• What has been achieved?
• What have we learnt?
• What’s next?
• What are the ingredients for future success?
CA

Advocacy
- No. on % Bales
  ↓
  (to no. growers over time)

Recognition by Authorities

CARBON (future)
  - Emissions trading

Environmental/Industry outcomes
- Practice change.
  (measure - change over time)
- Develop base lines
- Productivity gains
  - Water
  - Soil health
  - Chemical
  - GHG
  - Bio Security
  - Technology
  - HR
  - Quality

Challenge to working groups on quantifying - what is being measured.

CRC & CRDC

R+D uptake
- Practice change
- R&D reviews
- Uptake of research

Adopters

Growers
- Improvement in farm
- Benchmarking
- Better management
- R&D Info access
- Market legislation
- Marketing
  - GINNERS
  - CLASSERS
  - MERCHANDISERS
  - (management, etc.)

Benchmarking

Higher levels
  → Financial Benchmarking

Challenge: ending year
  - Fibre output
  - Ginning, classing room

Financial
myBMP - for growers, powered by research...

myBMP demonstrates to the community the Australian cotton industry’s improved farming practices and careful management of our natural resources.

Get the latest scientific knowledge, resources and personal support to meet best practice standards along the entire cotton value chain right here.

Log In  Register Now

Why myBMP?
What value does myBMP bring to your business and the long term sustainability of the Australian cotton industry?

More About myBMP
Read about the great features and improvements now available on this website

Demonstrations
View video tutorials showing how to use the myBMP website

“
It’s great to have a resource that shows me all of my legal requirements to grow cotton and the attached links that help answer any questions that I might have.

– Greg Bender”
What has been achieved?

- Operational website and myBMP system launched 2010 cotton conference
  - Content generated
    - navigated complex issues
  - Tools and resources sourced and loaded
  - Technical assistance function developed
What has been achieved?

• Registration process and functionality streamlined
• myBMP mapped (Grains and Old BMP)
• D&D networked linked to myBMP
• Auditing process and DERM Agreement
• Conducted grower and D&D team trials
**Conference figures**

<table>
<thead>
<tr>
<th>Active Growers</th>
<th>No.</th>
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</thead>
<tbody>
<tr>
<td>Conference (Full registration)</td>
<td>20</td>
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<tr>
<td>Trial Growers</td>
<td>17</td>
</tr>
<tr>
<td>Other Growers</td>
<td>13</td>
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<tr>
<td><strong>Total Active Growers</strong></td>
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<tr>
<td>Practices</td>
<td>Level 1</td>
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<tr>
<td>---------------------</td>
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<td>Biotechnology</td>
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<td>Energy</td>
<td>0</td>
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<tr>
<td>Fibre Quality</td>
<td>0</td>
</tr>
<tr>
<td>HR</td>
<td>3</td>
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<tr>
<td>IPM</td>
<td>4</td>
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<tr>
<td>Natural Assets</td>
<td>2</td>
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<tr>
<td>Pesticide Management</td>
<td>46</td>
</tr>
<tr>
<td>Petrochemicals</td>
<td>37</td>
</tr>
<tr>
<td>Soil Health</td>
<td>0</td>
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<tr>
<td>Water Management</td>
<td>7</td>
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<tr>
<td><strong>Totals</strong></td>
<td>117</td>
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# Grower Information Mentors

