

the **ARCHIBULL** PRIZE



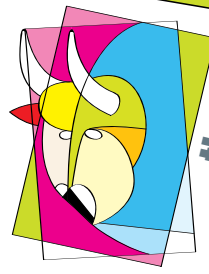
THE PROGRAM

Farmers and the community
working together for a
sustainable future

**To yield a nourishing masterpiece,
we must first experience all the
glorious colours and textures on
the farming palette.**

The Archibull Prize and the Young Farming Champions program are
Art4agriculture initiatives supported by funding from:

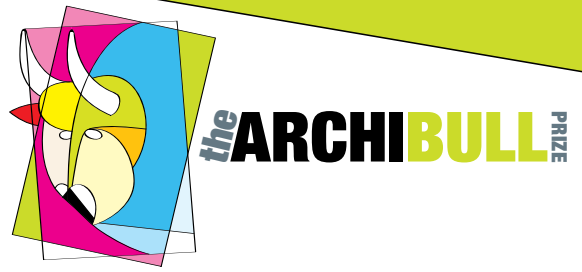




Contents

Introduction	5
Heirarchy of Intended Outcomes	6
Meet Archie	7
How Does the Project Work?	7
The Archibull Prize – Reward for Effort	8
Your Archie is Coming	8
The Challenge Snapshot	9
Cow-Spiration and Food for Thought...	10
Getting Started	12
The Challenge in Depth	13
Assessment Task 1	13
Assessment Task 2	14
Assessment Task 3	18
Presentation Day Prizes and Awards	20
What the Judges are looking for	21
Resources on the web	22
Acknowledgements	22





Introduction

Welcome to The Archibull Prize 2018 – a no bull art and design challenge!

The Archibull Prize is an Art4Agriculture initiative which is supported by Aussie Farmers Foundation, Australian Wool Innovation, Cotton Australia, Cotton Research and Development Corporation, Department of Primary Industries, Local Land Services, Royal Agricultural Society of NSW.

Background

Young people are in a unique position as they face the reality of an uncertain future but potentially they are best-placed to push for and define the long-term societal response to the planet they envision. They are also the most vulnerable to the legacy of decisions made by older generations. Although young adults arguably have the most to gain and the most to lose their voices are not prominent, and too often engagement with this crucial demographic is in many ways limited. The Archibull Prize seeks to enable and empower students to make decisions and take actions that contribute to creating a sustainable future.

What is it

The Archibull Prize is an innovative hands on program that sees urban and rural schools research an agricultural industry and express their findings through artwork – specifically a fibreglass cow. Now in its eighth year the Archies, as they are affectionately known, have reached over 160,000 students and chalked up some impressive successes. Last year's winner "Cotney" designed by students from Calvary Christian School Carbrook is currently residing in the headquarters of the NSW Department of Primary Industries in Martin Place in Sydney.

