

Partnership Proposal

2023 – 2024



Farmsafe
AUSTRALIA



Safer Farms, Safer Farmers



Agriculture is currently the most dangerous Australian industry to work in. Farming has an incredibly high-risk profile, with Australian farms overrepresented when it comes to workplace accidents and deaths.

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.

The secondary challenge is driving continued engagement with the behaviours associated with safe decision making. It therefore requires ongoing 'topping up' of messages, reminders and strategies to drive longer term behaviour change and avoid relapses into short cuts and poor decision making.

And this requires continuous investment.

Who are we?

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.

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 as well as all of the farmers that they represent.

Brand safe 30+ years working with industry

Targeted farming audience

Exposure to the wider agriculture industry

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

Snapshot of 2022



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.

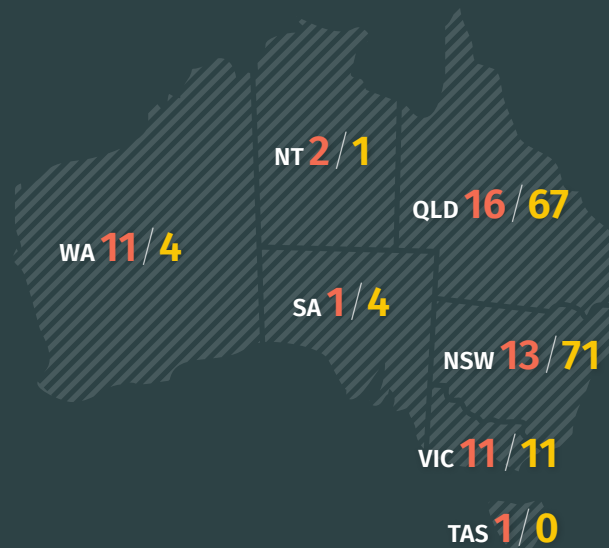
We need long-term behavioural change.

That requires more resourcing.

And much more funding.

