

# Safer Farms 2023

Agricultural Injury and Fatality **TREND REPORT**



*Safer Farms, Safer Farmers*



**Farmsafe**  
AUSTRALIA

## Message from the Chair

Felicity Richards



Over the last three years, Farmsafe Australia has undertaken an extensive rebranding and revitalisation project to modernise our platforms and resources and provide increased value to the agricultural industry and Australian farmers alike. We have achieved our goal of becoming the national voice for farm safety.

Our point of difference in the Australian agricultural landscape is that we provide consistent messaging to state farming organisations, commodity groups, safety professionals and directly to farmers. Our messaging keeps safety simple and front of mind and drives cultural change across agriculture.

It is important to note that it is still up to the individual farmers to tailor and implement safe practices in their own farm businesses, so we need to make sure that the pathways connecting our messaging to their decision making are well resourced and effective.

Unfortunately, many of our member organisations are running into the same roadblock: sustainable funding sources. As many of you would be aware, the National Farm Safety Education Fund is set to expire at the end of 2023. It has been a hugely successful program, allowing for a number of projects and initiatives to take shape and directly influence on-farm behaviours and practices. We are grateful to the Federal Government and the Department of Agriculture, Fisheries and Forestry, for the opportunities that this funding has provided to save the lives of Australian farmers.

**However, the need for long term work to drive real behavioural change has been highlighted again this year as the fatality numbers in 2022 returned to the mid-fifties (55) and the agents are again mainly tractors and quad bikes. These statistics are extremely disheartening after the substantial reduction that we saw in 2021 and only reinforces the need for continuing campaigns and education to achieve any significant trend towards zero fatalities on farm.**

Farming is still a very traditional space and attitudes and behaviours, especially towards safety, are often firmly entrenched in generational thinking. Research has shown that shifting that thinking will require behavioural change strategies and campaigns over extended periods of time, the way campaigning for seatbelt use has continued since it became compulsory in the 1970s. That is 50 years of momentum to embed that safety practice into the minds of road users.

That is the sort of momentum that we need to protect our agricultural workforce and save the lives of our farmers. But we need the commitment and determination of the entire supply chain to be able to affect that sort of change in our industry.

I firmly believe that the support for the protection of our workforce is out there. We are involved in a number of conversations with industry and supply chain partners to secure our future and are planning our next campaigns.

The end of this report will provide information on ways that your organisation can partner with Farmsafe Australia. We are asking you to really consider what price we, as an industry, place on the lives and limbs of our farmers.

55 more farmers have died on Australian farms. It is time to put our money where our mouth is and get serious about farm safety as a priority for our industry.

**Felicity Richards**  
Chair, Farmsafe Australia

## Messages from Stevi Howdle and Blake Hillier



It's been an exciting year for me, bringing a new little cowboy onto the farm. However, I'm back from maternity leave and very excited to be back with Farmsafe Australia. I'm looking forward to the new challenges that the next six months of 2023 has in store.

I've been catching up with stakeholders and understanding what we have left to accomplish in the last few months of our revitalisation project. Our biggest priority will be to secure sustainable funding to ensure that we are able to continue to deliver information, resources and educational campaigns past 2023.

Over the 30+ years that Farmsafe Australia has been in existence, funding has been what has held the organisation back from being able to drive long-term behavioural change within the agricultural industry. It's been a two steps forward, three steps back process for far too long.

The most effective safety messages have been built over long periods of time, with substantial funds to build campaigns that infiltrate the minds of an entire generation, using clever advertising strategies and marketing psychology.

Think of the phrases of your generation. Mine was 'Stop, Drop and Roll'. You might have been the 'Slip, Slop, Slap' generation. Currently, I have 'Clip every trip' in my head. These are fantastic phrases that are easy, even for children, to remember. They are action orientated and give you clear directions on what to do. But do you know what makes them really effective? The fact that they are drilled into us, over and over, for many years. They are pervasive in our culture.

And they save lives.

I made a statement in our National Farm Safety Education Fund Strategy and it is as true today as it was in 2020, so I'll say it again here.

**Farm safety is not a one-off investment. We need to be committed to long-term cultural change programs and campaigns that ingrain safety practices and behaviours across generations. We need commitment and buy-in from all levels of government, industry, the supply chain, stakeholder partners and of course, farmers, farm workers, and the rural communities that support them.**

Let's work together to reduce the incidence of injury and fatality on Australian farms so that we can increase the wellbeing and productivity of the farmers who feed and clothe our nation, and many others around the world.

I can't wait to catch up with you all.

**Stevi Howdle**  
Executive Officer, Farmsafe Australia

I firstly want to welcome Stevi back to her role as the Executive Officer and I look forward to my new role as the Stakeholder Engagement Officer. It's an opportunity to further engage with our sector, the farmers and the workforce in this fantastic industry of Australian agriculture and learn from each of you what tools and resources would be most helpful in making your farms and your workers safer.

The last 12 months has allowed me to get my boots on the ground in each state and territory and to collaborate on safety programs and campaigns with the same overarching aim – improving wellbeing, increasing productivity, and reducing the number of fatal and non-fatal incidents on farm. It's clear from the statistics that we have a long way to go to move the needle and get closer towards zero.

**It's important to note that every statistic in this report is somebody's loved one – a brother, sister, child, friend, colleague, or a family member.**

I've met and listened to farmers, safety advisors, regulators, and corporate governance managers across the country and all have agreed - responsibility and action need to come from collaborative engagement and a communal understanding of being safer on Australian farms. It needs to be a part of everyday business practice. It's not an afterthought, or something you add on at the end to tick a box. Safety needs to be at the core of everything that we do – a simple risk assessment can be the difference between getting the job done right, and a regret that changes our lives forever.

Collaboration is the key. We need to come together; industry bodies, government, and the supply chain. The time is now for a future focus as we all have a stake in the safety of our farmers and farm workers. By working together, we can ensure that information and resources are supplied directly to those who need it most and reduce the needless duplication that working in silos creates.

If someone puts their hand up for help, we want to answer. Farmsafe Australia needs to continue to build the opportunities for farmer bodies, government agencies, and commodity groups to collaborate for a safer farming future. We want to continue the engagement that we are building as a trusted voice with farmers. Only through collaborative partnerships and funding can we do it – so reach out to me and let's chat about what a safer future looks like for Australian farmers.

**Blake Hillier**  
Stakeholder Engagement Officer

# FSA Committee



**Felicity Richards**  
Chair

Felicity runs a family farm with her husband and was elected as Chair in 2021. She also chairs the Tasmanian Biosecurity Advisory Committee. She is a graduate of the AICD Foundations of Directorship, has a law degree and ten years' experience in policy development and regulatory frameworks. Her experience and knowledge gives Farmsafe clear direction and focus.



**Dr Richard Franklin**  
Deputy Chair

Richard Franklin, PhD, is a pracademic who uses an evidence-based approach to developing real world solutions for improving health, safety and well-being. He is an Associate Professor in Public Health and a Director for the World Safety Organization Collaborating Centre at James Cook University. He has worked in Public Health with a focus on Injury Prevention and Safety Promotion since 1996.



**Kerri-Lynn Peachey**  
Secretary

Kerri-Lynn is the Farm Safety Research Officer for AgHealth Australia, School of Rural Health, University of Sydney. She has worked on health and safety programs and research in the agricultural sector since 2001. She is currently involved with monitoring all fatal and non-fatal incidents that occur in a rural setting and advising on farm safety, health and well-being to the broader farming community.



**Ben Rogers**  
Public Officer / Treasurer

Ben Rogers joined the National Farmers Federation team in June 2017 bringing his experience in workplace relations and law to the role of General Manager, Workplace Relations and Legal Affairs. Ben comes with a wealth of experience in the Industrial Relations/ Workplace Relations area as Principal Solicitor in the ACT Government, and previously with Comcare and private legal practices in NSW.

