

# Fact Sheet

**Cows Create Careers - Farm Module is a community, education and industry partnership. It is a significant Dairy Australia project designed to increase the awareness of dairy industry careers by offering dairy industry education and pathway opportunities to senior school students.**

Cows Create Careers was originally established in 2004 by the Strzelecki Lions Club in Victoria and nine Gippsland schools. With support from Dairy Australia, Regional Development Programs, dairy farmers and sponsors, the program has now grown to over 180 schools across Australia with 8,357 students completing the program in 2013.

The program aims to:

- Demonstrate relationships between key learning areas in school and real-life professional applications,
- Introduce students to education opportunities through vocational and university pathways,
- Offer first-hand knowledge from experienced dairy farmers and industry advocates who encourage and support students,
- Assist students with career decision making through established links with the education and employment sectors; and,
- Reward all successful students and schools on completion of the program.



## How does the program work?

Cows Create Careers - Farm Module is a six-week program that aims to increase the awareness of dairy industry careers and pathways in a very hands-on way. Secondary students are educated by rearing two three-week-old calves at school, and the school is provided with dairy industry curriculum for junior years 7 and 8 and senior years 9 to 11, at no cost.

The program's material was written by teacher and expert educational writer, Rod Cameron. Each year the material is revised to ensure that it complements national and state curriculum standards, and incorporates student, teacher and industry feedback to keep it fresh and relevant.

Cows Create Careers – Farm Module can easily be embedded into the curriculum of participating schools and some choose to put a year level through the project, instead of a single class. All participating schools are provided with feed supplies from commercial sponsors who support the project, at no cost.

### Industry advocate support

Students and teachers are introduced to the program by a dairy industry advocate who acts as an information resource throughout the project. Students are able to ask questions and learn about dairy industry careers, including the type of education and training required for various dairy career pathways.

### Dairy farmer support

Local dairy farmers loan two calves for a three week period and visit the school to teach students about how to care for the calves and about their career in the dairy industry. Students then feed and monitor the calves as part of a series of educational activities. Schools can choose to manage the calves at their premises, or at a suitable location for students to enjoy a hands-on experience.

### Industry research

Student teams have the opportunity to complete a multi-media presentation, a 3D model, a scientific report and thank you letter to Dairy Australia for the involvement of the dairy farmer and industry advocate at their school.

### Assessment and evaluation

Student work is submitted to the Cows Create Careers assessment team and a report is provided back to teachers and schools.

Students complete two evaluation forms, one at the beginning of the project and one at the end, to assess students' general knowledge of the dairy industry.

A teacher evaluation form is completed at the conclusion of the project. This form asks for feedback about the benefits of the project and encourages any suggestions for improvement.

### Awards and links to education

Upon completion of the program, students, teachers, industry advocates and farmers are recognised at a Presentation Day where prizes are awarded to the winning schools and students in each region.

The Presentation Day showcases guest speakers from the [National Centre for Dairy Education Australia](#) and other employment and training organisations. This creates first-hand linkages between industry bodies, schools, students and teachers.



*"I'd been studying biology at school and just never realised the vital role genetics plays in both plants and animals."*

With support from CCC, Monique McMahon-Hide, from Bellarine Secondary College VIC, went on to win a three year Gardiner Foundation scholarship and is now an Animal & Veterinary Bioscience student at Latrobe University.

*"Growing up in an urban environment can be a stark contrast to a student who's grown up in a rural environment ... The majority of them have no openings to be involved with the dairy industry. The outcome has been a general lack of awareness about the diversity of dairy focused professions available to them. But, give them the chance and they learn pretty quick."*

Bill Loughridge, Poowong dairy farmer and advocate for city based schools.

*"In the staff room, a few of his teacher colleagues initially thought the idea of bringing calves into the school was a joke." ... "This was no longer about Greg and his students, but Cessnock High School representing NSW at national level bringing agriculture to the forefront of the school's profile through CCC."*

Greg Matthews' students at Cessnock High School won the Dairy Australia Moo' in Transfer at the 2012 National Dairy Conference

### **More Information**

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Cow's Create Careers [2013 Annual Report and Case Studies](#)

Visit: [www.dairyaustralia.com.au/education-and-careers](http://www.dairyaustralia.com.au/education-and-careers)

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The Cows Create Careers program is funded and managed by Dairy Australia and conducted by Jaydee Events Pty Ltd.