



final report

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MINTRAC
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Communication and marketing strategy

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Contents

		Page
1	Milestone requirements.....	3
1.1	Conference evaluation and report	3
1.2	Progress against Communication and marketing activity plan provided	3
1.3	Product upgrade completed.....	3
2	Attachment 1 – MINTRAC Conference program	5
3	Attachment 2: Conference evaluation	9
4	Attachment 3: MINTRAC Communication and marketing plan for AMPC/MLA Research and Development projects 2006/20067	15
5	Attachment 4: June edition of <i>MINTRACker</i>	32
6	Attachment 5: current MINTRAC product catalogue	39

1 Milestone requirements

- Conference evaluation and report.
- Progress against Communication and Marketing activity plan provided.
- Product upgrade completed.
- Report to MLA.

1.1 Conference evaluation and report

The MINTRAC conference was held at the Holiday Inn in Adelaide on 29th and 30th March 2007. There were 109 registrations, including presenters and staff.

The conference was themed '*Training in a global environment*' and contained an ambitious program featuring speakers from Denmark, Ireland and New Zealand. The program is attached to this report (Attachment 1).

The two-day conference went extremely well, with delegates indicating that the program, venue and theme were very well received. A copy of the conference evaluation is attached to this report (Attachment 2).

Major sponsors of the conference were MLA and AMPC (through the R&D funding contribution). Silver sponsors (@ \$2,000 each) were Response Learning, Agri-Food Industry Skills Council and Targeted Training.

1.2 Progress against Communication and marketing activity plan provided

The updated Communication and Marketing Plan progress report is attached [Attachment 3]. Notable achievements since the last report include:

- the completion of the Conference
- the publication of the June edition of *MINTRACker* – [Attachment 4]. This publication provides an update and overview of a number of MINTRAC projects and publications
- the completion of the Leadership program – articles are currently being prepared for industry publications
- a number of articles have appeared in industry publications (as described in the Plan – Attachment 3)

1.3 Product upgrade completed.

The MINTRAC catalogue is updated as every new product becomes ready for sale. A copy of the web-based version of the catalogue is attached (Attachment 5).

Funds from the communication project have also been committed for the development of software that can provide a "one size fits all" approach to the redevelopment of the existing and future MINTRAC Competency-based training modules – that is, a skeletal Visual Basic (prototype) training environment will be developed that will provide a software framework for loading Module specific content and questions. This development is being undertaken by Sentinel Media and will provide MINTRAC with software that will store all content in an

administrator accessible database so that content may be edited and updated by appropriately authorised personnel as required. This feature will make it very easy for MINTRAC to update Training Module content as legislation and training requirements change. Funds from the e-learning project have been combined with redevelopment funds available within the Communication project to develop the software and then update the e-learning materials for the four core units at Certificate II level.

This project is due for completion in December 2007.

2 Attachment 1 – MINTRAC Conference program



Program Day 1, 29 March 2007

- 6.30 - 8.00 Exhibition bump-in
- 8.00 - 8.30 Registration
- 8.30 - 8.45 Meet the exhibitors
- 8.45 - 9.00 Welcome and official opening: John Hughes - Chairman MINTRAC (Tey's Eros)
- 9.00 - 9.45 Keynote address: Mike Hayward - MLA Livestock Export Manager (retired)
International challenges confronting the Australian Meat Industry
- 9.45 - 10.30 Keynote address: Pat Daly - Principal Research Officer TEAGSC (Irish Agriculture and Food Development Authority)
Training for meat processing and other food industries in Ireland
- 10.30 - 11.00 Morning Tea

11.00 - 12.00	Hindley Room 1 Workshop: <i>Improving Traineeship Outcomes</i> Marie Marohece DETR QLD	Hindley Room 2 Workshop: <i>E Learning - Finance unit</i> Wendy Hall, Andrew Moore Response Learning	Hindley Room 3 Workshop: <i>Bringing a whole-of-chain approach to training</i> Sean Starling - MLA Graham Smith - SA, AMIEU Kerryn Smith - Food Tourism Hospitality ISAC
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12.00 - 1.00	Hindley Room 1 Workshop: <i>National Animal Welfare Strategy</i> Allan Sheridan Animal Health Australia	Hindley Room 2 Round Table: <i>Is there a need for slaughtering apprenticeships?</i> Arthur Blewitt - AFISC John Hughes - Tey's Eros Kath Evans - AMIEU Tom Collyer TAFE SA Regency Campus	Hindley Room 3 Workshop: <i>Money for nothing and fame for free</i> Dr Joanne Sillince AMPC
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1.00 - 2.00 Lunch

2.00 - 3.30	Hindley Room 1 Presentation: Scholarships Cheryl Lees: Master Human Resource Management Craig Spradbrow: Bachelor of Business Economics Bede Richardson: Bachelor of Science Resource & Environmental Management Jonathon Potter: Advanced Diploma Project Management Sophie Weckert: Bachelor of Science Animal Science	Hindley Room 2 Workshop: <i>Training and assessment materials to support MTN07</i> Jenny Kroonstulver MINTRAC	Hindley Room 3 Presentation: <i>Automation - the Meat Industry of the future</i> Karen Wahlgreen Danish Meat Trade College Jack Barclay CRF (Colac Otway)
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3.30 - 4.00 Afternoon Tea

4.00 - 4.30 Presentation: Kevin Cottrill - Chief Executive Officer, AMPC
The changing landscape of meat industry politics

4.30 - 5.00 Presentation: Kerryn Smith - Project Manager, Food Tourism Hospitality ISAC
SA Workforce engagement project - Taking pride in the red meat industry

5.00 Close day 1

6.30 - 7.00 Pre-dinner drinks

7.00 - till late Conference Dinner - Hindley Rooms 1 and 2

MINTRAC's Mission

To provide highly-valued services to the Meat Industry in the areas of education and training development and advocacy.

We are innovative and adaptable, anticipating and responding to emerging industry needs and global challenges.

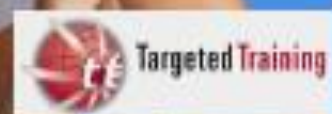
We aim to:

- ★ provide products and services in accordance with world's best practice,**
- ★ promote and support satisfying and rewarding career paths for industry participants at every level, and**
- ★ secure and maintain the ongoing commitment of the Industry and our financial supporters.**

Exhibitors

- AMPC/MLA
- Hepworth Industrial Wear
- Response Learning
- Meat Standards Australia
- Proman - FSOQ
- MINTRAC

Silver sponsors



3 Attachment 2: Conference evaluation

Evaluation of MINTRAC conference held in Adelaide

								Comments
DAY 1		1	2	3	4	5	N/A	
1	Keynote address: Mike Hayward, MLA (retired) International challenges confronting the Australian Meat Industry	7	6	11	0	0	0	* Good content & interesting facts. * Good overview. * Bit slow, interesting information.
		29%	25%	46%	0%	0%	0%	
2	Keynote address: Pat Daly, TEAGSC Training in meat and other food processing industries in Ireland	3	5	13	1	0	2	* Very informative.
		13%	21%	54%	4%	0%	8%	
3	Workshop: Marie Marchese, DETR QLD Improving Traineeship outcomes	0	4	10	1	0	9	* Some overheads hard to read. * Particularly focused on QLD.
		0%	16%	42%	4%	0%	38%	
4	Workshop: Wendy Hall & Andrew Moore, Response Learning E-learning - Finance unit	0	1	1	0	0	22	
		insufficient data for a valid percentage						
5	Workshop: Sean Starling, Graham Smith & Kerryn Smith Bringing a whole-of-chain approach to training	1	6	2	0	0	15	
		insufficient data for a valid percentage						
6	Workshop: Allan Sheridan, DAFF National Animal Welfare Strategy	3	0	0	0	0	21	
		insufficient data for a valid percentage						
7	Round table: Arthur Blewitt, John Hughes, Kath Evans & Tom Collyer - Is there a need for Slaughtering apprenticeships?	0	7	4	1	0	12	* 1 speaker was very aggressive, came across as though they assumed listeners weren't from their same opinion.
		0%	29%	17%	4%	0%	50%	
8	Workshop: Dr Joanne Sillince, AMPC Money for nothing and fame for free	0	7	0	0	0	17	* Needed more scope on subject in program. * This was great. Excellent speaker.
		insufficient data for a valid percentage						
9	Scholarship Presentations: Cheryl Lees, Craig Spradbrow, Bede Richardson, Jonathon Potter & Sophie Weckert	2	1	2	0	0	19	
		insufficient data for a valid percentage						

- 10** Workshop: Jenny Kroonstuiver, MINTRAC
Training and assessment materials to support MTM07

0	2	7	1	0	14
0%	8%	30%	4%	0%	58%

* Excellent opportunity to review materials.

- 11** Presentation: Karen Wahlgreen, Danish MTC & Jack Barclay, CRF
Automation - the Meat Industry of the future

2	8	3	1	0	10
8%	33%	13%	4%	0%	42%

* Great presentation despite my stomach lurching somewhat.

