

National Agriculture Day 2021

Supporter Kit

CHOOSE YOUR
#AgVenture!
Friday, 19 November 2021

National Agriculture Day



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About #AgDayAU



This year, Australia marks the 5th annual National Agriculture Day! #AgDayAU is led by the National Farmers Federation and is supported by Australians all over from Broome to Bourke, Brunswick to Burney! The national day, on the third Friday of November, is a chance to pay tribute to our farmers and to celebrate the world-class food and fibre Australians enjoy!

AgDay 2020

The challenges of COVID-19 didn't stop Australians turning out in 2020 to celebrate #AgDayAU

- * More than 1 million Aussies engaged with the #AgDayAU hashtag
- * 150 official events were registered (plus a swag of unregistered events!)
- * 100+ schools hosted Farmer Time
- * Well-known Aussies gave our farmers a shout out including, [Prime Minister](#), the [Wallabies](#), [NRL](#), [AFLW](#), [Gian Rooney](#), [Jonathan Brown](#), [Better Homes and Gardens host Fast Ed](#), [Matt Moran](#), [Fiver for a Farmer](#) and [Mammamia's Mia Freedman and Liza Ratliff](#)

We're calling on you to join with us to make #AgDayAU 2021 the best yet!

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Theme: #AgVenture



This #AgDayAU we're celebrating the fabulous and fulfilling career opportunities on offer in agriculture with the theme **#AgVenture**.

From mustering cattle in the Top End to developing the next breakthrough wheat variety, whatever your passion, skill set or location, you really can choose your own #AgVenture.

Never has there been a more important time to highlight how young Australians especially, can see themselves at work in ag!

The quintessential farm jobs that have in many ways defined agriculture are still there and new entrants are desperately needed. Jobs like shearers, roustabouts, station hands, header operators and stock truck drivers. And, there are many other jobs, lots of which can be city- or country-based, that aren't on-farm but which are vital in the farm supply chain. Careers in fields as diverse as finance, digital tech, science, marketing, trade and policy development.

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How to get involved



Our top 5 ways to celebrate #AgDayAU 2021

- Supported by Syngenta, the [#AgVenture Photo Competition](#). Promote the opportunity to submit a fab photo of work in action in ag for the chance to win great cash prizes and, of course, for the acclaim of being the #AgDayAU 2021 Photo Comp Winner!
- Encourage registration by high school students in the [#AgVenture Careers Expo](#) (kicking off on Monday 25 October), supported by The Carey Group.
- Schools are encouraged to register for [PIEFA's Farmer Time](#) for students connect via video directly to a farmer in the paddock, in the dairy or in the tractor!
- [Register an #AgDayAU \(Covid-19 safe\) event](#) to receive an #AgDay gift pack
- Share a post of your #AgVenture experience (&/or that of your team) to social media.

There are no limitations as to how Australians celebrate AgDay. All we ask is that you post a photo of your AgDay activity using the hashtag #AgDayAU & #AgVenture

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#AgVenture Careers Expo

Starting on Monday 25 October and running up until #AgDayAU, the #AgVenture Careers Expo is a virtual insight into 8 different jobs in ag, all with different training and skill requirements. High school students, and others are encouraged to register [here](#) for one or all of the 8 online interactive sessions.

The #AgVenture Careers Expo will be hosted by Sophie Hansen and Oli Lievre.

See media release [here](#).

The #AgVenture Careers Expo is supported by The Carey Group.



2021 National AgDay
Careers Expo
Speakers

 Sarah Packer Stock & Station Agent	 Hannah Robinson Barley Breeder	 Elena Yao App Developer	 Tracy Sullivan Veterinarian
 Tim Jude Trader	 Emma Lenon Wool Classer	 John Nicholas Pilot	 Adam & Jacyntha Coffey Farmers

