Media Release

ACM

FOR IMMEDIATE RELEASE

ACM PARTNER WITH JANE'S WEATHER TO DELIVER CUTTING-EDGE FORECASTS AND EXCLUSIVE CONTENT TO AUSTRALIAN FARMERS

June 25, 2025. Australian Community Media (ACM) today announced a new partnership with Jane's Weather, bringing proprietary forecast technology and exclusive weather insights from renowned meteorologist Jane Bunn directly to Australian farmers through ACM's dedicated agricultural weather platform, FarmOnlineWeather.com.au.

This collaboration will empower farmers across Australia with access to Jane's Weather's advanced AI Forecast model, alongside a new, exclusive weekly column and video updates from Jane Bunn. Understanding the weather is pivotal to the lives of Australian farmers; with almost all activities being weather-dependent - the accuracy of forecasts is valued above all else.

Penelope Arthur, ACM's National Agricultural News Editor, commented on the significance of the partnership: "As Australia's leading agricultural media network, reaching 78% of Australian farmers, ACM Agri is delighted to deliver them both a new, exclusive weather column from Jane as well as access to the most thorough free forecasts via FarmOnlineWeather.com.au."

FarmOnlineWeather now harnesses Jane's Weather's AI Forecast model, which seamlessly blends multiple global weather models with machine learning to provide high-confidence, low-error weather insights up to eight days out. This innovative technology is particularly effective in regions where traditional models often struggle, ensuring farmers receive reliable and precise data crucial for their decision-making.

Jane Bunn, Founder of Jane's Weather and 7NEWS Melbourne Meteorologist, is one of Australia's most trusted names in agriculture and weather forecasting. Her expertise, combined with ACM's extensive reach, ensures that hyper-local, AI-powered forecasts are now at the fingertips of Aussie farmers. FarmOnlineWeather integrates Jane's Weather's powerful forecasting engine—the same technology trusted by leading growers, councils, and builders across the country—right alongside local headlines, commodity prices, and rural insights.

"We're really excited to see the Jane's Weather AI Forecast powering FarmOnline Weather, with our interactive maps, warnings that clearly show if you are in the danger zone, all the long range climate tools and the latest weather news," said Jane Bunn. "I've always been passionate about making sure the right weather information gets through to as many people as possible, and it's thrilling to see our AI-powered weather helping Australians across the country."

-ends-

Contact: Lupe Prada, ACM Agri Marketing & Commercial Strategy Director, 0472 679 196.

About ACM

ACM is Australia's largest independent media company collectively reaching over 5 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 including The Land and Queensland Country Life, marketplaces Farmbuy and Ag Trader, weather website Farm Online Weather and events Agquip and Farmfest. We are passionate about keeping our communities strong, informed and connected. Visit ACM.media

About Jane's Weather

Jane's Weather, founded by meteorologist Jane Bunn, provides proprietary weather forecasting technology - committed to developing the most advanced weather forecasting system available, enabling users to make key weather related decisions affecting the running of their farm or worksite. Trusted by professionals across various sectors, Jane's Weather leverages AI and machine learning to offer precise, reliable forecasts. Visit janesweather.com