

**UNDER EMBARGO: 12:01 AM. WEDNESDAY 15 MAY, 2024.**

## **ACM LAUNCHES *FARMERS' FINANCE AUSTRALIA* TO GROW AUSSIE FARMING BUSINESSES**

ACM is pleased to announce the launch of *Farmers' Finance Australia*, a specialist national agribusiness brokerage in partnership with the award winning brokers at Flint.

*Farmers' Finance Australia* will provide primary producers with the best deals for financing property, agribusiness, equipment and machinery. Our clients will have access to the largest panel of banks, lenders and private funders in Australia.



ACM managing director Tony Kendall said the joint venture was an intuitive fit for the ACM Agri division.

"ACM Agri puts farmers at the heart of everything we do and we understand that finance is a critical part of every farming business." he said, "*Farmers' Finance Australia* enables ACM Agri to offer leading financial solutions and specialised expertise to the 78 per cent of farmers who turn to ACM Agri brands to keep them informed about their sector."

In this joint venture with the ACM Agri team, Christian Stevens, one of Australia's most recognised lending specialists will lead *Farmers' Finance Australia* as CEO.

Mr Stevens said lending in the agricultural finance market exceeded \$120 billion, significantly more if you add the rural residential, commercial and asset loans too. There is a growing need for innovative finance solutions at scale to ensure Australian farmers are well serviced in this competitive space.

"I am excited to be working together with the ACM Agri team on something that will genuinely make a difference to so many farmers across the country."

"*Farmers' Finance Australia* will provide regional families, investors, and businesses with the best in-market finance solutions to help them grow. We will enable hard working Australians to unlock their farms' potential, while accessing savings on their existing facilities too.

“Our brokers have lodged more than \$10B of loans to date and have over 100 years of broking experience. With the most banks and lenders available in the country, *Farmers’ Finance Australia* is the largest Agribusiness Brokerage in Australia.”

ACM Agri will take *Farmers’ Finance Australia* to market with an integrated marketing campaign across our print, digital, social media and rural event platforms and promises to disrupt the market while delivering material savings to farmers.

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**ACM** is Australia's largest independent media company collectively reaching over 4 million\* regional Australians each month. The ACM network comprises more than 100 brands, including leading regional news brands ([The Canberra Times](#), [Newcastle Herald](#), [The Examiner](#), [The Border Mail](#), [The Courier](#) and the [Illawarra Mercury](#)). The Agricultural division, ACM Agri reaches 78% of Australian farmers each month with a national footprint of agricultural specialist brands ([The Land](#) and [Queensland Country Life](#)), marketplaces ([Farmbuy](#) and [Ag Trader](#)) and events ([Agquip](#) and [Farmfest](#)). We are passionate about keeping our communities strong, informed and connected. ConnectNow with ACM.

**FLINT:** Founded by Christian Stevens and Chris Bates. Flint is a tech driven national brokerage that offers residential, commercial, business, asset and private wealth services. The brand has partnerships spanning real estate, medico, digital, advisory, media/sports, agribusiness and corporate wellbeing - with niche lending solutions for first home buyers, professional investors, SMSF, development, construction, expats, downsizers, and high-net wealth. Flint is home to the best brokers in Australia.