***Opportunities for your students in   
New Zealand’s growing industry***

**Purpose**

So that your Year 11, 12 & 13 students can make **informed decisions** about their careers, Lincoln University, Massey University and DairyNZ are offering to organise a one-hour presentation for your school.

**Aim**

The aim of this event is to inspire and excite Year 11 - 13 students, about the opportunities and variety of careers offered by our primary industries. We’ve called these events “Soil Makes Sense (and $$$!)”

**Format**

Brief presentations from five or six young, local representatives from different areas of the primary sector value chain (such as farmers, rural bankers, vets, food technologists, fertilizer reps, rural accountants, environmental managers, scientists etc.). The presentations will be snappy and engaging with each speaker having about five minutes to talk about::

* **The Present:** their current role and a typical day - what they actually ‘do’ in their day to day work.
* **The Past**: How they got there. What training or qualifications they needed for their role
* **The Future:** What’s the next step up if they want to move - how transferable are their skills? What are their prospects in the next 5-10 years?

Following this, the MC of the event will provide a quick overview of the primary sector including the current skill shortages in some areas and the earning potential. Students will also be able to talk directly with the speakers after the presentations.

All students will receive a business card with the website addresses of most of the institutions and organisations that can help them with more advice or information.

**Important Information for Students**

* New Zealand needs a skilled primary industries’ workforce now and in the near future.
* This will be in production, processing, marketing and customer relationships.
* Specialist skills will be required to manage issues around food safety, biosecurity, environmental health and animal welfare.
* Across all primary industries by 2025 (only 10 years away!) a net increase of 48,100 more workers is needed. However, there are **90,500 more workers with qualifications needed** and 42,700 fewer workers without post-school qualifications needed.
* The message is clear: for people with post-school qualifications the opportunities are HUGE!
* For people without post-school qualifications the opportunities are LIMITED.

**What we need from you**

All we need is your Year 11/12/13 students (or anyone that you think would benefit from this presentation) and the Hall (or a similar room) for a **maximum one hour.** We will organise everything else.

**Potential dates**

(These will be included once finalized).

To register your school for a “Soil Makes Sense (and $$$!)” event for your students, contact [Susan.Stokes@dairynz.co.nz](mailto:Susan.Stokes@dairynz.co.nz)