<table>
<thead>
<tr>
<th>Module</th>
<th>Packager</th>
<th>Grower Mentor</th>
<th>Location</th>
<th>Contact</th>
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<tbody>
<tr>
<td>1 Biosecurity</td>
<td>Katrina Murray</td>
<td>Philip &amp; Matthew Norrie</td>
<td>Narrabri</td>
<td>KM</td>
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<tr>
<td>2 Biotechnology</td>
<td>Polly Gibbons</td>
<td>Tony Bailey</td>
<td>Moree</td>
<td>PG</td>
</tr>
<tr>
<td>3 Energy &amp; Greenhouse Gasses</td>
<td>Polly Gibbons &amp; Sandra D</td>
<td>Shaun Bolland</td>
<td>Moree,</td>
<td>SD &amp; PG</td>
</tr>
<tr>
<td>4 Human Resources</td>
<td>Polly Gibbons</td>
<td>John Hamperson</td>
<td>Gunnedah</td>
<td>PG</td>
</tr>
<tr>
<td>5 IPM</td>
<td>Katrina Murray</td>
<td>Sarah Ball</td>
<td>Moree</td>
<td>KM</td>
</tr>
<tr>
<td>6 Natural Assets</td>
<td>Chaseley</td>
<td>James Thomas</td>
<td>St George, Narrabri</td>
<td>CR</td>
</tr>
<tr>
<td>7 Pesticide Management</td>
<td>Chaseley Ross</td>
<td>Hamish Johnson</td>
<td>Goondiwindi</td>
<td>CR</td>
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<tr>
<td>8 Petrochemicals</td>
<td>Chaseley Ross</td>
<td>Stewart Leadbetter</td>
<td>Brookstead</td>
<td>CR</td>
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<td>9 Quality</td>
<td>Sandra Deutscher</td>
<td>Cleave Rogan</td>
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<td>10 Soils</td>
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<td>Merah North</td>
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<td>11 Water</td>
<td>Chaseley Ross</td>
<td>Brett Bidstrup</td>
<td>Condamine</td>
<td>CR</td>
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</table>
Content of myBMP

• Content was generated by industry panels and contractors.
• Was presented to Cotton Australia Grower Panels...feedback was limited (timing?).
• During resourcing of modules the “Contract Resource Packagers” were assigned a “Grower Information Mentor”. Content and resources were reviewed by growers during this process.
• Content was reviewed by growers during Beta testing
• All content was reviewed by Stuart Higgins, Allison Davis, Guy Roth, Chaseley Ross during the mapping process
Content of myBMP

- **Biosecurity**
  - Greg Kauter, Chris Anderson, PHA

- **Biotechnology**
  - Polly Gibbons, Greg Kauter

- **Energy and Input Efficiency**
  - Peter Grace, Ian Rochester, Craig Baillie

- **Human Resources**
  - Allison Davis, Mark Hickman, James Houlanhan
Content of myBMP

- **Fibre Quality**
  - Mike Bange, Sandra Deutscher

- **IPM (Insects, Weeds and Diseases)**
  - Lewis Wilson, Alison Seby, Graham Charles, Stephen Allen

- **Natural Assets**
  - Jane McFarlane, Susan Maas, Kate Lightfoot, Stacey Spanwick, Ingrid Rencken, Peter Verwey

- **Water Management**
  - Graham Harris, Peter Smith, David Wigginton, Chaseley Ross, Wendy Timms, Janelle Montgomery, Jenelle Hare
Content of myBMP

- Petrochemicals and Storage
  - Chaseley Ross, Phil Tucker

- Pest Management
  - Chaseley Ross, Bill Gordon

- Soil Health
  - David Wigginton, Des McGarry, Chaseley Ross

- Classing and Ginning
  - Rene van der Sluijs
## Tools, resources and links

<table>
<thead>
<tr>
<th>Tools</th>
<th>Popups</th>
<th>Resources in Popups</th>
<th>Grower Resource Section</th>
<th>Total Links</th>
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<td>Energy</td>
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<td>52</td>
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<td>132</td>
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<td>Human Resources</td>
<td>19</td>
<td>55</td>
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<td>125</td>
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<td>Petrochemicals</td>
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<td>35</td>
<td>29</td>
<td>134</td>
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<tr>
<td>Soil Health</td>
<td>22</td>
<td>63</td>
<td>51</td>
<td>136</td>
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<tr>
<td>Water</td>
<td>126</td>
<td>214</td>
<td>115</td>
<td>455</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>565</strong></td>
<td><strong>837</strong></td>
<td><strong>627</strong></td>
<td><strong>2029</strong></td>
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</tbody>
</table>
myBMP Messaging

**Researchers Section:**
Researchers or Industry Admin associates themselves with a practice.

**Messages Section:**
Grower replies to any message (Even closed messages)

**Assessments Section:**
Technical contacts associated to practices are shown to grower in request technical assistance tab.
Grower requests assistance from selected technical assistance contact.

