

Immersive Careers Experience Tool

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

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Prepared by
Kat Bidstrup

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1.0 Executive Summary

The AMPC Careers Portal is the output of this Immersive Careers Experience project. It has been developed by Think Digital with the Australian Meat Processor Corporation (AMPC) to promote careers within the meat processing industry, with a particular focus on engaging younger audiences. The project involved the creation of immersive experiences showcasing various roles in the industry using immersive technology including videos, virtual tours, and web-based tools to educate and inspire potential candidates.

As part of the overall project, a specific set of profiled roles were created to inspire women to pursue careers in maintenance trades, with the support of the Women in Trades initiative (funded NSW Government and TAFE NSW).

The project progressed through pre-production, production, and development stages, culminating in the successful delivery of engaging content and a functional careers portal, which was tested and improved following industry feedback. The project was completed on time and within budget, with lasting resources that can be used in future workshops and projects.

2.0 Introduction

The meat processing industry is facing challenges in attracting talent. This project was designed to help address this issue by creating immersive digital content and experiences to inspire people of all ages, especially women, to consider a career in the industry. The project also aimed to modernise career promotion efforts by utilising virtual reality (VR), web applications, and other digital tools to engage a technically savvy audience.

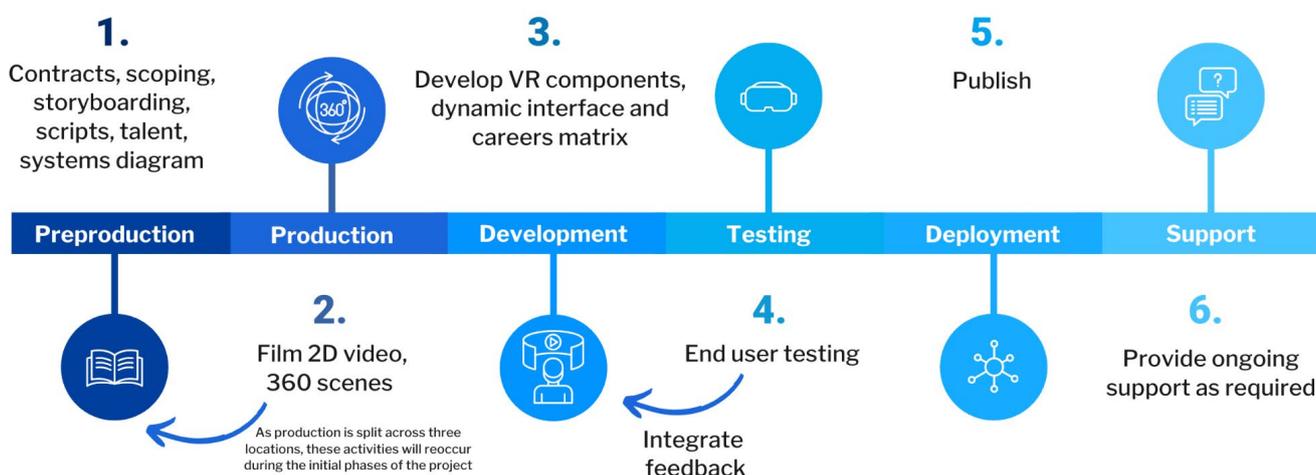
3.0 Project Objective

The objectives of the "Immersive Careers Experience Tool" project, as outlined in the research agreement, were as follows:

- Inspire people of any age to consider a career in the meat processing industry
- Engage with a younger audience that is technically savvy
- Educate students and potential applicants about the diversity of career opportunities
- Introduce real people in the industry others can relate or aspire to
- Assist with subject selection if appropriate
- Provide suggested steps towards starting a career in meat processing industry

4.0 Methodology

At Think Digital we follow our in-house project process to ensure our content is delivered to a consistently high standard.



