



Primary Industries Education Foundation

Strategic Plan 2010 – 2013





Purpose

The purpose of the Primary Industries Education Foundation Strategic Plan is to provide a blueprint for the improved teaching and learning about primary industries education in Australian schools 2010–2013.

Corporate Profile

The foundation is a public, not-for-profit company limited by guarantee with tripartite membership covering the primary industries, government and education sectors. The foundation is governed by a skills based board, chosen by a selection committee – the members of which are elected by each category of membership. The foundation operates with minimal overheads to ensure that member contributions are focussed on delivering real outcomes.

Operating Environment

The primary industries sector is a dynamic, exciting and critical part of the Australian economy. Our way of life depends upon the success and resilience of the sector. However, the sector is facing many challenges, not only from competitive markets, unfavourable seasonal conditions and declining terms of trade, but increasingly from poorly informed community attitudes to land and water use and to modern production practices. Compounding these difficulties is the growing disconnect between city and country.

The Primary Industries Education Foundation is a unique and innovative strategy to address a well-documented problem. Australia's primary industries, governments and education sector have a vital chance to collaborate through PIEF in the attraction and retention of young people to pursue careers in primary industries and in the raising of awareness in our community of how rural resources are managed and safe, high quality products are delivered.

PIEF also represents a ground breaking cross industry collaboration on issues that affect the whole sector. PIEF provides better learning about our primary industries in Australian schools. It cannot do this in isolation. We are backed across the whole of industry, government and education by passionate, visionary people and organisations who believe in the importance of breaking down the rural/urban divide.





The Constitution

The objectives in the PIEF Constitution are:

1. Provide national leadership and coordination of initiatives to encourage Primary Industries education in schools through a partnership between industry, government and educators.
2. Commission, co-ordinate, facilitate and manage national projects to encourage Primary Industries education in schools.
3. Provide a source of credible, objective and educational resources for Schools to maintain and improve community confidence in Australia's Primary Industries.
4. Communicate Primary Industries research and development outcomes in a format accessible for Schools and encourage interest within Schools in Primary Industries related careers.

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.

Our Values

Integrity: We consistently demonstrate to the highest standards fairness, honesty, transparency and ethics.

Respect: We appreciate diversity, seek to learn, listen attentively and communicate often and openly.

Excellence: We have set ourselves high standards to ensure quality in everything we do.

Professionalism: We always focus on the collective needs of our members and network, ensure we apply best evidence and practices, have access to experts and specialised knowledge, have pride in our work and recognise and celebrate achievements.





Our Distinctive Contribution

For industry: an effective and efficient channel into the education sector for factual information on the roles and practices of the primary industry sector.

The benefit for industry is the improved effectiveness of their own programs and stronger community support.

For educators: a trustworthy one-stop shop for all primary industries' educational and resource needs.

The benefit for educators is access to high quality, low cost and practical resources that are engaging and aligned to the Australian curriculum.

For government: a facilitator of partnerships between industries and educators to advance public policy and to distribute relevant research outcomes.

The benefit for government is that the foundation encourages industry to be proactive and effective in its responsibility for the long term sustainability of the primary industries sector.

Our Drivers of Success



Our Drivers of Success



Strong membership

Goals	Output	Outcome
<ul style="list-style-type: none"> • Increase our financial membership base. • Nurture sponsorship for projects. • Secure our financial position. • Develop and provide membership services. • Demonstrate best practice corporate governance. 	<ul style="list-style-type: none"> • Membership drive. • Membership and sponsorship fee structure. • Comprehensive branding developed and implemented. • Communication channels to members established. • Governance, operations and performance monitoring and evaluation strategies. 	<ul style="list-style-type: none"> • We are recognised as the peak body representing primary industries education in Australia.. • We are financially stable. • We have an informed and supportive membership. • We are fully compliant with all relevant legislation and demonstrate accountability to members.