- 12** Presentation: Kevin Cottrill, AMIC
The changing landscape of meat industry politics

4	10	6	1	0	3
17%	42%	25%	4%	0%	12%

* Made a dry subject quite interesting.

- 13** Presentation: Kerry Smith, Food Tourism and Hospitality ISAC
SA Workforce engagement project

7	3	7	2	1	4
29%	13%	29%	8%	4%	17%

* Excellent.

DAY 2

- | | 1 | 2 | 3 | 4 | 5 | N/A | Comments |
|---|-----|-----|-----|----|----|-----|--|
| 1 Keynote address: Karen Wahlgreen, Danish Meat Trade College
History and role of the Danish Meat College | 5 | 8 | 8 | 0 | 0 | 3 | * Fantastic insight of Denmark - very progressive. |
| | 21% | 33% | 33% | 0% | 0% | 13% | |
| 2 Presentation: Jenny Kroonstuiver, Clive Richardson, Sharon Fitzgerald & Margaret Antony - MINTRAC at work | 5 | 7 | 11 | 0 | 0 | 1 | * Thankyou, great value. |
| | 21% | 29% | 46% | 0% | 0% | 4% | |
| 3 Round table: Joanne Sillince, Andrew Moore, Glen Learmont & Carl Ammon - Meat Industry: Potential for international synergies | 0 | 0 | 2 | 0 | 0 | 22 | |
| insufficient data for a valid percentage | | | | | | | |
| 4 Round table: Elizabeth Owers, Arthur Blewitt, Michele Jackson & Quirinus Onderwater - Skills sets in the meat processing industry? | 1 | 5 | 3 | 0 | 0 | 15 | * I got a lot from this discussion. |
| insufficient data for a valid percentage | | | | | | | |
| 5 Workshop: Tony Wigg, Rob Brown & Neville Kussrow
On-plant training records | 5 | 3 | 1 | 0 | 0 | 15 | * Great suggestions. |

6 Presentation: Hamish Dobbie, ASURE New Zealand
 Crossing the Tasman - Meat Inspection in New Zealand

2	6	6	1	0	9
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* Too long and speaker wasn't ex

8% 25% 25% 4% 0% 38%

7 Presentation: Louise Kovacs, Inform & Wendy Hall, Response
 Developing Industry Leaders

1	4	7	0	1	11
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4% 17% 29% 0% 4% 46%

8 Workshop: Sharon Fitzgerald, MINTRAC
 Introduction to draft training resources for offal

0	2	1	0	0	21
---	---	---	---	---	----

* Good insight into resource

insufficient data for a valid percentage

9 Workshop: Pat Daly, Rhonda Pelletier & Quirinus Onderwater
 Training with ESL

1	1	1	0	0	21
---	---	---	---	---	----

insufficient data for a valid percentage

10 Workshop: Carl Ammon, NZITO, & Hamish Dobbie, ASURE
 Australia and New Zealand collaboration

1	1	1	0	0	21
---	---	---	---	---	----

insufficient data for a valid percentage

11 Presentation: Terry Richards, Australian College of Training
 Taking Australian Training off-shore

2	6	0	1	0	15
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* Really good.

insufficient data for a valid percentage

12 Presentation: Jenny Kroonstuiver, MINTRAC
 Looking forwards

2	1	4	0	1	16
---	---	---	---	---	----

insufficient data for a valid percentage

General Comments

Location

1	2	3	4	5	N/A
6	12	3	0	1	0

27% 54% 14% 0% 5% 0%

Date

6	8	6	1	1	0
---	---	---	---	---	---

27% 36% 27% 5% 5% 0%

Accommodation

7	6	3	1	0	5
---	---	---	---	---	---

32% 26% 14% 5% 0% 23%

Conference organisation

12	8	1	0	1	0
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54% 36% 5% 0% 5% 0%

Displays

5	11	4	1	1	0
---	----	---	---	---	---

23% 50% 17% 5% 5% 0%

In your opinion, what was the highlight of this conference?

- * Mike Hayward's address on how each sector of the meat industry is travelling (comprehensive). Danish automation and training.
- * I really enjoyed the workshops and round tables.
- * Networking. Overseas speakers, and a number of Australian speakers.
- * Bringing a whole of chain approach to training raised quite a few ideas for me to try to implement at our plant. I also enjoyed seeing how Automation is changing the industry especially how the Danish are embracing it.
- * Networking - the abilities to meet and mix and get ideas from others in the industry.
- * Networking - Mike Hayward and Kevin Cottrill put forward some interesting information. Karen and Pat gave the conference an interesting international focus.
- * Clive Richardson doing the YMCA dance. Expertise and presentation of overseas presenters.
- * Excellent conference overall. Wide range of training related topics discussed. Well organised event. Variety of speakers.
- * International speakers. Terry Richards talk was great - would have been good to have earlier and everyone here.
- * Workshops on particular areas of interest, ie. on-plant records.
- * Keynote speakers and workshops all good.
- * Overseas presentations. Always good to know where we stand against other countries on terms of training.
- * Knowledge on 457 Visas. Record keeping.
- * I enjoyed the conference which I thought was very good – informative, good engagement with delegates and positive.
- * Listening to the international speakers. Meeting and speaking with other enterprise RTOs.
- * Of particular interest was Karen Wahlgreen and the Denmark operations mainly due to the references to the pork industry, networking, Joanne Sillince was very good, lots of highlights.
- * The conference was extremely well organised as usual. They are always very interesting due to the varied presenters, however this year in particular, the range of subjects and presenters (overseas) were fantastic. Great conference! I really enjoyed the presentations made by both overseas presenters. Very informative and excited to see how progressive the meat industries are in Denmark and Ireland particularly in relation to workforce skill development.
- * Really enjoyed seeing future technology (ie Danish meat works) and got value from the training records workshop.
- * The opportunity to network and meet new colleagues.
- * Probably being included as a presenter, nerves and all.

The future

1. Please provide suggestions for future speakers and workshop sessions.

- * More international presenters. New innovations in the industry.
- * Retention strategies. Best practices.
- * Patricia Cameron Hill - Job satisfaction through team work. Allan Pease - Body language. Jim Friis (Stanbroke supervisor) - How I manage my slaughter floor.
- * Due to having to choose 1 of 3 options, none of the same would be good. Combining training records for OH&S and QA records etc. OH&S training to ensure compliance with Regulators and Australian Standards.
- * 2007 well planned and executed. Look forward to Melbourne 2008.
- * Customer requirements input. Product specifications and standards.
- * The new training package and how it is going.
- * This year was good, variety of speakers.
- * Dr John Weaver (PIRSA SA): Exotic diseases and their controls. Excellent topic and important to Australia (should be main topic for all to view).
- * Still need a follow up on retention strategies, access funding, opportunities, best practice organisations.
- * Training with OH&S legislative slant - compliance with Act and Regulations. Maybe a speaker from Government Safety Body and talk about what they look for when there is a reportable incident.
- * I think it could be beneficial to invite people from other industries ie mining, hospitality, to benchmark our training across industries.
- * Changing the culture of the meat industry. Managers must change their ways and attitudes towards workers and earn respect.

2. Please provide suggestions for other aspects of the conference, eg organisation, format etc.

- * More time to network and exchange experiences.
- * Possibly petty, however being a meat conference, one red meat and the other white is fine, however, shouldn't it be pork? Really enjoyed last years entertainment, this years not so much.
- * An interesting and topical point for discussion may be: Why should quality TAFE training providers invest in cutting/training facilities? In the future? But well done MINTRAC team it was a very well run and enjoyable conference. Congratulations.
- * All good.
- * Excellent event overall
- * If it finishes on a Friday finish earlier to allow for flights etc.
- * All was good.
- * Dinner beef and lamb? No chicken.
- * This was my first MINTRAC Conference. I found it very informative and valuable. Will have several staff attend next year. Bit disappointed some of my abattoir clients are not here so I could talk to them.
- * I wouldn't change the format as it was very practical. Linda and I were able to attend workshops of interest, and as long as they are available on the website it will be fine.
- * The organisation, format, depth of speakers etc is faultless. No suggestions here at all.
- * Enjoyed format - choice of forums was a good idea.
- * Excellent the way it is now. Very professional, no need to change at this stage.
- * No suggestions - always very well organised.