1. **Preproduction:** Investigation of potential filming sites and participants, script development, and coordination of all pre production materials. Interviews were conducted with participants to gather background information, which was used to shape the content.
2. **Production:** Filming of interviews and career-related content took place at several sites, including Nolans in Gympie and the Northern Cooperative Food Company. Both 2D and 360° videos were captured, along with additional content for virtual tours and promotional materials.
3. **Post-Production and Development:** The filmed content was edited to create career videos and virtual tours, which were incorporated into the web-based career portal. The portal was designed to be user-friendly and engaging, with features such as career quiz, employer maps, and job profile pages.
4. **Testing and Focus Groups:** The first version of the careers portal was tested during Beef Week 2024, where user feedback was collected and used to improve the portal’s functionality. Further testing was conducted with user groups to refine the tool.
5. **Deployment:** The web portal was finalised once the changes from user testing had been implemented, and the final round of career profiles updated. It is now live and hosted by AMPC at <https://careers-portal.ampc.com.au/>

5.0 Project Outcomes

Project activities and associated outcomes from each stage:

Stage 1 - Pre-production

Activities

- Filming Pre-production
 - Investigation of potential filming sites and people (talent)
 - Telephone interviews with people (talent) & script development
 - Booking filming dates; film schedule creation & briefings with site teams
- Web portal design
 - Initial concepts & wireframe designs for review and approval

Outcomes

- Filming Pre-production
 - AMPC Innovation Managers reached out to many of their contacts to identify potential participants. It was challenging to find women in maintenance trade roles and also processors who were able to commit to the entire process, from pre-production (interviews and script development) through to production, and we used some time and budget developing scripts and undertaking briefings with processors that ultimately weren't able to participate.
 - All participants are interviewed over the phone to gather information about their motivators and background, and this information used to develop scripts for their filmed interviews. These scripts were reviewed and feedback gathered from AMPC prior to filming. Finally, dates were booked and schedules developed for production days at each processor.
 - Filming booked for 3 sites, with 4 people to be interviewed and profiled at each site.

- Web portal design
 - Design ideas finalised and approved by AMPC

Stage 2 - Production

Activities

- On-site filming of 2D interviews, 360 workplace scenes and 'white-screen' Q&A content at
 - Nolans, Gympie, Qld over two days 21-22 August 2023.
 - Northern Cooperative Food Company, Casino over two days 1-2 November 2023.
 - Greenhams, Tongala on 24 May 2024.

- Presentations at Women in Trade workshops
 - Session planning & delivery for the first Women in Trade workshop
 - Filming during the workshops
 - Creation of workshop video and social reels

Outcomes

- Filming
 - Nolans: 4 people /careers filmed, 3 specifically for the Women in Trades component of the project. See Appendix 1 for behind the scenes photos from filming.
 - Emma - QC Officer
 - (WiT) Teagan - Boilermaker
 - (WiT) Sasha - Mechanic
 - (WiT) Miki - Apprentice Electrician
 - Northern Cooperative Food Company: 4 people/ careers filmed
 - Darcy - Mechanical Leading Hand
 - Timothy - Mechanical Engineering Apprentice
 - Tony - WHS Manager
 - Clarissa - Supply Chain Manager
 - Greenhams: 3 people/ careers (4 were planned but unfortunately one of the participants was sick.)
 - Tanya - Quality Assurance Manager
 - Kent - Assistant Plant Manager

■ Chloe - Strategic Initiatives Manager

- Women in Trade Workshops
 - Demonstration of immersive tools & technologies at 2 of the 3 Women in Trade workshop events.
 - Workshop sessions introduced VR and technology to the participants, using the virtual tour and a VR headset experience. Video footage and images were captured at the first workshop which were used to create social and promotional videos to encourage participation in the following workshops. See **Appendix 2** for photographs for the workshops.

Stage 3 - Development

Activities

- Post-production on filmed interviews and content
 - 2D video interviews
 - 360° workplace scenes for 'Visit my Workplace'
 - 'White screen' Q&A to create the 'Chat with <person>' section
- Populating the online 'Profiles' of each person/ role

Outcomes

- The interviews filmed at Nolans, Northern Cooperative Food Company & Greenhams were edited to create short individual careers videos. The white background clips where each interviewee was asked specific questions have been trimmed to create a set of separate answers for use in the career portal. The 360° images captured on site have been stitched and edited so there is one image of the workplace where each interviewee spends most of their time.
- Version 1 of the web portal was completed and soft launched at Beef Week (5-9th May 2024) on the AMPC stand to test and gather feedback.

