

# Strategic Plan

2022-2025

*Safer Farms, Safer Farmers*



**Farmsafe**  
AUSTRALIA



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Safer Farms, Safer Farmers

# Our Members



**Our 22 member organisations reach farmers and rural communities across Australia.**

Our diversity of members gives us unparalleled reach directly into farming communities. Joining our membership shows your direct support for the safety and wellbeing of all farmers, now and into the future.

Your brand will be at the forefront of all engagement with our members and farmers - we thank those who support Farmsafe Australia and their commitment to safer farms.

**Brand safe** 30+ years working with industry

**Targeted farming audience**

**Exposure to the wider agriculture industry**



# About Farmsafe



## Who is Farmsafe Australia?

The Farmsafe Australia network grew out the establishment of a number of locally based farm safety action groups and state Farmsafe Committees in the late 1980's.

Today, Farmsafe Australia is the national entity connecting state farming organisations, peak commodity bodies, influential advocacy bodies and other groups that share a common interest in agricultural health and safety.

We are 100% not-for-profit.



## What do we do?

Supply safety resources that promote and support activities relating to on-farm safety.

Raise awareness of key health and safety issues on Australian farms through media campaigns, advocacy and engagement with communities and stakeholders, focussing the national conversation around emerging trends in the agricultural WH&S landscape and what we, as an industry, can do to turn those trends around.



## Why do we exist?

Agriculture consistently ranks among the most dangerous industries to work in. Farming has a very high-risk profile and when you couple that with the fact that farming is a lifestyle, not just a job, and that there is a myriad of cultural behaviours that go along with that, you begin to understand why it is so hard to make farms safer.



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# Our Purpose

*To reduce the incidence of injury and fatality on Australian farms.*

# Our Purpose

## What we aim to do and why we exist

- Agriculture consistently ranks as one of the most dangerous industries to work in, not only in Australia, but globally.
- We have set our injury and fatality target as zero - even though many may think this is unachievable. If our goal is not zero, we are effectively saying that we are ok with people being severely injured or dying on Australian farms.





# Our Commitment

*Farmsafe Australia is committed to keeping you safer on Australian farms.*

## Our Commitment

- Our campaigns and resources are based upon the philosophy that the primary responsibility for farm safety rests with individual farmers, farm workers, and their families.
- However, as individual farming organisations or stakeholders in the agricultural industry, we have a responsibility to farmers to make a commitment to support them in producing food and fibre safely and ethically.
- We exist to inform, educate and engage farmers as they navigate through WHS legislation and obligations - providing information about hazards and risks often attributed to the farming environment and the importance of the human assets with the farming environment.



# Our Vision

*Safer Farms, Safer Farmers*

# Our Vision

## What the future will look like if we fulfill our purpose

- Our desired outcome is to reduce the incidence of injury and fatality on Australian farms. These four words are a simple reflection of what our agricultural industry will look like if we achieve our goals.







# Strategic Plan





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safer on Australian farms.*







**Farmsafe**  
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