



# final report

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## Promoting the meat industry as a career option

### Milestone 2 report

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## **1 Milestone requirements**

Final Report detailing:

- final research report
- career pathways materials developed
- recommendations for future R&D projects or other strategies if appropriate

## **2 Background**

The need for suitable materials identifying and promoting career pathways is consistently raised with MINTRAC by meat industry enterprises, RTOs and peak bodies. Apart from a small project funded directly in 2004 by AMPC to support the development of careers brochures for each of the industry sectors (the 'Meat Your Future' campaign), there has previously been a reluctance by funding bodies to support an R&D project in this area.

Members of the International Study Tour Team were very impressed with how the meat industry is promoted and accepted by the general community in Denmark. This project sought to further investigate the Denmark model of career development and career promotion with a view to the development of a suitable Australian model.

This project included the researching of an appropriate promotional model for the Australian meat industry and the development of suitable promotional materials. In addition, the project included the opportunity to participate in the ACS seminars for Careers Advisors, which are run by Hobsons Australia and the Curriculum Corporation. The ACS seminars are designed to inform careers advisers of various career pathways such as traineeships, apprenticeships, cadetships, VET courses etc across a range of industries. This is a national program, with 10 seminars held in all of the major cities in Australia. The opportunity for MINTRAC to participate in these seminars provided a means of conducting research to assess perceptions of meat industry careers, and also provided a valuable forum for providing information about meat industry careers to a group of extremely influential people.

## **3 Milestone requirement 1: final research report**

The final research report is attached (Attachment 1).

This research study aimed to identify successful approaches to the promotion of meat industry careers and identify barriers to the successful promotion of careers in the meat industry in Australia. From this research it is designed to make recommendations for future approaches to the promotion of careers in Australia develop careers pathways materials suitable for use within the Australian meat Industry.

Given that an uninformed impression of a career in the meat industry is likely to be at best uninspiring, or at worst unattractive, the industry has a significant need to be proactive in managing perceptions at this crucial stage. This report looks at the recurring need to develop suitable materials identifying and promoting career pathways in the meat industry and is designed to recommend a future career promotional model. Before a promotional model could be developed, research was conducted into the target audience, their values, and influences and how the industry can better communicate with them. Through participation at the 2008 ACS Seminars it became clear that the people influencing the youth of today are extremely uninformed about the vast career opportunities available in the industry. Therefore it is important that the

industry identifies the image it wants to promote so it can change the current culture and send a dynamic unified careers message.

In summary, when developing the careers promotional model the meat industry needs to:

- increase awareness of the variety of possible career paths in the meat industry
- increase positive perceptions about work environments and opportunities
- increase awareness of the more technical, skilled career opportunities and paths in the meat industry
- increase perception of stability within the meat industry – i.e. that a career in the industry has a promising long-term future
- increase perception of industry status.

A number of specific recommendations are outlined in this report. However it is emphasized that this needs to be unified approach from industry across all industry sectors and between different states.

## 4 Milestone requirement 2: career pathways materials developed

The previous four meat industry Careers brochures have been combined into a single document promoting careers in the meat industry. (See Attachment 2)

These materials were developed in consultation with an industry reference group comprising:

Kris Behler	Burrangong Meat Processors
David Matthews	Tey's Bros (Holdings) Pty Ltd
Glen Learmont	Cargill Beef Australia
Amanda Carter	Monbeef Pty Ltd
Bill Vucinic	Don KRC
Joanne Watts	Harvey Industries Group Pty Ltd
Adam Isbester	Fletcher International Exports
John Cassebohm	Food Tourism and Hospitality Industry Skills Advisory Council
	(SA)
David Forbes	Rural Skills Australia

The role of the Industry Reference Group for developing careers promotional material was to:

- make decisions on the content, design and development of careers promotional material
- assist in the development of new career pathways in the meat industry
- provide recommendations to MINTRAC's Project Officer on future directions of careers promotion in the meat industry
- agree to the final version of the promotional material

There was only scope to redevelop the one brochure within the budget of this project.

However, a recommendation from the group is to also develop the following:

- a wall chart matching meat industry careers to qualifications
- a mouse pad using one of the rejected brochure designs

## **5 Milestone requirement 3: recommendations for future**

### **R&D projects or other strategies if appropriate**

The following recommendations are contained within the research report:

#### **Recommendation 1**

Identify the image and messages the meat industry is aiming to promote for careers in the industry.

#### **Recommendation 2**

Promote the meat industry through the media.

#### **Recommendation 3**

Develop an industry snapshot DVD which highlights the jobs and careers in the meat industry, its people, the lifestyle and workplaces.

#### **Recommendation 4.**

Promote the meat industry through a 'new' and 'social' media space such as YouTube and Facebook.

#### **Recommendation 5.**

Ongoing participation at national career seminars to create awareness and understanding of the careers available within the meat industry.

#### **Recommendation 6.**

Further research an opportunity to portray the industry positively on television.

## **6 Attachment 1 – Research Report**

### **Executive Summary**

This research study aimed to identify successful approaches to the promotion of meat industry careers and identify barriers to the successful promotion of careers in the meat industry in Australia. From this research it is designed to make recommendations for future approaches to the promotion of careers in Australia develop careers pathways materials suitable for use within the Australian meat Industry

Given that an uninformed impression of a career in the meat industry is likely to be at best uninspiring, or at worst unattractive, the industry has a significant need to be pro-active in managing perceptions at this crucial stage. This report looks at the recurring need to develop suitable materials identifying and promoting career pathways in the meat industry and is designed to recommend a future career promotional model.

Before a promotional model could be developed, research was conducted into the target audience, their values, and influences and how the industry can better communicate with them. Through participation at the 2008 ACS Seminars it became clear that the people influencing the youth of today are extremely uninformed about the vast career opportunities available in the industry. Therefore it is important that the industry identifies the image it wants to promote so it can change the current culture and send a dynamic unified careers message.

In summary, when developing the careers promotional model the meat industry needs to:

- increase awareness of the variety of possible career paths in the meat industry
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- increase perception of industry status.

A number of specific recommendations are outlined in this report. However it is emphasised that this needs to be unified approach from industry across all industry sectors and between different states.

## **Summary of recommendations**

### **Recommendation 1**

Identify the image and messages the meat industry is aiming to promote for careers in the industry.

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## Introduction

The need for suitable materials identifying and promoting career pathways is consistently raised with MINTRAC by meat industry enterprises, RTOs and peak bodies. Apart from a small project funded directly in 2004 by AMPC to support the development of careers brochures for each of the industry sectors (the 'Meat Your Future' campaign), there has been a reluctance by funding bodies to support an R&D project in this area.

In 2008/9, AMPC/MLA funded a project to research an appropriate promotional model for the Australian meat industry and develop a small sample of suitable promotional materials.

In addition, the project included the opportunity to participate in the ACS seminars for Careers Advisors, which are run by Hobsons Australia and the Curriculum Corporation. The ACS seminars are designed to inform careers advisers of various career pathways such as traineeships, apprenticeships, cadetships, VET courses etc across a range of industries. This is a national program, with ten seminars held in all of the major cities in Australia.

## Literature Review

A comprehensive literature review was completed as Stage 1 of this project. In this literature review a number of factors which impact on careers promotion both in Australia and overseas were identified. Analysing the various promotional strategies used by other countries and industries, enabled a better understanding of what careers promotional models are needed for the meat industry. This has also been supported by researching the attitudes and expectations of the people the new materials will be targeting.