**(Daily) Is the technical contact away on leave?**
- Yes
  - Technical contact will have set up rule in email client to forward to Industry Admin
- No
  - Technical contact or industry admin replied to grower

**(Daily) Is the issue still open?**
- No
  - Reply email sent to grower
- Yes
  - (Daily) Has Technical contact or Industry Admin replied to the last grower message within 2 week days

**(Daily) Has Technical contact or Industry Admin replied to the last grower message within 2 week days**
- No
  - Email sent to technical contact and Industry Administrator advising that no reply within 2 week days
- Yes
  - Has a reply from the grower been received within 6 working days?
    - No
      - Technical contact or industry admin replied to grower
      - Industry Admin Follows Up with technical contact
    - Yes
      - Closure email sent to grower

**Issue Closed**

**No Action Required**

---

**Project:** myBMP  
**Process:** Messaging System – All  
**Created by:** Dan Hickey Morgan Rural Tech  
**Date Created:** 22/06/2010

**Description:**  
Flow Chart Of All Processes

**Key decision point**  
**Process or section**  
**Email**
User with new account directed back to home page. They are able to access the tools and resources, but NOT any role specific sections such as the grower section until the administrator has assigned those permissions.

Assigning of Role Specific Permissions By Administrator
• Administrator selects user in Users section
• Administrator selects role to assign permission to user.
• Administrator assigns role to user with option of sending email to user that the role has been assigned to them

• User is then able to access the role specific section, but will still not be able to see any specific business information until the administrator associates them with a business.

Associating a User With Permission To View a Business
• Administrator goes to business roles section
• Desired business is selected.
• Desired user is selected
• User assigned permission and able to view business.

Project: myBMP
Process: Registration System
Created by: Dan Hickey Morgan Rural Tech
Date Created: 21/06/2010
Description:
Overview of the myBMP Registration. Home page and permissions
## Mapping Examples

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>Module</th>
<th>Worksheet</th>
<th>Grains Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grains BMP Program</td>
<td>Integrated pest management</td>
<td>Ability to decontaminate equipment</td>
<td>Facilities for decontamination of vehicles and equipment are used and maintained as necessary with special attention given to traffic entering or leaving the property.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROGRAM</td>
<td>Module</td>
<td>Worksheet</td>
<td>myBMP Practice</td>
</tr>
<tr>
<td>Cotton myBMP</td>
<td>Biosecurity</td>
<td>Machinery and Equipment (Level 2)</td>
<td>All machinery, vehicles and equipment entering cotton production areas are inspected for any soil and plant debris and, if found, cleaned in the wash-down facility before they are moved both on and off your property.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What has been achieved?

- Auditing program developed (5 year, 10% random)
  - Standard operating procedures and Auditing operating procedures established
- In principle amendment to original BMP/DERM agreement established pending formal sign off from Legal Services.
- Auditing office established (position descriptions and roles clarified)
- Mapping was crucial
DERM Agreement

- In principle amendment to original agreement established
- Pending formal sign off from Legal Services

27 July 2010

Mr Adam Kay  
Chief Executive Officer  
Cotton Australia Limited  
Suite 4.01  
247 Coward Street  
MASCOT NSW 2020

Dear Mr Kay,

Thank you for your letter dated 2 June 2010 regarding the continuing accreditation of the Cotton Industry’s Best Management Practices Program as a recognised Farm Management System Program under the Queensland Water Regulation 2002.

Staff in Land Management have now reviewed the documentation provided by Cotton Australia with respect to upgrading the Best Management Practices (BMP) Program into an online based myBMP system, and it would appear that this information meets the requirements of the original agreement. Currently our Legal Services section is in the process of formulating a deed of variation in relation to agreement amendments and until this is done a formal accreditation of the myBMP system is not possible.

