

5 November 2020

## **FAR Australia launches rebrand**

**Australian based field applied research, extension and training provider confirms fresh new look as part of its ongoing commitment to provide Australian grain growers with more profitable and sustainable outcomes in broad acre cropping.**

The Foundation for Arable Research (FAR) Australia's rebrand comes following the decision of Foundation for Arable Research (FAR) New Zealand to relinquish its sole membership of the company, a decision led by the diverging strategic direction of the New Zealand levy organisation. Following the announcement both organisations have stated that the move will allow each entity to better explore and exploit their respective research and extension priorities.

From 2 November 2020, the organisation will retain its abbreviated identity of 'FAR Australia' but will operate under a new name, Field Applied Research Australia Ltd. In all other aspects FAR Australia remains the same organisation in terms of not-for-profit status, staffing, operational hubs and the focus on excellence in field applied research. Although there will be no 'formal' connection to FAR New Zealand, the Australian organisation will continue to maintain and develop new opportunities for international linkages with research organisations around the globe where there are tangible benefits to Australian grain growers.

FAR Australia's Managing Director Nick Poole says the rebrand is an important step in developing a new identity whilst at the same time allowing the business to focus on Australian grain growers and industry counterparts, both on a national and regional level. "The whole team have been energised by the opportunity to set up a wholly Australian focussed organisation delivering the specific needs of Australian stakeholders.

"With the recent expansion into WA the organisation will have greater capacity to engage in the strategic collaborations that will harness profitable outcomes for Australian grain growers nationwide. These are extremely exciting times for FAR Australia.

"Whilst our core values of excellence, independence, responsiveness, integrity and endeavour will remain at the heart of our business, we all relish the challenge of making a success of an organisation that is now wholly focussed on the Australian grains industry".

FAR Australia's board Chair, Andrew Rice, confirms that the change allows the membership of the not-for-profit organisation to be more closely aligned with the stakeholders that the organisation serves. "FAR Australia is a unique science-based organisation, providing research, development and extension services to the Australian grains industry. This remains unchanged".

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