

Quantum
Market
Research

Making Our Farms Safer Program Evaluation

Victorian Farmers Federation | June 2023

Quantum Ref: VFF23024QT



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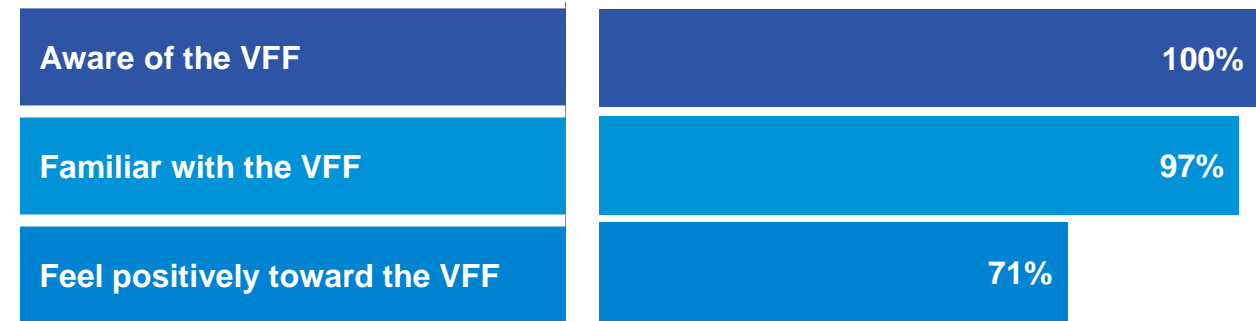




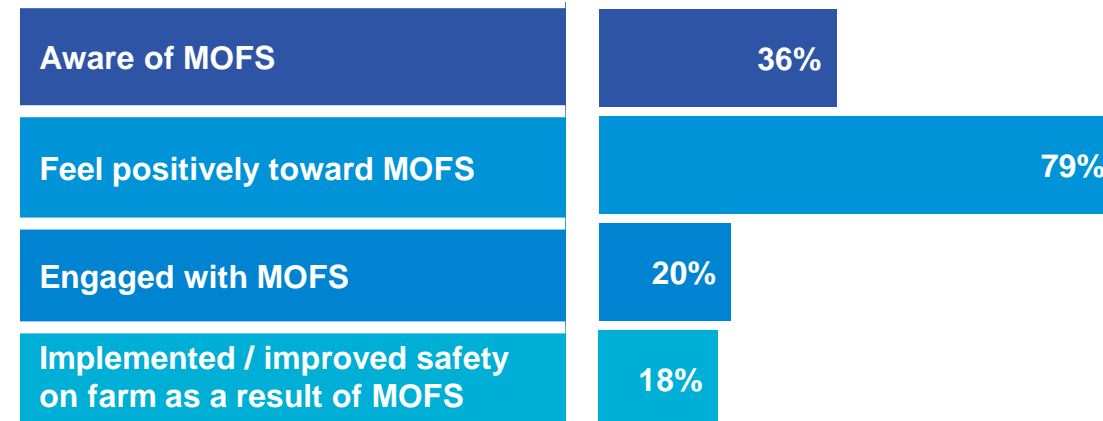
Executive summary

Summary of evaluation outcome

The VFF



The MOFS project



Q.7, Q.9, Q.10, Q.17, Q.13, Q.14
(All re-based to total sample n=152)



Summary of impact and future potential (as of May 2023)

The MOFS campaign reached a third (36%) of Victorian farmers. The campaign is attributed by one in five (18%) farmers to improving safety on their farm.

A total of 314 farm safety visits were conducted. All of the farmers who booked a farm safety visit said they implemented or improved safety procedures and practices on their farm as a result of the MOFS project.

At least twice as many farmers were potentially receptive to the VFF / MOFS than have been reached to-date.

- The majority (72%) agreed they were likely to pay attention to information from the MOFS program in future.
- Two thirds (68%) agreed that advice on farm safety from Government agencies was more credible to them if provided in collaboration with the MOFS project.
- Of those Victorian farmers who hadn't booked a farm visit, a third (36%) said they definitely or probably would in future (assuming they were aware).



About the research

Background

An evaluation was required of the ‘*Making Our Farms Safer*’ project as it approaches the conclusion of its funding period.

The Victorian Farmer’s Federation (VFF) was provided with \$3M for the ‘Making Our Farms Safer’ (MOFS) project, which was part of the Victorian Government’s 2018 \$20M Smarter Safer Farms initiative. The project funding covers a period from July 2020 – June 2023. The services and resources created by the project are available to all Victorian farmers, free of charge.

Two core objectives of the MOFS project were:

1. For the VFF to become the trusted source for Victorian farmers on health and safety
2. To significantly influence the safety culture of the industry

The core objective of this research is to conduct a baseline study to measure and understand farmers’ attitudes around safety, awareness of VFF and MOFS, and the reach, response, and impact of the MOFS project.

Quantitative Methodology



Telephone survey with an independently-sourced representative sample of Victorian farm owners / managers (farmers).



3rd – 29th May 2023.



Average survey length: 14 minutes.



No incentive was provided.

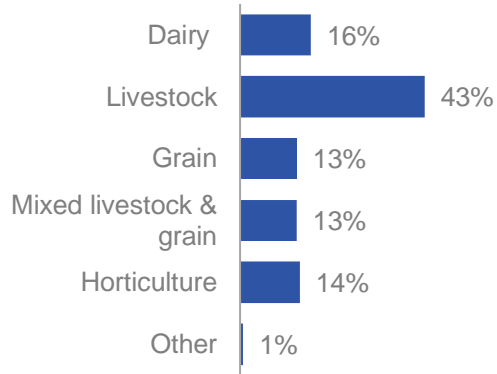
Total sample size, n=152

Primary sector	Sample size (%)	Sample size (n=)
Dairy	16%	25
Livestock	43%	65
Grain	13%	20
Mixed livestock & grain	13%	20
Horticulture	14%	21
Other	1%	1

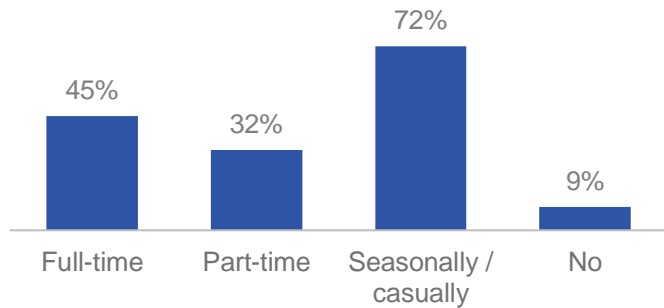
- The maximum margin of error (at the 95% confidence interval) on the total sample size is +/- 7.95%.
- Where significance testing has been shown, results are significant at the 95% significance level.
- The project was carried out in line with the Market Research International Standard, AS ISO 20252.

