AMPC
AUSTRALIAN MEAT PROCESSOR CORPORATION

Immersive Careers Experience Tool

Meat Processing Industry Immersive Careers
Experience Tool (Stage 1 and 2)

Project code	Prepared by	Date submitted
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Project description

The Immersive Careers Experience Tool project, coordinated by the Australian Meat Processor Corporation (AMPC) and developed by Think Digital, aimed to create a digital platform that attracts new talent to the meat processing industry, particularly by engaging younger and technically savvy audiences. The project emphasised immersive technology such as interactive web tools to showcase diverse roles within the industry. With a special focus on promoting trades to women through partnerships with NSW Government and TAFE NSW, this initiative sought to shift perceptions about careers in meat processing and provide resources for workforce development.

Project content

The project was structured in stages that covered content creation, digital platform development, testing and deployment.

1. **Pre-production** involved identifying filming sites, selecting participants, and developing interview scripts. This stage highlighted challenges in finding women for technical trade roles but resulted in a structured filming schedule.
2. **Production** focused on capturing 2D and 360° video content at three main processing facilities, including Nolans in Gympie, Northern Cooperative Food Company, and Greenhams. Filmed content included interviews with 11 people in a range of roles, including apprentices and tradespeople, and provided materials for the Women in Trades initiative.
3. **Development** involved creating user-friendly features on the AMPC Careers Portal, including career quizzes, job profiles, and virtual tours. The first version of the portal launched at Beef Week 2024, enabling Think Digital to gather valuable user feedback for further refinement.
4. **Testing** at industry events and with user groups led to enhancements in the portal, such as interactive mapping features, and supported continuous improvement through ongoing feedback.
5. **Deployment** finalised the portal and 11 profiled careers on AMPC's website, making it publicly accessible and adaptable for future updates and additions.

Project outcome

The project successfully developed a functional and engaging careers portal profiling 11 different roles using real people plus high level information about 20 other roles. The portal combines traditional content with modern immersive experiences to reach a broader audience. Positive outcomes included:

- **Enhanced Engagement**: VR and 360° videos provided an interactive, immersive experience, helping potential recruits visualise their future in the industry.
- **Workshops and Events**: Participation in events like Beef Week demonstrated the portal's effectiveness, sparking interest among attendees.
- **Ongoing Usability Improvements**: User feedback helped improve portal features, enhancing navigation and user engagement.

Overall, the portal serves as an innovative tool to showcase the variety of roles available within the meat processing industry, breaking down stereotypes and highlighting career pathways within the meat processing sector.

Benefit for industry

This project supports the meat processing industry's recruitment efforts by creating a unique digital resource that highlights the diverse roles and career opportunities available. By also specifically profiling women in trade roles, the portal can diversify the workforce and address skill gaps in technical trades. Additionally, by leveraging digital

engagement tools like VR, the industry can modernise its public image, making it more attractive to a new generation of workers. The resources created through this project, including interactive videos and the careers portal, offer long-term benefits by promoting career sustainability and growth within the sector.

Useful resources

The portal is available on the following web link https://careers-portal.ampc.com.au/