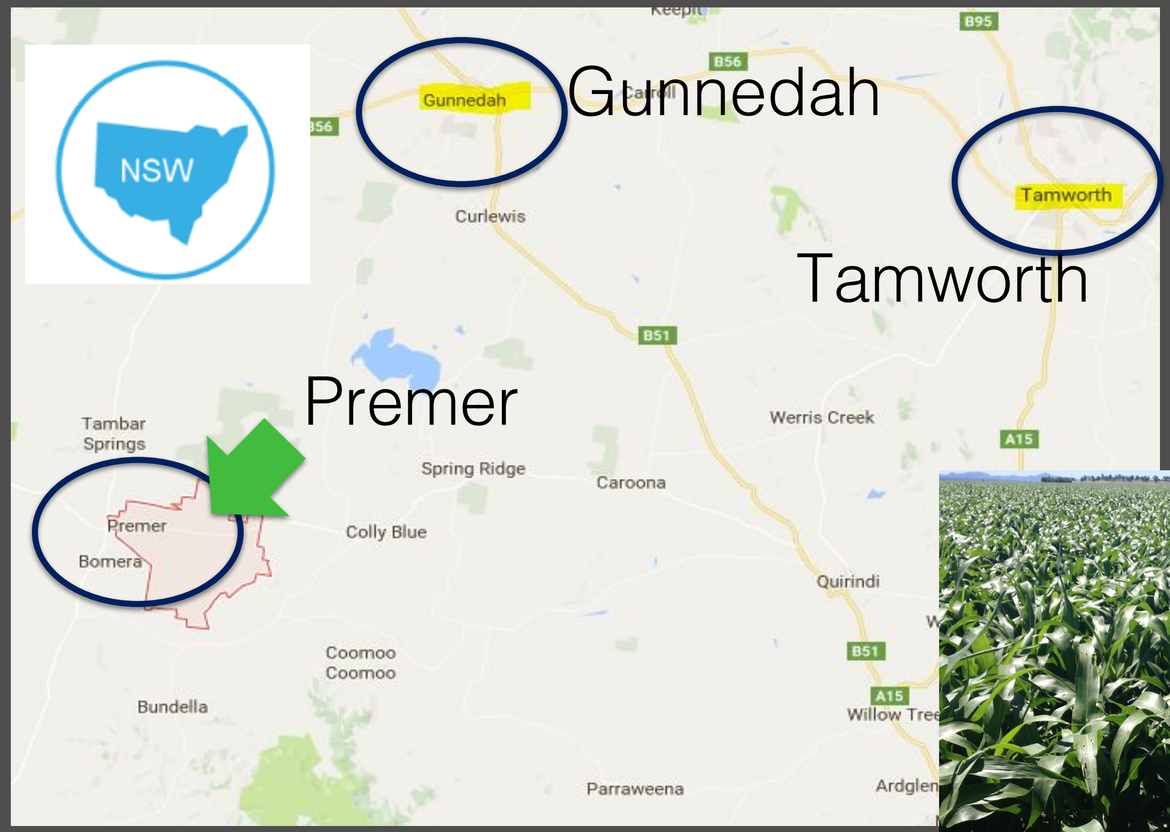
Farmers taking control of their destiny

National Farmers' Federation
President
Fiona Simson

@nationalfarmers @ozfarmers

About me



@afsnsw

About the National Farmers' Federation

- National representative body
- Advocacy and policy development
- Independent, evidence-based advice

2017-18 Policy Agenda

Global Markets

- Tackling non-tariff barriers
- Backing new trade deals
- Seeking evidence-based foreign investment policy

Workforce

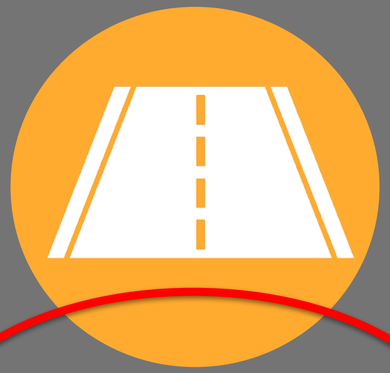
- Tackling IR reform
- Strengthening the Seasonal Worker Programme
- Improve opportunities for women at senior levels of agribusiness

