



Media Release – embargoed until 09:00 18th November

ACTIVE FARMERS AND FAT FARMERS RURAL HEALTH INITIATIVE JOIN FORCES TO GROW STRONGER RURAL COMMUNITIES.

Two leading rural health organisations, Active Farmers and Fat Farmers Rural Health Initiative, have announced they are joining forces - combining their shared passion and purpose to improve the health and wellbeing of rural communities across Australia.

For more than a decade, both organisations have worked tirelessly to support regional Australians through physical activity, connection, and proactive health initiatives. Now, by working together, they'll be able to reach more towns, support more people, and create an even greater impact across regional Australia.

“When two organisations share the same purpose - to improve the health and wellbeing of rural communities - joining forces just makes sense,” said Ginny Stevens, Founder of Active Farmers. “This is a positive step forward that will allow us to expand, evolve, and continue to strengthen the health and resilience of rural Australia.”

A Smarter Way Forward for Rural Charities

Across Australia, there are more than 60,000 registered charities, many working towards similar goals. Too often, these organisations find themselves competing for the same funding, volunteers, and support, making long-term sustainability challenging.

By bringing two like-minded organisations together, this partnership demonstrates the power of collaboration over competition. Pooling resources, networks, and experience allows for greater efficiency, reduced duplication, and stronger outcomes for the rural communities they serve.

The integration of Active Farmers into the Fat Farmers Rural Health Initiative will see Active Farmers continue as the face of its local programs. With more than 42 Active Farmers groups and 40 Fat Farmers groups already running nationwide, the integration enables greater reach, stronger outcomes, and new opportunities for collaboration.

“This partnership is about amplifying what’s already working,” said Richard Sheppy, CEO of the Fat Farmers Rural Health Initiative. “Together we can build on each other’s strengths to reach even more people and continue fostering health, connection, and resilience in farming and rural communities across Australia.”

The Active Farmers brand, classes, and community focus will remain unchanged, ensuring the same local support and connection communities know and trust.

Support from Partners

Gerard Hines, CEO of Delta Agribusiness Group and Founding Partner of Active Farmers, congratulated both organisations:

“I’d like to sincerely thank Ginny, her board and everyone who’s contributed to Active Farmers since its inception. As the foundation sponsor, Delta Agribusiness, and many of our supply partners, proudly supported Active Farmers since the beginning and have had the



privilege of working with so many great people that deeply care about our regional and remote communities' mental health and wellbeing. This transition makes strategic sense, combining resources will take this critical community support to the next level. We're proud to continue our support and partnership moving forward."

Looking ahead

Richard Sheppy is a passionate advocate for rural health and wellbeing. Under his leadership, the Fat Farmers Rural Health Initiative has grown from a grassroots movement into a national organisation promoting physical activity, social connection, and improved health outcomes in farming communities.

"The challenges facing rural communities and the gap between services available to those in metropolitan areas continue to grow." says Richard Sheppy "Our mission is to inspire and encourage rural communities to improve their health and wellbeing through physical activity. Our vision is to break down the barriers, overcome stigma and facilitate access to health screening and education through collaboration. A strong grassroots community will be the foundation on which we build"

Active Farmers National Network Manager Boyd Rae says "I'm thrilled to see these two purpose-driven organisations unite. By combining our strengths, streamlining resources, and energising the team, we have a clear path to deliver an even greater impact for rural Australians."

Both organisations expressed their gratitude to sponsors, local coordinators, and rural communities who have been part of their journey so far.

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To learn more about the organisations visit:

www.fatfarmers.com

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