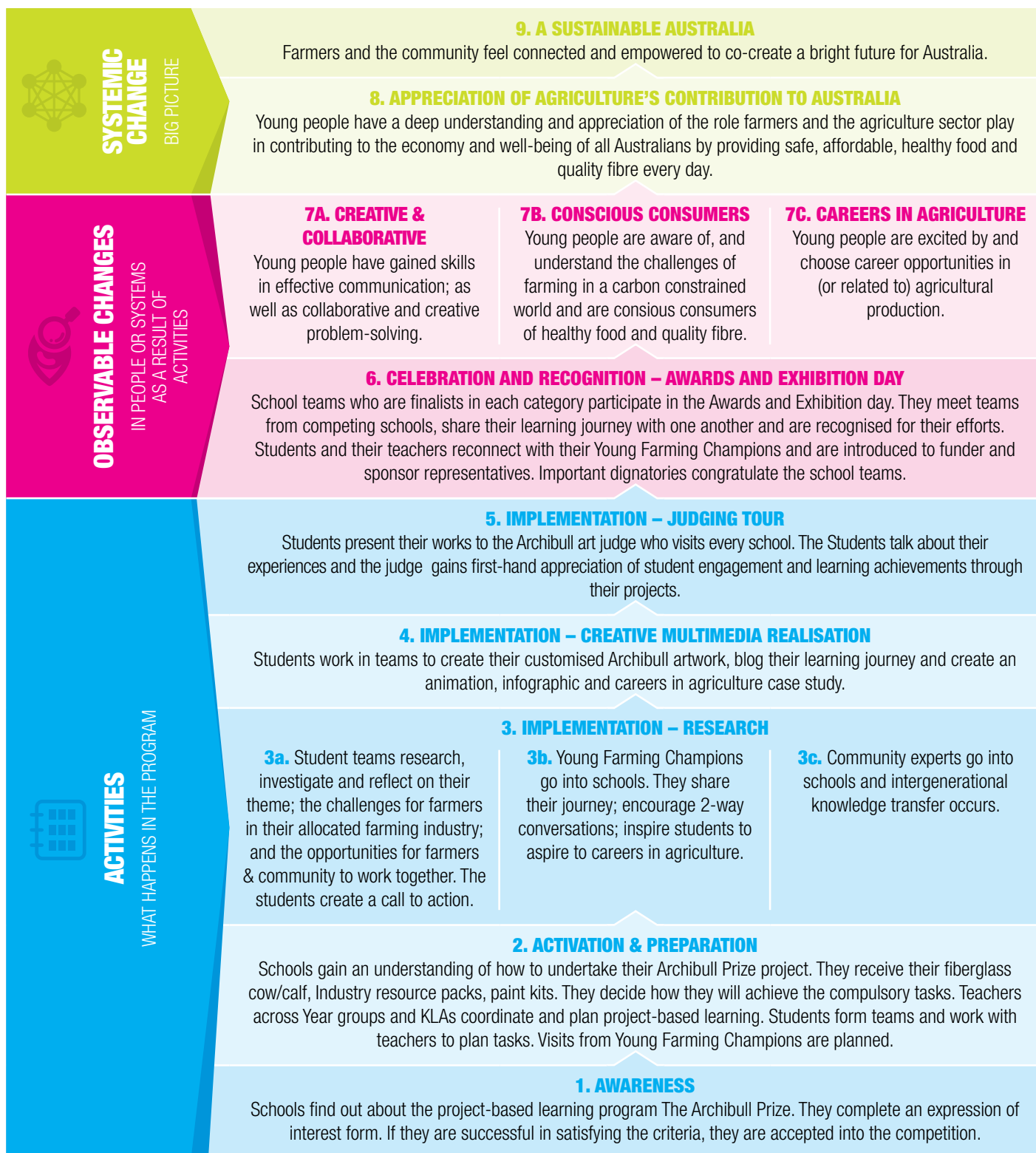
"This is a great initiative to encourage students to learn and build confidence around farming and natural resources, how the food they eat can be impacted by challenges like climate variability and biosecurity threats and to find out more about future career opportunities."

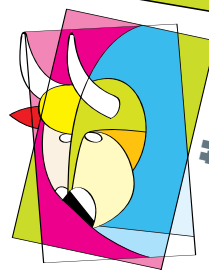
The Hon Niall Blair MP NSW Minister for Primary Industries, Lands and Water.

The Archibull Prize matches [Young Farming Champions](#) (YFC), enthusiastic young people working within agriculture to each school. The YFC support the students and excite them about career prospects in the sector. The YFC, with the support of industry, assist the students to follow the journey to feed and clothe and power an ever increasing population and to understand the challenges facing farmers.

The 2018 competition theme '**Feeding, Clothing and Powering a Hungry Nation is a Shared Responsibility**' encourages students and teachers to have courageous conversations about the greatest challenges to Australian agriculture – climate change, food and fashion waste, declining natural resources and biosecurity. The program design also invites the students to be part of the solution by sharing their ideas on how to tackle these challenges as individuals, as a community and as the mums and dads of the next generation.

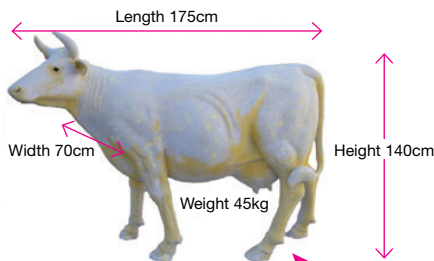
Hierarchy of Intended Outcomes



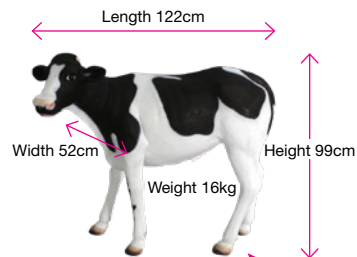


the **ARCHIBULL** PRIZE

Meet Archie



SECONDARY SCHOOLS RECEIVE A
LIFE-SIZE FIBREGLASS COW



PRIMARY SCHOOLS RECEIVE A
LIFE-SIZE FIBREGLASS CALF

How Does the Project Work?

The Archibull Prize will engage Primary and Secondary school students in agricultural and environmental awareness through art, design, creativity and teamwork by:

- Providing a blank Archie for students to create an artwork on or to use as the subject of an artwork which focuses on the following theme:
- **'Feeding, Clothing and Powering a Hungry Nation is a Shared Responsibility'**
- Giving each school their own food or fibre industry to explore and showcase
- Giving each school a Young Farming Champion mentor
- Supplying an Archibull Prize e-resource kit with curricula connections.
- Supplying Matisse paints.



