



LEADAG

LEADING, EDUCATING AND DEVELOPING
THE NEXT GENERATION OF AGRICULTURAL
WORKFORCE

Your LEADAg Experience

LEADAg is more than a training course—it is a high-impact career accelerator. We have traded the traditional classroom for immersive, hands-on skilling in the heart of regional Queensland. Here, you don't just study the industry; you live it. You will gain the technical proficiency and the personal confidence required to step onto any property and lead from day one.

In agriculture, success is sustained by the people you have in your corner. As a LEADAg participant, you gain immediate entry into a professional circle of 61 industry mentors—experts in livestock, cotton, and AgTech who are dedicated to your growth. This isn't just a list of contacts; it is a collaborative environment where you learn directly from producers and innovators. These connections provide the guidance, job opportunities, and industry insights that allow you to navigate your career with a sense of belonging and professional backing.

200+
Applicants

60+ Expert
Mentors in
Your Corner

National
Reach, Local
Career
Impact

The Program

The LEADAg program is built on a foundation of cohesive, high-impact exposure, CHRRUP recognises that the agricultural industry is never static. To ensure we remain at the forefront of the sector, each program is purposefully tailored to its specific target audience and seasonal variability, allowing us to pivot our focus to the most relevant and timely skills required for that cohort's career goals.

The LEADAg itinerary is a dynamic roadmap designed to immerse participants in the realities of modern agriculture. While our core pillars remain constant, we tailor each session to leverage the expertise of our local mentors and the current seasonal landscape, ensuring every hour spent in the program builds the technical proficiency and professional character required for industry success.

Day 1

Foundation & Safety

- Rural and Remote First Aid & CPR

Day 2

Livestock & Value Chain

- Stock handling
- Working dogs
- Horsemanship

Day 3

Industry & Infrastructure

- General Maintenance
- Environmental Stewardship
- Expert Networking

Day 4

Operations & Planning

- Farm Financials
- Operational Planning

Day 5

Innovation & Graduation

- Emerging AgTech
- Graduation and Farewell

To see upcoming program schedules - visit our website!

LEADAg Exposure: The Long Game

The Exposure pillar is about the slow burn. We believe that building a future workforce starts with modeling awareness long before a student picks up a gate latch. By maintaining a recurring presence throughout a student's schooling journey, we create an evolving conversation that adapts to their changing interests.

- We move beyond one-off school visits. A recurring presence builds the trust necessary for students to ask deeper, more complex questions as they approach graduation.
- A Year 5 student might be drawn to animals, but by Year 11, that same student may be fascinated by data collection and genetics. Exposure ensures they never "count themselves out" of the industry.
- We look beyond the "Ag kids." We want the students in the robotics club and business classes to see how their unique skills fit into a modern station or corporate ag enterprise.

To bring the industry to life, we focus on a "show and tell" approach, utilising interactive days filled with engaging presenters, videos, and stories that showcase the authentic reality of modern agriculture. By introducing LEADAg Experience alumni and young industry professionals as relatable role models, we help students envision themselves successfully navigating these same paths. Central to this is providing clear, practical guidance on the "what, where, how, and why" of the sector—mapping out diverse pathways that range from essential trades like diesel mechanics and boilermakers to tertiary degrees in agronomy or veterinary science and specialised industry certificates.



LEADAg Connect

LEADAg Connect serves as the program's vital safety net, ensuring that the momentum of a motivated applicant isn't lost just because a physical placement wasn't available. Since the intensive "Experience" weeks are strictly limited by host capacity and safety ratios, Connect functions as a structured holding bay that keeps the broader talent pool engaged and less at risk of leaving the industry before they even enter it.

LEADAg Connect allows the ability to provide targeted exposure by matching an applicant's specific interests with an aligned mentor group.

- If an applicant is interested in AgTech, drone mapping, or stud cattle genetics, the Agricultural Workforce Officer facilitates direct access to experts via webinars and virtual Q&A sessions.
- LEADAg continues to act as the neutral portal between the applicant and the regional industry, building a professional reputation long before an intensive week begins.

For those not selected for a specific cohort are treated as a "not yet." Connect provides a path for improvement:

- Participants are encouraged to use Connect to identify missing skills or knowledge, ensuring they are more competitive and informed when they reapply.
- Being part of the Connect cohort keeps individuals on the list for regional industry days and networking events, ensuring they are "showing up" in the industry early on.



The Three R's

The Foundation of Your Success



Respect: The Professional Foundation

You will gain the self-respect and industry awareness required to represent yourself and the agricultural sector with excellence.



Responsibility: The Duty of Care

You will achieve a high-level understanding of livestock health, asset maintenance and safety.



Resourcefulness: The Problem Solver

You will develop the ability to find practical, working solutions when facing unexpected challenges in high-pressure environments.

Proof in the Progress



The LEADAg journey is best understood through the success of those who have walked the path before you. Our graduates don't just leave with a week of experience; they leave with career trajectory. Respect, Responsibility and Resourcefulness; students have transitioned from passionate beginners to respected industry entrants.



Jason Lovelock

Jack joined the 2022 pilot program and also completed the 2026 program.

"LEADAg opened my eyes to the scale of opportunity in this industry. It gave me the network to turn work experience into a career"



Abbey McLean

Joining LEADAg in 2023 with deep passion but lacking a defined career path.

"LEADAg has improved my understanding of agriculture and has taught me so much throughout"



Joshua Spicer

In 2023 Josh set out to build a professional network and get his "foot in the door"

"LEADAg ... was such a valuable experience that helped me decide that agriculture was the industry for me"

Invest in the Future

We invite Industry stakeholders to partner with LEADAg in securing the next generation of agricultural leadership and workforce. Directly funding hands-on experiences and workforce retention in regional Australia.

Scan the QR code to find out how you can get involved today or visit https://www.cognitofirms.com/CHRRUP/_2026CHRRUPPARTNERSHIPFORM!



If you are interested in joining our industry stakeholders to secure the future of regional agriculture, we invite you to start a conversation with us. Whether you are ready to commit to a specific tier or wish to discuss a bespoke partnership that aligns with your organisation's goals, please contact our Agricultural Workforce Officer or the CHRRUP Office directly to express your interest.

Our success is built on the strength of our partnerships. We are honored to be backed by the following organisations, whose support ensures that high-quality, hands-on exposure remains accessible to the next generation of agricultural professionals.



TAKE THE LEAD: Your Future Starts Here

Contact Us:

If you have any questions about the application process or would like to discuss how your business can partner with LEADAg, please reach out to our Agricultural Workforce Officer, or scan the QR code below.

 0428 249 447

 @chrrup

 www.chrrup.org.au