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#AgVenture Careers Expo

Date and Time	Career	Speakers	Moderators
Mon 25/10/21 2pm AEDST	Stock & Station Agent	Sarah Packer & Peter Baldwin	 <p>Sophie Hansen</p>  <p>Oli Le Lievre</p>
Fri 20/10/21 2pm AEDST	Plant Breeder	Hannah Robinson	
Mon 1/11/21 2pm AEDST	App Developer	Elana Yao & Stacey Hogan	
Fri 5/11/21 2pm AEDST	Veterinarian	Tracy Sullivan	
Mon 8/11/21 2pm AEDST	Trader	Tim Jude	
Fri 12/11/21 2pm AEDST	Wool Classer	Emma Lenon	
Mon 15/11/21 2pm AEDST	Pilot	TBD	
Thur 18/11/21 2pm AEDST	Farmer	Adam & Jacynta Coffey	

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Careers Expo Social Media Posts

Date	Tile	Post
Mon 25 Oct 2pm AEDST	 A social media post for Sarah Packer. It features a yellow arrow-shaped graphic with the text 'CHOOSE YOUR #AgVenture! Friday, 19 November 2021'. Below this is a photo of Sarah Packer, a woman in a blue shirt and hat, standing in a field. The text below the photo reads 'Sarah Packer Livestock Agent & Auctioneer' and 'Register now!'. At the bottom are logos for 'National Agriculture Day' and 'AgDay'.	Hear from the first female to sell stud cattle in Australia at the National AgDay Careers Expo. Sarah Packer will be chatting about her work as a Livestock Agent & Auctioneer on 25 October at 2pm AEDST. Join us and learn about Sarah's #AgVenture. https://www.agday.org.au/careers-expo
Fri 29 Oct 2pm AEDST	 A social media post for Hannah Robinson. It features a yellow arrow-shaped graphic with the text 'CHOOSE YOUR #AgVenture! Friday, 19 November 2021'. Below this is a photo of Hannah Robinson, a woman in a cap, standing in a field. The text below the photo reads 'Hannah Robinson from InterGrain' and 'Register now!'. At the bottom are logos for 'National Agriculture Day' and 'AgDay'.	Join Hannah Robinson at the National AgDay Careers Expo on Friday 29 October and learn all about her work in ag science. Hannah is part of a team who develops new varieties of barley (the cereal crop) to help farmers combat challenges such as drought. If you love science this is a NTBM opportunity! https://www.agday.org.au/careers-expo
Mon 1 Nov 2pm AEDST	 A social media post for Elena Yao & Stacey Hogan. It features a yellow arrow-shaped graphic with the text 'CHOOSE YOUR #AgVenture! Friday, 19 November 2021'. Below this is a photo of Elena Yao, a woman with dark hair. The text below the photo reads 'Join Elena Yao Software Engineer' and 'Register now!'. At the bottom are logos for 'National Agriculture Day' and 'AgDay'.	A career in agriculture isn't limited to the paddock! Elena Yao & Stacey Hogan develop apps to help farmers. Learn how they combined their love for tech and ag on 1 November at 2pm AEDST. https://www.agday.org.au/careers-expo

<p>Fri 5 Nov 2pm AEDST</p>	 <p>CHOOSE YOUR #AgVenture! Friday, 19 November 2021</p> <p>Tracy Sullivan A Cattle Veterinarian</p> <p>Register now!</p> <p>National Agriculture Day</p>	<p>Join Tracy Sullivan on 5 November at 2pm AEDST to hear about her life as a cattle vet. If you love working with animals & have a fon for science, you don't want to miss hearing from Tracy! Register here https://www.agday.org.au/careers-expo</p>
<p>Mon 8 Nov 2pm AEDST</p>	 <p>CHOOSE YOUR #AgVenture! Friday, 19 November 2021</p> <p>Join Tim Jude from Fulton Market Group</p> <p>Register now!</p> <p>National Agriculture Day</p>	<p>Are you interested in the business side of ag? Join Tim Jude on Monday 8 November to hear about his job as a meat buyer and his role in putting the beef pattie in your Big Mac! Learn how Tim combined business and ag to create his own #AgVenture. Register here https://www.agday.org.au/careers-expo</p>
<p>Fri 12 Nov 2pm AEDST</p>	 <p>CHOOSE YOUR #AgVenture! Friday, 19 November 2021</p> <p>Emma Lenon A Wool Classifier</p> <p>Register now!</p> <p>National Agriculture Day</p>	<p>Join Emma Lenon on 12 November to hear about her role as a Wool Classifier. Emma is passionate about preparing Australia's wool clip and mentoring the next generation of wool handlers. Register today at https://www.agday.org.au/careers-expo</p>
<p>Mon 15 Nov 2pm AEDST</p>	 <p>CHOOSE YOUR #AgVenture! Friday, 19 November 2021</p> <p>Join Ryan Jones Pilot</p> <p>Register now!</p> <p>National Agriculture Day</p>	<p>Ever considered what a life as a pilot would be like? Join Ryan Jones on Monday 15 November to hear about his work which takes him all over the open skies. https://www.agday.org.au/careers-expo</p>
<p>Thur 18 Nov 2pm AEDST</p>	 <p>CHOOSE YOUR #AgVenture! Friday, 19 November 2021</p> <p>Join Adam & Jacynta Coffey from Boreelum Farm</p> <p>Register now!</p> <p>National Agriculture Day</p>	<p>Adam and Jacynta Coffey are first generation farmers from central Queensland. On Thursday 18 November they will be chatting about how they started their sustainable farming operation and their very own #AgVenture. Register now https://www.agday.org.au/careers-expo</p>

