

2024 - 2025



NATIONAL CENTRE FOR
**FARMER
HEALTH**

SPONSORSHIP
OPPORTUNITIES
HEALTH & LIFESTYLE
ASSESSMENTS

ABOUT US

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

Compared to city dwellers, Australians in farming communities live with significant health inequities, faring poorly on measures of life expectancy, mental health, risky drinking, injury, cancer rates and outcomes, heart disease and more.


Founded in 2008, the National Centre for Farmer Health (NCFH) was established to address these inequities and drive better outcomes for all those who live and work in farming communities.

Our focus is prevention and early identification of health, wellbeing and safety risks in farming populations. Our proven track record has seen us develop timely and effective interventions that foster trust and lasting engagement with those communities and with our partners.

By addressing physical health risks, mental health challenges and workplace safety simultaneously, we ensure:

- enhanced buy-in and engagement from farmers,
- reduced stigma, and
- comprehensive and practical strategies that empower individuals and workplace teams to take action in meaningful and relevant ways.

Together, we can make a lasting impact on the health, wellbeing and safety of farmers and agriculture-dependent communities.



We acknowledge the traditional custodians of the land on which we and our partners work. We will always be mindful and respectful that First Nations people are the Traditional Custodians of this country.

THE SCALE OF THE PROBLEM

Australia's farmers face unique and demanding challenges that directly and indirectly impact their health, wellbeing and safety. Our farmers:

2x more likely to die by suicide, compared to the general Australian population

Extreme climatic events, unpredictable market and policy pressures, economic uncertainty, geographic isolation, and limited access to services significantly impact the mental health and wellbeing of farmers, farm workers, farming families, and farming communities.

10 times more likely to die in the workplace than the average Australian worker

Farming remains one of the most hazardous industries, with persistently high injury and fatality rates. Alarmingly, children account for 15% of farming-related fatalities — a figure that has remained unchanged for over 20 years. Evidence shows that farming injuries both influence and are influenced by poor mental health.

↑ increased risk of chronic diseases including diabetes, heart disease and some cancers

Our farmers are frequently exposed to significant health risks, including chemicals, dust, extreme heat, and fatigue with researching revealing that chronic disease often correlates with poor mental health outcomes. They need relevant and relatable evidence-based programs, resources, and support tailored for their unique circumstances.

Our tools and programs can help prevent and manage the physical and mental risks associated with farming, improving lives and supporting sustainable farming businesses and farming communities.



SPONSORSHIP OPTIONS

Our vision is to expand the impact of our work through strategic partnerships. With the support of partners who share our values, we are transforming the health and wellbeing of Australian farming communities.

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

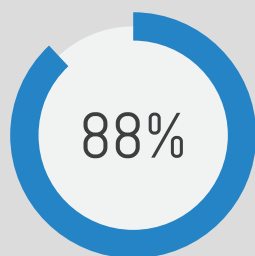
Our Health & Lifestyle Assessments promote the importance of health, wellbeing and safety to Australian farmers and agricultural workers and members of farming communities.

We go where farmers are and have delivered over 4,000 assessments since 2009 at agricultural field days, education workshops and farmer gatherings across Australia.

In a quick 20-minute health assessment, we cover health behaviours, farm safety, farm practices and social and emotional wellbeing. The assessment also includes cholesterol, blood glucose and blood pressure readings along with diabetes risk, BMI and eyesight testing.

Our assessments aim to:

- identify health, wellbeing and safety risk factors in agricultural producers, farm workers and associated industries' workers,
- provide knowledge and skills to assist rural people to enhance their health, wellbeing and safety practices, and
- identify health indicators in agricultural regions to better target future research and service delivery.



88% of surveyed participants reported taking positive action on our team's recommendations to improve health, wellbeing and/or safety behaviours or practices



LEARN MORE:



- Watch our [video](#).
- Listen to our [Campfire podcast with Simon Greene](#), a farmer from Elmhurst.
- Watch [Farmer Rod](#), share his experience being involved in our health checks.

FIELD DAY CHAMPION \$25,000

This exclusive opportunity is reserved for a single, high-profile sponsor.

As our Field Day Champion, your generous support ensures our presence at a premier field day of your choice. This sponsorship directly enables farmers to take the first steps toward better health, wellbeing, and safety outcomes while showcasing your company's leadership and commitment to the welfare of our agricultural communities.

FIELD DAY FRIEND \$12,000

Our Field Day Friend sponsorship provides a unique opportunity for multiple sponsors to collaborate in supporting our presence at a premier field day.

