

Enhancing Food Production Workforce Pilot

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Project description

The Enhancing Food Production Workforce Pilot created a comprehensive suite of immersive and educational digital resources to open neuroinclusive employment pathways into the red meat processing industry. Commissioned by AMPC and delivered by Think Digital Studios, in collaboration with Team Cohesion, with input from autism and neurodiversity specialist Dr Emma Goodall, Autism SA, and user testing partner Youth Options. The project set out to address two challenges: persistent workforce shortages across rural and regional processing facilities, and the low employment rate among autistic and other neurodivergent Australians. The resources help prospective candidates explore processing work in a safe, low pressure way, while equipping employers and colleagues to build inclusive workplaces.

Project content

The project was delivered across five milestones from June 2025 to May 2026, including: a virtual reality experience and web based virtual tour spanning eight 360 degree immersive processing environments with sensory guidance, navigation and skills information; five interactive mini-games that let users experience aspects of different job roles; a library of 12 2D videos covering the processing environments and associated careers, including lived experience contributions; 12 animated learning modules; neuroinclusive enhancements to the AMPC Careers Portal, including a dedicated "Inclusion Pilot" entry point linking to the virtual tour; and end user validation of the experience through a testing partnership with Youth Options. All assets were developed under a neuroinclusion framing, with authentic representation guided by autism specialists and people with lived experience. Filming was hosted on site at JBS facilities.

Project outcome

The project met its objectives and delivered a complete digital resources package for the pilot. The package was handed over to Team Cohesion as a field-ready resource so that AMPC and Team Cohesion can run the pilot, with two PICO headsets configured and supplied with the Autism VT experience uploaded, the ArborXR remote management platform for deploying content and updates remotely, printed quick reference guides, a one to one training session, and ongoing support from Think Digital. The digital tools complement the educational materials developed by Team Cohesion, together forming a combined package that introduces neurodivergent candidates to processing roles before any physical site visit.

Benefit for industry

The pilot gives the red meat processing industry a practical, reusable way to attract and prepare neurodivergent talent at a time of persistent workforce shortage. By supporting candidates to explore real processing environments and job roles in a safe, low pressure setting, and by giving employers, HR personnel, line managers and colleagues the resources to support neurodivergent employees, the package reduces barriers to entry and builds inclusive workplace capability across the sector. The content is designed to stand alone as well as within the VR experience, so AMPC can reuse it across the Careers Portal, careers days, shows, events and incursions, extending its value well beyond the pilot and positioning the industry as a leader in neuroinclusive employment.

Useful resources

AMPC Careers Portal with new Inclusion Pilot section where people can access the Virtual Tour
<https://careers-portal.ampc.com.au/>

2D Videos <https://vimeo.com/showcase/12301820?share=copy&fl=sm&fe=fs> (password: ampc)

Videos of mini games here <https://vimeo.com/showcase/12204792?share=copy&fl=sm&fe=fs> (password: ampc)

Animations. <https://vimeo.com/showcase/12301818?share=copy&fl=sm&fe=fs> (password: ampc)