

## Media Release

### Chiefs of Staff, News Directors

Friday, 3 June 2016

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## Blundstone Scholarships to support NW and northern students to study agriculture

Iconic Tasmanian footwear company Blundstone Australia is encouraging young people from northern and north-west Tasmania to pursue a career in agriculture through the launch of three new scholarships worth a total of \$90,000.

The Blundstone Scholarships are among the most highly valued scholarships on offer to undergraduate students at the University of Tasmania, and will provide a student studying agriculture \$10,000 per year for up to three years study – \$30,000 in total per scholarship student.

Blundstone Australia's Group Head of Design and Consumer Engagement Adam Blake says Blundstone has a long connection with the Tasmanian agriculture industry and recognises the significant contribution that agriculture graduates make in growing the industry.

"We initiated the Blundstone Scholarships to support outstanding students who show a passion for agriculture, but find the financial pressure of relocating to Hobart to study is a barrier," Mr Blake said.

"Blunnies have supported farmers through thick and thin – the good times and the bad. Since 1870 our boots have been an institution in Australian farming.

"Supporting the best and brightest young agriculture students in this way is an opportunity for us to give back to local communities.

"Agriculture sits at the very heart of the north-west and northern Tasmanian communities and this scholarship is investing in local people and their futures," Mr Blake said.

"There is a shortage of trained professionals entering primary industries and we want to support agriculture, which is a key driver of the Tasmanian economy and in particular regional areas."

Deputy Head of the School of Land and Food at the University of Tasmania Dr Alistair Gracie says scholarships such as the Blundstone Scholarships provide vital support to regional students.

“In order to ensure that the Tasmanian and Australian agriculture industry continues to grow and flourish we need to encourage and support young people from regional Tasmania to choose careers in agriculture.

“Innovation is key to keeping Tasmania and Australia competitive and there is high demand for university graduates in agriculture, with four jobs for every graduate.

“Agriculture is a major and growing industry in Australia and employs more than 1.6 million Australians and supports an export market valued at more than \$41 billion per annum,” Dr Gracie said.

Blundstone Australia is a Tasmanian private company, founded in 1870, which now exports to about 50 countries.

The first Blundstone Scholarship is available to a student commencing study in an undergraduate degree in agriculture at the University of Tasmania in Semester 2, 2016.

Preference is for a student from the north or north-west of Tasmania. Selection will be based upon academic merit and demonstration of financial need.

Applications close on **30 June 2016**.

See [www.utas.edu.au/scholarships-bursaries](http://www.utas.edu.au/scholarships-bursaries) for more details.

### **Careers evening**

The University of Tasmania will be holding an agriculture careers evening in Burnie at Hellyers Road Distillery, 6-8pm on Tuesday 14 June, to provide information about career and scholarship opportunities. To RSVP email [Natasha.Andrews@utas.edu.au](mailto:Natasha.Andrews@utas.edu.au) or call 6226 2618.

### **Photos**

Photos of Adam Blake (check shirt) and Dr Alistair Gracie (blue shirt) are available to [download](#).

### **Information released by:**

University of Tasmania, Communications and Media Office

Phone: (03) 6226 6216 or 0418 524 297

Email: [Media.Office@utas.edu.au](mailto:Media.Office@utas.edu.au)