

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Sunday, 2 February 2025

CELEBRATING VICTORIAN WOMEN IN AGRICULTURE

The Allan Labor Government is breaking down barriers to get more women involved and taking on leadership roles in Victoria's \$20 billion agriculture sector.

Parliamentary Secretary for Regional Victoria Michaela Settle joined leaders from across the state for the 64th Annual Pioneer Women's Ceremony, celebrating Victorian Women's role in Agriculture.

The event marks 30 years since the Australian Bureau of Statistics recognised that women could list their occupation as farmer in the Census.

Representatives from industry, peak agriculture bodies and gender equality organisations came together to celebrate the impact and influence Victorian women have on the agriculture sector and their communities.

Guests heard from primary producer and Central Goldfields Shire councilor Liesbeth Long, Victorian Director of Australian Women in Agriculture Narelle Hanrahan and Australian Women in Agriculture founding member Alana Johnson AM, who spoke about the Invisible Farmer Project – the largest ever study of women on the land.

Recognising the critical role women play within the agriculture sector, the Labor Government has invested \$3.6 million into the Victorian Rural Women's Network since 2017.

The Network aims to improve women's workforce participation, grow job opportunities and support more women to secure leadership and decision making roles in regional Victoria through initiatives such as its Leadership and Mentoring program.

This year's program is being delivered by Leadership Victoria and managed by Agriculture Victoria.

For almost 40 years, the Network has played an integral role in the building the collective identity of Victoria's women in agriculture, both among rural women and as an outward representation of their essential contributions to their industry and communities.

To learn more about the Rural Women's Network, visit agriculture.vic.gov.au.

Quote attributable to Minister for Agriculture Ros Spence

"Women are working together to break down barriers and empower the future generation of leaders in Victoria's agriculture sector, and we are backing them every step of the way."

Quote attributable to Minister for Women Natalie Hutchins

"The Victorian Rural Women's Network provides fantastic opportunities for women to get involved in agriculture, expand their networks, and take on leadership roles with strong supporting mentors."

Quote attributable to Parliamentary Secretary for Regional Victoria Michaela Settle

"Women in Victorian agriculture are making a real difference, leading the way to a future that's more productive, profitable, and sustainable."

Media contact: Liam Miles 0492 504 682 | liam.miles@minstaff.vic.gov.au