



FINAL REPORT EXECUTIVE SUMMARY

For Public Release

Part 1 - Summary Details

CRDC ID: CA1804

Project Title: 2018 Australian Cotton Conference Foundation Sponsorship

Project Start Date: 7/8/2019

Project Completion Date: 9/8/2019

Research Program: 4 (ES1) Strengthening partnerships and adoption

Part 2 – Contact Details

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Part 4 – Final Report Executive Summary

Provide a one-page summary of your research that is not commercial in confidence, and that can be published on the internet. Explain the main outcomes of the research and provide contact details for more information. It is important that the Executive Summary highlights concisely the key outputs from the project and, when they are adopted, what this will mean to the cotton industry.

The organising committee believes that the objective of increasing industry knowledge relating to R&D was met but has no way to measure if those activities were implemented at a local level.

The objectives listed were without a doubt achieved and were demonstrated by the number of delegates participating in forums, presentations and activities. Delegates were provided with boundless opportunities to share information, discuss and debate issues confronting the Australian cotton industry (and agriculture in general); cotton and agriculture's place on a global and local level; competition (synthetics); branding and promotion of Australian cotton; on-farm issues (and research areas relating to the same). The program also included specific non-cotton presenters that aimed at providing personal development opportunities to all delegates. Preventative health staff from New England HealthWISE, Heart of Australia, Australian Hearing and UNE medical students provided health checks over 2 1/2 days of Conference, with 173 health checks completed.

2460 delegates with 1825 male and 635 female

General Delegates 898 Grower Delegates 667 Exhibitor Delegates 550 Student/U22 Delegates 25

The 2018 Australian Cotton Conference provided a platform to showcase the Australian cotton industry and enhance the outputs from CRDC funded R&D and extension activities to the industry at large.

The conference provides for the largest gathering of industry participants in any calendar year and delegates were presented with information in various formats during the conference program that demonstrated and extends improvements in outcomes for the industry.

Industry was challenged to share information, discuss, debate and respond to and adopt findings of research and projects around maximising individual and industry profitability and sustainability through the adoption of home-grown R&D.