

# Mediaportal Report

11/01/2012

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▶ **ABC Broken Hill (Broken Hill)**  
**06:30 News - 11/01/2012 6:33 AM**  
**Newsreader**

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

The National Farmers Federation says the skills shortage gripping the agricultural industry is getting worse, and is now beyond the scope of any one Government to fix. Jock Laurie, President, National Farmers Federation says it is possible to reverse the skill shortage, but it will take time. The Federal Government has acknowledged the contribution of the sector as part of the Australian Year of the Farmer.

**Interviewees:** Jock Laurie, President, National Farmers Federation  
**Duration:** 0.54  
**Summary ID:** W00047026070  
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10/01/2012

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▶ **ABC Illawarra (Wollongong)**  
**Breakfast - 10/01/2012 6:19 AM**  
**Steve Parsons**

Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

News Headlines - There are reports that Japan has decided to release three Australian anti-whaling activists held after illegally boarding a Japanese vessel. - Child-killer Austin Allen Hughes remains in custody for allegedly breaking child protection laws. - The National Farmers Federation says the skills shortage effecting the agriculture industry is getting worse. - New research by the University of Massachusetts on gas drilling on domestic animals in the US has fuelled calls for a freeze on new licences in Australia until more research is conducted. - Sam Stosur was knocked out in the first round in the Sydney International. - Matthew Ebden beat Marcel Granollers beat at the Sydney International and Lleyton Hewitt plays today.

**Duration:** 1.27  
**Summary ID:** W00047009976  
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▶ **ABC South Coast WA (Albany)**  
**06:30 News - 10/01/2012 6:30 AM**  
**Newsreader**

Jock Laurie, National Farmers Federation is concerned about the skills shortage in the industry. He hopes young people will be encouraged by governments and industry back into the fields.

**Interviewees:** Jock Laurie, National Farmers Federation

**Duration:** 0.53

**Summary ID:** W00047027654

This program or part thereof is syndicated to the following 1 station(s):-

ABC South West WA (Bunbury)

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Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

▶ **ABC Riverina (Wagga Wagga)**  
**06:30 News - 10/01/2012 6:31 AM**  
**Moyra Shields**

The National Farmers Federation says the skills shortage gripping the agriculture industry is getting worse and is not beyond the scope of any one Government to fix. According to the Federal Government, the median age of Australia's beef, sheep and grain farmers is now 51 and more than half of the workforce in the agriculture, fisheries and forestry industry doesn't have tertiary education. Jock Laurie from the Farmers Federation says reversing the skills shortage will take time and requires cooperation between Government, industry and other groups.

**Interviewees:** Jock Laurie, National Farmers Federation

**Duration:** 0.54

**Summary ID:** W00047010312

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Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

▶ **ABC 666 Canberra (Canberra)**  
**07:00 News - 10/01/2012 7:01 AM**  
**Newsreader**

The National Farmers Federation says the skills shortage gripping the agriculture industry is getting worse and is not beyond the scope of any one Government to fix. According to the Federal Government, the median age of Australia's beef, sheep and grain farmers is now 51 and more than half of the workforce in the agriculture, fisheries and forestry industry doesn't have tertiary education. Jock Laurie from the Farmers Federation says reversing the skills shortage will take time and requires cooperation between Government, industry and other groups.

**Interviewees:** Jock Laurie, National Farmers Federation

**Duration:** 0.52

**Summary ID:** W00047011104

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Audience	
Male 16+:	7,700
Female 16+:	9,400
All People:	17,100

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▶ **ABC Upper Hunter (Muswellbrook)**  
**07:30 News - 10/01/2012 7:32 AM**  
**Newsreader**

The National Farmers Federation, says the agriculture industry's skills shortage is worsening and beyond any government to resolve. According to the Government, the median age of Australia's beef, sheep and grain farmers is now 51. More than half the workforce in the agriculture, fisheries and forestry industry does not have tertiary qualifications. Jock Laurie, National Farmers Federation believes it is possible to reverse the skills shortage but it will take time.

**Interviewees:** Jock Laurie, National Farmers Federation

**Duration:** 0.54

**Summary ID:** W00047014770

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Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

▶ **ABC 702 Sydney (Sydney)**  
**07:45 News - 10/01/2012 7:54 AM**  
**Newsreader**

Jock Lawrie, National Farmers Federation says the agriculture industry's skills shortage is so bad that no one Govt will be able to resolve it. The Fed Govt has acknowledged the sector in the Year of the Farmer

**Interviewees:** Jock Lawrie, National Farmers Federation

**Duration:** 0.53

**Summary ID:** S00047011961

This program or part thereof is syndicated to the following 12 station(s):-  
ABC Broken Hill (Broken Hill), ABC Central Coast (Erina), ABC Central West NSW (Orange), ABC Coffs Coast (Coffs Harbour), ABC Illawarra (Wollongong), ABC New England North West (Tamworth), ABC Newcastle (Newcastle), ABC North Coast NSW (Lismore), ABC Riverina (Wagga Wagga), ABC South East NSW (Bega), ABC Upper Hunter (Muswellbrook), ABC Western Plains NSW (Dubbo)

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Audience	
Male 16+:	83,600
Female 16+:	86,700
All People:	176,500

▶ **ABC 612 Brisbane (Brisbane)**  
**07:45 News - 10/01/2012 7:55 AM**  
**Newsreader**

The National Farmers' Federation says the skills shortage in the industry is beyond the scope of any one government to fix. The Government says the median age of beef, sheep, and grain farmers in Australia is now 51. Over half the workforce in the agriculture, fisheries, and forestry industry does not have a tertiary qualification, which is a much higher rate than in the wider workforce. Jock Laurie from the Federation says the skills shortage can be reversed but it will take time. The Federal Government acknowledged the sector's contribution as part of the Australian Year of the Farmer.