The Archibull Prize – Reward for Effort

This year The Archibull Prize will have two cash pools with both Primary and Secondary schools eligible to win prizes totaling \$3,000.

The two schools with the highest point total will be awarded the Grand Champion and Reserve Grand Champion Archibull. The winner of the Grand Champion Archibull will receive a bonus cash prize of \$1000.

A presentation and awards day will be held on 20th November 2018 at the conclusion of the Archibull Prize.

Your Archie is Coming

The Archibull Prize aims to be a highly motivational project, which caters for many learning styles and differences in student entry levels, encouraging the development of big ideas through co-operation and teamwork.

It's time to dust off the art box, put on your creative hat and turn the drab into fab. Go deep into the back paddock and find those big ideas because it doesn't matter how old you are or how much you think you know, your Archie is going to take you on a journey of discovery.

'Archie' has broken out of the farm and has decided to roam free and that's exactly where you need to go.

Immerse yourself deep into your industry and ask Archie some tough questions.

How does your industry impact on your world?

How does your industry look after the world?

What's the one thing that sticks in your head about your industry?

Crystallise those ideas, challenge your pre-conceptions and be original!

Archie wants to tell the story about your industry and he needs your help. You're the designer, the creator, the artist and the presenter and Archie is the messenger.

When your Archie is ready, he's going to stand tall to tell the world about your industry and your ingenuity.

Get thinking, get researching and get creative.

The Challenge... Create an artwork that incorporates your allocated food or fibre industry and why it is important to you, your family and the community.

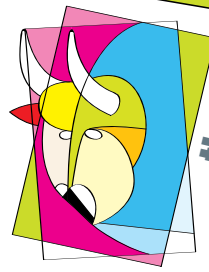
Your artwork will be part of an exhibition so that your insights are passed on to the community.

Meet the judge and see what she is looking for here <https://www.youtube.com/watch?v=l0YC8GjEb7A>

How it Works...

Each school will be provided with a fibreglass Archie on which the students create an artwork about their allocated food or fibre industry and the farmers who produce it. The school is also provided with paint materials and a resource kit.

Please note in order to successfully meet the design brief **Assessment Tasks 1, 2 and 3 must be submitted.**



The Challenge Snapshot

1. The Archibull

Use the blank fibreglass Archie to inspire or create the artwork.

2. The blog

Produce a web blog which documents the journey of your artwork and your learnings. Your blog content may include photos, text, video, PowerPoint and other multimedia. Creativity and variety is encouraged. In order to potentially receive full marks for your blog we suggest you post regularly.

See Case Study for blogging tips here

– <http://archibullprize.com.au/img/teachers/insights/casestudies/teachercasestudy-littlebay.pdf>

3. Multimedia Animation or Infographic

The brief is to create a multimedia animation or infographic with a powerful message and **CALL TO ACTION** that can be loaded on the web.

The judges will be looking for an output that is catchy and concise and resonates with people of all ages and in particular youth.

Please see pages 13 to 19 for a full explanation of the challenge.



Cow-Spiration and Food for Thought...

We believe the key to identifying practical solutions for healthy communities and sustainable food production and consumption now and in the future, is collaborative partnerships between the community and farmers and an understanding of the economic, ecological and social importance of farming to the health and well-being of all Australians.

Background

In Australia, farmers make up less than 1% of the population, yet they provide 93% of food consumed here. This is even though Australia is the driest inhabited continent with 35% of the country receiving so little rain it is classified as desert.

Our landscapes are fragile and our natural resources are fixed, so we must learn how to harness them without depleting or degrading them. Now it is easy to turn a blind eye and to carry on with business as usual without taking note of the resources being consumed and the waste we are generating.

But farming on without taking stock of our resources, is rather like flying a plane without a fuel gauge. That's pretty risky business. And there is no denying bringing European farming practices to Australia has had a huge impact on our precious natural resources.

Excitingly our farmers are rising to the challenge and are successfully addressing the call for innovation and change. Australian agriculture has also led the nation in reducing greenhouse gas emissions – by a massive 40% in the last 40 years. Extensive research by Australian scientists has delivered drought resistant and water and fertiliser efficient crops.

It is exciting to see new technologies, new breeds of plants, new management practices revolutionizing the way Australian farmers produce food and fibre. And this is happening out in our paddocks today! In the future; sensors, automation, engineering and genetics are only going to be more impressive.

This world is calling out for us to have a collective mindset. The challenge is how do we foster this. The spirit of problem solving runs deep within agriculture. Give a farmer a pair of pliers and some wire, and they can fix almost anything! But we cannot tackle the challenges of the 21st century and beyond, with 20th century thinking and technology.