A representative sample of Victorian farm owners / managers

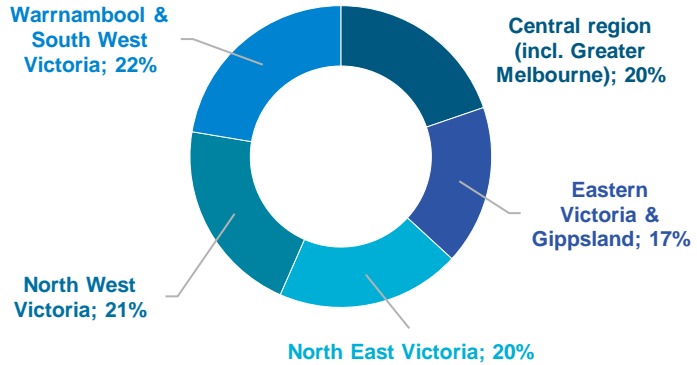
Sector



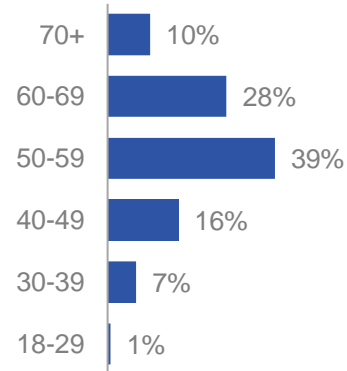
Farm worker employment



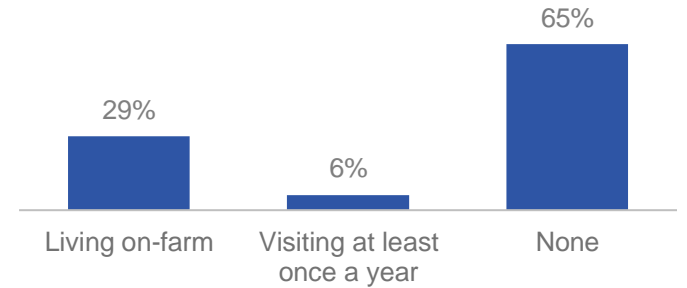
Location



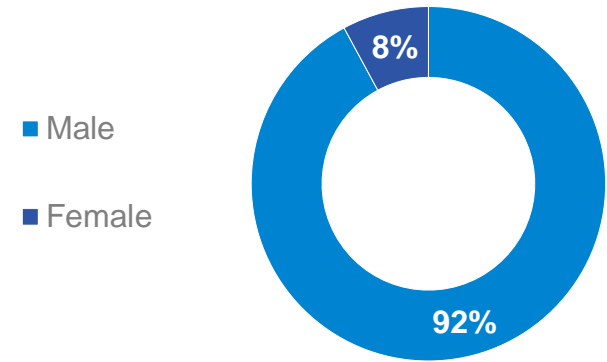
Age



Children under 18 on farm



Gender



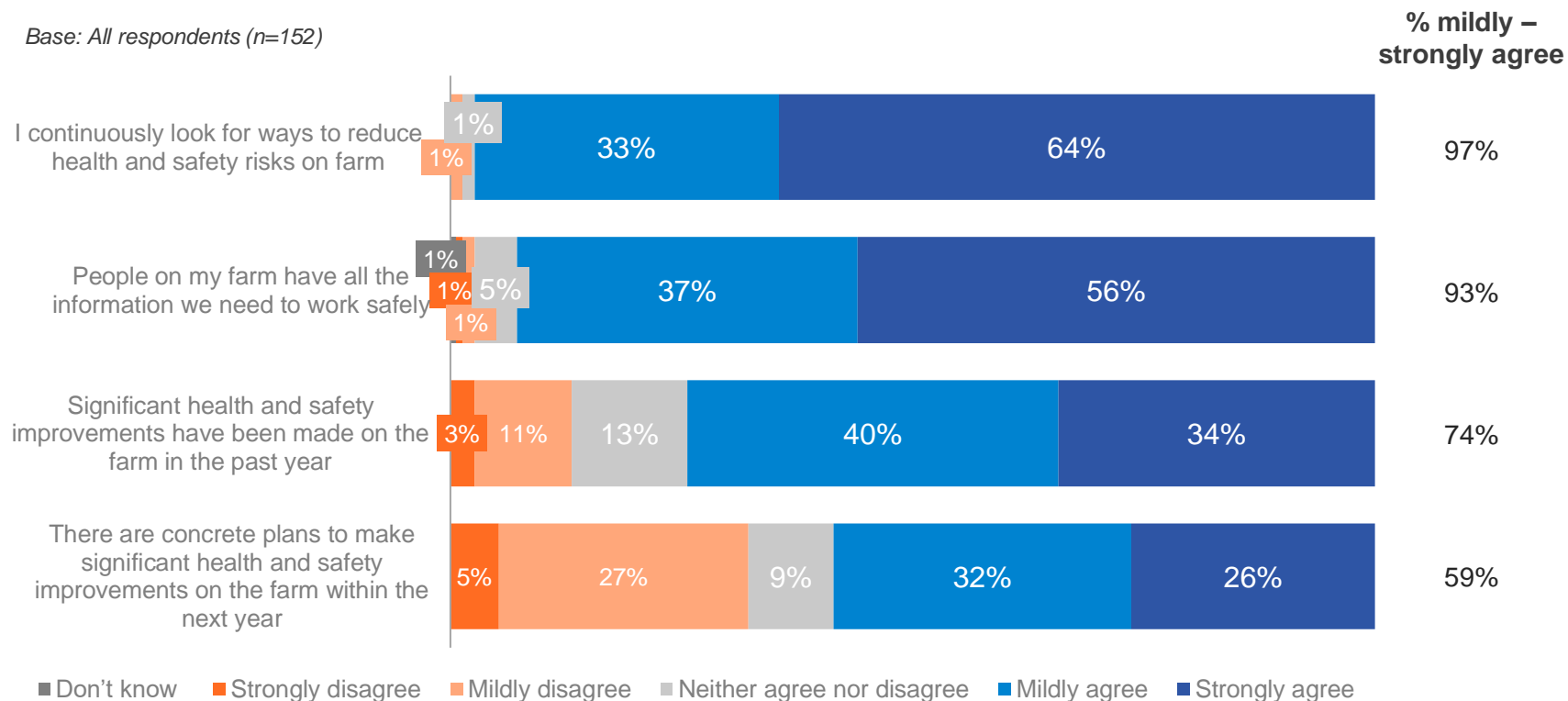


Detailed evaluation outcome

Almost all (97%) claimed to continuously look for ways to reduce risks on farm, yet only three in five (59%) had any concrete plans

Attitudes towards safety on own farm

Base: All respondents (n=152)



Those with full-time employees on farm were significantly more likely to report having concrete plans to make health and safety improvements (71%).

Those aged 50 years and over were significantly more likely to report that they continuously look for ways to reduce health and safety risks on farm (99%) than those aged under 50 years (92%).

Given the right advice and support, Victorian farm owner / managers have broadly positive intentions about improving safety on their farms.

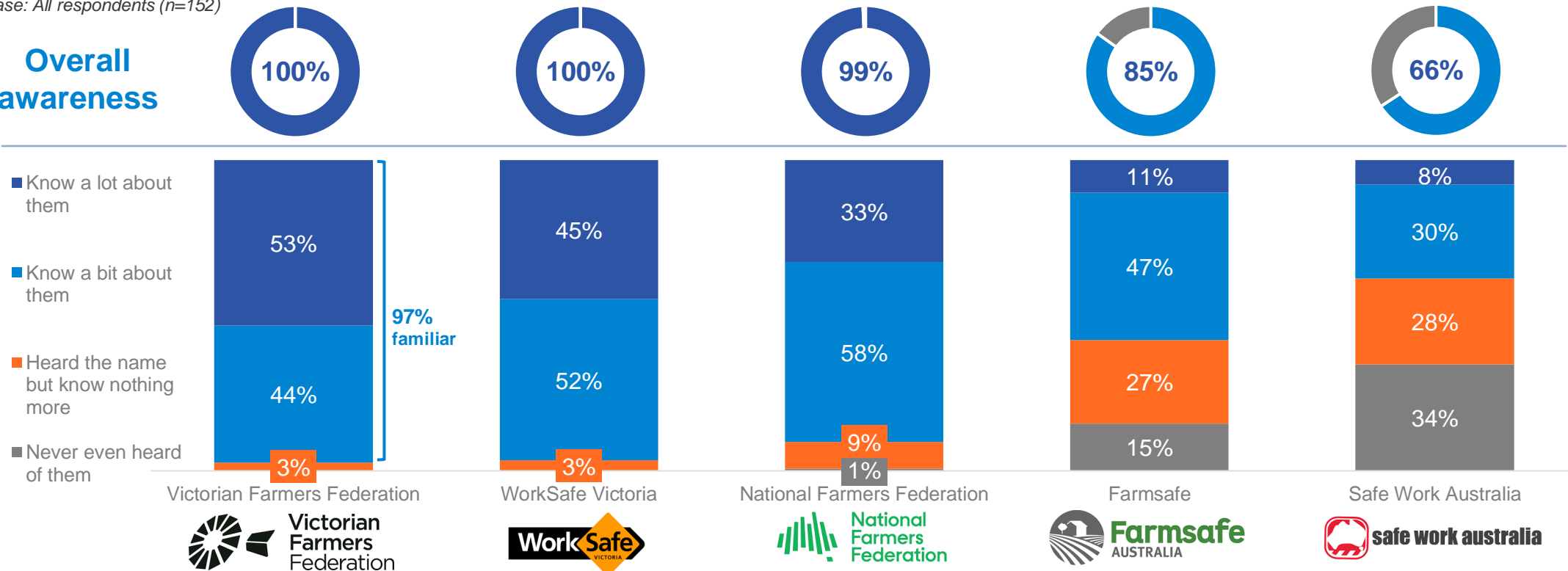
Q.6. I'm now going to read out some statements about safety on your farm. Please tell me if you agree or disagree with each statement.

