



the **ARCHIBULL** PRIZE

# CAREER SNAPSHOT

Whilst there's no such thing as a 'typical day' for Emily, what is typical is spending a lot of time on the road. This is the part of her job she loves the most, as it combines her two greatest loves – being in the country and talking to people!

She works for the Education and Extension team at Australian Wool Innovation (AWI), managing projects which extend On Farm Research and Development (R&D) to Australian woolgrowers, encourage young people to see a career in the sheep and wool industry, offer leadership and capacity building to those in the industry and promote education resources to the Australian public to showcase the wool industry.

It's the variety of the role that keeps Emily interested. Every day she speaks to people from all across the industry, from woolgrowers to stud stock agents to shearers to wool classers, teachers, vets, consultants, government and journalists.

She traverses the country attending grower days in Northampton, WA, filming education videos in Campbell Town, TAS, finding talent for consumer-facing marketing in Tumby Bay, SA, checking out pastoral sheep operations in Longreach, QLD and hosting consultation forums in Cooma, NSW. This job has taken her further and wider than she could have ever imagined. She's had the opportunity to meet some of the most amazing people in far flung locations, some of whom have nothing to do with wool, but can always teach her something interesting.

Next thing, she's back in the office, looking at her budgets, writing contracts to start exciting, new projects to inspire the next generation, and dreaming of the next time she can get back out of the city and on the ground to catch up on what is going on.

This is Emily's career in agriculture. What will yours be?



## EMILY KING

EMILY HAS BEEN WORKING FOR AUSTRALIAN WOOLGROWERS SINCE JANUARY 2012 AND SHE LOVES IT. SHE WORKS WITH A VARIETY OF PEOPLE FROM ALL ACROSS THE INDUSTRY, BOTH ON FARM AND OFF, TO DELIVER RESEARCH AND DEVELOPMENT AND EDUCATION INITIATIVES RIGHT ACROSS THE SUPPLY CHAIN.

