



Primary Industries Education Foundation

The Peak Body for Primary Industries Education in Australian schools Kindergarten to year 12

Ben Stockwin, Interim Chief Executive
Western Australian Network Meeting
9th December 2010



Welcome and Thank You

Kerry Reagan

Geoff Moyle

Housekeeping

Overview-Aim of Day

Inform

Understand

Plan

(Make connections)

Agenda

Introduction to Day

**Introduction to each other
PIEF background/role/plans**

11.30 Short Break

SWOT WA/Nationally

Visioning Activity

Lunch-12.30-1.00pm (ish)

Planning for Action

Introductions

- Name
- Role
- Engagement/motivation
- Expectations of session/PIEF
- PIEF understanding/rating

PIEF Vision

“An Australian community which understands and values its primary industries.”

PIEF Mission (What)

“To inform students, teachers and the broader community about the primary industries and the career opportunities which they offer.”

PIEF Operation (How)

“The Primary Industries Education Foundation (PIEF) provides national leadership and facilitation of initiatives to encourage the teaching and learning of primary industries education in Australian schools.”

Membership/Network

Tripartite-Government, Industry,
Education

Members-Financial Commitment

Network- Those involved/interested in
seeing Primary Industries Education
improved.

Corporate Governance

- PIEF
- Directors

Distinctive contribution (Why)

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.

Primary Industries Education Foundation Drivers of Success

- The Primary Industries Education Foundation Strategic Plan assists the executive and staff to focus efforts and resources and implement actions in four key areas :
 - Strong Membership
 - Extensive Tripartite Membership
 - Sought After Service
 - Informed Policy



Broad Points of Leverage:

