



farmers for climate action

our vision and plan 2022-24





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Our vision

Farming Forever: Farmers and our representatives are climate leaders

Our mission

To influence Australia to adopt strong economy-wide climate policies and realise a prosperous and sustainable future, full of opportunity for farmers and farming communities.

About us

Farmers for Climate Action is a movement of farmers, agricultural leaders and rural Australians working to influence Australia to adopt strong climate policies by growing the number of farmers, regional communities and elected representatives championing ambitious action. We connect farmers with each other and support them to advocate for climate solutions both on and off farm. We are independent, non-profit and non-partisan.

We represent 7,000 farmers across Australia, and our supporter base includes over 35,000 Australians committed to climate action for agriculture.

Our members and our Board can be found across the country: from the tropical north of Queensland to the cooler climes of Tasmania, and from the wine growing regions of Western Australia right across to the sheep and cropping farms of New South Wales. Our staff members are spread across Australia, working remotely and from our office hubs.

We work closely with people and organisations across the agricultural and climate sectors to find opportunities to tackle the challenge of climate change and ensure rural communities' interests are represented.

We are an associate member of the National Farmers' Federation and a member of the Climate Action Network Australia.





How we work

- We are evidence-based and informed by the best available science.
- We are collaborative, inclusive and respectful.
- We respect and embrace the diversity and wisdom of farming communities.
- We are empowering our farmers to be bold and courageous and widening the space for rural Australia to take action on climate change.
- We are sustainable and are committed to being here for the long haul through being ecologically, financially and socially responsible.
- We are strategic and work towards delivering tangible, long-term results, while maximising our impact.

Our history

Farmers for Climate Action grew out of a meeting of frustrated farmers in the Blue Mountains in 2015.

Many had spent decades voicing their concerns about climate change to no avail. They resolved to get to work.

That year, more than 100 farmers signed a letter calling on the Federal Government to set stronger targets to reduce carbon pollution. Another group ran a crowdfunding campaign to send two young farmers, Joshua Gilbert and Anika Molesworth, to the UN Climate Talks in Paris.

In 2016 we set up as a formal group and ran a nationwide survey of farmer attitudes towards climate change and renewable energy. More than 1,300 farmers around Australia took part, and in November 2016 a delegation of farmers presented the Australian Farmers Climate Survey results to politicians and industry leaders in Canberra.

Thanks to our supporters, in 2017 our Board was able to employ a CEO and some of our most active members worked together to help set our direction.

Since then, our farmer member numbers have grown to thousands, our staff team has expanded and our supporter base increased. Our reach and influence continues to grow from the seed of an idea into a vibrant movement that is making real change on-farm, in country communities, and on the national stage.

What makes us stand out

We are the only farmer-led organisation that specialises in climate action.

Agriculture accounts for 15 per cent of Australia's emissions and yet we are the first organisation to focus on ensuring Australia reduces its emissions in a way that works for farmers.

We also help farmers communicate with the public about climate change. This is critical, as farmers are frequently recognised as some of the most trusted voices on climate change.

We are committed to bringing about multi-partisan political support for climate action and work across the political spectrum.

We work with farmers to influence rural and regional decision-makers to drive a rapid transformation of our energy system away from fossil fuels to renewables, and ensure farmers and country communities benefit.





Our impact

Since our inception, Farmers for Climate Action's work has been influential in shifting the conversation about climate change and farming, and putting a spotlight on the climate leadership that farmers are showing on-farm as well as beyond the farm gate.

Our farmer supporters have led the charge for agriculture to move forward on climate-smart agriculture, and we've been instrumental in key agriculture industry groups proactively undertaking steps to reduce emissions and champion climate action.

We have led campaigns which have called on political leaders to hasten the transition from fossil fuels to renewables and ensure rural communities benefit. Farmers for Climate Action has mobilised farmers to demand climate action from their elected representatives. We've informed and engaged MPs across the political spectrum, and this has resulted in a number of rural and regional parliamentarians making public commitments to climate action.

In late 2021, the National Party supported an economy-wide net zero emissions target by 2050, signalling federal bipartisan support for the first time for such a target. Our work meeting with, and briefing, MPs, elevating farmer voices and influencing ag sector policy, including the National Farmers' Federation's 2020 climate policy which supported a 2050 economy-wide net zero goal helped make this happen.