From the research undertaken a number of guiding principles were established. *Firstly*, it was evident that the materials which had the greatest impact were the ones that used technology and interactive material in their promotion. This is further supported by the research into the Y<sup>1</sup> generation that suggests they prefer visual dynamic and interactive rather than written material. *Secondly*, it was clear that graphical representations of career pathways are of value. At present, the meat industry pathways developed by MINTRAC are separated by the four sectors of the industry; however this is no longer relevant to careers promotion. As part of this project MINTRAC completed a full review/upgrade of the current career pathways. The revised material demonstrates that the skills gained through employment in the meat industry are transferable to a wide variety of options.

*Thirdly*, it was evident that the target audience was interested in both the job and the lifestyle the job enabled them to have. They were interested in friendships, challenge and did not want to be bored. Therefore in the development of new promotional material involved liaising with a professional graphic designer to ensure that a product that appeals to the Y generation is developed. This will also be a focus in the recommendations of this report.

During 2008, MINTRAC set up an on line virtual careers stand on the Virtual Careers Expo website which was developed through SkillsOne. The Virtual Careers Expo is Australia's leading source of online information and provides interactive stands where visitors can explore careers, opportunities and pathways within the meat industry. The experiences of the average time spent

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<sup>1</sup> Generation Y is people born between 1982 – 2000



on the virtual careers web site suggests that the material must be able to be read quickly and not necessarily contain a great deal of detail. Therefore the *fourth* principle is to create material that is able to be quickly and easily read and understood, and provides easy access to additional information if required.

It was clear from many of the materials used in other industries that the Y generation responds to role models. Many of the materials used case studies which evidently were very successful. The *fifth* principle underpinning future development of meat industry promotional materials will therefore be to develop interesting and varied case studies which demonstrate both work and lifestyle options available in the industry.

The Danish model provided evidence that pride in an industry is an important element in recruitment. Australian career promotional material has tended not to foster a positive image of the meat industry as an important, valued component of the Australian economy. There is opportunity, therefore, *sixthly*, to consider portraying the industry as a dynamic, growing and vital part of the Australian economy.

A further consideration is that the resources of MINTRAC are limited, and that continued physical presence at promotional events cannot be sustained. Therefore a *seventh* principle is that any material developed will basically have to 'sell itself', and not be reliant on ongoing MINTRAC attendance and promotion at careers seminars, expos etc.

The literature review further investigated the Denmark model of career development and career promotion with a view to the development of a suitable Australian model. This has acted as a key starting point for identifying key issues impacting the promotion of careers within the Australian meat industry and making recommendations for future strategies.

## Methodology

To develop an appropriate careers promotional model for the Australian meat industry, extensive research was undertaken into what promotional material is currently available and what works in other industries. The research also sought to understand the attitudes and expectations of the target audience, the Y generation.

### ACS Careers Seminars

This project included the opportunity to participate in the ACS seminars for Careers Advisors, which are run by Hobsons Australia and the Curriculum Corporation. The ACS seminars for Career Advisers are held on an annual basis nationally. The seminars are specifically designed for career advisors and other professionals providing career counselling with a specific focus on Vocational Education pathways for students. The aim is to inform career advisers of new developments in various skill shortage industries in Australia. The seminars also aim to improve career advisors knowledge by providing them with a professional development day involving a series of 10 and 20 minute seminars, networking with industry representatives, as well as other career advisers.

The opportunity for MINTRAC to participate in these seminars was timely. Not only did they provide a means of conducting research to assess perceptions of meat industry careers, but they also provided a valuable forum for providing information about meat industry careers to a group of extremely influential people. In total MINTRAC attended seven seminars in the five mainland

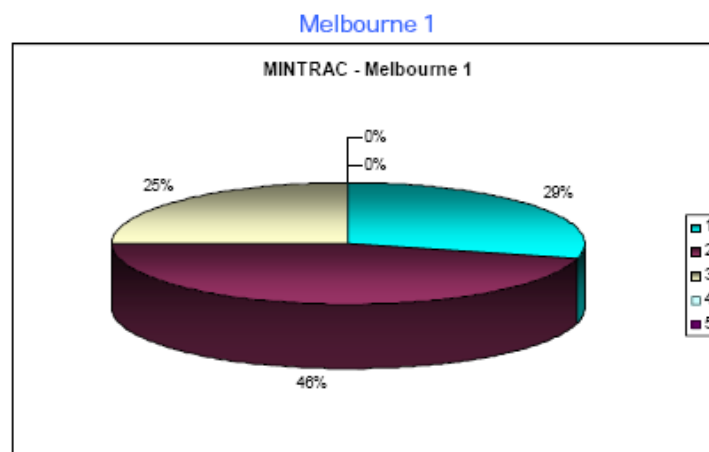
states. Table 1 outlines the dates, location and total attendance at the seminars in which MINTRAC participated in.

Seminar	Location	Date	Attendance
Melbourne 1	Preston	Thursday 14 August	48
Melbourne	Caulfield	Friday 15 August	47
Brisbane	Bardon	Monday 11 August	70
Sydney 1	Baulkham Hills	Wednesday 13 August	61
Sydney 2	Bankstown	Thursday 14 August	65
Canberra	Lyneham	Friday 15 August	38
Adelaide	Adelaide	Monday 18 August	64
Perth	East Perth	Tuesday 19 August	84
<b>TOTAL</b>			<b>477</b>

**Table 1. 2008 ACS Career Adviser Seminars**

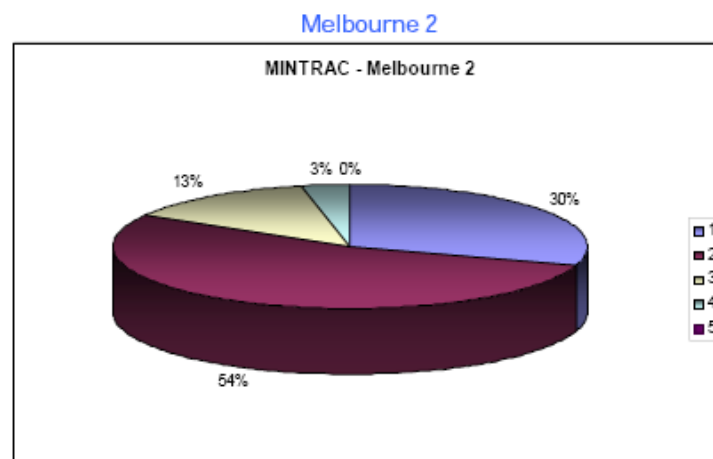
MINTRAC's presentation, presented the meat industry as a career and not just a job. It identified the diverse range of career opportunities available, the training that occurs, why you should consider a career in the meat industry and a number of career case studies which highlighted the various career pathways.

During the seminars, surveys were given to the career advisors to gain feedback on the seminars. The surveys provided important feedback on how relevant and informative the presentations were. Sponsor presentations were on a likert scale, 1 being excellent and 5 being poor. The following results show the overall ratings from attendees at each seminar.