## EXECUTIVE TEAM

## COMMITTEE MEMBERS



**Mike Norton OAM FAICD**

Mike has been in family farming partnerships all his working life, at present with his two sons and wife. Mike is a beef, sheep meat, wool and crop producer, but has also been involved in dairy, vegetable and horticultural production. Mike has served agriculture on many boards and committees including Cattle Council of Australia, WA Farmers, Safe Farms WA, and Farmsafe Australia.



**Maree Gooch**

Maree Gooch has more than three decades of work experience spanning farming, small business, and government with significant focus in the area of WHS for the past 8 years as the Executive Officer of Safe Farms WA. She sits on a number of boards (national and state) and has an Executive MBA from UWA and a Cert IV in Training and Assessment.



**Chris Stillard**

Chris is a fifth-generation farmer operating a mixed business of persimmons, hay/grain production and livestock finishing with his family in the Southern Riverina irrigation area of NSW. He is currently serving as a Board member and Chair of Workplace Relations for NSW Farmers and other associated committees. Chris also serves as President of Persimmons Australia.



**Ruth Thompson**

Ruth hails from a mixed farming operation in central west NSW but now resides in SE Queensland. She has held diverse roles including agronomist, Territory Manager for Nufarm and Projects & Installations Manager for Clíplex Stockyards. Ruth is currently a Policy Director for AgForce QLD, looking after the Grains commodity, as well as Workforce & Safety and Telecommunications & Social Policy.



**Dr Elizabeth Lord**

Dr Elizabeth Lord is a GP practising in Launceston. She grew up on a farm in Northern Tasmania. She has worked as a doctor across Australia including Geelong, Darwin, regional Victoria and Tasmania's northwest coast. She has always had an interest in agriculture, is involved in her family's forestry business and is currently an independent director on the Tasmanian Farmers and Graziers Association board.

# 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. Partnering with us 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**

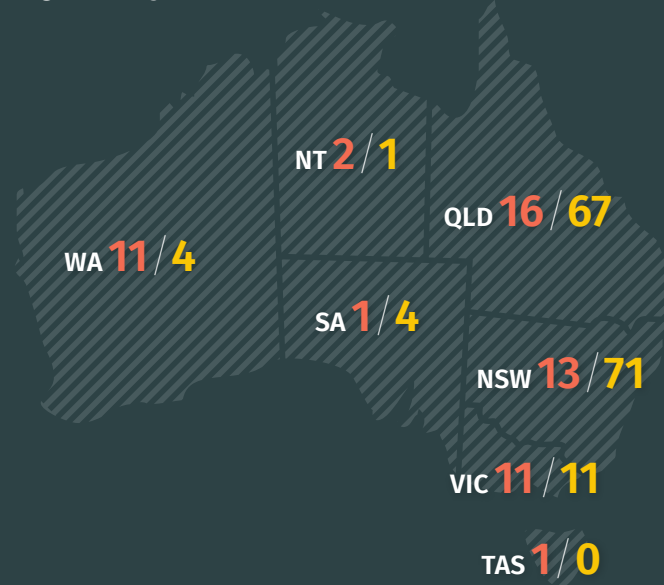
**Targeted farming audience**

**Exposure to the wider agriculture industry**

# Snapshot

Every statistic represents the loss or harm of a loved one. Lives changed forever.

## 2022 BY STATE



**FATALITIES TOTAL 55** | **NON-FATAL INJURIES TOTAL 158**

Last year we celebrated a significant decrease in injury and fatality. This year we see the statistics return to higher levels. We need to do something drastically different to see long-term results.

We need more awareness, we need more education. We need long-term behavioural change.

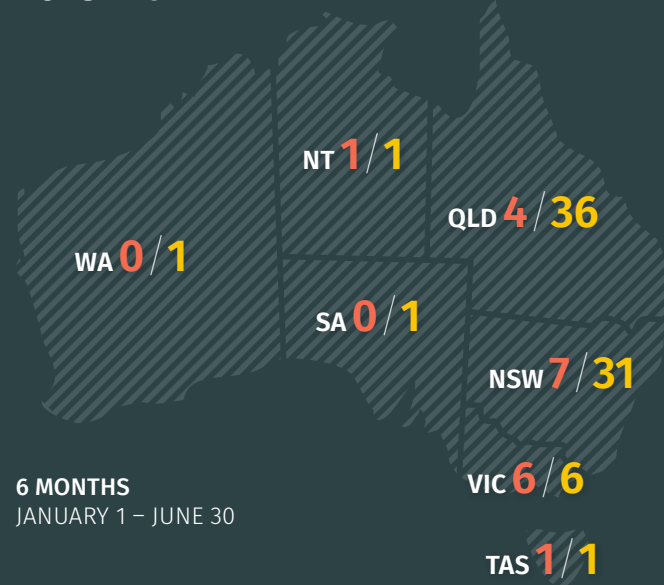
**That requires more resourcing.**

**And much more funding.**

*Please note:* Farmsafe Australia reports on both recreational and work-related incidents on Australian farms and as such finds the data set that AgHealth Australia releases to be the most current available data set for the purposes of this report. We do not discount the importance of revisiting our data when Workers' Compensation and Coronial data becomes available to further enhance the narrative of the statistics.

\*Statistics are acquired from AgHealth Australia through the Agrifutures Australia Non-intentional Farm-Related Incidents in Australia Report and the Australian Farm Deaths and Injuries Media Monitors Snapshot.

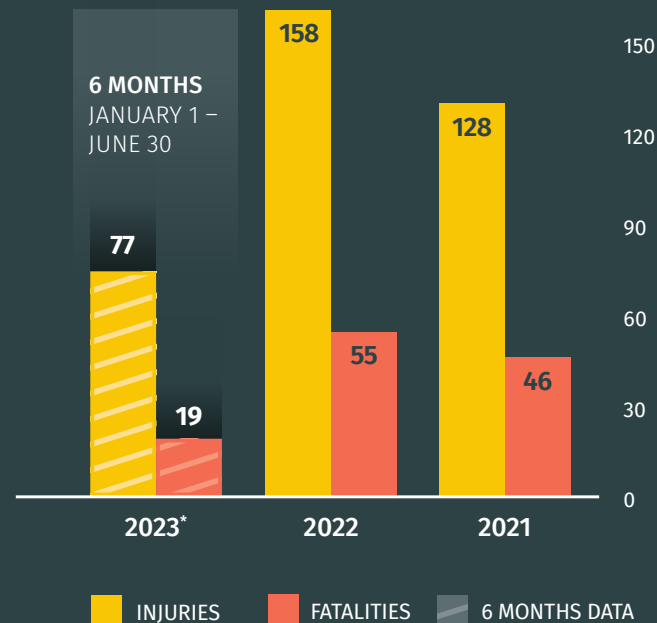
## 2023 BY STATE



6 MONTHS JANUARY 1 – JUNE 30

**FATALITIES TOTAL 19** | **NON-FATAL INJURIES TOTAL 77**

## STATISTICS BY YEAR



■ INJURIES ■ FATALITIES ■ 6 MONTHS DATA

# Snapshot

## 2022 FATALITY STATISTICS

**64%** OF FATALITIES ATTRIBUTED TO farm vehicles or mobile farm machinery

**14%** QUADS BIKES

**20%** TRACTORS

**73%** **45** OVER YEARS OF AGE

**93%** Fatalities were Male

## 2022 INJURY STATISTICS

**18%** OF INJURIES ATTRIBUTED TO children under 15 years

**21%** QUADS BIKES

**13%** HORSES

**11%** TRACTORS

**9%** MOTOR BIKES

**8%** SIDE-BY-SIDES

**>87%** OF INJURIES OCCURRED IN New South Wales & Queensland

Since 2001, 1705 people have lost their life on Australian farms due to non-intentional injuries.

