



YOUR FUTURE IN WOOL

A GUIDE TO CAREERS IN THE WOOL INDUSTRY



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I feel like I'm making a difference to people's lives, and you can't ask for more than that.

SHEEP CLASSER AND CONSULTANT

YOUR GUIDE TO A FUTURE IN THE WOOL INDUSTRY

THE WOOL INDUSTRY EMPLOYS MORE THAN 200,000 PEOPLE

AUSTRALIA EXPORTED \$3.6 BILLION WORTH OF WOOL IN 2021-22

SHEARERS HARVESTED WOOL FROM 71.6 MILLION SHEEP IN AUSTRALIA DURING 2021-22

Are you looking for a career where you can play a key role in a more sustainable world, while building lifelong connections in a global community? Do you want a career where you can: make friends, travel, work outdoors, or indoors, in rural regions or some of the world's most exciting cities?

The wool industry in Australia provides more than \$3.6 billion dollars to the Australian economy, cares for more than 71.6 million sheep and produces about 362 million kilograms of wool. It is a significant player in the world of workplace opportunities.

Choosing a career is tough but getting to know a bit about the different roles and jobs that exist is a great step forward. This guide gives you the tools to explore the opportunities you have to embark on a fulfilling career in the wool industry.

In the following pages, you can explore the diversity of roles within the wool industry, the pathways you can follow to embark upon a career that interests you and investigate the skills, knowledge, attitude and experience you need to excel in this exciting and complex global industry.

There are lots of stories about real people working in the wool industry and they share some great tips about what it takes to be successful and make the most of the opportunities available. We have also included a range of useful websites and handy decision-making tools to help you on your journey.

WHAT CAN THE WOOL INDUSTRY OFFER YOU?



DO YOU HAVE A HEAD FOR BUSINESS?

Wool is big business and plays a critical role in Australia's economy. During 2021–22, Australia exported more than \$3.6 billion dollars of wool to countries all around the world. If you have a head for business and get excited about financial analyses that support better business decisions, there are a multitude of opportunities in the wool industry — from working in rural banking through to running your own agricultural business consultancy. And remember, successful wool producers are savvy business managers too!



DO YOU ENJOY WORKING OUTDOORS?

If you are looking for a hands-on career that involves being active and working in the great outdoors, you might consider a role as a farmhand or station manager, pasture agronomist or fencing contractor. The wool industry offers lots of opportunities to get outside and get your hands dirty.



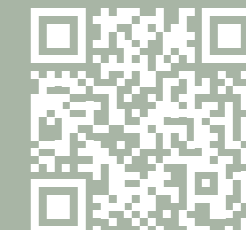
ARE YOU A TECH WHIZZ?

Australia's wool industry abounds with modern technology — from smartphone applications that practically run a wool-growing operation, to the latest in block-chain technology to trace fashion garments back to the sheep that grew the source fibre. If you love technology, the wool industry is waiting for you to design the next innovation to improve efficiencies across the breadth of the global wool supply chain.



DO YOU LOVE WOOL?

We do too. There are so many careers that involve working with nature's finest fibre. From shearing and wool handling to wool classing, wool brokering and of course working with sheep — nature's wool producers.



Get started by watching this short video

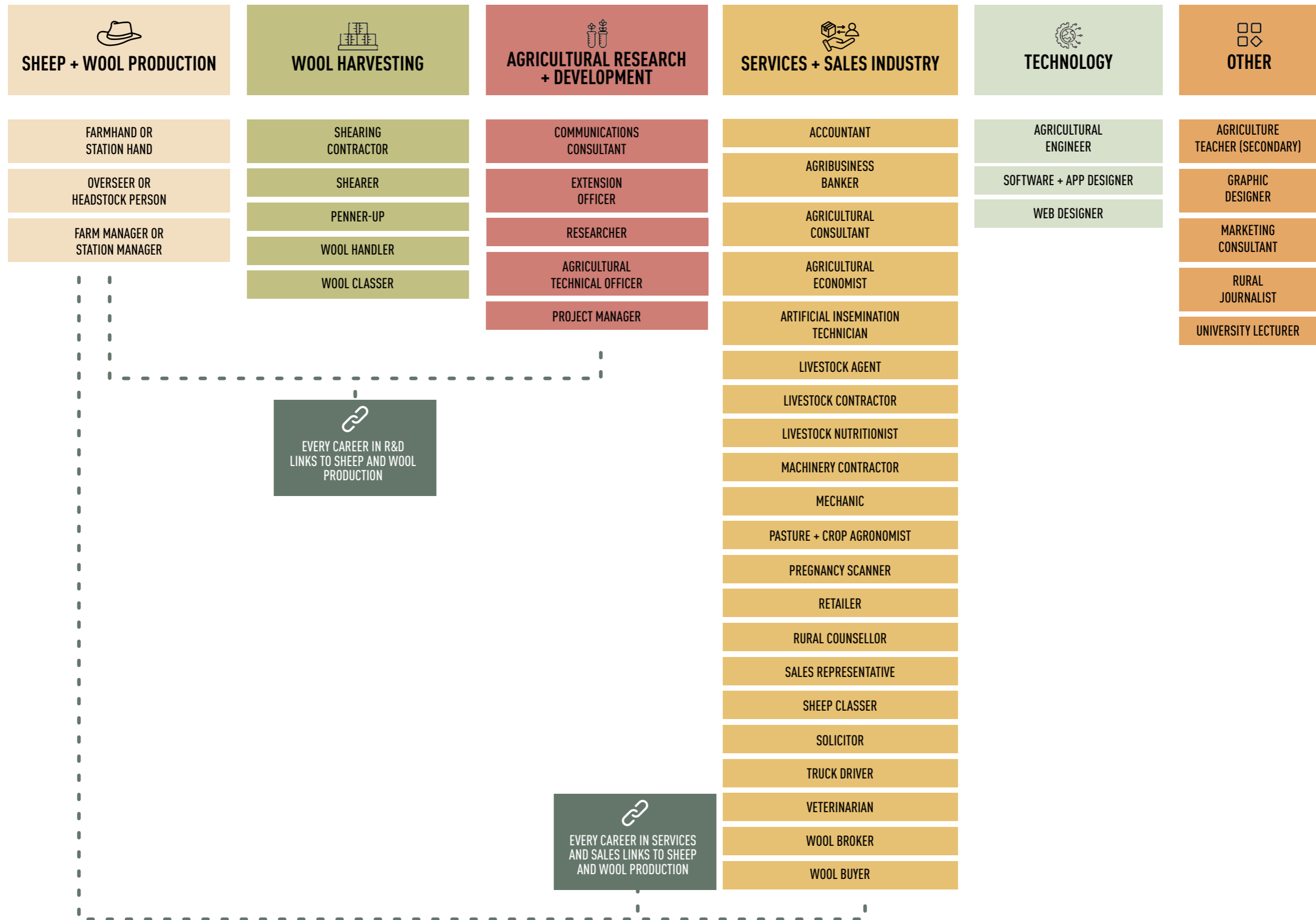
LOTS OF JOBS AND LOTS OF PATHWAYS

If you have started thinking about the next step in your personal and professional development, you'll be wanting to know where to head next to build your knowledge, skills and experience. You can enter some wool industry careers straight from school and learn on the job through hands-on experience and guidance by experienced mentors. Large agricultural businesses often offer traineeships, which involve on-the-job industry training. Other careers require learning through various formal education pathways, such as vocational education and training (VET) courses and certificates of education, diplomas or degrees.

We've mapped a few wool industry careers against the various learning pathways you can use to build your skills, knowledge and experience.



CAREERS IN WOOL



PATHWAYS INTO WOOL

As you have already discovered, there are many different pathways into a career in the wool industry— some are straight from school, many need some study through vocational education or training (like TAFE), industry training or even university study.

Read about some the pathways these real-life wool industry participants have taken to build their careers.

MEET JOE

Farm manager and wool classer

Joe grew up on a farm near Naracoorte, South Australia, which is where his love affair with the wool industry started. After finishing school, Joe attained his wool classing certificate. He planned to travel the country working on farms but was offered an apprenticeship and worked in the business learning everything he could. Using this knowledge and experience, Joe was appointed to his first job in farm management.

Joe is now a qualified and experienced sheep breeder and wool classer who has been in the industry for 22 years managing farm businesses, primarily those that focus on breeding and wool.

MEET ANNA

Wool classer and TAFE facilitator and trainer

Anna grew up on her family sheep farm near Cootamundra on the south-west slopes of New South Wales. With a keen interest in wool classing, she gained her Certificate IV before leaving high school. After enrolling into a university degree studying agronomy, Anna realised plants weren't her thing and spent two years traveling around NSW classing wool and managing precision sheep data. Anna currently works with TAFE NSW in Wagga Wagga as a facilitator and trainer. Her speciality is wool classing, but she can train from Certificate II through to a Diploma of Agribusiness, as well as any relevant short courses run through TAFE.

MEET DANILA

Researcher

A self-confessed city slicker from Adelaide, Danila did not grow up on a farm, but always had a passion for animals. Danila studied animal science at the University of Adelaide, followed by an Honours degree, which involved an investigation into the stress response of lambs that had been through a difficult pregnancy and how they could cope in the environment. Danila went on to do a PhD with CSIRO at the University of New England exploring self-medication, mainly in sheep. Danila is currently a researcher at the University of Adelaide.

MEET DIONE

Veterinarian

Dione's journey in the wool industry started on her family's Merino property near Lockhart in the Riverina of NSW. She studied agriculture as a subject in the HSC in year 12, and all the way through high school.

She went on to Charles Sturt University in Wagga, where she studied all different animal species, but focused on livestock. Dione has been a district veterinarian with the Local Land Services for the past four and a half years. She works with farmers every day to make sure their sheep are healthy and grow high-quality wool. Dione says people from all across Australia study vet science at Charles Sturt University, where they all develop the same skill set and have the same passion for keeping animals fit and healthy.

MEET DANIELLE

2022 National Intermediate Shearing Champion

Following in the footsteps of her father, 24-year-old Danielle is an established shearer in the Boyup Brook area of south-west WA and is also proving to be a skilled competitor. After winning a string of intermediate shearing competitions in her home state, she is now the National Intermediate Shearing Champion.

Although Danielle started competing in shearing competitions when she was at the WA College of Agriculture Harvey, shearing has always been in her blood. She grew up on an 80-hectare sheep farm at Balingup run by her parents Linda and Ross who is a semi-retired shearer.

Danielle, who received AWI-funded training at the start of her career, began shearing full time when she was 19 and currently works for a local contractor, Shear Pride.

"I love the freedom of shearing, how you can push yourself as much as you want. I also like the people; everyone has a different story and there are so many different personalities in the industry. I've never had a job that's had the same camaraderie or atmosphere. It's fast paced and intense but there's always lots of banter as well," she said.

Although Danielle acknowledges that shearing is hard work and puts a lot of strain on the body, it is definitely a job that she recommends.

"I think people that like hard work, working in a team and that like a challenge would like the shearing industry," she said.

With shearer trainers focusing on shearing technique and balance rather than brute strength, there are an increasing number of women willing to pick up a handpiece and join the shearing industry.

"From what I've seen, there are definitely more females keen to learn how to shear, and slowly more who want to actually take it on as a job," Danielle said.

SHEARER AND WOOL HANDLER TRAINING COURSES

Australian Wool Innovation funds training for shearers and wool handlers to attract and retain new entrants into the wool harvesting industry, build the capacity and longevity of existing staff, and increase returns to woolgrowers through improved clip preparation.

In Victoria and South Australia, the training is provided by the Shearing Contractors Association of Australia (SCAA) Shearer Wool handler Training Inc.

Find out more here



MECHANIC
FARMHAND
SHEARER

RESEARCHER
SOFTWARE DEVELOPER
VETERINARIAN

RURAL JOURNALIST
GRAPHIC DESIGNER
MARKETING
CONSULTANT

REALISTIC

You are a problem solver who likes working with their hands and coming up with practical solutions.



INVESTIGATIVE

You have an analytical mindset and enjoy gathering all the information before making decisions.



ARTISTIC

You approach things creatively, often coming up with innovative ideas and enjoy expressing yourself.



MATCH YOUR:

SKILLS, ATTRIBUTES AND INTERESTS TO A CAREER IN THE WOOL INDUSTRY

TAKE THE QUIZ NOW!



SOCIAL

You enjoy talking to new people and can communicate your ideas effectively.



ENTERPRISING

You are often the project leader who thrives on putting together teams and strategies to achieve defined goals.



CONVENTIONAL

You are detail oriented and prefer working through problems in a methodical manner.

RETAILER
PASTURE AGRONOMIST
TEACHER

RURAL BANKER
FARM MANAGER
AGRIBUSINESS
CONSULTANT

AGRICULTURAL
ENGINEER
ACCOUNTANT
AGRICULTURAL
TECHNICIAN

HOW DO I FIND A FULFILLING CAREER IN THE WOOL INDUSTRY?