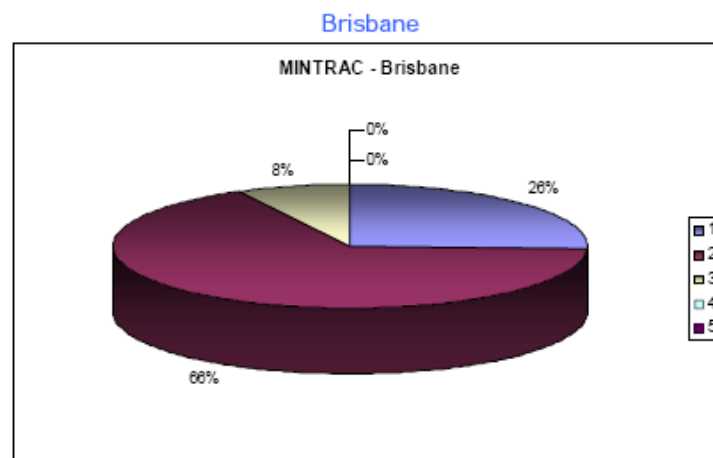
#### Attendee Comments:

- 'Excellent presentation well done.'
- 'An eye opener I will visit the local meat works.'
- 'Very clear and passionate.'



**Attendee Comments:**

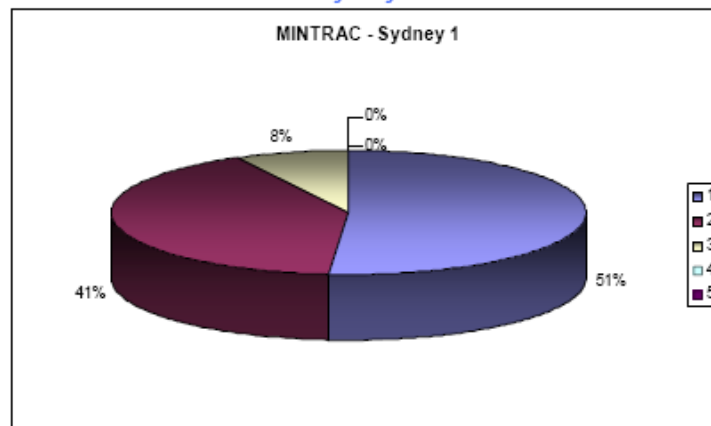
- 'Interesting, knew nothing about them.'
- 'Informative and passionate.'



**Attendee Comments:**

- 'Very well spoken and clearly understood.'
- 'Very interesting opened up possibilities.'

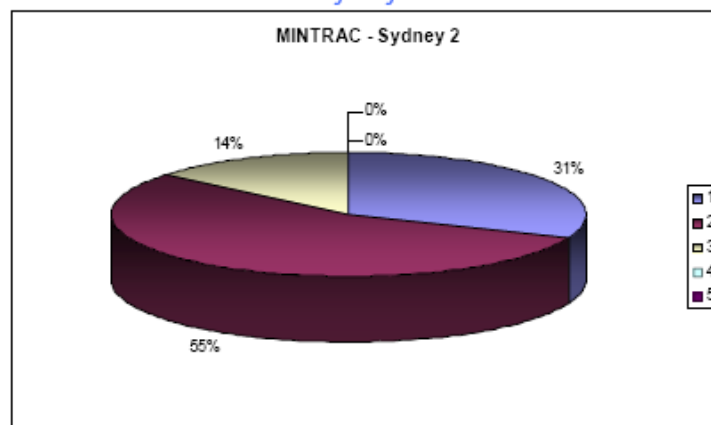
Sydney 1



**Attendee Comments:**

- 'I had no previous knowledge of this industry.'
- 'A fantastic eye opener'
- 'Well presented.'

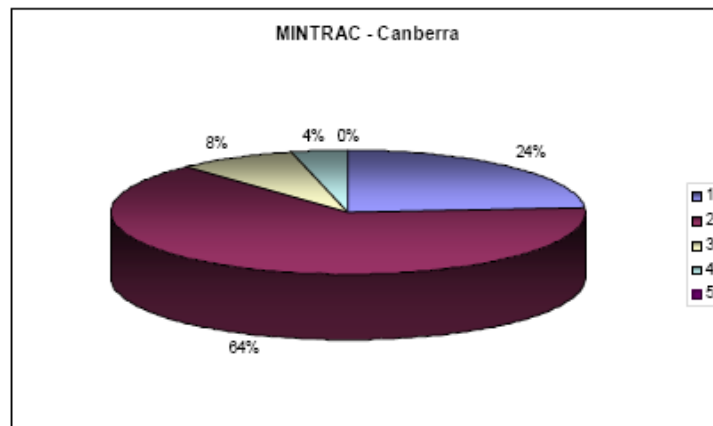
Sydney 2



**Attendee Comments:**

- 'Good direct job myth busting.'
- 'Well presented difficult industry to promote.'

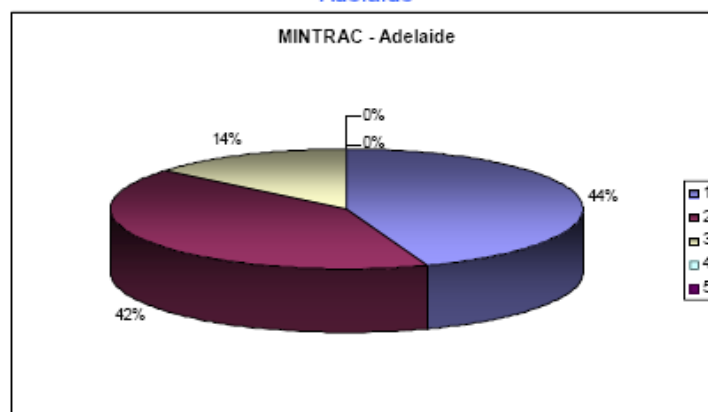
Canberra



**Attendee Comments:**

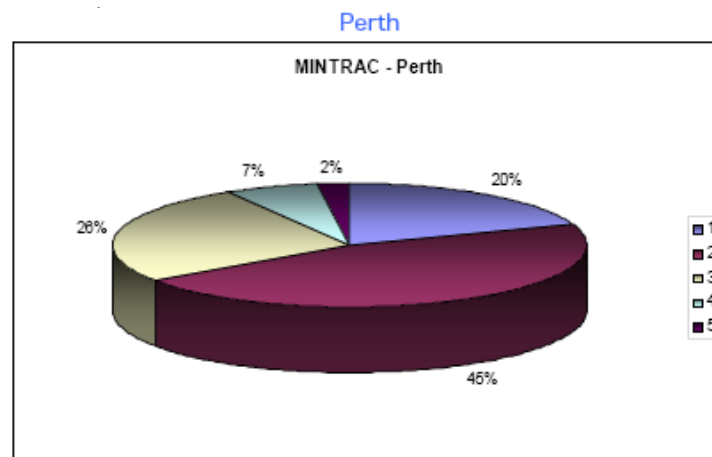
- 'Great to have a young presenter demonstrating enthusiasm.'
- 'Widened my perspective.'

Adelaide



**Attendee Comments:**

- 'Well spoken knowledgeable presenter.'
- 'Good case studies.'
- 'Excellent presentation.'



#### Attendee Comments:

- 'I need to know a lot about this industry.'
- 'Very well presented.'
- 'Clear and concise information.'

As well as the Hobson surveys, MINTRAC evaluation forms were handed out to attendees. This form asked attendees for their perception of jobs in the meat industry both before and after the presentation. The results of this survey were extremely interesting and will be discussed in the findings.