About you

Please circle the description that best suits your organisation:

Processing company	8	32%
Meat retailing company	0	0%
Smallgoods company	2	8%
Industry representative organisation	1	4%
Registered Training Organisation	11	44%
Regulatory authority	0	0%
Other (please describe).....	3	12%

National Training, Research Advisory Organisation
Scholarship Holder
Industry Training Council

4 Attachment 3: MINTRAC Communication and marketing plan for AMPC/MLA Research and Development projects 2006/2007

The 2006/7 Communication and marketing strategy seeks to:

1. Identify and promote the collective impact and benefit of AMPC/MLA sponsored support for MINTRAC projects to key government and industry stakeholders.
2. Promote the outcomes and benefits to the meat industry of individual 2006/7 projects to key stakeholders
3. Support the ongoing production and dissemination of goods and services arising from current and previous MINTRAC projects to relevant stakeholders.
4. Promote to the industry and other key stakeholders the value and outcomes of research and development funding to MINTRAC

Project 3: Animal handling techniques: a behavioural and attitudinal approach.				
The principle objectives of this project will be to				
<ol style="list-style-type: none"> 1. gain an objective measurement of current handling practices in abattoirs 2. give the industry training materials based on world's best practice to support its stock handlers 3. demonstrate the industry's commitment to animal welfare and good animal handling practices to maximize meat quality 4. minimise the impact of the stress of handling on meat quality 5. obtain a realistic and defensible cost / benefit analysis of the delivery of training to existing workers. 				
Knowledge/model/product	Who needs to know?	Dissemination strategies	Timeline	Progress
Assessment of the existing attitudes and behaviors of 100 stock handlers in the red meat processing industry and measuring their performance against industry best practice both here and overseas - Report	<ul style="list-style-type: none"> • AMPC • MLA • Processing plants • AMIC 	QA Managers' network	March 2007	Completed Updates provided every meeting
		<i>Mintracker</i>	June 2007	Completed
		<i>Quantum Leap</i>	May 2007	Research was not completed at this time – moved to 2007-8
		MINTRAC conference	March 2007	Completed <ul style="list-style-type: none"> • Overview provided at MI & QA conference • Presentation made at MINTRAC conference
Benchmark meat quality indicators that can be associated with handling issues at selected pilot sites (eg bruise scores, pH measurements, stock fatalities in the yards)	<ul style="list-style-type: none"> • MLA • FSA 	<ul style="list-style-type: none"> • meet with each 	March 2007	Completed
Training materials that compliment existing materials and that focus on the attitudinal and behavioral aspects of stock handling	<ul style="list-style-type: none"> • Training Managers' network • RTOs • QA Managers 	<ul style="list-style-type: none"> • Network meetings 	June 2008	
Deliver the training at the selected pilot sites and assess the impact on stock handling performance and the meat quality indicators.	<ul style="list-style-type: none"> • Processors • RTOs • Regulators 	<ul style="list-style-type: none"> • network meetings 	June 2008	
Utilise the QA and training managers network to familiarise staff with the results of the project, the technical aspects of the new material and how to deliver the training	<ul style="list-style-type: none"> • Processors • RTOs • Regulators 	<ul style="list-style-type: none"> • network meetings 	ongoing	Project updates are provided to every network meeting

Project 5: Establishing the value/impact of a trained workforce in the Australian red meat industry. PRSET 043

The objectives of this project are:

1. To provide current statistical data which clearly demonstrate the participation, completion and satisfaction rates associated with the qualifications contained within the Australia meat industry training Package
2. To provide qualitative data which clearly establish the benefits of training to the red meat processing industry.
3. To provide data for future benchmarking, for future industry decision making about funding, and for recognising the endeavours of those industry members who provide these services

Dissemination	Who needs to know?	Dissemination strategies	Timeline	Progress
Special data runs	<ul style="list-style-type: none"> • MINTRAC Board • Key stakeholders: AMIC, AMIEU, AMPC, MLA • AFISC 	<ul style="list-style-type: none"> • Reports and analysis supplied to each party. 	December 2006	The report has been distributed. Completed
Final report	<ul style="list-style-type: none"> • MINTRAC Board • Key stakeholders: AMIC, AMIEU, AMPC, MLA • AFISC • AMPC member companies 	Final report supplied to peak bodies	May 2007	Completed
		Summary items in <i>MINTRACker</i>	June 2007	Due for September edition, depending on approval from BMP
		MINTRAC Conference presentation	March 2008	
		Articles to at least two key industry publications	June 2007	Will depend on agreement to release by MLA, AMPC and BMP

Project 6: The Next Generation - Developing Young Meat Industry Trainers or 'thirty under forties' PRSET.044

The objectives of this project are to:

1. provide appropriate training to 30 meat industry personnel to gain the Certificate IV in Training and Assessment
2. develop suitable support materials and assessment tasks to ensure materials relevant and appropriate to the meat industry context are available for trainers.
3. ensure that there is a group of suitably qualified younger people who are becoming involved in training in the meat industry.

Knowledge/model/product	Who needs to know?	Dissemination strategies	Timeline	Progress
Development of suitable resource materials	<ul style="list-style-type: none"> Processors RTOs 	Website article	May 2007	Completed Articles regularly posted/updated
		Mintracker	May 2007	Completed Article in December edition Article in March edition. Article in June edition.
		Product catalogue	June 2007	Slightly delayed due to flooding in Newcastle – will be completed early July.
		Network meetings	All	Completed Updates provided to every network meeting
30 new trainers trained	<ul style="list-style-type: none"> Processors RTOs MLA AMIC AMIEU Wider industry 	Website article	May	Completed Articles regularly posted/updated
		<i>Mintracker</i>	Group 1	Completed Article in December edition Article in March edition Article un June edition
		<i>Feedback</i>	Group 2	Currently being prepared
		<i>Prime cuts</i>	Group 3	Currently being prepared
		MINTRAC conference	March 2007	Completed Presentation made
RTO Professional development	<ul style="list-style-type: none"> Processors RTOs 	Website article	Sept '06	Completed Articles regularly posted/updated
		<i>Mintracker</i>	Sept '06	Completed Article in December edition Article in March edition Article in June edition

Project 7: Review and update of the Australian Meat Industry Training Package support materials PRSET.045

The objectives of the project are:

- To incorporate research outcomes, changes in technology and regulatory changes into the Training Package support materials
- To update the materials to meet the requirements of new and revised units.
- To ensure that there is consistency in resource materials and assessment resources across Australia and overseas

Knowledge/model/ product	Who needs to know?	Dissemination strategies	Timeline	Progress
Revised materials	<ul style="list-style-type: none"> • All RTOs • AFISC • Industry stakeholders: AMPC, MLA, AMIEU, AMIC • Regulatory authorities as applicable 	MINTRAC State Training Manager Networks	Every meeting	Completed Update and validation conducted every meeting
		MINTRAC Environment Managers' Networks	Where applicable	Completed Update provided at every meeting; validation where applicable and time
		MINTRAC MI & QA networks	Every meeting	Completed Update provided at every meeting; validation where applicable and time
		MINTRACker	Every issue	Completed Articles in September, December, March and June issues of <i>Mintracker</i> .
		Industry conferences and forums	Every opportunity	Completed <ul style="list-style-type: none"> • Mentioned at MI & QA and Meat Retailing Conferences • workshop at MINTRAC national conference
		MINRAC website and product catalogue	October 2007	
Web-site information	<ul style="list-style-type: none"> • All RTOs • AFISC 	<ul style="list-style-type: none"> • Direct email upon completion • MINTRAC State Training Manager Networks 	October 2007	Web-site development commissioned but can't be activated until products all ready.
Continuing development priority list	<ul style="list-style-type: none"> • AFISC • Industry stakeholders: AMPC, MLA, AMIEU, AMIC 	Direct notification	December 2006	Completed Priority list developed, and funding opportunities being sought.

Project 8: Redevelopment of Offal Processing training materials PRSET.054

The objective of the project is to improve the standard of offal processing and packaging by improving the training available to workers. This will be achieved by upskilling those training and assessing workers through technical workshops and providing them with better training materials.

Knowledge/model/product	Who needs to know?	Dissemination strategy	Timeline	Progress
Updated materials	<ul style="list-style-type: none"> Meat processing companies RTOs 	Mintracker	June 2007	Will be in September edition
		Website	May 2007	As soon as final product ready
		Product catalogue	June 2007	As soon as final product ready
		Network meetings	July 2007	As soon as final product ready
State-based workshops	<ul style="list-style-type: none"> Meat processing companies AMIC AMIEU MLA AMPC Regulators 	Mintracker	March 2007	Completed
		Website	March 2007	Completed
		Network meetings	Jan-May 2007	Completed
		Article <i>Prime Cuts</i>	June 2007	As soon as final product ready
		MINTRAC conference	March 2007	Completed Workshop conducted

Project 9: Developing and implementing a MINTRAC environment managers' network PRSET:046

The **principal objective** of this project is to facilitate the professional development of personnel with responsibilities for environmental management as well as the dissemination of R&D outcomes.

A **further objective** is the development of a network of meat industry environment practitioners which:

- values the up-skilling of practitioners
- facilitates the professional development of personnel after the acquisition of base line qualifications
- facilitates the rapid dissemination of R&D information among practitioners.

Knowledge/model/ product	Who needs to know?	Dissemination strategy	Timeline	Progress
Creation of network	<ul style="list-style-type: none"> • Environment Managers • AMIC • AMPC • MLA • Regulators 	<i>Mintracker</i> article	Dec '06	Completed Article in December edition of <i>Mintracker</i>
		<i>Prime cuts</i>	April 2007	Will not be done, as too early in development of network to publicise outcomes too widely
		MINTRAC conference	March 2007	Completed Presentation made at conference
Professional development activities	<ul style="list-style-type: none"> • Environment Managers • AMIC • AMPC • MLA • Regulators 	Mintracker article	Dec '06	Completed Article in September edition of <i>Mintracker</i>
		<i>Prime cuts</i>	April 2007	Will not be done, as too early in development of network to publicise outcomes too widely

Project 11: Stunning techniques and safety

The objectives of this project are:

1. to produce a set of training materials which reflect the current requirements to electrically stun cattle
2. to provide QA Managers, regulators and trainers with the skills and knowledge to ensure the smooth introduction of this technology at plant level.

