

FFN SURVEY REPORT 2017



EXECUTIVE SUMMARY

In July 2017, Future Farmers Network conducted a survey among 800 young Australians working or studying in Agriculture. A key objective of FFN is to provide the ongoing national platform that provides a voice for agricultural youth across Australia. In support of this, FFN must understand the ever-changing issues and concerns for our members as well as the areas that need further support.

THE OBJECTIVES OF THE 2017 FFN SURVEY WERE TO:

- Define the FFN community and explore how they operate in the industry
- Confirm the requirements of the FFN community are being adequately serviced by FFN
- Capture the challenges faced by the FFN community and their attitude towards the government policies surrounding those concerns
- Develop a program for Youth Ag Council (YAC) 2017 based on the survey results

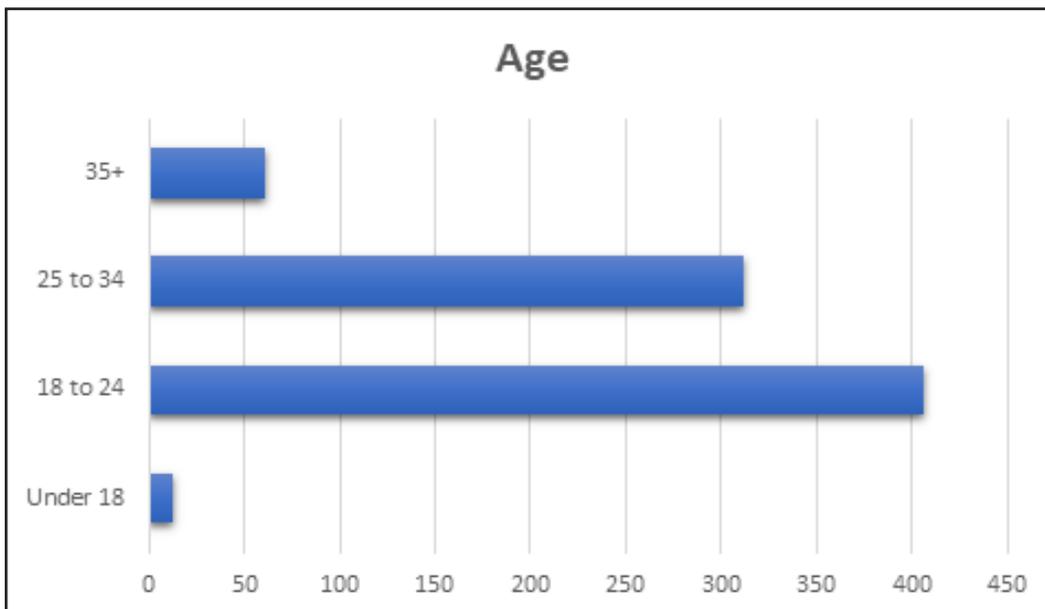
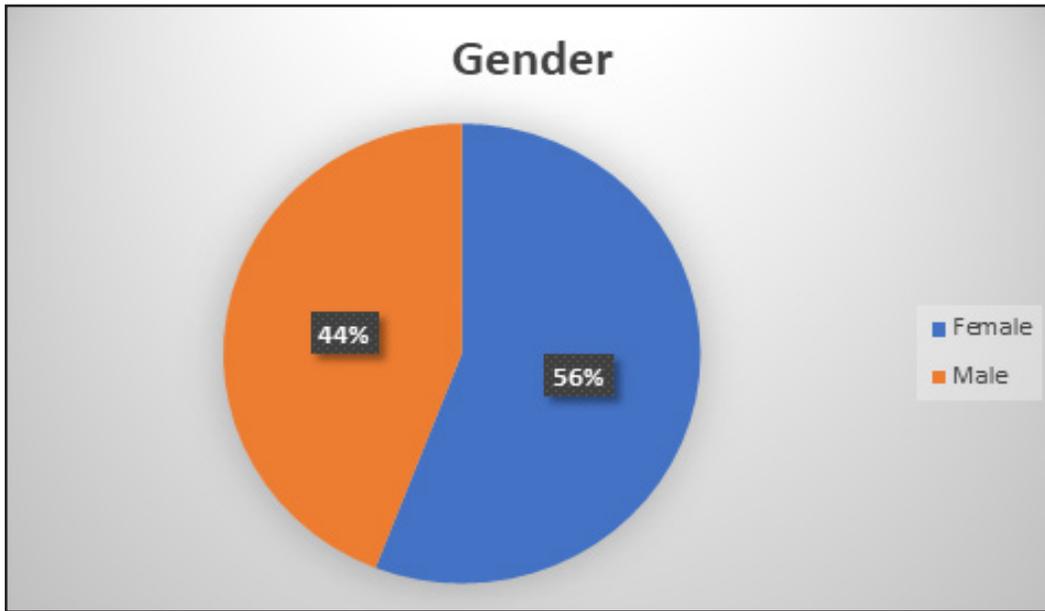
The survey was conducted by means of a questionnaire shared with the FFN community. The first part of the questionnaire dealt with demographics and FFN feedback, the second section was concerned with the current challenges and attitudes towards Australian agriculture.

