



BE PART OF GROWING **NZ**



Annual report for the
Primary Industry Capability Alliance
YEAR TO 30 JUNE 2016



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MESSAGE FROM THE CHAIR

Welcome to the second Annual Report for PICA—the Primary Industry Capability Alliance Incorporated.

With current global uncertainties, there is now a greater need than ever for industry collaboration to support our young people as they make decisions about their future. PICA is more important than ever to ensure our collective efforts provide the most useful information in a relevant way to help these people set the course for their careers.

This year we have seen a growth in membership, a broadening of our industry connections and an extension of our activities. Importantly the GrowingNZ brand has become a focal point for our secondary schools strategy. Together these initiatives have lifted the profile of our primary industries with our target audience. Our aim is to successfully recruit the very best to be our next-generation farmers, researchers and rural professionals.

Membership and networks

It was pleasing to welcome the Foundation for Arable Research and Forest Owners Association to the membership of PICA this year. Each industry brings valuable new perspectives to the work of PICA. This diversity gives the Alliance additional industry depth and voice. Diversity also adds to the attractiveness of primary industry careers.

Value

The organisations that make up PICA share a common concern. Together we want to lift the positive profile of primary industry careers. We believe that the primary industries have suffered in the past from an under-representation of the exciting opportunities available to young people in this country.

The value of PICA to all members (whether industry, education provider or government agency) is a message of GROWTH. Our brand is about growth for the individuals entering our industries. Growth is also about extending our message to ensure no-one in this country misses out on what we are saying about a possible future for them in the primary industries. The following acronym conveys this intent:

In the coming years we will evolve further and expand our membership, providing support for people considering careers in the primary industries.

I would like to thank Diane Falconer and Terry Copeland from the Board of PICA. I would also like to acknowledge all the Alliance members for their continued support and I look forward to a coming year of consolidation and growth. Congratulations to Andy Somerville and the working group teams for their achievements in delivering a great year's outcome.



Dr Mark Paine
Chairman, PICA

- | | |
|----------|---|
| G | Greater reach to our young people |
| R | Recognition of PICA as part of industry solution |
| O | One voice in common areas of concern |
| W | Well informed regarding capability issues |
| I | Initiatives shared through PICA and costs reduced |
| N | New skills for staff in our industries |
| G | Growing New Zealand's future |



MESSAGE FROM THE CEO

It has been pleasing to build on the first year and develop our presentation of primary industry opportunities for young people. Our members are seeing real value in belonging to the Alliance and we are gaining momentum. I am looking forward to further growth in 2017 as this momentum builds.

The Alliance, through its working groups, has had a clear focus on attracting young people to the primary industries. Key actions have included:

- > An enhanced presence at careers expos promoting a joined-up approach to industry-wide opportunities
- > A new website and poster, both highlighting the breadth of careers that exist in primary industries across the value chain
- > The collation of primary industry scholarships available to school leavers showing the excellent financial support available.

As well as a growing membership, it has also been gratifying to find that PICA gets a warm reception from people in many different organisations outside the current membership. Generally, these people fully understand the challenge and PICA's role in helping to address it. There are good networks developing around future capability across the primary industries.

Part of the Alliance's role is coordination. People often say there's not enough being done to attract people into our industries. In fact, we've found there is a lot being done but everyone was working in their own space. The Alliance has an important role in linking everything up. And, further, we have been able to build on some of the excellent existing programmes to promote them more, and then we've developed some of our own activities as well to fill gaps.

The networking extended across the Tasman this year, as I represented PICA at the Primary Industry Education Foundation of Australia's annual conference. This provided a valuable opportunity to compare PICA's approach and progress with similar organisations in other countries. It was pleasing to find that they were impressed, particularly by the "GrowingNZ" messaging which they could see has broad appeal and widens the conversation about what primary industries do.

We see a continued need for this industry collaboration and looking ahead, this will evolve further as will the activities the Alliance is involved in. Our expanding membership base will play an important part in this, and the industry and our members will benefit from this work.

As the second year drew to a close we recognise the changes in personnel that have occurred through the various PICA groups, and the need to maintain the level of understanding and commitment. I would like to thank all the Alliance members for their continued support of the various activities and functions of PICA and look forward to the coming year of both consolidation and further growth.

Congratulations to everyone involved for their efforts in delivering a great year's work. Good progress has been made again this year—and there is still plenty to do.



