



“Look Out – Kids About” Kids Farm Safety Day Organising Guidelines

With thanks to Tasmanian Women in Agriculture Inc and Proactive Agricultural Safety and Support Inc for their support in preparing these guidelines.

These guidelines are available via: www.twia.org.au together with copies of the program of events and photos to provide ideas on how to hold an event in your local area.

What are Kids Farm Safety Days

The first Kids Farm Safety Day was facilitated by Women Tasmania in Smithton in 2006. In 2008, Tasmanian Women in Agriculture (TWiA) Inc and Proactive Agricultural Safety and Support (PASS) Inc formed a committee to coordinate an event for Northern Tasmania. Close to 200 people attended this event – a considerable majority being kids!

Kids Farm Safety Days are best organised by local committees who make key decisions, develop a theme and the weekend program. Each Kids Farm Safety Day reflects the unique culture of the host community.



Why are Kids Farm Safety Days important?

Did you know that around 20 children under 15 years are fatally injured on an Australian farm every year and many more are hospitalised or treated by General Practitioners across rural Australia?*

Farms are great places for children to grow and develop, when we create a supportive environment, but safety for children on farms is a major concern - often we do not know where to start.

*Source: Farmsafe Australia visit www.farmsafe.org.au

Kids Farm Safety Days aim to raise awareness of safety on farms. The events are targeted at children who will come along with their parents and guardians to participate in the day's activities.

What makes a successful Farm Safety Day?

These best practice elements have been developed from what has worked well at the past two Kids Farm Safety Days. The following pages detail some best practices that will assist a smooth event.

Make sure you also check out the additional pages regarding , delegation of roles, budgets, program and activities. The State Program Officer for Tasmanian Women in Agriculture holds copies of previous Kids Farm Safety Day correspondence and financials that may assist also.

You will need to establish and maintain a small working account for holding the event. Your committee may also seek sponsorship for the event and if your committee is not incorporated, this may prove a challenge. An option is to seek support from a local incorporated community group or business to auspice your event. This means that any sponsorship you obtain is auspiced under the arm of the incorporated body who ultimately has the financial responsibility, sponsorship obligations etc for the Kids Farm Safety Day. Therefore, it is important that your Organising Committee keep the auspice body fully informed of progress and proposed budgets etc. All sponsorship proposals must be perused and agreed to by that Organisation. You may not have to arrange registration for GST if you are aupiced under another entitiy who have their own ABN. This means that you may not have to collect GST on income nor do you have to claim back any GST paid.

Public Liability Insurance:

Risk management is now a central feature in planning the development and organisation of an event. Event developers should ensure that the planning for appropriate public liability insurance is a key component of their event risk management strategy. Local government in Victoria and Tasmania have developed the Community Group Insurance Scheme (The "Our Community" Scheme) that offers competitively priced insurance to low risk community organisations that have links to local government. Visit www.ourcommunity.com for a checklist of questions and answers.

Official Guests

An official guest list can include the Minister for Primary Industries and their respective opposition representatives. Other key decision makers might include the local Mayor, councillors, Chair of the TFGA, Aboriginal elders, key community people, major sponsors etc, local parliamentarians etc.

Basic Program

A basic program is included in a separate section on the website www.twia.org.au. A welcome is usually informal as often farming families have travelled some distances and do not want anything too heavy or late.

A brief official ceremony may be held to indicate the importance of farm safety and acknowledgement of key sponsors. It is important to acknowledge aboriginal land as part of this. Maybe a local aboriginal elder could be invited to do this. The local Mayor is also a good person to do a brief welcome.



Role of key players outside the Gathering Committee

Sponsors and (in-kind) Supporters

Sponsorship and in-kind support is crucial to any event and Kids Farm Safety Days are no different. Engaging support from smaller local businesses as well as the larger corporates is important. A useful way of distinguishing different levels of sponsorship is to set amount benchmarks and think of 'sponsors' as giving you funds and 'supporters' as providing good or services in-kind.

