

Safer Farming, Safer Farms.

WHY we exist:

Safer Farms leads and inspires the agricultural sector to make farms safer places to work and live. We are in service to the sector to reduce preventable injury and deaths across all corners of rural New Zealand.

WHAT we do:

We are the stewards (kaitiaki) of the sector-wide Farm Without Harm (FWH) strategy and our role is to raise awareness of the preventable harm caused on farm, to drive and enable the sector to reduce stubbornly high harm statistics.

We amplify and support the work already being undertaken (the who, how and what) that's contributing to the FWH strategy. We ensure the sector knows what's going on and how to be involved.

We aim to normalise everyday farming people protecting each other from preventable harm. By working with influencers, decision makers and farmers themselves we support the leadership capability in health and safety on farm.

We support and foster our members to continue growing and strengthening their efforts to keeping farming people health, safe and productive.

HOW we do it:

By activating the agricultural industry to make progress on the FWH strategy. We bring the sector together and encourage stronger, impactful joint action.

We take the lead ourselves by delivering initiatives aimed at winning the hearts and minds of rural New Zealanders, and by strengthening leadership across the sector for the FWH strategy and this movement of change.

We work alongside our members, partners and stakeholders to gain an understanding of what they're doing to progress the FWH strategy, as well as their own initiatives, and how other parts of the industry can help.

Our Principles:

- We are courageous and don't shy away from confronting the difficult issues.
- We take accountability for enabling the sector to make progress against the FWH strategy.
- We collaborate and cooperate rather than compete, finding and leveraging the strengths of others.
- We are outcome focused, not output focused, and look to make real impact that's measurable.