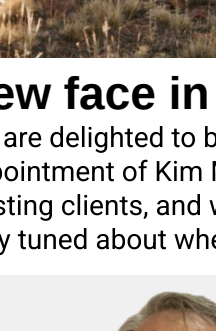




## Waterly Quarterly

### Tough start to new year for many producers



**Tess O'Hagan**  
Farmbot General Manager

Already 2026 is showing us that Australia's weather – and ag's operating conditions – are intense and unpredictable, with flooding and heavy rainfall in Queensland's north west, fires in WA and Victoria, and heat wave conditions across much of Australia.

At Farmbot we are constantly in awe of the resilience of our farming and grazing community and your ability to navigate the challenges of nature. Please know that we are thinking of everyone affected by these recent events. We hope that as you begin to navigate the path forward, the road to recovery is steady and the challenge of rebuilding isn't too heavy a burden for you and your families.

The Farmbot customer success team is on hand to assist with anything you need regarding your monitoring and measuring ecosystem. Just give us a call on [02 9901 4798](tel:0299014798).

With our team back on deck, we are looking forward to the year ahead. We're attending more events and have new partner integrations in the pipeline. In 2025, we attended 56 events, powered seven industry collaborations, released 25 new software product features, made 30,000+ phone calls to clients, and travelled 120,000+ kilometres. We're set to top those figures this year!



## 2025 IN REVIEW

Measure what matters most.

7 INDUSTRY COLLABORATIONS  
56 EVENTS ATTENDED  
25 NEW FEATURES RELEASED  
30,000+ PHONE CALLS WITH OUR CLIENTS  
120,000+ KMS TRAVELLED

### New face in WA

We are delighted to be expanding our presence in southern Western Australia with the appointment of Kim Matsen, who is based at Albany. Kim is a familiar face to many of our existing clients, and we're pleased to have him flying the Farmbot flag in WA and South Australia. Stay tuned about where you'll be able to meet with Kim to discuss your farm monitoring needs.



**Kim Matsen**  
WA & SA Business Development Manager

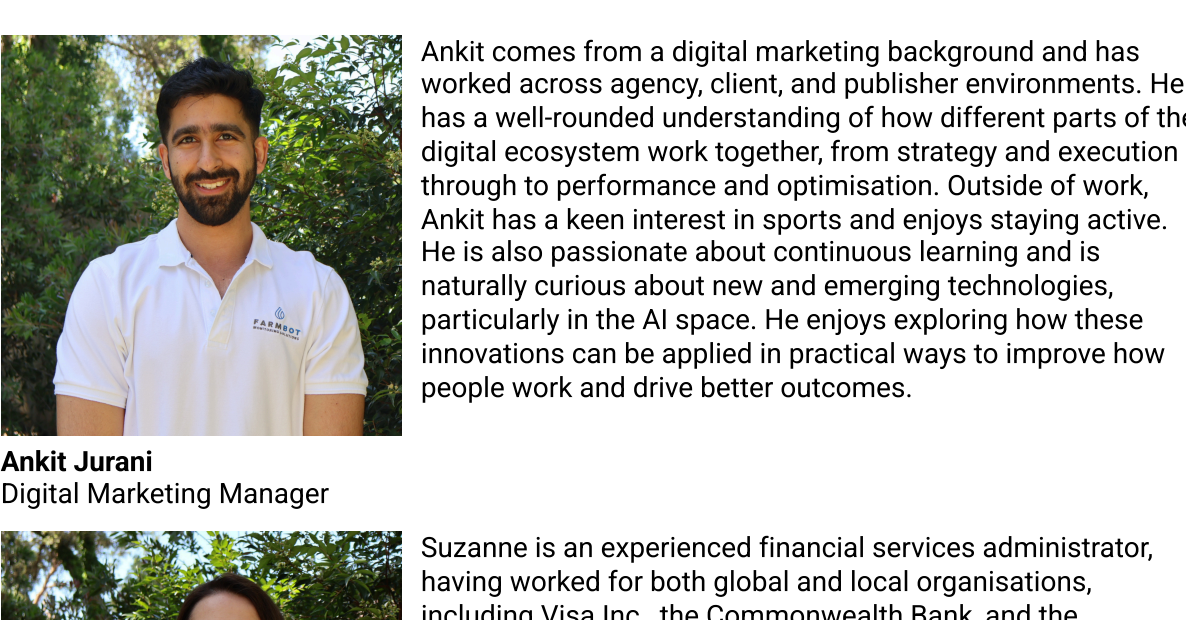
Raised on a rural cattle property in southern Western Australia, Kim developed a strong foundation in strategic water management and the operation of remote water and information infrastructure across agriculture and mining environments. In 2018, he and his wife, Natalie, relocated to Albany for a sea change. Since then, Kim has built a career in business development and agricultural sales, leveraging technology to improve livestock performance and enhance on-farm productivity. He is deeply passionate about people – supporting growth, driving performance, and helping individuals and businesses achieve lasting success.

