

AMPC Careers Portal - Stage 3

Meat Processing Industry Immersive Careers Experience
Tool (Stage 3)

Project code
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Project description

This project enhanced the AMPC Careers Portal by developing 15 new career profiles, implementing advanced portal features, and creating interactive educational content. Delivered by Think Digital in collaboration with AMPC and participating meat processors (Thomas Foods International, JBS, and Australian Country Choice), the project aimed to better serve the meat processing industry's recruitment needs and showcase diverse career opportunities across operational, technical, and professional roles.

Project content

The project delivered across five milestones from April to December 2025, including: planning, filming and post-production of 15 career profiles featuring 2D interviews, 360-degree workplace experiences, and comprehensive Q&A content; development and integration of an analytics dashboard providing insights into user engagement patterns; enhanced search functionality and reworked quiz features; improved employer profile pages offering processors the opportunity to provide additional information and links; creation of an interactive meat puzzle game for educational engagement; and event support at three AMPC industry events including the WHS Spotlight Conference and Innovation Showcase.

Project outcome

All project objectives were successfully achieved within budget. The enhanced portal now features 15 additional diverse career profiles (a total of 25) spanning roles from stockyard workers to innovation managers, replacing avatar-based representations with authentic employee stories. The analytics dashboard enables data-driven portal management, whilst improved search and quiz functions enhance user navigation. The meat puzzle game provides innovative interactive learning experiences. Industry feedback collected at the AMPC Innovation Showcase demonstrated strong support for the enhanced functionality and expanded content offering.

Benefit for industry

The enhanced AMPC Careers Portal provides the meat processing industry with a powerful recruitment tool that showcases career diversity and opportunities within the sector. The portal enables potential candidates to explore authentic career pathways through immersive video content and interactive experiences. Processors benefit from improved employer profile capabilities and access to analytics insights that inform recruitment strategies. The combination of professional career profiles, enhanced functionality, and engaging interactive content positions the portal as a valuable asset for addressing the industry's workforce attraction and retention challenges, supporting AMPC's strategic objectives in building a skilled and sustainable workforce for the sector.

Useful resources

AMPC Careers Portal: <https://www.meatcareers.com.au>