There is a reason that the Art4Agriculture team works with young people – young farmers and young people at school. After all youth, may only be 20% of the population but they are 100 % of the future and with young people and farmers and the community working together just imagine how much progress our lifetime could contain.

Visit The Archibull Prize website for more information www.archibullprize.com.au

“The future is not some place we are going to, but one we are creating. The paths are not to be found but made. The activity of making them changes both the maker and the destination.”

John Schaar



Getting Started

To provide you and your students with background knowledge and inspiration, we will:

- provide you with web links and your allocated food or fibre industry will send you hardcopies of resources not available on the web.
- Send regular email newsletters that will provide in-depth background into each element of the program

Using insights from teachers who have participated in the program in the past we have created a series of Case Studies and YouTube videos to provide you with some tips and tricks for enjoyable outcomes for you and your students. Visit teacher insights page [HERE](#).

The 'Archibull Artwork' should embrace the theme:

'Feeding, Clothing and Powering a Hungry Nation is a Shared Responsibility'

Get your creative juices flowing by investigating and reflecting on the following topics:

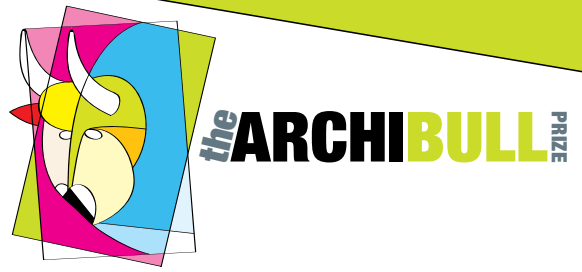
- a. Climate Change is a shared responsibility - The challenges of Feeding, Clothing and Powering a Hungry Nation in a warming world.
 - i. Investigate how climate change is impacting on your allocated industry and how farmers are adapting to and mitigating greenhouse gas emissions on their farms.
 - ii. Identify your role and the role of your community in reducing the impact of climate change.
- b. Bio-security is a shared responsibility.
 - i. Investigate how farmers are reducing biosecurity risks and the management strategies they are using.
 - ii. What can you and your community do to maintain our bio-security.
- c. Healthy Communities are a shared responsibility.
 - i. Investigate the role farmers play in supporting healthy communities by sustainably producing food and fibre to feed and clothe a hungry nation with a focus on the farming industry your school is investigating.
 - ii. Investigate and reflect on how your school team can promote healthier diets and lifestyle choices whilst minimizing food production and consumption impacts on the planet
- d. Careers in agriculture – an exciting opportunity to make a difference. Everyone who eats, wears clothes and uses energy is connected to farming. Find your career in agriculture. Students will be asked to identify what they are good at and passionate about and how these skills and passions can be integrated into agricultural industries.

Meet the Farmer

A YFC who specialises in the food or fibre industry you have been allocated will be paired with your school. The YFC will come to your school and talk to the students and share their farming experiences. The YFC will also be available over the internet to work with your students.

We suggest that you use this opportunity to write a blog about your YFC and their career journey.

You can read all about our Young Farming Champions [HERE](#).



The Challenge in Depth

Assessment Task 1: Create your Archibull

Creating your artwork will be the final act in a process that involves planning, teamwork, learning about food and fibre, farming and farmers, and the recording of the process using digital photography and student reflective writing.

The photographs and student reflections form the core of the blog (Assessment Task 2)

So what do you have to do?

Use the blank fibreglass Archie to inspire or create an artwork or design. Paint it, film it, project onto it, create an animation with it, drape it with things, photograph it, or create an installation or a sculpture. The possibilities are endless.....use the cow as a canvas, film star, projection screen, billboard, hanger for wearable.....you decide. While the Archibull will be an expression of student creativity, it will also communicate the team's awareness of, and strong messages about the theme. Remember, a major part of The Archibull Prize experience is students working together to develop big ideas. Your first ideas will not be your best ideas, and your final artwork will occur after much planning, designing, drawing, and discussing.

A separate 12 page Archibull template booklet is provided to support the development of ideas, and to allow individual students to contribute to the final product. The link to the template booklet is www.archibullprize.com.au/teachers/index.html

The templates will allow teams of students to plan and refine ideas through a number of drafts. Students can work in teams to complete each section or take on the whole bull.

Students should apply a range of skills and processes to plan, develop, refine, make and present artwork, communicating awareness and understanding of issues learnt as part of the project.

The Young Farming Champion's visit, resource materials and internet research will also provide opportunities for student learning.

Student understandings must be apparent in the artwork. Consideration of purpose and suitability must occur when planning and preparing the artwork for presentation to a wide audience.

A major ingredient for the production of your Archibull is teamwork. Working co-operatively, getting along, listening to other points of view and sharing ideas will all lead to a rich learning experience for all, and a significant contribution to the sustainable agriculture message.