However, I understand that you are keen to have an “in principle” sign off if a formal sign off is not possible before the Cotton Conference on 10 August 2010 so that you are able to encourage growers to continue using the myBMP system, and use this as an alternative way of meeting their Land and Water Management obligations.

Pending formal confirmation from Legal Services I would like to advise that it is expected that the myBMP system will be similarly accredited as the existing Cotton BMP program and that the original ten year term of accreditation will remain. The Department is extremely supportive of Industry based programs that assist landholders to satisfy regulatory requirements.

Should you have any further enquiries, please do not hesitate to contact Mr Rod Bourne, Manager, Land Management on 3330 8168.

Yours sincerely,

Leslie Shirreffs  
General Manager  
Land Management and Use
Grower Trials of myBMP

- First trial with growers in Feb 2009 (Louise Adcock and Letitia Cross)
  - 77 growers/users polled
  - Complete report generated, CRDC has copy
- Modifications made to site based on this feedback
- Content rebuilt with guidance from industry
- Grower response from trial positive
From what knowledge you had of BMP BEFORE coming to this pilot, how would you have rated the value of the existing BMP program in terms of benefiting growers? [On a scale of 1-10, where 1=no benefit and 10=Very beneficial]
7. After your exposure to the new approach with BMP at this pilot workshop, how would you (now) rate its potential value in terms of benefiting growers? [same scale as above]

![Graph showing the number of responses for different ratings of potential value. The ratings range from '3 Little Benefit' to '10 Very Beneficial.' The graph shows the distribution of responses across different ratings.]

Value (Scale 1-10)
Grower Trials of myBMP

- Beta testing July/August 2010 (Lead by Allison Davis and Jim Wark)
  - 15 growers invited from original list of 77 growers
  - 13 growers participated
  - Cross section of growers
    - corporate to family, husbands and wives
    - Computer savvy to less so
  - Development and Delivery Team Technical Assistance process trialled
<table>
<thead>
<tr>
<th>First Name</th>
<th>Surname</th>
<th>Mobile</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Neek</td>
<td>Morawitz</td>
<td>0409 631 393</td>
<td>07 4984 5156</td>
<td><a href="mailto:argoon@activ8.net.au">argoon@activ8.net.au</a></td>
</tr>
<tr>
<td>Greg</td>
<td>Bender</td>
<td>0429 788 641</td>
<td></td>
<td><a href="mailto:gmbender@redzone.com.au">gmbender@redzone.com.au</a></td>
</tr>
<tr>
<td>Jonathan</td>
<td>Mengel</td>
<td>0427 790 402</td>
<td>07 4668 0681</td>
<td><a href="mailto:jrlrmengel@bigpond.com">jrlrmengel@bigpond.com</a></td>
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<tr>
<td>Hamish</td>
<td>Johnstone</td>
<td>0428 765 125</td>
<td>07 4676 5105</td>
<td><a href="mailto:hjohnstone@primeag.com.au">hjohnstone@primeag.com.au</a></td>
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<tr>
<td>Ralph</td>
<td>Grey</td>
<td>0427 448 712</td>
<td>02 6753 2280</td>
<td><a href="mailto:rgr33982@bigpond.net.au">rgr33982@bigpond.net.au</a></td>
</tr>
<tr>
<td>Sean</td>
<td>Boland</td>
<td>0428 591 875</td>
<td>02 6759 1737</td>
<td><a href="mailto:sboland@auscott.com.au">sboland@auscott.com.au</a></td>
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<tr>
<td>Brendan</td>
<td>Warnock</td>
<td>0429 944 800</td>
<td>02 6794 4800</td>
<td><a href="mailto:brendonwarnock@bigpond.com">brendonwarnock@bigpond.com</a></td>
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<tr>
<td>Andrew</td>
<td>Greste</td>
<td>0428 955 126</td>
<td>02 6795 5126</td>
<td><a href="mailto:andrew@waverleyag.com.au">andrew@waverleyag.com.au</a></td>
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<tr>
<td>Clinton</td>
<td>Freer</td>
<td>0428 957 140</td>
<td>02 6795 7140</td>
<td><a href="mailto:clinton.freer@gmail.com">clinton.freer@gmail.com</a></td>
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<tr>
<td>John</td>
<td>Hamparsum</td>
<td>0429 445 899</td>
<td>02 6744 5899</td>
<td><a href="mailto:john.hampo@bigpond.com">john.hampo@bigpond.com</a></td>
</tr>
<tr>
<td>Fleur &amp; Kirk</td>
<td>Anderson</td>
<td>0409 620 302</td>
<td>07 4993 1003</td>
<td><a href="mailto:kirkandfleur@mac.com">kirkandfleur@mac.com</a></td>
</tr>
<tr>
<td>Rob</td>
<td>Tuck</td>
<td>0427 790 154</td>
<td>02 6889 0154</td>
<td><a href="mailto:tucky@hwy.com.au">tucky@hwy.com.au</a></td>
</tr>
<tr>
<td>Jonathan &amp; Kathy</td>
<td>Burrell</td>
<td>0427 678 579</td>
<td>07 4625 8641</td>
<td><a href="mailto:burrelltrafcoat@bigpond.com">burrelltrafcoat@bigpond.com</a></td>
</tr>
</tbody>
</table>
Technical Assistance Trials

