



# FINAL REPORT

## *Part 1 - Summary Details*

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**Cotton CRC Project Number:** 5.07.06CRC1018

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**Project Title:** General Manager; Research  
Implementation and Best Practice

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**Project Commencement Date:** 15<sup>th</sup> Feb 2010 **Project Completion Date:** 30 June 2012

**Cotton CRC Program:**

## *Part 2 – Contact Details*

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**Administrator:** Philip Armytage  
**Organisation:** Cotton CRC  
**Postal Address:** Locked bag 1001 Narrabri 2390  
**Ph:** 0457 811 627 **Fax:** **E-mail:** ken.flower@cottoncrc.org.au

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**Principal Researcher:** Ken Flower  
**Organisation:** Cotton CRC  
**Postal Address:** 2/2 Lloyd Street Narrabri, 2390  
**Ph:** 0457 811 627 **Fax:** **E-mail:** ken.flower@cottoncrc.org.au

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**Supervisor:** Philip Armytage  
**Organisation:** Cotton CRC  
**Postal Address:** Locked Bag 1001 Narrabri, 2390  
**Ph:** 0267991509 **Fax:** **E-mail:** philip.armytage@cottoncrc.org.au

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**Signature of Research Provider Representative:** \_\_\_\_\_

## ***Part 3 – Final Report Guide (due at 31<sup>st</sup> May 2012)***

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

### ***Background***

1. During the drought years 2002 to 2008 the Cotton Industry Research Organisations Cotton Australia, CRDC and Cotton CRC downsized their Research, Development and Extension (RD&E) capability to meet the declining income streams.
2. In order to improve the effectiveness and efficiency of their now resource declining Development and Extension capability they decided to join forces and run a D&E function covering all three organisations and their projects.
3. 2009 Commercial Business Manager was appointed to commence strategic analysis on the Commercialisation Projects within Cotton CRC.
4. Late 2009 a General Manager Research Implementation and Best Practice position was agreed by the 3 organisations to lead their joint D&E Capability.

### ***Objectives***

5. To provide a combined Development and Extension function which would;
  - a) Develop and Manage a plan to obtain the best Industry and Cotton CRC value from the Commercial products and IP owned and developed by Cotton CRC over its life.
  - b) Develop a strategic plan to best Implement Research findings, to create the maximum practice change based on Research findings, and to help demonstrate the beneficial financial impact of these improved practices.
  - c) Form a cohesive team across the various research functions to develop products and resources to enhance adoption of best practice.
  - d) Combine the existing Research development and Extension resources of the three organisations.
  - e) Finalise the development of the myBMP web based Best Management Practice system and deliver and manage the myBMP system.

### ***Methods***

6. Appoint a Commercial Business Manager empowered to review all commercial projects and recommend a commercialisation strategy for each.
7. Appoint a General Manager Research Implementation and Best Practice, empowered to develop and implement a Strategic plan to form a functional Research Implementation team for Cotton Australia, CRDC and Cotton CRC.

### ***Results***

8. A Commercialisation Team was established within Cotton CRC to meet regularly and review all commercialisation Projects. The projects were managed to

achieve best Industry and Cotton CRC benefit. All projects were reported regularly to the cotton CRC Board and all projects have ongoing life with external parties or have been delivered to the public benefit through publication and listing in CRC Web site

9. A Development and Delivery Team has been established and has worked to deliver a range of Industry products, resources, functions and Field days including;
  - a) Cotton Pest Management Guide 2010, 2011 and writing of 2012.
  - b) Cotton Production Manual, 2010.2011 and writing of 2012.
  - c) Pest and Beneficials In Cotton Landscapes 2011
  - d) Cotton Symptoms Guide 2012-
  - e) Weed ID Mobile Application being developed for Cotton Conf 2012.
10. A myBMP Team has been formed to develop, launch, improve and deliver the myBMP program to participating growers, Gins and Classing Facilities.
11. External Collaborations have been entered into to assist in the more effective delivery of Research Implementation;
  - a) Collaboration with Greenmount Press to deliver all magazine type products including; Graphics, layout, advertising and product positioning.
  - b) Collaborations with Agribusiness;
    - Direct sponsorship and delivery of "Pest and Beneficial's in Cotton Landscapes 2011"
    - Direct sponsorship and delivery of "Cotton Symptoms Guide 2012"
    - Certified myBMP Advisers trained in key Agribusiness's
    - Key Agribusiness's working towards being a certified myBMP agribusiness
  - c) Collaborations with Farm Software providers ; SST and Ag Data; With SST will introduce first Web based Farm mapping capability to myBMP

### ***Outcomes***

12. As per Results

### ***Conclusion***

13. The result of this program is that Cotton Seed Distributors will form a Joint Venture with CRDC and Cotton Australia to; " Build on and expand the resources to the Development and Delivery Team and myBMP" . This result of ongoing support and increased resource allocation is only possible due to the proven value to the cotton industry of this program.

14. Key Message; This collaborative approach which includes Commercial suppliers, Agribusiness and Crop Consultants in the development and delivery of Resources and practice change is successful and will have ongoing support after the conclusion of Cotton CRC on 30 June 2012.

### *Extension Opportunities*

15. This will be ongoing in similar structure but new funding.

### *Publications*

16. A. Publications relevant to this project.

- a) Cotton Pest Management Guide 2010, 2011 and writing of 2012.
- b) Cotton Production Manual, 2010.2011 and writing of 2012.
- c) Pest and Beneficials In Cotton Landscapes 2011
- d) Cotton Symptoms Guide 2012-
- e) Weed ID Mobile Application being developed for Cotton Conf 2012.
- f) Web based Best Management Practice System

[www.mybmp.com.au](http://www.mybmp.com.au)

## ***Part 4 – Final Report Executive Summary***

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The result of this project is that Cotton Seed Distributors will form a Joint Venture with CRDC and Cotton Australia to; as explained by Bruce Finney CEO of CRDC, “Build on and expand the resources to the Development and Delivery Team and myBMP” . This result of ongoing support and increased resource allocation is only possible due to the proven value to the cotton industry of this project commissioned by Cotton CRC.

The key Message here is that this collaborative approach which involves collaboration between;

- Cotton Industry Research capability
- Commercial suppliers,
- Agribusiness, and
- Crop Consultants

In the development and delivery of Resources and practice change is successful and will have ongoing support after the conclusion of Cotton CRC on 30 June 2012.