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Photo Competition

Photographers of all levels of expertise are encouraged to capture Australians at work in agriculture to celebrate the #AgDayAU #AgVenture theme.

There are great cash prizes on offer plus the opportunity to be named the #AgDayAU 2021 Photo Competition Winner!

The AgDay #AgVenture Photo Competition is supported by Syngenta Australia.

Entries open 22 October 2021 and will close 19 November 2021.

See terms and conditions [here](#) and submit your photo [here](#).



Supported by

syngenta

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Photo Competition Social Post

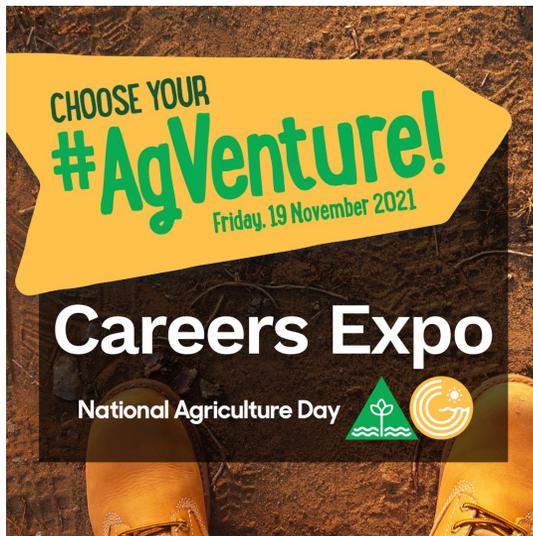
Title	Post
	<p>Entries are now open for the #AgDayAU #AgVenture Photo Competition. Submit your entry of a great pic of work in action in ag and go in the running to win great cash prizes & the acclaim of being crowned #AgDayAU 2021 Photo Competition Winner!</p>

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Sharing the love on socials

We invite you to use our National Agriculture Day social media posts to show your support for #AgDayAU. Use one of our existing social tiles or add the #AgVenture logo to your own photos. You can access them [here](#). Be sure to use the hashtags #AgDayAU & #AgVenture



Instagram: @AustralianFarmers @NationalFarmers

Facebook: @AussieFarmers @NationalFarmers

Twitter: @OzFarmers @NationalFarmers

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Logos

Please find the AgDay logo files [here](#).

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Media Releases

#AgDayAU launched

[AgDay 2021 challenges Australians to choose an #AgVenture](#)

#AgVenture Careers Expo

[Young Australians get first-hand insight of jobs in agriculture with #AgVenture Careers Expo](#)

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I ♥ Farmers Shop

Explore our range of I Love Farmers products celebrate National Agriculture Day and show your support for Australian farmers all year round!

Rock one of our I ♥ Farmers shirts, or maybe don a cap while out in the field.

There's a whole new range available this year, including a new baseball cap and face masks.

You can browse the I Love Farmers range [here](#).



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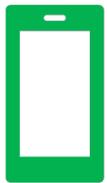
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Get in touch

Contact Media & Communications general manager Laureta Wallace if you have any more questions.



<https://www.agday.org.au>



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