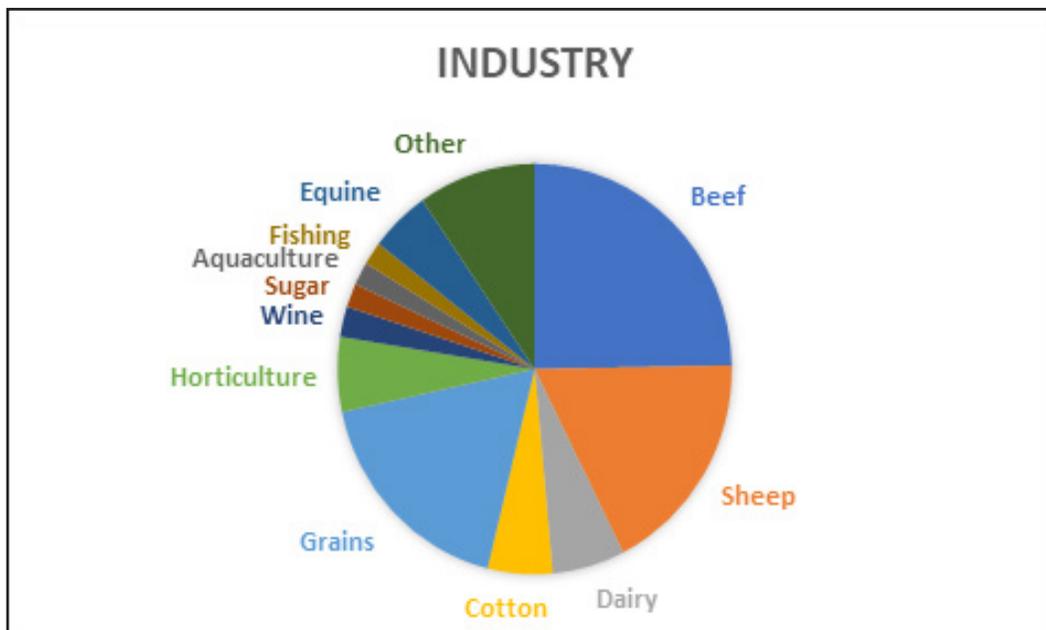
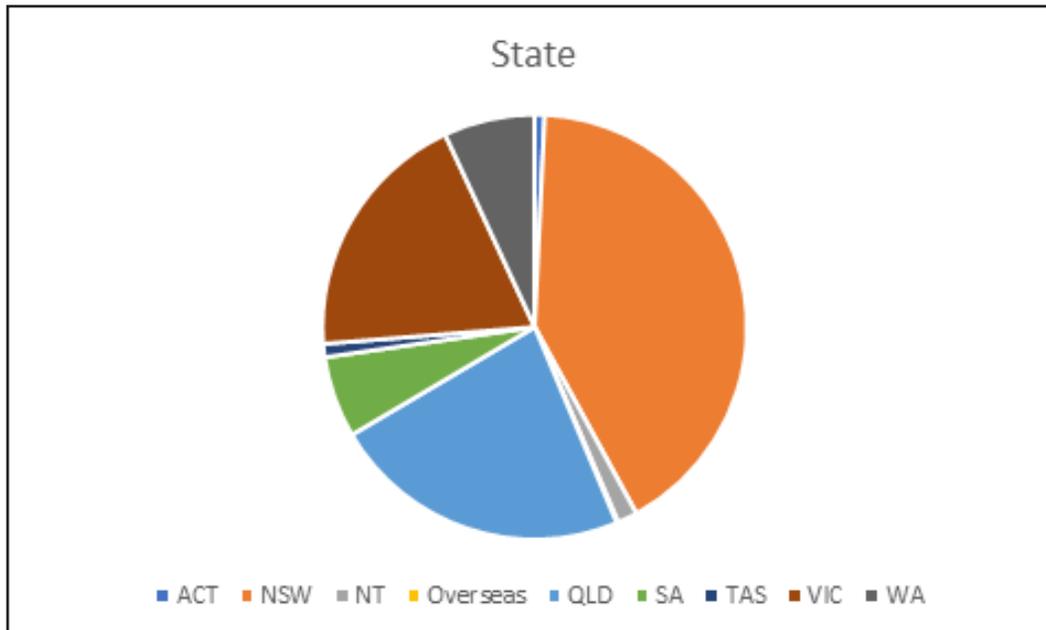
Key take outs from the survey include:

