

# Media Release

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18 October 2018

## Essential Energy pitches in for Buy a Bale

For Rural Aid Coordinator, Narelle McDonald, whose family has lived on Sunnyside Farm in the Binnaway region for 163 years, the sight of trucks rolling in carrying critical livestock feed warms her heart.

“My family has lived here a long time and seen a lot of droughts and this is as bad as it gets,” she said.

“It’s so uplifting to see these trucks rolling in with feed for the livestock, and to experience the support being shown for our farmers from right across the region, the state and the country.”

Rural Aid Australia identified Binnaway as an area where New South Wales farmers are keenly suffering the effects of the drought conditions gripping the state.

More than \$42,620 has been raised by Essential Energy and its employees for Rural Aid Australia’s Buy a Bale campaign in support of regional, rural and remote NSW farming communities affected by severe drought.

Essential Energy Chief Executive Officer, John Cleland, said the plight of farmers was front of mind for Essential Energy’s 3,000 employees, many of whom lived and worked in local farming communities across NSW.

“Our employees have seen first-hand the impact of drought on families and businesses across our network area and have been quick to show their support for the cause,” said Mr Cleland.

“To double the benefit of these individual contributions, employee donations to the Essential Energy Buy a Bale Appeal were dollar-matched by the business through its workplace giving program.

“I’m delighted to see that contribution turned into real assistance in the form of four semi-trailer loads of hay that will go directly to farmers during this difficult time.”

Since January 2014, Essential Energy’s workplace giving program has raised more than \$640,000 for partner charities including Can Assist, Garvan Institute of Medical Research, Lifeline, Variety Australia, ozED, Westpac Rescue Helicopter Services and the Children’s Tumour Foundation.

To find out more about how Essential Energy supports local communities across NSW and parts of southern Queensland, visit [essentialenergy.com.au/communities](http://essentialenergy.com.au/communities).

Rural Aid Australia was formed in 2013 to provide support to farmers and farming communities in need across the nation.

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**Caption: Farmers from the drought-affected Binnaway region picking up hay supplied by Rural Aid Australia's Buy a Bale, supported by donations from Essential Energy's employees.**

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