



one.nz

Challenge:

How can One NZ support some of their most isolated customers?

Insight:

Farmers are told to reach out, but not how to do it.

Idea:

Make reaching out as simple as pressing a button.



Suicide rates in New Zealand are about 40% higher for men living in rural areas compared to men in urban areas.

48% of farmers reported mental health challenges on their farms, while 60% said mental health support was insufficient.

77% of young farming women and 64% of young farming men stated that a wellbeing issue had a major negative impact on their lives.

Farming can be lonely.

Long hours. Unpredictable seasons and income. The physical toll of the job. And the only co-worker many farmers have can't hold a conversation.

Mental health is a serious issue in farming, but loneliness is an epidemic too, and it doesn't always take a crisis to need someone to talk to.

Most jobs come with a community.

Office workers have the lunchroom. Truckies have CB. Boaties have VHF.

Farmers have no national network that lets one reach another at the press of a button.

Until now.



The Farmer's Workmate

This small, voice-only device sits in a tractor, ute, shed or home, and is also available through the one NZ app.

The Workmate runs from any power outlet, vehicle or solar, so you can use it wherever you are.

Using One NZ's market-leading satellite coverage we connect farmers with a workmate they haven't yet met at the press of a button.

For the hard days, and the good ones.

Press the button and talk to a farmer, whether you're struggling or just want a chat.

Haven't heard from a mate in a while? Jump on and check in.



Private. Anonymous. Voice only.

No phone number, no profile, no video.

Giving farmers from one end of New Zealand to the other, someone on the other end.