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

2022 BY STATE

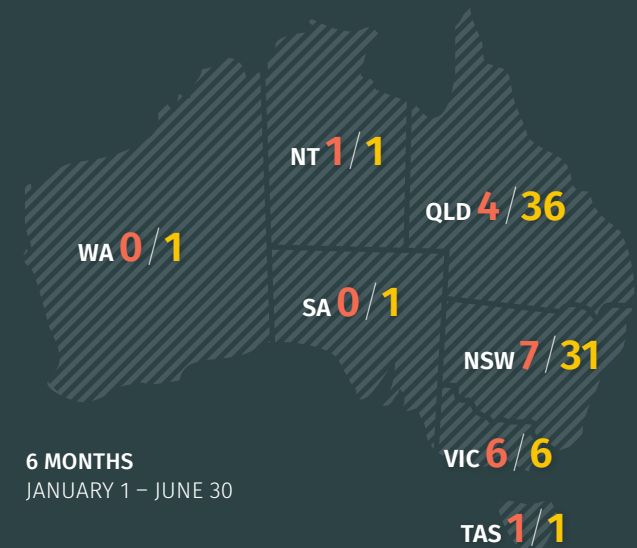


FATALITIES
TOTAL 55



NON - FATAL INJURIES
TOTAL 158

2023 BY STATE



6 MONTHS
JANUARY 1 – JUNE 30



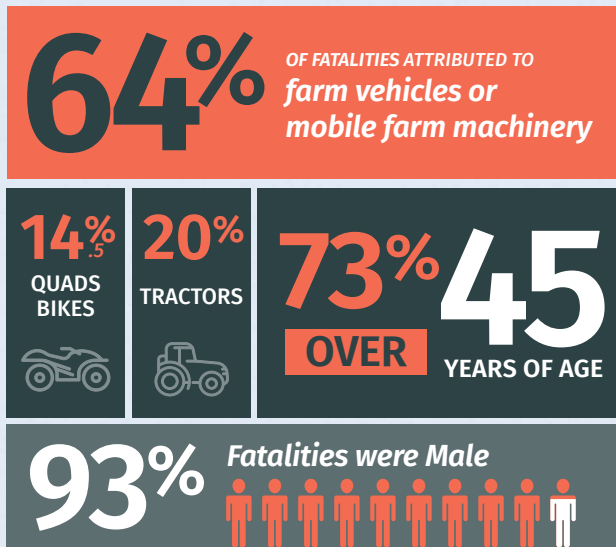
FATALITIES
TOTAL 19



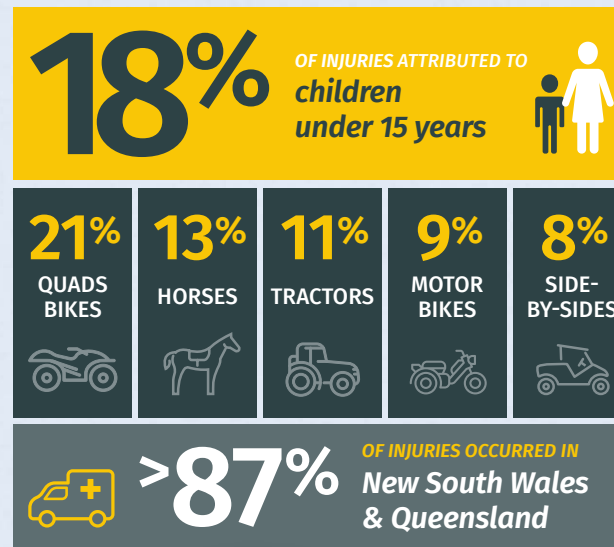
NON - FATAL INJURIES
TOTAL 77

The Current Issues

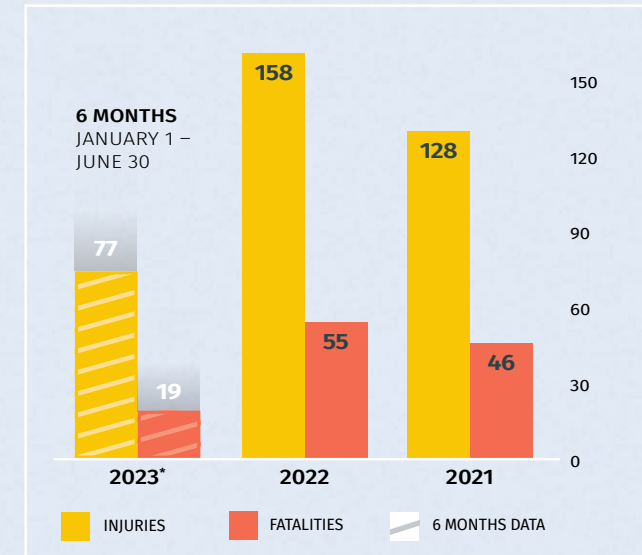
2022 FATALITY STATISTICS



2022 INJURY STATISTICS



BY YEAR STATISTICS



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

Quad Bikes
214
lives lost

SINCE 2001
1705
people have lost their lives on Australian farms*

Tractors
273
lives lost

AgHealth Australia estimates the total cost of an on-farm fatality in Australia in 2019 was over \$113 million, with an average cost per incident of \$1.95 million.

*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.

Our Plan



Partnering to make farms safer

Farmsafe Australia exists with the purpose of reducing the incidence of injury and fatality on Australian farms.

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

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.

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.



Felicity Richards

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

Partnering with Farmsafe Australia



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 package that will provide value to us all.

Packages negotiable.

Cost: \$100K+

Preference for multi-year commitments.

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.

CONFERENCE SPONSOR

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.

NATIONAL 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 recognition as sole Sponsor.

Cost: \$60k

Long Lunch Sponsor

State-based

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

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

Safer Farms Report

Sponsor

Cost: \$15k

For more information about becoming a partner of Farmsafe Australia, please contact:
Blake Hillier, Stakeholder Engagement Officer
Phone 0419 955 546 or
Email bhillier@farmsafe.org.au

PROJECT/INITIATIVE SPONSOR

Opportunities exist to partner with Farmsafe Australia on our 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.

