



# CURRENT AND FUTURE ACTIVITIES

**NOVEMBER 2025**

# 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

- Presented to the NSW Legislative Assembly Inquiry into the Impacts of the Water Amendment (Restoring Our Rivers) Act 2023 on NSW regional communities
- Made a submission to the Independent Review Panel on the Water for the Environment Special Account
- Providing scientific data to the APVMA review to support the Paraquat registration.
- Coordinated a tour for Australia's Assistant Minister for Agriculture, Senator Anthony Chisholm, of a cotton gin and cotton growers in St George
- Invited by Minister Collins to attend the Australian Government's Unlocking Productivity in Australian Agriculture roundtable
- Attended National Farmers' Federation Members' Council meetings
- Attended National Irrigators' Council AGM and general meetings
- Attended the Annual General Meeting of Central Downs Irrigators Limited (CDIL)
- Made a submission to the Queensland Department of Natural Resources, Mines, Manufacturing and Regional Development on the 2025 Land Release Review
- Made a submission to the Australian Energy Market Commission's (AEMC) consultation on the Integrated Distribution System Planning (IDSP) rule change
- Attended the Toowoomba and Surat Basin Enterprise (TSBE) Surat Basin Coexistence Symposium in Dalby
- Made a submission to the National Bioenergy Feedstock Strategy discussion paper
- Attended NFF's Sustainable Development and Climate Change Committee meetings
- Attended the NSW Department of Climate Change, Energy, the Environment and Water's Energy Infrastructure Roadmap stakeholder briefing.

#### 1.2 PARTNER FOR IMPACT

- Partnered with Cotton Research and Development Corporation (CRDC), Better Cotton and the U.S Cotton Trust Protocol to develop a Lifecycle Assessment (LCA) policy position for brands to more accurately use LCAs to assess the environmental impact of cotton.

#### 1.3 ENGAGE POLICY MAKERS

- Hosted an engagement dinner with key NSW state ministers to discuss priorities for the cotton industry and regional communities.
- Hosted NSW Shadow Minister for Water Steph Cooke in the Murrumbidgee Valley to explore irrigation issues.
- Met with NSW MPs on human rights topic, particularly relating to work on the Strategic Roadmap and the NSW enquiry into human rights issues in agriculture
- Attended Katherine Regional Chief Ministerial Reception
- Regularly met with key Federal Ministers and representatives in Canberra.
- Board dinner with NSW opposition.

#### 1.4 DRIVE DEMAND

- 2025 has seen a 54% increase in licensed Australian Cotton products, with 53 brand partners.

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- Attended Textile Exchange Conference, met with many global brands, other cotton programs and stakeholders to advocate for Australian cotton.
- Attended the Kmart and Target Annual Partner Conference in Melbourne
- Held 18 one-on-one meetings with brands and retailers in Melbourne and saw growing interest from global brands.
- Partnered with Aldi to showcase their Australian Cotton blend lounge wear on social media and in their catalogue ahead of Fathers Day.
- Held the 2025 Australian Cotton Forum in Sydney with 260 registered participants from the Australian fashion and textiles industries.

### 1.5 INFLUENCE GLOBAL LANDSCAPE

- Continued to work with Better Cotton to introduce traceable Australian cotton and negotiated with Better Cotton to utilise their platform to trace myBMP cotton from Australia.
- Active participant in the Textile Exchange Cotton Advisory Group and Cotton Round Table forums, as well as a group of cotton programs working on common issues.
- Active participant in Make the Label Count, influencing the policy agenda in the EU.
- Undertook the Grower Tour and Carbon Chat roadshow to gather feedback from growers and industry on key Roadmap topics – more than 230 growers and industry representatives attended.
- Attended the Textile Exchange Conference in Lisbon, Portugal.
- Adam Kay represented the Australian cotton industry at the World Expo in Osaka, presenting at the Australian Natural Fibre Day and engaging with Japanese brands and retailers at a function held at the Australian stand. The visit and event were funded by Austrade.
- Spoke at the 2025 Better Cotton Conference in Türkiye – traceability debate.
- Took part in the Textile Exchange Regional Summit: Cotton & Wool Workshop in Sydney.