Farm Business

- Telecommunications reform
- Enhance supply chain collaboration
- Continued R&D investment
- Attracting building careers in Ag

Environment

- Improved carbon market participation
- Equal Landcare funding for sustainable ag
- Hold on ‘up water’ MDBP recovery



Infrastructure

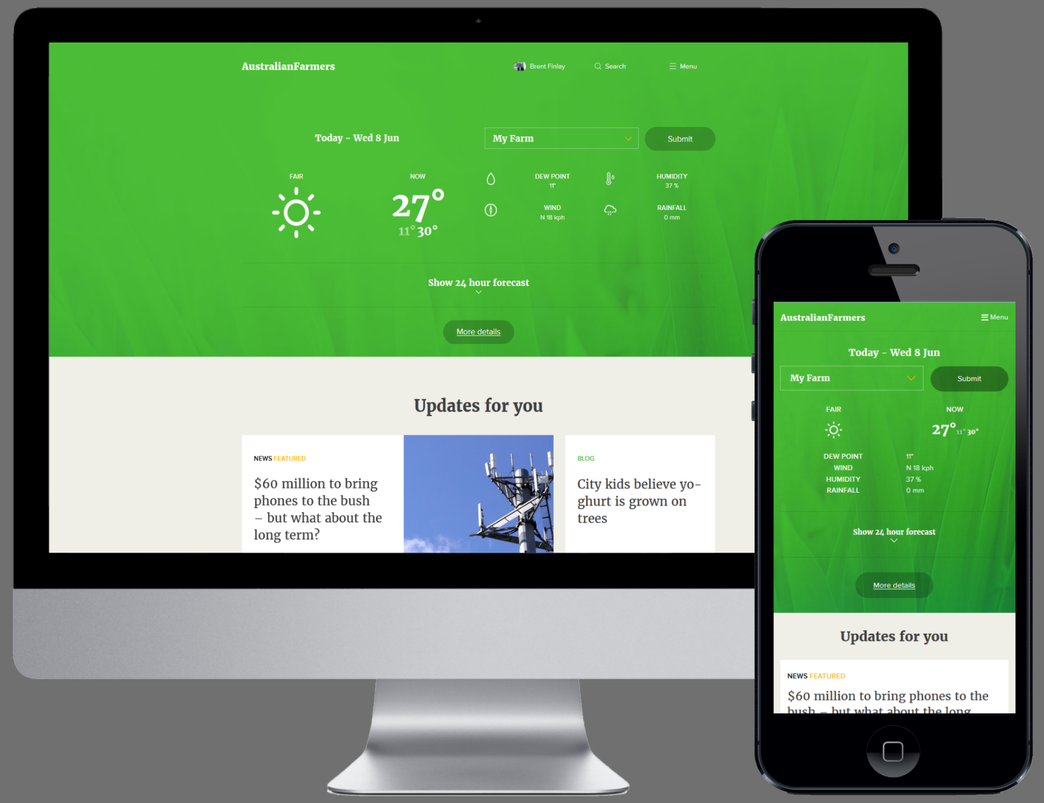
- Commitment to Inland Rail
- New approach to project selection
- Investment in Ag innovation

Advocacy in the 21st century

Australian Farmers

The online home of Australian farming.