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 industry organisations. If you would like your organisation to be considered for membership, give us a call and we'll talk you through the process.

**Please note: all prices are exclusive of GST.*

Be part of Agriculture's Top 100

BY BECOMING A
FARMSAFE AUSTRALIA
Supporter



EXCLUSIVE OFFER

FARMSAFE AUSTRALIA AMBASSADOR

If you are one of the first 25 organisations to sign on as a 2024 Supporter, you will be part of an exclusive group of ambassadors and be provided with The Farmsafe Australia Ambassador Socials Package. This suite of tiles will be tailored to your brand's unique identity, goals, and target audience to align your narrative and objectives with your commitment and contribution to Safer Farms and Safer Farmers.

We are extending an invitation to your organisation to become a key member of *Agriculture's Top 100* Organisations by supporting the work of Farmsafe Australia. Our ambition is to create a united national voice of farm safety and raise greater awareness of safety issues, contributing to saving lives, preventing life-altering injuries, and building stronger, more sustainable farming communities.

Recognition and Brand Visibility

Your logo will be proudly and prominently displayed as a Farmsafe Australia Supporter on our website, social media, in our National Farm Safety Week media pack, in our annual Safer Farms Report and at any events held throughout the year including the Farmsafe Australia Conference.

Logo Endorsement

You will be authorised to display the specialised 'Proud Supporter of Farmsafe Australia 2024' logo in your advertising and collateral.

Farmsafe Australia National Ag Day Dinner

You will have the chance to connect and network with key stakeholders, industry experts, and fellow supporters to celebrate National Ag Day in November.

Webinar Series

Supporters will have exclusive access to our quarterly webinar series to upskill staff in WHS related issues.

Impact Reports

Annual impact reports highlighting the outcomes of campaigns, community engagement or initiatives that your sponsorship has contributed to, demonstrating the tangible results of your support and showcasing your commitment to farm safety and community well-being to your customers, employees, and investors.

Media Exposure

Benefit from media coverage during National Farm Safety Week, raising the profile of your company and its dedication to making a positive impact.

Event Sponsorship Opportunities

Supporters will be given first opportunity to sponsor or co-host Farmsafe Australia events or campaigns/initiatives.

Tax Deductible

Investment: \$10k + GST

Annual National Farm Safety Week

Three posters for National Farm Safety Week. The top left poster features a man in a cap and a tractor, with the text "STAY ON THE SAFE SIDE" and a list of safety rules. The top right poster features a man and a child, with the same text and rules. The bottom poster features a woman in a plaid shirt, with the same text and rules. Each poster has a "Farmsafe AUSTRALIA" logo at the bottom right.

STAY ON THE SAFE SIDE

- ❌ 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.

STAY ON THE SAFE SIDE

- ❌ 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.

STAY ON THE SAFE SIDE

National Farm Safety Week 16-22 July 2023

Farmsafe AUSTRALIA

CAMPAIGN *Farm Safety Week*

National Farm Safety Week is an annual event, celebrated every third week in July across the agricultural community. This week provides a designated time to focus on the safety of our workforce and aims to foster a culture of education and responsibility by offering a comprehensive platform to address safety issues, promote awareness, and share best practices.

Social media platforms and traditional media are utilised to launch impactful public awareness campaigns during National Farm Safety Week. These campaigns leverage the power of storytelling to share real-life experiences, success stories, and the importance of collective responsibility in ensuring farm safety.

Farmsafe Australia also launches the annual Safer Farms Report during Farm Safety Week, highlighting annual injury and fatality statistics and looking at emerging trends in the farming environment.

During National Farm Safety Week, a number of engaging initiatives take center stage. Farmsafe Australia co-hosts a Long Lunch in each state (alongside one of our members) to engage local politicians, industry advocates and of course, farmers and their families in conversation about issues relevant to their regions while enjoying the incredible local produce.

The 2023 campaign provided information to farmers on choosing to 'stay on the safe side'.

