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OUT FROM  
THE FLOCK**

# **TRAILBLAZERS**

The aim of the LambEx Coles Trailblazers Competition is to recognise and encourage young and upcoming industry professionals, producers, scientists & students to consider a future or ongoing career in the Australian sheep, lamb and wool industry. The competition will enable these 'Trailblazers' an opportunity to demonstrate how they as young innovators will make a difference in the industry. Successful finalists will have the opportunity to make their mark on industry at LambEx 2024 and hone their skills through professional development and networking with industry.

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**TRAILBLAZERS**

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# ARE YOU A TRAILBLAZER?

## Overview

Trailblazers of the Australian sheep, lamb and wool industry are invited to pitch your idea, technology or innovation that will make a difference to and improve the sustainability of the sheep, lamb and wool industries.

The pitch can cover any aspect -big or small - of the supply chain including on-farm, off-farm (transport, processing, retail, export etc) or the social and cultural perceptions of the industry.

The LambEx Coles Trailblazers competition is designed to recognise young thought leaders & innovators; Encourage those entering careers in sheep, lamb and wool supply chain, or career progression for those already in industry.

**The LambEx Coles Trailblazers competition consists of the following categories:**

**LambEx Coles Trailblazer**

Aged 16 – 30

The LambEx Coles Trailblazer will be the overall winner. Intended for post-graduate students or early-mid career professionals or producers. The Junior Trailblazer may also be the 'LambEx Trailblazer' overall winner.

**LambEx Coles Junior Trailblazer**

Aged 16 – 21

Intended for students or very early career industry participants.

**LambEx Coles People’s Choice Trailblazer**

The LambEx Coles People’s Choice Trailblazer will be selected by delegates at LambEx by popular vote.

# Eligibility Criteria

**Eligibility for the LambEx Coles Trailblazers competition will be based on the following:**

- Aged: 16 – 30 years old as at 1st July 2024
- If selected as a finalist, must be able to attend the following:
  - Professional Development training in July 2024 (date & venue tbc)
  - LambEx 2024 on 7 – 9th August 2024 in Adelaide (+travel)
- Where applicable, pitches for products/tech/etc must be pre-commercialisation (determined at the sole discretion of the selection committee)
- Ideas and concepts must be original and developed by the entrant.
- Not have been a previous LambEx Young Gun award winner
- Australian citizen, permanent resident or valid student visa holder
- Parent / guardian permission if under 18; parent / guardian chaperone if successful as a semi-finalist

# Application Process

**Apply now for the LambEx Coles Trailblazer. Applications must include the following elements and details:**

- Online entry form including a short, written bio: Your name, your study/job/role, where you live and work. A brief explanation of what you do.
- Written pitch (max one page) outlining your idea, technology or innovation for the lamb industry. See industry categories as a guide on page 5.
  - What the idea/tech/innovation is.
  - Why is it needed?
  - Who will benefit?
  - What will the impact be?
  - How will the idea be implemented?
- Maximum 30 second video of the applicant giving an 'elevator pitch' of the idea and a brief introduction of themselves and their pitch.
- Portrait photo of yourself.
- Supporting documents eg. CV, references etc. (optional)

# Judging Assessment

**Your LambEx Coles Trailblazer application will be judged and assessed based on the following areas:**

- Written communication: Your ability to clearly and concisely communicate your idea for the lamb industry.
- Merit of your idea: Is the idea innovative and have the potential to meaningfully impact the lamb industry
- Presentation Skills: Skill at presenting your elevator pitch (video). Videos to be scored upon verbal content, delivery & presentation NOT editing skills or production values.
- Passion & commitment to the lamb industry.



# CAN EWE INSPIRE CHANGE?

## Competition Prizes

### All finalists will receive:

- Complimentary registration to LambEx 2024 (value \$800)
- Participation in the LambEx Coles Trailblazers Personal Development Program
- Contribution towards travel & accommodation (value up to \$600)

### Winners of each section will receive:

LambEx Coles Trailblazer winner \$3,000

LambEx Coles Trailblazer Junior winner \$1,000

LambEx Coles Trailblazer People's Choice \$500

## Timeline

<b>February 2024</b>	<b>LambEx Coles Trailblazer entries open</b>
<b>25th April (Midnight)</b>	<b>LambEx Coles Trailblazer entries close</b> Reminder 25 April is a public holiday.
<b>31th May 2024</b>	<b>LambEx Coles Trailblazer finalists notified &amp; announced</b>
<b>Early-Mid July 2024</b>	<b>LambEx Coles Trailblazer Professional Development session</b> Date, time and location to be communicated with finalists. Full day development opportunity.
<b>7th – 9th August 2024</b>	<b>LambEx 2024</b> <b>Adelaide Convention Centre, Adelaide</b> <ul style="list-style-type: none"><li>• Grand finalists to be announced at LambEx on Wednesday 7 August at 4.00pm. Grand finalists to present.</li><li>• Semi-finalists to be announced at the LambEx Welcome Function sponsored by PIRSA.</li><li>• Semi-finalists to present to LambEx delegation on Thursday 8th August.</li><li>• Winners announced at the LambEx Grandslamb Dinner sponsored by Rabobank on Thursday 8 August.</li></ul>

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**4**

# Additional Information

## Where do I start?

The sheep and agriculture sector is facing challenges on many fronts: attracting young people to the industry, a changing climate, depressed commodity prices, increasing operation costs, environmental requirements and maintaining social licence from the wider community are but a few of these challenges.

We are seeking young and innovative minds to help drive change in the sheep and lamb industry and overcome these challenges. As a guide, a Trailblazer’s pitch must produce a positive outcome for one or more components of the lamb supply chain, by addressing a challenge being faced by the lamb industry.

Sheep & Lamb Supply Chain	Challenges	Possible solutions
Breeding Sheep	Changing Climate	Idea
Genetics	Social License	Technology/ App
Pasture Management	Rising Costs	Research Development
Growing / Finishing	Commodity Prices	Studies / Trials
Feedlots & Grass Finishing	Attracting Labour & employee retention	Extension Program
AgTech	Methane Emissions	Relationship
Consultants	Data Management	Event
Transport & Logistics	Weather / Drought / Disasters	Adoption Program
Wool & Shearing	Traceability	Media Campaign (print, digital, social)
Product Development	Eating Quality	Marketing/ branding
Animal Health & Welfare	Live Export Phase Out	Process / way of doing things
Agents & Saleyards	Consumer Perception	Widget
Meat Processing	Communication	Group / Team
Wool Processing	Managing & Implementing Change	Position
Marketing	Business Succession	Course or Training
Storage & Handling	Mental Health	On-farm / Producer group activities
Retail - Supermarket & Butcher; Farm Direct	Biosecurity	Product
Food Service & Chefs	Connectivity	Survey
Chilled & Live export	Food Waste	Partnership
Export Markets	Workplace Safety	Awareness
	Biodiversity & Environment	

\*The above list is not exhaustive.

## Enter Now

Entries for the LambEx Coles Trailblazer competition close on Thursday 25 April 2024 at midnight.

Get your submission and **enter now**.

Visit [www.lambex.org.au](http://www.lambex.org.au) for more information and details.

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5