

# SAFETY ON THE LAND: AUSTRALIAN AGRICULTURAL WH&S INSIGHTS

The Agricultural work health and safety study offers a critical look into the risk-prevention behaviors of Australian farm owners and managers.

## The research

The study was conducted as a partnership between ACM, and Australian Regional Insights, a specialist regional and agricultural market research agency.

- Participants: 157 farm owners and managers.
- Timeline: February 23rd – March 1st, 2026.
- Method: online survey.

## The mindset gap

The study reveals a culture where risk is normalized as an inherent part of the job. There is a prevailing sentiment that "common sense" outweighs formal processes. Consequently, many agri-decision-makers are operating without a full suite of WH&S processes.

*"Farm safety is common sense. It doesn't need overloading with bureaucracy."*

To learn more about this study, please contact  
Laura Allen, Research & Insights Director  
Phone: 0437 306 547  
[Laura.Allen@austcommunitymedia.com.au](mailto:Laura.Allen@austcommunitymedia.com.au)

## The risk landscape

Australian farms manage an average of 6.9 key risk items, with most farms having tractors, water and fuel tanks, open bodies of water and motorbikes. Despite the complexity of these environments, a significant knowledge gap exists with only three quarters of younger agri-decision makers (Gen X and Millennials) aware of the WH&S responsibilities of owners and managers.

## Processes vs. reality

While the risks are high, the adoption of formal safety procedures remains low. Because risk is seen as "part of the job," formal documentation is often viewed as "red tape" rather than a tool for protection. Less than half have induction checklists, risk registers, and tag out procedures. Chemical safety is a notable area for education, with 3 in 5 having a hazardous chemical register and only a third storing all hazardous chemicals in a spill containment system. Similarly, farmers would also benefit from a reminder about the importance of helmets, with only half viewing them as mandatory.

