

MEDIA RELEASE

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EXPLORING THE PERSONAL SIDE OF RISK & REWARD

The second episode of 'Navigating on-farm risk & reward: getting it more right, more often' is now live, offering Aussie farmers a unique perspective on the personal influences shaping their decision-making processes.

Host Annabelle Homer chats with Dr Kate Burke—author, agri strategist, and farmer—about how attitudes, experiences, and emotions impact the way farmers approach on-farm risk and reward.

From recency bias to comparison-itis, stress and stage of life, Kate's practical and relatable insights help listeners reflect on their own decision-making habits.

Podcast co-host Sandy Kimber found Kate's explanation of some of the psychological aspects of risk both empowering and thought-provoking.

"We hope it has the same effect on our listeners," she said.

"The next step is to have these discussions with our own family members and business partners – as Kate reminded us, we're not operating as individuals, so we also need to be aware of other people's risk appetite in the in the business."

Listeners will also gain valuable insights into how external factors—like farming community norms or recent seasons—can unconsciously shape risk-taking behaviours.

The episode challenges growers to consider the joys and opportunities that can come from embracing risk, too, rather than fearing it.

This 5-part podcast series is part of RiskWi\$e—a GRDC-funded project led by CSIRO—which aims to support Australian grain growers in navigating the complexities of on-farm decisions.

Catch Episode 2 now on Spotify and Apple Podcasts, and follow the series for more expert advice in upcoming episodes.

For more details, visit Hart Field-Site Group's website: www.hartfieldsite.org.au



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RiskWi\$e

– the National Risk Management Initiative

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