Of the organisations that have a voice on farm safety in Victoria, the VFF is the most well known

Familiarity with organisations

Base: All respondents (n=152)

Overall awareness

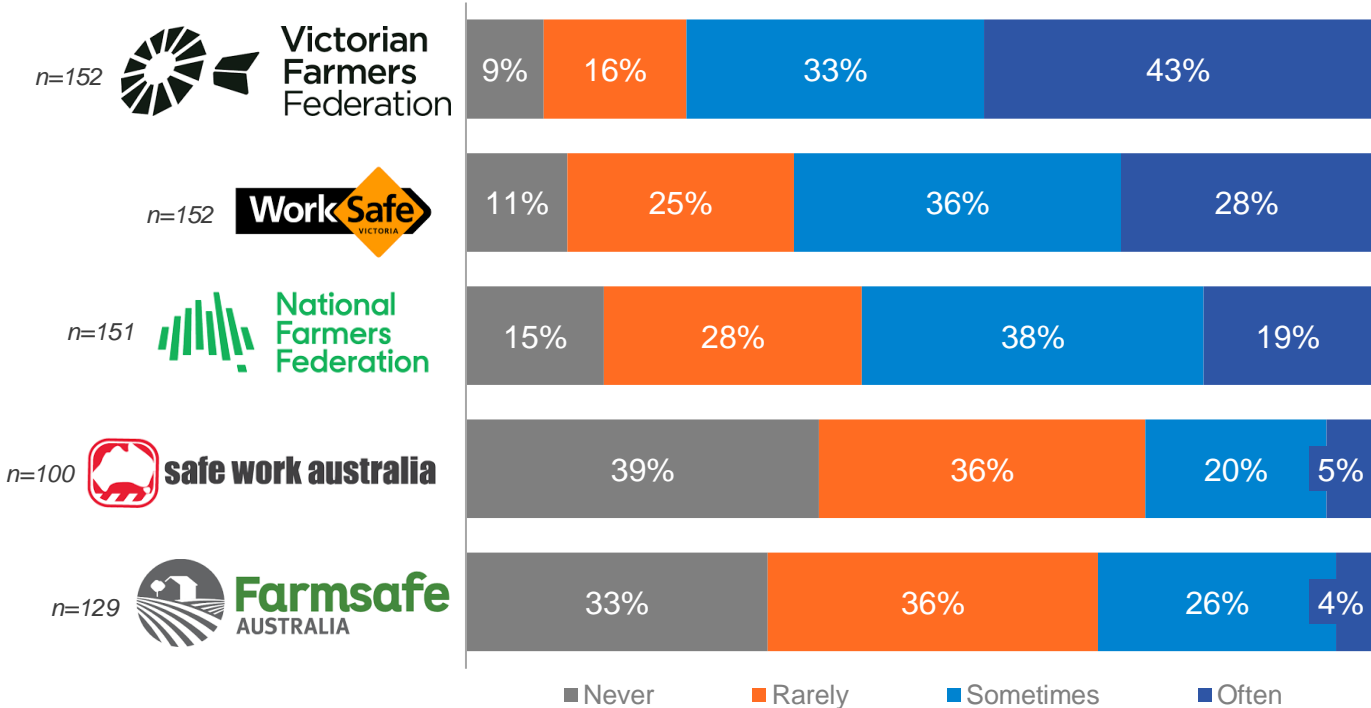


Q.7. How familiar do you feel with each of these organisations?

Almost half (43%) of farmers said they heard from the VFF ‘often’

Frequency of hearing from organisations

Base: Those aware of each organisation



Those who heard from the VFF often were significantly more likely to feel they know a lot about the VFF (77%) than those who hear from them sometimes, rarely, or never (36%).

Farmers aged 50 years and above were significantly more likely to say they often hear from the VFF (47%) than those aged under 50 years (28%).

Those with farms in Eastern Victoria and Gippsland were significantly more likely to say they never hear from the VFF (18%, compared to 3% in all other regions).

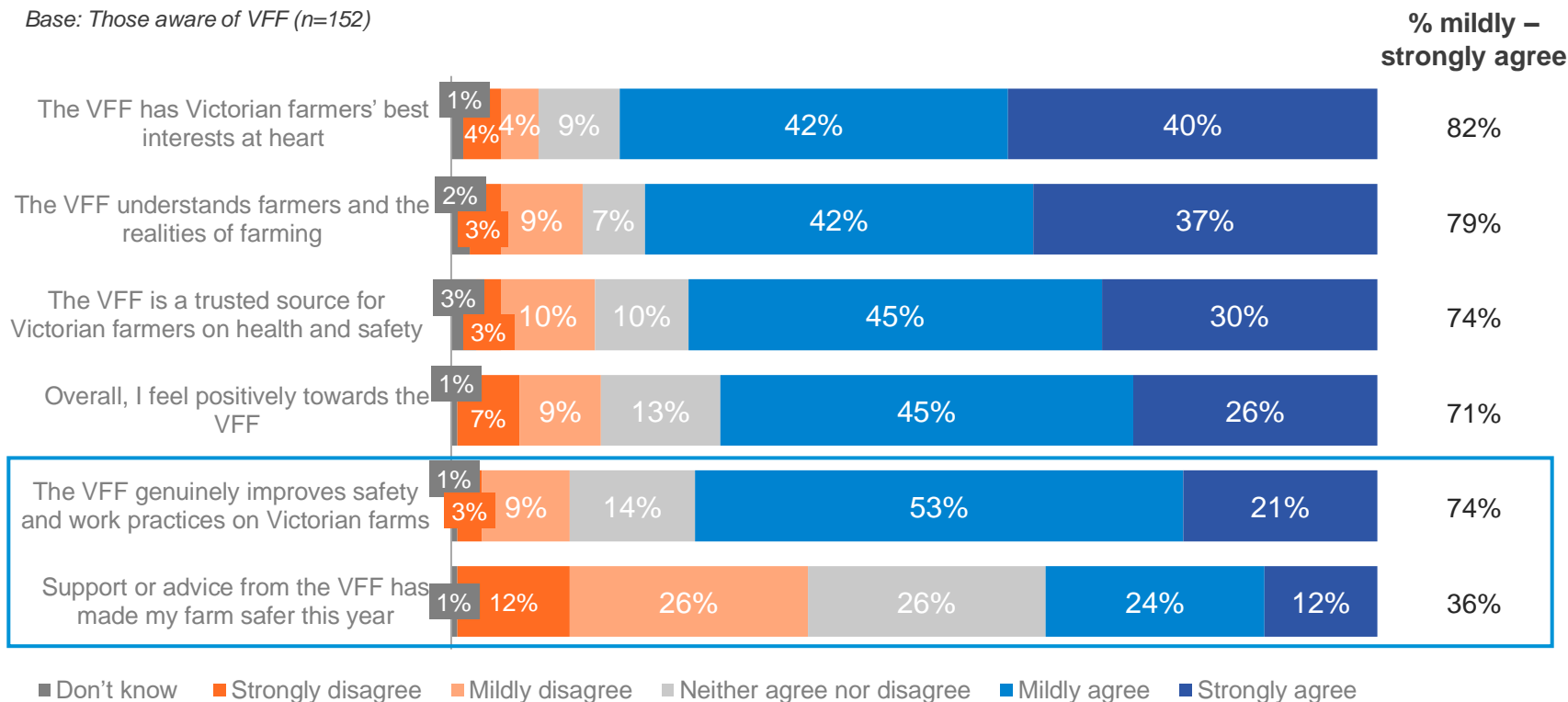
Of the organisations that have a voice on farm safety in Victoria, the VFF achieves the most widespread cut-through.

Q.8. How often do you hear anything from these organisations (this could be via. advertising, in the news, on social media, via. email, etc.)?

More than a third (36%) agreed that support or advice from VFF had made their farm safer this year

Attitudes towards the Victorian Farmers Federation (VFF)

Base: Those aware of VFF (n=152)

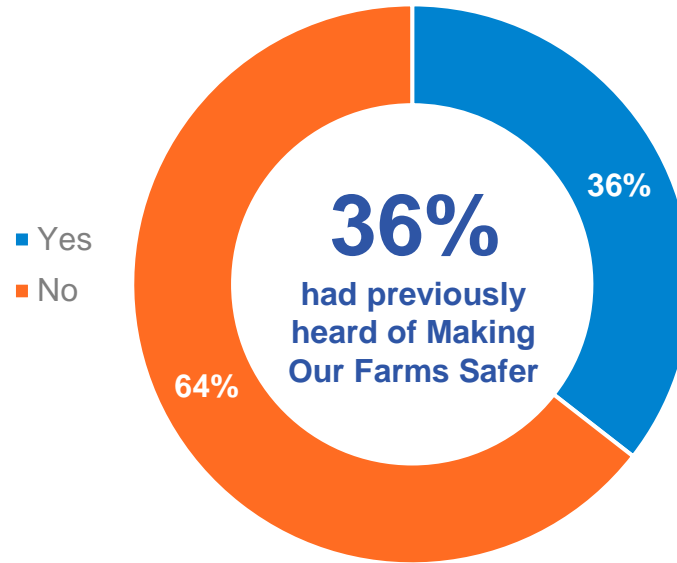


Given such high rates of positivity, credibility and perceived opportunity, it's apparent that VFF has scope to further increase the prevalence of its direct impact on making farms safer.

