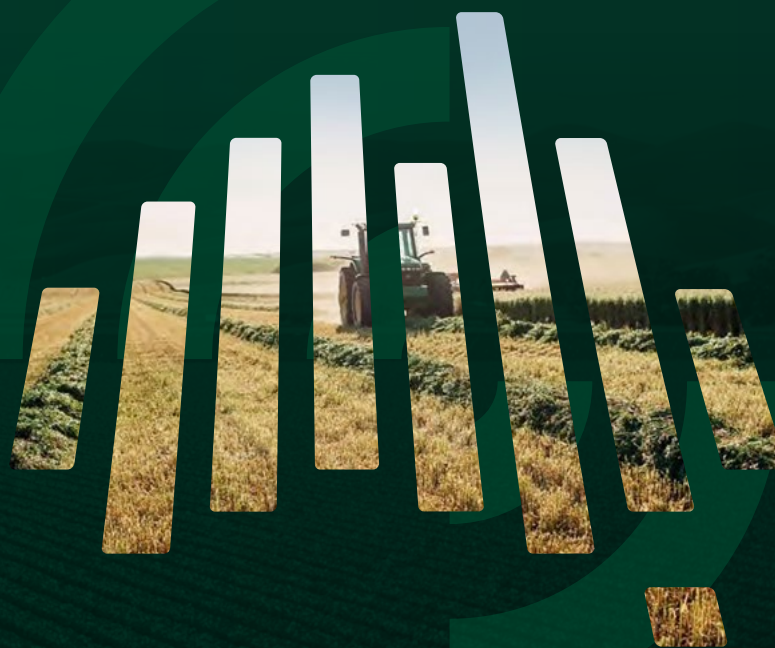


On Farm **Connectivity** Information Service

STAKEHOLDER TOOLKIT

OCTOBER 2023



National
Farmers
Federation



Regional
Tech Hub

STAKEHOLDER TOOLKIT

In this toolkit, you will find everything you need to help spread the word about the new On Farm Connectivity Information Service.

Containing links to resources you can download, or share, via your communications channels - please distribute to your network.



Overview

Key Messages

Media Release

Newsletter

Social Media Wording

Social Media Tiles

Branding

Images

More Information

OVERVIEW



The National Farmers' Federation (NFF) are proud to support the Federal Government's On Farm Connectivity Program (OFCP), by delivering a free Information Service to boost on-farm digital and agtech adoption.

Launching the independent On Farm Connectivity Information Service, the NFF's Regional Tech Hub works directly with farmers to help them make informed decisions around the connectivity technologies best suited to their business.

Whether it be determining how to extend connectivity from the house to the machinery shed or yards, or how to support some of the highly sophisticated production networks and systems they wish to adopt, the Information Service provides practical, tailored solutions.

Farmers are urged to make use of this free, independent advisory service, so they can confidently participate in the On Farm Connectivity Program and access rebated support for the cost of eligible equipment, including installation and training, to boost the productivity of their business.

On-farm connectivity. Driving the next wave of productivity.

KEY MESSAGES



See Key Messages PDF

DOWNLOAD KEY MESSAGES HERE

On Farm Connectivity Information Service



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KEY MESSAGES

Boosting digital and agtech adoption through on-farm connectivity.

Support for primary producers to adopt connected machinery and sensor technology through the OFCP rebate.

Complemented by the NFF's dedicated Information Service, delivered by their Regional Tech Hub, to help farmers make informed decisions around their connectivity investment.

Free, independent and practical support to address on-farm connectivity.

Expert advisory Information Service accessed online or via the dedicated hotline.

Supported by practical resources, information and webinars on connectivity technology and solutions.

Ensuring the right connectivity technology is adopted for you, and your farm business.

Tailored support on digital technologies applications, and solutions for equipment, set-up and installation.

Arming primary producers with information, and support, to make informed decisions for their on-farm technological needs and to access the OFCP.

Helping build a more innovative, dynamic and productive agricultural sector.