Nearly 30% of these fatalities can be attributed to two vehicles - tractors and quad bikes. That is an alarming statistic. **Two extremely valuable pieces of farm equipment have killed 487 Australian farmers in 22 years.**



## Deep Dive into the Data

In the mid-1950's, rollover protection was first designed to be used on tractors. By the mid-1960's, John Deere was developing a new design for agricultural use and made a significant decision to make the patent public to ensure that safer design was available to all.

By 1981, Australia legislated rollover protection structures to be installed on new tractors manufactured or imported. Retrofitting rollover protection to older tractors also became mandatory. There was significant resistance.

However, in the early 1980's, Australia was averaging 24 tractor rollover deaths per year. As the legislation took effect and the number of tractors with rollover protection increased, the death rate decreased to an average of 6.5 tractor rollover deaths per year between 2001-2004.<sup>1</sup>

<sup>1</sup> A Review of Australian farm tractor fatalities 2001-2016, Tony Lower and John Temperley

Globally there has been a reduction of tractor rollover fatalities of over 70%.

That one innovation in tractor safety has been critical in saving the lives of farmers all over the world.

There are so many similarities in this story to recent farmer backlash over the legislation requiring rollover protection on new and imported quad bikes. However, considering the long-term effects that this legislation may have, how many lives might be saved, there was a pretty compelling argument to support this legislation.

**214 lives lost to quads since 2001. Cut that number by 70%.... that's 150 lives that could potentially be saved. Worth trying? There are 150 reasons why we should.**

# Farm Safety Week 2023

STAY ON THE SAFE SIDE

*We hope that this campaign will show farmers how easy it is to choose to stay on the 'stay on the safe side.'*

For National Farm Safety Week 2023, Farmsafe Australia has chosen to focus on tractor, vehicle and machinery safety, due to the high proportion of injury and fatality caused by these agents.

The campaign 'Stay on the Safe Side' is based on the idea that safety is a choice.

Every time a farmer tackles a job on the farm, no matter how big or small, they make decisions. They can choose to do it safely or they can choose to take an unnecessary risk. What they choose is often a function of how much time, money or how many hands they have at their disposal.



## SUNDAY 16 JULY Launch of 'Stay on the Safe Side' Campaign and the Safer Farms Report 2023

### FOCUS

The Safer Farms Report is Farmsafe Australia's annual trend report which gives industry a snapshot of injury and fatality data from the previous calendar year and the first six months of the current year.

It also gives us the opportunity to include information that we think is important to industry, government representatives and farmers on how we can work together to reduce the incidence of injury and fatality on farm.

## MONDAY 17 JULY Innovation to Improve Safety Solutions

### FOCUS

Safety innovation has come a long way. Every year, new features help to override the one risk that is common across all injuries and fatalities; human error.

Unfortunately, we know that for the sake of saving a few seconds, some farmers choose to circumvent safety systems. How many times have you clipped the seat belt behind your back to shut off that 'pesky' seatbelt reminder because you were just 'heading down the paddock'? Have you ever thrown the tractor into neutral instead of park to jump out and get a gate? Or what about those times you tried to start the tractor from the ground, instead of being in the seat?

Runovers are now the number one cause of tractor fatalities and often occur when a safety system is circumvented. Rollovers used to be the number one cause but the invention of rollover protection and the mandatory legislation that followed reduced rollover deaths by over 70%.

**Safety systems save lives. Don't make the ultimate mistake by trying to get around them.**

- Don't attempt to start the tractor from the ground.
- Never circumvent safety systems.
- Don't operate tractors under the influence of alcohol or drugs.
- Always put the tractor in park prior to dismounting.
- Clip your seatbelt around you, not behind you.
- Ensure that older tractors are fitted with rollover protection devices.

## TUESDAY 18 JULY Choose the Right Vehicle for the Job

### FOCUS

What influences your decision when you choose to take the quad over the motorbike, or maybe the tractor over the ute? Does your choice have more to do with saving time than being safe?

Quad bikes are not meant to be ridden in steep or heavily wooded terrain and yet, often when rollovers occur, these factors are involved.

A simple risk assessment may be the difference between getting injured or getting the job done in one piece. Taking a step back and thinking through the possible scenarios may actually save you more time. Because honestly, how many of us have sat with our head resting on the wheel of the ute as our frustration boils over knowing we probably shouldn't have driven over that wet paddock and now, here we are bogged and about to go for a long walk in the rain to get the tractor?

If time is a critical factor, asking a few, well-placed questions about the task can help you make the best choice for safety and also for efficiency.

**Stay on the safe side and choose right the first time.**

- Don't assign tasks that aren't age or skill appropriate.
- Don't assume children know or understand the risks on the farm.
- Don't split your attention between working and minding your child.
- Always actively supervise children when they are in the farm working environment.
- Keep children and farm equipment separate by building safe play areas.
- Always look out for children when moving large machinery.

## WEDNESDAY 19 JULY Look Out for Little Farmers

### FOCUS

We can all appreciate a cute image on social media of a little jackaroo on the farm. All of us recognise the importance of sharing farm life with family, especially when the farm often includes the family home. However, the farm is also a high-risk work environment and we need to consider how that may affect the safety of farm children and little visitors.

**So, on 19 July, we will focus on providing tips and strategies to help keep out kids safe around machinery on farm.**

## THURSDAY 20 JULY It Shouldn't Cost an Arm or a Leg

### FOCUS

Since guards on PTO's and machinery have become the norm, we don't hear of as many amputations or fatalities due to 'catch' hazards. This is a fantastic example of safety innovations saving lives and limbs.

However, we often hear from farmers that broken PTO guards have gone months without being replaced or that it's just too expensive to replace guards on every piece of machinery. However, when considered in comparison to the price of lost time injuries, amputations or a fatality (currently costing an average of \$2M per incident according to Safe Work Australia), this argument just doesn't add up.

**Safety shouldn't cost an arm or a leg!**

## FRIDAY 21 JULY Know Your Limits

### FOCUS

One of the most common risks that we encounter when discussing tractor and machinery safety is fatigue. Farmers work long hours, often 7 days a week, 365 days a year. It is labour intensive work and without proper rest, it is easy to understand why farmers are tired.

To make matters worse, every sector of agriculture is currently experiencing labour shortages that are leading to farmers working even longer hours than normal, in an effort to get more work done with less workers in the field. The increased injuries and fatalities that occur around harvest time is a devastating example of the effects of fatigue on performance of everyday tasks and the ability to make good decisions when tired.

Poor mental health is another common risk that is often compounded by fatigue. Our ability to cope with things that are outside of our control like drought, bushfires, floods, and market fluctuations might have been high when we first started farming, but after years of continual struggle, our resilience weakens.

Knowing when to rest and when to ask for help is important. We all have a limit. Pushing through fatigue or ignoring our mental health can have grave consequences.

**Knowing your limits could save your life.**

- Never stick your fingers or feet into moving machinery.
- Don't wear loose clothing or jewellery that could get tangled.
- Never remove safety guards.
- Always use equipment for its intended purpose only.
- Replace broken PTO guards.
- Always park and turn off machinery fully prior to attempting maintenance.



The Argument for State-Based Funding of Farm Safety Programs

# How Does Change Happen?

WE GET BOOTS ON THE GROUND!

Earlier in this report, we spoke about the need to ensure that our pathways connecting the Farmsafe Australia messaging to farmers and farm businesses right across Australia are well funded and resourced.

Each and every one of our members play a critical role in tailoring the conversations that we have at the national level to their farmer members or supply chain stakeholders. Our membership network is the most effective and efficient way to consistently and collaboratively change the behaviours and safety practices on Australian farms.

It's important to showcase the amazing work that can be accomplished when 'boots on the ground' programs are properly funded and delivered in a way that can be of service to our farmers. Below, we are highlighting three state-based programs, run exclusively by Farmsafe Australia members, that have been extremely successful and effective in changing safety culture in the places that matters most, on farm.

