

Cross-industry careers action plan



The TIAH-led cross-industry action plan seeks to improve farming and growing's profile among career seekers.

Key aims:

- Coordination:** Develop an industry wide coordinated approach to careers
- Collaboration:** Promote ways in to farming and growing careers
- Change:** Improve the perception of the Agriculture and Horticulture sectors, and the opportunities within them to a wider audience
- Capacity:** Update learning resources – link to curriculum and increase in-person contact
- Communication:** Simplify the careers messaging to career seekers and influencers to improve overall impact

	Short-term actions	Medium-term actions	Long-term actions
Coordination	1a Set up a Careers Action Plan delivery group to discuss lessons learnt, targets and take ownership of plan.	1b Develop campaign/web content that demonstrates how the industry supports the values of career seekers.	1c Ongoing campaigns to develop and deploy Ambassador programme to support interaction in schools.
Collaboration	2a Industry wide marketing plan to support national and regional careers initiatives (general and industry specific).	2b Develop, and appropriately present case studies of different routes into the sector.	2c Build on existing 'taster' sessions, increase experiential learning, and develop mentoring programme to support careers influencers and seekers.
Change	3a Identify and map channels used by careers professionals for us to reach career influencers.	3b Work with careers leads to deliver information to wider careers network re modern farming and links to a career seeker's personal aspirations.	3c Work with supply chains to build positive perception around food production and the careers involved.
Capacity	4a Develop an engagement strategy to holistically influence the curriculum, its delivery and the support materials accessed by teachers/lecturers.	4b Work with key industry organisations to build on current initiatives working to promote face to face contact with school pupils, access for all ages. Also, to support FE and HE education	4c Commission ongoing content for teaching support materials to ensure Agriculture and Horticulture is used across junior/senior school curriculum. Additionally for FE/HE providers where appropriate.
Communication	5a Develop a collaborative communication plan around opportunities and progression available.	5b Build consistency of message and increase the network we are communicating to.	5c Consistent communication to influencers and careers initiatives in and outside of Agriculture and Horticulture.