



Our Members About Farmsafe Our Purpose Our Commitment Our Vision Values Objectives Strategies Strategic Plan Safer Farms, Safer Farmers

Our Members























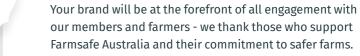












Brand safe 30+ years working with industry

Our 22 member organisations

communities across Australia.

reach farmers and rural

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.

Targeted farming audience

Exposure to the wider agriculture industry







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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.



What do we do?

We are 100% not-for-profit.

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.





Our Purpose

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

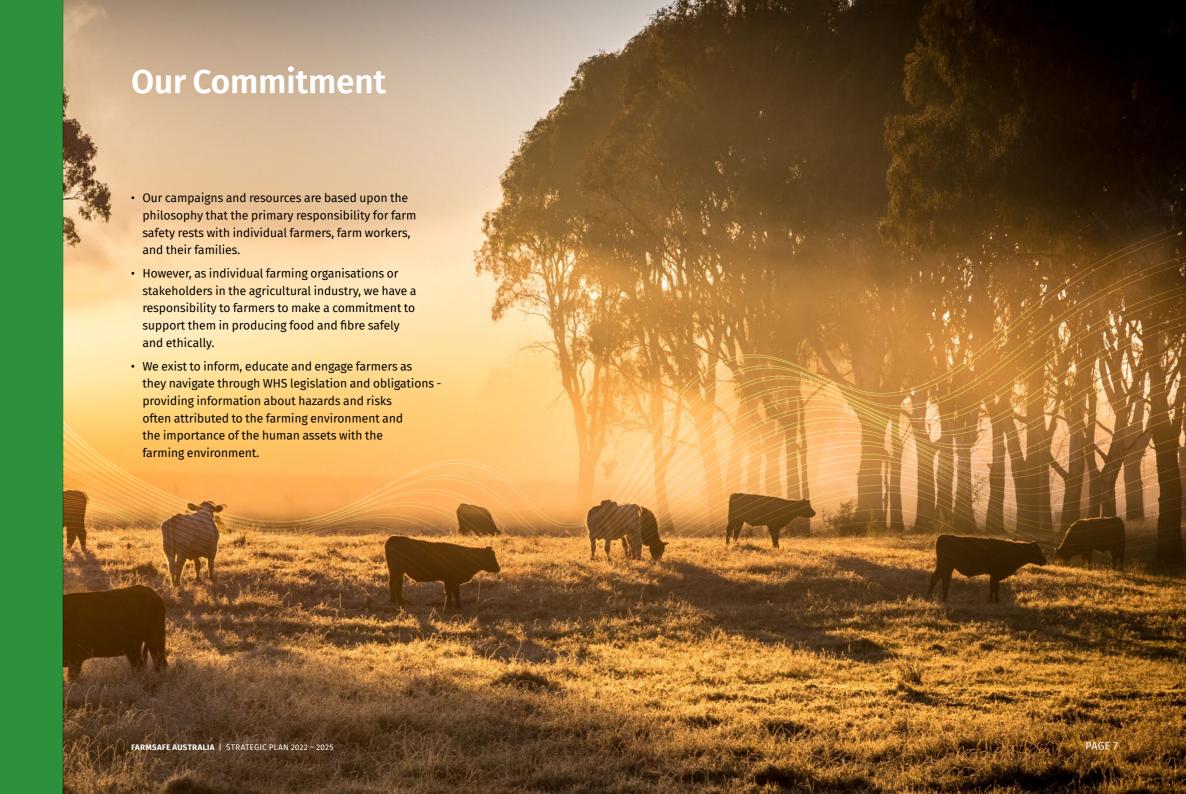


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Our Commitment

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



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Our Vision

Safer Farms, Safer Farmers





Strategic Plan

Vision Safer Farms,

Safer Farmers

Farmsafe AUSTRALIA

Values

Committed, Independent,

Informative

istworthy, Farmer-focused,

Commitment

Purpose

Objectives

Advocate, Lead, Leverage, Inform, Educate

Strategies

Advocate

- Ensure evidence-based decision making and resource allocation for national farm safety initiatives
- Raise the national
- · Secure future funding and organisational sustainability

Lead

- profile of farm safety

- Build capacity within industry peaks
- · Engage a network of safety ambassadors across Australia
- Activate partnerships and sponsorships, providing legitimacy and credibility to others

Leverage

- Increase brand recognition
- Build on 30 years of history
- Mobilise state and commodity-based networks

Inform

- · Coordinate strategic communications, media and messaging
- Embed farm safety messaging with partners, influencers and on the ground stakeholders

farm safety awareness

campaign presence

Grow a strong national

Educate

- Provide accurate, up to date information and resources about
- Extend outcomes of research and development projects
- Produce annual Safer Farms Report to distil statistics and trend information

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