- The FFN Community are most interested in Career Path Advice, New Technology and Financial Literacy.
- The highest ranked policy issues amongst young Australian agriculture professionals are Water & Natural Resource Management, Drought and Education.
- Respondents were very keen to hear from a range of speakers in particular: Twiggy Forrest, Catherine Marriott, Anna Speer and Barnaby Joyce
- Over 50% of respondents are sourcing their information online or through industry publications.

DEMOGRAPHICS

As expected the majority of respondents were in the 18 to 24 age category with slightly more female respondents than males. There was a good spread of respondents from all Australian States and Territories plus a few overseas based respondents across a wide range of industries



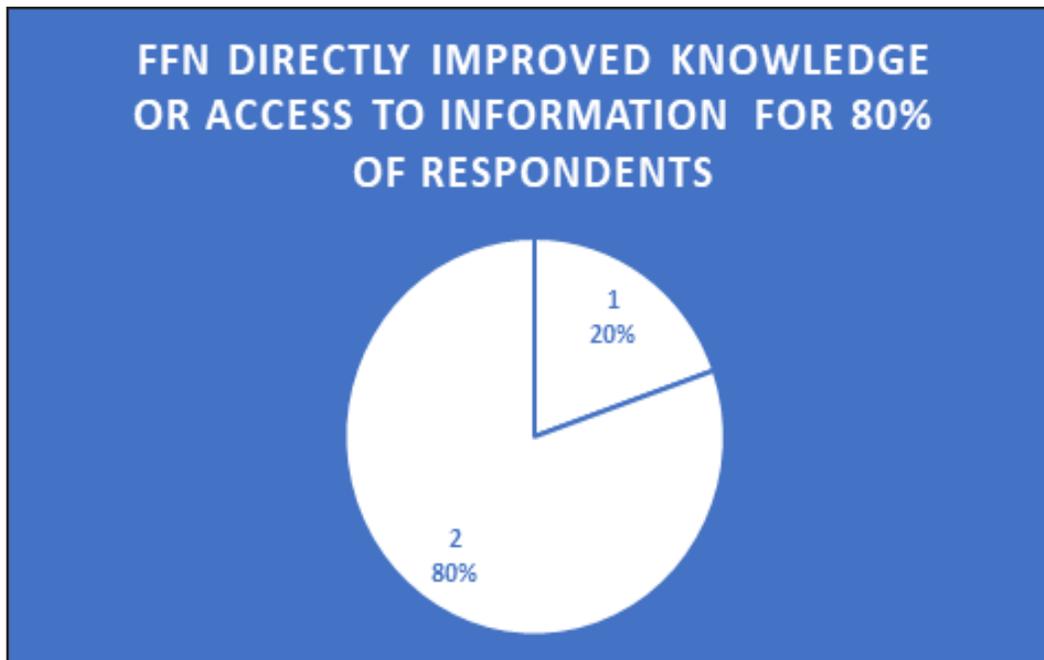
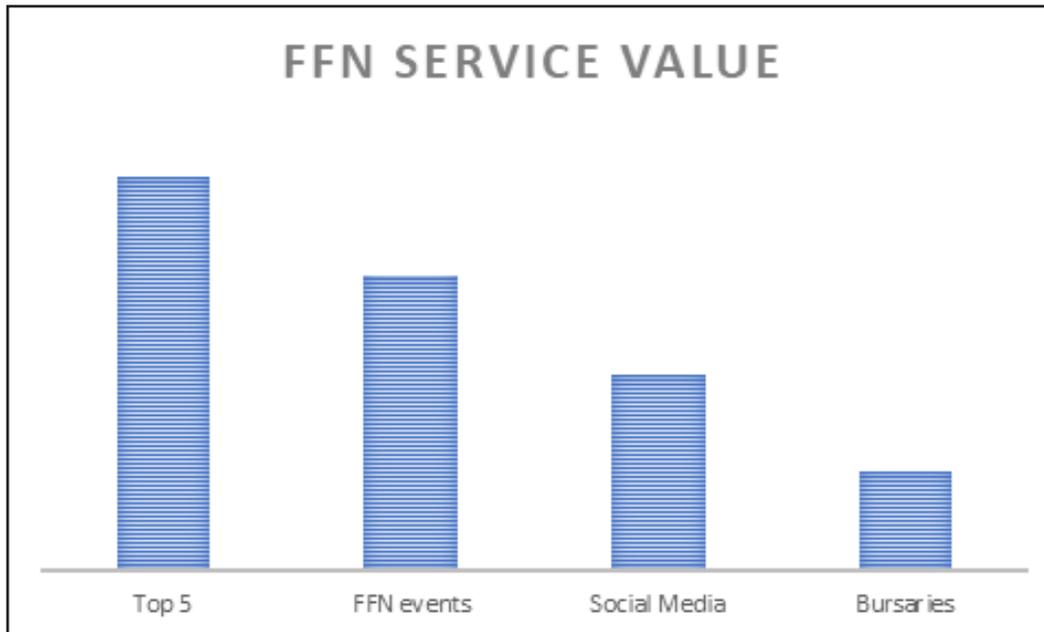




