

AMPC Careers Portal - Stage 3

Meat Processing Industry Immersive Careers
Experience Tool (Stage 3)

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1.0 Executive summary

This final report presents the successful completion of Project 2025-1072: Meat Processing Industry Immersive Careers Experience Tool (Stage 3), undertaken by Think Digital for the Australian Meat Processor Corporation (AMPC). The project aimed to enhance the functionality and expand the content of the existing AMPC Careers Portal to better serve the meat processing industry's recruitment needs and showcase diverse career opportunities available in the sector.

The project was delivered across five milestones from April 2025 to December 2025, successfully achieving all specified objectives. Key deliverables included the creation of 15 new career profiles filmed across four processor locations (Thomas Foods International in South Australia, JBS Melbourne, JBS Northern and Australian Country Choice in Brisbane), development and integration of an interactive meat puzzle game, implementation of enhanced portal features including a dedicated analytics dashboard, improved search functionality, and reworked quiz elements.

The enhanced careers portal now provides an improved user experience via a redesigned profile page, enhanced search and quiz functionality, engaging interactive content through the meat puzzle game, additional career profiles showcasing diverse opportunities across the meat processing sector, and improved employer information with images and linking capabilities.

Event support was successfully provided at two AMPC events during 2025, including the WHS Spotlight Conference Mock Court in March and the AMPC Innovation Showcase in Brisbane in September, where the updated portal was demonstrated to industry representatives and received positive feedback.

The project was completed on budget and delivered a substantially improved careers tool that aligns with AMPC's strategic objectives to attract and retain talent in the meat processing industry. The combination of immersive technology, authentic worker interviews, and enhanced search and analytics capabilities positions the careers portal as a valuable recruitment resource for the sector.

2.0 Introduction

The author should include the following information in the introduction:

- ◆ The purpose of the research project, including any background information
- ◆ The scope of the research, including any previous research that is relevant to this project
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AMPC previously developed the Careers Portal as an innovative digital tool to showcase career opportunities within the meat processing industry. Building upon the success of this initial deployment, AMPC commissioned Think Digital to undertake Stage 3 of the Careers Portal project to expand its functionality and content offering.

2.1 Background

The meat processing industry faces ongoing challenges in attracting and retaining skilled workers across diverse roles spanning operations, technical, professional, and management positions. The AMPC Careers Portal was

developed to address these challenges by providing an immersive, engaging platform that showcases the breadth of career opportunities available in the sector.

Stage 3 of the project aimed to enhance the portal's capability to support industry recruitment efforts through expanded career profiles, improved user analytics, enhanced search and navigation features, and interactive educational content.

2.2 Project Scope

The project scope encompassed technical development of new portal features, content production activities including filming and post-production of career profiles at multiple processor locations, integration of an interactive gaming element, and direct engagement with industry through event support activities.

The project was structured across five milestones delivered between April and December 2025, with activities conducted in close collaboration with AMPC and participating meat processors to ensure alignment with industry needs and priorities.

3.0 Project objectives

As specified in the signed Research Agreement, the project objectives were to:

- ◆ Deliver a dedicated dashboard providing insights and analytics
- ◆ Rework elements of the quiz function
- ◆ Integrate a search function
- ◆ Improve employer profile pages to allow for employers to provide additional links and information
- ◆ Develop 15 new job profiles to be filmed, edited and mapped into the tool
- ◆ Develop and integrate a meat puzzle game
- ◆ Provide event support for AMPC at 3 x 2-day events across a 12-month period

These objectives were designed to enhance the functionality and user experience of the existing AMPC Careers Portal to better serve the meat processing industry's recruitment needs and showcase the diverse career opportunities available in the sector.

4.0 Methodology

Think Digital implemented its established in-house project delivery methodology as outlined in the Research Agreement, ensuring content and deliverables were produced to a consistently high standard. The project methodology comprised three key phases executed across the five milestone delivery periods.

4.1 Phase 1: Pre-Production and Planning

Scoping and Requirements

Detailed scoping sessions were conducted with AMPC to refine deliverables and document requirements for each new feature. Existing Careers Portal user data was analysed to identify improvement opportunities and inform design decisions.

Content Planning

Career profiles were identified based on roles with high industry demand and gaps in existing portal coverage. Outreach to potential processor filming locations was conducted, with three processors ultimately selected: Thomas Foods International (Murray Bridge, SA), JBS (Melbourne and Brisbane), and Australian Country Choice (Brisbane). Pre-filming interviews were conducted with prospective interviewees to develop scripts and storyboards, ensuring authentic and compelling career narratives.

