

2024 - 2025



# SPONSORSHIP **OPPORTUNITIES** HEALTH & LIFESTYLE ASSESSMENTS

# ABOUT US

## Shaping tomorrow's healthiest farming communities worldwide

The National Centre for Farmer Health was founded in 2008 as a partnership between Western District Health Service and Deakin University to address the unacceptable health inequities for Australians who live and work in farming communities, compared to their city counterparts.

Guided by the pillars of Evidence, Influence and Action, our work focuses on prevention and the early identification of risk factors to health, wellbeing and safety in farming populations. We have a proud history of developing timely, appropriate and effective interventions, a proven capacity for trusted engagement with our farming communities and partners, and a clear vision for growing the scale and reach of our research, education and service delivery.

Read our Strategic Plan here: [www.farmerhealth.org.au/page/about-us#strategic-plan](http://www.farmerhealth.org.au/page/about-us#strategic-plan)

**Guided by evidence, we influence positive change for health, wellbeing and safety in agriculture, fostering transformative action on farms.**



# WHY WE DO WHAT WE DO

Farmers are:

# 2x

**more likely to die by suicide when compared to the general Australian population**

Our agriculture-dependent communities have been severely impacted by climate change, including drought, bushfires, floods, and other extreme weather events. These events have had a significant impact on the mental health and wellbeing of farmers and their families, as they struggle with the long term economic and emotional toll of these challenges.

# 10

**times more likely to die in the workplace when compared to the general Australian working population (highest fatality rate of all occupations)**

Farming is a hazardous industry with some of the highest rates of injury and fatality of any occupation. Children also feature in 15% of farming-related fatalities. These figures have changed little in the last 20 years.



**Increased risk of chronic diseases such as heart disease, diabetes, and some cancer and frequently exposed to health risks associated with chemicals, dust, heat and fatigue**

Given these challenges, it is essential that farmers have access to programs, resources and support to help them manage the physical and mental risks associated with farming to protect their livelihoods. By providing evidence-based education on health, wellbeing and safety, farmers can be better equipped and empowered to navigate the challenges of their profession and ensure the long-term sustainability of their farms and communities.

**BUT WE CAN'T DO IT ALONE.**



# SPONSORSHIP OPTIONS

Our vision is to expand the impact of our research, education, and services through strategic partnerships. With the support of partners who share our values, we aim to grow the scale and reach of our programs, transforming the health and wellbeing of farming communities worldwide.

We are excited to present you with a unique opportunity to become a valued partner of the National Centre for Farmer Health and an integral part of our success story.

In this sponsorship prospectus, you will discover a range of options that offers exceptional exposure and underscores your commitment to a cause that resonates with your values.

**JOIN US IN OUR MISSION:**

**SHAPING TOMORROW'S HEALTHIEST FARMING COMMUNITIES.**

## HEALTH & LIFESTYLE ASSESSMENTS

Our evidence-based farmer Health & Lifestyle Assessments have been developed to promote the importance of health, wellbeing and safety in a holistic manner to our farming men, women and agricultural workers.

We have been attending agricultural field days, education workshops and farmer gatherings since 2009 and have delivered over 4000 assessments, providing an opportunity for farmers to meet with a trained and qualified agrihealth professional to assess health and wellbeing over a multitude of factors.

These 20-minute sessions are private and confidential and include a lifestyle survey covering health behaviours, farm practices and social and emotional wellbeing. The clinical assessment includes blood cholesterol, blood glucose and blood pressure readings along with diabetes risk, body mass index and eyesight testing.

All participants receive a health passport and take-home resources that serve as a valuable reference to support them in making positive health and safety choices beyond their participation in the assessment.

Follow-up evaluation has shown that 88% of participating farmers act on recommendations made during a Health & Lifestyle Assessment and make notable lifestyle changes to improve their health, wellbeing and safety. Economic evaluation of this program has also demonstrated significant cost savings to the health system and the broader community.