Meet the judge and see what she is looking for here: www.youtube.com/watch?v=I0YC8GjEb7A

See Previous Archibull Prize artwork finalists here: www.archibullprize.com.au/halloffame

We know we are sending mixed messages to the students by providing cows that are obviously not bulls. Please forgive us. The "Archicow Prize" just doesn't have the same cultural significance!!!

PS. Dont forget to give your Archibull a catchy name that relates to the industry that you are studying!

Assessment Task 2: The Blog

Produce a web blog which documents the journey of your artwork and learning. Bonus points will be given to schools who blog regularly.

The Blog

Blog regularly to keep your blog readers engaged and excited about your journey.

Visit [HERE](#) to read how the winner of the 2017 Primary School blog section blogged their way to success. See their blog [HERE](#).

Visit the blog of the winner of the Best Secondary School blog [HERE](#).

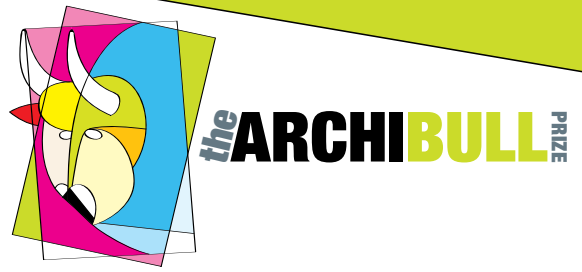
Some tips from the web on how to write great web content can be found [HERE](#).

Don't forget – Remember the three 'E's... Your job is to educate, engage and most importantly entertain your audience.

Blog Post Topics

The mandatory blog topics for 2018 are:

1. Blog the arrival of your Archie and how you engaged with the school, the community and the local media to share your Archie's story.
2. Blog about the ways students and teachers are creating a buzz about the program, including any events or activities you've run, places your Archie has been, and school visitors you've spoken to about the program and introduced to your Archie. Have you heard anyone around the school or in the community talking about your Archie and The Archibull Prize? Share it on the blog!
3. Write a minimum of one blog on each of the following challenges.
 - a. Climate Action is a shared responsibility - The challenges of Feeding, Clothing and Powering a Hungry Nation in a warming world.
 - i. Investigate how climate change is impacting on your allocated industry and how farmers are adapting to and mitigating greenhouse gas emissions on their farms.
 - ii. Identify your role and the role of your community in reducing the impact of climate change.
 - b. Bio-security is a shared responsibility.
 - i. Investigate how farmers are reducing biosecurity risks and the management strategies they are using
 - ii. What can you and your community do to maintain our bio-security
 - c. Healthy Communities are a shared responsibility - it is up to each of us to make healthier choices, for our own sake, as well as for the environment that our children will inherit from us.
 - i. Investigate the role farmers play in supporting healthy communities by sustainably producing food and fibre to feed and clothe a hungry nation with a focus on the farming industry your school is investigating.
 - ii. Investigate and reflect on how your school team can promote healthier diets and lifestyle choices whilst minimizing food production and consumption impacts on the planet.
 - d. Food Security is a Shared Responsibility – [Australia has the fifth highest food security rating](#) in the world but does this mean we take our access to safe, affordable and nutritious food and quality fibre for granted? In this blog we ask the students to reflect on the following facts and suggest ways we can create appreciation for the challenges facing Australian farmers and the enormous role they play in ensuring our food security.
 - i. 93% of food consumed in Australia is grown by Australian farmers
 - ii. Australia is the hottest, driest country in the world
 - iii. Only 6% of Australia is suitable for growing crops



4. Blog about careers in Agriculture. Everyone who eats, wears clothes and uses energy is connected to farming. Find your career in agriculture. Students will identify what they are good at and passionate about and how these skills and passions can be integrated into the agricultural industries.
5. Blog about the visit of your Young Farming Champion and the impact their story had on you. Investigate and blog about the variety of career options beyond the farmgate in your allocated industry.

Below are some further suggested blog topics.

Blog about your artwork journey

1. Develop an action plan of how you are going to approach the task.
2. Highlight the big ideas – an outline of how you intend to pull your research together.
3. Introduce the team – explore their farming background (if any), their preconceived notions about agriculture and their bright ideas.
4. Identify the strengths and weakness of your team – Decide what expertise needs to be out sourced and identify people in the community who can help you.
5. Explore the challenges you have faced on your Archibull journey.
6. Show how ideas were shaped and decisions were made during your team meetings.
7. Show the teams efforts and progress.
8. Show what happens to the team as they interact socially.

