



MEDIA RELEASE

12 March 2020

2020 Australian Cotton Conference Launched

Despite the drought in many cotton regions that has impacted farmers and their communities, 2020 Australian Cotton Conference organisers are hopeful of a large turnout to this year's flagship cotton event.

“It's been a tough period for the industry but there is some hope on the horizon with the recent rains. It's more important than ever that we get together as an industry to share, learn and refocus our energy,” Conference Chair Fleur Anderson said.

“The past two seasons have been very challenging, with the crop around a seventh the size it was two years ago due to lack of rain. We hope the Conference will be a positive focus for our industry where we can look to the future,” she said.

To be held on Queensland's Gold Coast from 4-6 August the program will focus on the theme “*Here for Good*”, an opportunity to explore the industry's resilience, challenges and potential.

“The cotton industry needs to be flexible and adaptable to changes that come our way, we need to be ahead of issues like climate change and we need to have flexible business models that can cope with a fast changing world,” Australian Cotton Conference Chair and cotton grower Fleur Anderson said.

“The Conference provides a space for these important conversations around lessons learned from the past and our view of the future, with critical input from farmers and industry as well as external stakeholders.

“Together we will explore a huge range of issues, ideas and opportunities on topics including sustainability, innovation, cotton production practices, business, leadership and wellbeing,” she said.

.../2

One of the largest Trade Shows in Australian agriculture with over 100 exhibitors will provide a focal point for the critical networking and socialising that brings the industry together during Conference, as well as showcasing the new products and technologies taking Australian cotton to the next level.

The Committee is determined to produce a Conference where there's 'something for everyone', where new delegates feel comfortable, families and the next generation are welcome and where the reasonable registration investment is well worthwhile.

"All of that is made possible by the support of our sponsors and I am pleased to announce we already have major commitments from Foundation Partners CRDC and Cotton Seed Distributors as well as gold sponsors ANZ, Bayer CropScience, Case IH, Incitec, John Deere and Orica," Ms Anderson said.

Conference registrations have opened, and you can register at <https://australiancottonconference.com.au/get-involved/register-now/> In the meantime, to sponsor or book an exhibition space, please contact Brian O'Connell on 0413 130 777.

The 2020 Australian Cotton Conference is hosted by Cotton Australia and the Australian Cotton Shippers Association.

MEDIA CONTACTS:

Lucy Brennan
Cotton Australia
Communications Manager
Ph (02) 9669 5222
Mob (0455) 035 666

Brooke Summers
Step Communication
Manager: Conference Communication & Marketing
Mob (0418) 962 942