

 **GROW** YOU  
GOOD **THING**  **#AGDAYAU**

**AgDay 2023**

**17 November**

# Grow you good thing!



## Our AgDay Goals:

- Encourage all Australians to think about where their food and fibre comes from and get behind our theme “Grow you good thing!”
- Reach over 10 million people across social media
- Have #AgDayAU trending on Twitter
- Have 300 event registrations through the AgDay website





# How to celebrate



## Hold an AgDay event

Whether it's a picnic in the paddock, an office lunch or a bake-off, we encourage you to register your event at [agday.com.au](https://agday.com.au) to receive a complimentary event kit. You can also create a public event when you register to let others know.

Make sure you tag us on social media on the day by using #AgDayAU.

## Shop the merchandise

Check out the refreshed I Love Farmers merch. You can also shop the range featuring this year's theme, "Grow you good thing!"

## Get creative

Make it your own! We've had schools run challenges, people bake farm themed cakes and CEOs get on the barbecue tools to host an AgDay long lunch!





# Photo and video competition



## Enter the competition

We are again running the highly anticipated photo and video competition. People are encouraged to enter images that capture the spirit of this year's theme "Grow you good thing!"

Syngenta is providing a \$5,000 prize pool.

First place will receive \$2,000, second place \$1,000 and the four runners up will receive \$500 each.

Entries are now open at [agday.com.au](https://agday.com.au) and close 5pm AEDT on 17 November 2023.



The Syngenta logo, featuring the word 'syngenta' in a bold, dark blue sans-serif font. A small green leaf icon is positioned above the 'y'.



# Social media – suggested posts



## Get social

The countdown is on to agriculture's biggest day of the year! Save the date for #AgDayAU 2023. This year on Friday 17 November we are encouraging everyone to get behind the theme “Grow you good thing!” and back Aussie farmers. You can register your own AgDay events and get a free pack of goodies here: [www.agday.com.au](http://www.agday.com.au).

Do you have an event planned for #AgDayAU this year? From a barbeque with friends to big online events you can register your own AgDay event and get a free pack of goodies here: [agday.com.au](http://agday.com.au).

Taken a photo that shouts “Australian agriculture!” Enter it in the #AgDayAU photo competition for your chance to win! There's \$5,000 up for grabs! Enter at [agday.com.au](http://agday.com.au).

Access social media tiles, logos and the latest media release [here](#).





# How to follow along



## Stay in touch

The Australian Farmers social media platforms are the home for National Agriculture Day.

You will find us on [Instagram](#), [Facebook](#), [Twitter](#) and [TikTok](#).

Australian Farmers was created to better connect everyday Australians where their food and fibre comes from. AgDay is a key component of this goal, but Australian Farmers also delivers hero campaigns, the [Telling Our Story](#) podcast hosted by Channel 7's Angie Asimus and the website [farmers.org.au](https://farmers.org.au) where you can find farmer stories, recipes and farm facts.

Stay in touch with AgDay and everything else we are doing by following along on social media and subscribing to the monthly newsletter.

[Subscribe](#)





#AGDAYAU



**GROW**  
**YOU GOOD**  
**THING**

**Thank you.**



**National  
Farmers  
Federation**