To enhance local agricultural productivity, increase local and global competitiveness, and improve on-farm health and safety.

To build a more integrated digital agricultural sector to drive productivity growth into the future.

Start your on-farm connectivity journey today

www.regionaltechhub.org.au | 1300 081 029



Australian Government
Department of Infrastructure, Transport,
Regional Development, Communications and the Arts



National
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Federation



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Tech Hub

MEDIA RELEASE



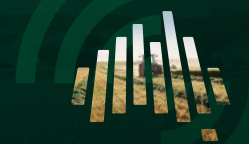
Media Release

Sent out October 27, 2023

[DOWNLOAD MEDIA RELEASE HERE](#)

MEDIA RELEASE

27 OCTOBER 2023



NFF launches free Information Service to boost on-farm digital and agtech adoption

Digital and agtech adoption on Australian farms has been held back by connectivity issues and digital literacy, but this complex landscape will now be easier to navigate with the launch of the National Farmers' Federation (NFF) On Farm Connectivity Information Service.

The independent Information Service will provide free, practical, tailored support for farmers through the NFF's Regional Tech Hub - as a key pillar of the Australian Government's \$30 million On Farm Connectivity Program (OFCP).

Announced by the Minister for Communications the Hon Michelle Rowland MP at today's NFF's National Conference, the OFCP will support primary producers in agriculture, forestry and fisheries to adopt connected machinery and sensor technology by providing a 50 per cent rebate (between \$3,000 and \$30,000) for the cost of eligible equipment, including installation and training.

"We live in an increasingly digital and competitive society and measures like the On Farm Connectivity Program will ensure our agricultural sector has every opportunity and the best technology to take advantage of an increasingly digital economy," said the Hon Michelle Rowland MP.

NFF CEO Tony Mahar said today's launch of the OFCP, in conjunction with the NFF's Information Service, will enable farmers to make informed decisions around the connectivity technologies best suited to their business.

"We have long been advocating for accessible, reliable, quality and affordable connectivity services in the bush, with our recent nationwide survey of more than 1600 farmers highlighting three quarters hold concerns around access to telecommunications.

"While there are many technologies out there to capture data and support decision making, including telemetry and sensors, its uptake has been hindered by connectivity issues, and lack of digital and connectivity literacy, which is putting a handbrake on on-farm productivity."

Stepping farmers through the myriad of choices of digital technologies, the applications available to them, and solutions for equipment, set-up and installation, Regional Tech Hub Manager Jen Medway said the information will be tailored for each user of the service.

"The Regional Tech Hub has already supported more than 150,000 people in regional and remote Australia since its inception nearly three years ago.

"Our extended service capabilities through the OFCP will mean farmers can pick up the phone or reach out on our website, to talk specifically about their on-farm connectivity requirements - whether that be how to extend connectivity from the house to the machinery shed or yards, or how to support some of the highly sophisticated production networks and systems they wish to adopt.

"To be able to talk to someone who speaks their language, understands the unique environment in which they operate, and can listen to what they are wanting to achieve with their on-farm connectivity requirements makes the decision process so much easier.

"We are urging farmers to make use of this free, independent advisory service, as well as our online information toolkit and webinars, so they can confidently participate in the OFCP to access the on-farm connectivity equipment that will make a difference to them, and the running of their business."

For more information head to nff.org.au/on-farm-connectivity-information-service/ or to find out more about the OFCP visit infrastructure.gov.au/ofcp



Australian Government
Department of Infrastructure, Transport,
Regional Development, Communications and the Arts



National
Farmers
Federation



Regional
Tech Hub

 **On Farm Connectivity
Information Service**

NEWSLETTER



See Newsletter for copy

Key Links to include:

nff.org.au/on-farm-connectivity-information-service

regionaltechhub.org.au

infrastructure.gov.au/ofcp

business.gov.au/grants-and-programs/on-farm-connectivity-program

DOWNLOAD NEWSLETTER HERE

On Farm Connectivity Information Service



**On-farm connectivity.
Driving the next wave of productivity.**

Digital and agtech adoption on Australian farms has long been held back by connectivity issues and digital literacy, but this complex landscape is now easier to navigate with the National Farmers' Federation (NFF) On Farm Connectivity Information Service.