Imagine the difference we could make if funding were made available for these types of programs in every state!

Top L-R. MOFS Farm Safety Advisors, John Darcy and Richard Versteegen.

## Making our Farms Safer

### Victorian Farmers Federation (VFF)

The Making Our Farms Safer (MOFS) Project was part of the Victorian Government's \$20M Smarter Safer Farms initiative, announced in 2018. The project, funded to 30 June 2023, provided for the engagement of two safety advisors, a project manager and a media communications officer.

The services that were made available through the MOFS Project were available to all Victorian farmers. The project included the establishment of a dedicated MOFS website, [makingourfarmssafer.org.au](http://makingourfarmssafer.org.au), with a large assortment of safety resources, available for farmers to download for free, that address gaps in farmer knowledge on important safety topics ranging from the safe use of telehandlers on farms to the safe storage and handling of chemicals.

Although the funding ran out on 30 June 2023, demand continues to be high for the free farm safety visits and VFF is currently exploring how it can continue to deliver the services into the future.

**"By far one of the best and most valuable/ important services provided by the VFF."**

**"This is a great initiative and resource. Farm safety would certainly get more traction if the experience is more constructive like this. We came away very positive about making changes."** VICTORIAN FARMER

**"Well exceeded my expectations, very worthwhile. Access to this program has made a real positive difference to our business and it has been a positive catalyst for improving our farm safety. I don't think we would have been able or willing to make the improvements to farm safety without the VFF or MOFS project. Thanks!"**

**Between 2020-2023 the Victorian Government provided \$20M to the Smarter Safer Farms initiative:**

- 2 VFF Safety Advisors delivered over 300+ free farm safety visits across Victoria.
- 30 monthly safety newsletters read by more than 2400 farmers every month.
- 100+ town hall meetings and events (speaking engagements)
- 1 extensive Child Safety awareness campaign
- 1 Child Safety Handbook sent directly to all VFF members and downloaded 6000+ times.

**"Safe Farming is breaking down a number of communication barriers by directly assisting the rural community, giving business practical ways they can make improvements with their health and safety issues"** TASMANIAN FARMER

## Farm Safety Advisory Program

### NSW Farmers Association

Recognising that farming remains one of the most dangerous industries, NSW Farmers has continued to advocate for investment to support farmers to embed and improve WHS practices.

As a result, NSW Farmers has secured a four-year funding package (available until June 2025) to deliver the Farm Safety Advisory Program (FSAP) from the NSW Government through SafeWork NSW.

The FSAP aims to assist farming businesses and communities to build safer environments to live and work. **With two dedicated safety advisors**, the FSAP is available to assist farmers to develop an effective system to manage the health and safety risks on their farm, reduce the likelihood of farm related fatality or injury of workers, contractors, visitors or family members.

The program has undertaken structured interactions with 500 businesses through on or off farm advisory sessions, in-person and online workshops. Delivery of information and assistance are conducted through one on one or group sessions, in person or online, and provision of practical resources such as checklists, safe work policies and procedures. The program has delivered numerous workshops covering topics such as harvest readiness, safer shearing sheds and easy-to-do WHS for farmers.

'Take A Second' is the FSAP monthly e-newsletter that covers WHS matters related to farming as a means to increase reach of WHS awareness to the wider farming communities.

- 2 Safety Advisors
- 500+ farm businesses
- One on one or group sessions
- In person or online
- Resources, newsletters and workshops.

**"The best thing about the workshop was that it provided direction and helped us work out where to start. You go in thinking oh my gosh, we're never going to get there, but the program broke things down, helped us look at what we are already doing, and helped us work out our next steps. With a bigger team, you need different people influencing what you are putting in place and we need to be sure everyone understands what our processes are and why we have them. Managing people is the biggest challenge in your business and getting WHS right is really important. The course was wonderful and really sparked some brainwaves for us."**

CATTLE AND CROPPING FARMER, NSW



Right L-R. Safe Farming Tasmania, Stu Beams, Corey Spencer and Phill John.

## Safe Farming Tasmania

The Safe Farming Tasmania program aims to encourage positive farm safety conversations and provides free and practical health and safety advice and guidance. The program is jointly supported by WorkSafe Tasmania and the Department of Natural Resources and Environment Tasmania and is funded by the Accelerating Agriculture initiative. It first came into existence in May 2015, originally slated to run for 3 years.

Now in its 8th year, much of the success of the program is due to two Senior Farm Safety Advisors, Phill John and Stu Beams. This dynamic duo provides practical safety advice, guidance, mentoring and coaching, with **around 50 years of combined WHS experience between them**. They are trusted safety professionals that have built on their passion for safer farms and safer farmers following years of investigating farm fatalities as Worksafe inspectors.

**"The Safe farming approach has always been practical and suited to keeping it simple, which makes everything else seem so much easier"**. TASMANIAN FARMER

Over the past 12 months Safe Farming Tasmania facilitated a series of shearing safety sessions across Tasmania, including Flinders Island, provided a number of farm safety awareness sessions to next generation farmers at regional schools across the state, and have also attended and presented at dairy, fruit growing and beef sector forums, conferences and rural agricultural shows.

### In 2021

- 3 farm businesses who sought assistance from Safe Farming Tasmania were finalists and category winners in the Worksafe Tasmania Awards.

### In 2022

- 2 WHS advisors conducted 253 advisory sessions and delivered 50 basic safety management plans to be integrated into farming businesses across Tasmania.

**"Safe Farming Tasmania, is a trusted program of immense benefit to Tasmania Farmers, whatever size or scale, advice can be asked and given in confidence"** TASMANIAN FARMER

ANOTHER REASON WHY

# Working in Silos is Risky

Here at Farmsafe Australia, we are proud of the partnerships and collaborations that we have developed with organisations that work in the farmer health, safety and wellbeing space. We are well aware of the risks of working in silos!



Associate Professor Kate Gunn

Jacquie Cotton

Alison Kennedy

Cecilia Fitzgerald

We proudly create our own branded resources, campaigns and initiatives but we also sit on a number of advisory committees and support and promote other programs helpful to farmers and communities in rural and regional Australia. These programs may not display our brand, but we will happily point farmers in the direction of those programs and resources if we think they are a better fit.

The National Centre for Farmer Health and ifarmwell are two such organisations that we touch base regularly with to have big picture conversations, strategise and even evaluate ideas.

"Australia is a very big country and the tyranny of distance means that we may not come face to face with the majority of our audience regardless of how many conferences, shows and events that we attend," said Felicity Richards, Chair of Farmsafe Australia. "Each one of us has a main objective to ensure that we reduce the incidence of death and injury on Australian farms and improve the health and wellbeing of those who live and work in rural and regional Australia. We aren't precious about whose brand is on programs and initiatives that achieve these outcomes."

Associate Professor Alison Kennedy, Director for the National Centre for Farmer Health, put the benefits of industry collaboration succinctly by saying, "The National Centre for Farmer Health has always relied on quality collaborations—with industry and community. We know working together to deliver evidence-based research, education and training, and health services to farmers has much greater benefit and reach than working in silos. We are proud to work together with Farmsafe Australia and ifarmwell to improve the health, wellbeing and safety of farmers, farm workers and farming families."

Associate Professor Kate Gunn of ifarmwell, University of South Australia, underscored the need for a joint approach by sharing comments that came directly from farmers involved in her research. "Many farmers are sick of being over-consulted, so it is important that when farmers do share their expertise and preferences about how they want wellbeing-focused initiatives to be developed, we share that information publicly, so other organisations can learn from it too," she said. "The National Centre for Farmer Health and Farmsafe Australia are natural partners for us, as they are farmer-focused, have national reach and value evidence-based approaches, which is consistent with how we are committed to working with farmers at ifarmwell."