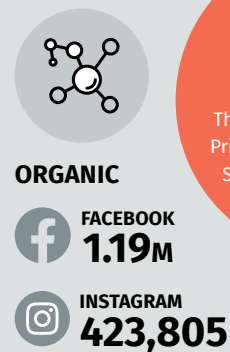
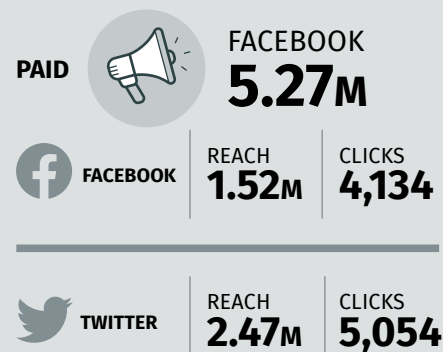
Annual National Farm Safety Week

**National Farm Safety Week is not just a calendar event;
it is a rallying call for the entire agricultural community.**

It reminds us that safety is a shared responsibility, and that together, we can nurture a culture where every farmer returns home safely after a day's work, and our paddocks become a place of growth, prosperity, and genuine care for one another.

2023 Campaign Results

SOCIAL MEDIA CAMPAIGN 16 - 30 JULY 2023

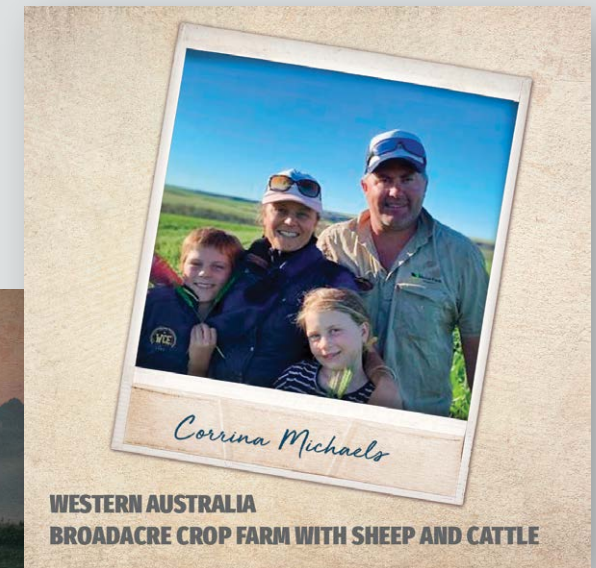


NATIONAL MEDIA

219 HITS

This includes articles across
Print and Online news, Radio
Station and TV interviews.

Previous Farm Safety Week Campaigns



Initiatives / National Campaigns



Farmsafe Australia is the national voice of farm safety and we develop high-level messaging that is easy to adapt and tailor to regional or commodity specific issues.

CAMPAIGN Welcome Aboard

Inductions play a key role in mitigating risks on farms and keeping everyone safe. Not only are they very important, they're also a legal obligation designed to protect both visitors and farm owners and their families.

Farmsafe Australia has developed an educational campaign called 'Welcome Aboard'. The primary purpose of this is to remind farm owners, managers, employees, contractors and visitors of the importance of farm place inductions.

This important campaign involves the development of key campaign assets, including online videos, print ads, safety cards, farm induction kits and digital comms.

Partnering with us on national campaigns ensures that the issues that you care about are given the attention they deserve.



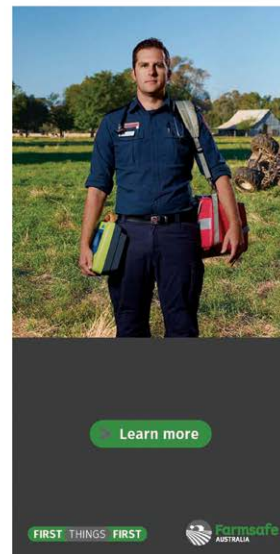
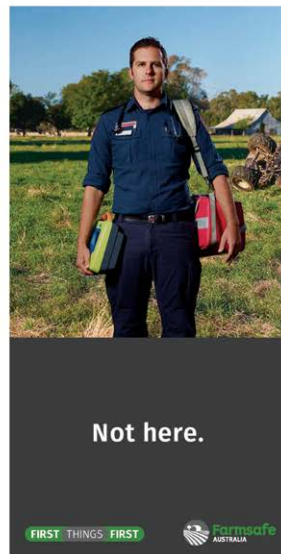
Initiatives / National Campaigns



Showcased on these pages is a sampling of some of our recent campaigns. With the help of our creative agency, Redhanded, we are able to develop clever, engaging content across a range of platforms.



