



Dominic Perrottet MP

Minister for Finance and Services

MEDIA RELEASE

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ALIVE AND WELL WITH A FARM SAFETY STORY TO TELL

The pressures of farming life on mental health, the impact of injuries on farm operations and the risks to child safety are just some of the focal points of a new campaign launched by the NSW Minister for Finance and Services Dominic Perrottet at the 2014 NSW Farmers Conference today.

Minister Perrottet said the “Alive and Well” campaign aims to build knowledge in the farming community about the practical actions that can be taken to improve safety and wellbeing on farms.

“The NSW agricultural industry is one of the state’s largest and most important industries, contributing \$11.7 billion in revenue,” Mr Perrottet said.

“It is also one of the State’s highest risk industries, recording 5,465 injuries and illnesses, including seven fatalities over the three years to July 2012. As the high number of injuries show, it is important that everyone out on the farm works more closely together to improve safety.”

The campaign features real farmers that have experienced or narrowly escaped serious injury on their farms telling their story and giving advice on how to stay safe.

“By using these real-life stories of farmers to highlight the devastating impact they can have, we hope it leads to more farms improving safety.

“Importantly, the stories show that it doesn’t have to be expensive or complicated to keep everyone on the farm safe.”

The campaign focusses on six areas of farm work, using machinery, kids on farms, what to do if there’s an injury, depression and mental health, working with livestock and sun exposure.

A website, www.aliveandwell.net.au featuring the farmer’s stories as well as flyers and links to advice and support has been launched.

Following the launch at the NSW Farmers Conference, the farmers will attend agriculture industry events across the state and speak about how their experiences affected them. A video booth will also be at all events allowing farmers to share their experiences and upload videos to the Alive and Well website.

“By sharing their experiences and tips on farm safety, we hope that it prompts more farmers to make their farms safer, not just for their own sake but for the sake of their workers, family and the community,” Mr Perrottet said.

“I encourage farmers to visit the website, listen to the farmer’s stories and share their own views on why farm safety is so important.”