The free independent **Information Service** has been developed by the NFF to complement the Federal Government's On Farm Connectivity Program (OFCP), a \$30 million initiative over two years to support primary producers in agriculture, forestry and fisheries adopt connected machinery and sensor technology.

Providing a rebate of 50 per cent of the cost of eligible equipment, including installation and training, of between \$3,000 and \$30,000 (excluding GST), the OFCP covers digital technologies such as soil moisture probes, water flow and pressure monitors, livestock monitoring systems and pump controllers as well as, associated connectivity equipment.

To help farmers navigate the connectivity investment landscape and make informed decisions for their business, the Information Service provides practical support tailored to individual needs. Delivered by the NFF's Regional Tech Hub, more than 150,000 people have utilised the Regional Tech Hub since its inception, and now its capability has been extended to provide dedicated on-farm connectivity support and advisory services.

Whether it be determining how to extend connectivity from the house to the machinery shed or yards, or how to support some of the highly sophisticated production networks and systems they wish to adopt, the Information Service prides itself on providing independent solutions.

Stepping farmers through the myriad of choices of digital technologies, the applications available to them, and solutions for equipment, set-up and installation, the information is provided at a grassroots level to account for all levels of connectivity and digital literacy.

Farmers are urged to make use of this free, independent advisory service via the **Regional Tech Hub website**, or the dedicated hotline, so they can talk to someone who speaks their language, understands the unique environment in which they operate, and can listen to what they are wanting to achieve with their on-farm connectivity requirements.

It is hoped that by utilising the Information Service, or accessing the online information toolkit and webinars, farmers will then confidently participate in the **On Farm Connectivity Program** to access rebated support for the cost of eligible equipment, including installation and training, to drive the productivity of their business into the future.

For more information head to nff.org.au/on-farm-connectivity-information-service/ or contact the Regional Tech Hub hotline on 1300 081 029.

Or for more information on the OFCP visit infrastructure.gov.au/ofcp



SOCIAL MEDIA



Suggested wording for social posts.

Social media assets

@regionaltechhub

@nationalfarmers

Hashtags

#regionaltechhub

#onfarmconnectivityprogram

#onfarmconnectivityinformationservice

#onfarmconnectivity

#regionalconnectivity

#betterbushcomms

#connectivitymatters

#agtech

#digitaldivide

#ruralAustralia

#connectivity

#digitalfuture

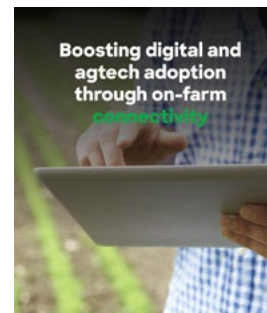


Is your on-farm digital and agtech adoption being held back by connectivity issues or not knowing which technology is right for you?

The NFF's Regional Tech Hub is here to help with its free On Farm Connectivity Information Service

Contact us today to start your on-farm connectivity journey

regionaltechhub.org.au or 1300 081 029

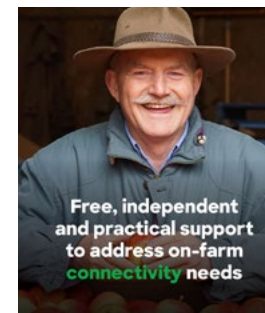


Rebated support is now available for primary producers to adopt connected machinery and sensor technology via the Federal Government's On Farm Connectivity Program

To select the right connectivity technology for you and your farming business, speak to our team of specialists today

For free, independent support

regionaltechhub.org.au or 1300 081 029

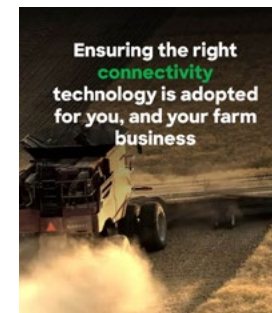


We are here to arm you with the information, and support, to make informed decisions about the right technology for your farm business needs

And with rebated support available through the On Farm Connectivity Program - there has never been a better time to get connected

Speak to us today

regionaltechhub.org.au or 1300 081 029



Do you want to extend connectivity from the house to the machinery shed or yards?