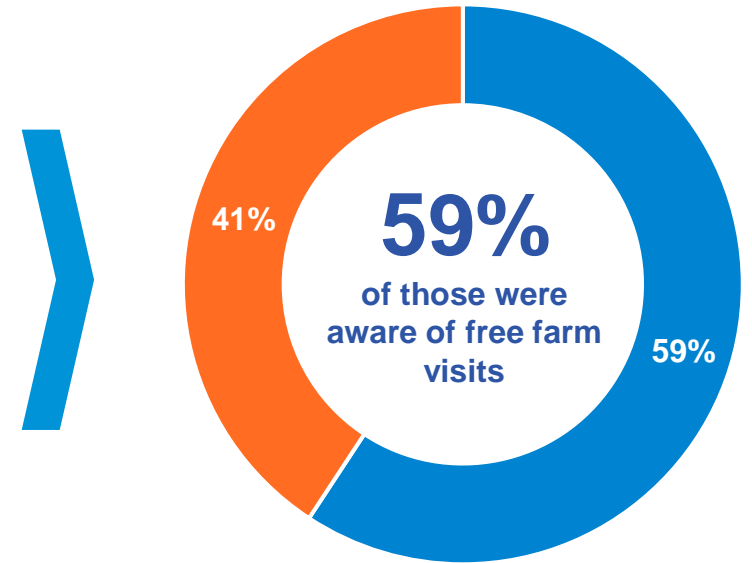
Q.9. Below are some statements about the Victorian Farmers Federation (VFF). Please tell me if you agree or disagree with the following statements.

A third (36%) of farmers had heard of the MOFS project before

and of those, three in five (59%) were aware of the free farm visits



Q. 10. I'm going to read a brief description of the Victorian Farmers Federation's "Making Our Farms Safer" project. Do you recall hearing about the Making Our Farms Safer project before today?
Base: All respondents (n=152)

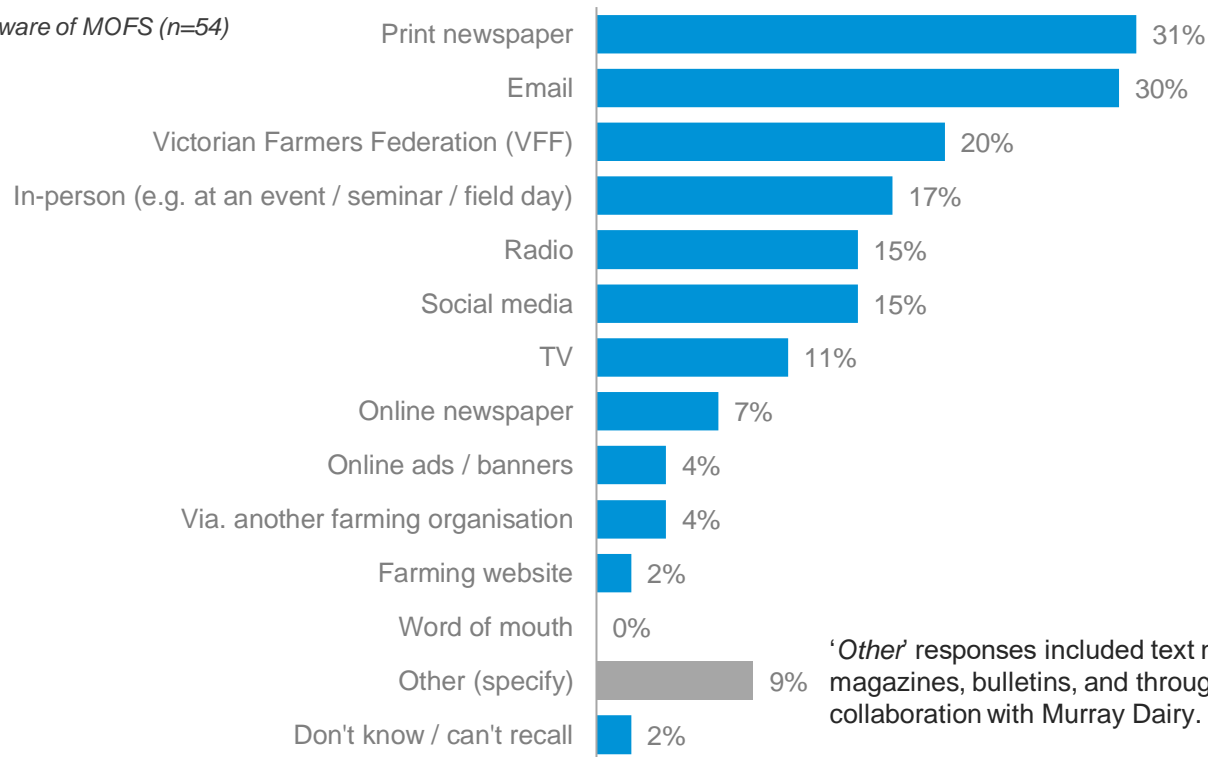


Q. 12. The Making Our Farms Safer project offers free farm visits, where dedicated Farm Safety Advisors will visit your farm in person to discuss and review safety. Is this something you were aware of before today?
Base: Those aware of MOFS (n=54)

Print newspaper and email correspondence drove farmers' awareness of the MOFS project

Where seen or heard anything about MOFS

Base: Those aware of MOFS (n=54)



'Other' responses included text messages, magazines, bulletins, and through a collaboration with Murray Dairy.

Farmers who were aware of the MOFS project had heard about it from an average of 1.8 sources.

Those who had heard about the MOFS project via print newspaper were more likely to be older, with 37% of those aged 50 years and above hearing about the project in this way, compared to just 9% of those under 50 years.

Those under 50 years were instead more likely to have heard about the MOFS project via social media (27%) or in-person (27%) than those aged 50 years and above (12% and 7% respectively).

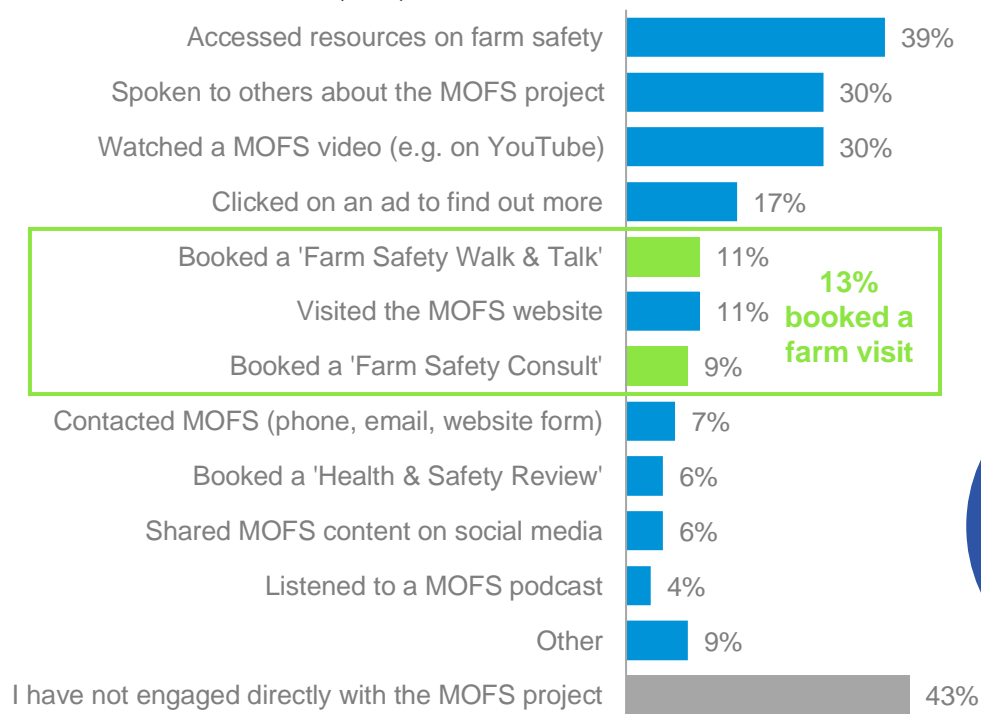
Caution: The sample size of those under 50 years was small, and results must be treated as indicative only.