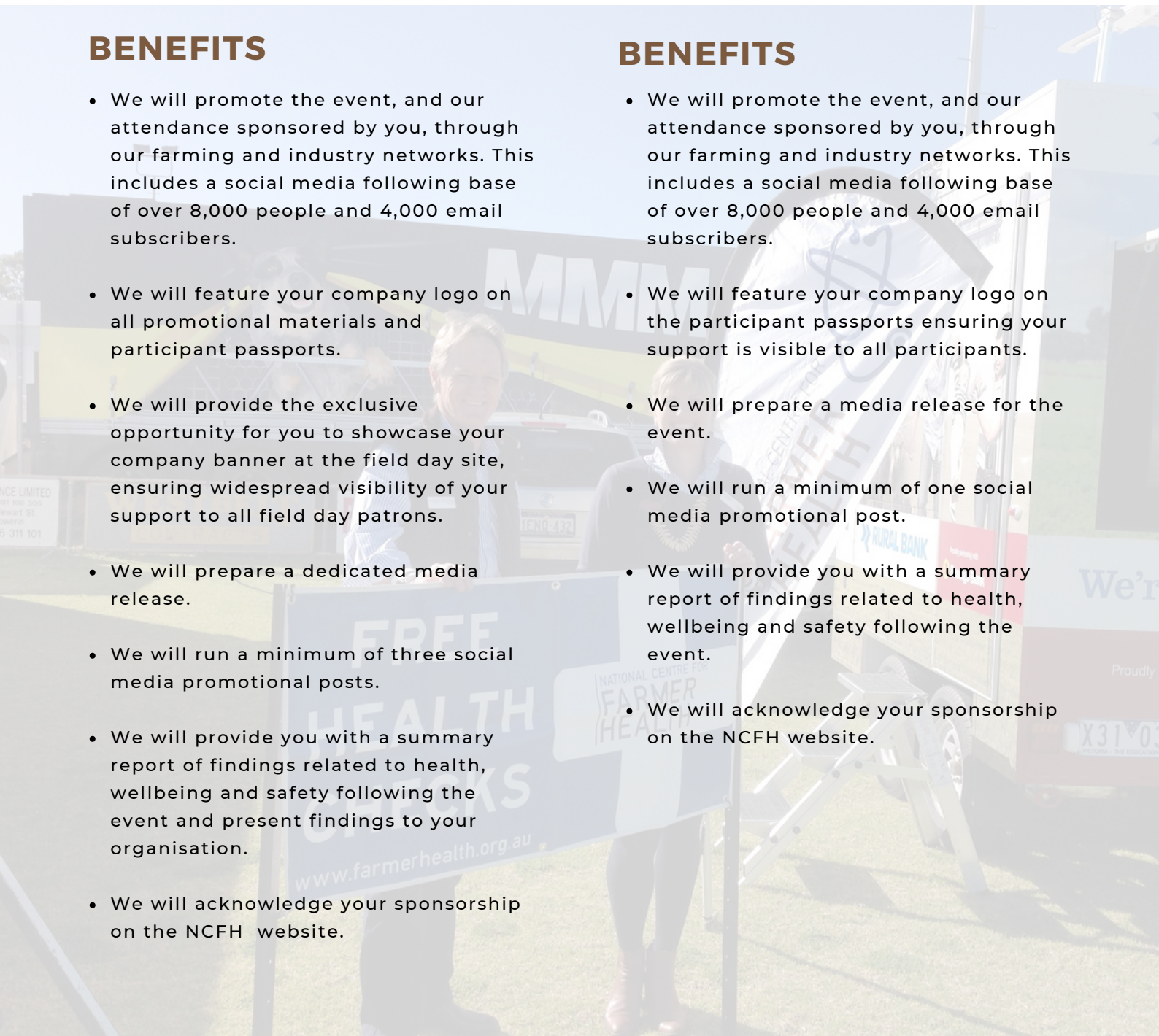
Your generous contribution will showcase your commitment to agricultural communities and, together with other sponsors, help drive positive health, wellbeing, and safety outcomes for farmers, farm workers, and farming families.

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 allows multiple sponsors to join forces in covering essential costs related to our presence at field days, including medical consumables, resource printing, and travel and accommodation expenses.

As a Field Day Supporter, your contribution will enhance our ability to engage with farming communities and expand our outreach efforts.

FIELD DAY HELPING HAND

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

Your generous support will showcase your commitment to farming communities and collectively contribute to positive health, wellbeing, and safety outcomes for farmers, farm workers, and their 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 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
Phone: 03 5551 8533



NATIONAL CENTRE FOR FARMER HEALTH

in partnership with



wdhs Western District Health Service



DEAKIN UNIVERSITY AUSTRALIA