It is important that Farm Safety Days remain community-based events and are not seen as exclusive 'branded' events such as "the blaa and blaa Safety Day". Sponsorship needs may vary but a ball park figure is to develop a budget of around \$4,000 for give-aways, speakers, child care, travel, gifts etc. As part of the free community event, a lunch (normally sausage sizzle) is provided to attendees.

Sponsorship can be used for items such as:

give-away signs to be established to put at the front of your property (see example on the website www.twia.org.au),

reversing beepers for vehicles

Refreshments

Colouring in Competition materials

Entertainment for children

Hire of equipment to establish the safety day



Kids Farm Safety Day Committee

Kids Farm Safety Day committees are usually made up of a diversity of local people who are enthusiastic and keen to showcase their region. It is always a bonus to have committee members who have been to a Farm Safety Day before.

Committee members do not need to have any special qualifications although it is good to have representatives from key organisations, groups etc from across the community who have a wide range of skills and networks.

In addition, it is best if there is a smaller 'core committee' of 4-7 people who can meet more regularly and make key decisions. One to two members from that committee needs to be the Farm Safety Day convenor. This is very important as they are the spokesperson and liaise with the media etc. If decisions need to be made in a hurry they need to know that they have the committee's support and trust to make these.

The core committee will need to support and assistance of a broader committee which takes on specific sub-committee roles such as coordinating speakers, displays, child care, workshops, catering, sponsorship, administration, registration, venues, media etc.

Representatives from Women Tasmania or your local council may also be able to assist on any issues for the planning of a Farm Safety Day.

Venues, Timing and Childcare

A large venue where everyone can come together for the main activities, speakers and closing is essential. The Safety Day can attract around 150-200 participants throughout the day. How do you judge interest – think about your program, timing of the event, location and the finances. These aspects can make a difference to each individual. It is also important to have spaces for activities such as the local school, TAFE or community hall.

Lack of time continues to be a major issue and committees need to plan carefully for each element – especially free time for networking and more importantly, children to have fun and explore!. Generous time should be given for lunch and tea breaks so that farming families have the opportunity to talk as well as view displays. It is also time for sponsors and service providers to talk to farming families.

A common pitfall of Kids Farm Safety Days is trying to organise activities for every minute. They are also very important for networking and for families to share some common experiences. Time for this must be allowed in the program.

Childcare is normally a requirement at any event if young people are going to attend. Local councils etc are a good place to start for information on what is available. Having said that, children should not be left alone at the Kids Farm Safety Day as the concept is that farming families should be sharing the knowledge together.

Children should be under the supervision of adults at all time and your organising committee should not be responsible for children left at the event un-supervised by a parent or guardian.

Public Liability Insurance

A copy of this insurance must be held by Committee Treasurer as you will be required to show this for any marquee requirements etc. \$10million in public liability cover is held. You will also need to check with your local council regarding any temporary structure requirements. A Event Risk Management framework is held on www.ourcommunity.com and MUST be completed by the committee, as part of your event organisation and OH&S requirements. Any risks highlighted must be minimised/eliminated BEFORE the event is held.



Look for a diverse group of people on your committee – it adds to the event

“Kids Farm Safety Days are about showcasing your local area and the importance of raising farm safety awareness to our children, our industry and communities”



The Program

Safety Themes

Themes can help to create a focus for speakers and presenters. Past themes have included “ATV’s chainsaw demonstration, resuscitation for children, surgeons speaking to adults etc.

Keynote Speakers

The best keynote speakers are topical, motivational, and entertaining for children. Many families do not get the opportunity to hear dynamic speakers spreading the serious message about safety. FarmSafe Inc, a local

farmer, a representative from WorkCover, TWiA or PASS or your local TFGA representatives can be options to consider. This can be one of the more expensive budget items so may need some good negotiation skills. It is also attractive for sponsorship.

Department Primary Industry

Speakers can be obtained from Department Primary Industry and Water on an area of interest.

Panel and issue sessions

Farm Safety Days can be an avenue for key issues to be

filtered through to decision makers. A panel discussion can be an option. These need to be well facilitated to ensure they do not dominate the agenda. The committee may agree to key recommendations from the Farm Safety Day and produce a report to be sent to decision-makers.

Safety Stories

Farming Families telling their stories of their life experiences can be a great reality check and people often identify with these.



