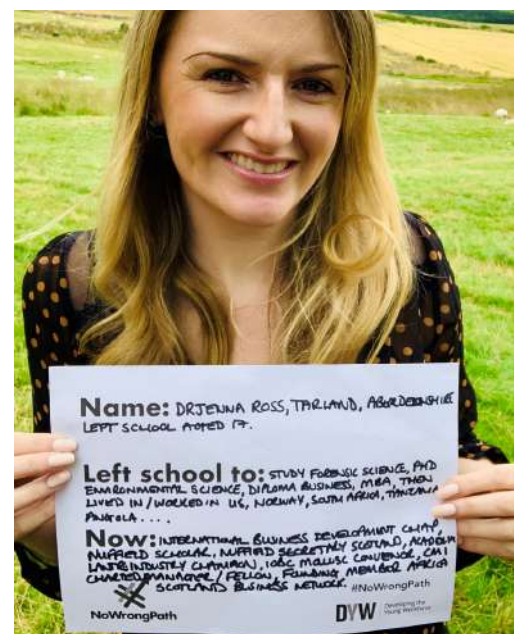


# INDUSTRY CHAMPIONS INITIATIVE

*Inspiring the next generation*



## ABOUT

Lantra's Industry Champions Initiative helps to inspire the next generation of learners and supports skills development in the land-based, aquaculture and environmental conservation sector. Our Champions are former finalists of our annual awards, the ALBAS, Awards for Land-Based and Aquaculture Skills, who have been recognised for demonstrating inspirational qualities and outstanding contributions to the work place.



## UPDATE

Despite the challenges of the pandemic, our Industry Champions have still managed to make a really positive contribution to the promotion of their sector.

Activities have included videos with farmer-comedian Jim Smith, supporting Developing the Young Workforce initiatives, supporting the promotion of careers in our sector through videos and presentations and becoming BBC stars on Landward, to name a few.

There have also been two personal development events covering unconscious bias training and thinking on your feet.

# HIGHLIGHTS

Although it was a year behind a screen, there has still been lots of activity taking place.

A virtual induction was held which was attended by the 2020 finalists and existing champions to find out about what was involved in being a Lantra Industry Champion.

The Champions have supported Developing the Young Workforce initiatives including providing videos about why they love working in the land-based, aquaculture and environmental conservation sector as well as the #NoWrongPath campaign promoting their own pathways and that there is no wrong path after school. Lawrence Martin worked closely with his local school to promote what was entailed with his job as well as producing a video for DYW Perth and Kinross on "A Day in the Life of", which was shared with schools in the region.



Jenna Ross supported the Working in Wellies campaign which provides resources to support teachers to encourage secondary pupils to consider STEM (Science, Technology, Engineering and Mathematics) and rural subjects and careers in addition to 'STEM Ambassadors in Scotland' week.



Luke Taylor spoke at the Rural Youth Project's Ideas Café about his podcast 'The Rambling Ranger' and his job working in the countryside which you can watch here.

Champions Andrew Dixon, Jakob Eunson and Erica Taylor filmed segments for Landward about the work they were doing in agriculture in Episodes 5 and 12.

Andrew also filmed a video describing how the pandemic has affected his work as a farmer. You can view the video here.

Scott Mason spoke about his career in Fisheries Management at our own VirtRural Careers event which was attended by 133 delegates.



Two personal development events have taken place this year. Unconscious bias training was organised to support them in their role promoting their industries and inspiring the next generation of learners who may have pre-conceptions about our sector. The second, Thinking on Your Feet session was aimed at supporting the Champions to improve their ability to think on their feet in a range of situations which might arise in their role as well as in their personal life. Opportunities to network were also arranged for the Champions during the year.

Industry Champions Luke Taylor, Lawrence Martin, Alan Tangny, Megan Rowland and Lee McPherson have all taken part in the Springboard for Rural Skills Project developing their skills in instructional techniques with some progressing onto further training.



## JIMS GETS A JOB FOR A DAY

Lantra Scotland launched a new series of career videos featuring some of our Industry Champions alongside farmer-comedian Jim Smith. Champions Isla and Jack featured in the Trees & Timber video, Luke showcased Environmental Conservation careers and Finulla highlighted careers in Horticulture. These have been very well received. You can view the videos here.



# INDUSTRY CHAMPION TESTIMONIALS

"The biggest benefit for me has been raising a larger profile for my profession. Lantra Scotland has provided me a platform, as well as its network, to reach out further than on my own. I've also learned a huge amount about other industries and the other champions. Joining the initiative will grant you this too and you never know, you might end up in a video with Jim Smith also!"

LUKE TAYLOR

ENVIRONMENTAL CONSERVATION 2019



"The industry champions initiative is a group of like minded people with a hugely diverse range of skills where you can seek help and advice, in a safe environment. It gives you the opportunity to discuss rural issues and continue to make a difference to industry by promoting everything that it has to offer and educating those who would like to know more. The initiative has expanded my network and given opportunities to take part in webinars and training to further my knowledge and experience. **For those lucky enough to be offered a chance to join, it's a no brainer."**

LAWRENCE MARTIN

AGRICULTURE 2020



"The Lantra Industry Champions initiative is a **fantastic opportunity** to promote and represent the industry, connect with other like-minded people from cross cutting sectors, catalyse new ideas through knowledge exchange, build on leadership and communication skills and access continual learning and development opportunities."

JENNA ROSS

AGRICULTURE 2018



"I won a Lantra Land Based Learner of the Year award way back in 2013. I have been involved in the Industry Champions initiative since it began. **For me it has been very beneficial on a personal level as well professional.** I have made some very good friends through the project who I keep in contact with regularly. On a professional level it has been great having this wide range of skill sets only a phone call away. Whether it is calling an agriculture champion to ask questions on how to fix a tractor and flail we had on hire, speaking to an Environmental Conservation champion to discuss best ways of managing grass lands and footpath networks or chatting with an aquaculture champion to gain a better understanding of the aquaculture industry within Scotland. The project has allowed me to gain a greater understanding of the many rural and land based industries here in Scotland."

SCOTT MASON

FISHERIES MANAGEMENT 2013

# BENEFITS OF BEING AN INDUSTRY CHAMPION

There are a range of benefits and opportunities to the Industry Champions which support their personal development, their industry and the wider sector.

Examples include:

- Being part of an exclusive club
- Opportunities to meet with like-minded individuals and widen their network of contacts
- Continuous personal development opportunities which have included presentation skills, social media training and leadership development
- Ongoing support from Lantra
- Invitations to speak/represent industry at events across Scotland
- To become recognised as a positive role model to new entrants
- To increase awareness of their industry by sharing working/study experiences with new audiences
- To support their industry by demonstrating it is a positive and rewarding career choice as well as promoting their learner journey at business events to employers encouraging them to take on new entrants
- Sharing their knowledge and experience to add value to skills development within their industry
- Inform career information related to their industry
- Presenting at Parliamentary Receptions and meeting with key Government stakeholders
- Opportunities to contribute to skills consultations to help influence policies, funding and provision



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## EMPLOYERS

The success of our industry champions initiative relies entirely on the generosity of employers in supporting their staff as Champions. Lantra very much values this support, as it has helped raise the profile of the sector, skills development activities and increased opportunities for further engagement with partners.