Stage 4 - Testing

Activities

- Test portal at Beef Week 2024
- Gather feedback
- Incorporate changes to create final version

Outcomes

- The feedback from Beef Week was collated and the portal updated in line with this feedback - namely the Find an Employer page, the pins are now grouped to show the number of producers in an area. When these are clicked on, the map automatically zooms in to that area and shows the separate producer locations. See **Appendices 3 & 4** for photos of v1 in use at Beef Week 2024 and an example of subsequent media coverage.
- All feedback gathered has been addressed or added to a backlog for a future upgrade of the site (V2 - out of the scope of this project). This feedback included some alterations to the start of some of the videos to

ensure ongoing engagement from audience members as well as some minor updates to the email job profile ability.

Stage 5 - Deployment

The Careers portal has been deployed onto AMPC's website <https://careers-portal.ampc.com.au/>

6.0 Discussion

The project successfully addressed the challenges of attracting talent to the meat processing industry by leveraging digital tools and immersive technologies. Despite initial difficulties in finding suitable participants for the Women in Trades component, the project team was able to deliver valuable content that resonated with the target audience. The use of VR and 360° videos provided a modern and engaging way to showcase the industry, while the careers portal offered a user-friendly platform for exploring career options.

The workshops and feedback sessions highlighted the effectiveness of these tools in changing perceptions about the industry and encouraging participation. However, ongoing updates and improvements will be necessary to keep the portal relevant and engaging for future users.

7.0 Conclusions / Recommendations

The "Immersive Careers Experience Tool" project was completed successfully, delivering a suite of digital resources that will continue to benefit the meat processing industry. The following recommendations are made:

1. **Ongoing Development:** Continue to refine and update the careers portal, incorporating new content and feedback from users. This will ensure the tool remains relevant and engaging.
2. **Expansion of Content:** Consider expanding the range of career profiles and immersive content to cover more roles within the industry, further showcasing the diversity of opportunities available.
3. **Continued Engagement:** Use the resources created by this project to continue hosting workshops and other events that promote careers in meat processing. This will help sustain the momentum generated by the project and attract new talent to the industry.
4. **Long-term Maintenance:** Ensure that the careers portal is regularly maintained and that security features are updated as needed to protect user data and ensure a positive experience for all users.