Don't forget the most important element – the children and organise fun activities

Workshops and activities

You can organise a varied program of indoor and outdoor activities.

Make sure your program is not totally filled up with workshops as people can be “workshopped out”.

Children do not want to be at workshops they want to be active so think about:

- Specific variety show from a local group that has a safety theme for

young children to dance and be active in.

- Colouring in competitions are also fun
- FarmSafe Inc (based in Victoria) can also offer some resources or ideas.
- Think about safety equipment, signs and other industry equip-

ment that children may be exposed to and seek out representatives for displays or giveaways.

- TAFE Tasmania are a wonderful resource to provide safety demonstrations such as Chainsaw handling or tractor demonstrations or off-road bike dangers

“Kids Farm Safety Days should be fun and interactive to get the message across”

Industry Partners

Kids Farm Safety Days are a great way for industry to network with farming families and local community members.

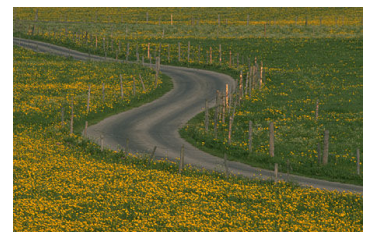
Think about approaching your local service clubs to seek assistance with organisation or catering.

Industry Partners can also provide ideas for activities and assistance with promotion of the event.

Promotion of your event is important. See the website www.twia.org.au for an example of a media release. Consider seeking assistance from your local council and media in promoting

attendance. You may wish to approach local networks and ask them to post out event notices to their members. At the end of the day, how you promote your event is up to you and you may have some unique ways on how to do this.

Don't forget about the unique opportunity that this event can provide to promote your area.



Kids Farm Safety days can also be a unique way to showcase local industry



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Contact details

For more information contact via email:
info@twia.org.au

Registration Form and Program

You may wish to establish a registration form so that you have an idea of numbers for the event. Your form needs to be simple and provide information on the program, workshops, speakers, childcare, etc. It must also include key sponsors that have been confirmed as it is the first opportunity for them to receive coverage of their support for the event.

Costs should be kept to a minimum and ideally the event should be free. Connecting farming families from the same area may mean they can 'car pool', arrange a bus and share costs of transport.

Refreshment, Give-ways, Entertainment and the Budget!

Lunch and refreshments are normally provided free of charge.

Your entertainment, should you choose, needs to be sensitive to different tastes and to children of various ages. Humour can sometimes offend, so think carefully and if you can, view your entertainment before booking.

As an approximation \$4,000 should be considered to establish the day this includes provision for:

- Signage for give-aways 200 signs cost \$1,000
- BBQ and refreshments \$1,000
- Other give-aways or entertainment and activities \$1,000
- Event establishment costs such as hall hire, display boards, media etc \$1,000

Displays

Displays are reserved for your key sponsors and/or relevant organisations. They work best when they are interactive and relevant.

Time needs to be set aside so participants can view displays, talk to service providers and collect information. They also need to be set up in areas where lunch, morning and afternoon teas are held so farming families can wander through in these breaks.

Registration Packs or Give-Aways

Registration packs are normally provided to each farming family. These include information from your key sponsors and/or relevant organisations. Also included is the program with details as to workshop locations and confirmation of activity details.

Take care on what is included in the pack and how the pack is provided. Often Key sponsors may provide a satchel however you can be innovative with recycled materials, calico bags etc. Writing materials are good so that people can take notes through key speakers and workshops. A successful give-away at Kids Farm Safety Days are safety signs warning people entering the farming enterprise that children are about. Refer to www.twia.org.au for an example of these.

Try and limit the amount of reading material provided so that people do read the material - information overload may tempt some people to simply throw it away.

Report

It is important to record the event as it is an opportunity to voice to decision makers and sponsors if issues are raised. Planning and allocating responsibility and time of report preparation before the Safety Day can save lots of effort afterwards. A report on the financials also needs to be provided to your auspice organisation should you be using this option to organise your event.



Celebration - it is important to plan a celebration with all committee members when your Farm Safety Day is over - you will have earned it!