1

Understand your strengths, skills, interests and values.

2

Explore the careers available.

3

Match a career with your personal attributes and aspirations.



CHECK OUT THE DECISION-MAKING RESOURCES ON THE FOLLOWING WEBSITES:

Career Harvest



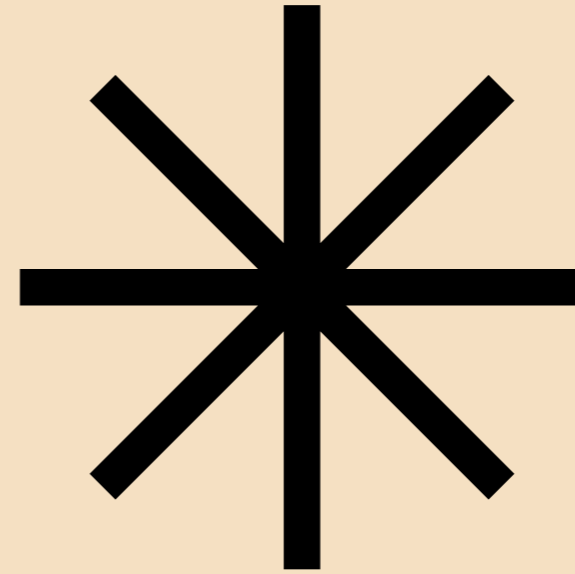
My Future



Your Career



SHEEP & WOOL PRODUCTION



...there is no such thing as *just a farmer!*

One of the traditional pathways to a career in the wool industry is to start working on a wool-growing property as a farmhand or station hand.

Farm work can be rewarding for those who enjoy hands-on work and like working outdoors. The career path for working on a farm is reasonably well established. It can involve working through junior roles in a labouring capacity (e.g. a farmhand or station hand), through to taking on responsibility for other people and managing daily operations (e.g. overseer or head stockperson), right through to managing the finances and the strategic direction of the business (e.g. farm or station manager).

It can take some years to work through these roles and those looking to progress to a farm management role often combine practical experience with further study and industry training.

A farming lifestyle is rewarding and has many benefits, including being part of a community. There is always something new to learn and many things to master when working on a farm. This can include everything from how to manage and handle sheep, manage pastures, construct fences and set up watering systems right through to using and maintaining heavy machinery, understanding animal health and nutrition, moving through to business, people and financial management. There is no such thing as 'just a farmer'!

FARMHAND OR STATION HAND



WHAT?

A farmhand or station hand is a junior role and is likely to be involved in a wide range of tasks, working under a farm or station manager. The position often is referred to as a jackaroo or jillaroo. Tasks might include stock handling activities, such as mustering, drenching, vaccinating and penning up for contract shearing teams during shearing and crutching. Farmhands and station hands often operate a variety of farm machinery, such as motorbikes, four-wheel motorbikes and tractors and repair and maintain farm infrastructures, such as fences and troughs.

INTERESTS

Being interested in animals and the outdoors will get you off to a good start as a farmhand or station hand. Enjoying physical work is also a bonus.

CAREER PATHWAYS

There are many pathways to being a farmhand or station hand. Farm managers often are happy to take on inexperienced people with the right attitude and train them on the job. You can also support this practical experience with a range of formal education pathways.

SKILLS & ATTRIBUTES



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OVERSEER OR HEAD STOCK-PERSON



WHAT?

An overseer or head stockperson is responsible for sheep and wool production activities and may have a number of workers to supervise. In conjunction with the farm manager, the overseer manages the day-to-day livestock operations, such as supervising feeding operations, arranging livestock purchases and sales, designing sheep-handling facilities, managing flock reproduction activities including natural mating, managing artificial insemination and embryo-transfer and pregnancy scanning programs and supervising and training staff.

INTERESTS

To be a successful overseer or head stockperson, you need to enjoy working with and leading less experienced people. As with all on-farm wool production roles, a keen interest in working with animals, pasture and machinery is an advantage.

CAREER PATHWAYS

There are many pathways to becoming an overseer or head stockperson. Many start as farmhands and work their way up to roles with more responsibility. Promotion occurs when the person demonstrates they are competent at a wide range of skills and can take responsibility for property operations and supervise the activities of other staff. Additional formal training can be an advantage in gaining a more senior position on-farm.

SKILLS & ATTRIBUTES



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FARM MANAGER OR STATION MANAGER



WHAT?

A farm or station manager has significant responsibilities in managing sheep and wool production activities as well as potentially being responsible for the management of the business itself. No two farm management jobs are the same as no two farm owners will have the same expectations.

Responsibilities may include managing the property and staff, livestock breeding and production, marketing livestock, managing budgets, monitoring business performance, managing feed and pastures, purchasing and maintaining machinery and providing reports to the property owner.

INTERESTS

To enjoy a career as a farm manager you need to like working with animals and people and be keen to engage with a wide range of modern technologies (e.g. business, livestock and paddock management software).

CAREER PATHWAYS

There are many pathways to being a farm manager. You can start as a farmhand and progress through practical experience and industry training programs, or complete one or more of a range of formal tertiary education courses. Formal pathways could include a bachelor degree in agricultural science or farm management or a diploma in agriculture (sheep and wool).

SKILLS & ATTRIBUTES



MANAGEMENT SKILLS



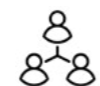
PROPERTY PLANNING & MANAGEMENT



MARKETING LIVESTOCK



BUSINESS PLANNING & OPS



STAFF MANAGEMENT



COMMUNICATION SKILLS

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“People are always willing to help you if you’re willing to help yourself. If you put in the effort good things will come your way.”

Dan Korff

DAN THE FARM MANAGER



DAN'S STORY




After finishing school, Dan embarked on his agricultural journey as a jackaroo with Twynam Pastoral Company near Hay, in south-west New South Wales. Through his experience as a jackaroo, Dan fell in love with the wool industry and took a keen interest in breeding sheep and producing wool.

Dan chose to build on the practical experience he gained on the station by studying a bachelor's degree in farm business management. Having successfully completed his degree, Dan took on his first role as an overseer before progressing onto farm management roles. Dan's first management role was at a Merino stud near Kyneton, Victoria, where he was involved with all facets of sheep breeding. Years later, this expertise would take him to other parts of the country in Coonamble and Mudgee, New South Wales.

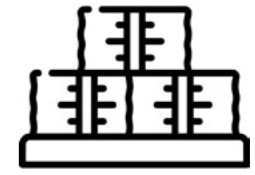
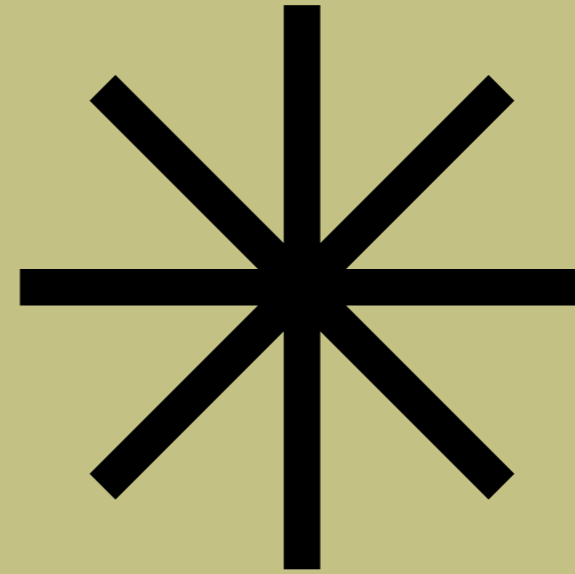
WHAT DO YOU LOVE ABOUT THE WOOL INDUSTRY?

Dan believes there is nothing more satisfying than growing quality Merino wool. "To produce high quality wool is a journey through genetics and breeding that I really enjoy," Dan said. He also enjoys the camaraderie of the people in the industry and reflects on the great people he has learnt from over the years.

DAN'S TOP TIPS FOR SUCCESS

-  Make an effort to cultivate relationships with the people you meet along the way. People are always willing to help you if you're willing to help yourself. If you put in the effort, good things will come your way.
-  As your experience grows, so too will your credibility. People will take notice and you will get to where you want to go. Be realistic about your expectations — remain humble and modest.
-  Work hard, you don't get something for nothing. Farming is one of the last industries that promote solid life values, making it a good grounding for other areas in life.

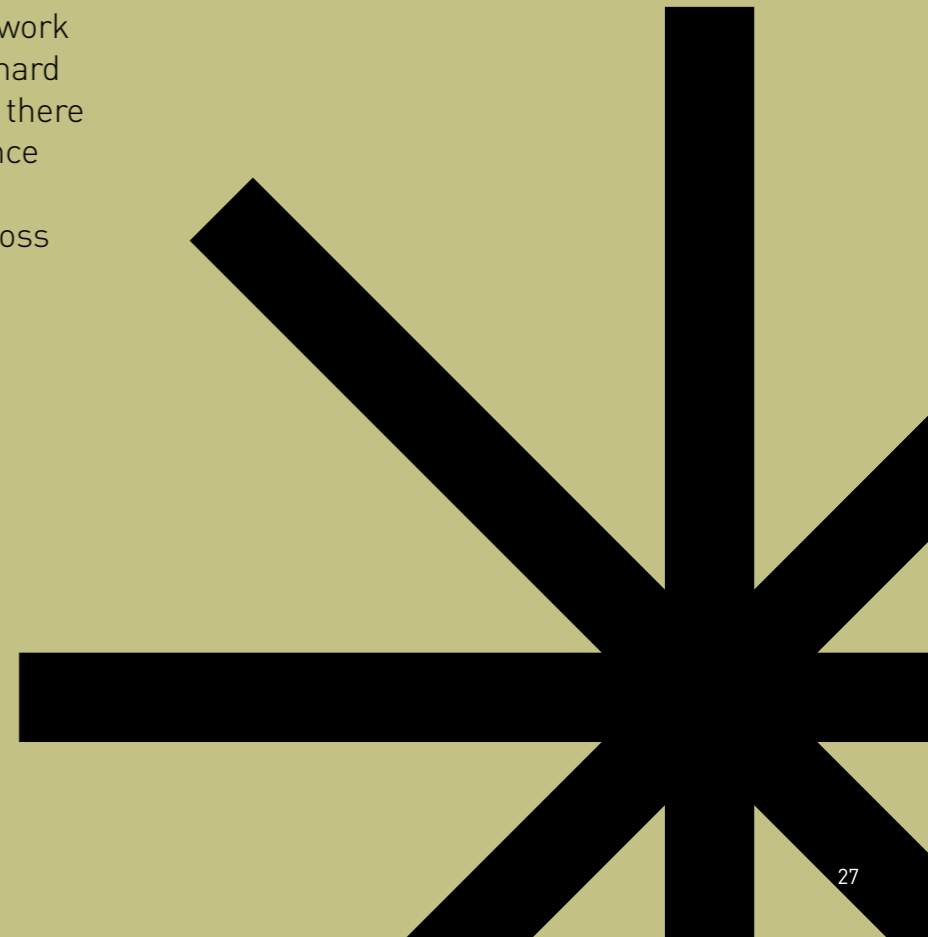
WOOL HARVESTING



...there is no better opportunity to experience the breadth of the Australian wool industry...

A career in wool harvesting can really take you places! Specialist shearing teams, run by shearing contractors, travel across Australia harvesting wool for a living. Depending on the number of sheep being shorn, a shearing team might include two or more shearers, one or two wool handlers, a penner-up and wool classer.

A day in the shearing shed is hard work no matter which job you have, but hard work keeps you fit and healthy and there is no better opportunity to experience the breadth of the Australian wool industry than working in sheds across the country. You may also have the opportunity to work overseas!



SHEARING CONTRACTOR



WHAT?

Shearing contractors manage teams of shearers and wool handlers. They undertake all arrangements for managing and servicing shearing sheds for the property owners who engage them.

INTERESTS

Shearing contractors are business managers, so an interest in business and working with teams of people is a must.

CAREER PATHWAYS

Shearing contractors often work their way up from being a shearer or wool handler, with many years of experience. However formal education in business management is always advantageous.

SKILLS & ATTRIBUTES



EMPLOYEE ARRANGEMENT



MANAGING SHEARING OPERATIONS



SHARPENING COMBS & CUTTERS



COMMUNICATION SKILLS

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PENNER-UP



WHAT?

The penner-up is responsible for keeping the pens in the shearing shed full of sheep, ready for the shearers.

INTERESTS

An interest in being active is a must, as is enjoying working with animals. The penner-up is working with sheep all day, every day.

CAREER PATHWAYS

As with many of the roles in a shearing team, the penner-up is a role that is learned on the job.

SKILLS & ATTRIBUTES



FIT & HEALTHY



ATTENTIVE



WORK WITH ANIMALS



WORK WITH MACHINERY

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SHEARER



WHAT?