**Interviewees:** Jock Laurie, National Farmers' Federation

**Duration:** 0.52

**Summary ID:** W00047013108

This program or part thereof is syndicated to the following 10 station(s):-  
ABC Capricornia (Rockhampton), ABC Far North (Cairns), ABC Gold and Tweed Coasts (Gold Coast), ABC North Queensland (Townsville), ABC North West Qld (Mt Isa), ABC Southern Queensland (Toowoomba), ABC Sunshine and Cooloolo Coasts (Sunshine Coast), ABC Tropical North (Mackay), ABC Western Queensland (Longreach), ABC Wide Bay (Bundaberg)

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Audience	
Male 16+:	42,300
Female 16+:	40,300
All People:	83,600

▶ **ABC 774 Melbourne (Melbourne)**  
**07:45 News - 10/01/2012 7:55 AM**  
**Newsreader**

The National Farmers Federation says the skills shortage gripping the agriculture industry is getting worse. Joff Laurie(\*), spokesperson, Farmers Federation says they need to look at different ways of encouraging people to enter the rural workforce.

**Interviewees:** Joff Laurie(\*), spokesperson, Farmers Federation

**Duration:** 0.53

**Summary ID:** M00047012101

This program or part thereof is syndicated to the following 8 station(s):-  
ABC Ballarat (Ballarat), ABC Central Victoria (Bendigo), ABC Gippsland (Sale), ABC Goulburn Murray (Wodonga), ABC Mildura Swan Hill (Mildura), ABC Shepparton (Shepparton), ABC South Western Victoria (Warrnambool), ABC Western Victoria (Horsham)

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Audience	
Male 16+:	67,000
Female 16+:	88,000
All People:	157,000

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▶ **ABC North Queensland (Townsville)**  
**08:30 News - 10/01/2012 8:34 AM**  
**Newsreader**

The National Farmers' Federation says the skills shortage in the industry is beyond the scope of any one government to fix. The Government says the median age of beef, sheep, and grain farmers in Australia is now 51. Over half the workforce in the agriculture, fisheries, and forestry industry does not have a tertiary qualification, which is a much higher rate than in the wider workforce. Jock Laurie from the Federation says the skills shortage can be reversed but it will take time. The Federal Government acknowledged the sector's contribution as part of the Australian Year of the Farmer.

**Interviewees:** Jock Laurie, National Farmers' Federation

**Duration:** 0.55

**Summary ID:** W00047015318

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Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

▶ **ABC NewsRadio (Sydney)**  
**Mornings - 10/01/2012 9:50 AM**  
**Cathy Bell**

Interview with Jock Laurie, president of the National Farmers' Federation. The National Farmers' Federation says the skills shortage gripping agriculture is a serious threat to the industry and it is so bad that it will require a coordinated response from both federal and state level governments and other stake holder groups. Laurie says the skills shortage is affecting other industries like the dairy and horticulture sector and it is right across the board, adding it is a problem finding people with the appropriate skills. Laurie says a lot of people have moved onto mining or finding jobs in the bigger cities. Laurie says the agricultural industry is a savvy industry and he has seen more younger people coming back into the industry as it attracts those who love working with livestock and machinery. Bell says there is a perception that the agricultural industry is too difficult, seeing as some farmers were forced off their land during the drought. Laurie says the agricultural industry provides various opportunities and skills, adding they are trying to make sure people understand the industry rather than the emotion attached to it.

**Interviewees:** Jock Laurie, President, National Farmers' Federation

**Duration:** 5.09

**Summary ID:** L00047014050

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Audience	
Male 16+:	N/A
Female 16+:	N/A
All People:	N/A

## 07/01/2012

▶ **Acute labour shortages**  
Ballarat Courier, 07/01/12, General News, Page 85  
By: Rosslyn Beeby

Article Information	
Item ID:	00128951353
Circulation:	18,729
Number of words:	225

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06/01/2012

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▶ **Labour shortage costing farmers \$1 50m a year**

Age, 06/01/12, General News, Page 4  
By: Byrosslynbeeby

**Article Information**

Item ID: 00128794138  
Circulation: 190,750  
Number of words: 202

▶ **Shortage of farm labour costs \$150m Call for 106.000 workers**

Canberra Times, 06/01/12, General News, Page 3  
By: Rosslyn Beeby

**Article Information**

Item ID: 00128822497  
Circulation: 33,678  
Number of words: 481

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**MEDIA MONITORS**



# Aussie farmers losing millions in lost productivity **Acute labour shortages**

By **ROSSLYN BEEBY**

ACUTE labour shortages are costing Australia's farmers more than \$150 million a year in lost productivity, with rural food producers struggling to find specialist trades workers, food technicians and agronomists, a Senate inquiry has heard.

