



COTTON
AUSTRALIA



CURRENT AND FUTURE ACTIVITIES

JUNE 2024



DELIVERING OUR STRATEGIC PLAN

Our vision for 2028, is a thriving Australian Cotton Industry, trusted and in demand, with a strong reputation for reliability and quality. Growers and their industry partners will have confidence to continue investing for future returns, while meeting global sustainability standards for every bale of cotton produced.

This is how we will realise this vision.

KEY ACHIEVEMENTS



ADVOCACY

Champion the industry's advocacy, positively influencing outcomes

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1.1 PROGRESS POLICY AGENDA

- Advocating for growers and local communities regarding the Draft Framework for delivering the 450GL of additional environmental water under the Restoring Our Rivers Act.
- Joined more than 100 senior leaders for a 2-day Murray–Darling Basin Authority Summit in Sydney.
- Submitted a response to the Queensland Competition Authority (QCA) on the Rural irrigation price review 2025–2029 in central Queensland.
- Submission to strengthen landholder rights in Queensland in regard to CSG development, including strong support to maintain the role of the Regional Planning Interest Act.
- Ongoing advocacy relating to Coal Seam Gas, particularly in managing the risk of subsidence, making a submission to the Qld Mineral and Energy Resources and Other Legislation Amendment Bill 2024.
- Advocated for enhancements to the Universal Service Obligation for telecommunications in regional, rural, and remote Australia.
- Advocated for tariff structure reforms in regional Queensland to the Queensland Competition Authority as part of the regional electricity price-setting process.
- Ongoing engagement with senior ministers and departmental officials in the Northern Territory and Western Australia to ensure the industry is understood by key decision-makers.
- Delivered a power line safety webinar with Energy Queensland safety expert, Glen Cook.
- Made a submission to the Department of Climate Change, Energy, the Environment and Water Discussion paper on a future national water agreement.

1.2 PARTNER FOR IMPACT

- Cotton Australia's Chair and CEO journeyed to India, engaging with key officials and senior Ministers to explore potential avenues for increased free trade with Australian cotton growers. The trip was funded by the Australian Government.
- Working with Better Cotton to potentially include a pilot of their new traceability platform for myBMP Australian cotton.
- Worked with Baptist World Aid Fashion Report on 2024 survey.
- Ongoing partnership with CSD and CRDC to deliver the CottonInfo program, which continues to provide independent extension to the industry.
- Senior Policy Manager Simone Cameron took Natalie Ernst, the Senior Manager of Farm Sustainability Standards at Better Cotton, on a tour of the Northern Territory to help her gain an understanding of the Northern industry.

1.3 ENGAGE POLICY MAKERS

- Hosted a dinner for key LNP staff in Queensland to advocate to key cabinet members ahead of the Queensland election later this year.
- Cotton Australia facilitated a farm tour for Queensland Energy Minister Mick de Brenni and policymakers, as CA works for growers on addressing issues with electricity tariffs and supply issues.
- Cotton Australia Policy Officer Paul Sloman was appointed by the Queensland Government Rural Industry Sector Standing Committee enabling him to advise and make recommendations to the Work Health and Safety Board about the WHS for our industry.



Credibly enhance the industry's reputation among all stakeholders

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1.4 DRIVE DEMAND

- Continued strong demand and growth in applications to use the Australian Cotton mark, as well as new brands such as Hard Yakka, Typo, and The Iconic.
- Delivered the Camp Cotton event with 60 representatives from local and international brands and textile/sustainability NGOs attending the multi-day event.
- The number of items licensed to use the Australian Cotton Mark exceeded 23 million in 2023.
- Cotton to Market team members Brooke Summers and Ashley Hollis recently joined Elizabeth Formosa from Fashion Equipped on the influential Fashion Business Mindset Podcast, which is one of Apple's highest-ranked fashion and beauty podcasts.

1.5 INFLUENCE GLOBAL LANDSCAPE

- Progress on the proposed Roadmap with approval gained from CA, CRDC, and ACSA Boards, and workshops held with key stakeholders around the structure for implementation.

2.1 CAPTURE RELEVANT DATA

- Data Dashboard updated with annual relevant industry data.
- Began a Qld Government funded traceability research project to scope possible technical solutions to better trace Australian cotton through the supply chain.

