

**Subject Area:
Economics and Business**

Lesson Overview

This guide encourages students to use virtual reality to learn more about Australian farming practices and the importance that the egg industry has in our society. They will apply their new knowledge and participate in discussions through the activities set out in this guide. Before commencing, it is suggested to allow students access to the [Virtual Reality Farm Tour](#) as a stimulus for creative thinking. Instructions have been provided and linked to this guide for students to make their own personal VR video viewer where they can then explore the video on their own devices.

The guide aligns with the Australian Curriculum key learning area of Business and Economics for Stage 5 students. It also allows opportunities for cross-curricular links with agriculture including; sustainable farm practices, and the key learning area of Media Arts. Teachers may choose to present some or all of the suggested learning experiences or modify them, depending on student needs. All activities contain suggestions for differentiation to allow all students to access the material.



Year 9 Australian Curriculum links

Business and Economics

ACHEK040 Why and how people manage financial risks and rewards in the current Australian and global financial landscape

ACHEK039 Why and how participants in the global economy are dependent on each other

ACHEK042 The changing roles and responsibilities of participants in the Australian or global workplace

Media Arts

ACAMAM075 Develop and refine media production skills to integrate and shape the technical and symbolic elements in images, sounds and text for a specific purpose, meaning and style

ACAMAM076 Plan and design media artworks for a range of purposes that challenge the expectations of specific audiences by particular use of production processes

Year 10 Australian Curriculum links

Business and Economics

ACHEK050 Indicators of economic performance and how Australia's economy is performing

ACHEK054 The ways businesses respond to changing economic conditions and improve productivity through organisational management and workforce management

ACHEK053 Factors that influence major consumer and financial decisions and the short- and long-term consequences of these decisions

Media Arts

ACAMAM075 Develop and refine media production skills to integrate and shape the technical and symbolic elements in images, sounds and text for a specific purpose, meaning and style

ACAMAM076 Plan and design media artworks for a range of purposes that challenge the expectations of specific audiences by particular use of production processes

Teacher Notes

To access the supporting resources for this guide follow the links below. Before embarking on the activities presented in this guide, it is recommended that students have the opportunity to explore the Virtual Reality video available at the link. This could be done in class or as an individual learning experience.

When constructing a personal VR viewer, students should follow the instructions on the resource below. Students will also need a pair of biconvex lenses to have full access to the VR features of the resources. These can be purchased online, or, for a further challenge, students can create their own lenses by recycling a plastic drinks bottle. Instructional videos for this can be found on various video streaming platforms.

Download instructions for making a personal VR viewer

Download VR video for personal devices

Access VR video on a browser

Suggested Teaching and Learning Opportunities

- 1 Watch the VR videos and make notes on each farm you explore. Identify the differences between the three businesses.

Using the following headings, compare the choices that each farmer has made and how these choices may have impacted their business:

- Use of technology (how has the farmer's chosen technology allowed for an innovative response to the market's need for their product?)
- Human resources (manpower)
- Competitive advantages in the market

Present your findings in a table.

Support: Consider how each of the egg production businesses might change their practices to improve their productivity. What could be one thing each business could change?

Extend: Investigate how each of these businesses might respond to changing economic conditions. What business practices might need to be reconsidered? How might the businesses production and financial outcomes be affected?



Suggested Teaching and Learning Opportunities

- 2** Choose one of the egg farms from the Virtual Reality video and identify some possible investments the farmer might have made in their business. Explain how each investment might have had an impact on the financial outcomes of the business.
- Consider your own future plans. What are your own minor and major financial goals? How will you reach them?
- Support:** Create a personal finance plan outlining the decisions and services you will utilise to get to a specific financial goal.
- Extend:** Consider the Australian economic market in the last two years. and identify some factors that may have had a positive or negative effect on the decisions of consumers of eggs and the egg production industry as a whole.
- 3** Visit the Australian Eggs [‘Who We Are’](#) page to research and better understand the organisation.
- How might Australian Eggs research and development (R&D) put affiliated egg farmers at an advantage over small independent producers?
- Generate a list of the responsibilities Australian Eggs as an organisation has to Australian egg farmers, and vice versa.
- Support:** Generate a comprehensive list of job roles in the Australian egg production industry. Sort each role into types of work available in the industry, for example, Agricultural labourer, management, professional, support. Write a rationale for each ‘type’ you decide on.
- Extend:** Show how the Australian egg production industry is organised by using diagrams to represent each facet of the organisation, e.g. Australian Eggs, eggs farmers, workers, consumers. Suggest ways in which the organisation could maximise its productivity and support of Australian farmers through structural improvements.



Suggested Teaching and Learning Opportunities

- 4** Investigate how Australia's egg industry fits into the global market. In your kitchen, record a representative number of products (food or otherwise) and investigate their origins. Create a pie chart to show the relationship between imported and Australian products.

Support: Create a flow diagram showing the interactions and relationship between the global market, Australia's egg industry and Australian consumers.

Extend: From your information gathered in this task, create a short powerpoint presentation reflecting on Australia's relationship with the global market and write a paragraph showing how the country's standard of living might be reflected in supermarkets.

- 5** Consider how each of the businesses in the VR resource might engage with their community and project their product's features and benefits through a range of marketing avenues.

Support: Choose a new audience and create a script and storyboard for a new Get Cracking social campaign, encouraging them to eat more eggs. Utilise appropriate digital technologies to produce the campaign.

Extend: Consider how to tailor your campaign for a community with a high Indigenous population. Consider how preparation and consumption of eggs might differ in traditional Indigenous culture and how you will represent this respectfully in your campaign. Meet with representatives of the Indigenous community in your local area to gain a more in-depth perspective before utilising appropriate digital technologies to produce your campaign.