Andy Somerville
CEO, PICA



BOARD MEMBERS

Dr Mark Paine (Chairman)

Mark is the Strategy and Investment Leader for People and Business at DairyNZ. This role addresses issues of recruitment, employment relationships, leadership and career development in the dairy industry. He was formerly the Dairy Australia Principal Research Fellow (Innovation and Change Management) at the University of Melbourne. Mark formed strong working partnerships with advisors and rural professionals to conduct his research using a co-development approach. Mark received the APEN Award for Extension Excellence in 2007. His PhD research (Wageningen University, The Netherlands) investigated innovation in the New Zealand dairy industry.



Diane Falconer

Diane was actively involved in the establishment of PICA and is the Beef + Lamb New Zealand representative on the board. Diane has a background in human resources and learning and development across the hospitality and agricultural sectors. Currently working for Beef + Lamb New Zealand, Diane has been seconded to Red Meat Profit Partnership to work within the Sector Capability project. Her projects focus on attracting and retaining people to the sheep and beef sector and programmes to develop capability.



Terry Copeland

Terry has been the CEO of New Zealand Young Farmers since October 2013, having previously worked for 25 years in the wine industry in a variety of roles in New Zealand, Australia and Japan. In addition, he is the current Advisory Group representative on the PICA Board. Outside of work, Terry is an internationally recognised senior wine judge having been invited to top competitions in Europe, USA, Hong Kong and the many New Zealand wine shows.





PICA GROUPS

An important part of the Alliance's work is that of its various groups. The input from organisations and the contribution of their staff to the Alliance and its work plan is extremely important and their input is much appreciated. As the year progressed, some members changed and these and current contributors are noted below.

Advisory Group

The PICA Advisory Group comprises a representative of each of the member organisations and meets bi-monthly, helping set PICA's direction and to shape its activities. The Advisory Group elects one Board member on a bi-annual basis, and nominates working group participants.

Current Advisory Group members are:

- > DairyNZ—Alan Barker
- > Beef + Lamb New Zealand—Doug Macredie
- > Ministry for Primary Industries—Richard Lynch
- > Primary ITO—Mark Jeffries and Alister Shennan
- > Lincoln University—Jeremy Baker and Martin Eadie
- > NZ Young Farmers—Terry Copeland
- > Taratahi Agriculture Training Centre—Linda Sissons and Arthur Graves
- > Aoraki Polytechnic (now Ara)—Andrea Leslie and Vikki Roadley
- > Foundation for Arable Research—Anna Heslop
- > Forest Owners Association—Brigid Jenkins and Venise Comfort

Communications and Marketing Working Group

This working group focuses on the communications and marketing aspects of PICA's work, which includes considering messaging and channels, and developing collateral.

Members of this working group are:

- > DairyNZ—Diane Young
- > Beef + Lamb New Zealand—Doug Macredie
- > Ministry for Primary Industries—Shelly Biswell
- > Primary ITO—Claire Naeraa-Spiers
- > Lincoln University—Liz Wright
- > NZ Young Farmers—Nadine Porter
- > Taratahi Agriculture Training Centre—Tina Nixon
- > Aoraki Polytechnic (now Ara)—Andrea Leslie and Vikki Roadley
- > Foundation for Arable Research—Anna Heslop
- > Forest Owners Association—Brigid Jenkins and Venise Comfort
- > GrowingNZ—Jackie Bedford

Schools Careers Working Group

The secondary schools working group has a vision of:

- > Increasing the understanding in school communities of the importance of the primary industries to New Zealand, and
- > Attracting talented people into primary industry careers to meet current and future capability requirements.

We are pleased to also have representatives of the Ministry of Education and Careers New Zealand on this group, providing valuable connections and input.

Members of this working group are:

- > DairyNZ—Susan Stokes
- > Beef + Lamb New Zealand—Doug Macredie
- > Ministry for Primary Industries—Sarah Meadows and Vicki Compton
- > Primary ITO—Derek McCullum
- > Lincoln University—Fiona Scott
- > NZ Young Farmers—Bronwyn Winchester
- > Taratahi Agriculture Training Centre—Richard Wanhill
- > Aoraki Polytechnic (now Ara)—Andrea Leslie and Vikki Roadley
- > Foundation for Arable Research—Anna Heslop
- > Forest Owners Association—Brigid Jenkins and Venise Comfort
- > Ministry of Education—Trevor McIntyre
- > Careers NZ—Chris Travers
- > GrowingNZ—Jackie Bedford





ACCOMPLISHMENTS

With valuable assistance from the working groups, PICA developed several resources this year to help spread the word about opportunities in the primary industries, leveraging off the GrowingNZ brand. The Alliance has also commissioned research to gain insights into what attracts young people into primary industries, as well as working closely with other organisations to support its work.