"Opening up the lines of communication between our three organisations has initiated thought provoking conversations and provided each one of us with greater insight into the needs of our target audience. Working closely with the National Centre for Farmer Health and ifarmwell allows us to tap into a broader network of ideas and resources which benefits all of us. We are actively trying to reduce confusion in a landscape that is complicated enough already," said Farmsafe Australia Executive Officer, Stevi Howdle.

"There is so much we can learn from each other, and it is not a good use of resources for organisations to reinvent the wheel. The last thing our farmers need when they are feeling overwhelmed, is to be confused about where to seek help," said Associate Professor Kate Gunn.

We hope you all agree – we will accomplish much greater outcomes as an industry with more collaboration and less confusion.

**If you want to join in the conversation, please reach out.**

TAKE IT FROM A FARMER

# The Importance of Investing in Physical and Psychological Wellbeing

In the 2022 Safer Farms Report, we shared a bit about our friend, Dr Kate Gunn, who, with the help of a number of Australian farmers, created ifarmwell, a farmer-focused, free online and text message-based wellbeing program, specifically designed to help farmers learn new tools to cope with things beyond their control - like the weather, market fluctuations or biosecurity incursions.

This year, we wanted to share a letter that was written by a farmer who has personally used the ifarmwell tools and has become a great advocate of the program.

His name is John Gladigau and he is a farmer and Grain Producers SA Board Director.

If his words resonate with you, why don't you check out the resources available at [ifarmwell.com.au](http://ifarmwell.com.au)



Ah - the good old days. When life was simpler, and the Crows knew how to win premierships. But was it really better? Would you really want to go back? Is farming life today a better place to be?

Broadacre agriculture has certainly come a long, long way in the past 20-30 years. Who would have thought yield mapping, autosteer and all the practices of precision agriculture would become the norm. Throw in the creature comforts of modern farm equipment with temperature-controlled cabs (and seats!), fridges, ovens and Eighties music cranking the tractor sub woofers on Spotify and it seems farm life today is pretty amazing.

But one question keeps coming to mind. Do we have more time? Does all of the technology, the advances in research, the efficiencies and timeliness we have created mean we don't have to work as hard? Does it mean we have more time with our families? Does it mean we get to take more holidays?

It seems this kind of came home to roost for many this year, with a large, late harvest combined with more dry sowing or planting earlier crops meaning a much shorter gap between seeding and harvest. And not to mention the increasing focus on summer weed control and additional operations such as deep ripping or windrow burning mean that something has to give. For some that means time with family and friends. It can mean less time to focus on budgeting and business planning. Maybe it means no time for field days and workshops? It does seem (and maybe this is also Covid influenced) we are all now much more selective about what we attend and why. Loyalty to a group or even to other farmers is now much more stretched as we prioritise our families, our businesses or even just a quiet night at home over 'another' night out. It is great that we now spend more time talking about mental health and wellbeing. It seems that most farmers recognise that it is okay to spend time away from the farm to invest in themselves and their families. It's not rocket

science to suggest that in order to optimise your farms productivity and resilience you first need to look after yourself. You cannot make good decisions when you cannot think clearly. Constant fatigue should not be a virtue.

I once read a book by Robert Kiyosaki called "Rich Dad Poor Dad". In it he explained how most people never become financially independent because they only invest money which is left over after all the bills are paid - and even then there is always that 'extra' thing which becomes the priority. He spoke of the need to 'pay yourself first' - the notion of setting aside an amount each week or month to be invested before paying the necessary bills. If you "pay yourself first", then if you suddenly find yourself short of cash to pay the non-negotiable electricity bill, you will always find a way. It might mean you make the old lounge suite last a little longer, or (heaven forbid) you drink some instant Moccona for a while rather than stocking up on the coffee pods. But when looking to only invest whatever money you have left over, it is far easier to say 'I guess I can't this week'. The same can be said with mental health and wellbeing. It is so easy to say "I'll take a day off when I catch up" or "We would have gone to the beach this year, but there was just too much to do". Just like with financial investing, we should consider 'paying ourselves first' and invest in our own wellbeing before becoming consumed by our farms. And that may well mean that some lessor important jobs get left, because is there no greater investment than time with our families, our partners and our communities? And how do they feel if we constantly prioritise the workloads on our farms over them?

Yes, it is easy to say. But not quite so easy to do. But while we rightly should focus on creating a productive and prosperous future - investing in yourself first could change the life of your business and your family today. And as part of that investment it would be well worth your while checking out [ifarmwell.com.au](http://ifarmwell.com.au) which has some great tools and strategies to help manage your life in a positive way. And you will be richer for it.

# Combatting the Crisis

The National Centre for Farmer Health provides Mental Health support for Farmers

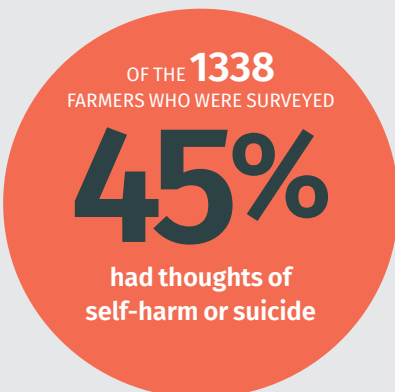


Earlier this year, The National Farmer Wellbeing Report raised the alarm on 'farming's silent crisis', revealing that out of 1338 farmers surveyed, 45% have had thoughts of self-harm or suicide, while 30% had attempted self-harm or suicide in recent years. This data provides context to research findings that show that Australian farmers are twice as likely to suicide than their urban neighbours.

The Report, commissioned by Norco in partnership with the National Farmers' Federation, looked to identify the key contributing factors impacting farmers' mental health, explore the nature of those issues and put forward recommendations to address the primary causes.

Out of the recommendations, it is important to note that there was overwhelming support for:

- Farmer-to-farmer initiatives and the importance of 'checking in on a mate'
- Building support networks by training mental health advocates and champions
- Increasing government funding for initiatives and programs that increase accessibility to mental health support for farmers



The National Centre for Farmer Health has a number of mental health and wellbeing resources and programs that are aligned with the above recommendations and we hope that by helping to raise awareness of what is already out there, we can begin to combat the devastating effects of the crisis we are facing. For more information on any of the programs below, please go to [farmerhealth.org.au](http://farmerhealth.org.au).

## The Ripple Effect

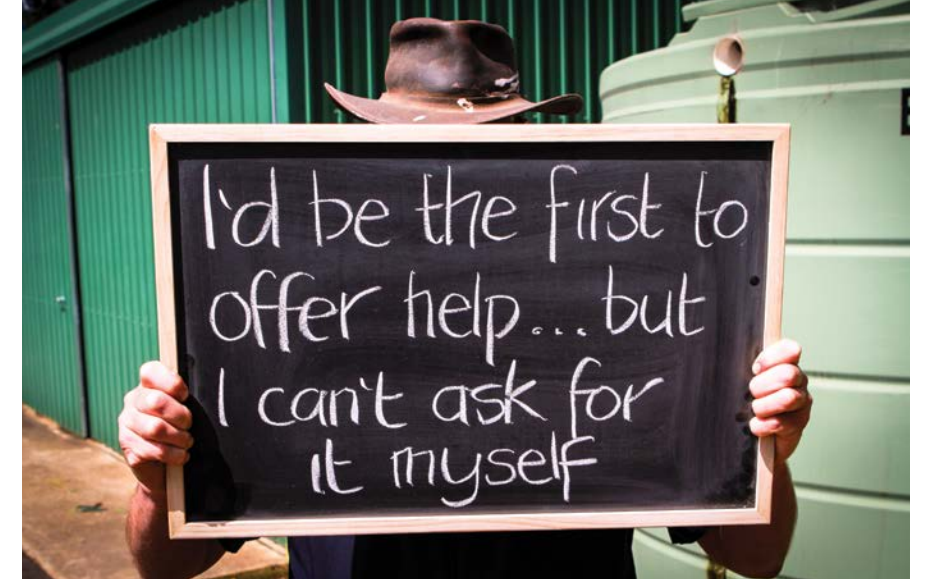
The Ripple Effect is an online intervention designed to investigate what works to reduce stigma among males from the farming community, aged 30-64 years, with a lived experience of suicide (bereaved by suicide, attempted suicide, cared for someone who attempted suicide, or been touched by suicide in some other way).