2.2 ENABLE VALUABLE INSIGHTS

- Positively engaged the media around the season ahead, which should see 4.5 million bales produced and more than \$3.6 billion for the Australian economy.

2.3 SHOWCASE RESPONSIBILITY

- Attended Primary Preview Day ahead of the Sydney Royal Show to engage with hundreds of School Children.
- Held a stand at the Sydney Royal Show to educate the public on cotton growing. Visitors viewed the new virtual reality film during the 12 days of show.
- Held 9 'Teach the Teacher' events across cotton-growing regions, including the first one held in the Northern Territory.
- Generated positive media coverage in local and industry publications around the Bayer Cotton Grower of the Year Field Day.
- Showcased the remarkable women of Mungindi for International Women's Day, garnering over 25,000 video views and overwhelmingly positive sentiment from both rural and urban community members.
- Continued to roll out 'A Season at Tyunga' videos on social media demystifying topics such as water efficiency and IMP for brand and consumer audiences.





SUSTAINABILITY

Enable 100% of Australia's cotton farms to be sustainability-certified



LEADERSHIP

Foster Industry Capacity, Collaboration and Resilience

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- Engaged with the community at the annual Theodore Show.
- Delivered a series of social media videos around the NT cotton gin opening and the northern industry achieving net positive sentiment on Facebook and achieving over 100,000 views.

2.4 DEMONSTRATE RESPONSIVENESS AND ACCOUNTABILITY

- Showcased how water efficiency gains of up to 20% can be achieved on-farm through the Saunders family implementation of bankless irrigation. Funded in-part by a Drought Preparedness Grant from the Queensland Government and supported by Cotton Australia, the project has gained interest from local growers.

2.5 PURSUE "HERE FOR GOOD" PROJECTS

- Pursue grant funding under the Country Road community grants program.
- Filmed with 'George the Farmer' at Daniel Kahl's property.

3.1 UNDERSTAND BARRIERS AND ENABLERS TO ADOPTING CERTIFIED PRACTICES

- 543 certified farms (up from 400 last season) farms fully myBMP certified.
- An estimated 45% of the crop will be myBMP certified cotton this season.

3.2 RESTRUCTURE SUSTAINABILITY PROGRAM

- Ongoing consultation with CGAs about a draft approach to the Biodiversity indicator of the sustainability framework.

3.3 ACHIEVE GLOBALLY RECOGNISED IMPACT

- 4th Environmental Assessment Report released with coordinated key messaging with CRDC.

3.4 ACCELERATE GROWER UPTAKE

- A new brochure and case studies produced in partnership with dryland growers to increase participation in the myBMP program.

3.5 BE A SUSTAINABILITY THOUGHT LEADER

- The data framework behind PLANET. PEOPLE. PADDOCK. is currently being revamped in an ambitious Australian proof of concept to cotton and other agriculture industries to collect better sustainability data and use it for more purposes.

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4.1 GUIDE RESEARCH AND DEVELOPMENT

- Cotton Australian General Meeting held in June to provide direct feedback from growers and CGA's to CRDC on research priorities.

4.2 CELEBRATE INDUSTRY ACHIEVEMENTS

- Supported the delivery of the Bayer Cotton Grower of the Year Field Day at Tyunga on the Darling Downs. Over 220 people attended the event.
- 2024 Australian Cotton Industry Awards finalists were announced for the Bayer Grower of the Year; AgriRisk High Achiever of the Year; Chris Lehmann CRDC Young Cotton Achiever of the Year; and Cotton Seed Distributors Researcher of the Year.

4.3 FOSTER INDUSTRY LEADERSHIP & GRASSROOTS PARTICIPATION

- A record number of applications were received for Future Cotton Leaders 2024 program. Participants have been announced and the first workshops held.
- Encouraged grower participation in the Nuffield, Peter Cullen Water & Environment Trust, and Churchill Fellowship programs.
- Sam Lee of CSD announced as a 2024 Australian Rural Leadership Program participant.
- CA Policy Officer Jennifer Brown selected to participate in the 2024 NFF Diversity in Agriculture leadership program.
- Helped to coordinate the inaugural Women in Cotton (Wincott) Northern Australia field walks in Kununurra and Katherine.

