

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Monday, 19 May 2025

CIVVIC LABS FARM SAFETY CHALLENGE WINNERS ANNOUNCED

The Allan Labor Government is supporting Victorian tech start ups to find practical solutions to real world challenges in farming – helping make agriculture in Victoria safer and more productive.

Minister for Agriculture Ros Spence today announced two Victorian AgTech startups, SeeALL and People in Paddocks, securing \$35,000 in funding each to advance their farm safety solutions to market, following their standout performances in the CivVic Labs Farm Safety Challenge.

Delivered by LaunchVic, Victoria's startup agency and funded by Agriculture Victoria, a group of ten emerging AgTech startups took part in a six-week intensive bootcamp, receiving \$15,000 in equity-free funding, and specialist advice and support to refine their ideas.

The challenge then culminated in a showcase pitch event, where SeeALL and People in Paddocks secured the additional \$35,000 to further develop their prototypes for commercialisation.

SeeALL is a blind spot radar for farm vehicles designed to prevent distractions and avoid collisions on farms including with people, animals, and infrastructure.

People in Paddocks, an inclusive workforce management tool that boosts productivity and safety, has been designed especially for workers with dyslexia, a common but under-recognised challenge in Australian agriculture.

Running between June and July 2025, the next CivVic Labs challenge will focus on circular agriculture, and find new ways that technology can help create circular economy opportunities in agriculture.

For more information on AgTech for startups and businesses, visit agriculture.vic.gov.au.

Quotes attributable to Minister for Agriculture Ros Spence

"Farm safety is a major issue for our sector, and these startups have shown how technology can help us address long-standing challenges in fresh and inclusive ways."

"People in Paddocks and SeeALL exemplify how user-centred design can lead to practical solutions, whether that's improving visibility on tractors or supporting workers with diverse learning needs."

Quote attributable to LaunchVic CEO, Dr Kate Cornick

"The number of startups in Victoria's AgTech industry has more than doubled since 2020 – and thanks to programs like CivVic Labs founders can test, refine and launch their businesses- driving startup growth, attracting investment, and positioning Victoria as a hub for innovation."