Other key advocacy highlights since our inception include:

- **Encouraging rural MPs to speak publicly** about the opportunities for rural and regional Australia from strong climate policy, including Federal Nationals MP Anne Webster distancing herself from coal and Victorian Nationals Leader Peter Walsh highlighting the critical importance of strong climate policy at FCA events
- **Launching our report "How can Australia's agriculture sector realise opportunity in a low emissions future?" by Ernst & Young**, which found that the sector can achieve net zero emissions by 2040 while increasing productivity and profitability.
- **National climate change and agriculture work program:** all state and federal agriculture ministers agreed to support the development of the work program in October 2019. The Victorian government is leading this process.
- **Launching our 'Foot off the Gas' briefing paper**, which highlights the social, economic and environmental impacts of the Federal Government's proposed gas-led recovery.
- **Regional Horizons:** outlines how rural and regional communities can lead Australia's response to climate change and thrive into the future. Aspects are already on their way to becoming a reality, with the Federal Government announcing Drought Resilience Adoption and Innovation Hubs which closely resemble our resilience hubs.
- **Creating a "Rural Futures" taskforce** that consulted with rural and regional community leaders to create a report that outlined a positive vision for rural and regional Australia beyond mining.

Our theory of change

We believe that if we grow the number of farmers, their communities and their representatives who are leading on climate-smart farming solutions and championing strong economy-wide climate policy, we can influence governments to implement climate policies that mitigate climate change and benefit rural communities.

We have also seen strong organisational and impact growth, including:

7,000

farmer supporters

1,200

agriculture industry supporters

35,000

supporters across Australia committed to climate action for agriculture

11,000+

petition and open letter signatures from farmers calling for strong climate policies

50+

agriculture influencers championing climate action

130

farmer spokespeople trained in media and advocacy

163

participants in our climate-smart agriculture and community leaders fellowship programs

830+

original media articles and mentions

50+

meetings with rural and regional MPs

8

rural MPs championing climate action

Our plan

Our mission:

To influence Australia to adopt strong economy-wide climate policies and realise a prosperous and sustainable future, full of opportunity for farmers and farming communities

Goal:

MPs are championing strong economy-wide climate policies

Goal:

Influential agricultural groups are championing strong economy-wide climate policies

Goal:

10,000 farmer supporters are working together to influence strong economy-wide climate policies

Goal:

Our organisation has the resources we need to realise our vision and mission

Goal:

We have shifted the conversation around strong climate policy from threat to opportunity for farmers and farming communities

GOAL 1

MPs are championing strong economy-wide climate policies

How we'll do it

Encouraging political leadership on climate by:

- Mobilising farmers and other people with influence to encourage MPs to express support for climate action
- Being a trusted and practical voice for MPs and their advisors
- Providing information, experiences and networks to political leaders that connect them to climate policy and solutions

Measures of success

- 6 rural MPs begin championing climate action in their parties and in the parliament
- 6 actions taken in Parliament by rural MPs demonstrating support of strong climate policy
- 20 rural MPs engage with our information

Picture of success

We have mobilised farmers to inform, engage and influence parliamentary representatives and established a growing number of climate champions who represent rural and regional Australia. This means they are speaking up for strong climate policies in the media, their parties and in the parliament.

These political champions for ambitious climate policies will be instrumental in setting a lasting multi-partisan political foundation for strong climate action that benefits regional Australia. These policies will make sure we have the climate stability we need for farmers to thrive and for regional prosperity for generations to come.

GOAL 2

Influential agricultural groups are championing strong economy-wide climate policies

How we'll do it

We support leadership in the ag sector on climate, by:

- Growing the number of ag sector representatives (drawn from state, national, commodity and production groups) and advisors who are climate champions
- Participating in ag sector processes and decision-making forums to advance strong climate policy within industry
- Mobilise farmers and other people with influence to encourage the leaders of agricultural representatives groups to express support for climate action
- Partnering with farming and farming community groups to support climate initiatives that support farmers to adapt to and mitigate climate change and strong climate policy economy-wide
- Elevating, and/or partnering with, strategic corporate allies to advance priority objectives and policies

Measures of success

- Leaders of state, national and commodity ag groups are publicly supporting strong economy-wide climate policy
- All influential ag groups committed to strong economy-wide climate policy

Picture of success

By engaging with influential agriculture industry groups, their leaders and advisors, Farmers for Climate Action will inform and enable a growing number of climate champions in the agriculture sector. These industry representatives and advisors will advocate for strong climate policies that reduce emissions, both in their industry and across the economy. We'll see climate change as a central issue at major ag industry events.

Farmers for Climate Action will be instrumental in advancing climate solutions within influential ag sector organisations and we'll see further action to reduce emissions and sequester carbon from agriculture. With the influence of the ag sector, we'll also see recognition from governments that they, in turn, need to drive down emissions across the economy to ensure farmers can have the climate stability they need to thrive.