The Ripple Effect provides:

- Opportunity for anonymously sharing experiences in a peer-supported environment.
- Opportunity to increase knowledge and literacy about the lived experience of suicide (challenging suicide myths and framing experience in a contextual way, facilitating help-seeking where required).
- Encouragement of a positive cycle where disrupting the negative feedback of self-stigma and perceived-stigma will also reduce stigma in others.

"I continue to recognise suicide is a much deeper mental health challenge than most people realise. It's important that more people take steps to understand that no matter who you might be in society, you can be vulnerable, but likewise, you can help others." *Male, 66*

"In your darkest moment, the hardest thing to believe is that it will pass. Yet, it will and things change and eventually you can overcome. The hardest thing to do is reach out and yet this is the very thing that will save you." *MALE, 61*



## Managing Stress on the Farm

After a number of years that have included widespread drought, bushfires, flooding and the COVID-19 Pandemic, this resource provides important information and strategies for effectively navigating the pressures that cause persistent stress and are outside of a farmer's sphere of control such as weather, market fluctuations, natural disaster, etc. These stresses can severely impact the wellbeing of farming families and effect farm business decision-making.

**Over 50,000 printed copies have been distributed across Australia and an online version of the resource can be found at: [farmerhealth.org.au/managing-stress-book](http://farmerhealth.org.au/managing-stress-book).**

"We were under quite a lot of stress because, in the fire, we lost the house and the plant and equipment. We didn't lose all of our stock, but we lost all the fences. So, we had crops waiting to be harvested and we had stock with no fences." *SA farmer*



## Farmer HAT Health Assessment Tool

Farmer HAT is a free online self-assessment tool developed to promote a safe farming culture and healthy personal behaviours. It's an easy-to-use resource to help you identify your health, wellbeing and safety risks on the farm.

Taking between 10-15 minutes to complete, you can start the assessment through the link below. You just need to know some basic details about yourself, and we encourage you to be as truthful in your answers as possible (these are completely private).

First, you will answer a series of questions about your health, wellbeing, lifestyle behaviours and farm safety practices. Then, Farmer HAT uses a traffic light system to provide easy-to-understand visual feedback about your current risks. You will also be directed to relevant resources to help you to improve your personal behaviours and practices.

## Steering Straight

Steering Straight is a resource that has been developed in collaboration with members of the farming community. It aims to help farmers look beyond the endless cycle of tasks to do, and helps with reflection, planning for the challenges ahead, and preparing for action, with a focus on wellbeing.

## Online Psychology Service

NCFH have partnered with Lysn to improve access to mental health care to all Australian farming regions through an online telehealth platform. Through this platform, Australians in rural and regional Australia can access professional support with a registered Australian Psychologist, one who understands the many factors of farming life and work contributing to poor mental health, from the comfort of their own home.

This service helps to combat a wide range of challenging circumstances including social and geographic isolation, the impact of drought and other extreme climactic events and diminishing face-to-face services. It also provides two separate payment options; self-funding (allowing the participant to contract the service without a mental health assessment from their GP) or through the medicare support system.

## Campfire

The Campfire Conversations podcast series provides farmers with action-orientated, solution focused stories that address relevant work-related risk factors. New Campfire Conversations are released every fortnight, available via the 'National Centre for Farmer Health' channel on Spotify, Apple Podcasts and Anchor. Campfire also includes a regular blog to further discuss building better workplaces.



# AgCard 2023



## Another great initiative from a Farmsafe Australia Member is the AgCard from Primary Employers' Tasmania.

The AgCard is a free, pre-farm employment induction program, designed to assist farm employers and employees to identify and manage workplace health and safety risks, while increasing awareness and understanding of WHS procedures and human resource principles.

The AgCard is a huge step in the right direction for entry level learning and is designed to be completed prior to stepping foot on a farm. The content is relevant for everyone from school aged students through to those re-entering the agricultural sector. It is also a tool that can be used to provide safety and human resource information to our migrant workforce.

The AgCard is similar to the Farmsafe Induction Tool, however it is a much more comprehensive resource, with two full courses to complete; Safe Farming and Human Resources. It also includes a Certification of Completion that is provided following the successful execution of the modules.

### CURRENT MODULES INCLUDE

- Safe Farming
- Wool Harvesting
- Managing Livestock for Red Meat Production
- Biosecurity
- Human Resources.

Since it was launched by Primary Employers Tasmania in July 2020, more than 2,100 people from around the world have enrolled to access AgCard, sharing positive and proactive feedback about the benefits of the online workplace health and safety portal. Almost 40% of users are students, many of whom aspire to work in agricultural careers.

With new modules set to be added, including one on financial literacy, it is vitally important that AgCard remains an industry-focused, flexible and practical tool for future generations of farm families, employees, managers and owners.

Primary Employers Tasmania and Farmsafe Australia are currently working together to discuss the next phase of the AgCard and look forward to making an exciting announcement in the very near future.

Top: Clare Peltzer. Left: Riley Lamperd and Dolly.

# Resources

Farmsafe Australia has a number of great resources of our own that are free to download, customise for your farm and use to help make your farm a safer place to live and work. Make sure you jump on our website and check them out!

## Toolbox Talks Online Resources

One easy way to ensure safety is front of mind for you and your workers, is to hold regular safety chats that we like to call 'Toolbox Talks'. These chats can be formal or informal but should be documented. It's a simple and effective way to provide your staff with important safety information, allow them to ask any questions they may have and build a strong safety culture amongst your team, ensuring that they know that their lives are important to you.

We've provided a number of front and back information sheets that you can download to help structure your conversations on certain topics. Tailor them to your farm environment and add in any extra information that might be relevant to your property or operation.

### CURRENT TOPICS INCLUDE

- Risk Management Tools
- Tractor Operation
- Safe Chemical Handling
- Hazardous Substance and Chemical Use
- Child Safety on Farms
- Safe Handling of Cattle
- Working Near Water
- Quads, ATV and SSV Operation
- Lone and Remote Workers
- Grain Auger Operation

We are continuing to build our Toolbox Talks resources and will soon release 10 more topics including; safely working at heights, on horseback, electrical powerlines, fencing, managing noise on farms, manual handling, working safely with chainsaws, confined spaces, zoonotic diseases, and Q fever management.



## Toolbox Talks A Podcast Series

Farmsafe Australia's 'Toolbox Talks' is a podcast series focusing on farm safety culture. Hosted by Farmsafe Australia's Deputy Chair, Dr Richard Franklin, the 24-part series includes interviews on important issues facing Australian farmers, including child safety on farms, working with and near electricity, communicating in an effective manner, an aging workforce and many other great topics. Some of the best interviews have been with Aussie farmers themselves on the importance of safer farming practices and how they find solutions for everyday challenges on their own farms.

### Below is the list of the latest Podcast Topics:

- |                                                                                                  |                                                                            |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <b>Look Up - It's Electricity Safety</b><br>Glen 'Cookie' Cook                                   | <b>Not too old to Farm Safely</b><br>Professor Don Voaklander              |
| <b>Interview with the Farmsafe Chair</b><br>Felicity Richards                                    | <b>New to Farm Safety</b><br>Caitlin Radford                               |
| <b>Safety is all about Communication</b><br>Dr Tristan Casey                                     | <b>The Royal Flying Doctor Service</b><br>Lana Mitchell                    |
| <b>Some things stay the same, but shouldn't - Child Safety</b><br>Jessie Adams                   | <b>Water Safety in Rural and Regional Australia - RLSS</b><br>Justin Scarr |
| <b>We are not that different - Child Safety USA and Australia comparison</b><br>Marsha Salzwedel | <b>Safe Operating Systems</b><br>Jamie Cupples                             |
| <b>Helping children with loss - 'Feel The Magic'</b><br>Adam Blatch                              | <b>Kidsafe Tips from WA</b><br>Scott Phillips                              |

For the full suite, checkout Toolbox Talks at [farmsafe.org.au/podcast](https://farmsafe.org.au/podcast).

