


BALANCING INVESTMENTS: EQUIPMENT VS. PEOPLE ON AUSTRALIAN FARMS

Balancing investments in equipment and people is key for Australian farmers. Learn how to optimise both for sustainable growth and productivity. Visit [Aruva.au](https://www.aruva.au) for more insights.

 Published: July 29, 2024

Balancing Investments: Equipment vs. People on Australian Farms

When the sun shines on Australian farms, bringing in a bumper crop and a bumper profit, the first thought often is: "Time for that new piece of equipment."

And who could blame you? A shiny new **harvester** or state-of-the-art tractor promises efficiency, productivity, and a touch of farmyard prestige.

But here's the thing – without the right people to operate, maintain, and optimise these machines, their full potential might just remain a dream. It's time to rethink where your investment should go.

Let's talk balance.

Why a Balanced Approach Matters

Investing in equipment has been the bedrock of farming success for generations. But the landscape is changing, and so too must our strategies. Here's why balancing your investment between machinery and people is key to unlocking true **productivity** and sustainability on your farm.

- 1. Maximising Equipment Efficiency:** Imagine this: a brand-new harvester sitting idle because you're short on staff. That's a costly sight. By investing in your workforce, ensuring you have enough skilled hands to keep machinery running non-stop during peak seasons, you ensure that every dollar spent on equipment returns its full value.
- 2. Attracting Top Talent:** Today's farm workers are looking for more than just a paycheque. They want a quality of life. Decent on-site accommodation, employment benefits, and a supportive work environment can make your farm the employer of choice. Remember, happy workers are productive workers.
- 3. Future-Proofing Your Operation:** The agricultural sector is evolving, with technological advancements

reshaping farming practices. Investing in training and up-skilling your workforce means you're ready for these changes. The **National Farmers Federation's AgSkilled initiative** is a testament to the importance of preparing workers for the future, ensuring they can handle the latest technology with ease.



Practical Steps for Farmers

Assess and Adapt: Begin by evaluating your farm's unique needs. What's lacking right now – more machinery or more manpower? This answer will vary depending on the season, your current workforce, and the specific challenges you face.

Invest in Accommodation: **Quality living conditions** can be a game-changer in attracting and retaining workers. Think of it as an investment in your farm's future. The National Farmers Federation's push for a \$175 million farm worker accommodation stimulus package highlights the critical role of housing in sustaining a reliable workforce.

Offer Competitive Benefits: Competitive wages, health insurance, training opportunities – these aren't just perks, they're necessities in today's job market. By offering these benefits, you make your farm a desirable place to work, which in turn boosts productivity and loyalty.

Plan for Peaks: Seeding, harvesting – these are the times when you need all hands on deck. Ensuring you have

enough staff during these periods might mean hiring temporary workers or offering overtime to your existing crew. The goal is to keep your operations running smoothly when it matters most.

The Bigger Picture

Balancing investments between equipment and people isn't just about today's harvest. It's about building a sustainable future for your farm. It's about ensuring you have the right tools and the right team to face whatever challenges come your way. The National Farmers Federation's advocacy for substantial investments in training and accommodation underscores this balanced approach.

Consider this: a \$50 million investment in the AgSkilled initiative to train and up-skill farm workers, along with a \$175 million farm worker accommodation stimulus package. These are not just numbers; they're a call to action, a blueprint for a thriving agricultural sector.

Conclusion


The allure of new machinery is undeniable. But don't let it overshadow the importance of investing in your greatest asset – [your people](#).

By balancing your investments, you're not just buying equipment; you're building a foundation for sustainable growth. You're creating a farm that's ready for the future, with a team that's motivated, skilled, and ready to take on any challenge.

So next time you see those shiny new tractors and harvesters, think about the people who will make them work. Invest in them, and you invest in a prosperous future for your farm.

For more insights on modular accommodation solutions to attract and retain skilled farm workers, visit [Aruva](#).



 1300 59 59 31

 info@aruva.au

 5 Sunny Bank Road, Lisarow NSW 2250

 Futurebuild Group Pty Ltd. ABN: 98 150 296 558

