

AUSTRALIAN AGRICULTURAL SUCCESSION

FARMERS' PLANS FOR THE FUTURE

The Australian agricultural landscape is on the verge of a massive generational transition, driven by an aging workforce where 40% of farm owners and managers are over 60. Over the next five years, nearly half of current owners plan to retire—triggering the transfer of ~15,000 farms valued at over \$250 billion in land alone. Two-thirds of these assets are anticipated to remain within families, while one-third will go to market.

The Research

Sample: Representative cross-section of 355 farm owners and 52 adult farm children across all Australian states and agricultural sectors.

Methodology: Mixed Online/CATI

Timing: August 2026.

The Highlights

Anxiety without action

Succession planning is a tense balance between emotion, legacy, and family dynamics on one side, and financial viability and strategy on the other. Despite significant worry, 57% of farm owners lack a formal, up-to-date succession plan. In most cases, only a health crisis or aging scare will prompt action.

Fair does not mean equal

Owners prioritize preserving family harmony while balancing a fair outcome for all children, though "fair" rarely means an even split of farm assets.

Trusted relationships

Retirement guidance is sought almost exclusively from long-standing personal advisors—primarily accountants, lawyers, and financial planners—alongside family members. However tax, estate planning, or major financial decisions and purchases are a way to connect for other organisations.

Optimism

Farm owners remain optimistic about the future of Australian farming. They are actively seeking investments in modern machinery and agri-tech to build sustainable, efficient operations for the next generation or to maximize sale value.

Key takeaways for brands

- **B2C Relationship Retention** - Nearly 20% of customer relationships may shift over the next 5 years, bringing different priorities, challenges and brand loyalties.
- **Relationship advantage** - Professional service providers (accountants, lawyers, planners) hold a first-mover advantage due to existing trust. External brands can join the conversation around tax, estate planning, and major investments.
- **Agri-tech** - Leverage enthusiasm for new technology. Frame tech and machinery investments as asset-enhancing tools that ensure long-term viability and ease the generational handover.

