and we want to do everything we can to make that happen."

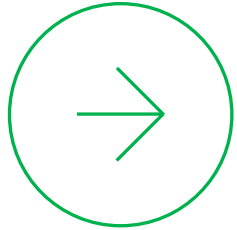
"It's crucial that students are informed about the diverse career opportunities within agriculture, and more importantly view it as an attractive employment choice."

"We need to show young people that careers in agriculture are not only rewarding, but also essential for our future, playing an important role in environmental management and food security."

AgriFutures Australia's Managing Director John Harvey

Promotional assets

Suggested social copy which we encourage you to share throughout your networks.



Social media

Introducing AgriFutures Australia latest resources to inspire the next generation in Australia's vibrant agriculture industry! 🚜📖

Delivered by AgriFutures Australia and Central Queensland University, with funding from Australian Government, these resources make up the second part of the Cultivating the Next Generation.

From curriculum-aligned lessons to hands-on experiences, educators can now spark curiosity and guide students toward endless opportunities.

Explore our resources today and join us in shaping a brighter future for agriculture! ✨

<https://agrifutures.com.au/cultivating-futures/>

#Workforce #AgricultureEducation #FutureCareers

Newsletter

AgriFutures Australia has dropped a range of new resources to help teachers and advisors encourage young people to consider a career in Australia's agriculture industry!

The resources make up the second part of the Cultivating the Next Generation project, delivered by AgriFutures Australia and Central Queensland University, with funding from the Australian Government.

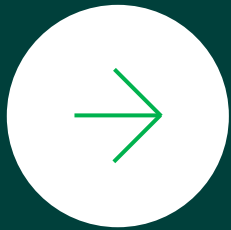
Click to find out more 🖱️

<https://agrifutures.com.au/cultivating-futures/>

Download social tiles



Please reach out if you have any questions.



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