### 2.1 CAPTURE RELEVANT DATA

- Updated the Data Dashboard with latest Sustainability report data and CRDC Grower Survey Data.
- Conducted survey of brands and retailers to inform Cotton to Market and Strategic Roadmap, and to better support partners – 81 responses.
- Continued to work with CRDC on the development of the industry data platform and drive grower engagement.

### 2.2 ENABLE VALUABLE INSIGHTS

- The third phase of the traceability project will focus on value proposition including likely demand for traceable Australian cotton, and economic value of market access as well as integration with CRDC Data Platform

### 2.3 SHOWCASE RESPONSIBILITY

- Coordinated Channel 7's Weekend Sunrise live Weather broadcast from the McVeigh family farm and LDC Dalby Gin to share the positive story of Australian Cotton.
- Grew social media followers by 8% in from June 2025 with Phase 2 of the Trust social media campaign reaching over 1 million people
- Held a stand at the 2025 Brisbane EKKA which attracted 425,000, the highest visitor number since 2008.
- Developed the Australian Cotton Stories video series, funded by ATMAC the videos cover topics from sustainability and supporting local communities to science and technology to brand endorsement. The video series is aimed at educating brands and retailers on the Australian Cotton industry.
- Let's Talk e-newsletter continues to reach thousands of supply chain stakeholders monthly.

### 2.4 DEMONSTRATE RESPONSIVENESS AND ACCOUNTABILITY

- Held a regional board meeting in Macquarie Valley, including visits to the Narromine Irrigation Scheme , Gin Gin Weir and a grower dinner.



## TRUST

Credibly enhance  
the industry's  
reputation among all  
stakeholders

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The Eather Family, Bellevue Pastoral Company, Narrabri were nominees for the 2025 Grower of the Year Award



## SUSTAINABILITY

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

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### 3.1 UNDERSTAND BARRIERS AND ENABLERS TO ADOPTING CERTIFIED PRACTICES

- Appointed myBMP Sustainability Implementation Officer Annette McCaffery
- Recent Australian Cotton Strategic Roadmap Roadshow sought feedback on the future of myBMP including current barriers to participation and most valued attributes – this has been written up and sent to participants.

### 3.2 RESTRUCTURE SUSTAINABILITY PROGRAM

- myBMP review final report has been delivered which has assessed how the program meets industry and market needs.

### 3.3 ACHIEVE GLOBALLY RECOGNISED IMPACT

- Release of the Annual Sustainability report, shared with supply chain stakeholders via Let's Talk e-news.
- Held the Sustainability Working Group meeting.

### 3.4 ACCELERATE GROWER UPTAKE

- The forecast for the 2025-26 season approximately 50% of the Australian cotton crop will be myBMP certified.
- 618 farms now fully certified, with 175 businesses.
- The number of certified farms is expected to increase to more than 700 in the coming months.

### 3.5 BE A SUSTAINABILITY THOUGHT LEADER

- Released the Sustainability Report via social media, email newsletter and industry communications.
- Launched the Sustainability Framework website in partnership CRDC to showcase industry achievements and goals
- Represented the Australian cotton industry and its sustainability framework at the AASF convened Agricultural Sustainability Australia Exchange.
- Ashley Hollis presented at the 'Good for Business' Sustainable Fashion Summit at NSW Parliament.
- Participated in a DPI-led forum on soil carbon and natural capital
- Held the Australian Cotton Sustainability Reference Group meeting.



The Cotton Collective event in Toowoomba



## LEADERSHIP

Foster Industry Capacity,  
Collaboration and  
Resilience

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### 4.1 GUIDE RESEARCH AND DEVELOPMENT

- Hosted a research forum with growers at the November General Meeting to review R&D priorities.
- Coordinated Human Rights in Australian Cotton research, funded by CRDC as part of the Australian Cotton Strategic Roadmap development
- Hosted and delivered, in collaboration with northern plant and livestock industries the first Farm to Feed Forum in Katherine, NT

### 4.2 CELEBRATE INDUSTRY ACHIEVEMENTS

- Announced recipients for the 2025 Cotton Grower of the Year, Researcher of the Year and Young Achiever of the Year awards.
- Hosted a successful Cotton Collective event in Toowoomba.
- Planning for 2026 Cotton Conference well underway with committee meeting regularly.

