

GETTING STARTED WITH



ACTIVE FARMERS

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200 years



**BUILDING STRONGER AND MORE RESILIENT
FARMING COMMUNITIES IN RURAL AUSTRALIA**

ACTIVE FARMERS LTD

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ACTIVE FARMERS LTD

ABN 81 625 351 888

ORIGIN Starting in Mangoplah NSW in 2015, Active Farmers was founder Ginny Stevens' response to her concerns about mental health issues in rural areas, growing isolation rising from expanding farm technology, and the scarcity of locally available health and wellbeing activities in small farming communities.

LOCATIONS Over 45 small farming communities across Australia, with expressions of interest from more than 100 additional locations.

MISSION CRITICAL ACTIVITIES Active Farmers proactively addresses rural and remote farming community access issues through regular group fitness in a fun and interactive environment.

Designed especially for small farming communities with limited access to fitness expertise and equipment, Active Farmers provides motivational, challenging and fun training sessions to help promote great physical and mental health and wellbeing.

* 2020 participation data



BUILDING STRONGER AND MORE RESILIENT FARMING COMMUNITIES IN RURAL AUSTRALIA

POINTS OF DIFFERENCE Grassroots regular social interaction; qualified local trainers; no minimum class sizes; provide for all fitness levels and experience; locally available; no high-cost annual membership fees; average of 1,200 participants per month*.

STRUCTURE Company limited by guarantee; ACNC registered not-for-profit as a health promotion charity; DGR status endorsed by ATO.

CASE FOR INVESTMENT INTO THE RURAL COMMUNITY

We believe we can, and are already making, a real difference to the health, and in particular mental health of farmers and those living in rural communities. By coming together through group fitness participants improve their physical health, social connection within their communities and naturally improve their mental health and community resilience.

Every year 20 per cent of the entire Australian population suffers from some form of mental illness, however, the rate of suicide is almost double in areas outside of major centres, a statistic we believe needs to change for rural Australia.



SUPPORT IS VITAL, ESPECIALLY IN SMALLER MORE REMOTE COMMUNITIES FOR ESTABLISHED AND NEW GROUPS WHERE FIXED-COST RECOVERY IS NOT ALWAYS FEASIBLE.

In early 2017, Delta Agribusiness provided support for Active Farmers to expand the network to more small farming communities.

Our Vision and Mission commit us to building stronger and more resilient rural communities by providing a proactive program, designed specifically to be routinely on the ground in small farming communities, often with little more than a public hall and struggling pub.

CURRENTLY We invest 100 per cent of all excess funds and much more back into these rural communities to support the existing services and expand to new communities.

TODAY Active Farmers has an average of 1,200 regular monthly participants* in over 45 small farming communities stretching more than 4,000km from Hughenden in Queensland to Borden in Western Australia, and then down to Campbell Town in Tasmania, and many additional communities are in the pipeline.

We now also provide online classes which is enabling even more remote participants access to regular group exercise.

OUR GOAL To expand Active Farmers to as many communities across the country, and ensure when the service is embedded into a community it is done in a long term and sustainable manner. However, we cannot achieve this without your help and support.

* 2020 participation data

ACTIVE FARMERS COMMUNITIES

Currently there are 45 'active' Active Farmers communities around Australia*, with expressions of interest from more than 100 other locations.

NSW

- Adelong
- Aria Park
- Book Book
- Bowning
- Burrumbuttock
- Caragabal
- Coleambally
- Collector
- Crookwell
- Dunedoo
- Eugowra
- Eurongilly
- Gooloogong (inactive - seeking trainer)
- Grenfell
- Hay
- Illabo
- Ladysmith
- Lockhart
- Mangoplah
- Mullaley
- Pretty Pine (inactive - seeking trainer)
- Quandialla
- Stockinbingal (inactive - seeking trainer)
- Table Top
- Tarcutta
- Temora
- Tuena
- Uranquinty (inactive - seeking trainer)
- Vermont Hill
- Wallendbeen
- Wirrinya

TASMANIA

- Campbell Town (inactive - seeking trainer)
- Cressy
- Hagley

QUEENSLAND

- Hughenden

VICTORIA

- Bridgewater on Loddon
- Pigeon Ponds
- Wando Vale
- Warracknabeal

WESTERN AUSTRALIA

- Borden
- Boxwood Hill
- Broomehill
- Cranbrook
- Gnowangerup
- Gairdner
- Hyden
- Kellerberrin
- Nyabing
- Ongerup
- Tambellup
- Williams

SOUTH AUSTRALIA

- Appila

In these communities we have 34 qualified personal trainers, working as Licensees or Contractors*.

