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**FOR IMMEDIATE RELEASE**

## Time to Draw a Line in the Sand on Farm Safety

The latest data released by AgriFutures Australia and collated by the team at AgHealth Australia has revealed a sharp and deeply concerning rise in on-farm fatalities and serious injuries, with 72 lives lost and 133 serious injuries recorded in 2024. Farmsafe Australia, the national peak body for farm safety, is calling for urgent action, declaring that it is time to draw a line in the sand and make farm safety a non-negotiable priority.

“This is not just a wake-up call—it’s an emergency,” said Felicity Richards, Chair of Farmsafe Australia. “We cannot continue to accept farm fatalities and serious injuries as just part of life on the land. The data is clear: we need to change the culture around safety, and we need to do it now.”

**A Preventable Crisis** The 2024 figures more than double those recorded in 2023, with side by sides (14 deaths), quad bikes (10 deaths), and tractors (8 deaths) continuing to be leading causes of fatalities. Queensland alone saw an alarming jump in serious injuries, increasing from 11 to 61 cases. These statistics are not just numbers; they represent real people—farmers, workers, and family members—whose lives are forever changed.

AgriFutures Australia Senior Manager, Rural Futures, Ulicia Raufers emphasised the importance of data in identifying and addressing emerging safety risks. “We cannot allow the rising trend of on-farm fatalities and serious injuries to persist,” Ms. Raufers said. “Every person who lives, works, or visits a farm has a role to play in prioritising safety and reversing these troubling figures.”

AgHealth Australia’s Farm Safety Research Manager, Kerri-Lynn Peachey, who monitors and collates the incidents each year, called the latest statistics a stark reminder to prioritise farm safety. “With deaths and injuries more than doubling since 2023, we can’t ignore the warning. While some fluctuation is expected, 72 fatalities far exceed the five-year average of 53,” she said.

“We must stop treating these incidents as unfortunate accidents and start treating them as preventable tragedies,” Ms Richards said. “Farm safety isn’t about red tape; it’s about keeping people alive. If we don’t act now, we will be having the same conversation in another 12 months—only with more names added to the toll.”

**A United Front for Change** Farmsafe Australia is calling on industry, government, and corporate partners to step up and take responsibility by working with the organisation. Collaboration is key, and this moment must be seized to align policy, investment, and action towards a safer future for Australian farms.

*Committed to keeping you safer on Australian Farms*

“Farm safety isn’t just the responsibility of individual farmers—it’s a collective effort,” she said. “We must bring together industry leaders, researchers, and policymakers to ensure that awareness of evidence-based solutions is consistently raised and that live saving habits are put into practice. Every farm, every worker, every family deserves better.”

Farmsafe Australia is urging government and corporate partners to work alongside them and invest in long-term safety initiatives, including training programs, awareness campaigns, and technology-driven solutions. By leveraging data and insights from initiatives like the Ag Safety Data Net, the industry can make informed decisions that drive real change.

**No More Excuses** “We have the knowledge. We have the tools. Now, we need the commitment,” Ms Richards said. “This is our line in the sand. We cannot afford to let these numbers continue climbing—we must act, and we must act together.”

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**About Farmsafe Australia**

Farmsafe Australia is the agricultural industry’s peak body for farm safety, driven by farmers for farmers. As a not-for-profit organisation, we are dedicated to championing practical, effective solutions that protect the lives and livelihoods of those who live and work on Australian farms. Our work is to embed a safety-first culture in agriculture, ensuring that every farm is a place where health, safety and well-being comes first.

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