Careers Expos

PICA again presented a combined site for the 2016 Careers Expos held in the four main cities. This year the site was augmented by two interactive activities: a large floor game and a themed photo backdrop. The combined site has continued to deliver greater reach for all Alliance members, at the same time telling a powerful industry message.

Teacher Conferences

As mentioned, working effectively with teachers is a key thrust of PICA's work, and sponsoring and presenting at teacher conferences has proved a good mechanism for showing them potential and making contact. PICA, under GrowingNZ, undertook part in three such events this year.

PICA has established a panel format for these events, using young primary industries professionals from within our membership networks to speak. They talk about their career journey and what their current role entails, and this seems to inspire audiences about what these industries have to offer.



School Poster

Early in 2016 the PICA working groups oversaw the development and distribution of an eye-catching new poster promoting primary industry careers. This was initiated by a member representative who pointed out the need, and that a poster promoting agriculture careers was still up in Careers offices of secondary schools around the country, even though it was at least 20 years old and badly in need of a refresh.

The new poster features new “open a door” imagery, and this has been well-received by Careers teachers. We are getting a steady flow of orders from teachers of a range of subjects via the website.

Website

PICA commissioned a new website that presents the existing content in a new, directory-style format. The home page features the same “open a door” imagery as the posters. In addition, we commissioned a database of primary industry-related scholarships and added this to the site.

The scholarships database features more than 150 types of scholarship offered by a wide range of organisations and targeted at secondary-level students to help them in their next step or to students on tertiary courses. This adds up to nearly 1000 individual scholarships being handed out, worth more than \$3.5 million each year.



Mystery Creek Hub

The GrowingNZ imagery was put to good use for a new Careers and Education Hub at the National Agricultural Fieldays at Mystery Creek. The Fieldays organisers developed this new attraction with the assistance of New Zealand Young Farmers, and PICA arranged for members to have a presence in a booth area. The Hub hosted some classes of students from Auckland schools as well as a number of other education-based activities. PICA sees this as an excellent place to promote the joined-up industry message and is involved in planning the further development of the Hub to create a vibrant, interactive space which will become an ongoing and key feature of the Fieldays.



Curriculum Network

The GrowingNZ Curriculum Network was set up in October 2015, following a national workshop. The purpose of the Network is to support the commissioning, development, maintenance and accessibility of good quality primary industry curriculum resources. The Network includes industry and government representatives, teachers and other educational professionals. This means that working with the Network is an effective way to ensure that any resource will reflect current industry good practice, align with the New Zealand Curriculum and meet the needs of students and teachers. The Network is also developing guidelines to help with resource development.

Research

Early in the year PICA facilitated the production of a report on teaching of agriculture in secondary schools, on behalf of the Red Meat Profit Partnership. This showed in particular that some schools have very strong agriculture and horticulture programmes, while many struggle to present these subjects. Overall, this supports the strategy of promoting engagement with a range of relevant subject teachers while doing what we can for the committed Horticulture and Agriculture teachers. For example, during the year PICA was asked by a HATA teacher to present to their weekly staff forum about primary industries and there was some good discussion with a range of subject teachers in this school.

PICA is also involved in a project looking into the changes in the primary industry workforce composition, tenure and qualifications over time. This work is being coordinated by Scarlatti with key contributions from MPI, DairyNZ and Primary ITO from the Alliance.

Towards the end of the year, PICA progressed the commissioning of research to gain insight into secondary school students and early workforce employees' decision-making in relation to primary industry careers. This is being co-funded through an Agmardt grant and will provide a valuable insight to help guide our work in the school space.





Other activities

As mentioned, PICA has a significant role of providing coordination within the primary industries and across government and education, and part of this is information sharing so people are aware of initiatives. Following are some projects that have good potential to make a difference in this space.



Primary Industry Futureintech Ambassador Brooke Clark with Andy Somerville at Careers NZ-organised Industry Big Day Out in Northland.