Shearers travel to shearing sheds on various farms to harvest wool from sheep. In some situations, they travel from and to their home each day and in other situations they stay in accommodation (shearers huts or shearers quarters) on the property where they are shearing. Shearing is a skilled occupation and shearers are considered specialised contractors.

In a shearing shed, each shearer has their own stand (a place to work), an electrically driven machine handpiece (the tool used to shear the sheep) and generally a small pen of sheep, called a catching pen. Shearers take a sheep from their catching pen, position it at their stand and remove the fleece with a number of long strokes (called blows) with the handpiece.

INTERESTS

To enjoy a career as a shearer you need to enjoy working with sheep, travelling, keeping fit and working as part of a team.

CAREER PATHWAYS

Shearers can learn their craft on the job, through mentors or industry training programs, such as those delivered by Australian Wool Innovation and the Shearing Contractors Association of Australia (SCAA). Formal vocational education and training is also available.

SKILLS & ATTRIBUTES



FIT & HEALTHY



MAINTAIN EQUIPMENT



WORK WITH ANIMALS



PATIENCE

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WOOL HANDLER



WHAT?

Wool handling involves working as part of a team with shearers, wool classers and other shearing shed staff. It is the wool handler's job to gather up the fleece and throw it across a large table. The wool handlers 'skirt' the fleece, removing the lower-quality edges of the fleece. This can include necks and pieces, and soiled wool. The remaining fleece is rolled and given to the wool classer. The wool removed from the fleece is not thrown away but collected together with other similar parts. Other tasks that are carried out by a wool handler include sweeping up dropped pieces of wool and general tidying up.

INTERESTS

To enjoy a career as a wool handler, you need to enjoy working with sheep and wool, travelling, keeping fit and working as part of a team.

CAREER PATHWAYS

You can become a proficient wool handler through experience and on-the-job training, but national qualifications are available through formal study.

SKILLS & ATTRIBUTES



FIT & HEALTHY



QUICK ON THEIR FEET



WORK AS PART OF A TEAM

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WOOL CLASSER



WHAT?

Professional wool classers move from shed to shed, directing wool handlers in the preparation of wool to create lines of uniform quality for sale. The priority skill areas for professional wool classers include supervising wool handlers, determining the classing strategy for the wool clip, monitoring shearing shed supplies, establishing and maintaining the farm's occupational health and safety program and conducting and assessing workplace training.

INTERESTS

Wool classers enjoy the process of ensuring the wool clip is presented in as profitable a way as possible. They also enjoy the responsibility of ensuring the team is working together cohesively and efficiently.

CAREER PATHWAYS

Completing a Certificate IV in Wool classing will qualify you to work in this role, however it would be worthwhile spending time within a shearing team as a wool handler or shearer first to learn from others while getting to know the industry.

SKILLS & ATTRIBUTES



MANAGEMENT SKILLS



COMMUNICATION SKILLS



WORK IN A TEAM



CLASSIFY WOOL

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“What other job could you take an iPod to and plug it into a speaker then listening to your music blaring out through the shed as you shear your sheep?”

Brendan Boyle

BRENDAN

THE SHEARING CONTRACTOR, SHEARER TRAINER & FARMER



BRENDAN'S STORY

“I’ve been shearing since I was 16, then later my dad roped me into shearer training because he reckoned I could talk the leg off a chair. I’m based in Albany, WA but I do a lot of on-the-job training, and that requires plenty of travel, which I really enjoy.

A lot of the team I work with have been shearing for a while, so when you walk into a shed and a shearer has been there four or five years, they’re thinking they’re pretty good, but I can teach them a few things. That’s a good feeling. I never try to change how someone shears; it’s more about improving their style and the way they go about things so they are better in the shed.

I also have my own shearing business where I work as a contractor. I’ve had 56 employees during the past 12 months, but I only have 10 permanent full-time employees because the work fluctuates so much, depending on the number of stands available.

With my family, I run an Australian Merino wool-growing enterprise with my family. We have 7000 breeding ewes, a couple of thousand wethers (castrated male sheep) and probably 6000 hoggets so it’s a pretty big job!”

WHAT DO YOU LOVE ABOUT THE WOOL INDUSTRY?

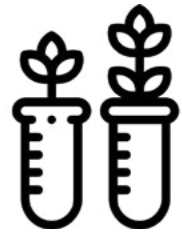
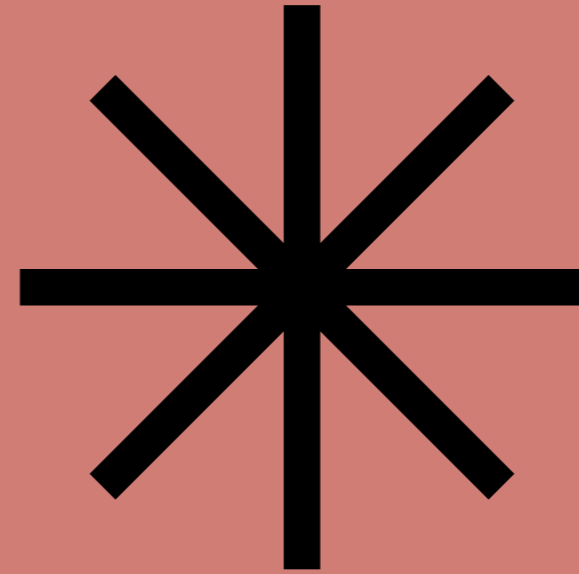
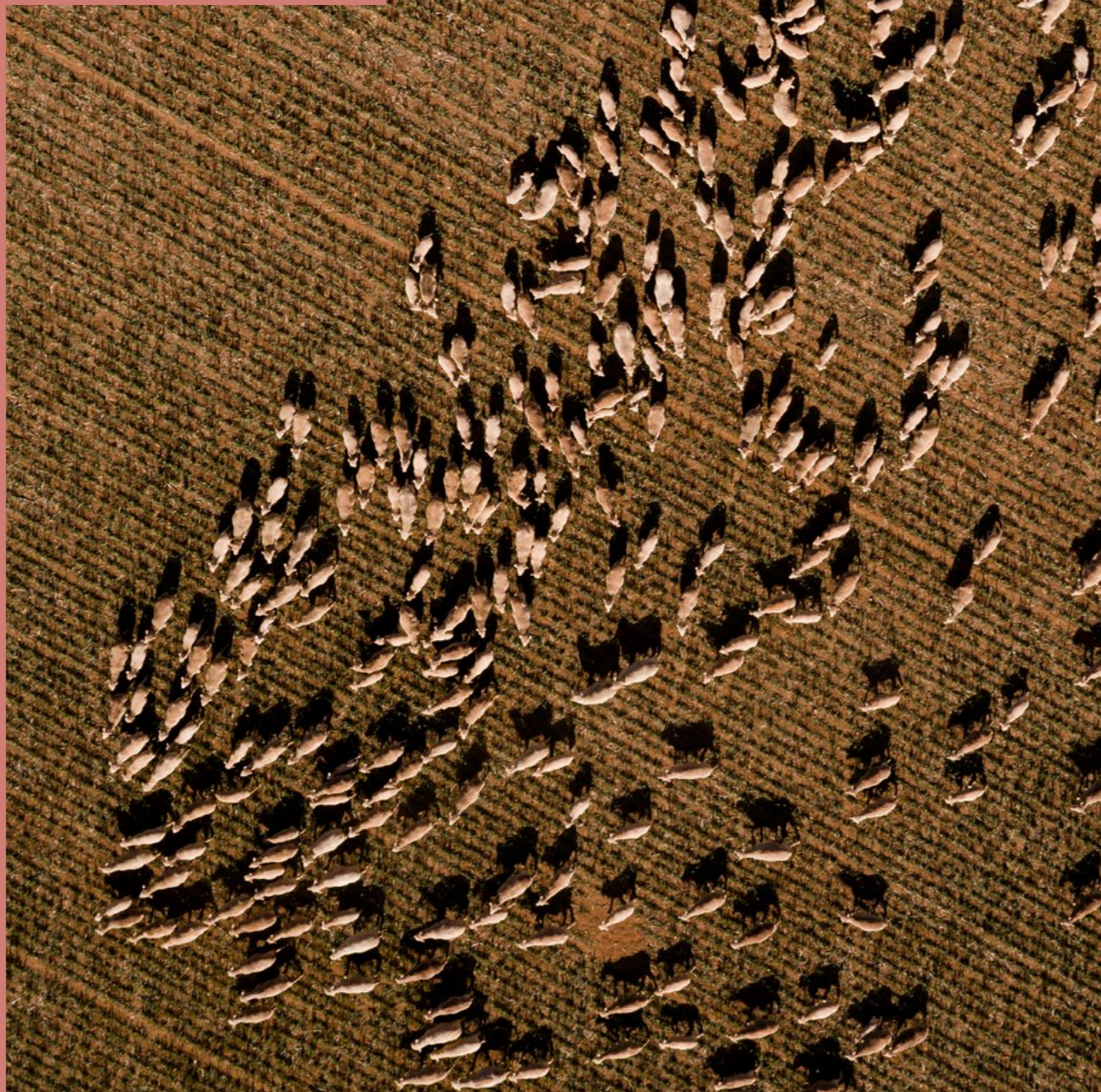
“The job is financially rewarding, but it’s also rewarding on a personal level. If we work in a 10-stand shed with 21 workers, we can expect to shear 3000 plus sheep each day. When you look outside afterwards you go “wow, have a look at that!”. It’s just so satisfying to see all that beautiful wool. The team are all absolutely knackered, but they should stand proud, because that’s a job well done”.

BRENDAN'S TOP TIPS FOR SUCCESS



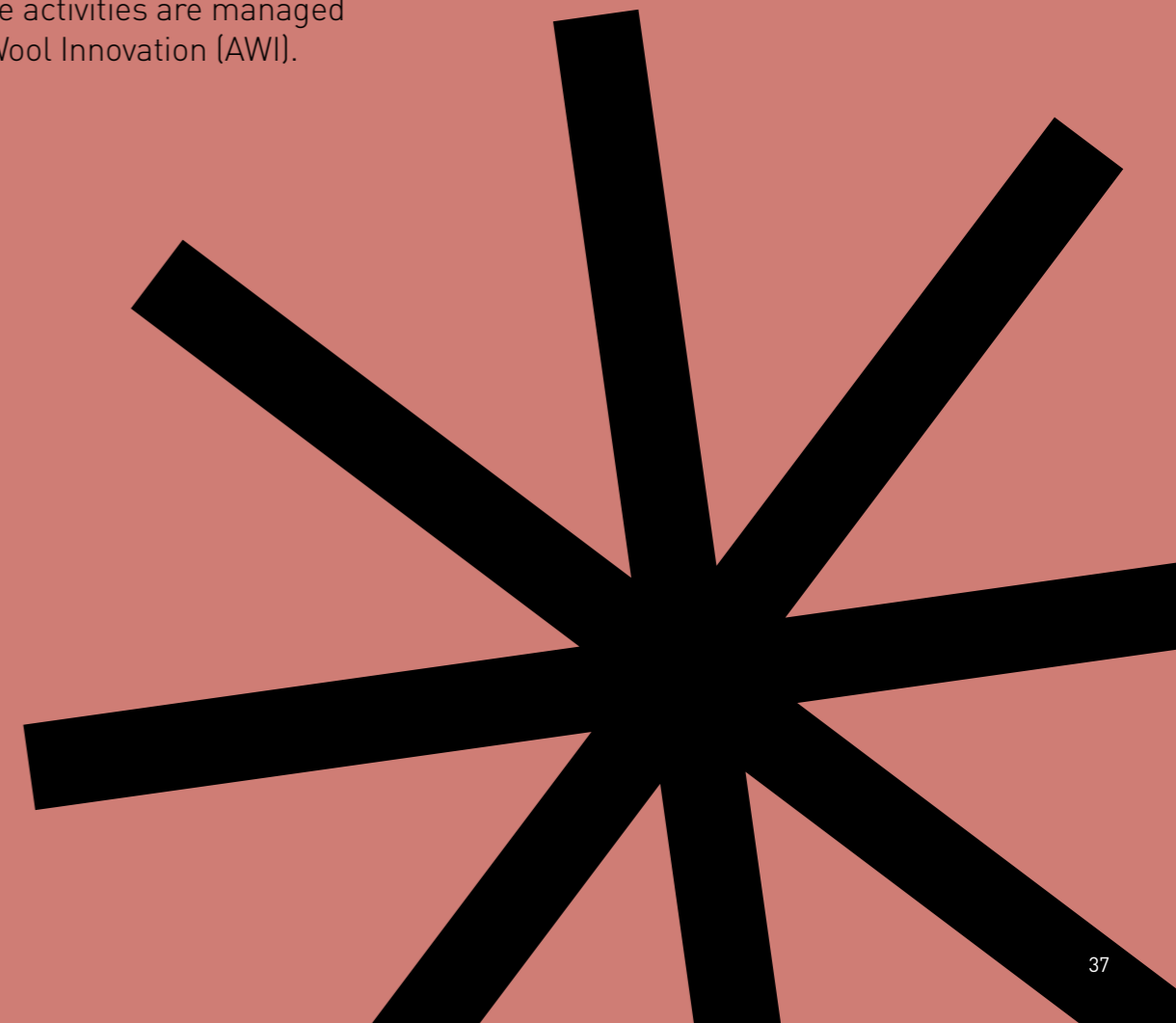
If you want a career in shearing, look after your body like you would as if you were an athlete training for football and cricket. You have to be fit.