For more information, please watch the following video on our website: [NCFH Health and Lifestyle Assessments](http://www.farmerhealth.org.au/health-and-lifestyle-assessment) ([www.farmerhealth.org.au/health-and-lifestyle-assessment](http://www.farmerhealth.org.au/health-and-lifestyle-assessment))

## FIELD DAY CHAMPION \$25,000

Our Field Day Champion sponsorship offers an opportunity exclusively reserved for a single, prominent sponsor.

Your generous contribution will guarantee our presence at a premier field day of your choice. It will provide vital opportunity for farmers to kickstart their journey towards improved health, wellbeing and safety outcomes, and showcase your commitment to the welfare of our agricultural communities.

## FIELD DAY FRIEND \$12,000

Our Field Day Friend sponsorship offers a unique opportunity for multiple sponsors to come together to support our presence at a premier field.

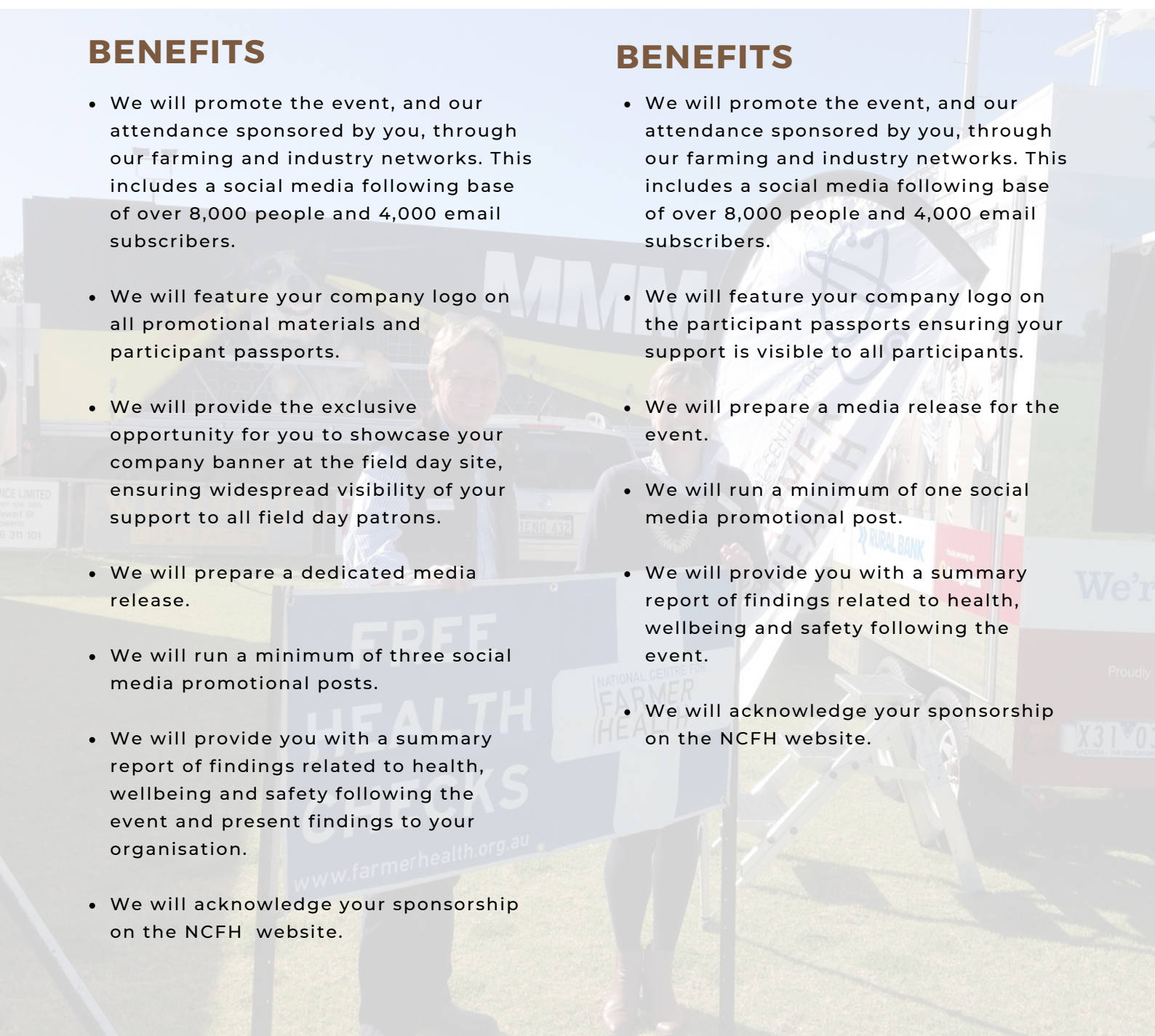
Your generous contribution will demonstrate your commitment agricultural communities and collectively make a positive impact health, wellbeing and safety outcomes for farmers, farm workers and farming families.

