

BE PART OF THE NEXT-GENERATION POSSIBILITIES FOR RURAL AREAS.



THE RURAL EXPERIENCE

EXPAND YOUR HORIZONS

NEXT LONGREACH PROGRAM: 23–29 SEPTEMBER 2018

TAKE PART IN THE RURAL EXPERIENCE

The Rural Experience is an immersive learning program for year 10-12 students from metropolitan areas. You get the chance to spend a week in a rural community, experiencing life there and discovering the diverse career opportunities in regional Australia.

For many city students this is a whole different world. It will welcome you warmly, expand your horizons and be an up-close, first-hand exploration of work and social life in rural areas.

Places are limited so apply now.

HOW YOU'LL BENEFIT FROM THE PROGRAM

This is an enjoyable and potentially life-changing opportunity that will give you:

- Insights into topics including:
 - Agriculture and agribusiness
 - Regional business innovation
 - Rural medical and social needs
 - Regional tourism and hospitality
- Deeper understanding of what's involved in rural careers through meeting rural people and seeing them at work
- Enjoyable rural social opportunities
- The chance to build a network of rural industry contacts
- Confidence in your career and lifestyle decisions
- Understanding of rural life opportunities and challenges to share with your school and community.

HOW YOUR SCHOOL WILL BENEFIT

- A Queensland-based program which gives real-life experience of rural and regional careers and issues.
- The foundation for building greater awareness and understanding of rural issues amongst other students and the school community
- We expect students to share their experiences with their school community on their return to help raise awareness and enhance understanding of rural opportunities and challenges.

WHAT THE PROGRAM INCLUDES

- Welcome and introduction to the community
- **Career Spotlight** morning with local speakers who will explain what is involved in their local industries, businesses or professions. They'll give you a 'day in the life' insight into their jobs and invite your questions
- In-depth **Career Focus** work observation sessions for a more detailed understanding of a sector. You can choose from:
 - **Tourism, hospitality and retail**
 - **Agriculture and agribusiness**
 - **Professional and administrative services**
 - **Healthcare services** (subject to availability of providers)
- Leisure visits to local tourist attractions, and social and recreational activities
- Accommodation at the Longreach Pastoral College in separate male and female rooms
- Three meals and morning tea each day
- All transport around Longreach area and entry to museums/attractions
- The support and supervision of a Program Coordinator in Longreach.

THE PROGRAM'S VISION

We are a not for profit company whose vision is to contribute to the vitality of rural communities by encouraging young adults from metropolitan areas to work, study or train in these rural communities.

Our broader purpose is to help connect rural and city areas in ways that develop understanding and economic benefits for both sides and create future strength for Australia.



PROGRAM FAQs

Where do students stay?

Students stay at **Longreach Pastoral College** in separate male and female rooms.

What does the program cost?

The program fee is **\$550**, which includes accommodation, three meals and morning tea each day, entry to activities shown on the final program schedule, and all transport in Longreach.

What is not included in the program fee?

Costs NOT included are: travel to and from Longreach, travel and medical insurance, and activities not shown in the final program schedule.

What support will students have in Longreach?

The Program Coordinator will meet students in Longreach and accompany them on all activities during the program (apart from some Career Focus sessions) and will stay at the group accommodation.

PROPOSED PROGRAM SCHEDULE*

DAY	TIME	ACTIVITY						
Sun 23/9		Arrive Longreach Visit Australian Stockman's Hall of Fame and Outback Stockman's Show , Dinner at Australian Stockman's Hall of Fame						
Mon 24/9	9.00am-1.00pm	Welcome and Introduction to the local community Career Spotlight Sessions (with tourism operators, medical practitioners, media, agricultural professionals, digital entrepreneur, and others)						
	2.00-5.00pm	Visit Qantas Founders' Outback Museum (including Q&A with CEO)						
Tues 25/9 Wed 26/9 Thur 27/9	Daily sessions 9am-4.30pm	<table border="1"> <thead> <tr> <th>Tourism Hospitality & Retail Career Focus**</th> <th>Professional & Administrative Services Career Focus**</th> <th>Agriculture & Agribusiness Career Focus**</th> </tr> </thead> <tbody> <tr> <td> <i>Possible options include:</i> <ul style="list-style-type: none"> · Qantas Founders Outback Museum · Tour company · Motel and restaurant · Hair and beauty salon · Visitor Information Centre · Newsagency </td> <td> <i>Possible options include:</i> <ul style="list-style-type: none"> · Longreach Regional Council · Commercial bank · Solicitor · Accountant · Radio journalist · School of Distance Education · Government departments </td> <td> <i>Possible options include:</i> <ul style="list-style-type: none"> · Visits to pastoral stations near Longreach </td> </tr> </tbody> </table>	Tourism Hospitality & Retail Career Focus**	Professional & Administrative Services Career Focus**	Agriculture & Agribusiness Career Focus**	<i>Possible options include:</i> <ul style="list-style-type: none"> · Qantas Founders Outback Museum · Tour company · Motel and restaurant · Hair and beauty salon · Visitor Information Centre · Newsagency 	<i>Possible options include:</i> <ul style="list-style-type: none"> · Longreach Regional Council · Commercial bank · Solicitor · Accountant · Radio journalist · School of Distance Education · Government departments 	<i>Possible options include:</i> <ul style="list-style-type: none"> · Visits to pastoral stations near Longreach
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A Health Care Services work observation stream may be offered in 2018, subject to availability of Career Focus providers. Please let us know if you would like to participate in a Health Care Services stream and we can provide more information.								
Fri 28/9	Australian Age of Dinosaurs Museum and Winton daytrip (including Q&A with Museum staff). Thomson River cruise and farewell dinner .							
Sat 29/9	Students depart (lunch at own cost) For students departing on Saturday afternoon, free time to explore the town centre and activities eg Outback Pioneers tour options (all at own cost).							

