

Dear Network Members

I am pleased to provide a brief update on developments with the Primary Industries Education Foundation (PIEF).

1. Annual General Meeting

An Annual General Meeting was held in Canberra last week with financial members of PIEF. This provided the opportunity for the Board to discuss the Company's operation with those organisations who have been members and who have supported the establishment of PIEF. The Board has not sought membership from all organisations yet but has been in discussion with many in recent months. Smaller industry organisations have as yet not been approached for membership.

2. Strategic Plan

A Strategic Plan has been completed and will be launched next week at the National Farmers' Federation Conference in Melbourne. It details and clarifies the goals, areas of operation and the outcomes of PIEF over the next three years. Among other areas it asserts the importance of networks of industry, education and government across all states and nationally as a mechanism to improve the teaching and learning of primary industries. The Strategic Plan then drives the Chart of Accounts and Reporting systems.

3. Launch at National Farmers' Federation Conference

The National Farmers' Federation has been a strong supporter of PIEF for many years and was a commencing member. The launch of PIEF Strategic Plan will occur at the National Farmers' Federation Conference in Melbourne next week. At that time the Strategic Plan will also be made publicly available. It is our intention to post a copy of the Plan to our financial members and all of those who attended the national conference in Canberra held in February. The Plan will shortly be available on our website. Should you wish to have a hard copy mailed to you please contact the Foundation at info@primaryindustrieseducation.com.au

4. Network Meetings

Ben Stockwin, Interim Chief Executive, has been facilitating meetings in each state with key people in primary industries education from industry, government and education. A meeting for those in NSW

who have an interest in PIEF will be held on 15 September 2010, details below. A meeting for the Northern Territory is planned for late September and the Western Australian meeting will be held in early December.

I would like to invite you to be part of a New South Wales network meeting on improving the delivery of primary industries education in NSW.

PIEF has been established as the peak body for primary industries education in Australian schools. (Please find attached some broad information regarding the history, purpose and strategic intent of the Foundation.)

Crucial to our work is the development of better connections between industry, government and education. The establishment of a state-based network is critical in achieving these connections to support initiatives in the state and to provide continual guidance to the national body.

The meeting of the NSW network will be held on:

Wednesday 15 September at the offices of the Royal Agricultural Society, Olympic Park, Sydney Showground

Time: 10.00am - 2.00pm (Lunch is included)

The purpose of the meeting is to develop a strategic direction, structure and communication network within the state to connect to broader national initiatives.

Draft agenda:

Background and updates regarding the work of the Foundation.
Identifying the State's existing strategies that support primary industries education.

Identifying where the gaps are in relation to primary industries education in NSW.

Identifying the future focus and structure for primary industries education in the State.

Connecting with what is happening in other states.

Clarifying a position for the Australian Curriculum.

You are welcome to alert me to any people within your network who you may think could value-add to this strategic planning sessions.

PLEASE RSVP by Friday 10 September 2010
info@primaryindustrieseducation.com.au or
benstockwin@gmail.com

5. Australian Curriculum

Negotiations are continuing with the Australian Curriculum Assessment and Reporting Authority (ACARA). The aim is to ensure there is a strong representation of primary industries in the future National Curriculum. ACARA recognises PIEF as a peak national body for learning about primary industries in schools. At this stage ACARA has agreed that primary industries is a critical part of student learning and has agreed to collaborate with PIEF in drafting a number of options for feedback. The development of the Australian Curriculum is a long process and the PIEF Board sees it as one of our most important activities at this stage.

6. Trading Name

We are still working on the Trading Name for the Foundation and we should have it finalised by the end of September or early October. As you can understand, we aim to have it for a long time, so it is important we make the effort to get it right.

7. Evaluation

The Australian Council for Education and Research (ACER) has recently been engaged by PIEF to prepare an instrument that will allow them to survey over 10,000 students and teachers across Australia in relation to current understanding of primary industries education and career opportunities. ACER is regarded as an international leader in this field and this groundbreaking survey will not only provide us with a data-driven approach over the next three years, it will also be our benchmarking and evaluation tool to measure progress by resurveying every three years. This survey will be conducted across Australia in 2011.

Best regards
Cameron

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Chair, Primary Industries Education Foundation
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1 September 2010