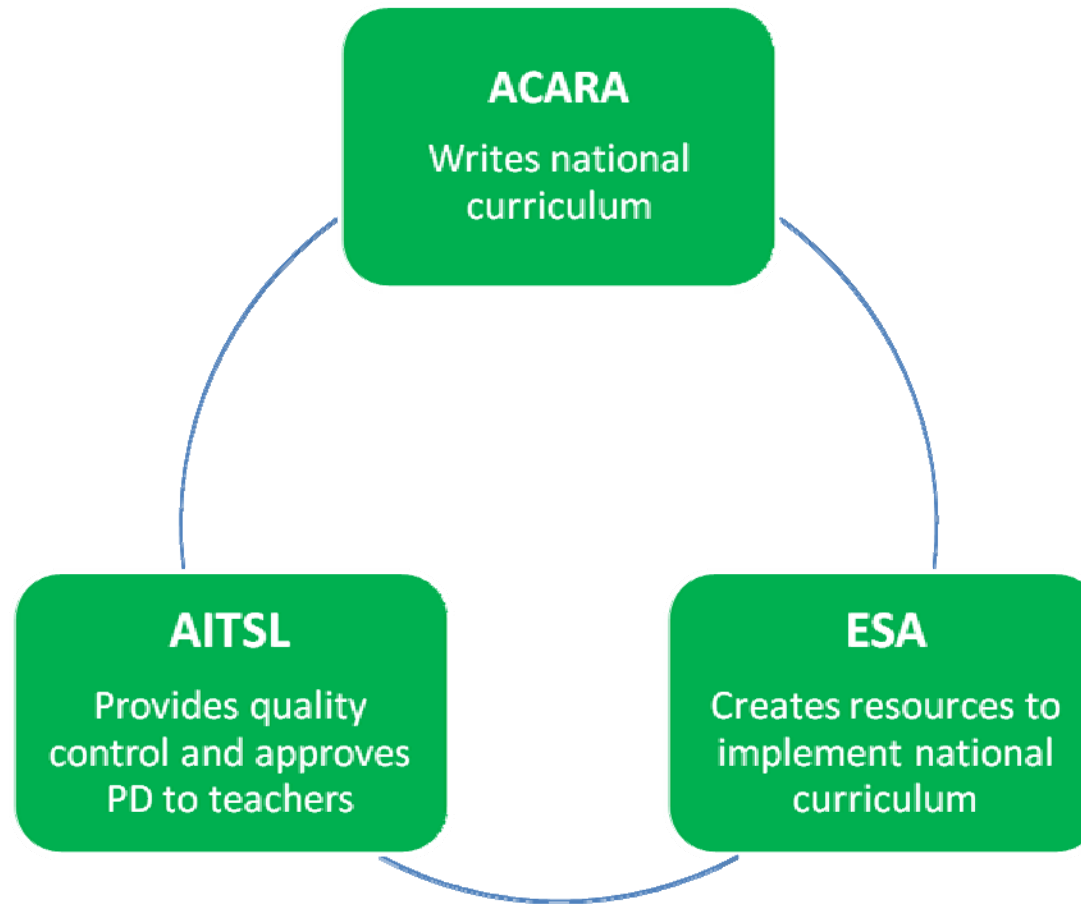
Access

Credibility

Alignment

Collaboration

Primary Industries Education Foundation



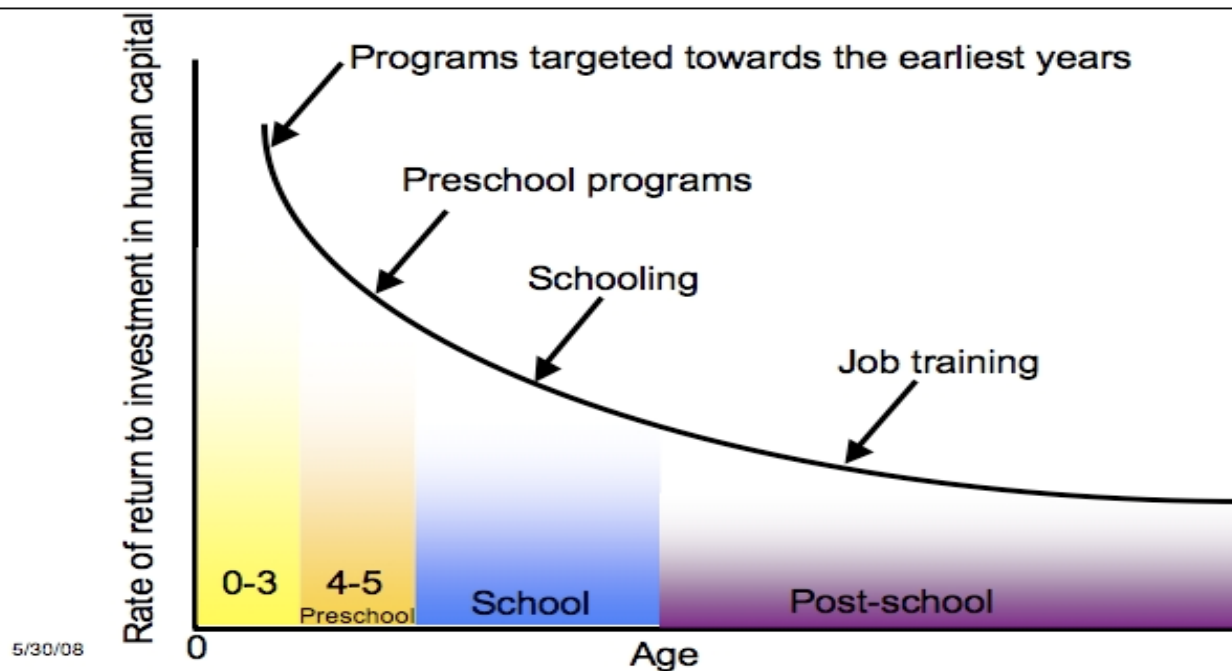
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'Heckman Curve'-James Heckman Nobel economist

<http://www.heckmanequation.org/>

Figure 9: Rates of Return to Human Capital Investment at Different Ages: Return to an Extra Dollar at Various Ages





What's happening in schools?