#### Jobs for life project

In June 2007, the Agri-Food Industry Skills Council, under an agreement with Horticulture Australia Limited, undertook a joint funded project (*Jobs for life*) to produce video case studies in horticulture that would promote people and careers in a variety of horticultural industries. "These case studies into horticultural practices and the detailed footage and observations will assist training organizations, schools, careers advisors, students, agri-food enterprises and industry groups to describe the ready career opportunities that exist in horticulture today" (Blewitt, unknown). This project cost \$150,000 and took 8-9 months to develop. The council contracted SkillsOne Television through its parent body, the Institute for Trade Skills Excellence, to record interviews and carry out final television production and editing. SkillsOne broadcast two half hour documentaries (on three occasions) on the Fox Aurora Channel during March 2008.

The *Jobs for life* project was developed in consultation with key industry bodies through the Horticulture Australia Council, AUSVEG Ltd, Nursery and Garden Industry Association, Growcom Qld and TAFE NSW. These organisations and people provided invaluable support and industry intelligence. With their support, the Agri-Foods council was able to identify suitable case study enterprises and assemble a picture of the industry and its career opportunities. The project development was not aimed at a particular audience but more a cross section of the entire industry.

The Agri-Foods council carried out extensive research through its stakeholder list, members of the board and standing committees and peak industry organisations. This involved arranging topic choices, selecting case studies, suitable industry representatives, locations and availability.

During the period between December 2007 and February 2008, a SkillsOne video journalist carried out the interviews in four states, NSW, Victoria, Queensland and Tasmania. Each six minute case study involved a full day of recording and interviewing. The Agri-Foods council arranged to have industry representatives present at the recordings on site to ensure the broader industry context was not lost. This is especially evident in the Asian vegetables case study in the Sydney Basin. AUSVEG and the Horticulture Australia Council were interviewed and included in the documentaries, providing their expertise and knowledge and giving industry perspective. The *Jobs for life* 20-page booklet was compiled from edited transcripts for the DVDs and submitted articles and materials. This booklet had a copy of the DVD attached to the inside front cover.

The DVD and booklet were made available throughout the agrifood industry and many industry sectors sought copies as an educational tool and as a guide to workplace practices in a horticultural context. A total of 2,000 DVD sets were produced and orders for approximately 1,000 sets were received as a result of eBulletin items on the Agri-Food stakeholder list. The Agri-Food Industry Skills Council undertook a substantial direct marketing and promotional campaign to the council's stakeholder list of 3,000 organisations (including many government bodies who forwarded it onto schools), through a national media release, website promotion and on-line bulletins. As a direct result of this project, 150 schools contacted Agri-Food to get information about similar initiatives from other agrifood industries.

The *Jobs for life* documentary with industry specific case studies provided a new and useful learning tool and resource that has been well received by the agrifoods industry. It portrayed industry workplaces as positive, productive and rewarding, with employers who told how much they cared about their industry and their employees. *Jobs for life* boosted the industry's image and promoted an appreciation of its sheer scale and diversity and its importance to the national economy. There has been a real interest from schools and RTOs to gain more information on this and these are the people guiding the people into these types of jobs. This positive response from agrifood indicates the usefulness of material like *Jobs for life* for use in work-like learning environments, as an introduction to horticulture and to explain career options.

This project can act as a framework for a similar model for the meat industry. There is currently no promotional material available which looks at the meat industry as a whole, including the jobs and careers, its people, the lifestyle and workplaces. This would be extremely beneficial for the meat industry as there is a constant misinterpretation of the meat industry. It is viewed as being a 'dead end' job for people who are not career minded. However this is not the case. The meat industry has a large array of careers and career pathways available and the video case studies would help to promote its people and careers available in a variety of meat industry sectors. This is further discussed in the recommendations.

### **Careers promotion through television dramas, documentaries etc**

Over the past few years it has become evident that occupations featured in television dramas, games shows etc, can have their profiles lifted significantly through exposure in this medium. Anecdotally, it is clear that cooking shows have led to a significant increase in applications for cookery training and dramas such as CSI have fostered an increased interest in forensic science. Similarly, documentaries on police, medical dramas, portrayal of women in positions such as mechanics etc have all had an impact on perceptions of those positions.

As part of this project, MINTRAC sought repeatedly to make contact with writers for Australian television shows to try and get a better understanding of how the meat industry could make use

of this type of promotion. However our calls went unanswered and time prevented a more intensive effort to get answers.

However, this is an area of promotion which could certainly be further investigated in the future.

### **The MINTRAC Virtual Careers expo**

A recent MINTRAC initiative was the development of an online careers tour of the meat industry. This can be viewed at <http://www.virtualcareersexpo.com/mintrac>. The MINTRAC Virtual Careers Expo provides an interactive stand where visitors can explore careers, opportunities and pathways within the meat industry. It is an innovative, unique, fun and great resource for career counselors, students, school leavers, parents, teachers and RTO's. The meat industry stand allows the viewer to look at a video of the range of career opportunities available in the meat industry, brochures on the main sectors, case studies from people in the industry and a link to the MINTRAC website.

From the recent web traffic statistics report, it showed that 44,043 unique visitors had been to the site during the months of January and February. The average time spent on the site was 9 minutes and 43 seconds with 87% coming from domestic users. 52% of the audience was from Generation Y and 41% were from Generation X. This shows that the current generation of people that we are trying to attract to the meat industry use technology as the main form of researching careers that are available. Therefore, this is will need to be considered when developing a new career promotional model.