AGRICULTURAL RESEARCH AND DEVELOPMENT (R&D)



...woolgrowers pay a proportion of the money they make towards marketing, research & development...

Australian woolgrowers pay a proportion of the money they make from wool sales towards marketing, research and industry development (R&D) activities. The Australian Government provides a matching contribution for eligible R&D activities. These activities are managed by Australian Wool Innovation (AWI).



COMMUNICATION CONSULTANT



WHAT?

Communication consultants work with researchers and organisations, such as AWI, to develop publications, training materials and online resources that help woolgrowers improve their businesses and maintain the health and productivity of their sheep and natural resources.

INTERESTS

An interest in science, business, writing, education and collaborating with other people are important for this career.

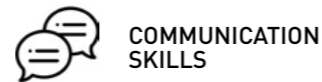
CAREER PATHWAYS

Most communication consultants will have studied some type of communications or agriculture course at university before embarking on their career.

SKILLS & ATTRIBUTES



MANAGEMENT



COMMUNICATION SKILLS



WORK IN A TEAM



STRONG TECHNICAL BACKGROUND

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EXTENSION OFFICER



WHAT?

An extension officer provides a link between researchers and farmers, to ensure knowledge and information is shared and implemented appropriately to improve things like wool production and sustainability. Tasks include encouraging farm managers to adopt best-practice management techniques, presenting information to farmers in a user-friendly way, collaborating with farmers or landowners in research trials, identifying and interpreting current research needs and priorities, organising and managing field days, speaking at woolgrower groups, writing fact sheets and publications, and/or presenting courses. This career is usually located in a wool-growing region.

INTERESTS

To be a successful extension officer you will enjoy working with people and be driven to help others achieve their personal and business goals.

CAREER PATHWAYS

Most extension officers will have completed a university degree in agriculture, agribusiness or natural resource management.

SKILLS & ATTRIBUTES



STRONG TECHNICAL BACKGROUND



COMMUNICATION SKILLS



WORK INDEPENDENTLY & AS A TEAM

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RESEARCHER



WHAT?

Agricultural scientists or researchers often specialise in a particular field of study to solve industry challenges or create better ways to produce food, fibre and pharmaceuticals. Researchers in the wool industry are involved with issues such as animal genetics and breeding, sustainability and environmental management, livestock and plant nutrition and disease resistance. As a researcher in the wool industry, you are likely to be employed by a university, a research and development (R&D) organisation, like AWI or a government organisation (e.g. a state department of agriculture or the CSIRO).

INTERESTS

Researchers are curious people who are keen to learn more about the world around them, solve challenging problems, or discover better ways to do things.

CAREER PATHWAYS

Researchers are lifelong learners who are likely to have completed a series of tertiary-level courses relevant to their particular area of interest.

SKILLS & ATTRIBUTES



STRONG PROBLEM-SOLVING SKILLS



WORK IN A TEAM



COMMUNICATION SKILLS

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PROJECT OR PROGRAM MANAGER



WHAT?

Project or program managers often work with research and development organisations to manage multiple projects being carried out by researchers and consultants. They work with project teams to develop the scope of projects, their budgets and timeframes and work with industry to set the priorities for research programs within a larger industry strategic plan.

INTERESTS

Successful program managers enjoy working with people and often like planning and organising.

CAREER PATHWAYS

To be a successful project manager in the wool industry, it is an advantage to have a practical or technical background in agriculture and project management. This knowledge and experience can be developed through further education and on-the-job experience.

SKILLS & ATTRIBUTES



STRONG INTERPERSONAL SKILLS



TEAM LEADERSHIP



COMMUNICATION SKILLS



MULTI-TASK & PROBLEM SOLVING

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AGRICULTURAL TECHNICAL OFFICER



WHAT?

Agricultural technical officers provide complex technical support, extension and advice on aspects of agriculture such as research, production, servicing and marketing. The priority skill areas include carrying out research and providing advice on various technical issues such as working with woolgrowers using artificial insemination techniques to produce lambs with desirable traits.

INTERESTS

Agricultural technical officers enjoy supporting farmers in their operations and have an interest in science and technology.

CAREER PATHWAYS

To become an agricultural technical officer, you may want to study agriculture at a certificate or diploma level, or you may want to complete a qualification with a higher education institution.

SKILLS & ATTRIBUTES



STRONG
TECHNICAL
BACKGROUND



COMMUNICATION
SKILLS



TIME
MANAGEMENT &
ORGANISATIONAL
SKILLS



WORK BOTH
INDEPENDENTLY
& IN A TEAM



MULTI-TASK
FOLLOW
INSTRUCTIONS
CLOSELY

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“Work experience gives you the opportunity to ask all the silly questions about things you feel you should know, but don’t. You learn things in a work environment that you won’t learn in a classroom.”

Grace Calder

GRACE

THE LIVESTOCK EXTENSION SPECIALIST



GRACE'S STORY

Several sheep were donated to a high school, the same year Grace Calder started at the same school. Grace worked closely with her Ag teacher to set up a show team, taking sheep to agricultural shows all the way through high school. From this introduction to sheep, Grace knew she wanted to work in the industry.

Grace went on to study a double degree in agricultural science and business management at La Trobe University. After finishing her studies, she joined Agriculture Victoria via their graduate program in 2015 and is still employed with the department as a livestock specialist.

Although Grace is based in Ballarat, she travels across Victoria as a livestock specialist, working with farmers to increase their knowledge and skills as well as understanding and improving their businesses.

Grace manages also or contributes to the delivery of industry projects. These focus on the business management skills of young farmers, sheep reproduction, biosecurity, and traceability education. If this isn't enough, Grace also runs a small sheep farm business with her partner in Creswick.

WHAT DO YOU LOVE ABOUT THE WOOL INDUSTRY?

Grace enjoys the variety in her role, where no two days are the same and she enjoys the challenging work. She could be delivering workshops to farmers, running industry stakeholder engagement meetings or helping out with incident responses.

GRACE'S TOP TIPS FOR SUCCESS



Get as much work experience while you are studying as possible. By getting experience with different businesses, you quickly work out what you like and don't like doing.

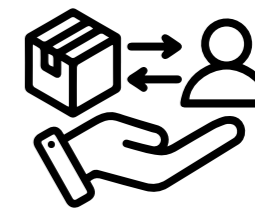
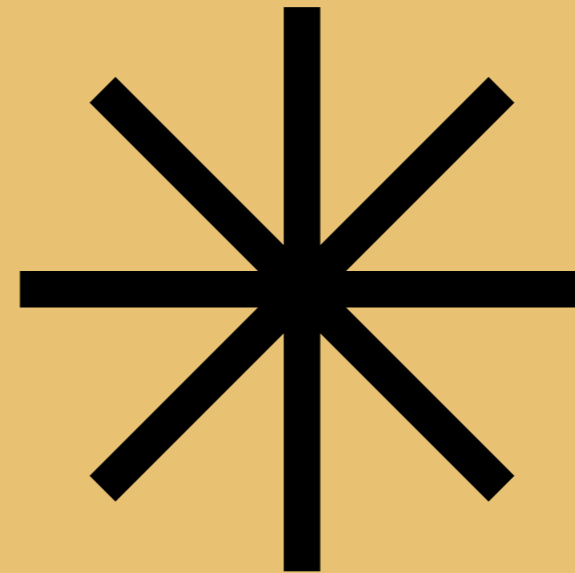


Build your networks through work experience. You make lots of contacts when you work, which can be beneficial to you or someone else you may talk to.



Don't be afraid of getting out of your comfort zone to chase an opportunity in a different region.

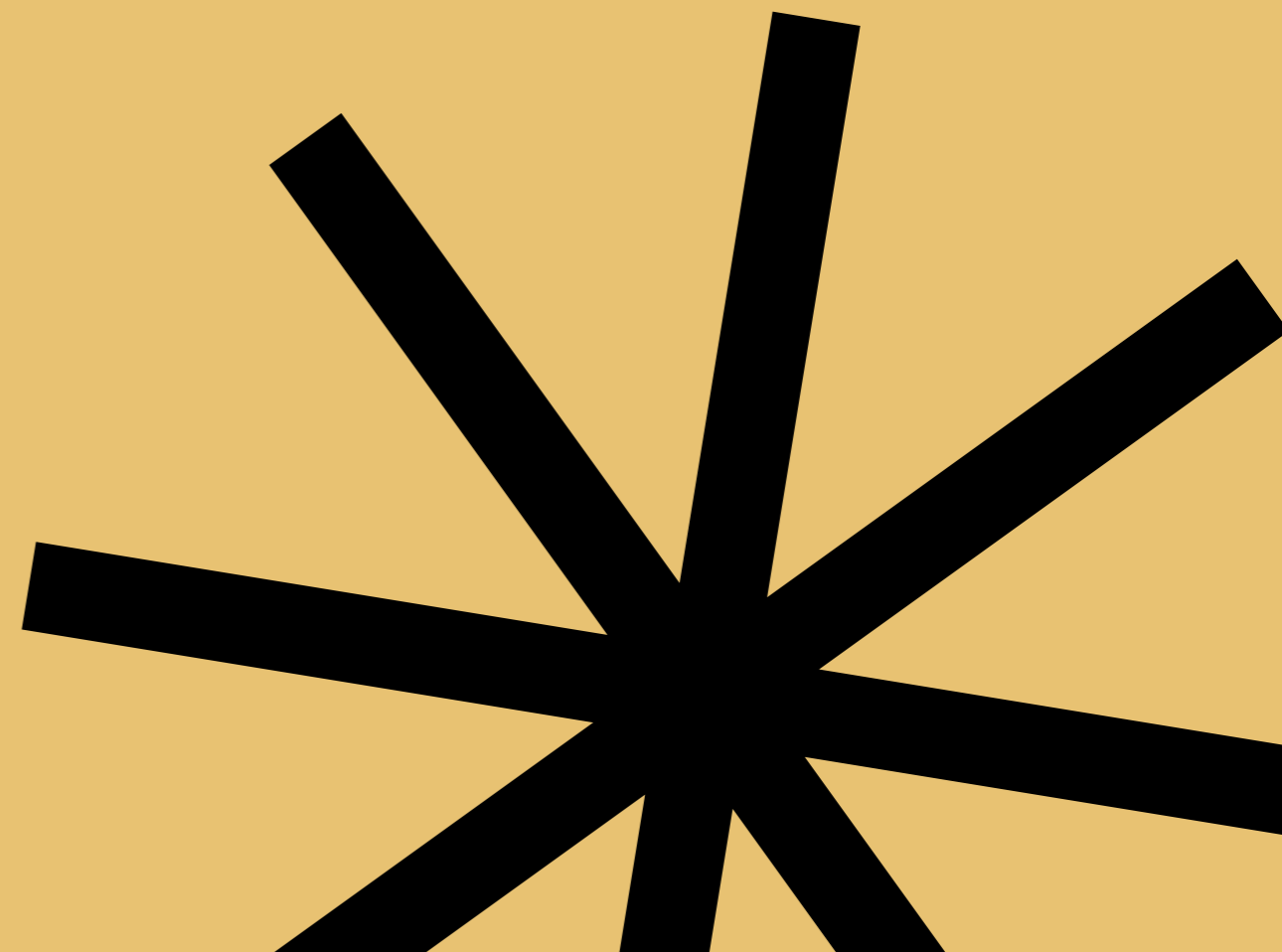
SERVICE & SALES INDUSTRY



If you love the buzz of making a successful sale, then a career in sales in the wool industry could be your cup of tea.

Wool production requires lots of inputs, including fencing gear, machinery, animal health products, pasture seed, fertilisers, shearing supplies — the list is endless. Wool also needs to be sold to bring income into the business. Most wool producers use the services of an experienced wool broker to sell their wool. If you love the buzz of making a successful sale, then a career in sales in the wool industry could be your cup of tea.

In addition, the wool industry is supported by a wider range of service industries, from finance and banking to rural retailers, livestock agents and wool buyers, through to pasture agronomists, livestock nutritionists and veterinarians. Whatever your skillset and interest, there is a support role on offer for you in the wool industry!



ACCOUNTANT



WHAT?

Wool production is big business and like any business owner, wool producers need the services of financial specialists, such as accountants. Agricultural accountants act as a general practitioner for all the financial needs of an agricultural business — including tax, cash flow and estate planning and more. They are trusted advisors and are relied upon to provide strategic and general business advice to assist in decision making.