FFN MEMBERSHIP VALUE

FFN was pleased to see that we scored an average of 4/5 for overall membership value. Similar to previous surveys the 'Top 5 Newsletter' was rated as the most valuable aspect of FFN membership. FFN is proud to have directly impacted and improved 80% of members knowledge or access to information around Australian agriculture.





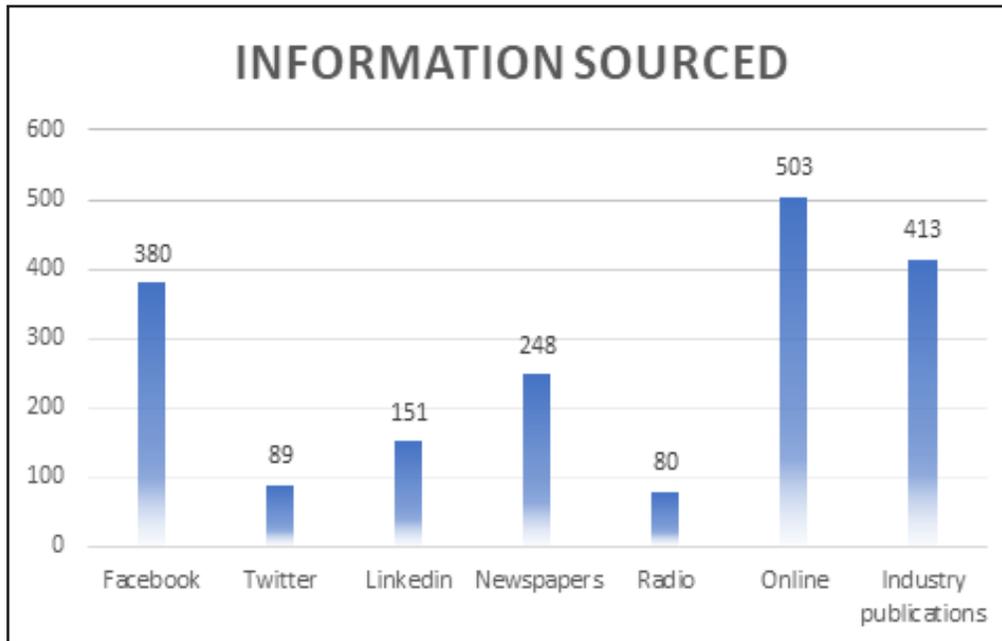
MEMBER PRIORITIES

Interesting to see a shift in members priorities when it comes to topics we should be focussing on. In previous years access to land and capital has dominated however this year members are interested in greater career path advice, new technology updates and financial literacy.

From an FFN perspective, we will be implementing a greater focus on technology advances and continuing our new 'Job of the Week' feature. We have recently partnered with both CQU and RuralBiz Training which will be our experts when it comes to career path advice. It is quite timely that financial literacy is a priority given our recent involvement with the Young Farmer Business Project and nominating an FFN Director to be a part of the steering committee, we will also continue to focus on these priorities at FFN events and webinars.

