

Alanah Vinson...

- Northland born
- Whangarei Girls' High School
- Netball
- Holiday milking at Manaia View Farms- Murray Jagger
- Waikato University Agribusiness

Rabobank Agri Recruitment Project

Alanah Vinson & Jack Keeys

Mission: To increase the
number of quality students
into agriculture

The Process

Market Research

Surveyed 50 students aged 15-18

Findings:

- ✓ Parents influence study and career decisions
- ✓ Students seek interesting and scholarships in education courses
- ✓ Career must be interesting, fun and well paid

Rabobank Agri-Leadership Programme

- Aligns with Rabobank's current programme philosophy
- Commences late January 2016 prior to term 1
- Based at University of Waikato
- Four day programme exposing students to primary industries

Rabobank Agri-Leadership Programme

- ✓ Targets a large number of high achieving students
- ✓ Unique – one of a kind in New Zealand
- ✓ Top 30 students from across the Waikato for 4 day camp at the University of Waikato
- ✓ Experience a range of experts from across the industry

Potential Daily Programme

Time	Monday	Tuesday	Wednesday	Thursday
Focus	Team building	Adding Value	Dairy science	Innovation
AM	-Arrival at 9.30am -11.30pm lunch -Possible leadership guest speaker	Zespri <i>10am-12.30pm start</i>	LIC <i>10am-12noon</i>	Tatua <i>10am-12noon</i>
PM	AgResearch <i>12.30pm-2pm</i>	Comvita <i>1pm-2pm one hour tour</i>	Dairy NZ <i>1pm-3pm</i>	Conclusion <i>1pm</i>
	Greenlea Meats <i>2.30pm-4.30pm</i>	Oraka Farms <i>3pm-4.30pm</i>		

+ Scholarship

- ✓ Two part programme
- ✓ Year 13 students from camp have ability to apply for scholarship
- ✓ Land Your Dream Job 'test drive your dream job'

Outcomes

- 30 students in Agri-Leadership Programme
- Quality reports from scholarship application
- Social media engagement
- Ability to roll out across the country