INTERESTS

If you are interested in maths, financial literacy and helping others you may enjoy being an accountant.

CAREER PATHWAYS

To become an accountant, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES



NUMERACY SKILLS



COMMUNICATION SKILLS



UNDERSTANDING OF AGRIBUSINESS

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AGRI-BUSINESS BANKER



WHAT?

Agribusiness-specialised financial institutions use agribusiness bankers to provide farmers with financial products, such as business loans, online banking access in rural areas, insurance and credit cards as well as some more specialised services. There is a wide variety of opportunities in the banking and finance area and its relationship to the wool industry. These include assisting with accessing additional funds to grow a business, helping make changes to the business operations to ensure they are viable long term and also analysing the industry itself to ensure the bank will also be profitable.

INTERESTS

Agribusiness bankers are interested in maths, financial literacy and helping others.

CAREER PATHWAYS

To become an agribusiness banker, you will need to undertake study at a higher education institution in the areas of agribusiness, economics or finance.

SKILLS & ATTRIBUTES



INTERPERSONAL SKILLS



COMMUNICATION SKILLS



ANALYSE FIGURES



MAKE PROJECTIONS & READ THE MARKET

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AGRIBUSINESS CONSULTANT



WHAT?

Agribusiness consultants give specialist advice to agricultural and farming businesses to help them with technical, financial and commercial matters. As an agribusiness consultant or adviser, you'll work to ensure your clients' businesses or enterprises are running as efficiently as possible. Agribusiness consultants assist farmers, agricultural businesses, rural industries and government in the production, processing and distribution of farm products. The priority skill areas include visiting farms to inspect livestock and crops, advising farmers on improving the production of livestock and crops and undertaking research into local and overseas markets.


INTERESTS

If you are interested in agriculture, travel and helping others you could become an agribusiness consultant.

CAREER PATHWAYS

To become an agribusiness consultant, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES

-  **PROBLEM-SOLVING & OBSERVATIONAL SKILLS**
-  **WORK INDEPENDENTLY & AS A TEAM**
-  **RESEARCH & ORGANISATIONAL SKILLS**
-  **COMMUNICATION SKILLS**

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AGRIBUSINESS ECONOMIST



WHAT?

Agribusiness and resource economists study and apply economic principles to the use and management of resources in the agricultural, pastoral, fishing and forestry industries. The priority skill areas include undertaking research into factors that affect farm costs and market returns, conducting economic studies into areas such as livestock production and advising farmers on the proper use of natural resources.

INTERESTS

An interest in agriculture, maths, data and financial literacy could lead you to a career as an agribusiness economist.

CAREER PATHWAYS

To become an agribusiness economist, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES

-  **ENJOY STATISTICS**
-  **COMMUNICATION SKILLS**

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ARTIFICIAL INSEMINATION TECHNICIAN



WHAT?

Wool producers sometimes use artificial insemination (AI) to introduce new genetics into their flocks without having to buy new rams. Artificial insemination requires specialist skills, and these technicians are highly sought after across a number of livestock industries, such as wool, beef and dairy.

INTERESTS

Artificial insemination technicians have a sound understanding of animal physiology, are confident and calm when working with animals and have a strong attention to detail.

CAREER PATHWAYS

Relevant industry experience is an important way to build skills and knowledge in this area, but professional technicians will also obtain a relevant industry-recognised qualification.

SKILLS & ATTRIBUTES



INTERESTED IN ANIMAL HEALTH & BIOLOGY



ENJOY HANDS-ON ACTIVITIES



WORK WITH ANIMALS



WORK WITH TECHNOLOGY

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LIVESTOCK AGENT



WHAT?

Livestock agents advise and represent farmers and graziers in business transactions such as the buying and selling of livestock and wool. The priority skill areas include studying market trends and prices, conducting sales of wool on behalf of clients and arranging transport of stock to saleyards. They often travel to inspect stock and work after hours communicating with clients.

INTERESTS

If you are interested in working with animals, finance and data, a livestock agent could be the career path for you.

CAREER PATHWAYS

There are three national qualifications available to become a livestock agent, the Certificate II, Certificate III and Certificate IV in Agriculture (rural merchandising).

SKILLS & ATTRIBUTES



INTERPERSONAL SKILLS



COMMUNICATION SKILLS



UNDERSTAND MARKET TRENDS & FORECASTS



WORK WITH ANIMALS



ENJOY TRAVELLING

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LIVESTOCK CONTRACTOR



WHAT?

Wool producers often engage the services of specialist livestock contractors for a range of sheep handling and management activities, such as lamb marking, foot bathing and trimming, drenching and vaccinating. Livestock contractors live in rural wool-growing regions, often have their own working dogs and sheep handling equipment and travel between properties providing their services to woolgrowers. A livestock contractor also may have a number of employees as part of the team.

INTERESTS

If you are interested in working with animals and participating in hands-on activities, being a livestock contractor could be the job for you.

CAREER PATHWAYS

You can become a successful livestock contractor through experience and on-the-job training.

SKILLS & ATTRIBUTES



TIME MANAGEMENT



WORKING IN A TEAM



WORK OUTDOORS



FIT & HEALTHY

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LIVESTOCK NUTRITIONIST



WHAT?

Livestock nutritionists work with wool producers to ensure their sheep have access to a diet that optimises their health and wellbeing. They might work with wool producers to select suitable pasture species or help formulate feeding rations in times of drought.

INTERESTS

If you enjoy working with people and animals and have a natural interest in health and nutrition, a livestock nutritionist could be a career for you.

CAREER PATHWAYS

A combination of on-the-job experience and a tertiary qualification in science would assist you in becoming an animal nutritionist.

SKILLS & ATTRIBUTES



ANALYSE PROBLEMS & DEVELOP SOLUTIONS



WORK WELL WITH OTHERS



WORK WITH ANIMALS



WELL ORGANISED

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MACHINERY CONTRACTOR



WHAT?

Machinery contractors own and operate large agricultural machines and provide contract services such as sowing, spraying, harvesting and haymaking to wool producers and other farmers.

INTERESTS

Machinery contractors are interested in machinery, hands-on activities and problem solving.

CAREER PATHWAYS

At least three years of relevant experience and/or on-the-job training may substitute for the formal qualifications of Cert III in Engineering- Mechanical Trade or Cert III in Agricultural Mechanical Technology.

SKILLS & ATTRIBUTES



BUSINESS SKILLS



COMMUNICATION SKILLS



ORGANISED



WORK WITH MACHINERY

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MECHANIC



WHAT?

A mechanic performs general maintenance and repairs on cars, trucks, small engines, farm machinery and other transportation vehicles. Mechanics can specialise in maintenance services such as oil changes or repairs to automobile bodies, small engines, tyres, diesel engines, brakes or transmissions.

INTERESTS

Mechanics are interested in engines, transmissions, mechanical parts, fault finding and hands-on activities.

CAREER PATHWAYS

A certificate-level qualification is usually required to become a mechanic and can be combined with on-the-job training through an apprenticeship.

SKILLS & ATTRIBUTES



WORK IN A TEAM



ATTENTION TO DETAIL



TIME MANAGEMENT

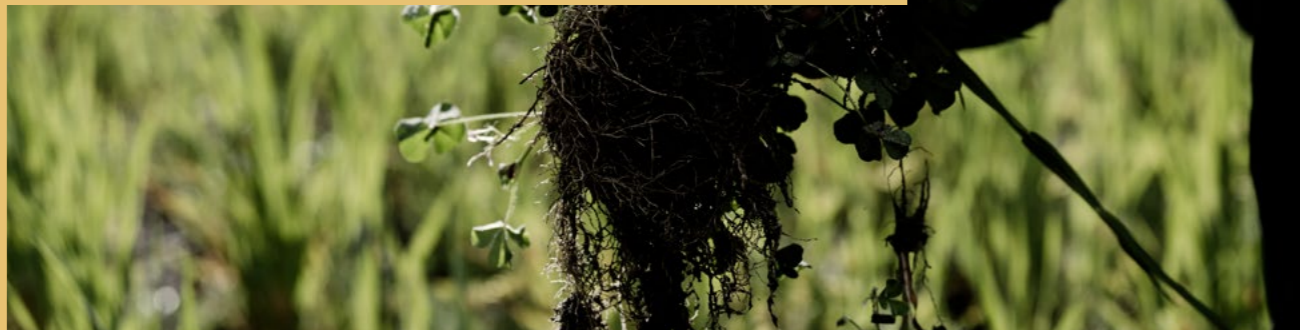


THINK CRITICALLY

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PASTURE AND CROP AGRONOMIST



WHAT?

Agronomists are plant and soil scientists who develop innovative farm practices and technologies that not only boost crop yields but also control pests and weeds and protect the environment. Agronomists are also professional practitioners, educators, and advisers who work directly with farmers, and companies, to implement the latest methods and tools for growing crops profitably and sustainability.

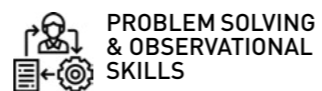
INTERESTS

Biology of plants and animals, environment, helping others.

CAREER PATHWAYS

To become an agronomist, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES



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PREGNANCY SCANNER



WHAT?

Pregnancy scanners use ultrasound technology to determine if ewes are pregnant. Pregnancy scanning is an important tool to understand the potential of the lambing season and to efficiently manage the ewe flock.

INTERESTS

Biology, working with animals, hands-on activities, technology and working outdoors are all interests generally shared by pregnancy scanners.

CAREER PATHWAYS

To become a pregnancy scanner, you will need on-the-job training, which can be supplemented with industry training and qualifications.

SKILLS & ATTRIBUTES



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RETAILER



WHAT?

Working in retail in the wool industry is similar to any retail industry. You need to know the product well. Retailers sell products to producers who use them on-farm. Some retailers, through the knowledge of the products, provide advice to customers about which products to use for their particular situation. This is where knowledge of farming and the wool industry particularly becomes important. Responsibilities of a retailer may include maintaining knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices, compute sales prices, total purchases and process cash or credit payment, recommend and locate merchandise based on customer needs and desires, describe merchandise and explain use, operation and care of merchandise to customers, ticket and display merchandise to promote sales.

INTERESTS

Retailers are interested in people, helping others and business.

CAREER PATHWAYS

Many large rural retailers are keen to employ people with no experience if they have the right attitude and then train them on the job. Attitude is everything in retail.

SKILLS & ATTRIBUTES



INTERPERSONAL SKILLS



COMMUNICATION SKILLS



UNDERSTAND THE MARKET



WORK WITH MACHINERY

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RURAL COUNSELLOR



WHAT?

Counsellors provide support, advice and guidance to people who are experiencing personal issues or crisis. They work in health and community services, schools, workplaces and private practices. Counsellors work with individuals, families and groups to help them overcome challenges and make positive changes.

INTERESTS

Rural counsellors are interested in communication and helping others make positive changes.

CAREER PATHWAYS

To become a rural counsellor, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES



COMPASSION FOR OTHERS



THINK CONSTRUCTIVELY



GUIDE OTHERS



LISTEN TO OTHERS

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SALES REPRESENTATIVE



WHAT?

Sales representatives sell products and sometimes services to customers. In the wool industry, sales representatives may sell a variety of products including machinery, tools for sheep husbandry, chemicals, grass seed, tools or materials used daily on farm.

Although some products are sold direct to woolgrowers, many sales representatives sell to resellers — a business that operates as a retailer selling products to farmers. A sales representative may assist a reseller in selling their product, giving demonstrations or following up any issues with the product.

INTERESTS

Sales representatives are interested in people, finance and helping others.

CAREER PATHWAYS

You can learn to be a successful sales representative on the job, although it can be beneficial to have some formal training in an area that relates to the products you are trying to sell. Many companies will provide relevant training opportunities.

SKILLS & ATTRIBUTES



INTERPERSONAL SKILLS



COMMUNICATION SKILLS



UNDERSTAND THE MARKET

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SHEEP CLASSER



WHAT?

A sheep classer identifies and provides recommendations on what sheep should be retained in a flock that will improve flock returns both now and in the future through a more productive progeny. Visual sheep classing is practised by all breeders and is essential to the quality of a woolgrower's flock and enterprise profitability, yet there are specialist sheep classers that some woolgrowers rely on for their expertise and experience.

Visual classing is quick, efficient and cost effective for a large number of traits on the sheep. It can be done at lamb marking, weaning, shearing, replacement selections and joining, although the major classing events usually take place with the annual selection of replacement ewes and rams.

INTERESTS

Sheep classers are interested in biology, genetics and animal husbandry.

CAREER PATHWAYS

You can become a successful sheep classer through experience and on-the-job training.

SKILLS & ATTRIBUTES



EYE FOR DETAIL



COMMUNICATION SKILLS



UNDERSTAND BREEDING OBJECTIVES

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SOLICITOR



WHAT?