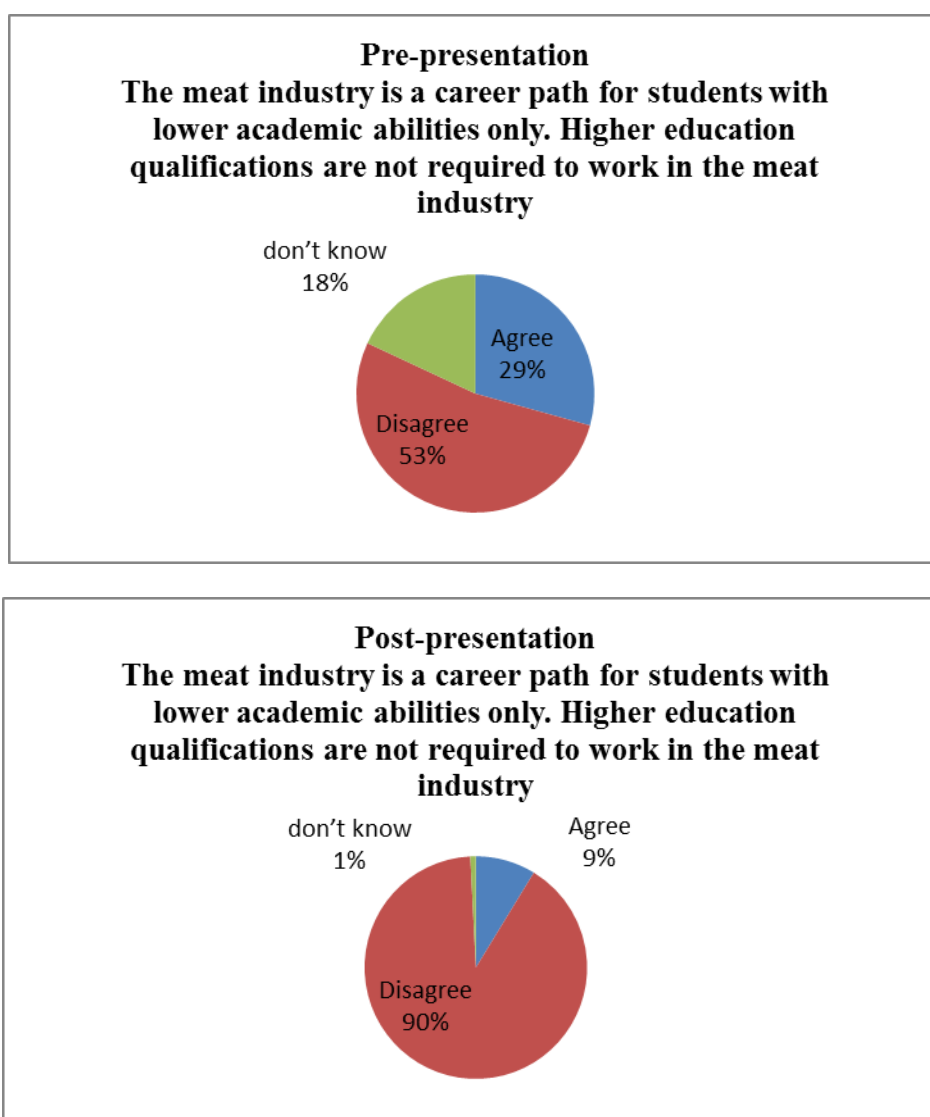


## Findings

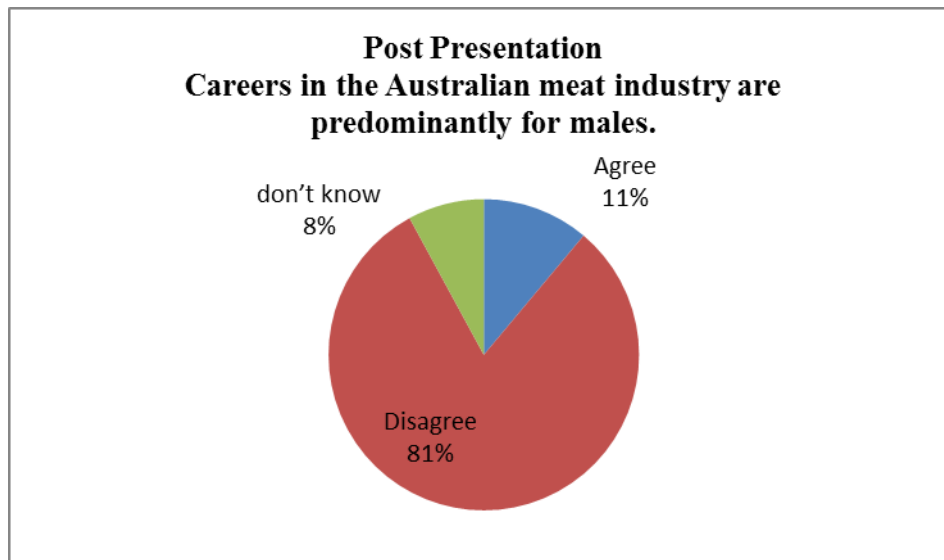
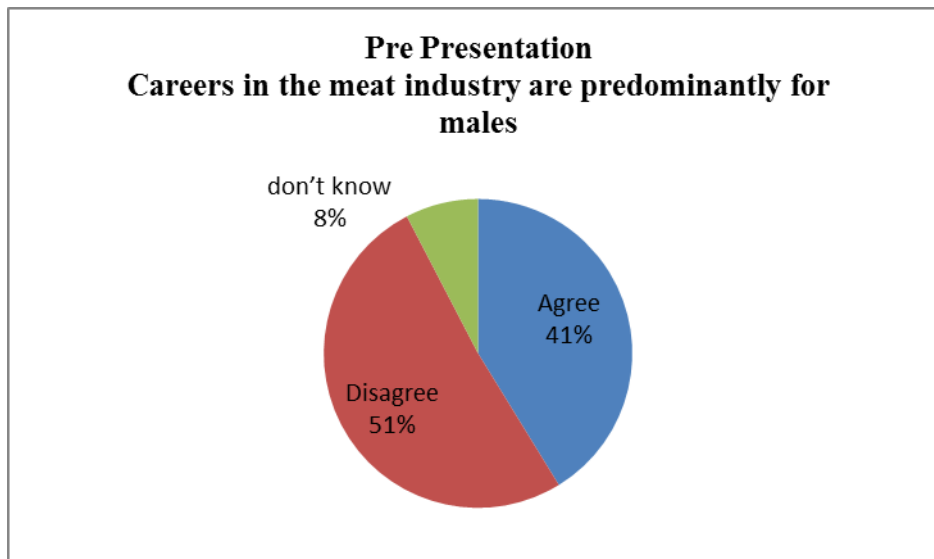
### Careers teachers' perceptions

At the ACS Careers seminars MINTRAC evaluation forms were handed out to attendees. This form asked attendees for their perception of jobs in the meat industry both before and after the presentation. From the feedback received, it was clear that careers teachers do not readily think of the meat industry as a career opportunity.

One of the most significant results indicated that prior to the presentation 47% of attendees were unsure or believed that jobs requiring higher education qualifications were not required to work in the meat industry but after the presentation it was reduced to only 9% with the remaining 91% believing that higher academic abilities were required.



The second comparison showed that prior to the presentation, 41% of attendees believed that careers in the meat industry were predominantly for males but after the presentation it was reduced to only 11%.



The third comparison identified that prior to the presentation only 47% of attendees believed there is a good variety of career options within the Australian meat industry with 43% not knowing and the remaining 10% disagreeing. After the presentation 99% of attendees agreed there is a good variety of career options within the Australian meat industry. Similarly, only 63% of attendees agreed the Australian meat industry can be a long term career option and after the presentation this was increased to 99%.

The final component of the evaluation asked attendees to list three words to describe work in the meat industry both prior and post the presentation. The words most commonly expressed prior to the presentation included 'smelly', 'butcher', 'variable', 'available', 'hard', 'messy', 'poorly paid', 'abattoir', 'bloody', 'meat processing' and 'cold'. After the presentation attendees identified words such as 'training', 'diverse', 'flexible', 'opportunity', 'variety', 'challenging', 'career pathways', 'dynamic', 'future', 'skilled' and 'rewarding'. This highlights the positive impact of the presentation. Prior to the presentation the words used to describe the meat industry were quite negative but after the presentation they were much more positive and representative of the industry. It is

important to reinforce this positive message nationally and this will be further discussed in the recommendations.

### **The Y Generation**

Also known as the 'Net Generation', 'Millennials', 'iGeneration', 'Second Baby Boom', 'Google Generation', and the 'Cynical Generation', those people born between 1978 and 1994 currently are the most influential consumer and employee group in the world (Hodgson, unknown). This is why it is vital to have an in depth understanding of Gen Y mindset and values which drive behaviour, in order to better attract, manage and engage this generation to the meat industry.