### BENEFITS

- We will promote the event, and our attendance sponsored by you, through our farming and industry networks. This includes a social media following base of over 8,000 people and 4,000 email subscribers.
- We will feature your company logo on all promotional materials and participant passports.
- We will provide the exclusive opportunity for you to showcase your company banner at the field day site, ensuring widespread visibility of your support to all field day patrons.
- We will prepare a dedicated media release.
- We will run a minimum of three social media promotional posts.
- We will provide you with a summary report of findings related to health, wellbeing and safety following the event and present findings to your organisation.
- We will acknowledge your sponsorship on the NCFH website.

### BENEFITS

- We will promote the event, and our attendance sponsored by you, through our farming and industry networks. This includes a social media following base of over 8,000 people and 4,000 email subscribers.
- We will feature your company logo on the participant passports ensuring your support is visible to all participants.
- We will prepare a media release for the event.
- We will run a minimum of one social media promotional post.
- We will provide you with a summary report of findings related to health, wellbeing and safety following the event.
- We will acknowledge your sponsorship on the NCFH website.



## FIELD DAY SUPPORTER \$5,000

Our Field Day Supporter sponsorship is a collective effort, allowing multiple sponsors to contribute towards essential costs associated with our presence at field days, including medical consumables, printing of resources, or travel and accommodation costs.

As a Field Day Supporter, you will bolster our outreach opportunities and ability to connect with farming communities.

## FIELD DAY HELPING HAND

Our Field Day Helping Hand sponsorship invites sponsorship through in-kind donations that support our continued delivery of health and lifestyle assessments, at field days and special events.

Your generous support will demonstrate your commitment farming communities and collectively make a positive impact health, wellbeing and safety outcomes

### BENEFITS

- We will promote the event, and our attendance sponsored by you, through our farming and industry networks. This includes a social media following base of over 8,000 people and 4,000 email subscribers.
- We will provide a brief update following the event on the reach achieved through the health assessments.
- We will acknowledge your sponsorship on the NCFH website.

### BENEFITS

- We will promote the event, and our attendance sponsored by you, through our farming and industry networks. This includes a social media following base of over 8,000 people and 4,000 email subscribers.
- We will provide a brief update following the event on the reach achieved through the health assessments.

## CONTACT INFORMATION

For further information on sponsorship options or if you wish to discuss alternative arrangements and opportunities, please contact:

**Cecilia Fitzgerald**

Business Development and Industry  
Engagement Manager  
Email: [cecilia.fitzgerald@wdhs.net](mailto:cecilia.fitzgerald@wdhs.net)  
Phone: 03 5551 8533



NATIONAL CENTRE FOR  
**FARMER  
HEALTH**

in partnership with



**wdhs**  
Western District  
Health Service



**DEAKIN**  
UNIVERSITY AUSTRALIA