Wool producers use the services of solicitors when they are buying, leasing or selling property, planning for intergenerational transfer (i.e. succession or estate planning) and providing a range of legal advice for business and personal purposes.





INTERESTS

Solicitors are interested in helping others, debating and writing.

CAREER PATHWAYS

To become a solicitor, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES

-  COMMUNICATION SKILLS
-  EXCELLENT WRITING SKILLS
-  CRITICAL THINKING
-  NEGOTIATION SKILLS
-  RESEARCH & ANALYSIS SKILLS

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TRUCK DRIVERS

PHOTO CREDIT: Corrigan's Rural Freight



WHAT?

Truck drivers move goods such as livestock, grain, wool and machinery across the farm and to external destinations such as processing facilities, abattoirs and mechanics.





INTERESTS

Truck drivers are interested in truck mechanics, animal welfare, driving skills and travel.

CAREER PATHWAYS

To become a truck driver, you will need a Manual Driver's Licence, Heavy Vehicle Licence, Certificate III in Driving Operations, Certificate II in Supply Chain Operations.

SKILLS & ATTRIBUTES

-  TIME MANAGEMENT & ORGANISATIONAL SKILLS
-  ALERT DRIVER
-  ATTENTION TO DETAIL
-  DRIVING SKILLS

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VETERINARIAN



WHAT?

Rural veterinarians treat the injuries and illnesses of livestock, working dogs and other animals with a variety of medical equipment, including surgical tools and x-ray and ultrasound machines. Some vets provide overall livestock and farm management advice as well. Other duties include administering vaccinations and medications, treating injuries, pregnancy testing/scanning and ordering diagnostic tests. Veterinarians also perform surgery, deliver lambs when required, trim hooves and dehorn livestock. In addition, veterinarians also provide advice regarding livestock breeding, housing and behavioural problems.

INTERESTS

Veterinarians love working with animals and understanding their biology, health and welfare.

CAREER PATHWAYS

To become a veterinarian, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES



COMPASSIONATE & ETHICAL



COMMUNICATION SKILLS



WORK IN A TEAM



WORK WITH ANIMALS WITH CARE

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WOOL BROKER

PHOTO CREDIT: Stock & Land



WHAT?

Wool brokers are the agents for woolgrowers, working on behalf of the woolgrower to sell their wool. Wool brokers advise their clients in the preparation of the wool clip which is transported to the brokers store for testing. The wool is then valued, and the broker advises on marketing the wool for sale, mostly via auction. The broker releases the wool, once sold and paid for by the buyer to complete the transaction.

INTERESTS

Wool brokers are keen on business, economics, the global economy, wool and financial markets.

CAREER PATHWAYS

Wool brokers usually have extensive experience in the industry combined with a formal higher education qualification.

SKILLS & ATTRIBUTES



COMMUNICATION SKILLS



PASSION FOR WOOL



UNDERSTANDING OF WOOL MARKET

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WOOL BUYER



WHAT?

A wool buyer is responsible for assessing the quality of wool samples and managing the purchasing process. Buyers have a deep understanding of the wool industry and are the connection between woolgrowers, brokers and the final customer. Their role is to purchase the quantity and quality of wool specified by their customers for the best price possible. They need to assess and accurately describe many different wool types and understand their customers' requirements to select types which suit them. Once the wool is assessed the buyer uses this information to generate prices called limits which informs their bidding. The purchase process involves bidding on wool and then combining wool of different quality to meet their customers specifications. Attention to detail is important in reporting purchases to traders and customers and providing accurate selection and price reports.

INTERESTS

A keen interest in business and building strong relationships with people in Australia and overseas will get you off to a good start as a wool buyer. You need to be good at thinking on your feet in a fast-paced environment and open to learning about the entire wool supply chain.

CAREER PATHWAYS

Tertiary training in wool and sheep is a good start. Wool classing and shed work give you the background in wool types and wool handling. Wool buying requires some on the job-training in customer wool types. As well as wool knowledge and good communication skills, IT skills and mental arithmetic are important.

SKILLS & ATTRIBUTES



GOOD WITH NUMBERS



COMMUNICATION SKILLS



QUICK THINKING



KNOWLEDGE OF SHEEP & WOOL

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“To want to be involved with a rural community is really important as a livestock agent, because you often work long hours, but it’s a real team environment and I socialise a lot with the people I work with.”
Sydney Lawrie

SYDNEY

THE STOCK AGENT AND FARMER






SYDNEY'S STORY

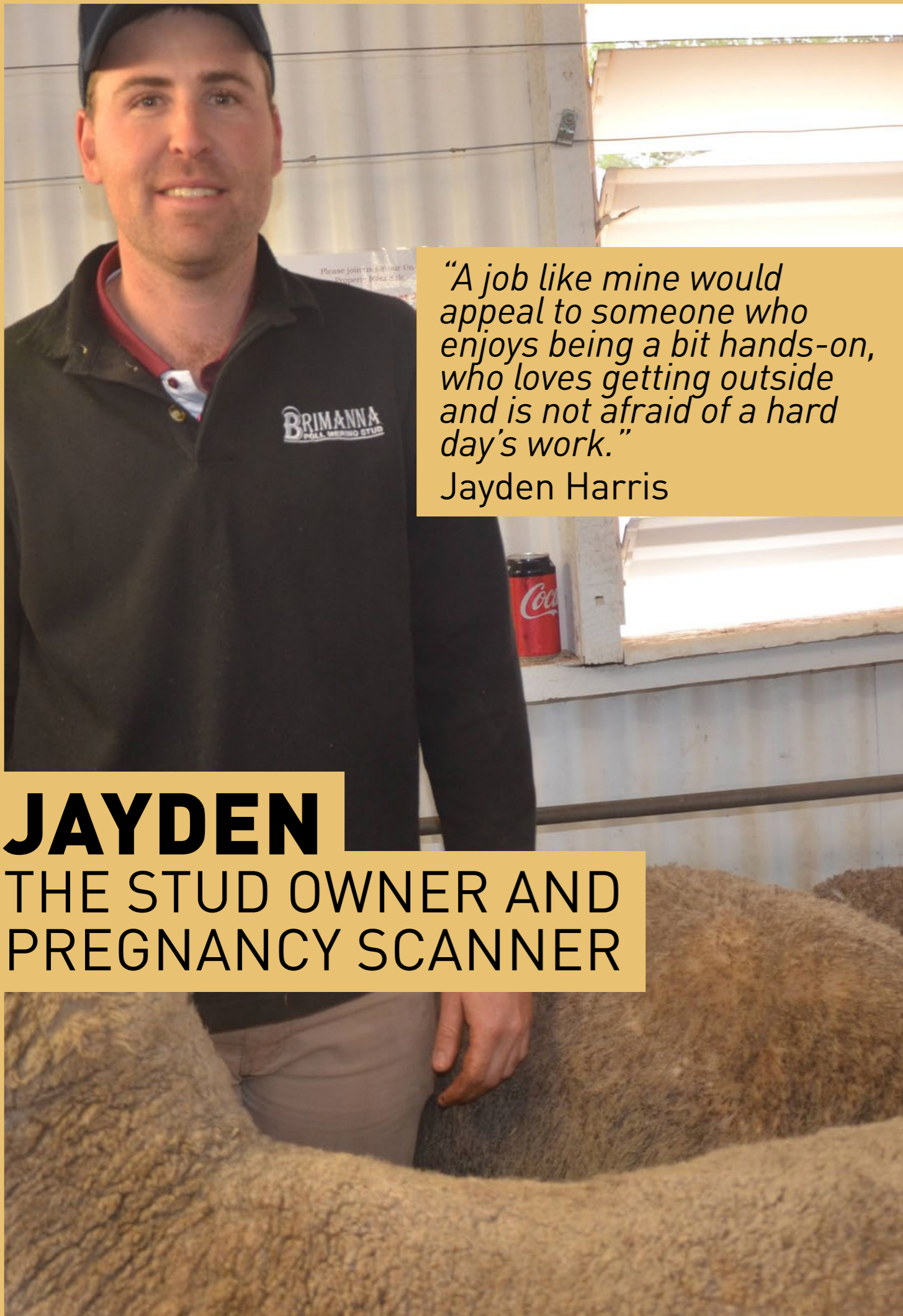
“I really enjoyed the wool-focused side of our farm, so I wanted to extend that passion and meet more people in the industry. I carried out a traineeship with Landmark as a stock agent, which included spending time working near Alice Springs in James Town, in Gepps Cross and in Pinaroo. It was fantastic moving around so much meeting new people, having great experiences and gaining exposure to good business operators. I also got to meet talented stock and station agents, people with a great eye for stock and wool, and it was fascinating to watch the way they traded livestock and went about their business to make a sale.”

WHAT DO YOU LOVE ABOUT THE WOOL INDUSTRY?

Sydney loves the social aspect of his job as he frequently meets new people and works in a team environment. He really enjoys seeing farmers with successful businesses and can transfer this knowledge to his own farming operation.

SYDNEY'S TOP TIPS FOR SUCCESS

-  To be a good stock agent you need to have good public relations skills, and a good eye for livestock.
-  You need to be able to connect with people really quickly over the telephone or in person, and to realise quickly where you can help them.
-  You also need to be reasonably energetic and to be happy to work in a team.



“A job like mine would appeal to someone who enjoys being a bit hands-on, who loves getting outside and is not afraid of a hard day’s work.”

Jayden Harris

JAYDEN

THE STUD OWNER AND PREGNANCY SCANNER



JAYDEN’S STORY

“I grew up on the family farm, so from a young age I was always out helping dad with the sheep work; drafting sheep, checking sheep, and anything else that needed doing. In Year 10 and Year 11 I did a school-based apprenticeship in agriculture. When I left school, I thought I’d go for a gap year on the family farm to see what it was like. I loved it. I told people I was doing a gap year, but in my heart, I didn’t think I’d ever go to university.

During my gap year, I was given an opportunity to work alongside a sheep classer who runs a pregnancy scanning operation. He was looking for someone to work for him on the Eyre Peninsula and I jumped at the opportunity. It has grown and grown from there and last year I pregnancy-scanned 75,000 ewes, so it certainly keeps me busy enough! This year is shaping up to be even busier than that.

While the main portion of my work is pregnancy scanning, I also do on-farm micron testing and I’m training up to do eye muscle testing.

Pregnancy scanning is seasonal work, so from February to May you are really busy. I’ll get up at 6am, feed my rams before I go scanning and scan up to 3000 sheep a day. You work hard at this time of the year so in the second half of the year you can relax a little more.”

WHAT DO YOU LOVE ABOUT THE WOOL INDUSTRY?

“When I go out pregnancy scanning, I really enjoy meeting people I wouldn’t get to meet otherwise. You’re going around to different people’s farms and looking at their set-ups, so you’re also seeing what you could do to improve your own farm.

I love being my own boss. I can organise things around what I want to do and when I want to do it. It means I probably work harder because I’m working for myself but I’m more driven because I can see what those extra hours are doing for me and my business”.

JAYDEN’S TOP TIPS FOR SUCCESS



A job like mine would appeal to someone who enjoys being a bit hands-on, who loves getting outside and is not afraid of a hard day’s work.



You have to be a good time manager, because you are juggling multiple clients, so you have to be pretty organised.



“I love being out on the road and catching up with people rather than being stuck behind a desk. I didn’t go to uni but I still ended up in the job that is perfect for me.”

Samantha McPhee

SAMANTHA

THE WOOL BROKER

SAMANTHA’S STORY

“I left school in year 11 and started studying agriculture at TAFE at Mount Barker, SA. I had a real passion for animals from growing up on the family farms at Meadows, which had sheep, horses and cows, so I just knew it was the path I wanted to go down.

I went to shearing schools in Langhorn’s Creek and Lucindale, and then I got in touch with a shearing contractor and worked for him for three-and-a-half years. I didn’t shear — I was on the wool handling side of things — and it wasn’t as tough, or male dominated as it used to be. Now is a perfect time for women to enter the industry, it’s certainly been really enjoyable for me.

I travelled around for those three and a half years and you would be camping out in sheds and shearing huts from two weeks up to eight weeks each time.

It was a fantastic experience to be moving around so much, and in my first shed I was a young 17-year-old girl who had left home for the first time, so it was a huge learning curve for me.

I was pretty lucky going through the shearing schools, so I wasn’t chucked in the deep end. As a wool handler you are the rouseabout, which means sweeping the boards for the shearers, picking up the fleeces, and that kind of thing. But in the end, I got tired of living out of a bag and I wanted to settle down in a town, so I did a certificate in wool classing, and that helped me get a traineeship with Elders.

Over that time, I was with different district wool managers in South Australia and Victoria, and I was also completing a Certificate III in agriculture. We had three weeks of theory and the rest of it was hands-on skills working in the industry. It was a fantastic way of doing it, shifting you around so much so you could meet lots of different clients.