4.4 DEVELOP WORKFORCE EDUCATION & TRAINING

- Promotion of AgCAREERSTART to growers has begun.
- Cotton Australia delivered 11 Cotton Picker Operation Essentials workshops across Queensland with over 160 people attending. The training was funded by Cotton Australia under the QLD government's micro-credential program.
- Secured \$3 million in funding over the next three years to develop SmartAg QLD, which will be delivered in partnership with QFF. The program will be modeled on AgSkilled NSW and will provide accredited and unaccredited training.
- Secured funding to extend the AgSkilled NSW program, which delivers workforce training for the agricultural sector, until June 2024.
- Cotton Australia partnered with Emma Bond to launch new curriculum-aligned educational resources for secondary students.
- Cotton Australia videos produced as part of the Remarkable Women in Agriculture series have been showcased on the Primary Industries Education Foundation Australia (PIEFA) Career Harvest website.
- Cotton Australia participated in the Royal Agricultural Society of NSW (RAS) Farm Days event designed for primary and secondary students following the STEM curriculum.
- Attended the Northwest Regional Careers Expo in Tamworth, which was attended by over 2000 students from 22 schools.

4.5 ENHANCE BIOSECURITY AND STEWARDSHIP

- Fewer reports of drift and high levels of engagement with tools including SataCrop, WAND towers, and the Cotton Australia Snap, Send, Solve app for reporting drift incidents.
- Review of the Cotton Industry Biosecurity Operating Procedures held with key stakeholders.
- Biosecurity training (Industry Liaison Officer level) conducted for key CottonInfo and CA staff, with further training for additional extension staff and growers scheduled.
- Cotton Guardians Program open for grower nominations to attend the two day workshop.

GOVERNANCE

Structure, govern and fund Cotton Australia effectively



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5.2 BUILD FUNDING RESILIENCE

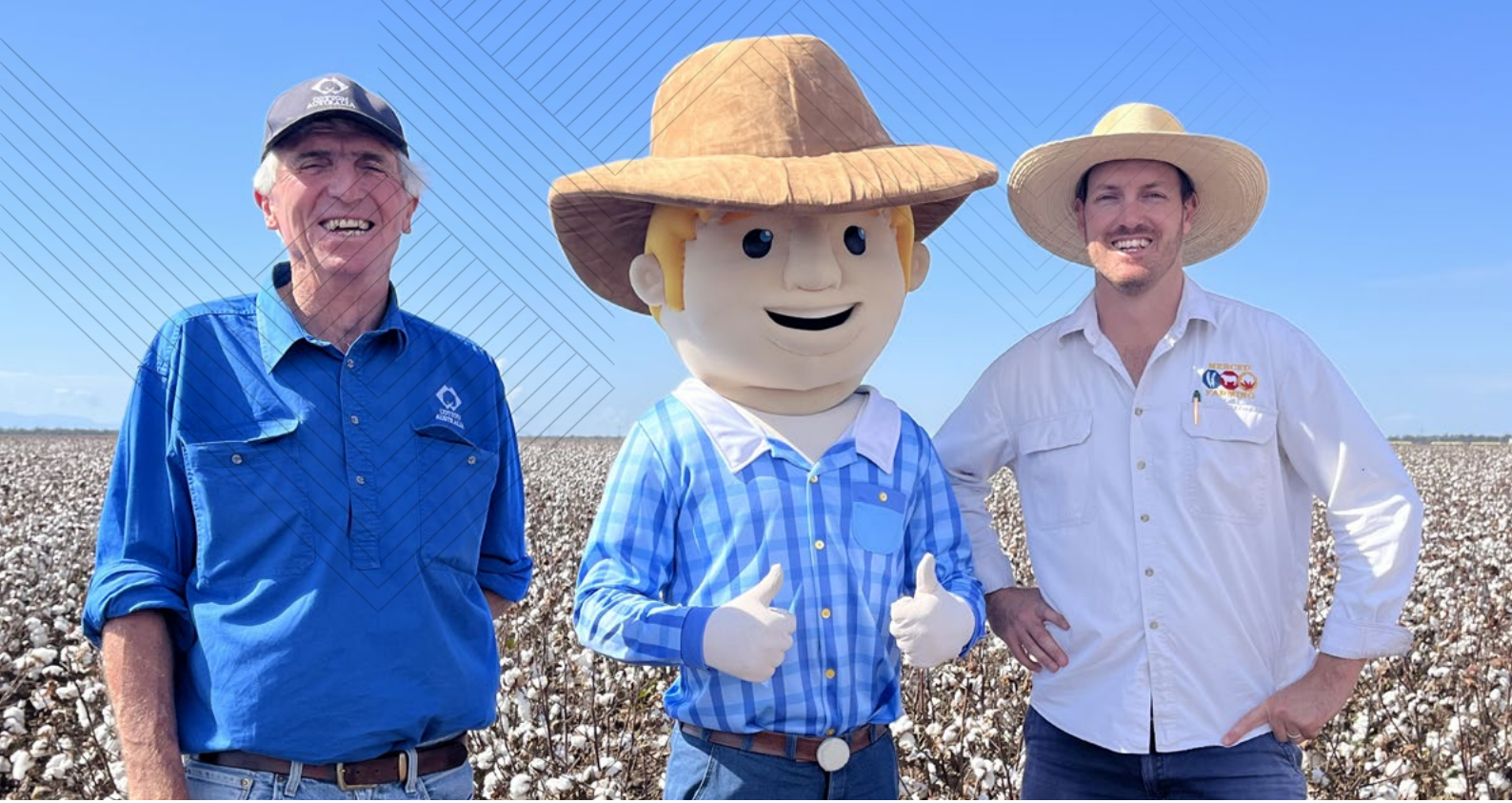
- Farm Business Resilience Programme funding of \$225,000 from Federal/State Funding (Sub-contract with QFF) currently underway.