Knowledge/model/product	Who needs to know?	Dissemination strategy	Timeline	Progress
Updated training materials	<ul style="list-style-type: none"> • RTOs • Regulators • Meat Processing companies • AMPC • MLA • AMIC • AMIEU 	Network meetings	ongoing	Completed Updates provided to every network meeting
		<i>Mintracker</i>	Dec '06	Completed In September edition of <i>MINTRACKer</i>
		<i>Prime cuts</i>	May '07	Delayed to 2007-8
		<i>Quantum Leap?</i>		Delayed to 2007-8
		MINTRAC conference	March 07	Completed <ul style="list-style-type: none"> • Update provided at MI & QA Conference • Presentation made at MINTRAC Conference.
Training program for QA Managers, regulators and trainers	<ul style="list-style-type: none"> • RTOs • Regulators • Processing staff • AMPC • MLA • AMIC • AMIEU 	Network meetings	ongoing	Completed Discussed at every network meeting.
		<i>Mintracker</i>	Dec '06	Completed Schedule advertised in December <i>MINTRACKer</i>
		<i>Prime cuts</i>	May '07	Delayed to 2007-8
		<i>Quantum Leap?</i>		Delayed to 2007-8
		MINTRAC conference	March 07	Completed <ul style="list-style-type: none"> • Update provided at MI & QA Conference • Presentation scheduled for Conference.

Project 12: MINTRAC Meat processing industry scholarship program PRSET 049

The objectives of the 20056/7 scholarship program are to:

- encourage high priority research in the industry
- encourage researchers to continue working in the meat industry
- upgrade the skills of meat industry personnel to meet skills shortage areas, build plant capacity and encourage innovation in the industry
- attract young people to work in the industry
- develop skills and knowledge of future employees of the industry through tertiary education.
- provide models of support for existing and future personnel undertaking tertiary training.

Knowledge/model/product	Who needs to know?	Dissemination strategy	Timeline	Progress
Categories reviewed; advertising and marketing strategies developed and implemented	<ul style="list-style-type: none"> • University Research departments • Potential scholarship students • Meat processing companies, workers and families • AMPC, MLA 	Mail-outs to all stakeholders	September	Completed
		<i>MINTRAC</i> er electronic newsletter	September	Completed In September edition of <i>MINTRAC</i> er
		MINTRAC web-site	September	Completed
Research outcomes disseminated	<ul style="list-style-type: none"> • Meat processing companies • Peak bodies: AMIC, MLA, AMPC • University research departments 	Scholarship research folders held by industry stakeholders		Completed Folders were last updated in June 2007.
		Conference presentations		Completed Presentation workshop at MINTRAC Conference.
		<i>MINTRAC</i> er electronic newsletter	Every edition	Completed Scholarship holders featured in every edition of <i>MINTRAC</i> er.
		MINTRAC web-site		Completed Website articles and information are regularly updated
Support strategies for scholarship holders	•		March 2007	Completed Workshop held in June 2007

Positive employment and career outcomes for scholarship holders	<ul style="list-style-type: none"> Meat processing companies, workers, families and local communities Peak bodies: AMIC, MLA, AMPC 	Articles in regional/local media		Completed <ul style="list-style-type: none"> Fletcher's scholarship holders featured in local newspaper Cheryl Lees featured in <i>Riverine Herald</i> David Matthews featured in <i>Albert & Logan news</i>
		Conference presentations by scholarship holders	March 2007	Completed Presentation workshop at MINTRAC Conference.
		<i>MINTRACKer</i> electronic newsletter	Every edition	Completed Scholarship holders featured in every edition of <i>MINTRACKer</i> .
		MINTRAC web-site		Website articles and information are regularly updated
		Industry publications	March 2007	Completed <i>Australian Farm Journal</i>
		Media releases and news articles where appropriate	Ongoing	Completed
Annual evaluation of scholarship program	AMPC AMIC MLA MINTRAC Board	Incorporated into negotiations for further funding		Completed Outcomes have been addressed in 2007/8 project negotiations.

Project 13: MINTRAC State Training Managers' Networks PRSET 050

The objectives of the project are to:

- ensure that the training personnel of the meat industry have adequate opportunities for professional development that will enable the industry as a whole to provide professional training that meets AQTF requirements.
- promote an effective training managers' network in each state which will serve as a catalyst for effective industry advocacy to ensure that the meat industry receives equitable and adequate access to state funding for training
- facilitate the transfer of knowledge from research outcomes to training programs as part of the uptake of innovation in the meat processing industry by:
 - facilitating the packaging of R&D outcomes into more accessible formats for a range of meat industry training audiences
 - offering professional development and training based around the MLA research outcomes for specialist technical trainers
 - building a cohort of confident and competent practitioners who have strategies for introducing change and innovation uptake skills

Knowledge/model/product	Who needs to know?	Dissemination strategy	Timeline	Progress
Training networks which help ensure the sustainability of meat industry training	<ul style="list-style-type: none"> • meat processing companies, in particular senior and middle management with responsibility for operations within training and development as well as those associated with the specific uptake of new skills and knowledge • individuals and institutions charged with the professional development of meat processing personnel • MLA – including research project teams. 	Articles in <i>MINTRAC</i> er electronic magazine, and other relevant industry publications	December 06	Completed Article in December edition of <i>MINTRAC</i> er
		Reports to peak bodies such as MLA, AMIC, AMPC, AMIEU, AFISC.	December 06	Completed <ul style="list-style-type: none"> • Included in EO report to AMPC Board, December. • Emphasised during 2007.8 project negotiations.
		Media releases and news articles where appropriate	Ongoing	Not completed – delayed to coming year
State-based workshops for trainers and training managers to promote the outcomes of MLA projects	As above	Articles in <i>MINTRAC</i> er electronic magazine, and other relevant industry publications	June 2007	Completed 2007 workshops advertised in December edition of <i>MINTRAC</i> er
		Reports to peak bodies such as MLA, AMIC, AMPC, AMIEU, AFISC.	June 2007	Completed <ul style="list-style-type: none"> • Included in EO report to AMPC Board, December. • Emphasised during 2007/8 project negotiations.

Project 14: Model for the professional development of Meat Inspection and QA personnel in the Meat Processing Industry. PRSET:051

The principal objective of this project is to facilitate the professional development of meat safety and QA practitioners as well as the dissemination of R&D outcomes. A further objective is the development of a network of food safety practitioners which:

- values the up-skilling of practitioners
- facilitates the professional development of personnel after the acquisition of base line qualifications
- facilitates the rapid dissemination of R&D information among practitioners.

Dissemination	Who needs to know?	Dissemination strategy	Timeline	Progress
Professional development seminars conducted in each state	all industry	Notices in the <i>MINTRACKer</i> electronic newsletter, on the MINTRAC website, and direct invitations to relevant possible participants	Quarterly	Completed Workshops advertised in September and December editions of <i>MINTRACKer</i>
		Presented at Training Manager network meetings	Ongoing	Completed Updates provided at every network meeting
		Articles in relevant industry publications.	<i>Prime cuts</i> – Nov '06	Completed RI article in <i>Quantum Leap</i> , November/December 2006
		Media releases where appropriate		None appropriate
Established MINTRAC network of QA and Meat Safety practitioners, trainers and regulators.	As above	Articles in <i>MINTRACKer</i> and relevant industry publications.	Ongoing	Completed • Article in December edition of <i>MINTRACKer</i> RI article in <i>Quantum Leap</i> , November/December 2006
		Presentation at MINTRAC annual conference	March 2007	Completed • Featured at MI & QA Conference • Presentation at MINTRAC national conference
Presentations by regulators at professional development seminars	As above	Articles in <i>MINTRACKer</i> and relevant industry publications.	ongoing	Completed Article in December edition of <i>MINTRACKer</i>
Training courses for practitioners and trainers	As above	Articles in <i>MINTRACKer</i> and relevant industry publications.	ongoing	Completed Workshops advertised in September and December editions of <i>MINTRACKer</i>

Project 15. Researching, developing and implementing an E-learning model for the meat processing industry PRSET.032

The objectives of the project are to:

- develop an E-learning model suitable for use and application across the meat industry, particularly in rural and remote areas
- develop support materials which can be used in an E-learning environment.

