



AMBASSADOR PROGRAM FOR FARMERS

Farmers are a trusted voice among the community and their peers. The public, journalists and the dairy industry want to hear from 'real' farmers about their own experiences. Skilled, confident, communicative dairy farmers armed with strong messages, speaking positively and proudly on behalf of their industry reinforces the overall value of the dairy industry.

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 WILL DAIRY AUSTRALIA PROVIDE AS PART OF THE PROGRAM?

- Specialised training workshops
 - 1 Delivering effective presentations
 - 2 Social media engagement
 - 3 Media training – interviews, issues management etc.
 - 4 Key message delivery for consumer campaigns
- Suite of resources including social media tips, key messages, issues management tips.
- Monthly communication to Farmer Ambassadors via email to provide updates on marketing campaigns, resources, current industry issues and opportunities.
- For each consumer campaign we will provide a campaign kit including key messages, useful assets (e.g. Links to videos, infographics, webpage, images) and ideas for how to be involved and share the campaign.

WHAT WILL BE REQUIRED OF ME AS A FARMER AMBASSADOR?

We acknowledge that for many farmers availability and time off farm can be limited and that every individual has unique interests and skills to offer. We will commit to tailoring opportunities and engagement to individual needs however, the following will be expected of participants over the 12 months of the program.

- Participation in 3 x 90 minute training workshops via zoom
- Quarterly check in with the program lead and fellow ambassadors via zoom to provide support and share experiences.

- Participate in a minimum of four opportunities to promote the industry or Dairy Australia programs. This could include;
 - A presentation at a conference, community group or forum
 - Participation in a marketing campaign (e.g. farming case study, talent in advertising or a media article)
 - Amplification of a consumer marketing campaign via the media, social media
 - An interview with media

In addition to the above, during the first session the group will discuss and agree on suitable ways of working, group commitments, roles and responsibilities so that we understand what is required for the effective success of this program.

HOW LONG AM I COMMITTED TO THE PROGRAM?

The program will run for 12 months from the initial workshop sessions.

We hope to build a community and alumni of passionate farmers to provide an authentic, trusted and positive voice for the dairy industry. So, while each year a new group of farmers will go through the workshops to be formalised as ambassadors in the program, it would be great 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.

WILL I GET PAID?

Farmers will be reimbursed for travel expenses for each opportunity.

WHO YOU CAN CONTACT

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