

MEDIA RELEASE

AGRIFOOD
SKILLS AUSTRALIA



30 March 2009

NEW THINKING FOR \$200 BILLION AGRIFOOD INDUSTRY

AgriFood Skills Australia CEO Arthur Blewitt will deliver an address at the National Press Club tomorrow (31 March) where he will outline a range of far-reaching reforms of education and workplace skills for the \$200 billion a year AgriFood Industry.

Mr Blewitt will release the AgriFood industry's Environmental Scan 2009, *Assuming the Mantle*, calling for a series of reforms to the vocational education and training structure. *Assuming the Mantle* is a result of lengthy consultations with the AgriFood industry in all states and territories.

This document will provide the AgriFood industry with a blueprint for contemporary data and for future reforms to education, learning and workplace capacity across all AgriFood industries. It will be provided to industry, registered training organisations, peak industry bodies, unions, governments and regional and rural organisations.

The AgriFood industry feeds 60 million people world-wide and is responsible for around 20 per cent of Australia's exports. AgriFood enterprises occupy two thirds of the Australian land mass and provide 93 per cent of Australia's domestic food. The AgriFood industry includes:

- All rural and related industries
- Food processing, including beverages, wine and pharmaceuticals
- Meat processing
- Seafood and
- Racing, the sport of kings

The National Press Club address will be held between 11.30am and 1.30pm, and is to be broadcast on Foxtels' Australian Public Affairs Channel.

ABOUT AGRIFOOD SKILLS AUSTRALIA

AgriFood Skills Australia is a private sector company that works in collaboration with the agri-food industry and governments to support the development of quality training products and services and workforce innovation. The company is one of 11 Industry Skills Councils funded through the Australian Government Department of Education, Employment and Workplace Relations.

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