A district wool manager is a bit like a real estate agent; you are the middleman between the buyer and the seller. You have the grower who grows the wool, and you explain to them how the industry is going and how to manage shearing, then I also go down to the Sydney wool selling centre and go through the process of selling the wool. I don’t have a huge amount to do with the buyers because there are auctioneers in the room that sell the wool, but I see the process through and then give feedback and information to the growers.

I’m based in Crookwell, NSW now, so I’m usually traveling around that area visiting clients or just popping into properties and introducing myself.”

WHAT DO YOU LOVE ABOUT THE WOOL INDUSTRY?

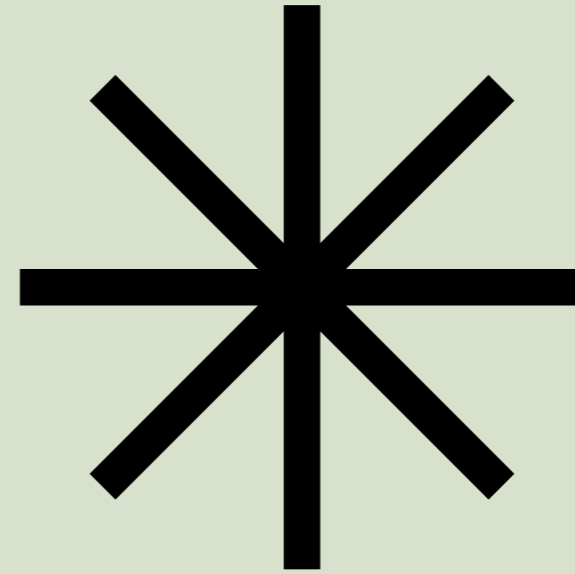
“I love being out on the road and catching up with people rather than being stuck behind a desk. I didn’t go to uni but I still ended up in the job that is perfect for me”.

SAMANTHA’S TOP TIPS FOR SUCCESS



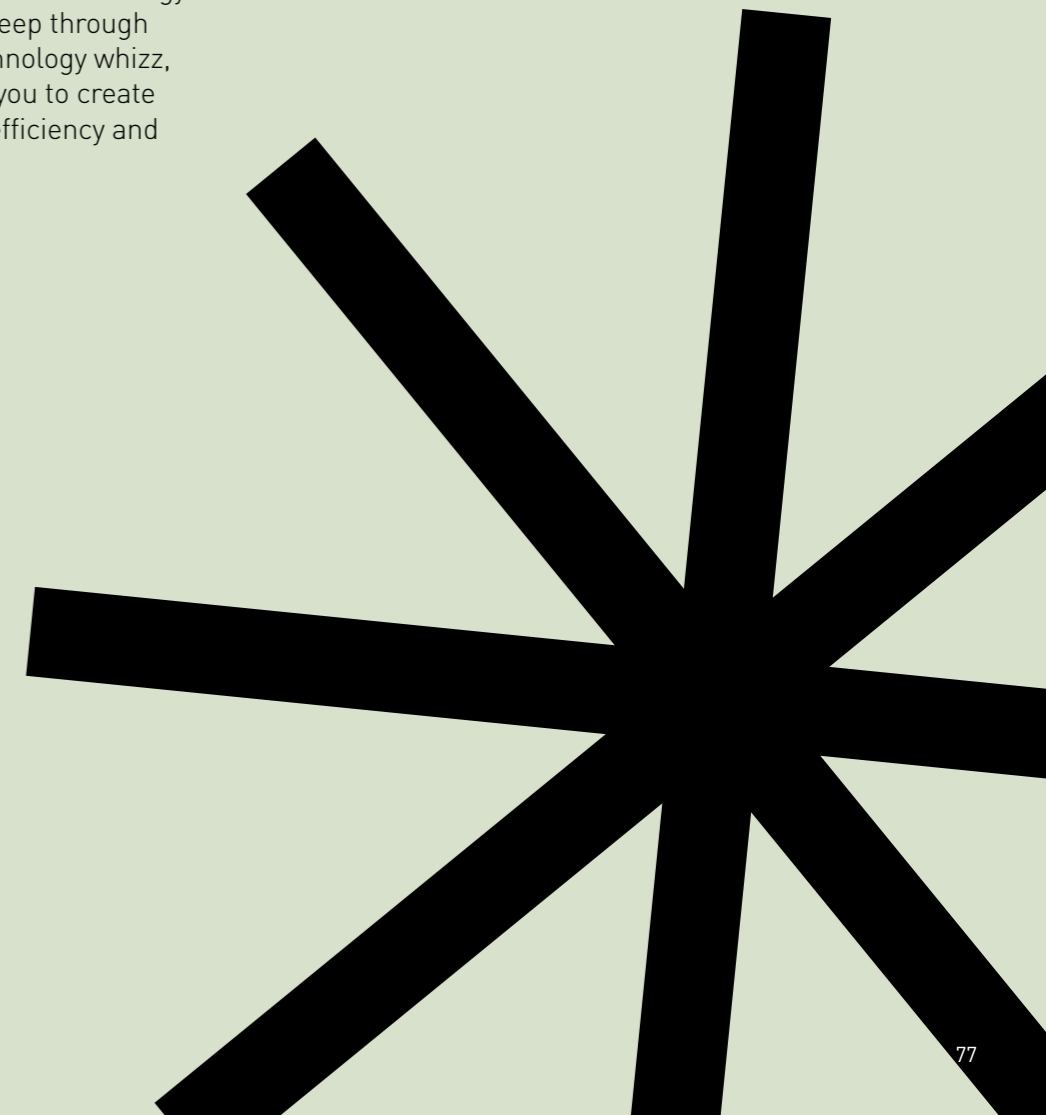
There are lots of different ways to get where you want to go. You just need to put in a bit of time and effort to work it out.

TECHNOLOGY



The wool industry is filled with modern technology, from farm management software... through to block-chain technology...

The wool industry is filled with modern technology, from farm management software and hardware that allows wool producers and their staff to keep track of sheep movements, pasture condition and animal health treatments, through to block-chain technology that can track wool from the sheep through to the garment. If you are a technology whizz, the wool industry is waiting for you to create the next innovation to improve efficiency and optimise animal wellbeing.



AGRICULTURAL ENGINEER



WHAT?

Agricultural engineers can help woolgrowers design paddock irrigation systems, dam construction, shearing sheds and sheep handling facilities.

INTERESTS

Agricultural engineers generally enjoy problem solving, designing solutions for practical problems, building things, physics, maths, hands-on activities, and working outdoors.

CAREER PATHWAYS

To become an agricultural engineer, you will need to undertake study with a higher education institution.

SKILLS & ATTRIBUTES



PROJECT MANAGEMENT



PLANNING SKILLS



MATHEMATICS SKILLS



PHYSICS SKILLS

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SOFTWARE AND APP DESIGNER



WHAT?

Software designers design, program, build, deploy and maintain software using many different skills and tools. They also help build software systems that power networks and devices and ensure that those systems remain functional. In the wool industry, this may take the form of designing apps used by farm workers to manage livestock movements and nutrition requirements.

INTERESTS

It is not surprising that software and app designers love information and systems technology!

CAREER PATHWAYS

To become a software designer, you will need to undertake study at a higher education institution.

SKILLS & ATTRIBUTES



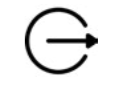
PROBLEM-SOLVING SKILLS



RESEARCH SKILLS



ANALYTICAL THINKERS



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WEB DESIGNER



WHAT?

Web designers plan, design, develop and prepare information for online publication with emphasis on interactivity, ease of navigation and location of information using images, text, video, animation, layout and data sources. In the wool industry, web designers use a wealth of tools to promote and celebrate wool, depending on their target audience.

INTERESTS

Web designers are interested in information technology, videography and people.

CAREER PATHWAYS

To become a web designer, you would normally obtain a formal qualification either through university or a vocational education and training institution, although industry training courses for web design are a possible pathway.

SKILLS & ATTRIBUTES



COMMUNICATION SKILLS



WORK INDEPENDENTLY AND IN A TEAM



CREATIVE



TIME MANAGEMENT SKILLS



TAKE DIRECTION

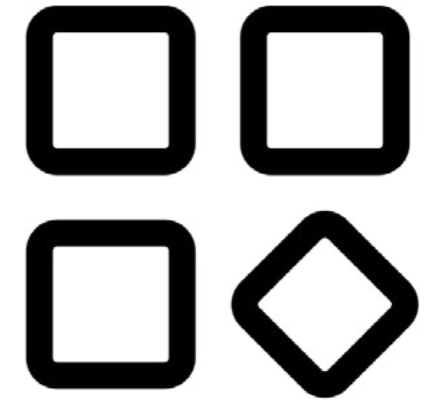
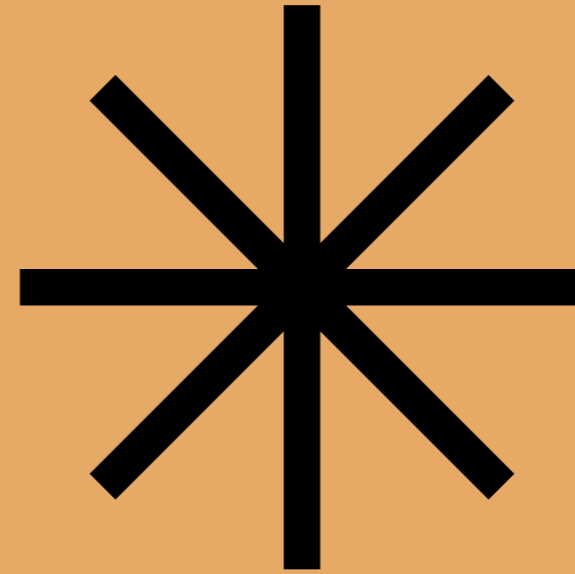
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OTHER



A broad range of other careers have strong connections with the wool industry, which you may never have thought of.



AGRICULTURE TEACHER (SECONDARY)



WHAT?

Agriculture teachers can be found in public schools, technical schools, adult and business education programs, colleges, universities and state-run farmer training programs. In addition to wool production, they teach a variety of subjects, such as horticulture, animal and plant science, agricultural chemistry and technology.

INTERESTS

Agriculture teachers enjoy sharing their understanding of biology, chemistry, working with animals and the environment. They love helping others learn!

CAREER PATHWAYS

Requirements generally include a bachelor degree in education (for secondary school teaching) or a Certificate IV in Training and Assessment (for TAFE courses). Some agricultural experience is also recommended.

SKILLS & ATTRIBUTES



WORK IN A TEAM



TIME MANAGEMENT



PATIENCE



COMMUNICATION SKILLS



PASSIONATE ABOUT LEARNING

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GRAPHIC DESIGNER



WHAT?

It might surprise you to know that graphic designers play an important role in the wool industry through a wide range of contributions. Graphic designers work with communications specialists to produce engaging publications, they can work with wool producers and agricultural service providers to promote their business and create logos and other marketing material. The opportunities for engaging design in the wool industry are endless.

INTERESTS

It helps to have an interest in the wool industry but as long as you enjoy working with people and have some creative flair, this could be the career for you.

CAREER PATHWAYS

Although you can become a 'self-taught' graphic designer, there are plenty of courses from short certificate-level courses through to bachelor degree courses to build your skills and knowledge.

SKILLS & ATTRIBUTES



CREATIVE



COMMUNICATION SKILLS



PROJECT MANAGEMENT



WORKING WITH DESIGN SOFTWARE

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RURAL JOURNALIST



WHAT?

Rural journalism is the activity of gathering, assessing, creating, and presenting news and information relevant to the rural sector. Rural journalists are interested in representing rural life and issues relevant to the agriculture sector. They play an important role in the promotion of the wool industry to a wider audience.

INTERESTS

Rural journalists generally love writing, photography, videography and media. They also enjoy working with others.

CAREER PATHWAYS

To be a rural journalist, you usually need to complete a media and communications tertiary qualification.

SKILLS & ATTRIBUTES



WRITING SKILLS



COMMUNICATION SKILLS



INTEREST IN THE INDUSTRY



INTERPERSONAL SKILLS

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UNIVERSITY LECTURER



WHAT?

A lecturer generally works in tertiary teaching institutions, such as a university. Some lecturers combine teaching students undertaking their agricultural studies with research work and the publication of research results. They may work with livestock consultants or farmers to undertake some research on-farm.

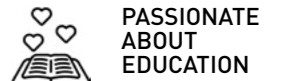
INTERESTS

Your interests would include your area of academic research and expertise.

CAREER PATHWAYS

A formal qualification in your area of expertise is required and the completion of postgraduate studies is common.

