



PIEF Newsletter Summer 2011

Welcome to our second quarterly newsletter. The newsletter is to inform you of the progress of the foundation to date and to provide you with information related to primary industries education.

2011 marks a year of great activity for the Primary Industries Education Foundation (PIEF). 2010 saw PIEF makes significant progress as it moved from a strategic focus to an operational one and this year will see the fruits of this labour emerge.

Key activities for 2011 include;

- Continuing our work the Australian Curriculum Assessment and Reporting Authority (ACARA) in the development of the Australian curriculum.
- The aggregation of key resources from our stock take to align them with the Australian curriculum.
- The design and launch of our one-stop web portal to provide access to these resources.

These activities will be informed by the groundbreaking national survey of a 6-7000 students and their teachers by the Australian Council of Educational Leaders commissioned by PIEF. The survey will focus upon the assessment of students and teachers understanding and attitudes towards the primary industries sector and the careers available along the entire supply chain.

Full results will be available from September this year and will inform the development of our activities and resources and be a source of ongoing assessment and evaluation as we reconduct the survey every three years. Our members will also have access to the results to inform the development of their own activities and programs.

Membership

The Primary Industries Education Foundation is extremely grateful for the continuing support of our financial members. Without their foresight and commitment to the next generation we would not be able to undertake the activities we have commenced or are planning to develop the improved teaching and learning in relation to the primary industries.

At the time of writing our Industry members include; *Meat and Livestock Australia, Australian Pork Limited, Forest and Wood Products Australia and the Australian Egg Corporation Limited*. We would also like to acknowledge the *Fisheries Research and Development Corporation* as an investor. As a government member we have the *Federal Department of Agriculture Forestry and Fisheries*. Our education members include the National Association of Agricultural Educators, the Australian Council of Deans of Agriculture and the CB Alexander Foundation.

To discuss membership opportunities please email ben.stockwin@primaryindustrieseducation.com.au

Stock Take Updated and on Web

We have updated the Stock Take of primary industries resources and this is now available on our website

www.primaryindustrieseducation.com.au

We have endeavoured to include as many activities of which we are aware. If you are using a great resource or have developed one please let us know by emailing

info@primaryindustrieseducation.com.au

Likewise, if you have an activity listed and details have changed, please let us know so we may update them.

Take your Class on a Virtual Farm Visit



A unique new educational tool has been developed specifically for use in the classroom. The Virtual Farm Visit features three very different beef and sheep farms showcasing the breadth and adaptability of these agricultural enterprises.

A suite of video clips show each farmer talking to the 'visitor' about the various aspects of their business, grouped in curriculum-aligned subject areas. The tool has been developed in consultation with teachers to ensure it meets their needs in the classroom.

The Virtual Farm Visit is a great concept. The videos grouped in subject area make it very easy for teachers to guide their class to the relevant videos and the interface is fresh and engaging. Although the Virtual Farm Visit was developed with Years 7-10 in mind, the video format can easily be adapted for use with younger students, or specific aspects of the farming enterprises can be explored in greater depth for Years 11 and 12. Because actual farmers are used this is a very captivating learning tool. Fact sheets that provide further descriptions and an explanation of terminology support the video clips.

The Virtual Farm online tool is accompanied by a set of teacher's guides that include worksheets providing an 'off-the-shelf' classroom solution. The guides can also be easily adapted to meet teachers' individual needs if required. It's refreshing to see an educational tool developed in consultation with teachers who are in the classroom every day.

The tool was developed by Meat & Livestock Australia (MLA) and is publicly available at www.mla.com.au/virtualfarm MLA plans to develop the tool over time by adding case studies for greater depth of content.

To explore the Virtual Farm Visit go to www.mla.com.au/virtualfarm



Farm and Countryside Education-United Kingdom

Farm and Countryside Education (FACE UK) offer a great range of resources for teachers and students in the United Kingdom.

In conjunction with comedian Bill Bailey, they have just released a video that encapsulates what they are working to achieve.

<http://www.face-online.org.uk/join/>

PIEF works very closely with FACE UK to benefit from their 9 years experience in this area. Their Executive Director, Bill Graham, visited Australia and attended the 2010 NAAE conference in Gatton last year. At that time he met with directors of PIEF to discuss areas of shared concern.

Primary Industries on Twitter

Every Tuesday night from 8pm-10pm there is a twitter forum discussing all things primary industries. Topics for discussion are discussed during the week and are posted online on the day of the forum.

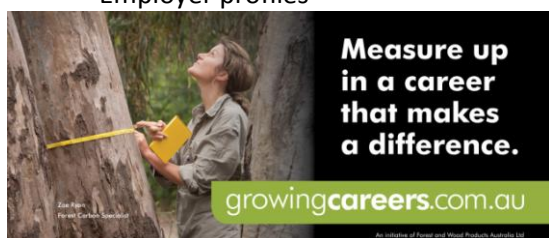
The twitter account for this forum is @agchatoz.