Q.11. Where have you seen or heard anything about the Making Our Farms Safer project?

More than half (57%) of farmers surveyed had engaged with the MOFS project, and a third (36%) were likely to book a farm visit

Engagement with MOFS

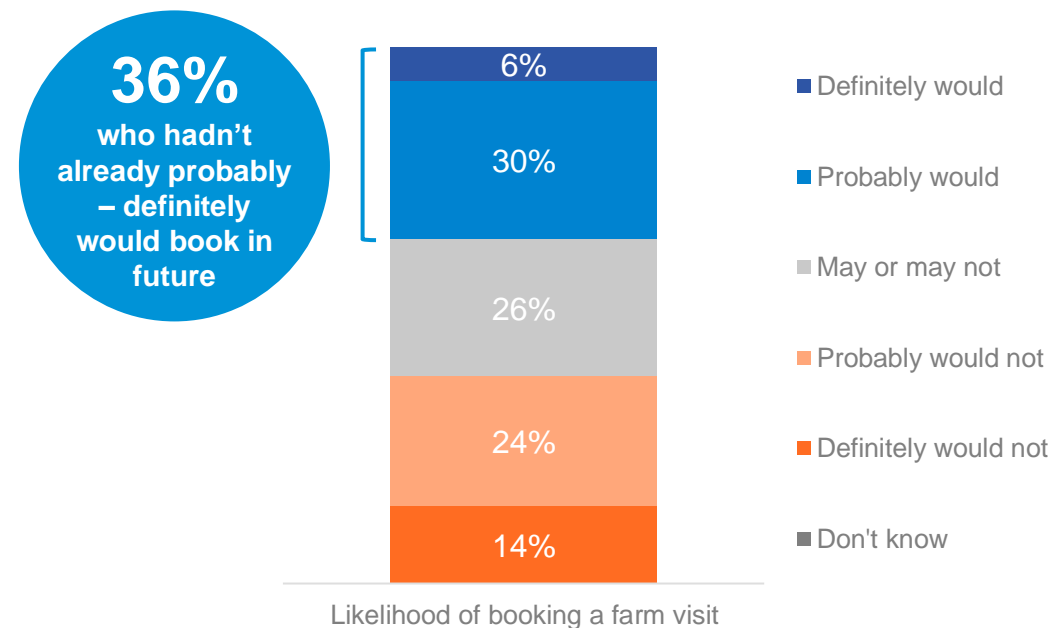
Base: Those aware of MOFS (n=54)



Q.13. How have you engaged with the Making Our Farms Safer project?

Likelihood of booking a farm safety visit in future

Base: Those who had not booked a visit (n=145)



Q.16. Knowing this, how likely would you be to book in for a free farm safety visit?

Of those who booked for each type of farm visit, all had found the visits at least somewhat valuable

Value of farm safety visits

Base: Those who booked a farm safety visit (n=7)



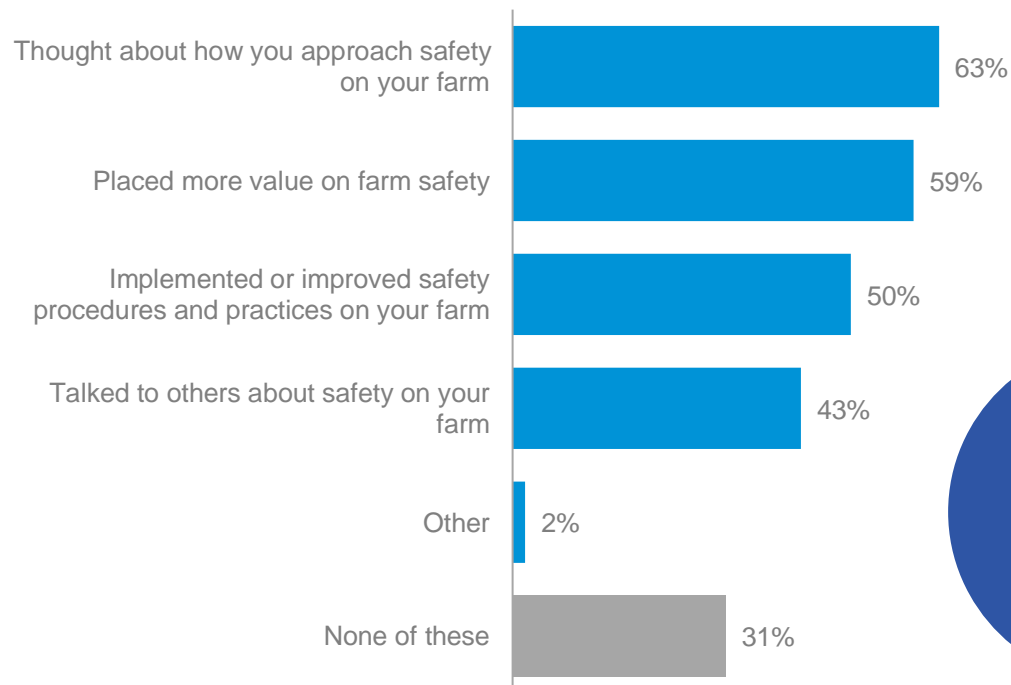
All of the farmers who booked a farm visit said they implemented or improved safety procedures and practices on their farm as a result of the MOFS project.

Q.13a. And how valuable did you find the Farm Safety Consult? | Q.13b. And how valuable did you find the Farm Safety Walk & Talk? | Q.13c. And how valuable did you find the Health & Safety Review?

Half (50%) of farmers aware of MOFS reported implementing or improving safety practices on farm as a result of the project

Actions taken as a result of MOFS

Base: Those aware of MOFS (n=54)



Those who had engaged with the MOFS project in any way were directionally more likely to have taken some action (85%) than those who had not (48%).

69%

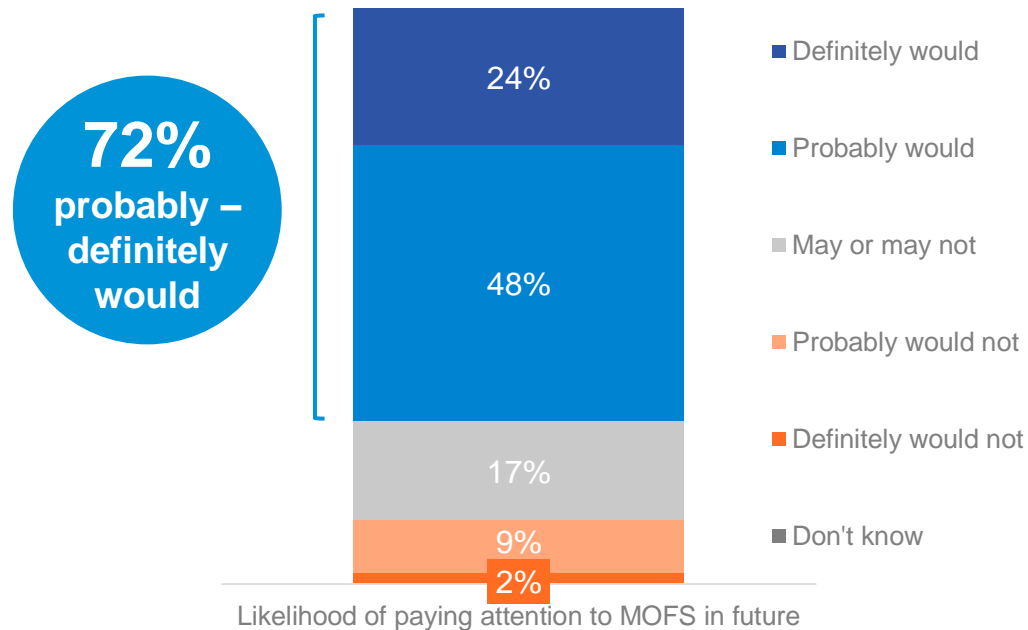
who heard of it took one or more actions as a result of MOFS

Q.14. And which of the following have you done as a result of the Making Our Farms Safer project?

