



Rachel

Advocacy and Policy Manager



I am an Advocacy and Policy Manager for an organisation which works for the interests of fruit and vegetable farmers. A major part of my role is meeting lots of people to ensure we are in contact with the people who make the decisions on behalf of industry. This makes it necessary for me to be based in Brisbane where it is easy for me to access the decision makers such as politicians and government departmental heads.

I make sure that the people making decisions that affect growers understand the needs of the growers, the challenges that they face, and the important contribution to the economy and employment that production horticulture makes.

I also develop policies on key issues affecting growers in consultation with the growers themselves. My job involves lots of writing in the form of submissions and policy statements.

A typical day for me starts with scanning the rural media and Twitter to see if there are any new issues that we need to respond to immediately, such as a pest and disease outbreak or a government policy announcement. I often develop industry's policy positions on key issues and work on formal submissions to the government stating our views and knowledge on a particular plan or policy being considered.

On most days I have a number of things on the go, including organising and participating in meetings with growers, regional organisations, other industry bodies, government officers and Ministers. I also work closely with our communications team about the messages we want to send to the media, growers and other interested people about key horticultural topics.

The best part of my job is working with the growers to develop solutions to their problems and actually changing government policy for the better.

USEFUL SCHOOL SUBJECTS:

- English
- Biology
- History
- Agricultural Science

WHAT YOU COULD STUDY:

- Diploma of Management
- Diploma of Government
- Bachelor of Agricultural Science
- Bachelor of Social Science
- Bachelor of Journalism
- Master of Rural Development

OTHER CAREERS TO CONSIDER:

- Politician
- Policy advisor
- Researcher
- Analyst

PERSONAL REQUIREMENTS:

- Communication skills
- Research skills
- Networking skills
- Strategic planning





EXPERIENCE AGRICULTURE

TASTE: The Agricultural Skills & Technology Experience

- Initiative of Queensland Agricultural Training Colleges
- Four-day school holiday program for students aged 15+
- For more information freecall 1800 888 710 or email enquiries@qatc.edu.au

FEAST: Future Experiences in Agriculture, Science & Technology

- Initiative of the University of Queensland
- Five-day school holiday program for students in years 10, 11 and 12
- For more information email feast@uq.edu.au

USEFUL CAREER GUIDES

www.ruralcareers.net.au

Rural Skills Australia's careers and employment guide provides comprehensive advice, information and reference material about education, training, careers and employment pathways in rural and related industries.

www.careerharvest.com.au

Career Harvest is a hub for cutting-edge careers within the food and fibre industries. Whether you're interested in feeding the world, adapting to climate change, developing the environment or managing future energy sources, this site helps create clearer pathways for you to harvest your agricultural career.

SCHOLARSHIP SUPPORT

Horizon Scholarship

(<http://bit.ly/HorizonScholarship>)

- Rural Industries Research and Development Corporation initiative
- supports students studying ag-related degrees at university
- \$5000 per year for duration of degree

GROWCOM COMMUNICATIONS

Primary Producers House
Level 3, 183 North Quay
Brisbane, Qld 4000

PO Box 202,
Fortitude Valley, Qld 4006

P: 07 3620 3844
E: communications@growcom.com.au
www.growcom.com.au

