

# National Careers Institute AgATTRACT Career Mapping Project

In 2022, the National Careers Institute (NCI) commissioned research with industry, workers and employers to inform careers information aimed at increasing awareness and attractiveness of careers connected to the agriculture forestry and fisheries industry.

This work formed part of the AgATTRACT measure under the Delivering Ag2030 strategy which aimed to shift perceptions of agriculture work and showcase the diverse career opportunities in modern Agriculture.

## What we did

1. Conducted discovery research and surveys on careers in agriculture.
2. Held in-depth interviews with employers, businesses and industry peak bodies to better understand occupational mobility, skills transferability, retention and career progression.
3. Interviewed select individuals about their careers to develop persona-led content for the Your Career website.
4. Conducted user testing to better understand usability and information needs of career seekers.

## What we found

1. The agriculture careers information is outdated; external perceptions of the industry are shaped by stereotypical views about farming and occupational gender bias.
2. Careers information needs to address the evolving nature of jobs in the industry in addition to the growing need for data, technical and scientific specialists.
3. Greater awareness of the diverse career pathways and occupations on offer, in addition to opportunities for progression, is needed to help shift out-dated external perceptions.

## What we delivered

- A new **Agriculture Industry landing page** on [www.yourcareer.gov.au](http://www.yourcareer.gov.au) featuring:
  - **New content** which goes beyond traditionally male-dominated and farm-based careers
  - **More education and training requirements** information in addition to financial and other supports available
  - **More labour market insight information** such as average earnings and other relevant occupational information to help a broad range of users.
- The NCI also featured **careers in Agriculture in outreach activities including for National Careers Week 2023.**
  - Careers in modern agriculture were featured in promotional activities across National Careers Week 2023 | Your Career, including feature articles on Your Career, webinars, interviews and social media posts which have helped to raise the profile of careers in Agriculture and highlight the success stories of the diverse range of people who have forged interesting and successful careers.

The information collected as part of this project will continue to inform improvements to careers information for Agriculture on the Your Career website, to showcase the breadth of careers and people who have achieved successful careers in Agriculture and make agriculture more appealing to a broader range of people.

## What Next?

*The Agriculture Industry page on Your Career is live!*

*Access articles, case study videos, career pathways and more.*

*Explore by visiting [Agriculture, Forestry, Fishing | Your Career](#)*

*Follow us at @YourCareer and share our Facebook posts to help us amplify careers information through your social media networks.*

*You can provide Feedback on the Your Career website at the link at the bottom of the page.*

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