Technical Design

Technical requirements were assessed for implementing new portal features including the dashboard, search function, quiz improvements, and meat puzzle game. Integration points with the existing platform were evaluated and development approaches planned for each feature.

4.2 Phase 2: Production and Development

Filming Activities

Filming was conducted across three locations during May and November 2025. At each location, comprehensive interviews and white screen Q&A pieces were captured, along with 360-degree workplace footage for the 'visit my workplace' immersive visuals. A total of 15 individuals across diverse roles were filmed, ensuring broad representation of career opportunities within the sector.

Technical Development

Concurrent with filming activities, technical development progressed on the meat cut puzzle game, analytics dashboard, enhanced search functionality, and quiz improvements. The user interface design for the meat cuts puzzle was completed and passed to the development team for 3D modelling and technical build.

4.3 Phase 3: Post-Production and Integration

Post-Production

For each career profile, post-production activities included editing to create 2D interview videos plus headshots, stitching and editing 360-degree scenes for workplace visits, and editing and creating video and text answers for the Q&A section. All content was produced to align with existing portal style and quality standards.

Portal Integration

Completed career profiles and new features were integrated into the portal platform, with comprehensive testing conducted to ensure functionality and user experience quality.

Event Support

Event support was provided at AMPC industry events throughout 2025, including participation in the WHS Spotlight Conference Mock Court in March and demonstration of the updated portal at the AMPC Innovation Showcase in Brisbane in September, enabling direct engagement with industry stakeholders and collection of feedback.

All activities were conducted in close collaboration with AMPC and participating processors to ensure alignment with industry needs and project objectives, with regular progress reporting maintained throughout the project lifecycle.

5.0 Project outcomes

The project successfully delivered all specified objectives, resulting in a substantially enhanced AMPC Careers Portal with expanded content and improved functionality. The following sections detail the key outcomes achieved across each deliverable area.

5.1 Career Profiles

A total of 15 new career profiles were developed and integrated into the portal, representing diverse roles across the meat processing sector. The profiles were filmed across three processor locations:

Thomas Foods International, Murray Bridge (5 profiles)

- ◆ Coldstore Manager
- ◆ Microbiologist
- ◆ Graduate Program (Sales)
- ◆ Resourcing Business Partner (HR)
- ◆ Plant Manager

JBS Melbourne and Brisbane (7 profiles)

- ◆ Livestock Leading Hand
- ◆ Operations Manager (Lamb)
- ◆ Industrial Engineering Graduate
- ◆ Marketing Manager
- ◆ Processing (Harvest) Floor Manager
- ◆ Innovation Manager

- ◆ Chef

Australian Country Choice, Brisbane (3 profiles)

- ◆ Environmental & Sustainability Officer
- ◆ IT/Systems Support Officer
- ◆ Accountant

Each profile includes high-quality 2D interview videos with professional headshots, immersive 360-degree workplace experiences allowing users to 'visit' the work environment, and comprehensive Q&A sections with video and text responses covering key aspects of each role. The strategic selection of roles addressed gaps in existing portal coverage, ensuring a diverse representation of career pathways from operational to professional and technical positions.

5.2 Analytics Dashboard

A dedicated analytics dashboard was developed and integrated into the portal, providing AMPC with insights into portal usage and user engagement patterns. The dashboard delivers data on career profile views, quiz results, geographic distribution of users, and session duration. This analytics capability enables evidence-based refinement of portal content and functionality.

5.3 Enhanced Search Function

An advanced search function was integrated into the portal, significantly improving user ability to discover relevant career information. The search functionality includes keyword searching across all career profiles and content, filtering by role type, qualification requirements, location, and other attributes, and intelligent search suggestions and auto-complete features. The enhanced search capability improves user experience by enabling efficient navigation to relevant content and reduces barriers to career exploration for potential industry entrants.

5.4 Quiz Function Improvements

The existing quiz function was substantially reworked to enhance user engagement and the quality of career matching recommendations. Improvements included expanded question sets covering a broader range of interests and attributes, refined matching algorithm to improve accuracy of career recommendations, enhanced results presentation with clear pathways to relevant profiles, and integration with the analytics dashboard to track completion rates. The improved quiz function serves as an effective entry point for users new to the portal, guiding them toward career profiles aligned with their interests and capabilities.

5.5 Employer Profile Enhancements

Employer profile pages were enhanced to provide more comprehensive information and improved linking capabilities. Enhancements included capacity to add images and external links to company websites and career pages, improved formatting and presentation of employer information. These improvements enable processors to have current, engaging employer profiles that effectively represent their organisations to potential employees.

