RURAL MEDIA FARM INJURY DASHBOARD

Explanatory Notes

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THE UNIVERSITY OF
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AGHEALTH AUSTRALIA

Contents

1. Scope

The information presented in the Rural Media Farm Injury Dashboard is based on data collected from media reports.

2. Exclusions

Deaths which do not occur on a farm

Deaths that take place in locations other than a farm, including transport and recreational areas outside of agricultural properties are excluded from this dataset. These deaths are not associated with farm-related activities, environments, or incidents.

Deaths due to natural causes

Death due to natural causes refers to a death that results from old age or a medical condition or disease. The National Coronial Information System (NCIS), codes a death as natural causes when the person did not die from external causes. External cause death is any death resulting directly or indirectly from environmental events or circumstances (WHO, 1992).

Deaths due to persons undertaking criminal activity

Persons fatally injured while undertaking criminal activities are excluded from this dataset.

Intentional deaths

Deaths resulting from self-harm are excluded from this dataset.

3. Definitions

Farm Injury or Fatality

Farm injuries and fatalities are defined as those unintentional incidents occurring to farmers, farm workers, as well as to those in the farm workplace such as bystanders and/or farm residents/visitors during leisure but harmed by hazards on the farm. Cases occurring in residential premises are excluded.

Worker

All identified cases of persons who were injured or died from injuries sustained while they were working are included.

Bystander

A bystander refers to an individual who is not directly involved in the work activity or task and/or isbeing cared for and is affected by an incident. This may include visitors, or individuals in the surrounding environment who are unintentionally harmed as a result of workplace hazards or activities.

Operator / Controller

An operator or controller refers to the person operating or controlling the farm vehicle, machinery or equipment at the time of the incident.

Passenger

A passenger refers to the person sitting in a passenger seat or in the rear tray of a farm vehicle or being carried as a passenger on farm machinery or equipment at the time of the incident.

4. Data process and sources

a. Data process

Data is collected through a commercial media tracking organisation to scan daily, weekly and monthly publications Australia wide. This inlcudes print or online media and social media platforms. Media sources are scanned for various designated search terms (e.g. "farm*", "agric*", "growers", "producers", "horticulture").

b. Source: Meltwater

Meltwater is a global company that provides media intelligence and social analytics solutions. It offers tools for media monitoring, social listening, competitive analysis, PR analytics, and influencer marketing. Meltwater helps businesses track news, social media, and online conversations to gain insights into brand reputation, market trends, and customer sentiment. The company's AI-powered platform aggregates data from millions of sources, enabling organizations to make data-driven decisions.

5. Coding

a. Farm Injury

The available data from media reports are coded using the Farm Injury Coding Framework,[1] with fatalities and injuries including both work and non-work related activities included. Each case is coded in relation to demographics, role in event (e.g. operator, bystander, passenger), work relatedness, relevant causal agents of injury (dams, tractors, grain augers, quads etc.), mechanism of injury, toxicological results (alcohol/drugs) and other context specific information as applicable such as helmet usage, loads and rollover/runover.

b. Statistical Area Level (SA)

Geocoding data utilised for the dashboard is 2021 Statistical Area Level 3 (SA3).[2] Statistical Areas Level 3 (SA3s) are geographic areas built from whole Statistical Areas Level 2 (SA2s). They are designed for the output of regional data, including 2021 Census of Population and Housing data. SA3s create a standard framework for the analysis of Australian Bureau of Statistics data at the regional level through clustering groups of SA2s that have similar regional characteristics.

6. Limitations

The Rural Media Farm Injury Dashboard ("Dashboard") has been developed by the University of Sydney ("University") as part of an ongoing research project funded by AgriFutures Australia. This Dashboard is intended for general information, educational and research purposes only and is not intended to be a tool for decision making or replace professional advice. The information presented on this Dashboard Data collected is based on preliminary, unverified data from publicly available media reports, which and is subject to change. These results have not been fully validated and will require further refinement and confirmation.

Accordingly, to the maximum extent permitted by law, the University makes no representations or warranties about the accuracy, validity, completeness, reliability or suitability of the Dashboard and the data contained within. Any conclusions drawn from the Dashboard and/or this data should be considered "tentative" with and reliance on this information for critical decisions is not advised. Please use caution when interpreting the information these figures and refer to updated reports for more comprehensive and validated information. The University accepts no liability for any loss or damage an individual or organisation suffers because that person has directly or indirectly relied on information or data presented on this Dashboard and/or website.

7. Reporting

This dashboard offers journalists, farm safety advocates, researchers, industry stakeholders and farmers access to information aimed at improving farm safety and awareness. When reporting on the dashboard, the focus should be on real-time insights, trends and safety measures to inform and engage the public or farm workplace.

Examples include:

1. Headline & Lead

Use a clear, impactful headline:

"Rural Media Farm Injury Dashboard Highlights Rising Incidents, Safety Action Needed"

Lead with key statistics or a compelling fact:

"New data from the Rural Media Farm Injury Dashboard highlights an increase in machinery-related injuries this month, prompting calls for enhanced farm safety measures."

2. Key Data & Trends

Highlight current incident rates and types of injuries.

Compare with previous data to highlight trends (e.g., "a 20% rise from last quarter").

Mention high-risk areas or causes, like machinery incidents or livestock-related injuries.

3. Expert & Stakeholder Reactions

Include quotes from farmers, safety experts, or industry stakeholders on what the data means.

Example: "These numbers highlight the urgent need for more awareness around the importance of seatbelt use in side by side vehicles," said [Expert's Name], a farm safety advocate.

4. Action & Solutions

Report on measures being taken: effective based approaches to mitigate risk, new safety programs or training initiatives.

Provide practical safety tips for farmers and workers.

5. Closing & Call to Action

Encourage awareness: "Farmers are urged to review safety protocols with employees to assist in reporting of hazards more promptly."

Encourage awareness: "Farm injuries aren't just a cost; they also result in a loss in production, impacting farm operations and livelihoods."

8. Acknowledgements

This dashboard is collated by AgHealth Australia as part of the Ag Safety Data Net, an initiative of the Rural Safety and Health Alliance, funded by the Cotton Research and Development Corporation, Grains Research and Development Corporation, Australian Wool Innovation, Australia Pork and AgriFutures Australia. Users are requested to acknowledge these contributors when referencing or using data from the dashboard in research, reports, or presentations.

9. How to cite

Rural Media Farm Injury Dashboard. AgHealth Australia, The University of Sydney. 2025. Available from: https://aghealth.sydney.edu.au/rural-media-farm-injury-dashboard/

10.   References

1. Farm Injury Coding Framework. AgHealth Australia. 2025. https://aghealth.sydney.edu.au/wp-content/uploads/2025/02/Farm-Injury-Coding-Framework-v2.5_Final.pdf

2. Statistical Area Level 3 (SA3). ABS. 2021. https://www.abs.gov.au/statistics/standards/australian-statistical-geography-standard-asgs-edition-3/jul2021-jun2026/main-structure-and-greater-capital-city-statistical-areas/statistical-area-level-3