Blog about your industry discovery journey

9. Demonstrate a clear understanding of the subject and break it down into issues and topics showing different aspects of your industry.
10. Show technological advances in the industry in the last sixty years and how these have helped ensure you and your family have reliable access to healthy food and quality natural fibres.
11. Some examples of what farmers are doing to ensure that they have healthy landscapes and clean waterways, and the ways they are working on reducing their carbon footprint.
12. Highlight a specific event or activity you undertook to share your Archibull journey with others in your school community.
13. Highlights of what your team has learned about your industry.
14. Instigate and reflect on how you believe the community and farmers can build closer relationships to ensure there is a bright future for food and fibre production in this country.
15. Sustainable Living and what you and your family and your school can do to reduce waste and carbon footprint.

Writing styles need to include at least one of each of the examples below:

- Report writing
- Expository writing
- Reflective writing
- Gossip columnist
- Narrative writing

Key visual elements of the blog are:

- Make your blog theme visually appealing
- Keep your posts short and snappy between 300 and 500 words max
- Digital photographs recording significant events (such as Archie being introduced to the school, visits by farmers and visits to local farms) with supporting text.
- Digital photographs showing students working in teams, with supporting text.
- Digital photographs portraying the development of the big ideas through the drafting stages to the final creation of the Archibull, with supporting text.
- Funny photos - Dedicate a page to funny photos, including the Archibull 'posing' in exotic locations at the school.
- A collection of small paragraphs to support photographs included in the blog.
- Short videos e.g. <https://youtu.be/4Ss04c8bWEs>
- Contributions to the Project Blogs should reflect high levels of student engagement, teamwork and a sharing of ideas and roles. Ensure that each member of the group participates in this process.
- We cannot emphasise enough how important good quality photos are. This is an opportunity for some of your students to learn the art of good photography. Picasa is an excellent free tool for editing photos. It can be downloaded here <http://picasa.google.com.au/> and can fix almost anything but blurry photos.
- Please note your blog must be suitable to be published online. In the best interest of engaging the whole school community including parents, staff and students within your school, feeder schools and community partners we ask that your blog be a living document i.e. blog posts are published regularly for public viewing.

Resource Inspiration Recommendations

1. Check out The Archibull Prize winning blogs from previous years
 - a. 2017 www.archibullprize.com.au/halloffame/index.html#blog
 - b. 2016 www.archibullprize.com.au/halloffame/2016winners.html
 - c. 2015 www.archibullprize.com.au/halloffame/2015winners.html#blog
2. Getting off to a fun start - This quirky little video is a great example of how to create a buzz about Climate Change and Food and Farming using animation.
3. Aussie Farmers are pretty A-maizing <https://www.youtube.com/watch?v=IBs2dnDj8Og>
4. Climate Council Report Feeding a Hungry Nation: Climate change, food and farming in Australia www.climatecouncil.org.au/foodsecurityreport2015
5. The Earth Hour Documentary
Earth Hour has created the documentary Appetite for Change: A Journey from Planet to Plate to shine a light on the impacts of global warming on Aussie food and farming. www.earthhour.org.au/documentary
6. Food and Farming
Find out how global warming is already affecting Aussie farmers and our favourite foods www.earthhour.org.au/food-and-farming

7. Planet to Plate Cookbook

In an Australian publishing first, Planet to Plate uniquely and beautifully incorporates first-hand stories from Australian farmers highlighting the impact global warming is having on their farms and the nation's availability of fresh, home-grown food and quality natural fibres.

In 2015 Earth Hour celebrated Australian food and farming and reminding us of the need to tackle global warming for the sake of our rural communities and the supply of fresh, healthy and home-grown food to our door. Burning fossil fuels such as coal and gas makes global warming worse, contributing to more extreme weather and droughts that threaten farming communities and Australia's supply of fresh food.

As well as being a collection of the very best recipes from the country's top chefs, Planet to Plate is full of information on how global warming is already affecting produce we enjoy in our everyday lives including fresh vegetables, cereals, bread and fruit.

You will find the pdf of the Planet to Plate Cookbook here

www.archibullprize.com.au/Earth-Hour-Planet-to-Plate-Cookbook.pdf

8. Cool Australia - Climate Change resources aligned with the Australian curriculum. In 2015 Earth Hour shone the spotlight on the impact of climate change on farming and food with the aim to make the issue relevant for all Australians.

Earth Hour partnered with Cool Australia to create a series of engaging food, farming and climate change lessons. Teachers can access the lessons for FREE and download digital worksheets, Smartboard lessons and a host of other resources to teach lessons that will last a lifetime.