Do you want to adopt more sophisticated production networks and systems into your farming business?

But don't know where to start?

Tap into our free On Farm Connectivity Information Service

regionaltechhub.org.au or 1300 081 029

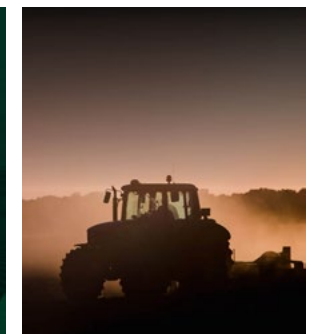
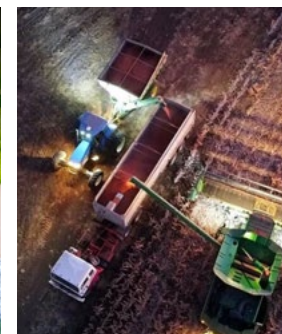
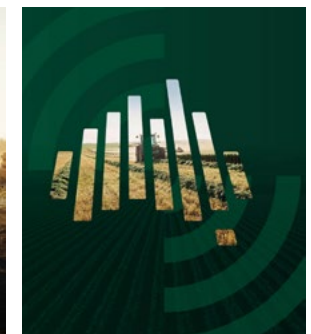
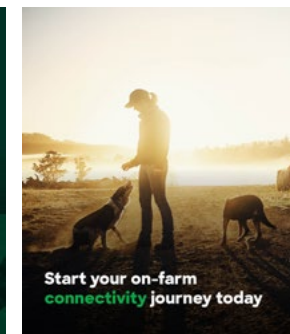
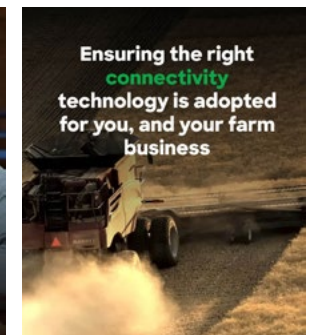
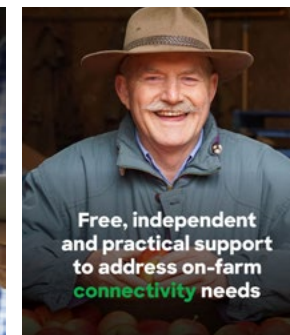
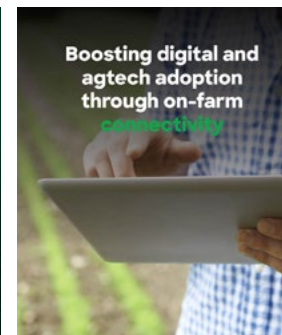
SOCIAL MEDIA



See examples of social media tiles.

Social media assets
@regionaltechhub
@nationalfarmers

Hashtags
#regionaltechhub
#onfarmconnectivityprogram
#onfarmconnectivityinformationservice
#onfarmconnectivity
#regionalconnectivity
#betterbushcomms
#connectivitymatters
#agtech
#digitaldivide
#ruralAustralia
#connectivity
#digitalfuture



