



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.