



FINAL REPORT 2013/2014

Part 1 - Summary Details

Please use your TAB key to complete Parts 1 & 2.

CRDC Project Number: CGA

Project Title: An afternoon of cotton

Project Commencement Date:1/05/2013 Project Completion Date:11/02/2013

Part 2 – Contact Details

Administrator: Kate O'Callagan
Organisation: Secretary, Lachlan and Murrumbidgee CGA
Postal Address: PO Box 41 Whitton NSW 2705
Ph: 02 69552755 Fax: 02 69552765
E-mail: kate.ocallaghan@southerncotton.com.au

Part 3 – Final Report

(The points below are to be used as a guideline when completing your final report.)

Background

Cotton has come from a small base in southern NSW of 3,300 ha (2010) to 23,000 ha (2011), 53,400 ha (2012) and 39,000 ha in 2013. Awareness of cotton production systems is generally low in the public and irrigation farming community of the MIA/CIA.

Objectives

- 1. The project aimed to raise awareness of the significance of cotton production to the economy of the region.**

This objective was achieved through this project. A full bus load, 50 people, of Griffith community members participated in the Afternoon of Cotton tour on 13th June 2013. Photos and feedback attached.

Methods

Four bus trips were planned in this project but due to clashes only one trip followed the planned format.

Extra bus trips were planned but due to clashes they did not occur. High school students were able to participate in the Southern Cotton Expo on the 25th July with 32 Griffith High School students attending. This project paid for their transport and entry into this event. See attached photos.

Other target audiences were catered for in different ways. Researchers from NSW DPI Yanco, Wagga and CSU organised their own transport and completed a tour in early June.

Funds from this project enabled the CGA Expo to be held and provide an excellent network forum for growers, researchers and industry.

An awareness tour has been planned for early February for financial institutions from the MIA/CIA. This is in response to a request from some of the financial organisations.

To remain flexible in the format of these awareness tours is a point that future projects should take into account.

Outcomes

The planned outputs from this project were:

- Increased awareness and a better understanding of the cotton industry in the MIA.
- Increased advocates for the emerging industry in Southern NSW with 200 potential participants.
- Relationships built with local High School students and staff.

The planned outcomes from this project were:

- The Economic Benefits will be: Possibility of an increase in the number of cotton growers in the region.
- Increased knowledge of some existing growers about the processing of cotton leading to some better production practices.
- Increased likelihood of young people considering the cotton industry as a career option due to their exposure to the industry.
- Increased level of local cotton research due to researchers exposure to industry
- Relationships built with local researchers

This project has built good relationships with the target audiences and raised awareness of the importance of the industry to the region.

High school students and teachers

It has allowed exposure of the opportunities in the cotton industry to keen agriculture students. This will be built on with farm visits by schools in the current season.

Local researchers

A number of research projects have been submitted in the current funding round after the increased exposure of the cotton industry and network building through this project.

Cotton growers

The Southern NSW Cotton Expo was a great success with over 180 attendees including around 60 growers. See comment from CottonInfo Manager and Evaluation feedback from the event

General Public

A highly successful tour was held on the 13th June for the general public This trip was organised in conjunction with the Griffith Visitors Centre.