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**FOR IMMEDIATE RELEASE**

## **'In Safe Hands' Campaign Launched For National Farm Safety Week, Alongside Release of Safer Farms Trend Report 2024**

As the patron of National Farm Safety Week, Farmsafe Australia is proudly launching the 'In Safe Hands' campaign, redefining safety in agriculture as a deeply personal commitment to taking care of farmers, farming families and farm workers. The campaign personalises safety by sharing the stories of six different farming businesses from across the country. These farmers share how they navigate the challenges of certain work, health and safety issues on their properties. Each farmer has practical ways of embedding safety practices into their everyday workplace culture.

'In Safe Hands' is an invitation for farmers to consider the simple ways in which safety can become as easy as slipping on your boots in the morning. It reinforces the idea that safety is about consistently making safer choices until those choices become a habit. As the campaign developed, it was easy to recognise that being 'in safe hands' meant something deeply personal, yet universal to all the farmers involved. It meant that they were able to come home to their families each night.

The launch of the campaign coincides with the release of the 2024 Safer Farms Report, which has been sponsored this year by WFI Insurance. This year's report has underscored the continual need for awareness raising and information sharing. Although there was a significant decrease in on-farm fatalities in 2023 (44%), the first six months of 2024 have been tragic with 30 farmers already losing their life.

'We are proud to celebrate the reduction in on-farm fatalities in 2023, a testament to the dedication and hard work of our farming community in prioritising safety', Farmsafe Australia Chair Felicity Richards says, 'however, the alarming rise in fatalities in the first six months of this year reminds us that our work is far from over. We must continue to commit to building safer cultures across our workforce to protect the lives of those who live and work on Australian farms.'

The report sheds light on practical approaches to farm safety, emphasising that at the heart of safety legislation lies the fundamental goal of keeping the farm workforce alive and well. By examining real-world experiences and practices, the report aims to empower farmers with actionable strategies that resonate with the heart of safety regulations – the well-being of the farm workforce.

Mrs Richards, reflects on the simplicity of implementing habits and routines that are grounded in safety. 'Having a safer culture on farm is often found in the small, everyday actions – checking equipment, securing livestock pens, ensuring clear communication. It's about practical steps that, when consistently taken, create a culture where everyone feels like their well-being is in safe hands.'

She expresses the essence of the 'In Safe Hands' campaign. 'Farm safety isn't about compliance alone; it's about a genuine dedication to the wellbeing of our people. It's the heartbeat of our operations, ensuring every individual feels secure, valued, and able to thrive in their job.'

*Committed to keeping you safer on Australian Farms*

The 'In Safe Hands' campaign encourages farm businesses to embrace safety as a personal responsibility and to celebrate the everyday actions that contribute to a safer farm environment. Through awareness, education, and the insights gleaned from the Safer Farms Trend Report, Farmsafe Australia is dedicated to fostering a culture where every farmer and worker is genuinely in safe hands.

**FOR MEDIA INQUIRIES, PLEASE CONTACT**

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**About Farmsafe Australia**

Farmsafe Australia is an industry not-for-profit, farmer-led organisation and the leading Australian voice for farm safety, dedicated to promoting practical measures that prioritise the safety, health and wellbeing of individuals on the farm. Farmsafe is committed to fostering a culture where the well-being of individuals is at the heart of every agricultural operation.

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