Previous generations have valued a strong work ethic, respect for authority, loyalty and commitment, financial conservatism, long-term planning, and delayed gratification. However the values of the Y generation are dramatically different. They are seeking more than friendships. A stereotype is that this generation has no loyalty; however they do demonstrate strong loyalty to their friends (McCrindle, 2007). They work hard to live up to what their peers expect of them, and their self-esteem often rests on how well regarded they are in their group or sub-culture.

A study conducted by the Sydney Morning Herald identified that when deciding to accept a job, salary ranks sixth in order of importance after training, management style, work flexibility, staff activities, and non-financial rewards. Boredom remains a big problem for the Y generation with 57% of survey respondents indicating that 'never being bored' is of highest importance. The young people of this generation do not live to work- but rather they work to live. A job merely provides the income to do what they want to do. They are on a search for fun, for quality friendships, and for a fulfilling purpose.

One of the greatest influences of the Y generation is their own peers. Rather than making independent decisions based on core values, they live in a culture encouraging them to embrace community values. This supports the ideas from industries that the Y generation responds to role models.

Technology has played an important role in empowerment with about three-quarters of the Y Generation regularly using the internet (Patterson, 2007). It is evident in the research conducted by MINTRAC that the materials which had the greatest impact on the Y generation were the ones that used technology and interactive material in their promotion. This is further supported by the research into the Y generation that suggests they prefer visual dynamic and interactive rather than written material.

It is important to remember that although generation Y can be stereotyped as valuing workplace culture, the variety, fun, training, management style, and flexibility, not all young people in this generation are the same. For example, as discussed one of the greatest influences of the Y generation is their own peers. Many of the youth today enter the workforce at a young age and are therefore exposed to the values of previous generations. As role models play a significant role in influencing the Y generation, these youth may develop values that mirror that of generations before like strong work ethic, respect for authority, loyalty and many others. Therefore it is important not to completely dismiss the values and driving factors of previous generations as these are likely to reoccur in the future.

## Discussion

This section analyses the findings reported in the previous chapter and draws out some implications. There were three prominent findings which have the greatest impact on the meat industry:

- the meat industry does not have a unified message or image in relation to careers promotion
- careers advisors do not readily think of the meat industry as a viable career option
- the Y generations values a lifestyle more than a career.

For the meat industry these findings have numerous implications. Firstly, the research found that the meat industry is often misunderstood as just being a job which is characterised by 'blood and guts'.

### Conclusion

The Australian Meat Industry is one of Australia's largest export earners and employs around 60,000 people from apprentices through to management. Inside the industry the large extent of careers and career pathways available is well known, but outside the industry this is not understood and the industry is not well represented in terms of careers promotion.

It is important that the meat industry develop and defines its image and messages that it wants to promote. This will provide the framework for implementing the remaining recommendations.

A successful strategy to enhance perceptions and target the right people will result in a raised overall quality of applicants for industry positions, lower staff turnover, and better training and quality outcomes across the industry.

## Recommendations

**Recommendation 1: Identify the image and messages the meat industry is aiming to promote for careers in the industry.**

Historically, the industry has sent out mixed messages creating a confusing image. MLA marketing programs have promoted the nutritional values of red meat, singing butchers and an angry man selling lamb. There is no sense of a dynamic, important export industry. Instead the public image of work in the industry is based on historical perceptions of blood, roughness and hard physical labour, and there is little relationship between the consumed meat product and the production process.

Therefore, recommendation 1 is to identify the image and messages to be promoted in relation to careers in the meat industry.

This should be based on an understanding of the audience and culture of the generation to whom this message is being delivered. It is important to look at what it is the industry wants people to know about the industry and how will this impact on careers promotion.

This can be achieved by:

- developing stronger relationships and improve communication across all industry sectors and between different states
- identifying a process for delivering appropriate media messages and responses on issues affecting the industry
- developing facts, figures and resources to underpin the industry's image and messages
- positioning the industry as the community's leader on relevant issues that are important to our target audience
- establishing a framework to allow the relevant industry associations to achieve this recommendation.

From the research, it is evident that older generations have core values which include a strong work ethic, respect for authority, loyalty and commitment and long term planning (McCrindle, 2007). Today's generation (Gen Y) value friendships, training, work flexibility and work to live not live to work. Therefore, it is proposed that a mechanism be established to monitor the changing values of the target audience and assist in the ongoing development/upgrade of careers promotional material for the meat industry.

### **Recommendation 2: Promote the meat industry through the media.**

At the 2009 MINTRAC National Training Conference, a workshop was held for promoting careers in the meat industry. This workshop consisted of MINTRAC Project Officer Kate Christensen, Agrifood Skills Australia National Communications Manager Peter Clack and The Institute for Trade Skills Excellence Chief Executive Officer Brian Wexham. From the research and discussions at this workshop, it is proposed that recommendation 2 should involve promoting meat industry careers through a media relationship and communications platform.

This can be achieved by undertaking a campaign to embrace various forms of media to raise the profile and stimulate broader interest in careers within the meat industry. The campaign should focus on conveying positive images across all aspects of the meat industry to enhance and educate the broader community of the various career pathways available. This is designed to overcome any negative perceptions that exist and therefore encourage young people, career counselors and parents to support and consider a career in the meat industry.

The forms of media used in this campaign needs to embrace the three main forms of communications that appeal to the audience. These include television, written and most importantly online communication. It is recommended that the online component includes the MINTRAC Virtual Careers Expo and a Meat Industry Channel which in effect is a television channel via the web which will provide comprehensive visual resources that can be accessed through multiple websites.

A scoping paper has been developed by the Institute for Trade Skills Excellence for the development of this recommendation. This can be seen in attachment 1.

This recommendation supports the research finding that the materials which had the greatest impact were the ones that used technology and interactive material in their promotion. This strategy offers an original, fresh approach which is creative in both the delivery and the messages, is flexible in that it can be easily changed to accommodate revised thinking and communicate key messages to change and influence people's perceptions.

**Recommendation 3: Develop an industry snapshot DVD which highlights the jobs and careers in the meat industry, its people, the lifestyle and workplaces.**

The third recommendation is that a similar documentary to the one produced in the *Job for Life* project be developed to highlight the jobs and careers in the meat industry, its people, the lifestyle and workplaces. The DVD should involve strong industry participation in the development of various case studies to identify the career pathways available in industry.

After discussions with Peter Clack (who managed the *Job for Life* project) it is evident that the horticulture DVDs are of a high quality and take-up has been strong. However there are some aspects of the project the meat industry should do differently. These include:

- focusing on case studies of younger employees in the industry which the Y generation can relate too
- focusing on lifestyle as the key element in the development
- filming in fewer locations but showing the number of career opportunities and pathways available on plant or in a single location
- incorporating interaction into the DVD so viewers can choose different issues to view which are of interest to them
- reducing the time of the DVD to provide a dynamic/energetic snapshot of the careers available in the meat industry.

This DVD should introduce the meat industry from paddock to plate, as an attractive career option which offers satisfying and fulfilling careers for many different kinds of people. The video should use strong images of young people doing things they love – both at work and at play – and emphasise variety the careers available. The overall impression will be of an industry with “more career options than you thought possible”.

The DVD should highlight the diverse career options, paid training and nationwide recognition of qualifications as well and the friendships and lifestyle that this industry has to offer. These aspects of meat industry careers should then be explored further in the case studies, giving a more in-depth view of the nature and range of careers - from the point of view of people who have experienced the path that prospective candidates could follow. Each case study should tell the story of an individual who left school within the last 5-8 years and found a suitable career in the meat industry. The range of people and careers should be carefully assembled to address the audience type.

