



Farmer Ambassadors

Dairy farmers are a trusted voice with the community and their peers. Consumers, journalists and school students want to hear from farmers about their practices and experiences. Farmers speaking positively and proudly on behalf of their industry reinforces the overall value of Australian dairy.

What is the Farmer Ambassador Program?

The Farmer Ambassador program aims to build a cohort of farmer ambassadors and assist them in positively representing the industry in their everyday communications through the lens of their own personal experience in dairy, whether that is in the community, schools, local council or through the media.

Why does the dairy industry need Farmer Ambassadors?

Consultation for the Australian Dairy Plan identified the need to take a whole of supply chain approach to promoting the industry, including farmers playing a role in promoting the industry both within the dairy community and to the broader public. There is also an opportunity to engage farmers to influence other farmers to promote the industry.

While there are many examples of farmers already promoting for the industry, a formal program will provide the tools, resources and engagement for farmers wanting to upskill to promote our core messages and talk confidently about the industry.

What support does Dairy Australia provide?

- Specialised training workshops:
 - Delivering effective presentations
 - Social media engagement
 - Training for media interviews and issues management
 - Delivering key messages for industry promotion.
- Suite of resources including social media tips, key industry messages and issues management process.

- Monthly email communication to farmer ambassadors to provide updates on marketing campaigns and key industry moments and opportunities for industry promotion, resources and current industry issues.
- Marketing campaign kits including key messages and supporting information such as images and videos, and ideas on how to get involved in and share the campaign.

What is expected of Farmer Ambassadors?

We tailor opportunities and engagement to individual needs with all farmer ambassadors being expected to participate in the following over a 12 month period:

- Three 90 minute training workshops
- Quarterly online session with Dairy Australia and fellow farmer ambassadors to provide support and share experiences.

Promote the industry or Dairy Australia activities through a minimum of four opportunities that could include:

- Presenting at a conference, community group or forum
- Getting involved in a marketing campaign through a case study, media article or talent in advertising
- Sharing a marketing campaign via social media or media
- Being interviewed by the media.

How long is the program?

The program runs for 12 months. From there, we hope to build a community and alumni of passionate farmers to provide an authentic, trusted and positive voice for the Australian dairy industry. So, while each year a new group of farmers will go through the formalised program, we aim to have a mix of experienced and fresh talent.

As the farmer ambassador alumni grows over time, this will not only allow new faces to promote the industry but allow for more diversity among the group.

Are there costs involved?

Farmers will be reimbursed for travel expenses for each opportunity where travel is required, as well as compensation for their time when an opportunity exceeds half a day or more.

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