### Mobble integration

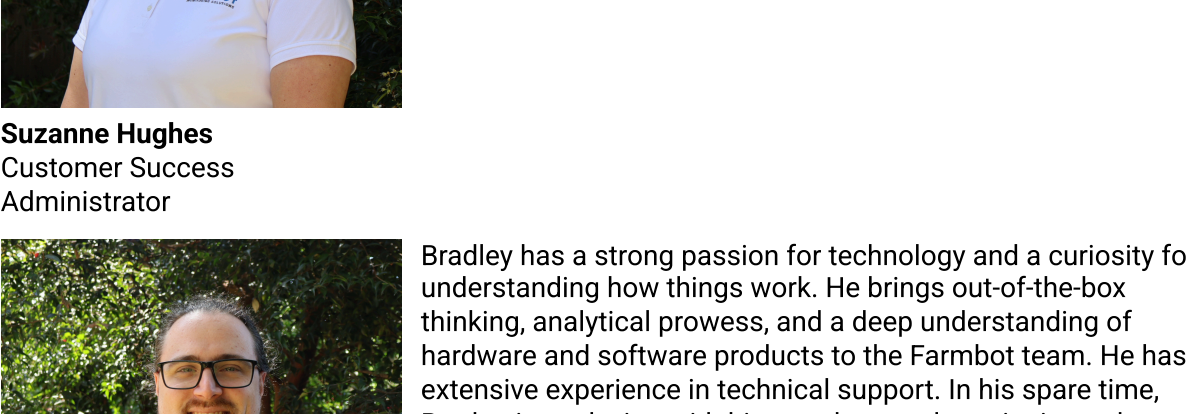
As always, you ask, and we deliver. The latest integration with the MyFarmbot platform is Mobble farm and livestock management software. The Farmbot x Mobble integration brings near real-time tank and trough data directly into the Mobble map – helping you measure what matters most in one place. Once connected, you'll be able to view near real-time water levels right inside Mobble's livestock farm management software. Less switching platforms for improved efficiency.

Sign up for our Farmbot x Mobble webinar with Jock Lawrence, Mobble and Pip Houghton, Farmbot on 29 January for a demonstration.

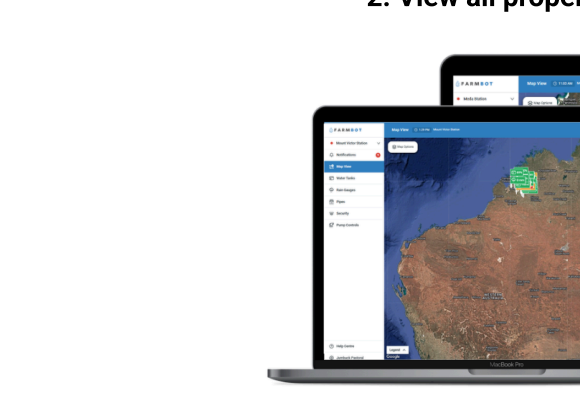
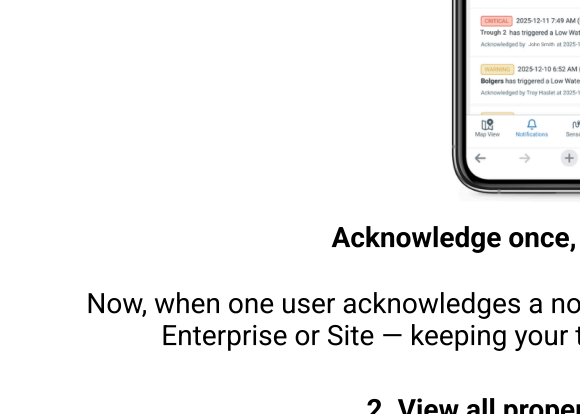
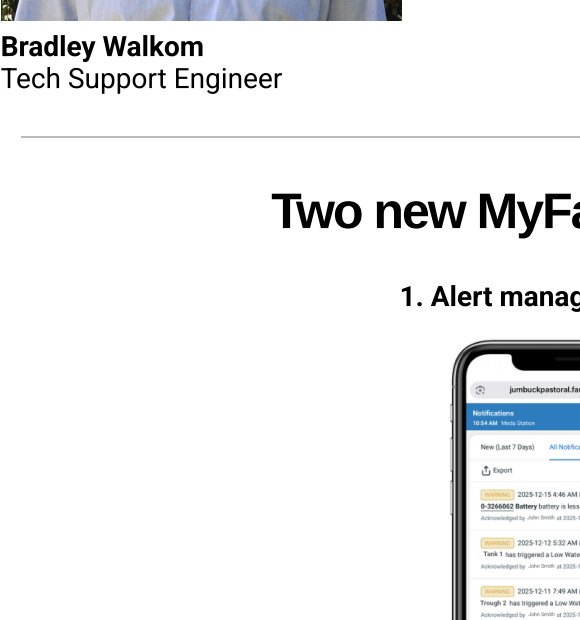
[Register today](#)