* as at 18/08/2021

ACTIVE FARMERS PERSONAL TRAINER START UP

When setting up a new Active Farmers group there are two options offered for becoming involved, these being as a **Contractor or Licensee**. Active Farmers does not want to come to a country town where there is already an excellent fitness group and set up another one in competition, therefore offer the Licensee option. The difference between the two options is explained below.

ACTIVE FARMERS CONTRACTOR

What is an Active Farmers Contractor?

Active Farmers employs a personal trainer as a Contractor to take classes in a small farming community, and provides the trainer with:

- exercise equipment kit
- venue hire (if applicable)
- lesson plans (reference material)
- online booking/payment system (MindBody)
- marketing by use of different media:
 - Website
 - Facebook
 - Instagram
 - Delta Agribusiness stores (if nearby)
- free launch event with catering & information session for participants
- launch event marketing material
- general support/blanket insurance policy

How are Contractors paid?

- monthly payments
- an hourly rate per class
- 25% of monthly income

Workshop assistance

Active Farmers would also be able to provide a nutritionist or mindfulness specialist to come and run information sessions/workshops for your group (expenses covered by participants or funding).

ACTIVE FARMERS LICENSEE

What is an Active Farmers Licensee?

Active Farmers has the established fitness group join the network and become Active Farmers so they are connected and can work together to help improve mental health in the country.

A Licence Agreement provides the trainer with the licence to market as Active Farmers @ and receives support with:

- marketing by use of different media:
 - Website
 - Facebook
 - Instagram
 - Delta Agribusiness stores (if nearby)
- free launch event with catering & information session for participants
- launch event marketing material

How are Licensees paid?

- you are paid direct by your participants

How much is the Active Farmers Licence?

- the Active Farmers Licence agreement stipulates a set fee, paid monthly to Active Farmers.

Workshop assistance

Active Farmers would also be able to provide a nutritionist or mindfulness specialist to come and run information sessions/workshops for your group (expenses covered by participants or funding).

ACTIVE FARMERS HIGHLIGHTS

RIDE FOR RESILIENCE 2019

Why: to raise funds and awareness about building resilience in farming communities.

When: 15th - 17th September 2019

Where: 460+kms from Forbes - Young - Temora - Mangoplah

Who: 36 cyclists & a support crew of 10; a mix of farmers and individuals associated with rural communities. Riders from country NSW, Sydney, Canberra, Byron Bay and Victoria participated.

Supporters: Boyce Accounting, AVIS, BFB, Bush & Campbell, MyChef, Zoetis, Riverina Fishing Classic, Southern Cotton, MPH N



ACTIVE FARMERS GAMES 2020

Why: raise awareness of the importance of physical & mental health, with an aim to inspire more men to get off the farm, or out of the house, to give it a go!

When: 14th March 2020

Where: Lake Centenary Temora NSW

Participants: 159 adult participants, along with 80+ kids and over 70 volunteers

Supporters: Incitec, Corteva, FMC, Petro National, Oils Plus, South West Fuels, Precision Timing Systems, Riverina Bluebell, Big Springs, Hutcheon & Pearce, Riverina Livestock Agents, Clipex, Holbrook Paddock Eggs, Rotary Club of Temora, MPH N



RUN FOR RESILIENCE EVENTS

Why: to raise funds and awareness about building resilience in farming communities.

When: throughout the year

Where: multiple locations around Australia

Who: Across 5km, 10km and 21km distance, a mix of walkers, joggers, families and elite level participants are able to enjoy the countryside, and unique country style courses/trails.

Run @ [Mangoplah 2020](#)

Run @ [Temora 2021](#)

Run @ [Dunedoo 2021](#)

Run @ [Bridgewater2021](#)



GINNY STEVENS CEO, FOUNDER & ACTIVE FARMERS BOARD MEMBER

Ginny grew up on a farm in Tasmania and has always been passionate about agriculture and staying active. She combined these two loves when founding Active Farmers in 2015.

Concerned about the level of depression and suicide in rural communities, she developed a program for farmers and other community members to improve their physical and mental health and wellbeing. Through exercise and interaction, participants become more aware of their health and develop a greater sense of community.

In January 2018 she made the decision to leave her eight year Agribusiness banking career and, with the support of Delta Agribusiness, expand Active Farmers so that as many country towns in regional areas throughout Australia can have access to the service as possible.