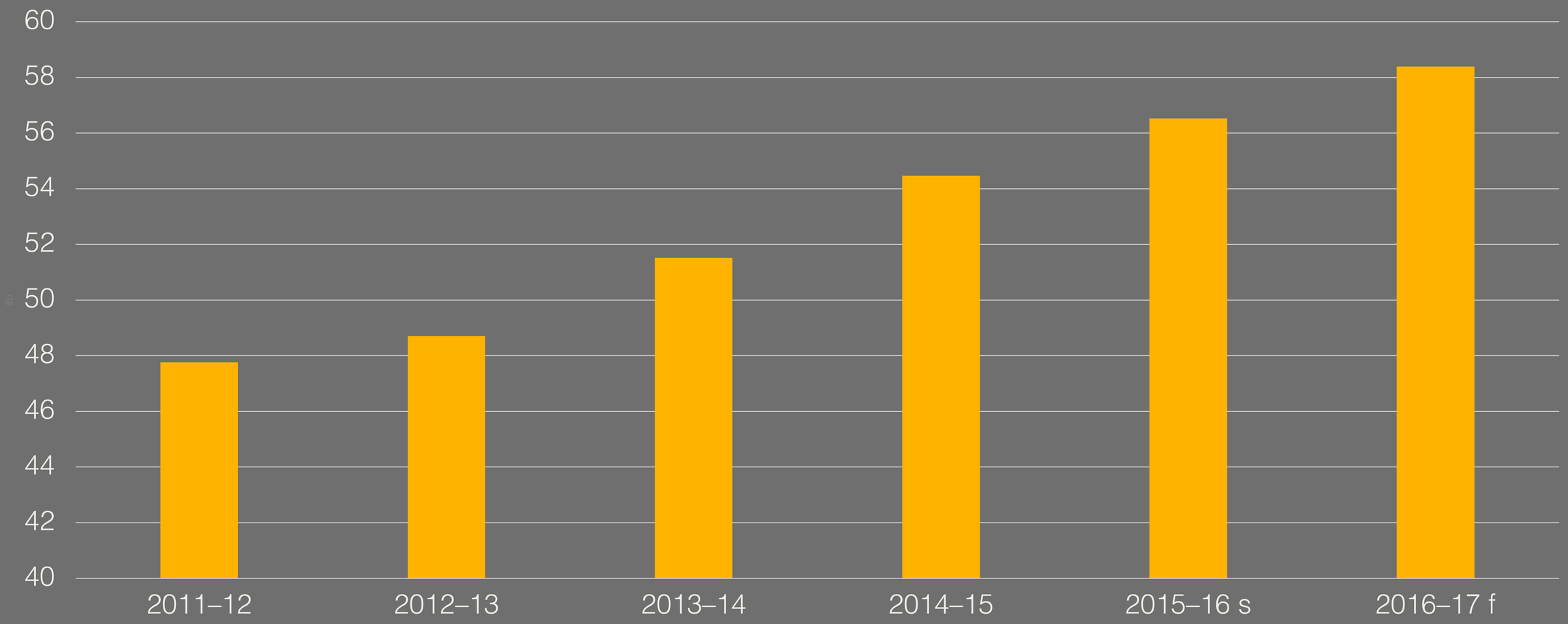
A new way for industry to **stay informed** and **have its say** on the issues that matter.



www.farmers.org.au

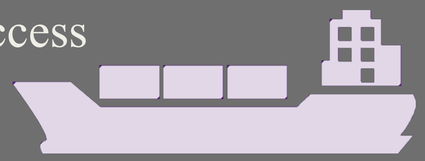
Agriculture is Australia's fastest growing sector

Farm gate returns are growing exponentially each year



ABARES 2015

Recipe for a **$100 billion** industry



Market access

Human talent

Flexible capital sources

Accelerating productivity

Premium branding

Digital connectivity

Australian agriculture <u>needs</u> investment to realise the opportunities before it

- Debt I Up from <$200,000 in 1990 to >$500,000 in 2015 – it this sustainable?
- Corporate cash I ‘managing’ the family farm
- Superannuation funds I come on down – or not??
- Foreign investment I the elephant in the room

Keeping an eye on who owns the farm?

13.6% of Australian farmland is foreign owned = 1% of value

7.2%	United Kingdom
2%	United States
0.8%	Dutch
0.5%	Singapore
0.4%	China
0.1%	Japan

Case study: Cubbie Station

The past 12 months:
NFF helping farmers shape their own destiny

50+
Submissions

147.1M
Combined traditional media reach

7,700
Traditional media mentions

5.1M
Combined social media reach

4,100
Online campaign participants

Thank you

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