

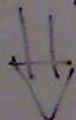
myBMP

- What has been achieved?
- What have we learnt?
- What's next?
- What are the ingredients for future success?

CA

Advocacy

N° or % Bales



(to NOS growers over time)

Recognition by Authorities
L+W

CARBON (future)
- emissions trading

CRC & CRDC

Environmental/Industry
Outcomes

practice change.
(measure - change
over time)

Develop - base lines

PRODUCTIVITY GAINS
Profitability

- Water
- Soil health
- Chemical
- GHG
- Bio Security
- Technology
- HR
- + Quality

Bench
marking
= WIFM

* Higher levels
→ Financial
Benchmarking

Challenge to working groups

on quantifying - what is being measured.

→ End of year
Fibre output
→ Ginning classing room

ADOPTERS

GROWERS

IMPROVEMENT IN FARM
- BENCHMARKING
- RISK MGMT TOOL
- R+D INFO ACCESS
- MR
- LEGISLATION
MARKETING

WINNERS

CLASSERS

MERCHANTS
(PRIME + 1ST RT)

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](#)

“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

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

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

Active Growers	No.
Conference (Full registration)	20
Trial Growers	17
Other Growers	13
Total Active Growers	50

Content (practice numbers)

Practices	Level 1	Level 2	Level 3	Level 4	Total Practices
Biosecurity	0	10	9	2	21
Biotechnology	18	14	4	0	36
Energy	0	9	18	10	37
Fibre Quality	0	14	1	0	15
HR	3	8	7	1	19
IPM	4	13	14	2	33
Natural Assets	2	39	20	12	73
Pesticide Management	46	53	15	10	124
Petrochemicals	37	19	15	3	74
Soil Health	0	17	4	1	22
Water Management	7	67	36	21	131
Totals	117	263	143	62	585