Tune into the upcoming webinar with Jock Lawrence, Mobble and Pip Houghton, Farmbot.



### Hear from producers like you



**Kara, Darcy & Jack Knudsen**  
Knudsen Cattle, Mundubbera, Queensland.

[Read the full article here](#)

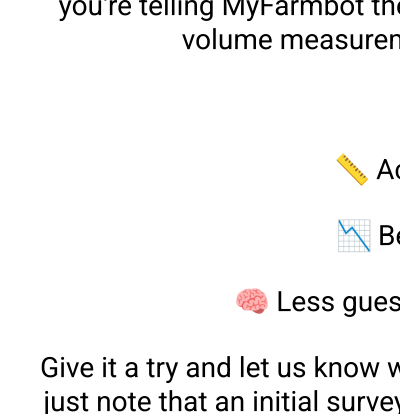


**Scott Tourle**  
The Springs, Toongi, New South Wales

[Read the full article here](#)

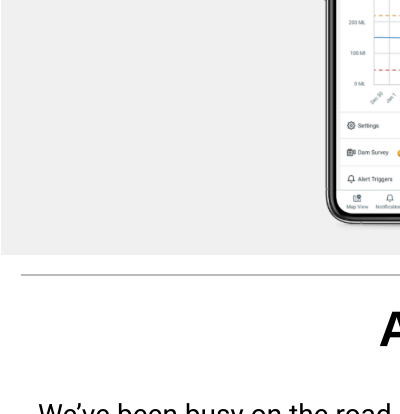
### NEW TEAM MEMBERS

## The Farmbot team welcomes new recruits to help us serve our clients better



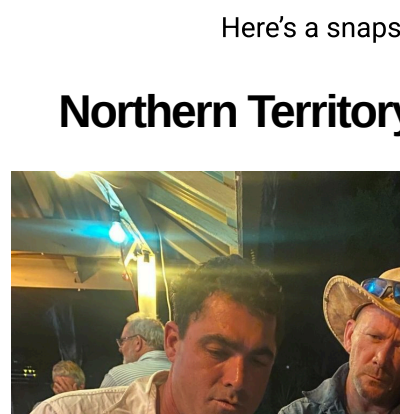
**Ankit Jurani**  
Digital Marketing Manager

Ankit comes from a digital marketing background and has worked across agency, client, and publisher environments. He has a well-rounded understanding of how different parts of the digital ecosystem work together, from strategy and execution through to performance and optimisation. Outside of work, Ankit has a keen interest in sports and enjoys staying active. He is also passionate about continuous learning and is naturally curious about new and emerging technologies, particularly in the AI space. He enjoys exploring how these innovations can be applied in practical ways to improve how people work and drive better outcomes.



**Suzanne Hughes**  
Customer Success Administrator

Suzanne is an experienced financial services administrator, having worked for both global and local organisations, including Visa Inc., the Commonwealth Bank, and the Australian credit union industry. Suzanne leverages her strengths in prioritisation, organisation, communication, and problem-solving to deliver efficient, high-quality support to Farmbot's customers.



**Bradley Walkom**  
Tech Support Engineer

Bradley has a strong passion for technology and a curiosity for understanding how things work. He brings out-of-the-box thinking, analytical prowess, and a deep understanding of hardware and software products to the Farmbot team. He has extensive experience in technical support. In his spare time, Brad enjoys playing with his two dogs and continuing to learn.

