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## Aims and Objectives

### **PURPOSE OF THE SCHOOL STEER SPECTACULAR**

To provide school students in SE NSW with an opportunity to develop their skills, knowledge and understanding of the beef industry through involvement in a hoof and hook competition that might provide them a pathway into a career in agriculture.

### **OBJECTIVES:**

- To conduct a South Coast Beef Hoof and Hook Competition for beef producers and school students as a learning experience.
- To mentor school students in the development of skills and knowledge of the beef industry.
- To inform and demonstrate to students the career opportunities available to them in agriculture, particularly the beef industry.
- To provide a pathway into the beef industry for interested school students as a potential career of choice.
- To encourage students to explore further education and help reduce youth unemployment across the region.
- To boost overnight, out-of-season tourism in the Shoalhaven.

### **AIMS:**

The South Coast Beef School Steer Spectacular is an exciting initiative which aims to:

- 1 Enable students who may otherwise not have the opportunity to experience the rewards associated with an engaging agricultural based project.
- 2 Build students skills and knowledge of the Australian Beef Industry.
- 3 Motivate students about agriculture and the potential for a career of choice.
- 4 Provide a challenge-style activity through which positive values can be encouraged.
- 5 Provide opportunity for students to:
  - i. succeed
  - ii. be recognised for effort
  - iii. develop cattle management skills and knowledge
  - iv. develop teamwork skills
  - v. enjoy healthy, stimulating competition
  - vi. meet students with similar interests
- 6 Give schools opportunity for self-promotion.
- 7 Provide an opportunity for students to learn about animal care, ethics and welfare.
- 8 Give students an opportunity to learn about animal science and production economics:
- 9 Promote the overall image of the Australian Beef Industry across the schools and wider communities.
- 10 Help reduce the currently high youth unemployment in the Shoalhaven and South Coast
- 11 To create an annual flagship event for the beef cattle industry across the region.
- 12 To help build “out-of-season” tourism in the Shoalhaven.