- Gordon Baker
- James Houlanhan
- James Hill
- Mark Hickman
- Saly Ceeny
- Susan Mass
- Duncan Weir
- Dallas King
- Peter Verwey
What have we learnt?

- Collaboration of organisations and clear line of responsibility achieves a lot
- Management of contractors
  - On time, on budget
- Management of key person risk
  - Processes required
- Consultation vs action
  - Ask for forgiveness was mandate.
- Detail vs strategy
  - Fine balance with myBMP
- Transition process
  - Passively managed
D&D Product Support

A copy of all grower assessments is made on the myBMP site at 1st January each year. System sends email to all growers advising of the new assessment period & encourages them to continue with their benchmarking assessment. Growers will also update production data at this time.

myBMP Services Manager prepares practice adoption reports and distributes to nominated team by 31 January

Practice adoption reports distributed to industry development team during February

Industry development planning (Feb – May) – Industry development team use the practice adoption information to inform planning winter industry development activities and identifying targeted industry development needs relating to myBMP practices

Industry development delivery (May – Oct) – Industry development team deliver winter and pre-season industry development activities, with a focus on encouraging growers to continue updating their benchmarking assessments (e.g. Module Workshops). Any interest expressed to participate in an audit to be provided to myBMP Service Manager or audit office for recording.

October: myBMP Services Manager queries the database and compiles a list of growers who have not updated any of their annual benchmarking assessments during the year. List is forwarded to industry development team for follow-up.

Nov - Dec: industry development team (CA lead) follow up with growers who have not updated any of their annual benchmarking assessment to encourage and/or assist them through workshops where required
What’s next?

- Establish formal governance structure for oversight of myBMP (base around 2006 Greg Kauter discussion paper)
- Set new strategic direction for myBMP (2 years, options with CRC or no CRC)
- Rebuild grower data base for myBMP and set realistic adoption targets
- Analyse funding requirements
- Clarify operational structure and % time contributions
- Manage downstream expectations through one point of contact
- Actively manage key person risks
What are the ingredients for future success?

- First need to agree what success looks like.....
- Grower uptake (value proposition)
- Clear Governance and Management Structure
- Funding
- Auditing/Integrity
- Industry collaboration
- Human capacity
- Competitive advantage
- Process around data capture
Auditing