As well as the DVD, an accompanying booklet should be produced, which, similar to the *Jobs for Life* project, would include edited transcripts for the DVDs and submitted articles and materials. This resource including the DVD and booklet would promote the meat industry as a dynamic, growing and vital part of the Australian economy, focusing on the lifestyle factors, friendships and challenges that exist within the industry.

The resource should be aimed at high school students to encourage increased recruitment and expressions of interest in the meat industry. It should be sent out to all school advisors and counsellors and also be made available for use by individual companies seeking to promote meat industry careers within their local communities. These materials should be designed to be easily customised to an individual company trying to attract people from the local community. The individual company could include their own case studies who people in the local community could relate to and other initiatives run on plant that may attract more people i.e. mothers program.

There are a number of ways the meat industry could optimise the value of the DVD. This is discussed in the scoping papers put together by Spinifex Interactive (see attachment 2) and Anvil Media Pty Ltd Proposal (see attachment 3).

**Recommendation 4: Promote the meat industry through a 'new' and 'social' media space such as YouTube and Facebook.**

The Y generation is increasingly being exposed to technological advances with the current internet phenomenon being the social media outlets. As discussed in the findings, three-quarters of the Y Generation regularly use the internet. Therefore recommendation 4 is to promote the meat industry through a 'new' and 'social' media space such as YouTube and Facebook.

Currently, MLA has set up an industry page on YouTube. So far there are five videos posted on the site, all focusing on the live export trade. USDA also uses YouTube, but they are using the forum for food safety messages. There is currently nothing on the site that looks at the meat industry sector. It is proposed that a series of videos be posted which highlights the various career opportunities available in the meat industry. This should be achieved through a series of case studies and snapshots of the industry.

Anvil Media Pty Ltd has proposed a custom designed "Meat Careers" YouTube Channel. This enables the content to reach a wider audience and supports the effective promotional strategies which work best for the Y generation. The cost estimate \$1,500 - \$3,500 (plus GST) which includes the Anvil Media producer, YouTube Channel creation and upload of video content.

Facebook is another online media space that is readily used by the Y Generation. It is proposed that Meat Industry careers Facebook page which will be used for highlighting career information and job postings. This is a highly interactive website which supports the Y generation's preference for visual dynamic and interactive, rather than written material. This is currently being used by the science industry which currently has 4,699 fans who regularly visit the page.

This page could include:

- an industry snapshot
- case studies
- careers pathways
- discussion boards
- links to industry websites
- links to career websites including the Virtual Career Expo

This 'social networking' compliments traditional job search strategies by taking them to the next level. Facebook allows likeminded people to interact and share their thoughts, ideas and photos online while assisting in building a successful online careers network for the meat industry.

**Recommendation 5: Ongoing participation at national career seminars to create awareness and understanding of the careers available within the meat industry.**

As discussed in this report, the ACS Career Seminars acted as a means of collecting research data about careers teacher's perceptions of careers in the meat industry. The findings showed that the teachers do not readily think of the meat industry as a career option or understand the diverse range of career pathways available. It is because of this that recommendation 5 is to continue participating in national career seminars to create awareness and understanding of the careers available within the meat industry. This is the best way to reach the careers teachers on a national scale. As the seminars are held in different locations it encourages and attracts new attendees each year. They are specifically designed to inform and educate the advisors in a series of industry snapshots which is designed to prevent overloading them with information.

There are a number of career seminars run throughout the year:

- National ACS Career Advisor Seminars
- National Careers Conference of the Career Development Association of Australia, CDAA (formerly the Australian Association of Career Counselors)
- National Careers and Employment Expo

The value of attending careers seminars is to increase the awareness of the variety of possible career paths in the meat industry and to increase the positive perceptions about the work environment and opportunities available. It is important that the industry targets the careers teachers and counsellors as they have the opportunity to influence and shape many lives. If these teachers have a good perception and understanding of the industry then this will be portrayed to their students.

However, this is a very expensive exercise so it is recommended that participation be limited to once every two years. By participating every second year, it allows the current careers teachers to get updates and new information on meat industry careers and introduce the new careers teachers to our industry.

**Recommendation 6: Further research an opportunity to portray the industry positively on television.**

The investigation into the potential of television exposure of careers in the meat industry was not fully achieved in the current project. However, it is believed that there is significant potential to lift the profile of meat industry through this medium and it should be further investigated in the future.



## References

McCrindle, M 2007, *Understanding Generation Y*, The Australian Leadership Foundation, North Parramatta.

Patterson, B 2007, 'They're hip, smart talking, brash and sometimes suffer from an overdose of self esteem', *Herald Sun*, 8 July, unknown

## 7 Attachment 2 - Career brochure

### MEAT MATTERS

- The Australian meat industry is one of Australia's largest export earners, earning approximately \$8b per year
- Australia is one of the world's largest exporters of red meat and livestock, exporting to more than 135 countries. Over 60% of Australian beef production is exported, primarily to the United States and Japan
- It employs around 60,000 people from apprentices through to management
- It has one of the best training systems in the world with over 90% of the workforce holding a qualification or in training

### WHAT JOBS CAN YOU DO IN THE MEAT INDUSTRY?

<b>LABOURERS AND GENERAL WORKERS</b> Basing Room Picker Stock Handler Processing Tacker Production Labourer Assistant Meat Retailer Chiller Forklift Driver Receptionist Office Room Worker Machine Operator Filled Meat Sorting Assistant Smallgoods Worker Packer/Cutler Truck Driver Electrician Clerk/Cutting Assistant Caster Data Entry Operator Receptionist Cash Van Sales Driver Telephone Operator Materials Supply Assistant Cold Storage Operator Equipment Operator	<b>SKILLED, TRADE AND SENIOR WORKER / SUPERVISOR POSITIONS</b> Slaughter Floor Operator Smallgoods Production Operator Butchery Meat Producer Health and Safety Officer Human Resources Officer Mechanical Engineer Vocational Engineering Apprentice Fabrication Engineering Apprentice Electrical Engineering Apprentice Refrigeration Specialist Smallgoods Manufacturer Team Leader Laboratory Assistant Farmhouse Landscaper Security Officer OHS Associate System Administrator Stock Control Clerk Lead Planner Payroll Officer Draftsperson Customer Services Coordinator Sales Administrator Warehouse Trainer and Assistant Electrical Engineer Electrician	<b>SENIOR TECHNICAL AND SUPERVISOR POSITIONS</b> Production Supervisor Production Assistant Quality Assurance Manager Meat Inspector/Alpha Export Supervisor Team Leader Environment Officer Office Administration Small Business Manager Production Supervisor Maintenance Supervisor Accounts Supervisor Executive Assistant Research and Development Assistant Fleet Manager Incident Investigator Chief Purchasing Officer Human Resources Officer Retail-to-Retail Coordinator Information Technology Support Officer Network Administrator	<b>MANAGEMENT POSITIONS</b> Office Manager Manufacturing Manager Operations Manager Production Analyst Special Project Manager Quality Systems Manager Production Specification Manager By Product Manager OHS Manager Warehousing Manager Transport Manager Accounts Manager Finance Manager Engineering Manager Sales and Marketing Manager Payment Sales Manager Business Development Manager Contracts Manager Information Technology Manager
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### WHY CONSIDER A CAREER IN THE MEAT INDUSTRY?

