

## AUSTRALIAN SINGING LEGEND HITS THE RIGHT NOTE FOR GROWERS

**18 January 2021**

Iconic Australian country rock singer Shannon Noll is the star of a new GrainGrowers campaign encouraging grower families to access a free, family support program.

The campaign will feature across social media with Shannon encouraging farming families to use the free, professional assistance for health and well-being through to HR and legal advice.

“We are really excited to have Shannon as part of our campaign. It’s so important our grower families have immediate access to support services and GrainGrowers is proud to have made this available for them.” said Brett Hosking, GrainGrowers Chairman.

“Shannon “Nollsie” grew up on a grain and sheep farm in Central West New South Wales so we knew he would appreciate why we want to get the word out there about being able to get help when you need it, without referrals or wait lists.”

Shannon was able to take part in filming, just before the launch of his latest single, ‘Wonderful’. “I believe we had a few star-struck superfan members of staff.” said Hosking.

“I hope our growers will share the ad across their social media because there may be another family out there who isn’t aware of the Family Support Program and could use it. We want grower families to say, ‘What about me?’ and know that there’s a program there for them!”

[>> Watch the ad online](#)

### **About**

GrainGrowers is a voice for Australian grain farmers with grower members across the country. We work to build a more profitable and sustainable grains industry for the benefits of Australian grain farmers. Our key pillars are policy and research, alongside leadership and events, designed to build on the knowledge and capability of growers. Our growers are at the heart of all that we do and the focus of our work.