8.0 Bibliography

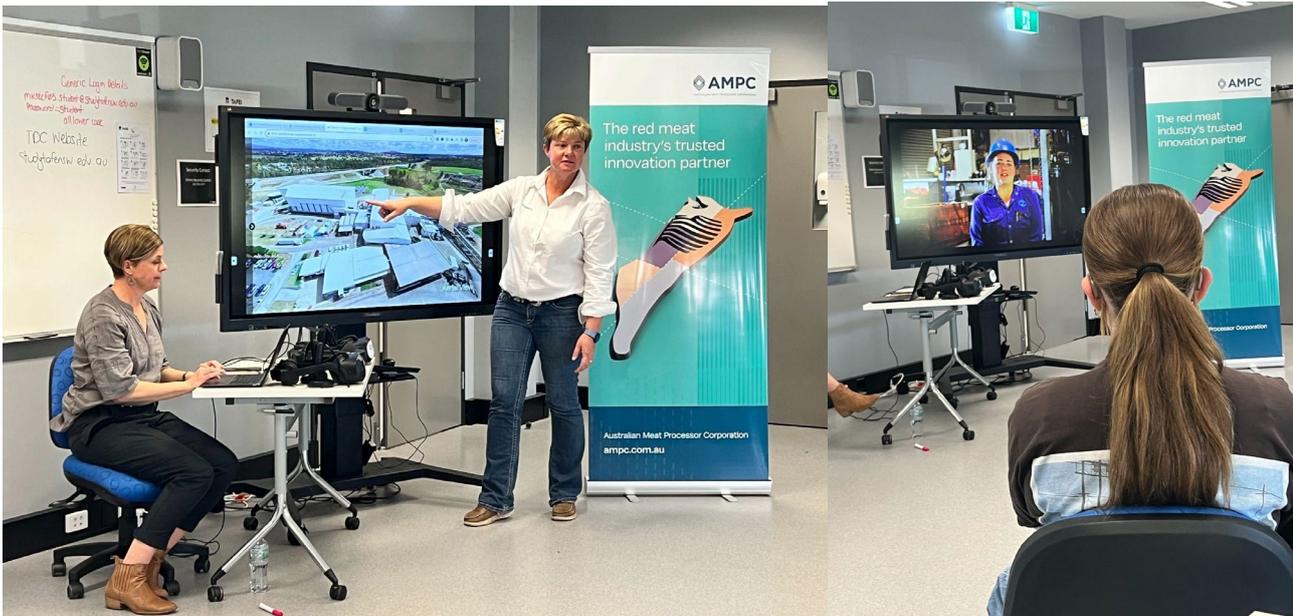
None

9.0 Appendices

9.1 Appendix 1 - Behind the scenes photos from filming at Nolans



9.2 Appendix 2 - Images from Women in Trades workshop



9.3 Appendix 3 - Screenshots of the V1 Careers Portal

Homepage

The screenshot displays the AMPC careers portal homepage. At the top, there are navigation buttons for 'Find an Employer', 'Find your Career', and 'Your Profile'. Below this is a network diagram of various job roles, including: Value Add Operator, Sustainability Officer, Quality Control Officer, Australian Government Authorised Officer, Veterinarian, Product Development Specialist, Innovation Manager, Processing Room Manager, Processing Lineowner, Cleaner, International Trade Officer, Supply Chain Manager, Lossout Supervisor, Training Manager, Operations Manager, Mechanical Leading Hand, R / Systems Engineer, Mechanical Engineering Apprentice, Mechanic, Boilermaker, WMS Manager, Human Resource Manager, and Accountant.

The 'Management Roles' section provides detailed descriptions for several key positions:

- Bi-Products Manager:** A bi-products manager in meat processing oversees the entire by-products division within the facility. Their responsibilities include developing and implementing strategies for maximizing the utilization... [Read More](#)
- Capital Project Manager:** The Capital Project Manager oversees the planning and execution of major projects within the red meat processing facility.
- Chief Financial Officer (CFO):** In a meat processing company, the Chief Financial Officer (CFO) holds a pivotal role in overseeing the financial health and strategic planning of the organisation. They are responsible for managing fi... [Read More](#)
- Communications Manager:** A communications manager in meat processing plays a crucial role in developing and executing communication strategies to effectively convey the company's messages to various stakeholders, including em... [Read More](#)
- Electrical Engineer:** An electrical engineer in meat processing is responsible for designing, implementing, and maintaining electrical systems and equipment used in the production and packaging of meat products. They ensur... [Read More](#)
- Environmental Manager:** An environmental manager in meat processing is tasked with developing and implementing strategies to minimise the environmental impact of the facility's operations. They oversee compliance with enviro... [Read More](#)
- Finance Manager:** The Finance Manager manages financial planning and analysis, budgeting and forecasting for the organisation.

Job webpage - not profiled

AMPC

Chris, the Training Manager

Good communication skills Organised Teamwork Leadership skills

A training manager in meat processing oversees the development and implementation of training programs to enhance the skills and knowledge of employees across various departments. They assess training needs, design training material, and deliver engaging training sessions tailored to specific job roles and organisational objectives. These managers ensure compliance with safety regulations and industry standards, incorporating best practices and hands-on exercises to reinforce learning. Additionally, they track training progress, evaluate effectiveness, and provide ongoing support to employees to foster continuous improvement. Their role is vital in cultivating a skilled workforce, promoting operational efficiency, and maintaining quality standards at plants.