These resources are aligned with the Australian Curriculum and address the cross curricula priorities of 'sustainability'. They include a collection of new digital learning resources where students learn by having fun.

i. Primary School Resources - Climate Change and Food and Fibre and Farming

www.coolaustralia.org/unit/earth-hour-primary

ii. Secondary School Resources - Climate Change and Food and Fibre and Farming

www.coolaustralia.org/unit/wwf-earth-hour-secondary

9. Resource Smart Schools. – A Sustainability Victoria initiative.

www.resourcesmartschools.vic.gov.au/home/resources/#.WJMGwfl97UR

10. ACTsmart. An ACT government initiative.

i. www.archibullprize.com.au/downloads/biodiversity.pdf

ii. www.archibullprize.com.au/downloads/energy.pdf

iii. www.archibullprize.com.au/downloads/waste.pdf

iv. www.archibullprize.com.au/downloads/water.pdf

11. How do solar panels work www.youtube.com/watch?v=xKxrkht7CpY

12. The Future is Here – Renewable Energy www.youtube.com/watch?v=YHldwuCnCxg

13. Career Harvest www.careerharvest.com.au

14. Agriculture in the Classroom. You might also find the new Agriculture in the Classroom resources of value Primary Industries Education Foundation of Australia - www.piefa.edu.au/units/index.html

15. Agrifood Skills www.agrifoodskills.net.au/?page=AgEducation

16. George the Farmer - Primary Schools will find the George the Farmer app a fun and informative learning tool. Visit www.georgethefarmer.com.au to find out more.

Task 3: Multimedia Animation and/or Infographic

The brief is to select one of the mandatory blog topics your students have investigated and create a multimedia animation and/or an infographic with a powerful message and **CALL TO ACTION** that can be loaded on the web.

The judges will be looking for an output that is catchy and concise and resonates with people of all ages and in particular youth. Please note your animation/infographic must relate to the industry you have been allocated.

The animation/infographic topics are:

1. Climate Action is a shared responsibility - The challenges of Feeding, Clothing and Powering a Hungry Nation in a warming world.

Watch the 2016 winning Climate Action animation [HERE](#).

2. Healthy communities are a shared responsibility.

3. Bio-security is a shared responsibility.

Watch the 2016 winning Biosecurity animation [HERE](#).

Watch the 2017 winning Biosecurity animation [HERE](#).

4. Careers in agriculture

Watch the 2017 Careers in Agriculture winning animation [HERE](#)

Check out all the winning videos from previous years here

- 2017 <http://archibullprize.com.au/halloffame/index.html#animation>
- 2016 <http://archibullprize.com.au/halloffame/2016winners.html#animation>

Tips for Video:

- Give your video a catchy title.
- Ideal length between two and three minutes.
- We will accept the following video formats.
 - AVI
 - WMV
 - MPEG
 - MOV
- Ideally music should be original, permitted or Copyright-free.
- Any display or reference to brands, logos etc. must be incidental, non-promotional, and not infringe on any copyright or trademark rights.
- Presentations should only include sourced materials which have received a permission to publish. This includes, for example, photos; illustrations; and music.
- Acknowledge all information sources.

Examples:

Fairy Bread, Vegemite Worms & Cutting Carbon Pollution

www.youtube.com/watch?v=r7_mo-yk1-Q

Aussie Farmers are pretty A-maizing - Raisin temperatures and more egg-streme weather events are threatening Aussie farms. But don't feel beet, or bleu! There's still a shallot you can do.

www.youtube.com/watch?v=IBs2dnDj8Og

Climate Change Animation www.youtube.com/watch?v=9JwhyiyN-aY

Making Food Waste History www.youtube.com/watch?v=ZVkaYxJDqml

Love Food Don't Waste www.youtube.com/watch?v=Z0BGa8zDFIl

Food Waste = Money Waste www.youtube.com/watch?v=VGTPKKOVoz4

Infographics examples:

- Food waste <https://goo.gl/H4dauX>
- Climate Change <https://goo.gl/f2wwkK>
- Careers in the Cotton Industry See page 2
www.cottonaustralia.com.au/uploads/resources/CEK_Chap_10_Careers.pdf
- Reducing Methane Emissions.
www.target100.com.au/files/43c2b154-96f0-4a47-80f1-a2d100e4e993/Emissions-InfographicTarget-100.pdf
- Telemetry www.art4agriculture.com.au/downloads/Target-100-Telemetry.pdf
- The Poll Gene Test www.art4agriculture.com.au/downloads/Target-100-Poll-Gene-Cattle-Horns.pdf
- Cattle and the Environment www.art4agriculture.com.au/downloads/Cattle-and-the-Environment.pdf
- Why your brain craves infographics www.neomam.com/interactive/13reasons/
- The Imaginary Factory www.behance.net/gallery/Imaginary-Factory/8067551
- Green Growth – the pathway to sustainable development.
<http://media.creativeblog.futurecdn.net/sites/creativeblog.com/files/images/2012/08/infographic45a.jpg>
- The Story of Agriculture and the Green Economy www.youtube.com/watch?v=twGev010Zwc#t=61
- Facts behind Food Prices <http://rjofutures.rjobrien.com/newsletter/20120821/images/larger/fa1.jpg>
- Two sides of the Food Crisis
<http://www.fastcoexist.com/1678651/people-are-starving-but-theres-enough-food>

