

THE YOUNG FARMING CHAMPIONS HIERARCHY OF INTENDED OUTCOMES

9. GLOBAL IMPACT

Young Farming Champions share with the world what they have learnt and multiply their impact.

8. AGRICULTURE IN AUSTRALIA IS VIBRANT, DYNAMIC AND PROFITABLE

Capable and connected young people drive the agricultural sector forward. They have the capacity to innovatively engage the community in positive changes in societal expectations and consumer demands. They build respectful relationships between farmers, industry, supply chain partners, government and the broader community.

7. FUTURE INFLUENCERS AND LEADERS

YFC Alumni have a developed world view and are able to consider local, regional and global issues in relation to agriculture. They have a resilient network of colleagues and mentors. They are recognised for their talent and vision. They have the ability to engage and network across diverse industry and community sectors. They are invited to be involved in influential collaborative undertakings for the benefit of Australian agricultural industries.

6. LEADERSHIP DEVELOPMENT

YFC have developed confidence as independent, reflective thinkers who can share their story and experiences, while voicing their own opinions about agricultural issues in their industry and more broadly. They are courageous, outgoing, innovative, and able to communicate and engage with others effectively.

5. GRADUATION

5a. Public Events

YFC are sought after thought leaders and conference speakers representing youth in agriculture and their industry at local and international events.

5b. The Archbull Prize - Awards and Exhibition Day

YFC host The Archibull Prize Awards and Exhibition day. They reconnect with students and the teachers from the schools they have visited and mentored. They introduce their schools to sponsor representatives and important dignatories who mingle with the school teams.

4. RELATIONSHIP BUILDING. NETWORKING. PUBLIC SPEAKING

4a. Experiences in Industry

YFC are deployed to promote positive perceptions of 21st century agriculture in the broader community, in effect garnering social license for agricultural practices and activity.

4b. Experiences in Schools

Students work in teams with YFC to create their customised Archibull along with an animation, infographic, case study, and blog. YFC are available on skype, phone or email.

4c. Experiences Developing Networks

Find their communities of influence and builds their networks.

YFC crowd source additional followers via social media platforms such as Facebook, Twitter and YouTube.

3. SKILLS DEVELOPMENT IN REAL-LIFE SITUATIONS

3a. Experiences in Industry

YFC create and deliver a presentation outlining their agricultural journey & the cutting edge and rewarding careers for young people in agriculture?

3b. Experiences in Schools

YFC work with school students who are competing in The Archibull Prize. They share their agriculture career journey. They inspire students to better understand the challenges of farming in the 21st Century; and to consider careers in agriculture.

2. MENTORING & TRAINING

Through a series of face-to-face workshops Young Farming Champions are trained and mentored in marketing, leadership, communication, PR and media skills, and speech delivery. They are equipped with insights into all aspects of the agricultural supply chain as well as consumer attitudes and trends.

1. ENGAGEMENT

Young professionals in the agriculture sector who wish to be part of the Young Farming Champions (YFC) complete an expression of interest and submit a blog suitable for publishing on the web. A selection panel (made up of a sponsor, industry representative, program manager, and past participant) reviews the applicants and the material they have submitted and choose who they consider to be the best candidates.