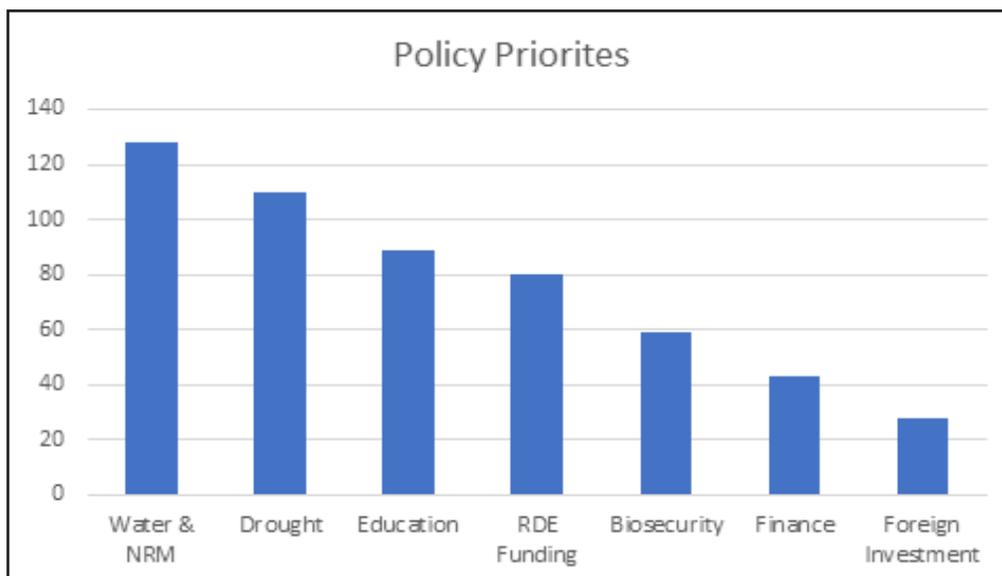


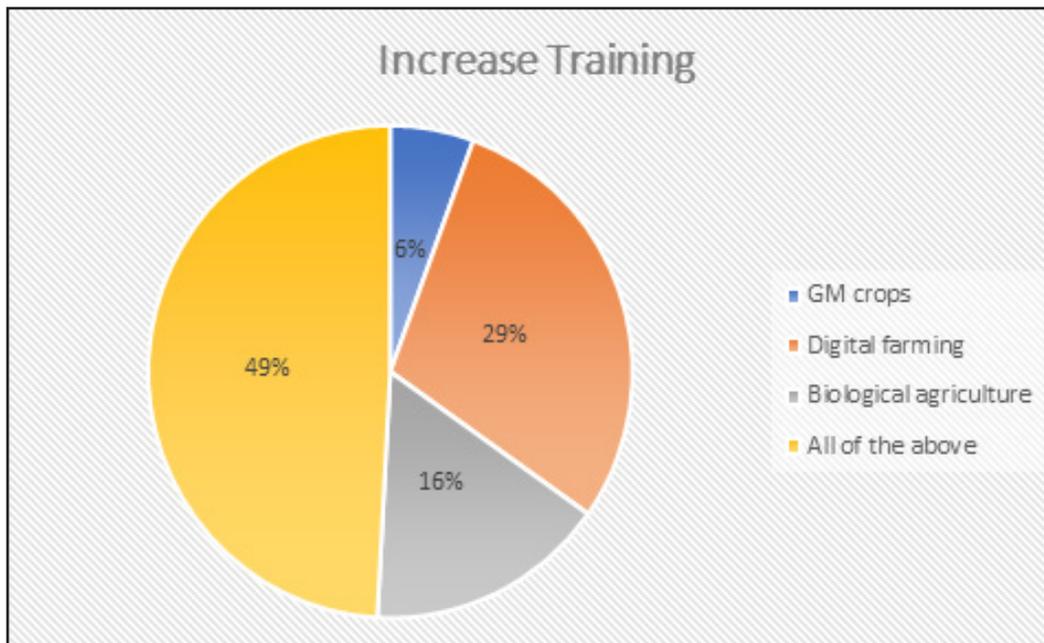
In terms of where the FFN community is accessing their information, Facebook, industry publications and online content are the dominant channels. This aligns and resonates with FFN's communications strategy through the Weekly Top 5, Facebook, G'Day You Got A Minute and member emails.



FFN advocates for young Australians in agriculture through our membership with National Farmers Federation and World Farming Organisation as well as the use of our survey's and poll's. When members we're asked which policy areas need attention, water & natural resource management, drought and education are the top three. Interestingly, despite the media attention, foreign investment is the least prioritised policy area, have we come to see the end of the mass fear generated by foreign investment, and to welcome foreign investment?

Respondents are looking for increased training around digital farming, biological agriculture and GM crops. As an average, the FFN community's access to mobile and internet service is three out of 5 stars.





Access to communication including mobile and internet access