### 4.3 FOSTER INDUSTRY LEADERSHIP & GRASSROOTS PARTICIPATION

- Launched the 2026 Australian Cotton Future Leaders call for applications

### 4.4 DEVELOP WORKFORCE EDUCATION & TRAINING

- Hosted a careers night for University of Sydney Agriculture Undergrads and attended the Science Faculty's Career Night
- Supporting the AgConnections Program (NT/WA) in partnership with Charles Darwin University, hosting students cotton visits in Katherine
- Attended the UQ Agribusiness Society Careers Evening
- Participated in the Moo Baa Munch event at Downlands College, Coordinated by Agforce SIPP
- Led interactive school workshops at USyd's Narrabri Campus Field Day.
- Active involvement in AgSkilled and SmartAg Queensland.

### 4.5 ENHANCE BIOSECURITY AND STEWARDSHIP

- Engagement in the Northern Australia Biosecurity Strategy Roundtable and Toolbox Sessions
- Ongoing engagement with Biosecurity Qld.
- Joint extension activities with CottonInfo (on-one, area wide meetings)
- Updated spray drift strategy for 25/26 season in conjunction with CottonInfo and SOS groups
- Extensive engagement with the Consultative Committee for Emergency Plant Pests on the recent detection of Khapra Beetle in imported goods
- Contribution to the current Emergency Plant Pest Response Deed review with Plant Health Australia.
- Hosted a joint Biosecurity Workshop in Murgon with Cottoninfo.



## GOVERNANCE

Structure, govern and fund Cotton Australia effectively

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### 5.1 OPTIMISE LEVY PAYMENTS

- Preparing to release a 2025 value proposition to demonstrate return on levy dollars.
- 80% of growers paid the voluntary CA levy (from over 70% of bales) in 2025.
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### 5.2 BUILDING FUNDING RESILIENCE

- Currently lobbying federal government for assistance with key projects such as Camp Cotton and 2026 Cotton Conference.
- Better Cotton funding myBMP Implementation Officer and a number of on-farm carbon projects.

### 5.3 STRUCTURED TO ADD VALUE

- Received an Export Market Development Grant to grow Australia's global cotton presence.

### 5.5 PROACTIVELY MANAGE RISKS

- Deliver tailored corporate governance training to CGA representatives
- Annual audit finalised by EY and audited accounts presented to members at the AGM.
- Corporate and industry risk registers reviewed on 6-monthly basis.

Cotton Australia CEO Adam Kay with the Griffiths family speaking at the Australian Cotton Forum event for brands and retailers.



# FUTURE ACTIVITIES AND ONGOING ISSUES

## ADVOCACY

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- Plan and deliver the 2026 Australian Cotton Conference
- Continue spray drift initiatives with CRDC, CottonInfo and SOS groups.
- Advocate for continued investment in AgSkilled NSW.
- Continue strengthening relationships across all northern Australia developments, industry and government agencies.
- Advocate for simpler regulatory operating conditions for agriculture by participating in NFF's working group that is tracking the Australian Government's proposed legislative changes to the Environment Protection and Biodiversity Conservation Act.

## TRUST

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- Release the next phase of the social media trust campaign in early Summer.
- Undertake the Trust in Australian Cotton industry research
- Activate an interactive educational display at the Sydney Royal Easter Show
- Finalise the roll-out of the ATMAC-funded video series for brands and retailers.

## SUSTAINABILITY

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- Develop an Australian cotton industry GHG emissions reduction targets briefing paper for the Sustainability Working group to review
- Draft an industry human rights statement.
- Determine next steps for myBMP program utilising feedback from grower consultation on the Strategic Roadmap for Australian Cotton.
- Planning a mock-biosecurity incursion exercise for 2026.

## LEADERSHIP

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- Coordinate implementation of the Australian Cotton Strategic Roadmap
- Deliver the 2026 Australian Future Cotton leaders' program
- Lead Workshop and sponsor two teachers at the National Association of Agricultural Educators (NAAE) in Shepparton
- Deliver multiple Teach the Teacher tours across growing regions for educators

## GOVERNANCE

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- Ongoing reporting to the board on Strategic Plan progress.



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