# National Farm Safety Education Fund

## UPDATE



As the National Farm Safety Education Fund Strategy wraps up, it is important to highlight the incredible projects that received funding and are now, making a difference in rural and regional Australia.

On top of the \$1.9M awarded to Farmsafe Australia for the revitalisation project, the Government allocated a further \$1.6M in an open grant round to nine other organisations that aimed to deliver projects under two of the National Farm Safety Education Fund Strategy's impact opportunities; Investing in Our Next Generation of Farmers and Investing in Industry Endorsed Training and Continued Learning.

This type of funding makes a genuine difference to Australian farmers and the broader workforce. It is important that we continue to see funding provided for agricultural health, safety and wellbeing initiatives from stakeholders at every level of government, industry and the supply chain.

### Safer Stations

#### Northern Territory Cattlemen's Association

This project was designed to educate the next generation of little farmers about the importance of on-station safety and provide strategies for managers and owners to make stations safer for all. Four engaging videos have been produced along with an activity workbook to make the learning experience fun and interactive.

In order to help simplify administration processes for managers or station owners, NTCA have also compiled a WHS guide with the most recent legislation and best practice information.

Jump onto the NTCA website at [ntca.org.au](http://ntca.org.au) and look under the Safer Stations project. NTCA will also supply a hard copy on request.



Above. NTCA Shannan Hayes at Alice Springs School of the Air. Right. NTCA Handbook Cover.



### Next Generation Farm Safety

#### Program from CQU

CQUniversity's Next Generation Farm Safety Project has been running for almost 18 months across Queensland, NSW and Victoria. The project aim was to increase the uptake of safe farm practices particularly for under 15-year-olds who account for 15 per cent of farm-accident fatalities. However, the Next Generation Farm Safety Project provides fun and information for all ages, from primary and high school aged children, right through to parents and teachers in the community.

The project has delivered interactive workshops to over 400 high school students, run family field days with more than 150 parents and their children, including having an interactive stall at the Royal Sydney Easter Show. Two online farm safety games have been created for primary and secondary students. Primary students move through an interactive farm scene and choose the appropriate PPE for each scenario. The game designed for secondary students explores hazards and risks on farms with students choosing the correct warning sign for each scenario.

A series of teacher professional development webinars were also run during the project. Over 100 teachers registered for the webinars. The webinar topics included tractor safety, safe chemical handling, biosecurity, animal safety and first aid. To complement the webinars, resources have been developed for teachers to use in the classroom. The available topics are chemical handling, electrical safety, vehicle, motorbike and quadbike safety, livestock handling, falls and hazards, zoonotic disease, noise safety and water safety.

To access the classroom resources, recorded teacher webinars and more information, please head to the Next Generation Farm Safety project website [nextgenfarmsafety.com](http://nextgenfarmsafety.com).

Top. Next Generation Farm Safety Workshop.

### Safe ACE

#### Program from PIEFA

Primary Industries Education Foundation Australia (PIEFA), through the National Farm Safety Education Fund Strategy has developed a series of farm safety educational resources for high schools and for agricultural shows. The program developed is called Safety ACE (Assess, Change and Engage) which includes a teacher guide and accompanied Virtual Reality content and lessons. As well, to support farm safety education at agricultural shows, three banners with interactive content have been designed with supportive information for the Young Farmer Challenge.

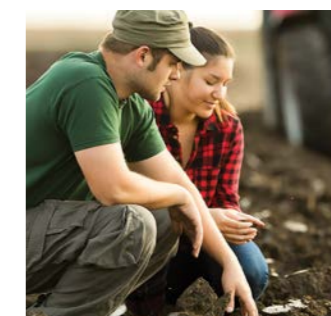
For more information visit [piefa.edu.au/farm-safety-ace](http://piefa.edu.au/farm-safety-ace)

### National Online Farm Safety Training

#### Program from Rural Edge

This online program is designed to build awareness of the need for farm safety plans, and supports farm businesses to understand, develop, and implement their own farm safety plan. Workshop content is relevant to each state and the program aims to educate and support farmers towards improved safety outcomes.

Participants are supported to create farm safety plans for their individual businesses using the provided templates and tools, supported by peer-to-peer learning. The program has been refreshed for 2023 based on producer feedback.





FARMSAFE AUSTRALIA

## GrainGrowers Farm Safety Resources have a spotlight on machinery.



### Farm Safety for Kids

#### Program from Primary Producers SA

The recently launched Farm Safety For Kids resources are aimed at school students in years 5, 6 and 7. Primary Producers South Australia have worked hard with their six commodity groups to identify the key risks on dairy, grain, livestock, horticulture, viticulture and forestry properties and develop resources which assist teachers, students and their families in having open and honest conversations about farm safety. The centrepiece of these resources is a series of seven videos which is accompanied by curriculum linked booklets for teachers and students.

**With mental health issues and hazardous working conditions compounded by isolation and limited access to medical services due to the remoteness of many properties, AgForce is looking to lead by example and set the standards for everyone else to follow.**

Advocating for appropriate training, education, and information to be made available for industry and its workers about health, safety, and wellbeing has been a top priority as well as emphasising the need for better reporting of health and safety performance by industry and setting measurable targets to allow continued improvement.

### Changing Culture and Improving Farm Safety for Queensland Cotton Growers

#### Program from Cotton Australia

Cotton Australia partnered with House Paddock Training and Consulting at Goondiwindi to increase WHS knowledge and skills on farm. Initially the program was set up for 100 participants. A total of 108 signed up for the full workshop program and in a subsequent round of webinars a further 124 participants registered. As a result, the program engaged with 232 businesses. 90% of participants indicated an improvement in their overall understanding of WHS and their intentions to review and improve their inductions.

Feedback from the workshops was very positive with 100% of participants indicating they would recommend or highly recommend the program to someone else. Furthermore, 100% of participants said the trainer had a thorough understanding of the topic and agreed or strongly agreed they would make changes in their workplace as a result of the workshops.

*Here are some of testimonials gathered on the completion of the course:*

**“It gave me an overview of what I need to be working towards with our newer business. The examples were brilliant. Bec is a well-spoken presenter who knows her content and target audience, has great examples and keeps the presentation engaging!”**

**“The course provided some great reminders about what needs to be in our WHS plan, what documentation we need and how to get buy in from staff.”**

*Top L-R. PPSA Caroline Rhodes and AgCommunicators Sue Pratt at the launch of Farm Safety for Kids. Cotton Australia - Matt McVeigh, Bec Fing, Janet Barker and Craig McVeigh.*

**The key message that the resources reinforce is the importance of the 4Ps: pair up and plan; pause and practice; play in safe areas, and pop on your PPE.**



### Zero Harm on Farm

#### Program from AgForce Queensland

The objective of the project was to develop a series of workshops that would provide education, training and short-term follow-up for the current and next generation of broadacre agricultural producers in the six AgForce Queensland regions.

#### The workshop topics include:

- The importance of Farm Safety
- Establishing, maintaining and following a farm safety management system, including risk assessments and safety planning
- Related issues including mental health and wellbeing, safe agricultural equipment, vehicles and machinery.

**AgForce has run 15 workshops with a total of 209 participants. There are a further 3 workshops planned for Northeast Queensland.**

AgForce has also reaffirmed its commitment to eliminate work-related injuries and illness within agriculture – releasing its Workplace Health and Safety Declaration to help establish a culture of ‘Zero Harm on Farm’.