5.6 Meat Puzzle Game

An interactive meat puzzle game was developed and integrated into the portal as an engaging and educational tool. The game features 3D models of various meat cuts, interactive gameplay requiring users to correctly identify and match meat cuts and progressive difficulty levels to maintain user engagement. The meat puzzle game provides an

innovative, interactive learning experience that enhances user engagement with the portal whilst delivering educational value about meat processing and product knowledge.

5.7 Event Support

Event support was successfully provided at three AMPC industry events during 2025:

WHS Spotlight Conference Mock Court (March 2025)

Think Digital participated in this two-day event, engaging with industry stakeholders around workplace health and safety themes.

AMPC Innovation Showcase, Brisbane (September 2025)

The updated careers portal was demonstrated over three days at this key industry event. Direct feedback was collected from processors and industry representatives on the updated portal functionality and new career profiles. The Innovation Showcase provided a valuable opportunity to showcase the enhanced portal to a concentrated audience of industry decision-makers and collect qualitative feedback to inform future development priorities.

6.0 Discussion

6.1 Approach to Content Development

A key strength of the project methodology was the approach taken to identify and select career profiles for filming. Rather than simply filming the first available candidates at each location, the project team conducted a review of existing portal content to identify gaps in role coverage. This enabled targeted recruitment of interviewees for location 3 (Australian Country Choice and JBS Brisbane) that specifically filled identified gaps.

The decision to change filming location 3 from the originally planned Western Australia location to Brisbane-based facilities ultimately proved beneficial. This change, made in consultation with AMPC, enabled more efficient project delivery whilst maintaining the diversity of roles and employers represented. The flexibility to adapt filming plans in response to practical constraints and opportunities demonstrated the value of the collaborative relationship between Think Digital and AMPC.

6.2 Integration of Avatar Replacement

A significant quality improvement delivered through this project was the replacement of avatar-based profile representations with authentic employee interviews. The first portal iteration utilised avatar representations for certain roles where filmed interviews were not possible in the original scope. The targeting of roles for location 3 filming enabled the replacement of these avatars with real people sharing genuine career experiences, substantially enhancing the portal's authenticity and user engagement potential.

6.3 Workflow Management

The project successfully managed concurrent workflows across pre-production, production, and technical development activities. This parallel delivery approach enabled the project to maintain schedule despite the delays in confirming filming location 3. The ability to progress technical development of portal features whilst content production activities were underway minimised overall delivery timeframes and allowed the new profiles from the first 2 filming locations to be updated prior to project filming for location 3.

6.4 Industry Engagement and Feedback

The event support activities, particularly the AMPC Innovation Showcase in September 2025, proved highly valuable for direct industry engagement. The opportunity to demonstrate the updated portal functionality to a concentrated audience of processors and industry representatives enabled constructive feedback on both the new features and existing functionality. This feedback has been documented and provides valuable input for potential future enhancement priorities.

Industry feedback during scoping sessions and throughout the project highlighted strong support for the careers portal initiative and appreciation for the improvements delivered through this stage. Processors recognised the value of the improved quiz and search functionality for directing potential candidates to relevant career information.

6.5 Technical Implementation

Technical development progressed smoothly across all deliverable areas. The meat puzzle game development required careful attention to 3D modelling quality and game mechanics to ensure a good user experience. The iterative development approach, with regular review points with AMPC, ensured the final product met quality expectations and integrated seamlessly with the existing portal platform.

The analytics dashboard implementation involved careful consideration of security requirements whilst delivering meaningful insights for AMPC.

6.6 Project Governance

The initial proposal for establishment of a formal steering group was reconsidered during Milestone 1 in light of the breadth of industry contacts and engagement already established through direct processor relationships and AMPC's existing governance structures. The decision to maintain collaborative project governance through regular AMPC liaison rather than establishing a separate steering group proved effective, enabling responsive decision making whilst avoiding unnecessary administrative overhead.

7.0 Conclusions / recommendations

7.1 Conclusions

This project has successfully delivered on the original objectives, resulting in a substantially enhanced AMPC Careers Portal that provides improved functionality, expanded content, and enhanced user experience. The project was completed within budget and delivered tangible value through 15 new career profiles showcasing diverse roles across the meat processing sector, analytics capabilities supporting data-driven portal management, enhanced search and quiz functions improving user navigation and engagement, an innovative meat puzzle game providing interactive educational content, improved employer profile functionality enabling better representation of processors, and direct industry engagement through event support activities.