Extensive tripartite networks

Goals	Output	Outcome
<ul style="list-style-type: none"> • Establish education networks. • Grow tripartite network group. • Grow and maintain industry network involvement. 	<ul style="list-style-type: none"> • Network strategy developed. • Communication channels to network established. • Effective delivery mechanism for programs. 	<ul style="list-style-type: none"> • We have enhanced the capability and capacity of networks to support the development and delivery of PIEF's objectives. • We have increased understanding and the communication between tripartite networks. • We have engaged, informed and strategically established motivated networks.



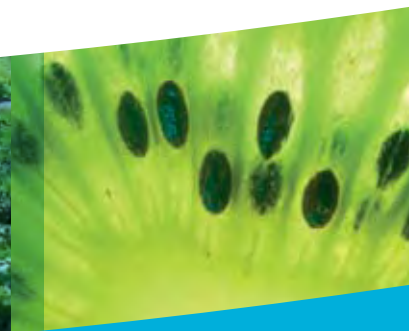


Sought after services

Goals	Output	Outcome
<ul style="list-style-type: none">• Produce and promote primary industries resources to Australian schools.• Align primary industries resources to the Australian curriculum .• Promote primary industries career opportunities and pathways in Australian schools.• Broker quality teacher professional development.	<ul style="list-style-type: none">• One-stop primary industries education and careers information hub, including a web portal.• Support for the implementation of best practice teaching and learning strategies, in particular, using developments in Information Communications Technology.• High quality, practical professional development for pre and in-service teachers.	<ul style="list-style-type: none">• We have promoted the primary industries as an attractive career choice.• Teachers and students are better informed as a result of our strategic efforts.• We have ensured information regarding the primary industries is taught within more schools and classrooms.• We have collaborated to increase enrolments in undergraduate agricultural science degrees.

Informing policy

Goals	Output	Outcome
<ul style="list-style-type: none">• Inform decision making regarding primary industries and the Australian curriculum.• Support primary industries education policy development.• Be the 'go-to' by industry, government, education and community for information and advice related to primary industries education policy.	<ul style="list-style-type: none">• Guidelines for industry engagement.• Member policy and program advice.• Alliance with industry bodies.• Policy research studies.	<ul style="list-style-type: none">• We have successfully informed policy decisions.• Our members are influential and supportive of primary industries education policy.• Our members industry bodies are better linked to classrooms.• We have incorporated the primary industries into the curriculum.• We are recognised as the provider of choice for the development, deployment and support of resources and programs.



By 2013 we will be secure, recognised, relevant and accessible.



Secure

We have:

- secured a membership base which includes all of the key stakeholders within the industry
- a sound financial position through ongoing membership subscriptions and specific program funding
- an expert, professional and passionate team of people

Recognised

We are:

- well known to stakeholders in the industry
- a key influence on national policy for Primary Industry in the school curriculum
- considered to be a provider of choice for development, deployment and support of resources and programs
- considered to be a soundly governed, high performing and efficiently operated not-for-profit organisation

Relevant

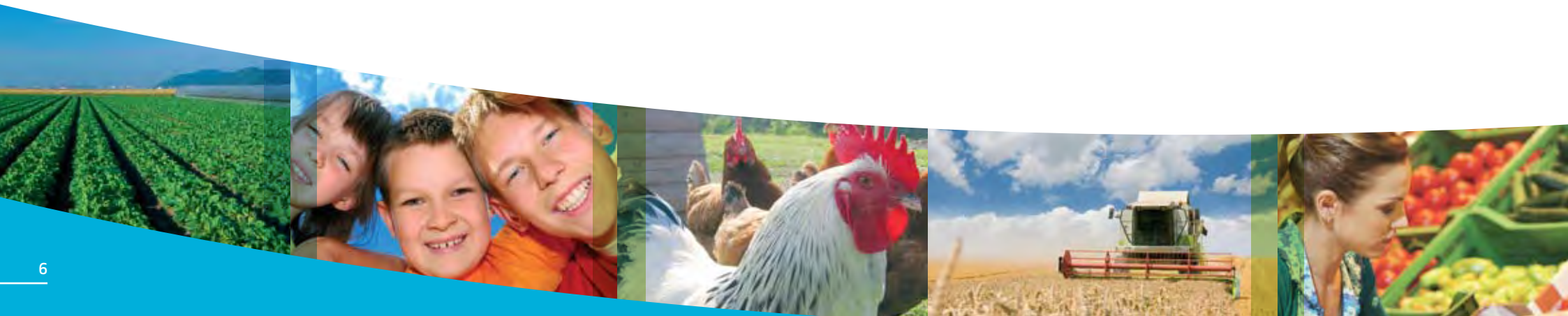
We have:

- responded to the sectors priority needs
- influenced and supported the implementation of the national school curriculum
- delivered evidence of the effectiveness of our products and services
- developed a knowledge and evidence base in support of our aims

Accessible

We are:

- delivering national resources and programs in a format and through channels which meet the needs of end users
- available to support the development, deployment, training in and use of national resources and program



Appendix 1



The Board

In late 2004 to early 2005 a number of individuals (mainly associated with State departments of agriculture or their equivalent) met to examine ways of introducing national coordination in rural industries education. The various state initiatives were finding that they were unable to access national industry funds or interact with national bodies because they were restricted to operating at a state level.

It was felt that it would be useful to gain an idea as to what was occurring around Australia to promote agriculture to schools. The Australian Wool Education Trust funded a national stock-take study that formed the basis for a national workshop in Canberra, November 2005 that was attended by over 75 people. This meeting engendered great enthusiasm and interest in a national approach.

In May 2007 the then Minister for Agriculture, Fisheries and Forestry convened a Round Table in Sydney with representatives from industries, education sector and government to examine how a national entity could be established. As a result of the Round Table, a working party was established to write a constitution for a National entity. The working party drafted a Constitution which was endorsed by the Round Table in December 2007.

The constitution provided for a tripartite not for profit company limited by guarantee with governance through a skills based board. The tripartite governance was embedded by way of equal representation of industry, government and education sectors on a selection panel with an independent chair to appoint the board.

The company was first established by representatives of industry (National Farmers Federation, Meat and Livestock Australia), and the education sector (Australian Council of Agricultural Deans, National Association of Agricultural Educators and CB Alexander Foundation) in 2008. The initial board then appointed a selection committee and independent chair to appoint the final board. Following national advertising 164 applications were received, 16 were interviewed and 7 were appointed. Selection was on the basis of skills specified in the Constitution.





The Board for the Primary Industries Education Foundation is as follows:

- **Dr Cameron Archer**, Principal, Tocal College with experience in agricultural education in particular vocational education.
 - **Ms Beth Welden**, Program coordinator, AgForce School to Industry Program, with experience high school education, research and development and rural policy.
 - **Mr David Thomason**, former General Manager Marketing, Meat and Livestock Australia, with experience in marketing and business developments in both rural and non rural sectors.
 - **Professor Emeritus John Lovett**, Managing Director, Lovett Associates Pty Ltd, experience in higher education, research and development corporations and organisational governance.
- **Dr Peter Knight**, Senior lecturer, Sydney Medical School, University of Sydney, extensive experience in educational at the University level, experience in the racing industry and animal welfare and use of innovative technology in education.
 - **Ms Joanne Grainger**, Primary Producer, Chair of Cotton Australia, Vice President, Queensland Farmers Federation; formerly a secondary school teacher, experience in farming, education and rural industry.
 - **Mr Ben Stockwin**, Principal, Abbotsfield Primary School, Tasmania, extensive experience in primary education, curriculum development and the introduction of primary industries studies into schools.

The Board held its first meeting, (the 10th for the Company) on Tuesday 8 September, 2009 when Dr Cameron Archer was elected Chair.



Front row L-R; Joanne Grainger, Cameron Archer, Beth Welden. Back row L-R; John Lovett, David Thomason, Peter Knight

Monitoring and review

Reporting against indicators will be reported to the board. Performance against indicators will be reported to members annually in the annual report and by the Chair at the AGM. An annual internal review of the plan will be conducted by management, with outcomes communicated to members. A new operating plan will be developed in 2011. A new strategic plan will be developed in 2013.





For more information

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