Appetite for MOFS guidance was strong, with majority (72%) likely to pay attention to information given by MOFS in future

Likelihood of paying attention to information provided by MOFS in future

Base: All respondents (n=152)



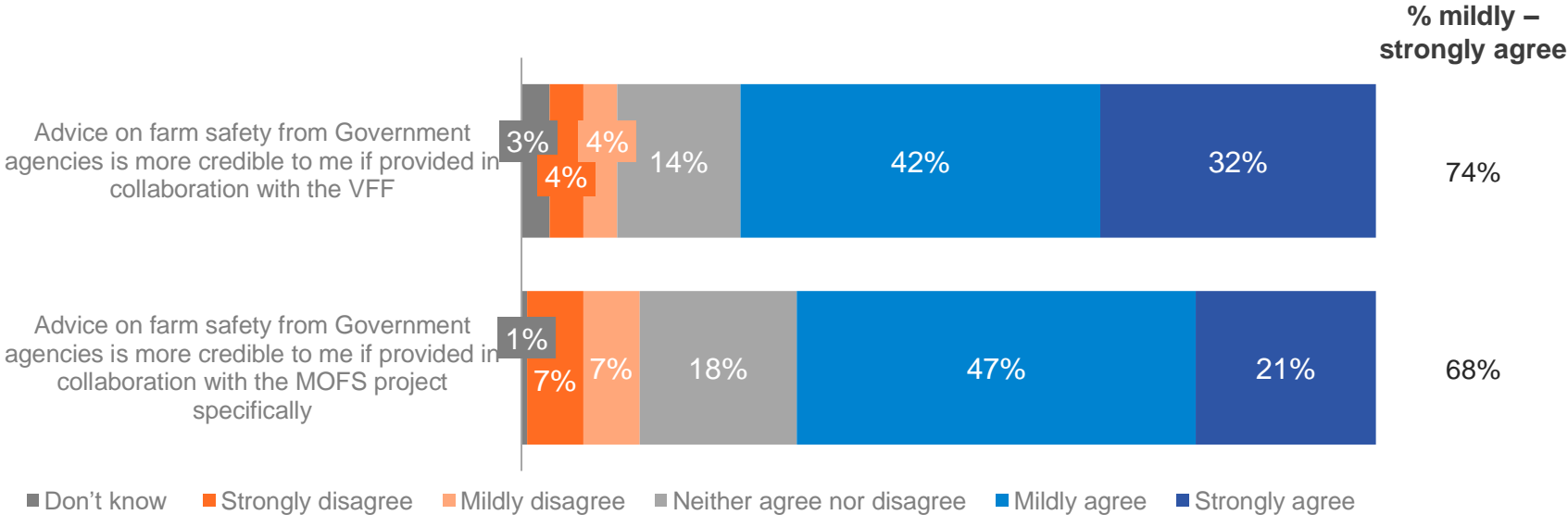
Farmers that had children on the farm (either living or visiting) were significantly more likely to report that they would be likely to pay attention to MOFS information in future (83%) than those without children on the farm (66%).

Q.15. How likely will you be to pay attention if you see information provided by the Making Our Farms Safer project in future? This might include new updates, online tools, guide books, and other resources.

There was also strong agreement that safety advice is more credible if provided in collaboration with the VFF and MOFS project

Impact of VFF / MOFS on advice credibility

Base: All respondents (n=152)



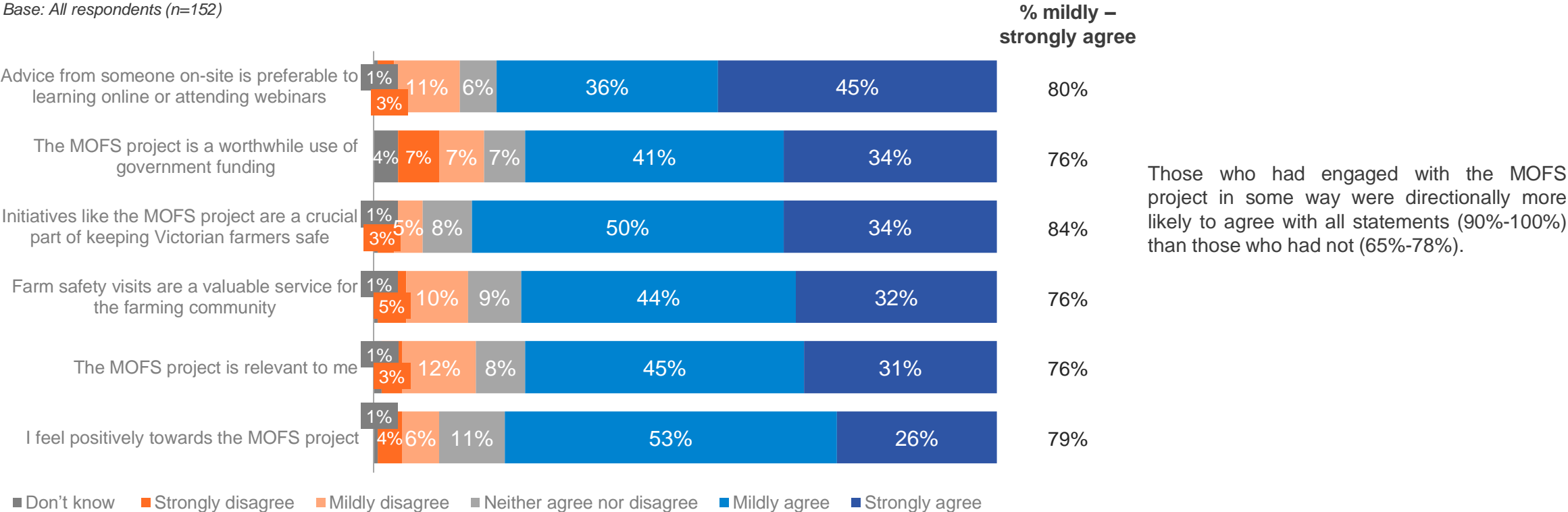
Those aged 50 years and above were significantly more likely to find advice credible if provided in collaboration with the VFF (78%) and MOFS project (73%) than those aged under 50 years (61% and 50% respectively).

Q.18. Thinking now about safety information from other organisations, please tell me if you agree or disagree with the following statements.

Initiatives like the MOFS project are seen as crucial to keeping farmers safe, and a worthwhile use of government funding

Attitudes towards MOFS

Base: All respondents (n=152)



Q. 17. Below are some statements about the Making Our Farms Safer project. Based on what you know about the project, please tell me if you agree or disagree with the following statements.



Additional data on project reach

Reach: Events & Presentations

Number of Events & Presentations

Event type	Count <i>(up to 31st May 2023)</i>	Total attendees <i>(up to 31st May 2023)</i>
Meeting Presentation <i>Presentations on farm safety at conferences, workshops and industry-group meetings.</i>	93	4430
Town Hall <i>Held across regional Victoria, organised, tailored to communities and presented by the MOFS team.</i>	16	388
Field Day <i>Presence at agricultural shows to talk to attendees.</i>	13	730
Walk & Talk <i>A farmer inviting their neighbours for an on-farm tour and discussion about farm safety, at their property.</i>	7	85
Flood Recovery <i>Presentations focused on the safety issues that arise with major flooding (e.g. bogged vehicles).</i>	4	615
TOTAL	133	6,278

Secondary data: Provided by Victorian Farmers Federation (Making Our Farms Safer project team).

Reach: Farm Safety Visits

Number of Farm Safety Visits

314

Farm Safety Visits
Completed

(up to 31st May 2023)

Every Farm Safety Visit included:

- *Around 4 hours for an on-farm visit, with opportunity to chat about any current farm safety issues or concerns.*
- *A kitchen table discussion and assessment of their current practices and policies.*
- *A walk-through inspection of their farm.*
- *A copy of the MOFS OH&S Consultancy Handbook, which has detailed information on common farm safety topics and toolbox talk scripts.*
- *A digital copy of all the documentation they require to become compliant with their OH&S responsibilities.*
- *A list of recommendations for next steps.*
- *Post-visit support via phone if required.*
- *The opportunity for a future follow-up visit.*

Secondary data: Provided by Victorian Farmers Federation (Making Our Farms Safer project team).

Reach: Examples of Digital Resources

Number of email newsletter readers

Mailing list <i>(up to 31st May 2023)</i>	Open-rate <i>(up to 31st May 2023)</i>
5,400 unique email addresses	44% (>2,300 readers)

YouTube videos and views

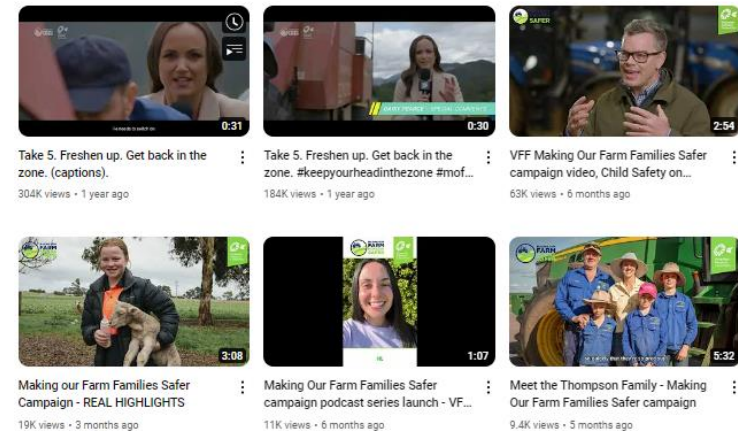
Videos posted <i>(up to 31st May 2023)</i>	Views <i>(up to 31st May 2023)</i>
36	603,009

Secondary data: Provided by Victorian Farmers Federation (Making Our Farms Safer project team).