Presentation Day Prizes and Awards

Prizes will be awarded in the following categories:

Primary School

- Best Archie - \$500
- Best Blog - \$500
- Best Multimedia Animation/infographic - \$500
- Overall Winning School – Archibull Prize - \$500

Secondary School

- Best Archie - \$500
- Best Blog - \$500
- Best Multimedia Animation/infographic - \$500
- Overall Winning School – Archibull Prize - \$500

GRAND CHAMPION ARCHIBULL - \$1000

Other prizes

Each year we are inspired by the students' entries and give WOW awards in each of the sections to entries on

1. Climate Change
2. Biosecurity
3. Healthy Communities
4. Careers

Visit our Hall of Fame to the 2016 WOW award winners here

<http://archibullprize.com.au/halloffame/index.html#additional>

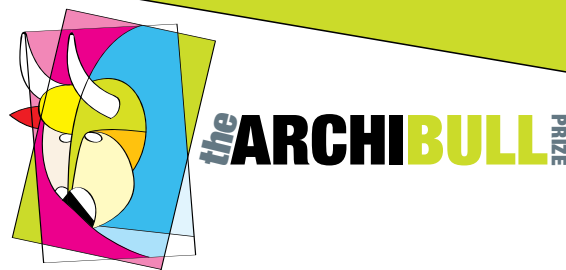
Royal Show in your capital city

Depending on availability of our funding to cover the cost of cartage the project organiser will be working with the Royal Agricultural Society of NSW (Sydney Royal Easter Show) and the Royal Queensland Show (Ekka) with a view to the Blue Ribbon Archies travelling to the city in 2018 to become stars at the Royal Show in their state capital city.

Please note: Each Archibull artwork will be displayed with an artwork analysis to be submitted with the Archibull Prize entry. This is to be a brief summary of what the artwork represents and how it links to the theme.

When the Archies Come Home

After the Royal Show, the Archies will be returned to schools for display in a prominent place, or they can be auctioned as a school fund-raiser.



What the Archibull Prize judges will be looking for

Archibull Prize 2018 Assessment Criteria

Task	Criteria	Mark
Artwork	Artwork on fibreglass cow to communicate the theme 'Feeding, Clothing and Powering a Hungry Nation is a Shared Responsibility' Aspects taken into account are: Exploration of big ideas through teamwork and cooperation. Expressions of student creativity and imagination. Awareness of, and strong message about, the chosen theme/s.	/30
Artwork Analysis	In two pages or less using the template provided share with the artwork judge the following about your artwork: • Theme • Stylistic influences and • Concept • What makes your Archie unique	/5
Total Points for Artwork		/35
Blog	Blogs posts should include a selection of: • Digital photographs recording significant events such as the arrival of Archie and visit by Young Farming Champion with supporting text. • Digital photographs and or video footage showing students working in teams, with supporting text. • A clear understanding of the importance of the food or fibre industry your students are studying. • Digital photographs and or video footage portraying the development of the big ideas through the drafting stages of the final creation of the Archibull with supporting text. • Funny photos including the Archibull 'posing' in an exotic location at the school. • A collection of small paragraphs to support photographs included in the Journal. • A blog on each of the following topics: • Arrival of your Archie • Food Security is a Shared Responsibility • Climate Action is a shared responsibility • Bio-security is a shared responsibility • Healthy Communities are a shared responsibility • Careers in agriculture • Young Farming Champions visit	/35
Total Points for Blog		/35
Animation or Infographic	Points will be given for the animation or infographic that best meets the following: Research: Includes evidence of direct research. Correctly referenced. /3 Conveying the message: Presents a clear picture of the topic you have chosen and the Call to Action. /3 Creativity: The overall originality of the video/alternate media; use of original ideas, illustrations, and style. /3 Suitability: Suited to capturing the attention of the large city audience. /3 Making the connection: Relevance to your industry. /3 Originality: The content and ideas are presented in a unique and interesting way. Grabs the attention of a wide audience. /3 Acknowledgment: Correctly cited materials and acknowledgement of sources. /2	
Total Points for Animation/Infographic		/20
Entry Exit Surveys	Two teachers and minimum of 15 students complete entry and exit survey. Please note the same teacher and students are to complete both the entry and exit survey.	/10
Total Points for Completion of Surveys		/10
Grand Total		/100

Resources

You will find web-based resources by clicking on the Industry resource for your allocated industry [HERE](#).

You will find lots of great stuff in your Teacher Resources ToolKit [HERE](#).

Acknowledgements

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