

Media Release

The Hon Ben Carroll MP
Deputy Premier
Minister for Education
Minister for WorkSafe and the TAC



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KEEPING VICTORIAN FARMERS SAFE

Every farmer deserves to come home safely at the end of the day – and a safer farm is a stronger business.

A new WorkSafe campaign is encouraging Victorian farmers to see safety as an investment that protects lives, improves productivity and strengthens long-term success.

Deputy Premier Ben Carroll launched the *Safety – it does more than keep you safe* campaign, which highlights how simple safety improvements can make farms safer, more efficient and more sustainable.

The \$2.8 million campaign runs across television, radio, print, outdoor, digital and social media. It features real Victorian farmers sharing their own experiences.

Fifth-generation farmer Rob Abbott, who runs Mount William Station at Willaura, is one of them.

After upgrading his cattle yards, Mr Abbott found processing cattle became safer, quicker and less stressful for his animals – improving both safety and productivity.

Agriculture workers continue to be over-represented in workplace fatalities, accounting for around 10 per cent of annual workplace deaths despite making up just two per cent of Victoria's workforce.

Farm vehicles such as tractors, quad bikes and trucks account for almost half of those deaths. Livestock incidents remain another leading cause.

WorkSafe provides practical, industry-designed guidance to help farmers identify risks and make meaningful improvements on their properties.

Farmers are encouraged to talk with others in the industry about what works, share lessons learned and take simple steps that can prevent tragedy while improving the way they operate.

For more information visit worksafe.vic.gov.au/agriculture.

Quotes attributable to Deputy Premier Minister for WorkSafe and the TAC Ben Carroll

"It's tragic to see farmers continuing to be overrepresented in workplace fatalities."

"This campaign is about sharing the tangible benefits of simple safety improvements. I encourage those in the industry to look out for each other and share safety advice, knowledge and learnings, because it can make a difference."

Quote attributable to WorkSafe Chief Health and Safety Officer Sam Jenkin

"Farming is tough work with inherent risks, but avoiding these risks isn't impossible. When safety is front-of-mind and appropriate systems are in place to protect people, every tragedy is preventable."