There have been 30 editions of the MOFS newsletter, up to May 2023 - one per month for the lifespan of the project.

Written by a Senior Farm Safety Advisor every month, as part of the effort to change the culture around farm safety and the conversations people are having about it. The tone is conversational, aimed at farmers and how they talk, and nonjudgmental. Each edition had an average of 12 articles devoted to farm safety.

Example content: Highest performing posts

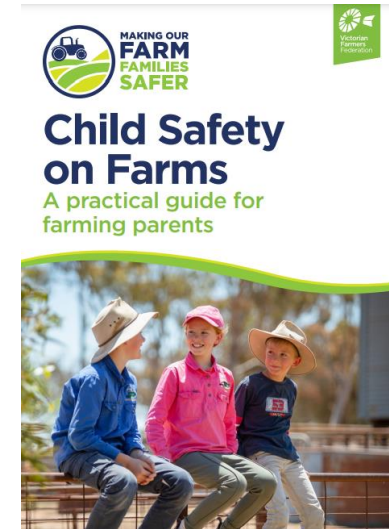


Reach: Child Safety Campaign

Number of visits



Secondary data: Provided by Victorian Farmers Federation (Making Our Farms Safer project team).



The MOFS Child Safety Campaign aimed at farming parents and grandparents, to foster discussion around children aged 10 - 15 performing work-related tasks on Victorian farms. The ultimate ambition of the campaign was to incite attitudinal and behavioural change which improved the safety of children on farms.

The campaign included website resources, videos, podcasts, and the publication of a guidebook (pictured above).

Appendix: Questionnaire

Victorian Farmers Federation

Survey type: CATI

Project consultants:	Tom Leslie, Vanessa Ernst
Total number of interviews to be completed:	n=150
Definition of target audience:	Victorian commercial farm owners and managers
Panel Provider (panel sample only):	SamplePages
Fieldwork start date:	From 2 nd May
Data to be merged with a previous datafile?	N
Questionnaire has been reviewed by Director of Advanced Methods	Yes
Does this job require a representative screener sample?	N
Any quotas on the sample?	See below

Quotas: Target quotas on location and sector to ensure broad representation of farmers within Victoria.

Location	%	n
Central region (including greater Melbourne)	18%	27
Eastern Victoria and Gippsland	16%	24
North East Victoria	23%	34
North West Victoria	22%	33
Warrnambool and South West Victoria	21%	32

Sector ¹	%	n
Dairy	17%	25
Livestock	47%	70
Grain	8%	12
Mixed livestock & grain	13%	20
Horticulture	14%	21
Other	1%	2

¹ Data from ABS: ANZSIC industry codes in Victoria

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1

Introduction – CATI

Hello, my name is and I'm calling from Quantum, an Australian market research company.

I'm calling to see if you can help out with an important piece of research being conducted by a Victorian farmers' interest group on how people in the agriculture sector feel about issues affecting farming.

The survey will only take about 10 minutes and of course all your answers will be kept confidential. It's only your opinions we are after, and there will be no sales follow up as a result of this call.

If questioned on confidentiality or sensitive questions:

Be assured that your opinions and information you provide will be used only for research purposes. While we'd prefer that you answered all the questions, if there is anything that you'd prefer not to answer, that's fine, just let me know. We will not keep a record of the name or contact details of those who take part.

Is now a convenient time or would it be more convenient if I make an appointment to speak to you at another time?

Continue 1
Make appointment 2
Refused 3

My supervisor may monitor this interview for quality control purposes. If you do not wish this to occur, please let me know.

Okay to monitor 1
Not okay to monitor 2

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2

Screener

The first few questions are to check if this survey is relevant to you.

ASK ALL

Q.1. Are you the main or joint decision-maker when it comes to the day-to-day running of a farm in Victoria?

DNRO, SINGLE RESPONSE

Yes 1
No 2 [THANK AND CLOSE]
Don't know 3 [THANK AND CLOSE]

ASK ALL

Q.2. Which of the following is the main sector you operate in? Interviewer note: Select one only. If multiple, which one is responsible for most turnover?

READ OUT, SINGLE RESPONSE

Dairy 1
Livestock 2
Grain 3
Mixed livestock & grain 4
Horticulture 5
Other 6

CHECK QUOTAS

ASK ALL

Q.3. Which of the following best describes the location of your farm? If multiple apply, please choose the location of the farm with greatest annual turnover.

READ OUT, SINGLE RESPONSE

Central region (including greater Melbourne) 1
Eastern Victoria and Gippsland 2
North East Victoria 3
North West Victoria 4
Warrnambool and South West Victoria 5
Outside Victoria 6 [THANK AND CLOSE]

CHECK QUOTAS

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3

ASK ALL

Q.4. Is the farm a commercial operation, your primary source of income, and with a turnover of >\$100k?

DNRO, SINGLE RESPONSE

Yes 1
 No 2 [THANK AND CLOSE]

ASK ALL

Q.5. Across the course of a year, do you employ any farm workers either directly or via contract?

READ OUT, MULTIPLE RESPONSE

Yes – full time 1
 Yes – part time 2
 Yes – seasonally/casually as needed 3
 No 4 [SINGLE RESPONSE]

Attitudes and behaviours around safety

ASK ALL

Q.6. I'm now going to read out some statements about safety on your farm. Please tell me if you agree or disagree with each statement. Follow up: and is that strongly or somewhat agree/disagree?

READ OUT, SINGLE RESPONSE PER ROW

RANDOMISE	STRONGLY DISAGREE	MILDLY DISAGREE	NEITHER AGREE NOR DISAGREE	MILDLY AGREE	STRONGLY AGREE	DOV'T KNOW
1 People on my farm have all the information we need to work safely	1	2	3	4	5	6
2 Significant health and safety improvements have been made on the farm in the past year	1	2	3	4	5	6
3 There are concrete plans to make significant health and safety improvements on the farm within the next year	1	2	3	4	5	6
4 I continuously look for ways to reduce health and safety risks on farm	1	2	3	4	5	6

Awareness of organisations contributing to safety

These next questions will be about different organisations you may be aware of.

ASK ALL

Q.7. How familiar do you feel with each of these organisations?

READ OUT, SINGLE RESPONSE PER ROW

RANDOMISE	NEVER EVEN HEARD OF THEM	HEARD THE NAME BUT KNOW NOTHING MORE	KNOW A BIT ABOUT THEM	KNOW A LOT ABOUT THEM
1 National Farmers Federation	1	2	3	4
2 WorkSafe Victoria	1	2	3	4
3 Safe Work Australia	1	2	3	4
4 Farmsafe	1	2	3	4
5 Victorian Farmers Federation	1	2	3	4

ASK ALL

Q.8. How often do you hear anything from these organisations (this could be via advertising, in the news, on social media, via email, etc.)?

READ OUT, SINGLE RESPONSE PER ROW, SHOW ORGANISATIONS WHERE Q.7=2-4 (AT LEAST HEARD THE NAME), SHOW IN ORDER OF Q.7

	NEVER HEAR FROM THEM	RARELY HEAR FROM THEM	SOMETIMES HEAR FROM THEM	OFTEN HEAR FROM THEM
1 National Farmers Federation	1	2	3	4
2 WorkSafe Victoria	1	2	3	4
3 Safe Work Australia	1	2	3	4
4 Farmsafe	1	2	3	4
5 Victorian Farmers Federation	1	2	3	4

ASK IF Q.7=3-4 FOR VFF (AT LEAST SOMEWHAT FAMILIAR)

Q.9. Below are some statements about the Victorian Farmers Federation (VFF). Please tell me if you agree or disagree with the following statements. Follow up: and is that strongly or somewhat agree/disagree?