Downward pressures

Schools

Demographics

NAPLAN

Back to Basics

Assessments

Societal issues

BER

New Curriculum

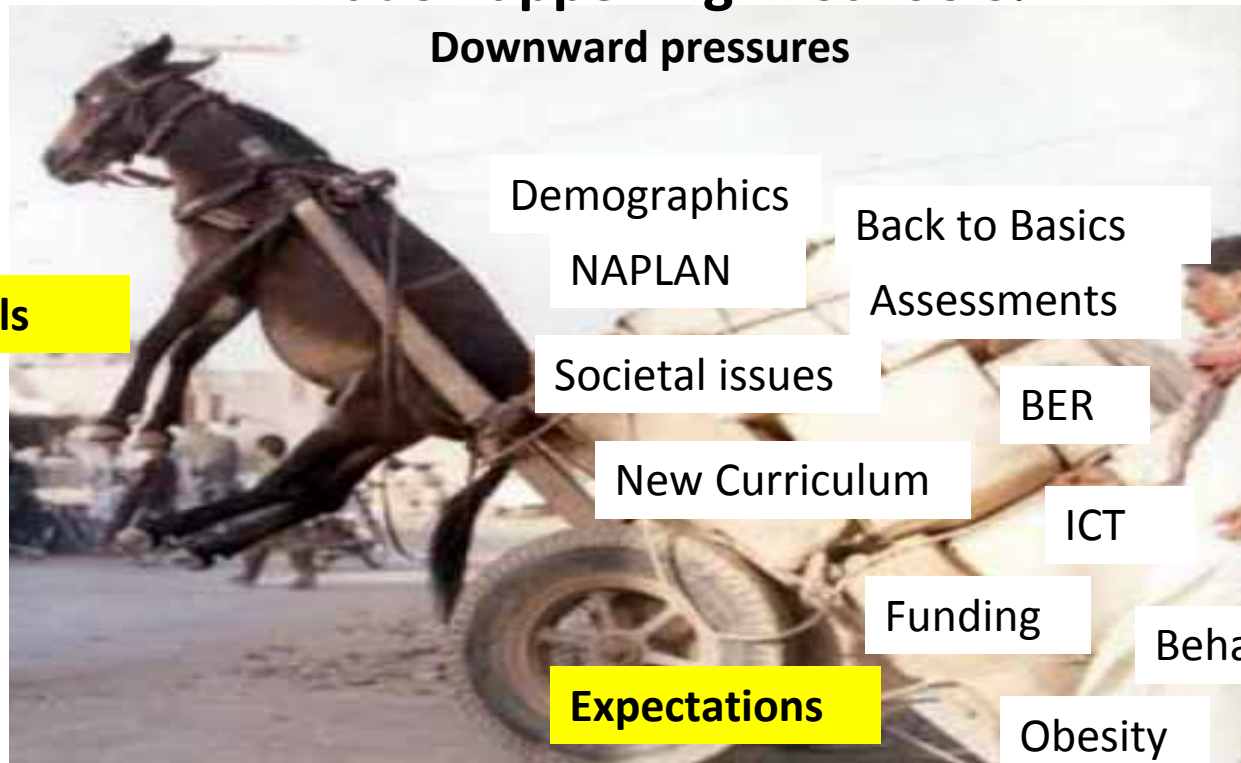
ICT

Funding

Behaviour

Expectations

Obesity



Broad Points of Leverage

Australian Curriculum.

Focus on issue of sustainability.

Kitchen Gardens.

High quality, low cost, engaging
resources.



Primary Industries in Australian curriculum

9,500 schools

3,000,000 students !

(Teachers will need knowledge and resources)

Key Activities (So far)

National Stock take of Initiatives.

National Conference.

Completion of Strategic Plan/Operational Plan/Financial Structure.

Move from constitution and board to operational company.

ACARA-inclusion of Primary Industries in Curriculum.

Aggregation of Content/Web Site Development

ACER benchmarking survey of student and teacher knowledge.

Branding.-Process

Careers website with ACAD.

State networks connecting government, industry and educators.

Australian Year of the Farmer 2012

Future Farmers Network

Educational Links/Credibility-Support for funding grants etc.

What will it look like?

*The PIEF website will be a **one stop portal** for resources easily providing what teachers need within two-three clicks.*

*We will develop our brand as the **'go-to'** place for exciting, high quality low-cost resources aligned to the national curriculum.*

*Materials in the website will lessen teachers load in planning by offering **usable, ready-made material** is considered extremely beneficial.*

*The foundation will offer quality professional learning for teachers in rural and urban areas to provide resources and knowledge to improve the teaching and learning (**nationally accredited standards**).*

*PIEF developed student materials will target **three** different levels, plus some resources for **ESL**.*

We will develop a network of primary producers willing to host teachers and students and provide support for those producers and teachers to do so.

Our status as an honest broker of resources is something we will maintain.

*The recent approval for an **'edu.au'** domain name is another significant step in developing our credibility within schools.*

PIEF will be partners with other education and training bodies to provide a lifelong supply chain from kindergarten to post compulsory training and into the workforce.



Key Challenges

Complete ACARA process

Continue engagement with industry and network.

Communications

FUNDING

Pause for
Questions/Comments/Discussion

Visioning Activity

‘Primary Industries Education in 2013’

- Scan the photos and identify two pictures that identify. (5 mins)
 - Your perception of the present state of PI education.
 - How things will be different or better in 3 years time.

Visioning Activity

‘Primary Industries Education in 2013’

- Pick up pictures (share if needed).
- Display and explain to group.

Planning-Groups of 6-8

Meet next?

By then.....What will be different?

Begin with end in mind.

Brainstorm..What is realistic?

Specific steps or actions.



GROWTH

Goals

Reality

Options

What

Tactics

Habits



Thank You and travel safe!

Ben Stockwin,

Interim Chief Executive

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