SKILLS & ATTRIBUTES



PASSIONATE ABOUT EDUCATION



RESEARCH SKILLS



COMMUNICATION SKILLS



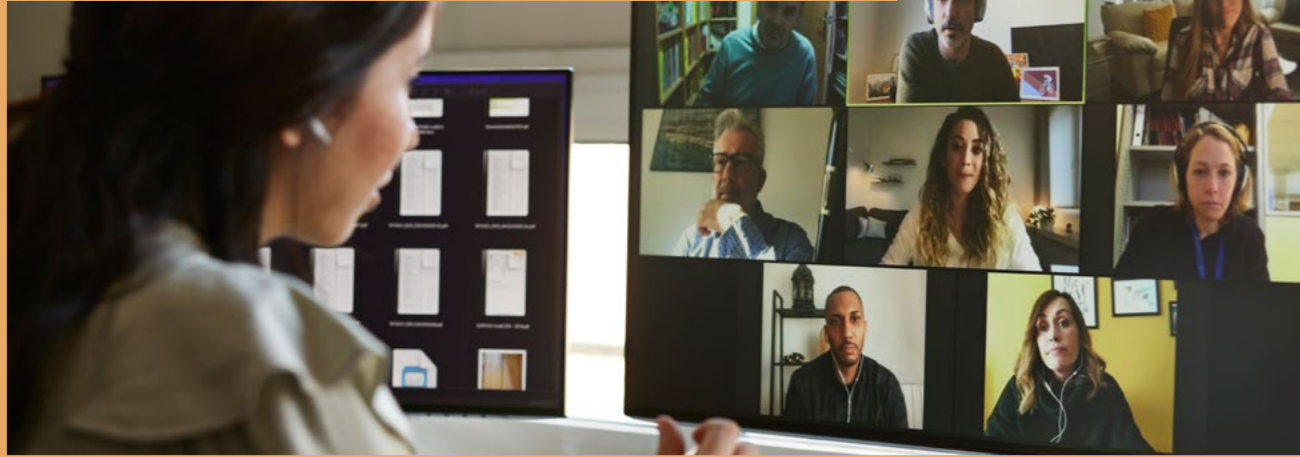
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MARKETING CONSULTANT



WHAT?

Marketing consultants work across a range of areas in the wool industry, from helping wool producers and wool buyers promote their wool through to working with consultants and other support and service industries to promote their businesses and stand out from the crowd.

INTERESTS

To be a successful marketing consultant you need a creative flair and be interested in working with people.

CAREER PATHWAYS

Most marketing consultants will have studied a relevant marketing or business course at a bachelor degree level.

SKILLS & ATTRIBUTES



TIME
MANAGEMENT
SKILLS



COMMUNICATION
SKILLS



NETWORKING
SKILLS



CREATIVE
THINKING



WORK IN
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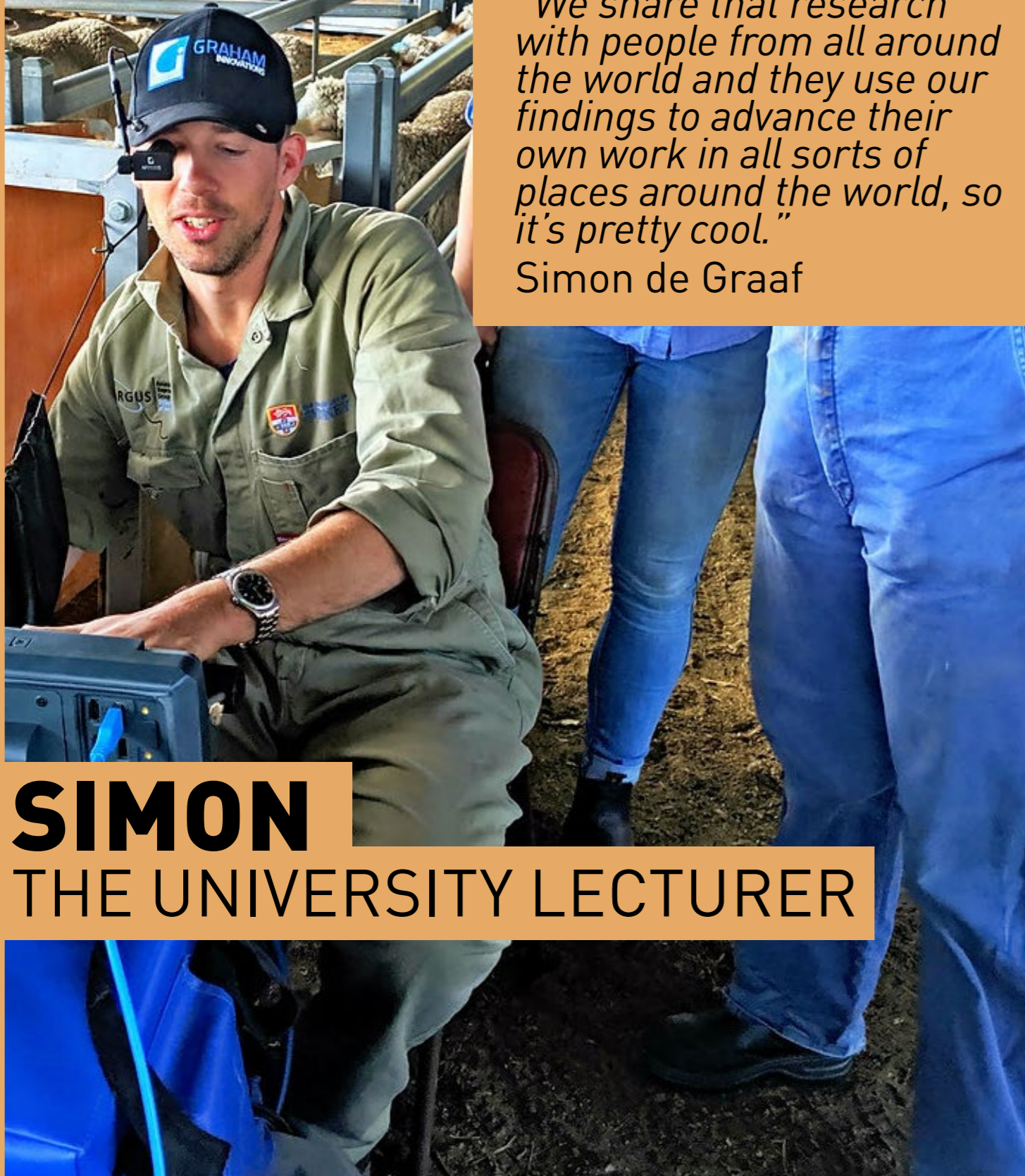
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“We share that research with people from all around the world and they use our findings to advance their own work in all sorts of places around the world, so it’s pretty cool.”

Simon de Graaf



SIMON

THE UNIVERSITY LECTURER



SIMON'S STORY

“When I was at university, I did an Honours project in pig reproduction and baboon reproduction, so I was working with some pretty crazy species! During the time I was doing my Bachelor of Science in agriculture. I was also helping out with some of the sheep reproduction projects, and that was something I decided I wanted to pursue further.

Sheep have some unique reproductive features that make them interesting to study, so I was attracted to that aspect, but I’m also really interested in research questions with a really applied outcome. I wanted to do research that wouldn’t just be filed away in a cabinet, but that would help real people and farmers improve their productivity and make more money.

To do something that would be of benefit to a real Australian industry and the country as a whole was appealing and I saw it as a real privilege.

I decided to do a PhD in sheep reproduction. I was developing a technology for use by the sheep industry called ‘sperm sexing’, or sex to semen, which enables you to determine whether you are going to have male or female offspring. After that I took a position at the Royal Veterinary College in London, where I had a lectureship in reproductive biology. I taught veterinary and animal science students about animal reproduction, and then returned to Australia and started at the University of Sydney in 2009.”

WHAT DO YOU LOVE ABOUT THE WOOL INDUSTRY?

“One of the benefits of my job is it allows me to travel. Every year I go overseas a couple of times — at least two if not three or four — to talk at various conferences. I might be invited to give a talk on sperm sexing in sheep or a talk on artificial insemination of sheep in Brazil, Japan, Europe or America, so there are plenty of travel opportunities. It’s a great way to publicise the research we are doing here in Australia into Merino sheep. We share that research with people from all around the world and they use our findings to advance their own work in all sorts of places around the world, so it’s pretty cool. And I have almost complete freedom to follow any research questions I’m interested in, so I’m only held back by my enthusiasm.”



HOW DO I FIND WORK IN THE INDUSTRY?

1 DEVELOP A RESUMÉ

Develop a resum  outlining the experience and skills you can offer to an employer. Your resum  is a tool to get you in the door with the person with a job vacancy. If your resum  grabs their attention, they will want to find out more about you at an interview (see next page for tips on attending an interview).

2 ASK PEOPLE WHETHER THEY HAVE A VACANCY

Not every job is advertised. By approaching employers or businesses you are interested in, you may find an opportunity within their business. If they don't have anything on offer, ask if they know of anyone who has a vacancy or would be good to work for. This could provide you with an opportunity to broaden your networks and talk to some other employers who you don't know. Even though this can be nerve wracking — what is the worst that can happen? Some people will say 'no, we don't have a job' but this is all fantastic experience to be able to demonstrate you are keen to pursue a career.

3 DO SOME WORK EXPERIENCE

The only way you'll know whether a certain career is the right step for you is to try it out. By undertaking some work experience, you get to experience what it could be like to work in that role. By finding out that it is either right, or not right, for you enables you to make firm decisions about your future.

4 USE YOUR NETWORKS

Did you know you are only six social connections away from anyone in the world? That means if you don't know someone directly, you may know somebody else who does. Ask people you know if they know somebody within the type of business you want to work for and if they will introduce you.

5 BE PREPARED TO WORK FOR IT

You may have dreams of being in a management level job, but it is rare the opportunity will come your way to step into a senior role without working in a number of roles beforehand. So, be prepared to start at the bottom, undertaking jobs that may appear to be below either your skills and capabilities or qualifications.

THE JOB INTERVIEW

REGARDLESS OF WHETHER YOU ARE GOING FOR A JOB ON-FARM OR IN THE OFF-FARM SERVICE SECTOR YOU WILL MOST LIKELY NEED TO ATTEND AN INTERVIEW. THE MOST IMPORTANT ASPECT YOU NEED TO DEMONSTRATE TO YOUR POTENTIAL EMPLOYER IS THAT YOU ARE THE RIGHT PERSON FOR THE JOB.



SOME INTERVIEW TIPS.

BE PREPARED

Always go to an interview prepared. Find out some information about the employer before the interview, research a little bit about the industry or about what their business does. Have a rough understanding of what you would be doing in the role and then at the interview, if given the opportunity, ask to clarify the things you have researched beforehand.

ADDRESS THE INTERVIEWER'S CONCERNS

Unfortunately, an interviewer may look at an interviewee and see issues with your suitability for a position. Try to understand what these could be and hit them head on with the interviewer. For example, if you don't have experience within the role, be honest and tell them that although you do not have direct experience within the role, you have other experiences and skills that you bring, and that you are willing to learn fast with the right supervision.

BE YOURSELF AND RELAX

If you try to act like someone else or be something you are not, you are making it harder for yourself and you can't possibly give it your best. Everybody is different. There is simply no one like you. No one will bring the skills and talent you do. You will be your best when you are yourself.

CLARIFY WHY YOU WANT THE JOB

It is important you go into an interview with a clear understanding of what you would like to achieve in the job, tell them about your long-term career goal and how this job could be a step towards that. Tell them what you are looking for from your experience and the sort of work you would hope to be doing.

ASK QUESTIONS

It is important whenever you go for a job interview to ask questions and demonstrate you have an interest in what the business is doing and what the role is as well.

Some examples of questions could be:

- Tell me what a common day in this job looks like?
- Will I be working as part of a team or on my own?
- What will you be judging my performance on?
- Tell me about the culture of this business?

HOW TO PROGRESS YOUR FUTURE IN WOOL



1. ASK QUESTIONS

- Ask questions of someone who already works in the wool industry
- Ask them what it is like
- Ask what skills and experiences you need
- Ask what sort of things they like about their job (this may help you decide whether this is a career for you).



2. FIND A MENTOR

- Ask somebody to help you, to give you advice and to share your feelings and experiences with as you start to progress your career.



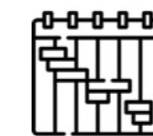
3. SEEK FEEDBACK

- If you are doing work experience or are in a job, seek feedback from your employer or supervisor about how you are going. How can you improve and what are the things you are doing well? Ask what you would need to do in order to progress to the next level.



4. GIVE THINGS A GO

- Attitude is important. The ability to give things a go even though you may not think you will like it is really important. Sometimes you actually do not know what you will like until you give it a try. By having 'can do' attitude you can demonstrate to people you are motivated, enthusiastic and are worthwhile employing.



5. MAKE A PLAN

- As the saying goes, 'failing to plan, is planning to fail'. By making a plan you will have a purpose and intention for every step you take. If you desire a certain career or profession, understand what skills or steps it may take in order to get there. What experiences do you need to get there? Set yourself some goals and some rough timelines on when you expect to get there. Remember this is just a plan and plans do change, but it is an important first step.