You may also like to 'follow' PIEF on Twitter to receive updates and announcements. Our Twitter account is @OzPIEF.

Forestry Grows Careers Website

Forest and Wood Products Australia have launched www.growingcareers.com.au: A comprehensive careers website which showcases the diverse range of careers across the whole forest and wood products industry. The website will be a comprehensive resource for people looking to change their career or for those just starting out. There will be many features including:

- Searchable database on careers
- Featured hot jobs
- Information on education, training and scholarships
- Information on the industry and the environment.
- Summer jobs and internships opportunities
- Employer profiles



The site will be supported by a national consumer marketing campaign which will include a mass media campaign of airport outdoor and magazine advertising, online display and email advertising, as well as press and postcard advertising. For more information about the campaign please email

melissa@sustainabilityatwork.com.au

Teacher Professional Development Day paves way for Future

A Professional Development Day for teachers of agriculture in NSW was held at Sydney Showground, Homebush Bay on 26 November 2010. Over 60 teachers attended and it was convened by the Primary Industries Education Foundation (PIEF) and supported by the Royal Agricultural Society of NSW, Industry & Investment NSW, NSW Farmers Association and The Land Newspaper. A detailed report has been prepared on the

day examining the real costs of mounting such an event. There is an expectation a similar day will be run again in late 2011. The professional development day gave an opportunity to work out how much such an event may cost and how we can run similar events in the future. In addition PIEF is examining ways that the information delivered on the day can be extended through new media to others who are unable to attend. A copy of the final report will be on the PIEF website shortly

Victorian Government Highlights the Importance of Primary Industries Education

The Primary Industries Education Foundation has been invited by the Victorian Government to engage in the Victorian parliamentary inquiry into Agricultural Education in Victoria. The establishment of the inquiry is an important step in acknowledging the importance of teaching our students about food and fibre production and to promote careers in the sector. The following article appeared in The Age online.

“STRATEGIES to encourage more young people to be farmers will be investigated by a parliamentary committee that will examine Victoria's ageing agricultural workforce and barriers to young people.

During the one-year inquiry, State Parliament's rural and regional committee will examine the profitability of farms, career paths for young people and pay, farm business models, recruitment strategies and the business acumen of farm enterprises.

The committee will also investigate the role played by quality of life issues in country areas on recruiting and retaining young farmers. The issues include availability of training opportunities, off-farm employment for husbands, wives or partners, availability of education, health and other services.

Agriculture Minister Peter Walsh said young farmers were crucial to agriculture and had shown they brought renewal, innovation, energy, enthusiasm and productivity improvements to the sector.

"Younger people entering the industry will come in with new ideas and enthusiasm and less resistance to change - they'll actually want to drive change," he said. "Whereas older people by nature get more conservative and in general, more staid in their ways and don't necessarily embrace change as quickly."

Mr Walsh said that as well as farming there were many other important jobs in agriculture - such as agronomists, feed and farm consultants, grain traders and veterinarians - that gave young people good opportunities.

"People that are choosing some of the careers that support agriculture, like agronomists for example, effectively have a job before they leave university," he said.

"Most young people who choose one of the higher-ed disciplines that support agriculture have job offers before they've actually graduated, so there are opportunities actually for them to enter the agriculture sector and then progress through if they want to go on to farming in their own right."

He said he would like to improve the perception of agriculture." (Source: The Age, 21st February 2011)

The Primary Industry Centre for Science Education (PICSE)

The Primary Industry Centre for Science Education (PICSE) programs target science students and teachers from primary school to senior high school by increasing the awareness, the interest and participation in primary industries and the sciences that support them. PICSE has Activity Centres in all States, employing Science Teachers who work with teachers and students producing teaching resources, running student camps, Teacher Professional Development courses, Science Investigation Awards, Industry Placements and Travelling Scholarships. Over the last 10 years, PICSE has promoted primary Industries to 44,540 Year 11/12 students, selected 778 students for the Industry Placement program and in the last 2 years, had 3,336 secondary students participating in the Science Investigation Awards.

Further information can be found on www.picse.org or by contacting Associate Professor David Russell on PICSE.Admin@utas.edu.au.



'The Peak Body for Primary Industries Education in Australian Schools'

Our Vision

"An Australian community which understands and values its primary industries".

Our Mission

"To inform students, teachers and the broader community about the primary industries and the career opportunities which they offer".

**ADD YOURSELF TO THE PIEF NETWORK LIST BY EMAILING:
info@primaryindustrieseducation.com.au**

PIEF would like to thank the following for their continued support



Australian Government
Fisheries Research and Development Corporation



Australian Government
Department of Agriculture, Fisheries and Forestry

**National Association of Agricultural Educators
The Australian Council of Deans of Agriculture
CB Alexander Foundation, Tocal**