



# FINAL REPORT: CHAIN OF RESPONSIBILITY AWARENESS CAMPAIGN

The National Farmers' Federation (NFF) is pleased to present this final report to the National Heavy Vehicle Regulator (NHVR) as required under the NHVR Round 3 Heavy Vehicle Safety Initiative (HVSII) Funding Agreement between the National Farmers' Federation and NHVR.

The Report details:

1. Activities undertaken under the funding agreement
2. Project outcomes
3. Achieved benefits
4. Project expenditure reconciliation
5. The signed accompanying statement.

## ACTIVITIES UNDERTAKEN UNDER THE FUNDING AGREEMENT

The NFF successfully applied for funding to undertake a Chain of Responsibility (CoR) awareness, education and training program for primary producers. The purpose of the project was to help farmers understand how changes to CoR rules impacted on them, and what they needed to do to comply with the new CoR rules.

Following the split in the funding arrangement between the NFF, Grain Producers South Australia (GPSA), and Grain Traders Australia, and in light of the complementarity of the NFF and GPSA project proposals, the NFF partnered with GPSA to deliver the project. The project was divided into 3 key components:

1. Identification of the necessary education material, media and stakeholder engagement and roles and responsibilities of the project team.

The NFF, GPSA, and NHVR participated in a 'Kick-off' Workshop on 6 November 2018 in Adelaide. The workshop discussed and clarified the project's purpose, scope and deliverables, roles and responsibilities of the project team, timelines and project evaluation. The workshop also identified the material that would be needed for the webpage, did initial planning on the social media strategy, discussed the role out of a project launch and CoR workshops for farmers.

2. Development of education material including a webpage, infographics and social media tiles, fact sheets, compliance templates and checklists.

The NFF contracted GPSA to secure the services of an agency (Natwide Personnel) to develop the suite of guidance material. This material was derived from NHVR material in order to ensure consistency and accuracy, but tailored to the needs of farmers as well as specific production systems (horticulture, livestock loading, viticulture, broad acre farming (oilseeds, cereals and pulses, cotton, cane, rice, farmer as receiver of goods, and hay carting).

The NFF developed a CoR Awareness Campaign website and series of info graphics and social media tiles in preparation for the launch of the campaign that also incorporated the GPSA material.

3. Delivery of the awareness campaign via a launch event, publication of the material, and marketing of the material.

The NFF/GPSA CoR Awareness Campaign was launched in Murray Bridge, South Australia on 5 February 2019. The webpage with associated education material went live at this time. This material was advertised across the NFF's networks and social media channels. GPSA delivered the material via a series of 26 workshops that ran from 22 January to 1 May 2019 across South Australia. The website remains live and is available here: <https://farmers.org.au/campaign/chain-of-responsibility-made-easy/>.

## PROJECT OUTCOMES

The principal outcome of the project was providing farmers with tailored information on the changes to CoR rules, its implications for those farmers, and checklists and other material they could use to ensure compliance.

The CoR website remains active and continues to provide farmers with this information. We also continue to discuss implementation of the changes within our networks and advertise the information on the website. We are monitoring implementation of CoR changes to ascertain whether further targeted marketing of the material is required.

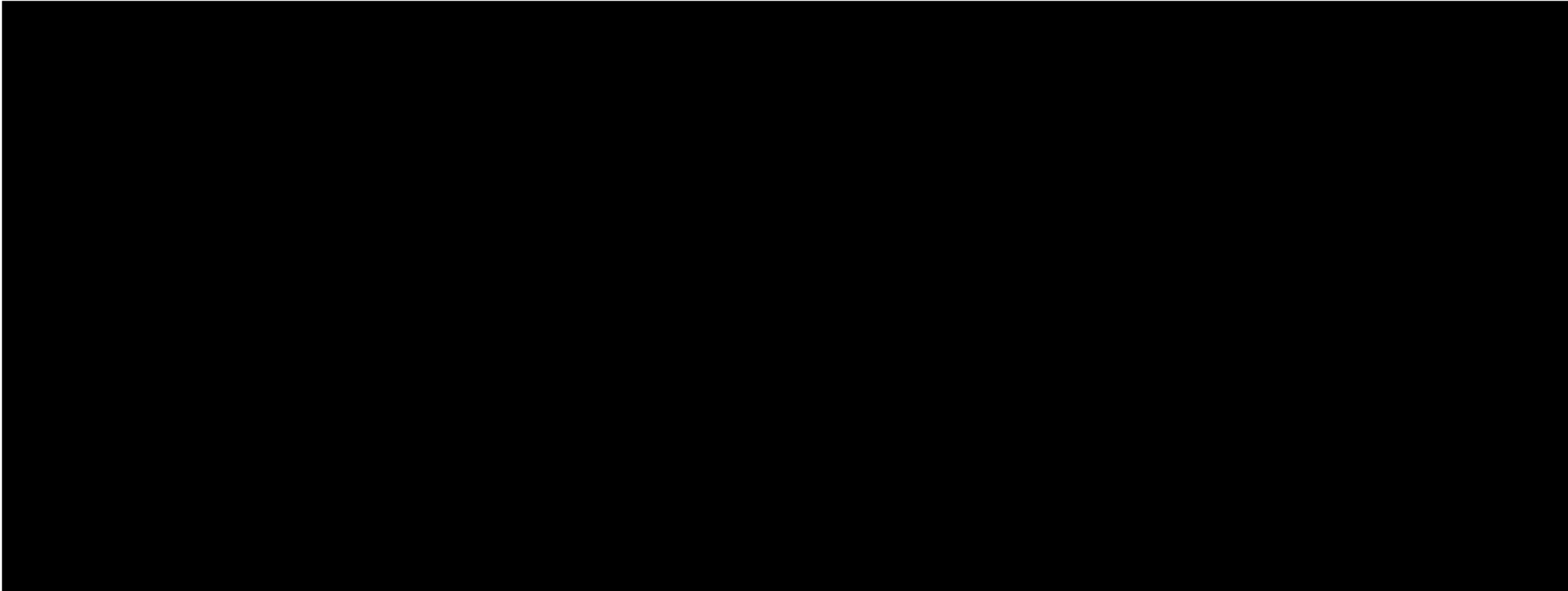
The value of the material provided was affirmed through feedback on GPSA's workshops where 84 per cent of participants rated the information received as 'very relevant'.

## ACHIEVED BENEFITS

The NFF's CoR Awareness Campaign website has had over 1500 hits since it was launched in February 2019. The hit rate peaked in February and remained high through to mid-March but has fallen off since then. This rate is not unexpected considering the changes had entered into force four months prior and as farmers familiarity with the changes increased.

NFF has received considerable feedback from members and non-members on the value of the information to farmers. We continue to monitor CoR compliance and assess the need to extend our awareness campaign.

## NFF NHVR CoR Campaign - Project Expenditure Reconciliation



ACCOMPANYING STATEMENT

I, [REDACTED]  
[REDACTED]

[REDACTED] [REDACTED]  
[REDACTED]  
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[REDACTED] [REDACTED]  
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[REDACTED] [REDACTED]  
[REDACTED]  
[REDACTED]

Signed for and on behalf of the

National Farmers' Federation

by its duly authorised officer in the presence of:

[REDACTED]

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Signature of Authorised Officer

[REDACTED]  
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Name of Authorised Officer

Date: 26 July 2019