*Note: *Subject to change as final arrangements are made with Career Spotlight speakers and providers of Career Focus options. The Program Schedule could also change once the Program is underway, if unexpected weather or other events disrupt plans.*

***Career Focus work observation sessions will be conducted with small groups of students, due to space and resourcing constraints of Career Focus providers. Applications for participation in the Program and specific Career Focus sessions will be accepted in the order received, until the maximum number for the relevant Career Focus group has been reached. Final numbers for each Career Focus group are yet to be determined. See 'How to book your place' to obtain an application form.*

Additional qualified assistants may support the group, depending on the group size. We have appropriate policies and procedures to ensure safe environments for children and young people.

How many students will be in the group?

The limit for the program is 16 students from different schools.

How do you select students for the program?

Selection is a combination of the order we receive applications and balancing students' choice of Career Focus groups.

When will I know if I've been accepted?

Early applicants may hear within a short time of lodging their applications. Final places will be allocated within a few days of the application closing date, if they have not already been filled.

What is the best way to get to Longreach?

Transport options depend on your home location. Options from Brisbane include:

SUNDAY 23 SEPTEMBER 2017

QantasLink flight QF 2534*

DEP BRIS 1.45pm, ARR LONG 3.50pm

Alternative option:

Bus Queensland BQ 201*

DEP BRIS TRANS CNTR 2.45pm Sat 22 Sept

ARR LONG 8.40am Sun 23 Sept

SATURDAY 29 SEPTEMBER 2017

QantasLink flight QF 2533*

DEP LONG 11.45am, ARR BRIS 1.45pm

Alternative option:

Bus Queensland BQ 202*

DEP LONG 5.40pm, ARR BRIS TRANS CNTR 11.55am

Sun 30 Sept

Note: The Program Coordinator may not accompany students on travel to and from Longreach, but will meet all students on their arrival in Longreach.

**Travel times subject to change by the carriers.*



WHAT STUDENTS SAY ABOUT THE EXPERIENCE

'Longreach is an amazing and friendly place and [you] need to do this trip'

'it was a great experience and a real eye-opener'

'it is the best to go to if you are trying to decide where to go when you've finished year 12'

'it really helped me make up my mind about the future'

'insightful look at the tourism industry' in Longreach

'excellent value, learnt lots and had a laugh'

One thing I will remember about this week is

'how wonderful this little country town is and all the things it has to offer'

These comments are from students who took part in our Longreach Pilot Program in September 2016.



SUPPORTED BY FRRR

The Program is conducted by Rural Immersion Ltd (ACN 614 164 073). Rural Immersion have a fundraising partnership with the **Foundation for Rural and Regional Renewal (FRRR)** ABN 27 091 810 589 to assist in the fundraising for The Rural Experience as a charitable project in line with FRRR's purposes, through a Not-for-Profit Fundraising Account. FRRR is a charitable Foundation based on partnerships between philanthropy, community, government and business. Donations made into the FRRR Public Fund towards The Rural Experience project are tax deductible because of FRRR's tax status. See more at www.frrr.org.au

*The Program is supported by
Tim Fairfax Family Foundation #1
via the FRRR.*



**SPONSORED
BY**



WHY LONGREACH?

Longreach is a vibrant regional centre about 700 kilometres west of Rockhampton. The region's population of about 3,700 people lives in an area of over 40,000 square kilometres.

Longreach was chosen as the first host community for **The Rural Experience** because it is an agricultural, retail, tourism and administrative centre, home to many **Queensland government department offices, health services, community service organisations, and educational institutions** including **Longreach School of Distance Education** and **Queensland Agricultural Training College's Longreach Campus**. There are also **nationally-recognised tourist attractions** including the **Australian Stockman's Hall of Fame, Qantas Founders Museum** and **Outback Pioneers**.

While recent years of drought have affected the cattle and sheep industries in the region, a number of locals have diversified their income by developing **award-winning tourism operations, internet-based businesses and other innovative projects**.

HOW TO BOOK YOUR PLACE

Places on the program are limited so please act quickly to obtain your application form and any additional information you need.

Simply download the application form from www.theruralexperience.org.au, and email the completed application form to: info@theruralexperience.org.au

Application closing date: 27 July 2018

THE RURAL EXPERIENCE

CULTIVATING RURAL AND CITY CONNECTIONS