Campaigns Top Left: Harvest Heroes
Above: Farming Not Harming (Psychosocial Risk)
Right: Meet the Locals



Online Resources

Farmsafe Australia has a number of great resources of our own that are free to download, customise and use to help make Australian farms safer places to live and work.



Toolbox Talks Conversation Starters

One easy way to ensure safety is front of mind, 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 workers with important safety information, allow them to ask any questions they may have and build a strong safety culture.

We've provided a number of front and back information sheets that can be downloaded to help structure conversations around certain important topics. They can be tailored to the relevant farm environment and extra specific information can be added to customise the talk to each property or 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.



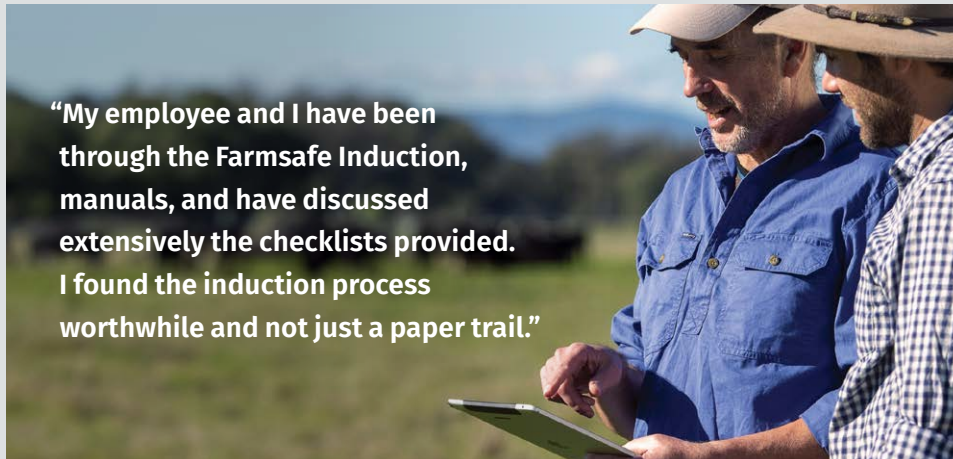
Toolbox Talks A Podcast Series

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.

For the full suite, checkout Toolbox Talks at farmsafe.org.au/podcast.



Online Resources



Farmsafe Induction Tool

An introduction to farm safety for most Australian farms, this tool provides a general guide to work, health and safety. However, all farms are different and any specific hazards or risks that are present must be covered in more detail in an on-farm induction.

STATISTICS - FARMSAFE INDUCTION TOOL

LAST 18 MONTHS
COMPLETED
1,800+



This tool has been a great step in the safety journey for everyone involved in agriculture.



Safer Farms Reports

Launched during National Farm Safety week, the report tracks both injury and fatality statistics nationally and by state, as well as recording safety trends among Australian farmers. Statistics within the report 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. The report is published via the Farmsafe Australia website and is available to download for free.

Events / Conferences 2024



Australian Roadshow

Farmsafe Australia is currently planning for a national roadshow to be delivered with the help of a major partner. Our network of members allows us to touchdown anywhere in Australia and access a large number of farmers to engage directly with through workshop style events. These types of engagement activities provide the best possible opportunities for farmers to learn and upskill, having immediate impact on WHS practices and behaviours.

Industry Engagement

Our Executive Officer and Stakeholder Engagement Officer attend as many industry events and conferences as possible to ensure our high-level messaging is grounded in the one-on-one conversations we have with those who are affected by our work the most; Australian farmers.

Both are happy to present on farm safety issues and can tailor presentations to ensure effective and pertinent information is passed on to audiences.