### Two new MyFarmbot features

#### 1. Alert management upgrade



**Acknowledge once, keep everyone in sync.**

Now, when one user acknowledges a notification, it's marked as 'read' for the entire Enterprise or Site – keeping your team aligned and avoiding confusion.

#### 2. View all properties at one glance



**One site, or every site.**

We know managing multiple sites can make it difficult to view your entire water infrastructure. To simplify things, enterprise admins can now toggle between site-specific flags and all enterprise flags on the map. Further to this, they can control team access and set a default view.

### Tool Tips

#### A simple tip for more accurate dam volume readings

Dams are not neat boxes – they're oddly shaped bowls, carved by terrain and time. Which means the volume of water at one level can look very different at another, even if the change in height looks small.

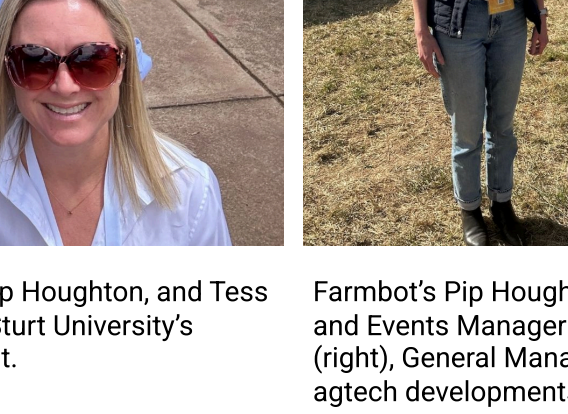
**That's where Dam Surveys on MyFarmbot comes in.**

By adding a dam survey (you'll find it under "Dam Survey" beneath the Interactive Graph), you're telling MyFarmbot the true shape of the dam, so as water levels rise and fall, your volume measurements stay accurate – and not just "close enough".

**Why it matters:**

- Accurate volume readings at every level
- Better insight into real water availability
- Less guesswork when planning irrigation or stock water

Give it a try and let us know what you think. You'll find setup instructions on the platform – just note that an initial survey may require a professional surveyor. They can download our template, so once it's done, it's simply a drag-and-drop into MyFarmbot.



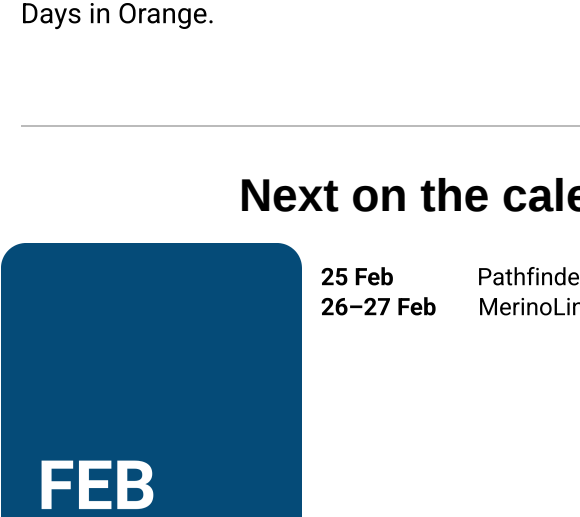
### Around the grounds

We've been busy on the road, connecting with you at 56 events in the second half of 2025.

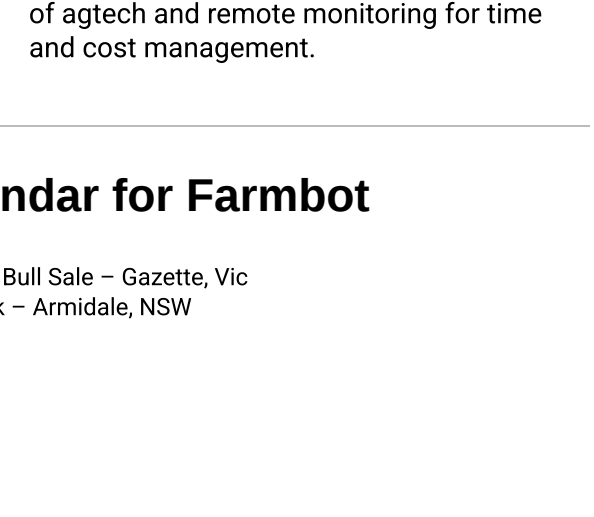
From major agricultural field days, agtech alleys, to local bull sales, producer catch-ups, and community events, we're proud to be a part of the conversation about how remote monitoring can make a real difference on-farm.

