



Attracting Young Members

Presented by Kate Buck, NR KI Regional
Landcare Facilitator



Young Farmers on KI

- Large proration of farming population
- Are returning with higher education & experience
- Friendly connected farming community



Why do people join groups?

- Social
- Belonging & inclusion
- Contribute to community
- Benefits



Who are you trying to attract?

Generation Y (1980-1999) 26 to 38 year olds

- Well educated
- Informed about global issue
- Tech savvy
- Busy & well-connected
- Been encouraged to question what they are told 'Gen why not'
- Respect must be earned & reciprocated
- Access information rapidly and extensively
- Embrace innovation
- Values: loyal to friends, family, freedom and the Aussie way of life and keen to learn



How to attract Young Farmer:

- Use social media: facebook, twitter & YouTube
- Other young people in group 'champion'
- Make activities social: bus tours, sticky beak days, time for chit chat
- Will scare off if give too much commitment at first
- Meaningful: for fellow farmers, making a difference
- Opportunity for mentors: keen to learn
- Food, drinks & live music
- Meetings: flexible, change locations & times
- Build trust & respect.
- Inclusive culture: opportunity to speak
- Talk to them & Listen!



Agriculture Kangaroo Island



Thanks for listening