GOAL 3

10,000 farmer supporters are working together to influence strong economy-wide climate policies

How we'll do it

We will build the movement of farmers and regional Australians working together to influence strong climate policies, by:

- Fostering a network of farmer champions with skills in climate policy leadership, communication and advocacy
- Supporting farmer champions to create formal and informal networks that share on-farm knowledge and build support in their regions for strong climate policies
- Expanding our online and physical presence and reach to increase awareness of Farmers for Climate Action as a movement
- Engaging farmers with actions and events that build pressure on decision-makers to deliver strong climate policy
- Growing our committed volunteers

Measures of success

- 3,000** new farmers and graziers are recruited, growing our supporter base to 10,000 farmers and graziers from all across Australia, representing a broad cross section of agricultural industries
- 12,000** individual actions by farmer and grazier supporters
- 150** supporters regularly volunteer with Farmers for Climate Action, holding stalls at field days, distributing farm gate signs, helping with events etc
- 250** farmers and graziers participate in capacity building training, including leadership and advocacy that allows them to elevate their voices in their communities, industries, with MPs and in the media

Picture of success

Over these three years, we will have continued to grow and mobilise our network of farmers, amplifying their call for strong economy-wide climate policy that allows agriculture to thrive into the future.

Our farmer supporters will share information and ideas to achieve climate stability and regional renewal focused both on-farm and beyond the farm gate. They'll engage with other farmers, with ag industry groups, and with their elected representatives.

We will have worked with farmers to influence rural and regional decision-makers to drive a rapid transformation of our energy system away from fossil fuels to renewables, and ensure regional communities are receiving their fair share of the benefits.

GOAL 4

We have shifted the conversation around strong climate policy from threat to opportunity for farmers and country communities

How we'll do it

We provide leadership on the narrative shift and empower others to put this into action within their communities by:

- Regularly training and upskilling farmer champions in climate, energy, advocacy and media
- Supporting farmer champions to speak publicly in their communities, at events and in the media
- Facilitating meetings between farmer champions and MPs
- Providing tools to farmer champions to support conversations within their communities and peers
- Producing credible reports, policy proposals and thought leadership

Measures of success

- 150** new original national media mentions
- 100** new original rural and industry press mentions
-  Increased social media followers and strong engagement with content targeted to rural audiences, with 25,000 Facebook followers, 15,000 Twitter followers, 7000 Instagram followers and 500 YouTube subscribers
- 150** new farmer voices speak up in the media, supported by media training
- 100** farmers complete persuasive conversation training and 80% report using these skills to engage in climate conversations in their communities
- 2-3** new major reports produced that demonstrate climate policy solutions and spark conversations in the media, in ag industries, and between farmers
- 30** additional climate-smart ag case studies and resources published

Picture of success

Farmers for Climate Action will have brought new ideas and policy solutions that transform the way climate change and farming is discussed in Australia. We'll demonstrate that ambitious policies to address climate change are essential to bring long-term prosperity and opportunity to regional Australia.

We will have made farmers a central voice in local and national conversations about climate change, talking about what's needed to make sure farming in Australia can thrive for generations to come.

Farmers will continue to be trusted voices on climate action, and we will have provided training and platforms to elevate their voices in the media and in their communities.

GOAL 5

Our organisation has the resources we need to realise our vision and mission

How we'll do it

In order to make our work possible and realise our goals, we will:

- Leverage our Board’s skills, networks and passion to provide stable, forward-looking governance
- Raise the funds we need to realise our goals, and boost our reputation and reach
- Hire the best staff and give them what they need to succeed, and strive to become an employer of choice
- Maintain best practice management for not-for-profits
- Partner with people and organisations whose goals are aligned with ours

Measures of success

- 3 additional Board members appointed
- \$3 million dollars annual budget
- ↑ Growth in staff numbers, with strong retention and staff satisfaction reported
- 1-2 key partnerships established which extend our reach and influence

Picture of success

In these three years, Farmers for Climate Action will have further grown our human and financial resources, providing a solid foundation to achieve our mission and goals. We'll benefit from the leadership and governance of an engaged Board with diverse skills and experiences, who are passionate about ensuring farmers in Australia have a stable climate future. We'll continue to attract talented and passionate staff, and they will have the tools and training they need to realise our goals.

We will have taken opportunities to partner with like-minded organisations and people, to further our mutual goals in efficient and impactful ways.



Thank you to our partners,
funders, regular donors and
passionate supporters. We
look forward to working with
you to continue our impact.



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