One of Australia's biggest farm industry groups, AgForce Queensland, estimates agriculture currently faces a national labour shortage of at least 96,000 full-time skilled workers and 10,000 casual workers.

More than 1200 skilled jobs were lost from Australia's rice industry

during the recent drought, with rural service industries now struggling to recruit food technicians, specialist grain millers and laboratory workers, a Senate education committee inquiry has heard.

In its submission to the committee, AgForce Queensland has warned of "a market failure in producing sufficient skilled workers to meet the needs of Australian agriculture".

A farm machinery organisation has told the inquiry there is a "desperate shortage of agricultural engineers throughout Australia", pointing to a

failure to include farm machinery skills in many tertiary agriculture courses.

Western Australia Regional Manufacturers president Alan Fisher said a student graduating with an agribusiness or agriculture science degree "now has no formal education in an important area which can make or break a farm business".

The National Farmers Federation has called for greater involvement from the Gillard government in regional development.

**The inquiry told of a 'desperate shortage of agricultural engineers through Australia'.**



**SHORTAGES:** A Senate inquiry has heard acute labour shortages are costing Australia's farmers more than \$150 million a year in lost productivity.



Age  
06-Jan-2012  
Page: 4  
General News  
Market: Melbourne  
Circulation: 190750  
Type: Capital City Daily  
Size: 90.95 sq.cms  
MTWTF--

# Labour shortage costing farmers \$150m a year

By **ROSSLYN BEEBY**

ACUTE labour shortages are costing Australia's farmers more than \$150 million a year in lost productivity, with rural food producers struggling to find specialist trades workers, food technicians and agronomists, a Senate inquiry has heard.

One of Australia's biggest farm industry groups, AgForce Queensland, estimates agriculture currently faces a national labour shortage of at least 96,000 full-time skilled workers and 10,000 casual workers.

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In its submission to the committee, AgForce Queensland has warned of "a market failure in producing sufficient skilled workers to meet the needs of Australian agriculture".

A farm machinery organisation has told the inquiry there is a "desperate shortage of agricultural engineers throughout Australia", pointing to a failure to include farm machinery skills in many tertiary agriculture courses. Western Australia Regional Manufacturers president Alan Fisher said a student graduating with an agribusiness or agriculture science degree "now has no formal education in an important area which can make or break a farm business".

The National Farmers Federation has called for greater involvement from the Gillard government in regional development.



# Shortage of farm labour costs \$150m

## Call for 106,000 workers

By **Rosslyn Beeby**  
 Science and Environment Reporter

Acute labour shortages are costing Australia's farmers more than \$150 million a year in lost productivity, with rural food producers struggling to find specialist trades workers, food technicians and agronomists, a Senate inquiry has heard.

One of Australia's biggest farm industry groups, AgForce Queensland, estimates agriculture currently faces a national labour shortage of at least 96,000 full-time skilled workers and 10,000 casual workers.

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In its submission to committee, AgForce Queensland has warned of "a market failure in producing sufficient skilled workers to meet the needs of Australian agriculture".

A major farm machinery organisation has told the inquiry there is a "desperate shortage of agricultural engineers throughout Australia", pointing to a failure to include farm machinery skills in many tertiary agriculture courses.

West Australian Regional

Manufacturers president Alan Fisher said a student graduating with an agribusiness or agriculture science degree "now has no formal education in an important area which can make or break a farm business".

The dairy industry has voiced similar concerns, suggesting there is "no point in giving a person a diploma of agriculture, and expecting industry to value the qualification if they cannot milk the cows".

The Dairy Industry People Development Council said research showed 60 per cent of dairy farms had struggled to fill job vacancies over the past five years, with high staff turnover of casual labour also costing the industry at least \$30 million a year in lost productivity, recruitment expenses and training.

The council said farmers were now employing environmental science graduates "due to the unavailability of agriculture graduates" but needed to "invest significant resources" in retraining.

The council said milk processors were also struggling to find skilled business managers and qualified engineers with "an understanding of hygiene design for food processing equipment".

The Birchip Cropping Group, a \$3 million not-for-profit farm research organisation involving

more than 400 farmers, has stressed the need for better business communication skills to be included in tertiary agriculture courses.

In its submission, the group said agriculture university courses "seem to be very narrow, only servicing a very scientific or agronomic ... with limited emphasis on business, marketing or communication [and] therefore graduates are not work ready".

Communication was "probably the largest skill gap in our current situation and likely to get significantly worse over the next 10 years", the group's submission said.

The National Farmers Federation estimates up to 10 per cent of fruit and vegetable crops are lost every year because of labour shortages.

In a 126-page submission to the inquiry, the federation has warned against tertiary farm courses that fail to deliver practical skills. It has urged primary industries to "take ownership" of education rather than relying on "bureaucratic structures and state and federal funding formulas".