Ginny's philosophy is that the more people who understand the connection between being physically fit and well connected within their community, and being mentally strong, the better! Active Farmers is therefore going to create a large network of farmers and community members working together to improve both physical and mental health, and build social capacity in their communities!



Now settled in Mangoplah, southern NSW on her husband Andrew's family farm, with twins Isabella and Henry, and Will (born Jan 2020), Ginny couldn't be happier with life in the country.

QUALIFICATIONS:

- Bachelor of Agricultural Science, University of Melbourne
- Cert IV Personal Training

FORMER POSITIONS:

- Jillaroo, Manbulloo Station, Katherine NT 2006
- ANZ Agribusiness Graduate Program, Deniliquin NSW
- ANZ Agribusiness Assistant Manager, Griffith NSW
- ANZ Small Business Banking Rural Manager, Wagga Wagga NSW
- Rabobank Rural Manager, Wagga Wagga NSW

ACTIVE FARMERS STAFF 2021/2022



Ginny Stevens

Active Farmers CEO, Board Member & Founder

Ginny grew up on a farm in Tasmania and has always been passionate about agriculture and keeping active. She founded Active Farmers in 2015 and after 7 years in agribusiness banking in southern NSW, decided to expand the Active Farmers network and services.. Ginny combines her role as CEO and personal trainer in Mangoplah, with being a mother of 4 kids under four!

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Marliese Heffernan

Active Farmers Trainer Manager

Marliese joined the Active Farmers network as a trainer at Eurongilly and Illabo in 2018. With a degree in Social Science, Marliese has worked in the Human Services/Welfare field for the past 15 years, concluding in mid-2019. She lives on her husband's family property just outside Junee and has 3 boys. In 2020 Marliese stepped into the role of Acting CEO and in 2021 and took on the role of Trainer Manager. Marliese is currently enjoying maternity leave after having baby #4 in September.

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Jess Stevenson

Executive Assistant & Events Co-ordinator

Jess provides part-time remote support (from Tasmania) to the Active Farmers team, She has lived and worked on farms in Victoria and Tasmania, as well as worked in a variety of rural industry roles, including real estate. Jess also holds her CASA approved Remotely Piloted Aircraft licence (she is a drone pilot in her spare time), and is actively involved in sports photography in Tasmania.

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ACTIVE FARMERS TRAINER MANAGERS 2021/2022

The Trainer Mentor role is designed to help identify local opportunities to expand Active Farmers, and be the mentor to neighbouring community trainers. There is so much value in having a trainer mentor nearby to support one another, especially as Active Farmers has become a National Organisation!

Both Boyd and Claire are Trainer Mentors, who have now stepped up into the roles of Trainer Managers.



Boyd Rae

Active Farmers Trainer Manager Western Australia

Boyd joined Active Farmers as trainer @ Borden in 2019, and has since grown his training territory to include 5 other communities in the Greater Southern region of WA. Boyd is instrumental in growing Active Farmers in WA, and is a wonderful mentor for any trainer considering joining Active Farmers in WA.

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Claire Harrison

Active Farmers Trainer Manager - Eastern Australia

Claire joined Active Farmers as a trainer @ Bridgewater on Loddon in Victoria in 2018. Claire loves how Active Farmers sessions bring people from all walks of life together and the sense of community that comes from a bit of sweat! She is passionate about expanding Active Farmers to more communities in Victoria, and is a wonderful addition to mentoring and management team.

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ACTIVE FARMERS AWARDS

Syngenta Growth Award 2018

The Syngenta Growth Awards highlight agribusiness innovation, best practice and leadership to support the objectives of The Good Growth Plan, making a positive impact on farmers and communities, whilst supporting the long-term sustainability of our planet.



Murrumbidgee Shire Council Australia Day Ambassador 2019



Active Farmers founder Ginny Stevens presented awards at Coleambally and Darlington Point as ambassador for Murrumbidgee Shire Council's Australia Day ceremonies.

Fitness Australia Community Excellence Award 2019

A National award recognising community excellence in the fitness industry was awarded to Active Farmers in April 2019.



NSW/ACT Regional Achievement & Community Awards

Awards Australia Connecting Communities 2020 Finalist

The Awards Australia Connecting Communities Award recognises grass-roots, 'real life' initiatives (led by local community groups or not-for-profits) that demonstrate genuine involvement, long-term value and add to the life of their community. These initiatives may meet a specific need or simply be a 'fun' way to celebrate being part of a community. These initiatives foster a strong sense of community spirit, which plays a vital role in enhancing the way people connect in their community.



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