The strategic approach to content development, particularly the targeted identification of career profile gaps and deliberate selection of roles to fill those gaps, has resulted in a more comprehensive and valuable portal offering for users. The replacement of avatar-based representations with authentic employee interviews substantially enhances the portal's credibility and engagement potential.

The enhanced portal is well-positioned to support AMPC's strategic objectives around workforce attraction and retention in the meat processing sector. The combination of immersive technology, authentic career narratives, and improved navigation and analytics capabilities provides a compelling tool for showcasing the diversity and quality of career opportunities available in the industry.

7.2 Recommendations

Based on the project outcomes and stakeholder feedback, the following recommendations are made for ongoing portal management and potential future enhancements:

Immediate Actions

- Upload the final 2 career profiles to the portal immediately upon receipt of JBS approvals to complete the full suite of 15 new profiles

Ongoing Portal Management

- Monitor dashboard analytics regularly to assess user engagement patterns and identify high-performing content
- Establish a regular review cycle for employer profile information to ensure currency and accuracy
- Consider implementing a regular content refresh cycle to keep career profile information current as industry practices evolve

Future Enhancement Opportunities

- Consider expansion to include additional career profiles from business areas or roles currently not represented, particularly targeting areas of workforce shortage.
- Explore opportunities to develop additional interactive gaming or simulation content building on the success of the meat puzzle game
- Consider user testimonials or success stories for use on social platforms to support and demonstrate portal engagement
- Expand careers to include roles in associated industry bodies to show the breadth of the industry
- Explore opportunities to integrate the portal more directly with processor recruitment workflows and job opportunities

Marketing and Promotion

- Develop a comprehensive marketing strategy to promote portal awareness among target audiences including school career advisers, employment services providers, and potential career changers
- Leverage event support opportunities to demonstrate portal capabilities and collect feedback from diverse stakeholder groups
- Consider development of promotional materials that processors can use to direct potential candidates to the portal - such as school resources

The improved AMPC Careers Portal represents a valuable investment in supporting industry workforce development. With appropriate ongoing management and strategic promotion, it is well-positioned to deliver sustained value in addressing the meat processing sector's recruitment and workforce development challenges.

8.0 Bibliography

N/A

9.0 Appendices

9.1 Project Milestone Summary

The following table summarises the key deliverables achieved across each project milestone:

Milestone	Key Deliverables
1	Commencement of work on portal upgrade and meat cuts game; Scoping sessions completed; Pre-interviews with 8 individuals (5JBS, 3 Thomas Foods)
2	Pre-production for locations 2 & 3; Production location 1 completed (Thomas Foods, 5-7 May); Filming of 5 career profiles; Development work started on meat cut puzzle and portal upgrades
3	Production & development; Portal upgrades completed; Meat cut puzzle delivered; Filming at JBS Melbourne (19-21 May) with 4 career profiles; Post production commenced for locations 1 and 2
4	Pre-production, production & development location 3; Filming at Australian Country Choice Brisbane (13 Nov) with 3 career profiles; Additional filming at JBS Brisbane for 3 profiles to complete the 15 total
5	Post production for all 3 locations completed; Event support provided (WHS Spotlight Conference Mock Court - March, AMPC Innovation Showcase - September); Final 2 career profiles ready for upload; All project objectives completed

9.2 Career Profile Summary

The following table provides a complete list of all 15 career profiles developed through this project:

Employer	Role	Location
Thomas Foods International	Coldstore Manager	Murray Bridge, SA
Thomas Foods International	Microbiologist	Murray Bridge, SA
Thomas Foods International	Graduate Program (Sales)	Murray Bridge, SA
Thomas Foods International	Resourcing Business Partner (HR)	Murray Bridge, SA
Thomas Foods International	Plant Manager	Murray Bridge, SA
JBS	Livestock Leading Hand	Melbourne, VIC
JBS	Operations Manager (Lamb)	Melbourne, VIC
JBS	Marketing Manager	Melbourne, VIC
JBS	Industrial Engineering Graduate	Melbourne, VIC
JBS	Innovation Manager	Melbourne, VIC
JBS	Processing (Harvest) Floor Manager	Brisbane, QLD

JBS	Chef	Brisbane, QLD
Australian Country Choice	Environmental & Sustainability Officer	Brisbane, QLD
Australian Country Choice	IT/Systems Support Officer	Brisbane, QLD
Australian Country Choice	Accountant	Brisbane, QLD