Here's a snapshot of some of the places we've been recently.

### Northern Territory South Australia Western Australia



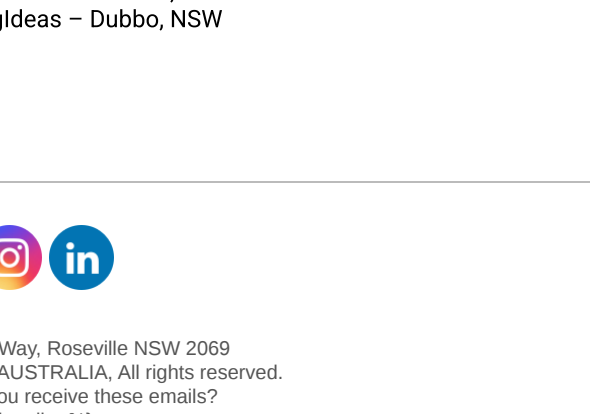
Wave Hill Station's Matt Wood shares his MyFarmbot platform knowledge at the GNRBA Field Day at Mount Vetter Station, WA.



Farmbot's Amy Godsell visiting stations across the region as the north gears up for summer. On the drive, Amy also stopped in at Waterloo Station, catching up with the team to see how they're preparing for the season ahead.



Farmbot's Amy Godsell (pictured right) joins friends at the annual Elders Ladies Lunch in Broome, held as part of the KPCCA Conference Program, celebrating connection and leadership across the industry.



Farmbot's Charlie Crossley and Yanrey Station's Cob De Pledge beat the Broome heat with a cold refreshment at the KPCCA Conference welcome event hosted by Waterloque at Pioneer Pub.

### Queensland



On the ground in Childers, Qld, with Farmbot's Harrison Mavin sharing insights at Nutrien's animal health event on cattle tick, buffalo fly, and water systems, with a strong turnout of over 80 attendees.



Farmbot's Ally Southern (left) and Harrison Mavin (right) with Damian and Jess Brennan at Warwick Rodeo.



Two budding cowboys, sons of Farmbot Head of Customer Success Jen Duff, meet their idol at Damian Brennan's Australian Invitational Global Bronc Match in Warwick.



Connecting with partners at Cattle Connect, Dalby: Farmbot's Harrison Mavin, AgriWebb's Isabella Hardwick, and Land Watch's James Hill. From the campdraft arena to the expo paddock, this annual Cattle Australia event brings the industry together to share knowledge, build connections, and help shape a sustainable and profitable future for the Australian beef sector.



Farmbot's Harrison Mavin and Rachel Bowman take a closer look at the lineup of Red Brahman and catch up with clients at the Rockhampton Brahman Bull Sale.



Farmbot's Harrison Mavin and MLA's Sarah Hassall at the Young Beef Producers Forum in Roma, where the theme "Paddock to Possibility" set the tone for two days of connection, innovation, and leadership. Now in its 21st year, this annual event inspires the next generation, bringing together young people from across the beef and livestock industry to engage with emerging leaders and explore the future of agriculture.

### New South Wales Victoria Tasmania



Farmbot's Max Kelly, Pip Houghton, and Tess O'Hagan visit Charles Sturt University's Digital Agrifood Summit.



Farmbot's Pip Houghton (left), Partnerships and Events Manager and Tess O'Hagan (right), General Manager, discuss the latest agtech developments with MLA Managing Director, Michael Crowley, at CSU's Digital Agrifood Summit. Tess was featured in a panel discussion at the Intensive Livestock Technology and Research Immersion. Read her blog post [here](#).



Max Kelly (right) catches up with clients Anna and Scott Brien, from Bela Lana Merinos, at the Australian National Field Days in Orange.



Max Kelly connects with producers from all over NSW in agtech Alley at the Australian National Field Days, discussing the benefits of agtech and remote monitoring for time and cost management.

### Next on the calendar for Farmbot

<b>FEB</b>	25 Feb 26-27 Feb	Pathfinder Bull Sale – Gazette, Vic MerinoLink – Armidale, NSW
<b>MARCH</b>	4-5 Mar 6-7 Mar 10-12 Mar 18-20 Mar 26-27 Mar	Wilmot Field Day – Wilmot, NSW Waggon Wooloram – Waggon, WA Northern Beef Research Update Conference – Brisbane, Qld NTCA Conference – Darwin, NT BigTech Bigideas – Dubbo, NSW



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