

VCE VM WRS - Agriculture

Your Mission: You are an ag-tech project team tasked with designing a small but scalable agricultural venture that is safe, profitable, sustainable, and brandable. Across six modules you'll investigate local industry, workplace safety and AI, financial literacy, soil health, branding, and pitching—then launch your concept.

	Theme	Pre-Work Activities	Post-Work Activities
1	Introduction and Industry Tour	<ul style="list-style-type: none"> • Watch How Australian farmers use 1.05 billion acres of land • Research companies Red Rich Fruits and Yering Christmas Farm • Prepare 3 questions to ask during tours 	<ul style="list-style-type: none"> • Complete Module 1 journal reflection • Choose 1 company and identify a challenge they face, how could new tech solve it? • What items are grown at these companies? • What careers are related to the agriculture industry? • Identify 2 workplace risks you saw on industry tours • Begin mind map of your agricultural project ideas
2	Safe Workplaces and AI	<ul style="list-style-type: none"> • Research what PPE is required in horticulture and ag-tech • Watch Intro to AI in Agriculture • Find and bring an example of a safety sign 	<ul style="list-style-type: none"> • Complete Module 2 journal reflection • Reflect on AI debate: What do you think the future of tech in farming should be? • How can machinery and new technology assist in training? • If there was a natural disaster, what tech could help to maintain crops? • If a machine breaks down, what safety risks could arise and how would you manage them? • Choose UN SDGs to address in your agricultural project
3	Farming and Financial Literacy	<ul style="list-style-type: none"> • Watch Can we create the perfect farm? • Brainstorm: What makes a farm profitable? What makes a farm sustainable? 	<ul style="list-style-type: none"> • Complete Module 3 journal reflection • Record ideal crop conditions in journal • Calculate profit margin in journal • Begin branding ideas: slogans, logos, demographics.
4	Soil Testing and Sustainability	<ul style="list-style-type: none"> • Watch Importance of soil health in generative agriculture 	<ul style="list-style-type: none"> • Complete Module 4 journal reflection • Record soil test results and reflect on what they mean in journal.

		<ul style="list-style-type: none"> Bring a photo or description of a soil issue you've seen (e.g. dry patch, erosion) 	<ul style="list-style-type: none"> Complete journal entry: "What would improve soil quality in our greenhouse?"
5	Marketing and Branding	<ul style="list-style-type: none"> Watch What Makes a Great Brand? Review UN SDGs selected and identify how your agricultural project addresses them. 	<ul style="list-style-type: none"> Complete Module 5 journal reflection Finalise logos, media (T-shirt, ad, etc.) Reflect on design and branding; What design features can attract customers to better market brands? What marketing ideas did you use in your strategy? What industry partner could assist in collaborative marketing for your idea? Check off Pitch Prep Checklist Peer feedback on branding ideas
6	Pitch Presentation	<ul style="list-style-type: none"> Watch the futuristic farms that will feed the world Finalise product and have slides ready to pitch Practice pitch, rehearse voice, body language, and slide timing 	<ul style="list-style-type: none"> Complete Module 6 journal reflection Peer feedback on pitches Complete journal entry: "What work-related skills did I build during this program?"