READ OUT, SINGLE RESPONSE PER ROW

RANDOMISE	Strongly disagree	Mildly disagree	Neither agree nor disagree	Mildly agree	Strongly agree	Don't know
1 The VFF has Victorian farmers' best interests at heart	1	2	3	4	5	6
2 The VFF understands farmers and the realities of farming	1	2	3	4	5	6
3 The VFF is a trusted source for Victorian farmers on health and safety	1	2	3	4	5	6
4 The VFF genuinely improves safety and work practices on Victorian farms	1	2	3	4	5	6
5 Overall, I feel positively towards the VFF	1	2	3	4	5	6
6 Support or advice from the VFF has made my farm safer this year	1	2	3	4	5	6

ASK ALL

Q.10. I'm going to read a brief description of the Victorian Farmers Federation's "Making Our Farms Safer" project.

The Making Our Farms Safer project is part of a Victorian Government commitment to improve safety and skills outcomes for Victorian farmers. The aim of Making Our Farms Safer is to deliver free farm safety tools and services that are accessible, practical, and useful to all Victorian farmers to support farmer and workers' safety, wellbeing, and mental health.

Do you recall hearing about the Making Our Farms Safer project before today?

DNRO, SINGLE RESPONSE

Yes 1
 No 2
 Not sure 3

ASK IF Q.10=1 (AWARE OF MOFS)

Q.11. Where have you seen or heard anything about the Making Our Farms Safer project?

DNRO, MULTIPLE RESPONSE, RANDOMISE

TV	1
Radio	2
Print newspaper	3
Online newspaper	4
Online ads / banners	5
Email	6
Social media (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.).....	7
Farming website	8
Word of mouth.....	9
In-person (e.g. at an event / seminar / field day).....	12
Victorian Farmers Federation (VFF)	10
Via. another farming organisation	11
Other (specify...) ANCHOR	12
Don't know / can't recall ANCHOR	13

ASK IF Q.10=1 (AWARE OF MOFS)

Q.12. The Making Our Farms Safer project offers free farm visits, where dedicated Farm Safety Advisors will visit your farm in person to discuss and review safety. Is this something you were aware of before today?

DNRO, SINGLE RESPONSE

Yes	1
No	2
Not sure.....	3

ASK IF Q.10=1 (AWARE OF MOFS)

Q.13. How have you engaged with the Making Our Farms Safer project?

READ OUT, MULTIPLE RESPONSE, RANDOMISE, KEEP 'BOOKED' IN A BLOCK OF 3.

Clicked on an ad to find out more	1
Visited the Making Our Farms Safer website	2
Contacted Making Our Farms Safer (phone, email, website form)	3
Spoken to others about the Making Our Farms Safer project.....	4
Shared Making Our Farms Safer content on social media.....	5
Accessed resources on farm safety (guides, handbooks, videos, etc.).....	6
[ASK IF Q.12=1 (AWARE OF VISITS)] Booked a 'Farm Safety Consult'	7
[ASK IF Q.12=1 (AWARE OF VISITS)] Booked a 'Farm Safety Walk & Talk'	8
[ASK IF Q.12=1 (AWARE OF VISITS)] Booked a 'Health & Safety Review'	9
Listened to a Making Our Farms Safer podcast	10
Watched a Making Our Farms Safer video (e.g. on YouTube).....	11
Other (specify...) ANCHOR.....	12
I have not engaged directly with the Making Our Farms Safer project DNRO.	13

ASK IF Q.13=7 (FARM SAFETY CONSULT)

Q.13a. And how valuable did you find the Farm Safety Consult?

READ OUT, SINGLE RESPONSE

Not at all valuable.....	1
Slightly valuable.....	2
Moderately valuable.....	3
Extremely valuable	4
Don't know DNRO	5

ASK IF Q.13=8 (FARM SAFETY WALK & TALK)

Q.13b. And how valuable did you find the Farm Safety Walk & Talk?

READ OUT, SINGLE RESPONSE

Not at all valuable.....	1
Slightly valuable.....	2
Moderately valuable.....	3
Extremely valuable	4
Don't know DNRO	5

ASK IF Q.13=9 (HEALTH & SAFETY REVIEW)

Q.13c. And how valuable did you find the Health & Safety Review?

READ OUT, SINGLE RESPONSE

Not at all valuable	1
Slightly valuable	2
Moderately valuable	3
Extremely valuable.....	4
Don't know DNRO.....	5

ASK IF Q.10=1 (AWARE OF MOFS)

Q.14. And which of the following have you done as a result of the Making Our Farms Safer project?

READ OUT, MULTIPLE RESPONSE

Placed more value on farm safety	1
Thought about how you approach safety on your farm	2
Talked to others about safety on your farm	3
Implemented or improved safety procedures and practices on your farm	4
Other (specify...).....	5
None of these.....	6

ASK ALL

Q.15. PREFACE IF Q.10=2,3 (NOT AWARE OF MOFS) 'Now that you've heard a little about it...'

How likely will you be to pay attention if you see information provided by the Making Our Farms Safer project in future? This might include new updates, online tools, guide books, and other resources.

READ OUT, SINGLE RESPONSE

- Definitely will 1
- Probably will 2
- May or may not 3
- Probably will not 4
- Definitely will not 5
- Don't know 6

ASK IF NOT 7-9 AT Q13 (NOT RECEIVED A VISIT)

Q.16. The Making Our Farms Safer project offers free farm visits, where dedicated Farm Safety Advisors will visit your farm in person to discuss and review safety. A Victorian Farmers Federation (VFF) representative can work with you to identify risks and offer solutions on how you can reduce or eliminate them.

Knowing this, how likely would you be to book in for a free farm safety visit?

READ OUT, SINGLE RESPONSE

- Definitely would 1
- Probably would 2
- May or may not 3
- Probably would not 4
- Definitely would not 5
- Don't know 6

ASK ALL

Q.17. Below are some statements about the Making Our Farms Safer project. Based on what you know about the project, please tell me if you agree or disagree with the following statements. Follow up: and is that strongly or somewhat agree/disagree?

READ OUT, SINGLE RESPONSE PER ROW

RANDOMISE		Strongly disagree	Mildly disagree	Neither agree nor disagree	Mildly agree	Strongly agree	Don't know
1	The Making Our Farms Safer project is relevant to me	1	2	3	4	5	6
2	I feel positively towards the Making Our Farms Safer project	1	2	3	4	5	6
3	The Making Our Farms Safer project is a worthwhile use of government funding	1	2	3	4	5	6
4	Initiatives like the Making Our Farms Safer project are a crucial part of keeping Victorian farmers safe	1	2	3	4	5	6
5	Farm safety visits are a valuable service for the farming community	1	2	3	4	5	6
6	Advice from someone on-site is preferable to learning online or attending webinars	1	2	3	4	5	6

ASK ALL

Q.18. Thinking now about safety information from other organisations, please tell me if you agree or disagree with the following statements. Follow up: and is that strongly or somewhat agree/disagree?

READ OUT, SINGLE RESPONSE PER STATEMENT

		Strongly disagree	Mildly disagree	Neither agree nor disagree	Mildly agree	Strongly agree	Don't know
1	[ASK IF Q.7=2-4 (AT LEAST AWARE OF VFF)] Advice on farm safety from Government agencies (e.g., WorkSafe Victoria) is more credible to me if provided in collaboration with the Victorian Farmers Federation (VFF)	1	2	3	4	5	6
2	Advice on farm safety from Government agencies (e.g., WorkSafe Victoria) is more credible to me if provided in collaboration with the Making Our Farms Safer project specifically	1	2	3	4	5	6

Demographics

And finally, just a few more questions about you, so that we can understand how different people have answered these questions. All your answers will be kept confidential and will only be used for research purposes.

ASK ALL

How old are you? Are you...?

READ OUT, SINGLE RESPONSE

- 18-29 1
- In your 30s..... 2
- 40s..... 3
- 50s..... 4
- 60s..... 5
- 70+ 6

ASK ALL

Q.19. What gender do you identify with?

DNRO, SINGLE RESPONSE

- Male 1
- Female..... 2
- Other (specify...)..... 3

ASK ALL

Q.20. Do you have any children aged under 18 on the farm?

DNRO, SINGLE RESPONSE

Yes, living on-farm 1
Yes, visiting on-farm at least once a year 2
NO 3

ASK IF Q.22=1,2 (CHILDREN UNDER 18 ON-FARM)

Q.20.a What age(s) are the children under 18 living on or visiting the farm?

READ OUT, MULTIPLE RESPONSE

Under 10 years 1
10 – 15 years 2
16 – 17 years 3

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If contact details are needed for validation:

As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected.

Terminate with thanks:

That's the end of the interview. As this is market research, it is carried out in compliance with the Privacy Act and the information you have provided will be used only for research purposes.

Thank you for your time. Just to remind you, I'm calling from Quantum Market Research. If you have any queries, you can call our switchboard during normal business 03 9289 9599.

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