- Current arrangement is very high risk both for brand integrity with end users and market place
- 5 year timeframe medium risk
  - Brand integrity.... higher risk
  - Grower acceptance.... low risk
  - DERM agreement....very low risk
- CA staff as lead auditors and scrutineers very high risk
  - Impact on brand integrity.... high risk
  - Tim and capacity to complete tasks.... high risk
  - Implications for contractor relationships.... high risk
- Classing, Ginning auditing procedures into the future
<table>
<thead>
<tr>
<th>Business Name</th>
<th>Contact Name</th>
<th>Address</th>
<th>Town</th>
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<tr>
<td>Auscott Ltd</td>
<td>Ben  Stephens</td>
<td>Togo StationSpring Plains Road</td>
<td>Narrabri</td>
<td>NSW</td>
<td>2390</td>
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<tr>
<td>Auscott Ltd</td>
<td>Chris Hogendyk</td>
<td>Macquarie</td>
<td>Warren</td>
<td>NSW</td>
<td>2824</td>
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<tr>
<td>CH &amp; RL Morawitz</td>
<td>Neek  &amp; Robyn Morawitz</td>
<td>ArgoonCapricorn Highway</td>
<td>Comet</td>
<td>QLD</td>
<td>4702</td>
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<td>Colorada Cotton</td>
<td>Nigel  &amp; Beth Burnett</td>
<td>ColoradaOff Foley Road</td>
<td>Emerald</td>
<td>QLD</td>
<td>4720</td>
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<tr>
<td>Harcourt Cotton Pty Ltd</td>
<td>Mike  &amp; Debbie Austin</td>
<td>Harcourt</td>
<td>Baralaba</td>
<td>QLD</td>
<td>4702</td>
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<tr>
<td>Harmco Pty Ltd</td>
<td>Sno Harm</td>
<td>Burren-dahBundoran Road</td>
<td>St George</td>
<td>QLD</td>
<td>4487</td>
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<td>Hutchinson Farming</td>
<td>Greg  Hutchinson</td>
<td>Glendale</td>
<td>Theodore</td>
<td>QLD</td>
<td>4719</td>
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<tr>
<td>Hutchinson Farming - Roxborough</td>
<td>Ross &amp; Jenny</td>
<td>Roxborough</td>
<td>Baralaba</td>
<td>QLD</td>
<td>4702</td>
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<tr>
<td>IW Burnett Pty Ltd, IW BURNETT FAMILY TRUST</td>
<td>Ross Burnett</td>
<td>Barcool &amp; Wintonvale Foley Road</td>
<td>Emerald</td>
<td>QLD</td>
<td>4720</td>
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<tr>
<td>Janerin Pty Ltd</td>
<td>Stewart  &amp; Fay Leadbetter</td>
<td>CabaritaMS 131</td>
<td>Brookstead</td>
<td>QLD</td>
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<td>Pat Hulme</td>
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<td>Wee Waa</td>
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Questions to consider?

- How will enquiries from retailers be handled?
  - How does the industry ensure what is promised to the market can be achieved in the field?
- What is the role of shippers in relation to myBMP?
- What is the role of the CRDC value chain project in relation to myBMP?
- How does the industry maximise the value add of myBMP?
- If funds are generated through commercialisation of myBMP how are they managed?
IP issues

4. Intellectual Property

4.1 Intellectual Property to all Contract Material vests in the Cotton Australia Limited, Cotton Research and Development Corporation and the Cotton CRC. The Consultant and any other nominated parties in the shares shown in Table 2. Materials developed under this contract will be given due acknowledgement of the cotton industry’s Best Management Practice Program

4.2 All data collected through the use of the electronic tool remains the sole property of the Australian cotton industry.

Table 2 Sharing of Intellectual Property

<table>
<thead>
<tr>
<th>Item</th>
<th>Output</th>
<th>Cotton Australia Limited, Cotton Research and Development Corporation and Cotton CRC (%)</th>
<th>Consultant %</th>
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<tr>
<td>All</td>
<td>Reports and data</td>
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4.3 The Consultant will inform the Cotton Australia Limited promptly in writing of the development of any Intellectual Property it becomes aware in the course of the project
7. Intellectual property of the Consultant

7.1 Cotton Australia Limited recognises that Daniel Hickey, Morgan Rural Tech shall retain title to all intellectual property in all programming, software and other items prepared, created or otherwise developed by the Consultant pursuant to this document (the “Works”)

7.2 Daniel Hickey grants a perpetual, non-exclusive, non-transferable licence to the Licensee to use the Software as a content management system for web content management and delivery for the one website and purposes set out in Annexure A and to make any necessary modifications or enhancement to the software for that purpose.

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