Biennial Conference

In September 2022, Farmsafe Australia hosted its national conference in Canberra. With renowned speakers such as Phillip Smallman and industry experts such as Dr Kate Gunn, the conference was a great success in highlighting the importance of farm safety.

Previous Conferences have been held as far north as Townsville and as far south as Launceston. Our intention is to take the Conference around Australia to ensure that those that want to attend aren't hindered by distance.

We are currently planning our next conference and are looking for top tier sponsors to ensure it's our best one yet.

Recent Collaborations



ifarmwell

Having grown up on a farm near Streaky Bay in South Australia, Dr Kate Gunn knows firsthand the impact that events such as drought and fires can have on a farmer's wellbeing.

Dr Gunn has led the development of ifarmwell.com.au – a farmer-focused, free online and 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 tool is designed with Australian farmers, for Australian farmers. For more on ifarmwell or to access any of the modules, head to ifarmwell.com.au.

George the Farmer

With 15% of on-farm fatalities being children under the age of 15, it was vitally important to invest in the safety education of our next generation of farmers.

George the Farmer has a broad reach across rural and regional Australia and is beloved by children and parents alike.

We partnered with George the Farmer to develop a free educator's guide (Foundation–Yr 4) and a catchy tune with an animated music video about farm safety. The Farm Safety Song with George the Farmer and additional resources can be downloaded from our website.

Feel the Magic

As we work towards making farms safer places to live and work, we acknowledge that there is a lack of support for families in regional and rural Australia.

Sadly, 1 in 20 Aussie kids experience the death of their Mum or Dad before they turn 18. In farming families, this statistic can be even higher due to increased risk of workplace fatality and higher rates of suicide.

"At Feel the Magic, we support the families left behind after the death of a loved one. Our evidence driven camps, resources and strategies are developed by clinical psychologists and delivered by trained mental health experts."

National Farm Safety Education Fund



If we want to achieve success by 2030, we need to take action now.

Farmsafe Australia was asked to develop a robust, actionable strategy that would provide the Minister for Agriculture and the Department of Agriculture, Fisheries and Forestry the insights required to deliver a National Farm Safety Education Fund that improved on farm safety and achieved ambitious targets. The Minister awarded grants that totaled \$1.6M to 9 organisations to complete initiatives chosen from the Strategy. There are many other programs and initiatives within these pages that require partnership funding to complete.

Although the Fund will not exist past 2023, the Strategy will be actionable through 2030.

Success will require determination and on-going commitment from all of our stakeholders. We must work together under a collaborative partnership framework, to ensure the long-term viability of Australian farms and Australian farmers, and the vital communities that live and work within their reach.

IMPACT OPPORTUNITIES

- Investing in Leadership and Cultural Change
- Investing in our Next Generation of Farmers
- Investing in Physical and Psychological Well-Being
- Investing in Industry Endorsed Training and Continued Learning
- Investing in Evidence and Incentivisation.

Achieving our target of zero farm fatalities will require significant investment of energy, capital and human resources. We may have many challenges on our way to zero, but we also have many opportunities. *It's time to make the most of the opportunities.*

National Farm Safety Education Fund

Continuous and sustainable reduction in serious injuries on farm.

Increase the psychological wellbeing of farmers and strengthen rural community resilience.

What does success look like?

Trend towards zero fatalities on farm.

Increased farming and rural community engagement with farm safety cultural change and positive attitude shifts towards farm safety practices.

We need your help to save lives

We have outlined a number of different ways that your organisation can support the work of Farmsafe Australia.

We offer incentives to partners who work with us across all initiatives over multiple years. We will work individually with your organisation to develop a partnership package that aligns our organisations strategically and delivers the most value to you, to us, and most importantly, to Australian farmers.

For more information about becoming a major partner of Farmsafe Australia, please contact: Blake Hillier, Stakeholder Engagement Officer, Farmsafe Australia Phone 0419 955 546 or Email bhillier@farmsafe.org.au.



Farmsafe
AUSTRALIA

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