### Farm Safety Resources for Growers

#### GrainGrowers

GrainGrowers is working hard to support growers to ensure everyone goes home safely at the end of the day. Statistics show that over half the fatalities in agriculture involve a piece of machinery or equipment – namely quad bikes, tractors, and side-by-side vehicles. GrainGrowers Farm Safety Resources have a focus on machinery to bring attention on these risk factors. The resources cover general farm machinery, vehicles, motorbikes and quad bikes, grain harvest and general farm safety. Due to recent wet weather, there are now guides on how to safely recover bogged vehicles using recovery straps as well.

There are easy to use checklists that growers and farm workers can download and tailor to their individual farms. They can also watch a number of videos that provide useful information and tips and tricks to make safety practical and applicable to the farm. In one video, growers Mathew and Denika Koch, help deliver their personal experience and message on farm safety after an incident on farm where a worker was seriously injured while using a skid steer loader. For Koch Farming, it’s been an eye-opening experience and has reinforced the importance of keeping health and safety front of mind. In the video, Mathew and Denika outline the steps taken to improve their farm safety and have stressed the importance of taking a preventative approach.

**These resources are available for free at the [graingrowers.com.au](http://graingrowers.com.au) website and will also be available in a variety of languages to support the return of seasonal workers during harvest.**

GrainGrowers also held a series of Farm Safety webinars to provide guidance for grain growers looking to improve their workplace health and safety practices on the farm. Topics covered include the Who, Why & What of WHS, Improving WHS in your business, Making Machinery Safer, and case studies on growers who have been personally impacted.

*Top. Douglas Williams, Wagga Wagga NSW - Grain Growers.*

### Calm your Farm!

#### Program from University of New South Wales

The project involves developing gamified educational resources exploring common injury mechanisms, risks and protective measures for adolescents on farms. Specifically aimed at Years 7 and 8 students, the online resource will include four modules: Vehicles, Paddock, Workshop and Water. The learning outcomes will be curriculum linked and include information for parents and lesson plans for educators.

The team comprises farm safety, injury prevention and adolescent health and wellbeing experts from the University of New South Wales, University of Technology Sydney, the University of Sydney Rural Medical School in Orange and James Cook University. The project is ably supported by our advisory group comprising of representatives of Farmsafe Australia, KidSafe, Primary Industry Educators Foundation Australia (PIEFA), various state-based Associations of Agricultural Teachers as well as other subject matter experts on topics such as mental health and youth advocacy.

The project is strongly guided by the principles of co-design. Focus group sessions have focused on farm injury risk, farm safety information and more specifically preferred game style, content, and artwork with students from three high schools across New South Wales and Tasmania. A fourth school from Northern Queensland will also take part. One-on-one interviews with agricultural educators have been undertaken at the same time, to optimise delivery within a school setting. Findings are fed into the content and design phase with the game developer, Mode Games. The same students and teachers will be revisited to conduct testing of the prototype and gather more feedback before launch.

**Calm Your Farm! is set to launch towards the end of 2023.**

# Partnering with Farmsafe Australia



## What are we trying to achieve?

Our goal is to reduce farm fatalities to zero. We know we cannot do it alone. Our agenda is too ambitious for any one organisation, which is why we're always looking to work with like-minded partners.

Partnering with Farmsafe Australia is a great way to demonstrate your commitment to Australia's farmers and make a genuine difference to the lives of our farmers and their communities.

Please take the time to learn more about what we have planned for the years ahead, and I look forward to talking more about how we can make it happen together.

Felicity Richards  
Chair, Farmsafe Australia

## Our goal is to reduce farm fatalities to zero.

One of the challenges when it comes to improving Australia's performance around farm safety is developing and disseminating consistent messaging over the long term to ensure generational behavioural change. Farmsafe Australia, a national body with a network of members across jurisdictions and commodities, is perfectly placed to develop and deliver consistent messaging that resonates across industry.

Farmsafe Australia is a national peak industry body that formed in the late 1980's from State Farm Safety Action Groups.

We currently operate under funding from the Department of Agriculture, Fisheries and Forestry. This funding will disappear in December 2023 and we need your support to continue to spread the Farmsafe message.

We raise awareness, educate and communicate with the farmers of Australia, their families, employees and contractors, in relation to farm safety practices, behaviour change and risk and hazard assessment.

Every year we develop campaigns and initiatives designed to target different audiences with tailored messaging relating to the various risks associated with living and working on farms.

## Partnership Opportunities



### Major Partner

If you would like to be part of sustaining Farmsafe Australia into the future by being part of a multi-year partnership, reach out. We will happily tailor a package that will provide value to us all.

- Packages negotiable.

**Cost: \$100K**

*Preference for multi-year commitments.*

### Supporter

Is your organisation committed to reducing the incidence of death and severe injury on Australian farms? Become a supporter of Farmsafe Australia.

- Logo proudly displayed as a supporter on our website and our Safer Farms Report
- Ability to display 'Proud Supporter of Farmsafe Australia' alongside your brand
- Access to educational webinars and newsletters to help upskill your staff in WHS related issues.

**Cost: \$10K**

### Campaign Sponsor

Is there a specific safety issue that you'd like to see addressed in our national campaigns? Sponsor a Farmsafe Australia campaign to get the message out!

**Cost: Variable**

*Negotiated based on size and reach of campaign.*

### Farm Safety Week

National Farm Safety Week is run every year during the 3rd week of July. Farmsafe Australia sets the theme for the week and runs a national campaign. We also launch the *Annual Safer Farms Trend Report* during Farm Safety Week.

**National Farm Safety Week - Major Partner**

Exclusive branding alongside Farmsafe Australia

**Cost: \$60k**

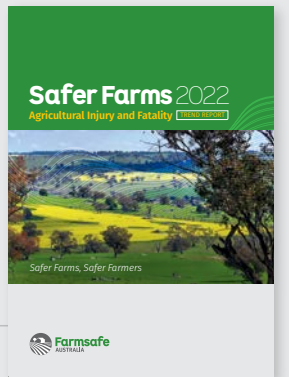
**Long Lunch Sponsor - State-based**

Individual State **Cost: \$10k**

Lunch in every State **Cost: \$75k**

**Safer Farms Report - Sponsor**

**Cost: \$15k**



### Conference

Farmsafe Australia runs a national conference biennially.

Conference sponsorship package opportunities will be released in the lead-up to each conference, however, if you would like to discuss custom packages, please reach out at any time.

### Project/Initiative Sponsor

Opportunities exist to partner with Farmsafe Australia on a range of projects and initiatives. A number of our priorities can be found in the National Farm Safety Education Fund Strategy on our website [farmsafe.org.au/national-farm-safety-education-fund-strategy](https://farmsafe.org.au/national-farm-safety-education-fund-strategy).

We also have opportunities related to our long-term offerings:

- Workshops and Webinars
- Educational Resources
- Induction Tool

### Member

Membership of Farmsafe Australia is by application only and open to national or state-based organisations. If you would like your organisation to be considered for membership, give us a call and we'll talk you through the process.

**For more information about becoming a partner of Farmsafe Australia, please contact:**

**Blake Hillier, Stakeholder Engagement Officer**  
Phone 0419 955 546, Email [bhillier@farmsafe.org.au](mailto:bhillier@farmsafe.org.au)  
or visit [farmsafe.org.au](https://farmsafe.org.au)

*Committed to keeping you safer on Australian farms*



**Farmsafe**  
AUSTRALIA



**Australian Government**  
Department of Agriculture,  
Fisheries and Forestry

This project is supported by the Department of Agriculture, Fisheries and Forestry (DAFF), through funding from the Australian Government's National Farm Safety Education Fund.

**NFF House**

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**Stevi Howdle** – Executive Officer

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