



Supporting New Zealand young farmers



Snapshot

Industry partner:
The NZ Federation of Young Farmers Clubs Inc

Project length: 1 year

Start date: December 2019

Estimated completion date:
December 2020

Industry funding: \$54,350

MPI funding: \$72,000

The NZ Federation of Young Farmers Clubs Inc is designing a digital platform to support young people in the primary sector.

The opportunity

For young people to be successful in the primary industries, they need to be connected to a range of services and resources – career guidance, leadership opportunities, mental health and wellbeing support, employment and experience opportunities and more. While digital interactions are superseding face-to-face communication amongst young farmers, there is currently no digital platform for this purpose aimed at this group.

The solution

This project will evaluate the business need and design a digital solution to support to young farmers, and connect them with the tools and support they need.

The benefits

This project is expected to benefit New Zealand by:

- helping to attract and retain industry talent by better aligning the industry with the expectations of young people;
- contributing to the wellbeing of young people in the sector by reducing isolation, providing networks of support and better connecting individuals with support services;
- supporting environmental goals by creating a forum for young people to receive, generate and share best-practice information.