Knowledge/model/pr oduct	Who needs to know?	Dissemination strategy	Timeline	Progress
E-Learning model suitable for application in the meat industry	<ul style="list-style-type: none"> • Training Manager's networks • Registered Training Organisations • Peak bodies – MLA, AMPC • Agri-food ISC/Meat Standing Committee 	Through Training Manager and RTO network meetings	June 2007	Completed Updates provided at every meeting
		Conference presentations	March 2007	Completed Presentation at MINTRAC conference
		Summary bulletin attached to <i>MINTRAC</i> er electronic newsletter	June 2007	Completed Articles placed in every edition of <i>MINTRAC</i> er
		Industry publications	November 2007	Completed The RI e-learning model was featured in the November/December edition of <i>Quantum Leap</i>
Four units of competency and support materials suitable for E-learning delivery.	<ul style="list-style-type: none"> • Training Manager's networks • Registered Training Organisations • Peak bodies – MLA, AMPC • Agri-food ISC/Meat Standing Committee 	Through MINTRAC product catalogue	June 2007	Completed Supervisor and RI materials now advertised in catalogue;

Project 16: Building industry viability through leadership and innovation

The objectives of the project are to:

- directly support the industry in its strategic initiatives, by ensuring that personnel have the required skills and knowledge
- directly support AMPC and MLA identified priorities through the provision of targeted training programs
- encourage current middle managers to develop their skills and knowledge for future leadership roles.

Knowledge/model/product	Stakeholder/audience	Dissemination	Timeline	Progress
Cohort of industry personnel able to: <ul style="list-style-type: none"> • deal confidently with industry, government and customers • identify, analyse and act on strategic issues • establish strategic alliances and build strong links within and across stakeholders • contribute to a sustainable meat processing industry within Australia. 	<ul style="list-style-type: none"> • meat processing companies • industry peak bodies including MLA, AMPC, AMIC, AMIEU • personnel looking for a career in the industry. 	Briefings at training manager network meetings	ongoing	Completed Updates provided at every meeting
		web articles on the MINTRAC web site	ongoing	Completed Website last updated December 2006
		Articles in <i>MINTRACKer</i> electronic newsletter	June 2007	Completed Articles in every edition
		Articles in industry publications e.g. <i>Feedback</i> , <i>Qantum Leap</i> , <i>Prime cuts</i>	April 2007	Completed <ul style="list-style-type: none"> • Article supplied to <i>Feedback</i>. • Profiles of all graduates currently being prepared to State country and agricultural newspapers.

MINTRAC research and education conference PRSET.053 (Communication)				
Objectives:				
<ul style="list-style-type: none"> • promote research outcomes to wider industry – companies, regulators, researchers, training organisations, product and service developers and suppliers to the industry, government funding agencies • facilitate uptake, utilising practitioners giving first hand experiences • identify future areas for research • link total range of stakeholders 				
Knowledge/model/product	Who needs to know?	Dissemination strategy	Timeline	Progress
MINTRAC conference	<ul style="list-style-type: none"> • meat processing industry • training organisations • regulators • research organisations • government agencies 	One- or two-day conference, including presentations on <ul style="list-style-type: none"> • MINTRAC projects, scholarships etc • MLA research project outcomes • workshops for implementation • regulator input sessions 	March 2007	Completed

MINTRAC Meat Industry Trainer of the Year PRSET.053 (Communication)

Objectives:

- promote quality training to wider industry – companies, regulators, researchers, training organisations, government funding agencies
- provide recognition of outstanding effort
- identify models of best practice in training in the meat industry
- lift the profile of training in the meat industry

Knowledge/model/product	Who needs to know?	Dissemination strategy	Timeline	Progress
Award details, publicity, and prize.	<ul style="list-style-type: none"> • AMPC member companies and associated Registered Training Organisations. • Meat processing companies 	initial advertising to AMPC members companies	May 2006	Completed
		presentation at OH&S conference	August 2006	Completed
		articles in local and meat industry publications.	December 2006	Completed Articles in both September and Retail Conference editions of <i>MINTRACker</i> .

MINTRAC product catalogue and upgrade PRSET.053 (Communication)				
Objectives:				
<ul style="list-style-type: none"> • encourage uptake of industry research and innovation outcomes • facilitate compliance requirements and access to public training subsidies • ensure continued access to products produced for industry, including those developed with government and other non industry funds 				
Knowledge/model/product	Who needs to know?	Dissemination strategy	Timeline	Progress
Product catalogue	<ul style="list-style-type: none"> • meat processing companies • training organisations • regulators • government agencies 	Distribution at industry networks, conferences, training provider networks etc	Ongoing	Completed Catalogue has been distributed at every network meeting and conference.
		Direct mailouts to training managers, relevant regulators, government agencies etc	As required	Completed New additions are advertised through <i>MINTRACker</i> . Website has recently been upgraded to improve accessibility.
Product upgrades and reproduction	<ul style="list-style-type: none"> • meat processing companies • training organisations • regulators • government agencies 	Inclusion in MINTRAC catalogue	December 2007	Development has commenced – due for completion December 2007
		Inclusion on MINTRAC web page	December 2007	
		promotion at industry networks, conferences, training provider networks etc	June 2007	Completed The Animal Welfare kit was featured in the July edition of <i>Prime Cuts</i> .

5 Attachment 4: June edition of *MINTRAC*ker

MINTRAC
Volume 4, Issue 3
June 2007

MINTRACker



PROCESSING



SMALLGOODS



RETAIL

'Training in a Global Environment' the 2007 MINTRAC National Conference, a huge success!

Held at the Holiday Inn Adelaide, the MINTRAC 2007 National Conference, titled 'Training in a Global Environment' was attended by over 110 delegates, speakers, sponsors and exhibitors.

Highlights of the conference were:

Presentations by overseas speakers including:

- Pat Daly, Principal Research Officer of the Irish Agriculture and Food Development Authority
- Karen Wahlgreen, International Project Manager from the Danish Meat Trade College.
- Hamish Dobbie, from ASURE New Zealand Ltd

the keynote address was from Mike Hayward, retired MLA Livestock Export Manager whose topic was International Challenges confronting the Australian Meat Industry. This presentation was very well received.

Presentations were also given by Terry Richards, the Managing Director of the Australian College of Training, Kevin Cottrill, the CEO of AMIC, and Kerry Smith, Project Manager from the SA Food, tourism & Hospitality Skills Council.

A new format of workshop was the 'round table discussion'. Three of these

were held and covered topics:

- is there a need for slaughtering apprenticeships
- meat industry- potential for international synergies
- is there a need for skills sets in the meat processing industry.

And of course there was the conference dinner, where delegates danced up a storm!

Delegates were asked to identify the highlight of the conference. Answers included:

- Mike Hayward's address on how each sector of the meat industry is travelling (comprehensive). Danish automation and training.
- I really enjoyed the workshops and round tables.
- networking. Overseas speakers, and a number of Australian speakers.
- bringing a whole of chain approach to training raised quite a few ideas for me to try to implement at our plant. I also enjoyed seeing how Automation is changing the industry especially how the Danish are embracing it.
- networking - the abilities to meet and mix and get ideas from others in the industry.



Pat Daly speaking at the conference

continued on page 2...

'Training in a Global Environment' the 2007 MINTRAC National Conference, a huge success!

... continued from page 1

- networking - Mike Hayward and Kevin Cottrill put forward some interesting information. Karen and Pat gave the conference an interesting international focus
- Clive Richardson doing the YMCA dance. Expertise and presentation of overseas presenters.
- excellent conference overall. Wide range of training related topics discussed. Well organised event. Variety of speakers.
- international speakers. Terry Richards talk was great - would have been good to have earlier and everyone here.
- workshops on particular areas of interest, i.e. on-plant records.
- keynote speakers and workshops all good.
- overseas presentations. Always good to know where we stand against other countries on terms of training.
- knowledge on 457 Visas. Record keeping.
- I enjoyed the conference which I thought was very good – informative, good engagement with delegates and positive.
- listening to the international speakers. Meeting and speaking with other enterprise RTOs.
- of particular interest was Karen Wahlgreen and the Denmark operations mainly due to the references to the pork industry, networking, Joanne Sillince was very good, lots of highlights.
- the conference was extremely well organised as usual. They are always very interesting due to the varied presenters, however this year in particular, the range of subjects and presenters (overseas) were fantastic.
- great conference! I really enjoyed the presentations made by both overseas presenters. Very informative and excited to see how progressive the meat industries are in Denmark and Ireland particularly in relation to workforce skill development.
- really enjoyed seeing future technology (i.e. Danish meat works) and got value from the training records workshop.



Don't forget to put the dates for the 2008 conference in your diary - 27 & 28 March 2008, Melbourne Victoria.

MINTRAC Register of Overseas Skilled Meat Worker Assessors.

If you have been browsing our website, you will have noticed the addition of the MINTRAC Register of Overseas Skilled Worker Assessors.

MINTRAC registered Overseas Skilled Meat Worker Assessors are assessors who meet the qualifications and criteria to be registered by MINTRAC for the skills assessment of overseas Skilled Meat Workers in accordance with the terms and conditions prescribed in Commonwealth Government Labour Agreements for the

Entry of Overseas Skilled Meat Workers into Australia. This register is used ONLY for assessors working with companies who are signatories to a Commonwealth Government Labour Agreement, and they must be nominated by one of these companies.