- It is a career and a lifestyle all in one.
- Training is conducted predominantly on-the-job: earn money while you train!
- There are employment opportunities across Australia and internationally.
- Enhance your skills - become a supervisor or manager.
- You will develop skills that are applicable across all sectors of the food industry.
- There is opportunity to specialise.
- Generous industry support is available for further education and training.
- The meat industry offers a dynamic, challenging working environment.

### HOW DO I START MY CAREER IN THE MEAT INDUSTRY?

Australian Apprenticeships are available in abattoir operations, smallgoods manufacture, food services and retail butchery. For more information on obtaining an Australian Apprenticeship go to [www.australianapprenticeships.gov.au](http://www.australianapprenticeships.gov.au)

For more information on meat industry careers, log on to [www.mylfuture.com.au](http://www.mylfuture.com.au)

Find a job through job advertisements in newspapers or online - [www.jobsearch.gov.au](http://www.jobsearch.gov.au) or contact your local butcher or meat processing plant.

Once you have accepted a job, your employer will organise your traineeship/apprenticeship for you.

### INDUSTRY CONTACTS

National Meat Industry Training Advisory Council (MINTRAC)  
 18000817 462 or email [mintrac@mintrac.com.au](mailto:mintrac@mintrac.com.au)

Australian Meat Industry Council (AMIC)  
 02 9886 2200 or email [admin@amic.org.au](mailto:admin@amic.org.au)

Meat & Livestock Australia  
 02 9463 9333 or email [info@mla.com.au](mailto:info@mla.com.au)

### MAIN INDUSTRY SECTORS

Meat processing  
 Meat retailing  
 Smallgoods manufacturing  
 Food services

### WHAT LEVEL OF EDUCATION IS NEEDED FOR A CAREER IN THE MEAT INDUSTRY?

- Careers are available from Certificate I to postgraduate degrees
- Nearly every new employee can undertake an Apprenticeship or Traineeship.
- Most employees receive the opportunity to undertake additional training beyond their first qualification.
- Many companies provide additional training at Certificate IV and Diploma levels.

Do you still want to enjoy your current **LIFESTYLE**?

Do you want to develop lifelong **FRIENDSHIPS** while earning money?

A career in the **MEAT INDUSTRY** is waiting for you!

## CAREERS IN THE AUSTRALIAN MEAT INDUSTRY

Are you interested in a **CHALLENGING** and rewarding career that can lead to further advancement?

## Careers Information



## MEAT PROCESSING

Australia has approximately 300 abattoirs (including boning rooms) with a workforce of around 25,000. It is a predominantly young workforce with around half of all workers younger than 35. The meat processing sector provides career opportunities in abattoirs, boning rooms and in food service operations. Meat processing workers perform a wide range of tasks including handling livestock, slaughtering and processing livestock, environmental control and operating processing and rendering equipment. There are three specialisations within the processing sector: slaughterer, renderer and boner and slicer. With increased training you can develop skills in technical areas like meat safety/inspection, quality assurance or leadership and even become a supervisor or manager.

## MEAT RETAILING

The meat retailing sector provides career opportunities in independent butcher shops, supermarkets, meat departments and meat wholesale enterprises. There are approximately 24,000 employees across Australia and about 1,000 new apprentice butchers each year.

As a meat retailer you are trained in selecting, cutting, trimming, preparing and then displaying meat for sale. When training in meat retailing you will learn how to add value to meat products; provide advice to customers on how to prepare meat meals; display, present and market meat; meat safety and nutrition; and specialised techniques such as making sausages and coming meat.

## SMALLGOODS MANUFACTURING

The smallgoods sector, which includes both large and small manufacturers, employs around 7,000 workers across Australia. The smallgoods sector provides career opportunities in the manufacture of a wide range of smallgoods products, laboratory work, machinery operation and management.

Workers in the smallgoods industry may work in areas such as operating production lines, smoking and drying meat, food safety and quality assurance, logistics, sales and marketing and information technology.

## FOOD SERVICES

The food service sector provides career opportunities in traditional meat retailing shops, meat departments in supermarkets or in wholesale boning rooms which prepare bulk meat supplies for customers such as airlines, hospitals, restaurants, supermarkets and hotels.

When training in food services you will learn about meat safety, hygiene and quality. You will also learn techniques associated with your area of work such as value adding, making sausages, preparing specialised cuts of meat, packaging techniques, and providing nutritional and cooking advice to customers.

## MEAT PROCESSING CASE STUDIES

Dylan and John are both completing on-the-job training as part of their goal of earning industry recognised certificates. They are responsible for ensuring that the product they supply to international and domestic markets meets the high standards required from a world class facility in customer specification and food safety.



### JOHN ROGERS, BONER

I left school when I was 16 and was unsure of what I wanted to do. However, after working in a butcher shop after school I became interested in the red meat industry. I moved to Tamworth and started a career with Cargill Beef Australia.

I enjoy the physical work, the hours, a reliable income and earning good money, and would certainly recommend a career in the processing industry.

After work I ride a motorbike, fish, hunt and I hope to have a family of my own in the future with my girlfriend.

### DYLAN CLUFFE, BONER

I left school when I was 18 and knew straight away that I wanted to work in the meat industry because I grew up on a farm and wanted to stay in the industry. One of the best parts on my job is having job security and meeting a variety of people from all different walks of life. I would recommend the industry to anyone who wants to 'have a go'.

I love fishing and hope soon to buy my own home.



## SMALLGOODS CASE STUDY



### LINDA QUINTON

I have worked at Don KRC (a Division of George Weston Foods Limited) in the Training Department for the last 3 years. Starting at our Castlemaine site as a Training Assistant, I am now the Site Training Coordinator at our Altona plant and look after all the training needs of Operations, Supply Chain and Technical Departments. I love that my role is challenging, gives me a lot of variety and the opportunity to work with many different people right across the business.

The best thing about my role is that I am able to help people develop, both personally and professionally. There are many career pathways within Smallgoods and the Meat Processing industry and I am proud to be part of that development process for both the people and the industry.

## MEAT RETAILING CASE STUDIES



### JENNIFER FINUCANE

I finished year 12 in 2002 and after working in retail for a few years was excited to be signed as an apprentice in the meat industry. There is a history of butchers in my family and the one I am most proud of is my Nanna - she is retired now and I wanted to keep the family tradition going.

I have managed a business before, but I wanted more out of life. My training is offering possibilities I hadn't even thought of until I started working in a supermarket environment. I aim to travel around and I know getting work will be relatively easy because there are supermarkets and butcher shops in just about every town.

work will be relatively easy because there are supermarkets and butcher shops in just about every town.

### ETHAN LEWIS

I completed year 10 and then started working in a supermarket. After talking to the butchers, I realised I would like a career as a butcher and started an apprenticeship at Browns Plains in Brisbane. I am currently completing my Certificate III in Meat Processing (Meat Retailing), and my job includes producing cuts of meat for sale and managing stock from the back dock through to the customer's trolley.

This is more than just a job. I am gaining a trade and aim to get promotions in the business - I would like to be a Meat Manager by the time I am 21. I would like to use my trade to travel across the country and eventually would like to be a store manager. There seems to be endless opportunities in this industry!

