



the **ARCHIBULL** PRIZE

CAREER SNAPSHOT

Think of careers in agriculture and farmer, agronomist, stock agent, and geneticist may spring to mind. Psychology researcher probably doesn't, but Nicole McDonald is proving agriculture offers a diverse range of professional opportunities.

Nicole grew up in suburban Toowoomba, QLD, and didn't consider a career in agriculture until she had completed her undergraduate studies and was looking for further research projects. "A university lecturer mentioned there was a CRDC- funded PhD position available researching the psychological factors that influence farm worker's experiences of job satisfaction. I jumped at the chance as I'm always keen to learn about things I know nothing about. The farm workers I interviewed were so passionate about their work it was contagious. Not to mention the people in the cotton industry were amazingly supportive and welcoming – I was totally hooked."

Now, a typical day for Nicole may involve checking the latest research findings over breakfast, interviewing farm hands and extension officers in the morning, lunch with representatives of Cotton Australia to discuss how her research can help design their programs and an afternoon presenting to a panel of careers counsellors. Amongst all of this she will be working with her National Farmers Federation 2030 team.

The NFF 2030 team has established This is Aus Ag, [a grassroots initiative that is building interactive relationships between producers and consumers](#). Nicole and her fellow team members host a series of podcasts where they encourage their guests to discuss the challenges around food and fibre production as they build towards the NFF goal of agriculture being a \$100 billion industry by 2030.

"As a vocational psychology researcher agriculture has given me all sorts of interesting challenges and problems to help solve, and also an incredible number of opportunities such as NFF 2030 where I have received leadership skills training and found a diverse group of passionate people."

This is Nicole's career in agriculture. What will yours be?



NICOLE MCDONALD

NICOLE MCDONALD IS A SOCIAL SCIENCE RESEARCHER USING VOCATIONAL PSYCHOLOGY TO INVESTIGATE THE FUTURE WORKFORCE REQUIREMENTS OF THE AUSTRALIAN COTTON INDUSTRY. SHE IS ALSO A MEMBER OF THE NATIONAL FARMERS FEDERATION 2030 LEADERS TEAM.