For more information, please go to: http://www.mintrac.com.au/site.php?nav=assessor&page=assr_proc, or go to the MINTRAC home page and follow the links.

Certificate IV in Training and Assessment courses and upgrades

Based on the success of the 'Thirty Under Forty's' program which made the qualification available free of charge to thirty meat industry personnel, MINTRAC has organised the delivery of the Certificate IV in Training and Assessment on a fee for service basis.

There are a number of full courses scheduled for this year and next, as well as an upgrade option for those already holding the previous qualification, Certificate IV

in Assessment and Workplace Training.

The first full course will be held in Brisbane, beginning 27 June 2007. The course will cost \$1,815 per participant. For more information go to www.mintrac.com.au or contact MINTRAC on 02 9819 6699 or by emailing mintrac@mintrac.com.au

Other courses will be advertised as they are scheduled.

30 under 40's project - 30 new trainers in the meat industry!

The 30 under 40's project began in July of 2006 with the objective to fund the training of thirty meat industry personnel in the new training and assessment qualification *Certificate IV in Training and Assessment*. This replaced the previous qualification, *Certificate IV in Assessment and Workplace Training*.

To be eligible participants had to be under forty years of age, have experience in the industry, not already holding a training qualification, be working for or with an AMPC member company, and have written support from their employer.

The project was a great success, with all thirty places allocated for the project being filled by eligible, or close to eligible participants. Three courses involving nine days of face-to-face training as well as reading, activities and assessments in participants' own time, were run in Sydney NSW (7 participants), Melbourne VIC (12 participants), and Bunbury WA (11 participants).

All participants have completed their face-to-face training, with many in the earlier courses having completed all the requirements and have been awarded the qualification. The rest are well on their way to obtaining their qualification, apart from one participant who will not be able to complete the qualification for personal reasons.

The Registered Training Organisation (RTO) who has been responsible for delivering the *Certificate IV in*

Training and Assessment is Aurora Training and Professional Services, a Newcastle based RTO who have extensive experience delivering customised training to industries such as mining, and now the meat industry.



Courtney Quinton from Primo Scone, one of the successful participants who has been awarded the Certificate IV in Training and Assessment

Aurora staff spent a great deal of time becoming familiar with the industry by talking to meat industry companies and RTOS, as well as taking a tour of the facilities at Primo Abattoir in Scone NSW. They then developed a suite of customised meat industry specific training materials, which will be available to purchase from MINTRAC in July 2007.

Aurora staff have praised the high standard of all participants and their commitment to the training.

MINTRAC and Aurora are now coordinating the delivery of fee-for-service courses in the *Certificate IV in Training and Assessment* as well as upgrade courses for those already holding the previous training qualification looking to update their skills.

The first course is to be held in Brisbane beginning 27 June 2007.

For more details about the Certificate IV in Training and Assessment courses go to www.mintrac.com.au or contact MINTRAC on 02 9819 6699 or by emailing mintrac@mintrac.com.au

MTM07 Australian Meat Industry Training Package is endorsed!

The MTM07 Australian Meat Industry Training Package is endorsed and available on the NTIS.

Hard and disk copies of the Training Package will soon be available from Australian Training Products, Agri-Food Industry Skills Council and MINTRAC.

Most States are preparing for publicly-funded implementation of the training package from January 2008 – for further information you should contact the relevant State Training Authority.

MINTRAC and Agri-Food Industry Skills Council will be providing Training Package information sessions on the following dates:

August 20	Abattoirs and Food Services: NSW Training Managers and RTOs - Tamworth	Day before scheduled network meeting
August 24	Abattoirs and Food Services: Qld Training Managers and RTOs - Brisbane	Day after scheduled network meeting
August 28	Abattoirs and Food Services: NSW Training Managers and RTOs - Wagga Wagga	Day after scheduled network meeting
September 14	Abattoirs and Food Services: WA Training Managers and RTOs - Perth	Day after scheduled network meeting
September 17	Abattoirs and Food Services: Abattoirs and Food Services: Vic TMs - Melbourne	Day after scheduled network meeting
September 18	Smallgoods and Food Services: national meeting - Melbourne	
November 14 - 15	Meat Retailing and Food Services: Meat Retail Conference - Canberra	
November 28	Abattoirs and Food Services: SA Training Managers and RTOs - Adelaide	Day before scheduled network meeting

Electronic Meat Transfer Certificate (eMTC)

Australian Quarantine and Inspection Service (AQIS) require that a Meat Transfer Certificate is completed every time export eligible meat is transferred from one registered establishment to another. This process can be quite time consuming.

An electronic version of the Meat Transfer Certificate has been developed by industry to provide a non-proprietary system based on international standards for the creation, printing, and electronically sending and receiving of Meat Transfer Certificates.

The eMTC has been developed by MLA with the assistance of AQIS, GSI Australia, industry participants and export customers. This new system can be used free of charge by industry, provided they meet the necessary requirements.

The eMTC was officially launched in Brisbane on the 28th of March. Thirty six industry personnel attended this meeting including processors, cold stores, system vendors and others.

The eMTC system was developed to:

- lower the cost and administration time required
- allow for the requirements of MTCs to be built into the various company inventory systems, allowing the company to run one system only for their own inventory management and MTCs
- provide a higher level of security. An independent message is sent electronically and reconciled to the physical shipment.
- allow the inclusion of the details of each and every carton/carcass, pallet and case that comprises a shipment.
- provide a faster system and a higher level for "Track Forward" and "Trace Back"
- assist in meeting export customer requirements for bio-security and source verification of product.



For further information you can download the eMTC brochure and other eMTC information, as well as a copy of the presentation from the Brisbane launch from the MLA website, www.mla.com.au or contact the MLA Supply Chain Management Program Manager; Tel: 02 9463 9333, Email: scm@mla.com.au

MINTRAC Animal handling project

The purpose of this project is two-fold, firstly to assess the current attitudes and performance of our stock handlers; and if necessary address skills and attitude problems by enhancing animal handling training programs.

The first phase of this project has involved assessing the existing attitudes and behaviours of 75 stock handlers in the red meat processing industry and measuring their performance against good industry practice. This assessment has been undertaken by the Animal Welfare Science Centre in Victoria (who helped develop the AMIC National Animal Welfare Standards).



The preliminary results of the survey are in and the initial results indicate that there is significant variation among stock handlers, in terms of both their attitude to animals and the way in which they handle animals. There is evidence that there are significant opportunities for improving stock handling at our abattoirs and that there is a strong correlation between handler attitudes and behaviours. A detailed analysis of this survey will be available to industry in the near future.

The second phase of the project will involve the development of an attitudinal based training program for stock handlers and the measurement of the benefits derived from the delivery of this training.

This survey has been completed and the industry now has an objective measurement of the performance of our stock handlers nationwide.

For further information please contact Clive Richardson 0409438390.

Want to learn more about training using e-learning strategies?

Trainers can now undertake the Certificate IV in Training and Assessment e-learning unit - TAADEL501A Facilitate e-learning. This unit can be counted towards a Diploma in Training and Assessment, or can be used as an imported unit within the Diploma of Meat Processing.

Facilitating e-learning involves transferring competency in other modes to the e-learning environment where technology is the medium for delivery.

The Facilitate e-learning course covers the following topics:

- Establish the e-learning environment
- Introduce e-learning
- Guide and facilitate e-learning
- Monitor and review e-learning

In completing the course, you will be able to use the resources and samples provided to create e-tivities to support a program that you are already delivering or one that you would like to deliver in an e-learning mode. You will also be able to review your current delivery skills and adapt them for supporting learners in an e-learning environment.

MINTRAC will cover the fees of the first 6 applicants from AMPC member companies or MINTRAC Associates to apply (restricted to one per company).

The cost to all other applicants is \$380.

For more information contact Phill Bevan at Esset Australia by emailing pbevan@esset.com.au



Scholarships – Outcomes folder update

Since December last year there have been seven new brochures for your outcomes folder. If you have not received these please contact Daniel, telephone 1800 817 462 or email mintrac@mintrac.com.au.



Upcoming events

June

15 - Scholarship workshop
27, 28 & 29 - Certificate IV in Training and Assessment, Block 1, Brisbane QLD

July

25, 26 & 27 - Certificate IV in Training and Assessment, Block 2, Brisbane QLD
27 - QA Managers' Network meeting, Wagga Wagga NSW

August

7 - Environment Managers' network meeting, SA
10 - QA Managers' network meeting, VIC
14 - Environment Managers' network meeting, NSW
15 - Royal QLD show
20, 21 & 22 - Certificate IV in Training and Assessment, Block 3, Brisbane QLD
20 - Training Managers' network meeting, Tamworth NSW
23 - Training Managers' network meeting, QLD
24 - Environment Managers' network meeting, QLD
27 - Training Managers' network meeting, Wagga Wagga NSW

September

4, 5 & 6 - AMIC Conference, Gold Coast QLD
12 - Environment Managers' network meeting, WA
13 - Training Managers' network meeting, WA
14 - QA Managers' network meeting, WA
27 & 28 - AFISC Conference, Darling Harbour Sydney.