Training Manager

You Might Also Like

Human Resource Manager WHS Manager Operations Manager

Job webpage - profiled

AMPC

Timothy, the Mechanical Engineering Apprentice

Willingness to learn Knowledge of maths Hand-eye coordination Follow procedures Patience and focus

The Fitter and Turner (Mechanical Engineering) Apprentice assists experienced fitters and turners with mechanical engineering tasks in the red meat processing facility. Fitter and Turners are highly skilled craftspeople who work from detailed specifications and use specialist tools to construct, manufacture and assemble industrial tools and machine components. They are responsible for the repair and maintenance of machines.

Duties under supervision include:

- Grinding, cutting and shaping metals and other raw materials
- Operating specialised tools to manufacture parts
- setting guides, stops and other controls for tools and settings up prescribed cutting and shaping tools
- Monitoring the fabrication process carefully and making safe adjustments
- Erecting and assembling machines onsite

Mechanical Engineering Apprentice

You Might Also Like

Mechanic IT / Systems Engineer Electrician's Apprentice

Visit Timothy's Workplace Chat with Timothy

Q&A

AMPC

Darcy, the Mechanical Leading Hand

Leadership skills | Good communication skills | Knowledge of maths | Hand-eye coordination

Practical

A mechanical leading hand at a meat processing plant holds a pivotal position overseeing the maintenance and repair operations of mechanical equipment within the facility. Their role involves not only hands-on technical work but also leadership and coordination responsibilities.

As a leader, they supervise a team of mechanics, assigning tasks, providing guidance, and ensuring that maintenance schedules are followed efficiently. They play a crucial role in diagnosing complex mechanical issues, devising solutions, and implementing preventive maintenance measures to minimise downtime and ensure continuous production. Moreover, a mechanical leading hand liaises with other departments, such as production and management, to prioritise maintenance needs, address emerging issues, and optimise equipment performance. Their combination of technical expertise, leadership skills, and effective communication is vital in maintaining the operational efficiency and reliability of machinery in a meat processing plant.

Duties include:
 Implementing scheduled maintenance
 Supervising and developing the team
 Process improvement



You Might Also Like

Mechanic | Boilermaker | Electricians Apprentice | Operations Manager

Darcy

Hi, my name is Darcy Patton. I'm one of the mechanical leading hands here at the Casino Food Coop.

How did you get your start in meat processing?



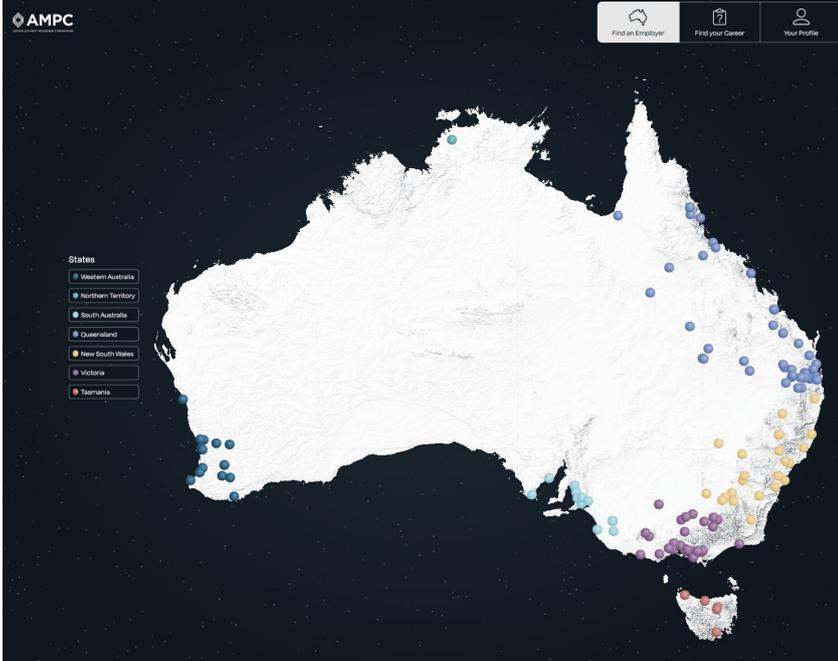
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Show transcript