BRANDING



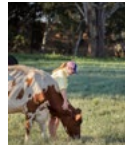
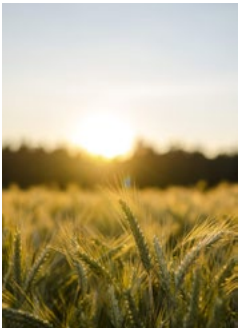
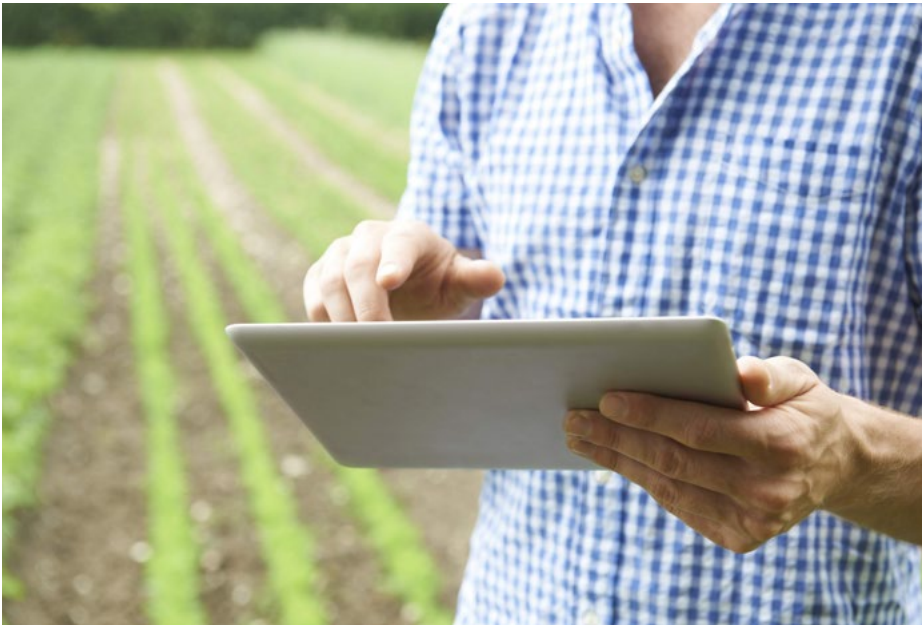
See example of branding on web banner and document cover.



IMAGES



Images used to support the program should relate to farming and connectivity, see image library for examples



MORE INFORMATION



On Farm Connectivity Information Service

nff.org.au/on-farm-connectivity-information-service

Regional Tech Hub

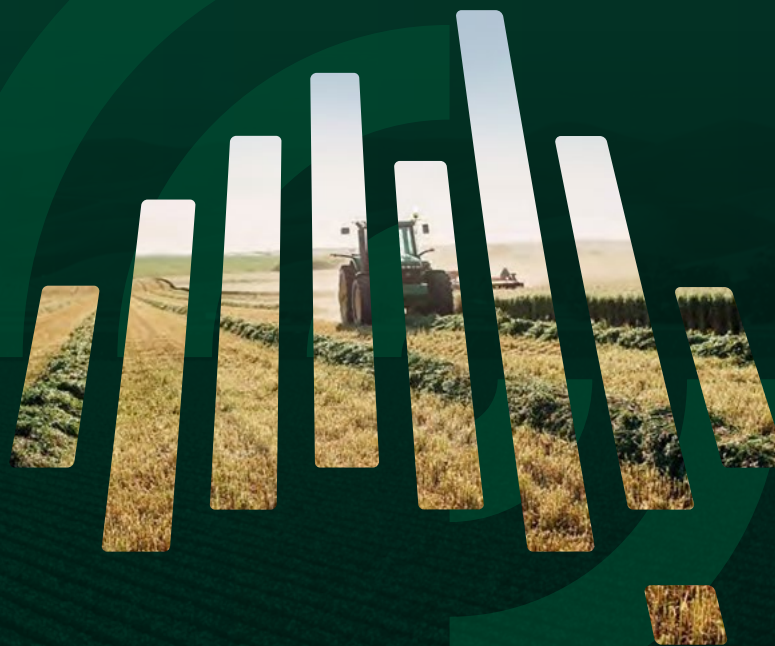
regionaltechhub.org.au

On Farm Connectivity Program

infrastructure.gov.au/ofcp

business.gov.au/grants-and-programs/on-farm-connectivity-program

**THANK YOU
FOR SPREADING
THE WORD**



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