New products available from MINTRAC

Refrigeration Index (RI) e-learning training resource kit

The existing RI training resources kit has been updated to include an online self-paced learning program, complete with example case studies and online assessments. The kit comes with the original RI calculator and training program CD, and the e-learning version, as well as printed training materials. A must for any company using the RI.
Price: \$220.00
AMPC member or MINTRAC Associate price: \$110.00



■ Scholarship offer ... David Matthews from Teys Bros, Beenleigh.

Meaty rewards

A MEAT industry scholarship has helped David Matthews rise to the position of human resources general manager at Teys Bros, in charge of 2600 Queensland employees.

Beenleigh-based, Mr Matthews, 43, applied for a MINTRAC scholarship in 2003 to help pay his way through Charles Sturt University.

Having completed a Graduate Diploma in Human Resource Management, Mr Matthews credits his scholarship for his re-

cent job promotion.

He said scholarship applicants were selected on the relevance of the study and their length of time in the industry.

After leaving school in Year 10, Mr Matthews's first job in the meat industry was as a meatworker at KR Darling Downs in Toowoomba. He then worked at AMH, joining Teys Bros in 2002.

"I've had more than 20 years in the industry," he said.

A new round of applications is being accepted for

the MINTRAC scholarship which is funded by the Australian Meat Processors Corporation, and Meat and Livestock Australia.

Mr Matthews said the scholarship paid nearly all his HECS fees and books.

"It helped get me the position I am in. It helped get me the promotion," he said.

The Beenleigh plant of Teys Bros employs 800 staff.

The deadline for scholarship applications is Friday, May 18.

■ Visit www.mintrac.com.au.

Above is an article about a MINTRAC scholarship recipient David Matthews, which appeared in his local newspaper. David is the Human Resources Manager of Teys Bros' Beenleigh plant.

MINTRAC scholarship recipient contributes to anti-acne diet

Robyn Smith, is a recipient of a MINTRAC postgraduate scholarship from 2003 to 2007. As part of her PhD research Robyn has been researching *"The effect of a low carbohydrate, high protein, meat-based diet on the incidence and severity of acne vulgaris."*

Acne vulgaris is the term given to acne, or pimples, and is most common in puberty but can also occur in adults.

Her work has been featured in the Women's Weekly special publication Teenage Anti-acne Diet.

Continued on page 7...

...continued from page 6

Robyn, as well as other researchers, have found that contrary to popular belief, diet can have an effect on the incidence and severity of acne.



The cover of the Women's Weekly Anti-acne Diet publication

Copies of this supplement are available from MLA www.mla.com.au

Part of the foreword to the diet

Dr Neil Mann
Associate Professor
of Nutrition
Melbourne
DEST University

For years, I've felt myself included in the class of people who have had their skin break out over time. I thought, although acne is quite common in Western societies, as in Australia, it's often non-existent in the land of the bush. I've been wrong, where the diet is based on mainly unprocessed foods.

It is inspiring to see my colleagues, including Jody Smith, Dr George Vorpoulos and Dr Anne Boule, to study the diet and demonstrate the further we progress to these diets, the more the results of our work, which have been previously overlooked, become clear and more well understood.

Here, the science is turned into a practical and usable plan that can be used daily to help improve both the overall quality of life.

Training Package support materials – what to expect

The Training Package support materials project is well under way and due for completion in October 2007.

There will be materials for every unit contained in the Abattoirs sector from Certificate II-IV level, consisting of:

- information about the training and assessing of Employability Skills
- training support materials
- suggested training activities
- evidence mapping guide
- sample assessment tools
- suggested additional resources.

Materials will be sold on disk, by qualification level.

For example, you will be able to purchase a disk for Certificate III in Meat Processing, which contains all the materials for units contained at Certificate III level.



An example of the cover of developed materials

In addition, a unit-by-unit list of resources will be made available on the MINTRAC website. This will identify MINTRAC-developed resources, plus resources from other sources which have been identified as suitable support materials for particular units.

MINTRAC has been seeking funding to develop national assessment tools for the remaining units from the meat retailing and smallgoods sectors. At the time of writing, it was not known if these applications were successful.

Skill sets enter the training system

Article from Fast Facts edition 258 April 2007, (published by DEST)

The National Quality Council has announced that from 2007 there will be formal recognition of groups of units that lead to a defined industry need. Recognition will also be provided for groups of units that meet licensing or regulatory body requirements.

This recognition will be provided through the development of nationally endorsed 'skill sets', defined by the council as:

"one or more units that meet an industry need to provide skills for a discrete part or function of a job and

have currency in the workplace."

Skill sets will be developed in consultation with industry representatives and regulatory/licensing authorities and inserted into training packages as part of the ongoing continuous improvement of Australia's VET system.

For more information on skill sets in given training packages contact the relevant Industry Skills Council via www.isc.org.au. For details of professional development activities on skill sets, or to obtain further information about skill sets generally please contact Precision Consultancy (03) 9606 0118 or skillsets@precisionconsultancy.com.au.

6 Attachment 5: current MINTRAC product catalogue



❖ A language focused induction kit for Abattoir workers

This kit consists of a DVD, trainers guide and workbook. Together these resources provide support for entry-level workers and their trainers. The materials have been designed to support language, literacy and technical skill development, based on training at Level 1 in Meat processing through three core competencies from MTM00: MTMMP2B Apply hygiene and sanitation practices, MTMMP4B Follow safe work policies and procedures, MTMMP5B Communicate in the workplace.

Regular Price : \$ 70.00

[Add to cart](#)

AMPC Member Price : \$ 35.00

[Add to cart](#)

❖ Essential skills for supervisors - e-learning version

This online training program is a great way to give new or potential supervisors an overview of their role and provide them with important communication and inter-personal skills required for the job. There are six modules, each taking approximately one week to complete. The program includes a downloadable facilitators guide and student workbook. When you order this product you will get the website address of the program and a user name and password which will allow your company to access the site for six months from the dates of purchase.

Regular Price : \$ 220.00

[Add to cart](#)

AMPC Member Price : \$ 110.00

[Add to cart](#)



❖ Essential skills for supervisors - self paced CD

Similar to the e-learning program, these materials introduce new supervisors to the role and responsibilities of a supervisor in the Australian Meat Industry. There is a particular focus on the communication and interpersonal skills needed for people in a supervisory role. The program takes approximately six weeks to complete, but students can progress at their own pace. The CD includes a printable student workbook and a facilitator's guide, instructions for students, learning pathways, and six interactive learning modules. For a limited time, receive the workshop version free when you purchase this product.

Regular Price : \$ 220.00

[Add to cart](#)

AMPC Member Price : \$ 110.00

[Add to cart](#)



✦ Essential skills for supervisors - two-day workshop materials

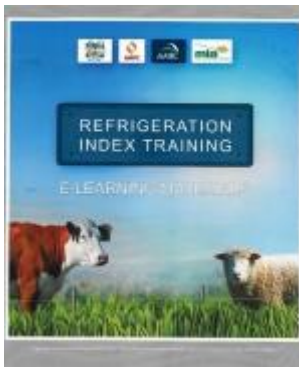
These materials include a PowerPoint presentation, and a facilitator's guide which includes suggested session plans, activities, and a student workbook which can be used to conduct a two-day supervisor induction program. The materials cover the role of a supervisor in the Australian Meat Industry, with a particular focus on communication and interpersonal skills. For a limited time, receive the self-paced version free when you purchase this product.

Regular Price : \$ 220.00

[Add to cart](#)

AMPC Member Price : \$ 110.00

[Add to cart](#)



✦ Refrigeration Index kit - e-learning version

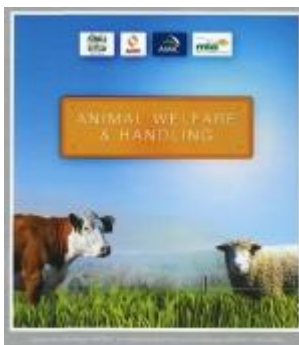
The existing RI training resources kit has been updated to include an online self paced learning program, complete with example case studies and online assessments. The kit comes with the original RI calculator and training program CD, and the e-learning version, as well as printed training materials. A must for any company using the RI. For a limited time, receive the non e-learning version free when you purchase this product.

Regular Price : \$ 220.00

[Add to cart](#)

AMPC Member Price : \$ 110.00

[Add to cart](#)



✦ Animal Welfare training kit

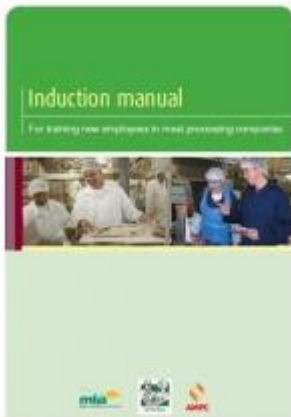
This resource includes training materials and an interactive DVD to support training in the Animal Welfare units in the Training Package and also the new Animal Welfare Standards.