5.3 STRUCTURE TO ADD VALUE

- New Regional Managers appointed for the Darling Downs and Dawson and Callide Valleys, QLD.
- Appointed a Program Manager to manage the externally funded SmartAgQLD program.

5.5 PROACTIVELY MANAGE RISKS

- Framework developed for engagement and risk management for the Northern Australia cotton industry with proactive media management and engagement underway.



FUTURE ACTIVITIES AND ONGOING ISSUES

ADVOCACY

- Continue to engage key Ministers to advocate for changes to the Murray-Darling Basin Plan
- Advocate to Government policy makers to support CA members current and future energy needs, plus the importance of protecting high value agricultural land.
- Continue advocating for more tariff free quota under the India free trade agreement.
- Cotton Australia will host a series of online farm business resilience plan workshops to assist growers accessing QRIDA drought resilience grant funds.
- Hold stakeholder events in key growing areas to engage with government and industry representatives.

TRUST

- Showcase sustainability and innovation at the EKKA in Queensland in August.
- Continue stakeholder engagement to foster positive relationships and develop trust in the Australian cotton industry, particularly in the Northern Territory.
- Continue to collaborate with CRDC and media to leverage the Circularity Project to build trust in cotton for brand partners and consumers alike.
- Develop action plan to deliver recommendations resulting from the Trust in Cotton research in partnership with CRDC.
- Showcase accountability by creating a series of videos from the Cotton Forum event to share with brand partners and the public online.

FUTURE ACTIVITIES AND ONGOING ISSUES

SUSTAINABILITY

- Begin implementation on the Roadmap and coordinate deliverables where CRDC and ACSA are responsible.
- Engage media and industry around the 2023 Sustainability report.
- Pursue new and innovative ways to showcase the Australian Cotton Industry's sustainability framework
- Finalise work on the 3rd five-yearly PEOPLE. PLANET. PADDOCK report; due for release in early 2025.
- Develop a new suite of myBMP case studies to be used to promote the program to growers and showcase the success of the program to brand partners and stakeholders using Better Cotton funds.
- Finalise myBMP audits to achieve target number of certified growers.

LEADERSHIP

- Coordinate the delivery of the 2024 Cotton Conference.
- Deliver the 2024 Future Cotton Leaders Program.
- Continue to engage with growers on biosecurity to better empower our members with training and support.
- Promotion and coordination of scholarships for teachers and university students to attend the Australian Cotton Conference

GOVERNANCE

- Execute delivery on a framework for engagement and risk management for the Northern Australia cotton industry.
- Hold the Cotton Australia AGM at the Australian Cotton Conference in August.



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