Find Your Employer page

AMPC

Find an Employer | Find your Career | Your Profile



States

Western Australia

Northern Territory

South Australia

Queensland

New South Wales

Victoria

Tasmania

Find Your Career Quiz

Categories: Graduate Positions, Labourer and General Worker, Management, Senior Technical and Supervisor, Technical, Trade, Skilled Worker

Find your Career

Which best describes you?

- I like working with people
- I like structure and order
- I like finding out how things work
- I like hands-on work
- I like solving problems
- I like the details

About Us ? Back

Find Your Career Results

Categories: Graduate Positions, Labourer and General Worker, Management, Senior Technical and Supervisor, Technical, Trade, Skilled Worker

Profile

Here is your career profile based on your responses. It highlights your key strengths and suggests suitable roles for exploration, ranked by their relevance.

Key Strengths

- Organised

Roles to Explore

- Supply Chain Manager
- Loadout Supervisor
- Boning Room Manager
- Sustainability Officer
- Processing Floor Manager

Saved Roles

- Boilermaker
- Electrician's Apprentice

Saved Locations

- Tops Australia Pty Ltd (Rockhampton)

Retake Quiz Send me my profile

Your Profile

Categories

- Graduate Positions
- Labourer and General Worker
- Management
- Senior Technical and Supervisor
- Technical, Trade, Skilled Worker

Find an Employer

Find Your Career

Your Profile

Your Profile ✕

Here is your career profile based on your responses. It highlights your key strengths and suggests suitable roles for exploration, ranked by their relevance.

Key Strengths

Problem Solving

Organised

Teamwork

Roles to Explore

Operations Manager

Boning Room Manager

Supply Chain Manager

Veterinarian

Innovation Manager

Saved Roles

Assistant Plant Manager

Electrician's Apprentice

Saved Locations

Cowell Meat Service Pty. Ltd.

Gundagai Meat Processors (GMP)

Send me my profile

Categories

- Graduate Positions
- Labourer and General Worker
- Management
- Senior Technical and Supervisor
- Technical, Trade, Skilled Worker

Find an Employer

Find Your Career

Your Profile

Send me my profile ✕

First Name

Last Name

Email

Postcode

Phone number Optional

Allow AMPC to share my details with members

Back

Send me my profile

9.4 Appendix 4 - Photos of v1 of the portal in use at Beef Week



9.5 Appendix 5 - Careers portal launch media



THE LAND

Careers access to red meat processing just got easier

Updated May 22 2024 - 12:42pm, first published May 20 2024 - 8:30am

0 Comments

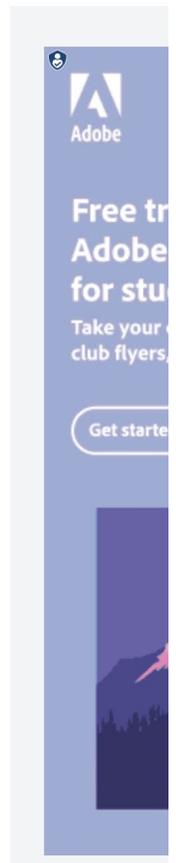


📷 Crowds at Primex field days in Casino have a look at the careers portal designed to encourage people to enter the workforce in red meat processing. Photo supplied.

The Australian Meat Processor Corporation (AMPC) has launched a new interactive careers portal to help Australians find a job in the industry.

The AMPC Careers Portal is a new interactive online site where users can explore the varied and diverse roles available in red meat processing.

AMPC staff will display the portal throughout Primex, showing



Meat processors launch interactive careers portal at Beef 2024

Beef Central 09/05/2024



AMPC's Amanda Carter steps through the new interactive portal with Beef 2024 visitors yesterday