Regular Price : \$ 220.00

[Add to cart](#)

AMPC Member Price : \$ 110.00

[Add to cart](#)

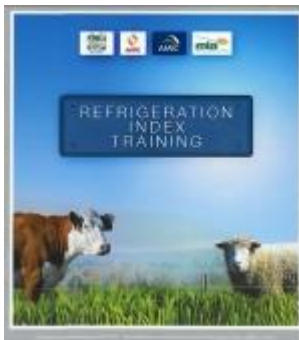


❖ **Induction manual**

Induction manual for meat processing plants. Primarily for induction personnel in meat processing companies this 31 page manual includes one-day and five-day induction models, as well as tips for improving induction, examples of checklists, session plans and activity statements, and strategies for evaluating the induction program after it has been implemented. Suitable for companies wanting to implement a new induction program, or those wanting to improve an existing one.

Regular Price : \$ 110.00
[Add to cart](#)

AMPC Member Price : \$ 55.00
[Add to cart](#)



❖ **Refrigeration Index Kit**

This kit contains training materials and an interactive CD to support training in the use of the Refrigeration Index (RI). The materials support the new RI unit in the Training Package. For a limited time, receive the e-learning version free when you purchase this product.

Regular Price : \$ 220.00
[Add to cart](#)

AMPC Member Price : \$ 110.00
[Add to cart](#)



❖ **Supervise new recruits - Optional training materials**

These materials are for the new unit MTMP407A Supervise new recruits, which is part of the Certificate IV in Meat Processing (Leadership) qualification.

Regular Price : \$ 30.00
[Add to cart](#)

AMPC Member Price : \$ 15.00
[Add to cart](#)



❖ **Traineeship induction kit**

Including a DVD about assessment, an induction powerpoint presentation, career and qualification information, fact sheets and support strategies for trainers, trainees and employers, this kit is ideal for companies who employ trainees.

Regular Price : \$ 220.00
[Add to cart](#)

AMPC Member Price : \$ 110.00
[Add to cart](#)



❖ **Certificates I, II & III Meat Processing (Meat Retailing) Training Resources Guide**

The aim of this guide is to identify RTOs who have created their own support materials, and provide an evaluation of the materials against the requirements of the training package, user friendliness and AQTF requirements. As the National Training Package MTM07 is soon to be released, the resources were evaluated against this package, rather than the MTM00.

Regular Price : \$ 25.00
[Add to cart](#)

AMPC Member Price : \$ 25.00
[Add to cart](#)

[Download PDF](#) 



❖ **Overview of the Meat Industry**

This interactive CD introduces the trainee to the meat industry and covers much of the underpinning knowledge required to complete the unit 'Overview of the Meat Industry'.

Regular Price : \$ 220.00
[Add to cart](#)

AMPC Member Price : \$ 110.00
[Add to cart](#)



✳ **Hygiene and sanitation**

This CD supports the delivery of the 'Apply hygiene and sanitation practices' unit of competency from the compulsory core units at AQF 2 in Abattoirs. The CD can be used in association with other activities to provide some of the knowledge components associated with the unit.

Regular Price : \$ 220.00
[Add to cart](#)

AMPC Member Price : \$ 110.00
[Add to cart](#)

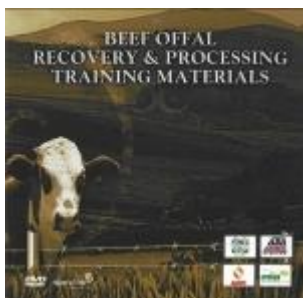


✳ **Meat hygiene assessment kit: objective methods for the monitoring of processes and product**

This kit has been designed to be the monitoring, recording, corrective action and verification guide for good manufacturing practice in the Australian red meat industry. The kit provides materials and assessment tools for process monitoring, product monitoring and trend analysis.

Regular Price : \$ 220.00
[Add to cart](#)

AMPC Member Price : \$ 110.00
[Add to cart](#)



✳ **Beef offal recovery and processing training materials**

This DVD deals with the preparation of beef offal and the dentition of bovine and ovine species.

Regular Price : \$ 110.00
[Add to cart](#)

AMPC Member Price : \$ 55.00
[Add to cart](#)



✳ **Managing occupational health and safety (OH&S) in meat processing plants - resource kit. On sale now!**

ON SALE NOW!! This kit supports the implementation of your OH&S management system at your plant. It identifies the OH&S responsibilities of each workplace group and encourages each group to take on their responsibilities within the context of their normal duties. It is based on the hazard management process and works through examples of managing hazards at meat processing sites. It is made up of an OH&S induction video, a CD on OH&S for meat processing workers, a video on managing OH&S, targeted to supervisors, written OH&S fact sheets, sources on information and the OH&S reference guide CD. On sale now for the one low price of \$50.00 (while stocks last).

Regular Price : \$ 50.00
[Add to cart](#)

AMPC Member Price : \$ 50.00
[Add to cart](#)



✳ **Knife maintenance, safety and hygiene DVD**

This training DVD is for trainees or existing workers. The DVD shows the processes involved in maintaining a sharp knife and covers the safety and hygiene aspects. It can be used by all sectors of the meat industry. If you would prefer a video please click on link below to order the video.

Regular Price : \$ 55.00
[Add to cart](#)

AMPC Member Price : \$ 55.00
[Add to cart](#)



✳ **Maintain personal equipment**

This CD supports the delivery of the 'Maintain personal equipment' unit of competency core units at AQF 2 in Abattoirs.

Regular Price : \$ 220.00
[Add to cart](#)

AMPC Member Price : \$ 110.00
[Add to cart](#)



✳ **2006 PorkStar Training Manual**

This CD contains information about breeds, feeding, animal care, processing, eating quality, cooking recommendations, cut specifications and much more. You will need Adobe Acrobat Reader to view information. Price does not include postage and handling.

Regular Price : \$ 5.00
[Add to cart](#)

AMPC Member Price : \$ 5.00
[Add to cart](#)



✳ **Knife maintenance, safety and hygiene Video**

This training video is for trainees or existing workers. The video shows the processes involved in maintaining a sharp knife and covers the safety and hygiene aspects. It can be used by all sectors of the meat industry. If you would like to order the DVD please click on link above.

Regular Price : \$ 55.00
[Add to cart](#)

AMPC Member Price : \$ 55.00
[Add to cart](#)



✳ **OH&S DVD**

This DVD contains both videos from the OH&S Kit, so that you can watch them on a computer or DVD player.

Regular Price : \$ 25.00
[Add to cart](#)

AMPC Member Price : \$ 25.00
[Add to cart](#)

Regular Price : \$ 25.00

AMPC Member Price : \$ 12.50

[Add to cart](#)

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✳ **Assessing skills in the Meat Industry**

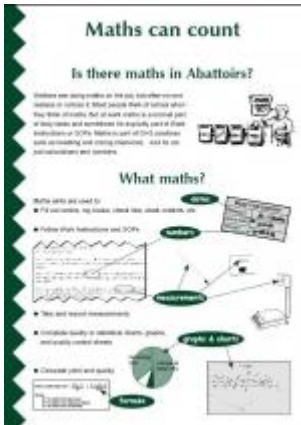
This video outlines the steps in the assessment process at the workplace. The video is accompanied by five assessment fact sheets.

Regular Price : \$ 154.00

AMPC Member Price : \$ 77.00

[Add to cart](#)

[Add to cart](#)



✳ **Maths can count - is there maths in Abattoirs?**

Practical information for identifying maths in tasks and/or work instructions in abattoirs. Shows how to identify maths integrated in meat processing competency standards and gives ideas on how to deliver appropriately integrated training.

[Download PDF](#)



✳ **MTM00 Evidence Maps for Certificate IV in Meat Processing (Leadership)**

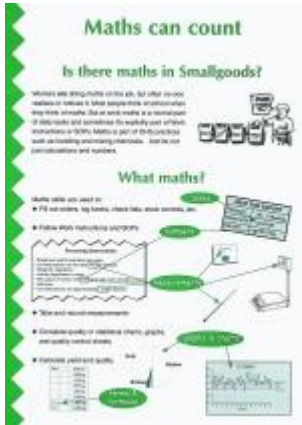
This CD contains evidence maps for the units of competency that make up the Certificate IV in Meat Processing (Leadership) qualification. These can be used by training companies to ensure their assessment tools adequately cover the required elements of the units.

Regular Price : \$ 50.00

AMPC Member Price : \$ 25.00

[Add to cart](#)

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❖ **Maths can count - is there maths in Smallgoods?**

Practical information for identifying maths in tasks and/or work instructions in Smallgoods. Shows how to identify maths integrated in meat processing competency standards and gives ideas on how to deliver appropriately integrated training.



[Download PDF](#) 

❖ **Assessing maths in Abattoirs**

This four page flier provides practical strategies for assessing maths skills embedded in workplace tasks and competency standards in abattoirs and boning rooms. Copies can be downloaded from the MINTRAC website by clicking on the adobe icon, or ordered as a PDF which will be emailed by clicking on the shopping basket beside PDF price.



❖ **Assessing maths in smallgoods**

This four page flyer provides practical strategies for assessing maths skills embedded in workplace tasks and in competency standards.