Primary Industry Ambassadors

The Futureintech Ambassadors are available to visit primary and secondary schools. These include a number of early-career professionals working in the primary industries who can talk about their career experience in a relatable way that is useful for teaching and learning. They may include a hands-on activity. The programme is hosted by the Institute of Professional Engineers of New Zealand (IPENZ) and co-funded by the Ministry for Primary Industries.

SWITCH

Primary ITO has developed a new programme to support senior secondary students with the transition into work. This complements existing programmes that Primary ITO is engaged with: the Gateway and STAR programmes funded by the Ministry of Education's Youth Guarantees programme, and the Trades Academy. Like these other programmes, SWITCH features employment alongside education and training. It is aimed at Year 13 students who are ready to leave school. They spend two days a week in work with a primary industry employer, guided by a training plan and working towards a Level 3 New Zealand Certificate. The other three days a week are spent at school with a specific learning plan that supports their transition to fulltime employment.

Teacher Days Out

These events for teachers helps them get an insight into primary industry career opportunities by taking them out for a day to visit workplaces. Roles right across the value chain—production, processing and marketing and allied services such as research—are showcased. These are regional events, run once a year by New Zealand Young Farmers in most regions and DairyNZ for Wellington. Teacher feedback from the event held in Wellington in November 2015 included: "Thanks for an excellent day out." "Thanks for showing me the career options available to my students and how accessible they are."

Canterbury GrowingNZ

This is a group of organisations based in Canterbury, working together to support primary industries career development in schools. Its two key areas of action in 2016 are in marketing and career pathways. It is connected to PICA through common members and common objectives.

Talent Central

Talent Central is a regional initiative out of the Manawatu, aimed at joining community, education and industry together to create sustainable futures for talent from within the region. It has wide local support and has also connected with PICA and some Alliance members to provide input around primary industry relationships and opportunities.



FINANCIAL SUMMARY

PICA is an incorporated society with funding provided by members in two categories, Governing and General.

Governing Member are currently DairyNZ and Beef+Lamb New Zealand and these organisations contribute \$150,000 each to the Alliance.

General Members contribute subscriptions based on turnover, either \$10,000 a year for organisations with turnover less than \$10 million or \$25,000 for those over \$10 million. This recognises that the size and focus of some organisations are such that each level of contribution is appropriate to enable

full contribution, and create the involvement of a broader membership base. For the 2015/16 financial year, the members unanimously voted to waive Taratahi's subscription for the year in recognition of the challenges that it was facing and to also reflect the full support that Taratahi had provided to PICA from the Alliance's inception.

Current General Members are: NZ Young Farmers, Taratahi Agricultural Training Centre, Primary ITO, Lincoln University, the Ministry for Primary Industries, Ara Institute of Canterbury, Foundation for Arable Research and Forest Owners Association.

Financial results for the year ended 30 June 2016

Statement of financial performance	2015	2016
Receipts/Income		
Subscriptions		
Governing	\$300,000	\$300,000
General	\$125,000	\$125,000
Marketing and expo contributions	\$8,000	\$10,000
Insurance proceeds	\$0	\$1,035
Interest	\$3,335	\$2,776
Total	\$436,335	\$438,811
Expenses	\$307,613	\$371,598
Surplus	\$128,721	\$67,213
Statement of financial position		
Assets		
Cash at bank	\$65,773	\$57,429
Short term deposits	\$112,401	\$174,658
Accounts receivable	\$31,000	\$7,849
Fixed assets	\$2,995	\$2,483
Total assets	\$212,130	\$242,420
Liabilities		
Creditors	\$17,758	\$31,718
GST payable	\$5,264	---
Receipts in advance	\$50,000	---
Provisions	\$10,384	\$14,767
Total liabilities	\$83,408	\$46,485
Net assets	\$128,721	\$195,935

The surplus recorded of \$67,213 is ahead of the budget set at the beginning of the year however \$45,000 of this has been earmarked for the research project that has just commenced. PICA's financial position remains sound and with a membership that is continuing to grow, PICA is well positioned to continue to expand and deliver the support required to meet capability needs in the primary industries.

Directory

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Solicitor

Cavill Leitch
Christchurch

Bank

ANZ

Membership

Governing members



General members



Ministry for Primary Industries
Manatū Ahu Matua



New Zealand's specialist land-based university