Grower Information Mentors

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

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 Houlahan

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

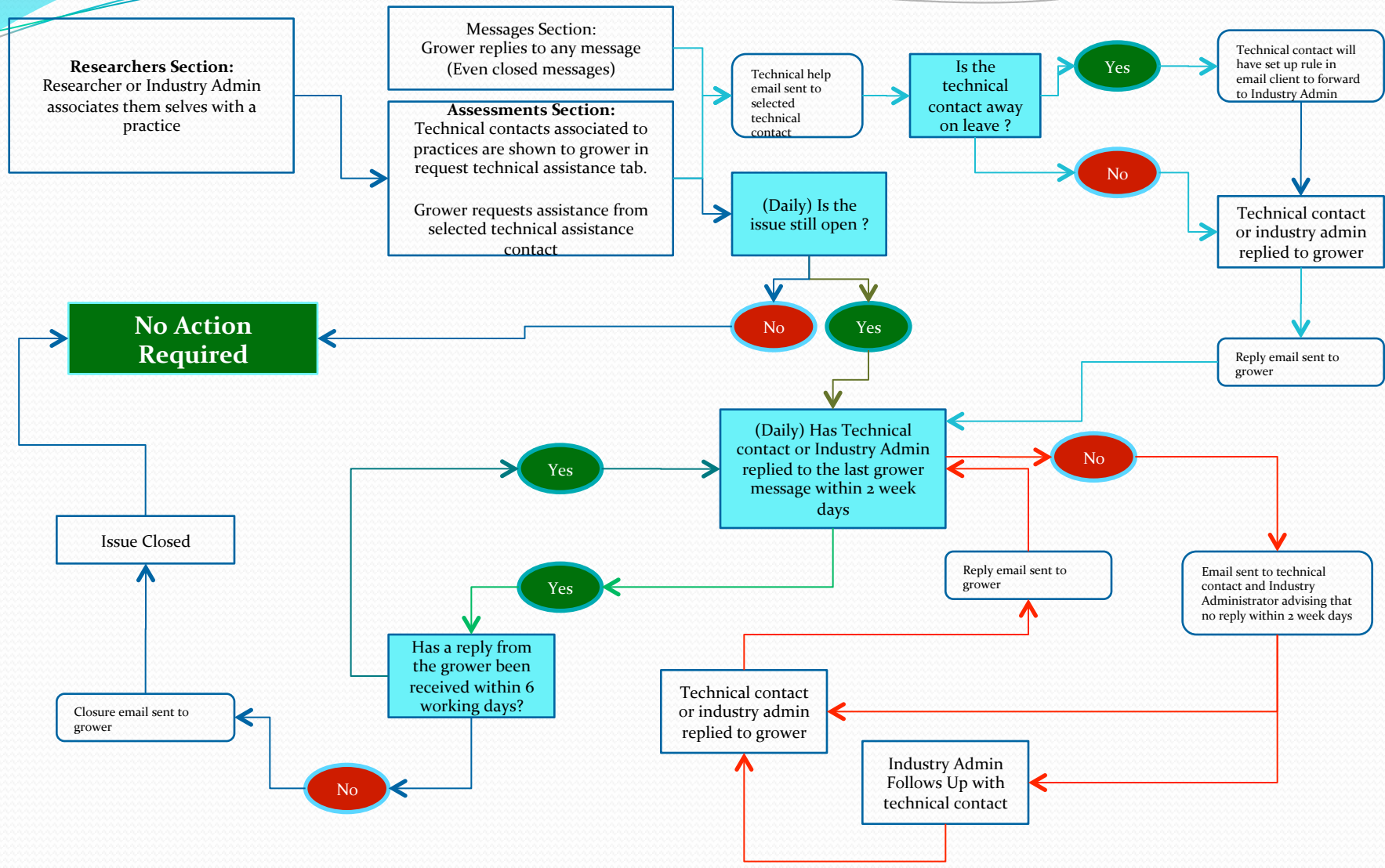
Content of myBMP

- 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

	Popups	Resources in Popups	Grower Resource Section	Total Links
Biosecurity	20	54	27	101
Biotechnology	36	41	44	121
Energy	38	52	42	132
Fibre Quality	15	26	26	67
Human Resources	19	55	51	125
IPM	33	59	56	148
Natural Assets	68	117	91	276
Pesticides	118	121	95	314
Petrochemicals	70	35	29	134
Soil Health	22	63	51	136
Water	126	214	115	455
Total	565	837	627	2029

myBMP Messaging



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

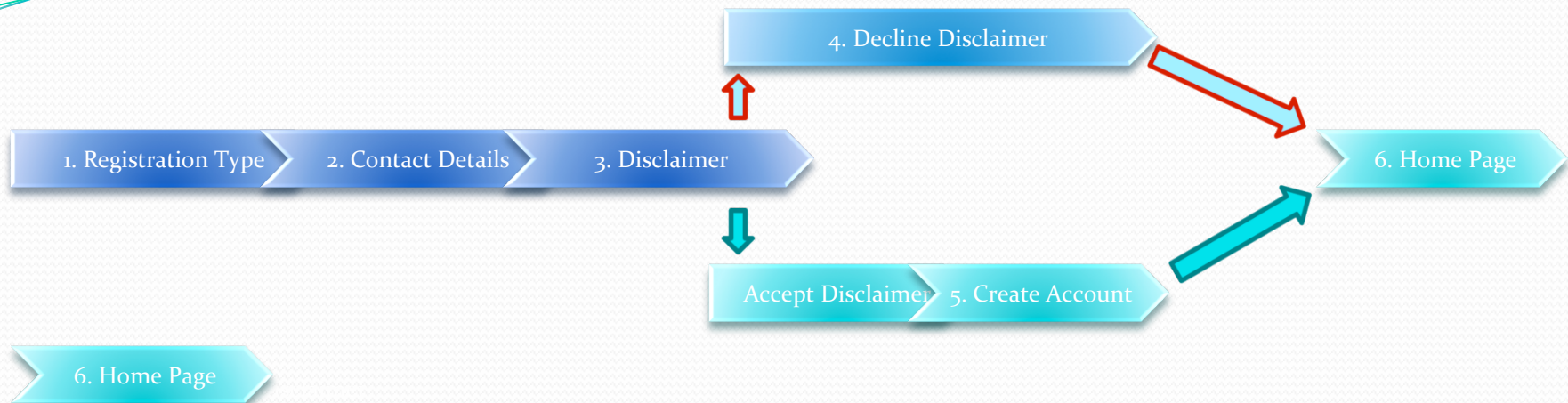
Description:
Flow Chart Of All Processes

Email

Process or section

Key decision
point

myBMP Registration Process



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.

Description:

Overview of the myBMP Registration. Home page and permissions

Mapping Examples

PROGRAM	Module	Worksheet	Grains Practice
Grains BMP Program	Integrated pest management	Ability to decontaminate equipment	Facilities for decontamination of vehicles and equipment are used and maintained as necessary with special attention given to traffic entering or leaving the property.
PROGRAM	Module	Worksheet	myBMP Practice
Cotton myBMP	Biosecurity	Machinery and Equipment (Level 2)	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

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

Department of
Environment and Resource
Management

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*.

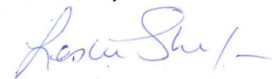
Staff in Land Management have now reviewed the documentation provided by Cotton Australia with respect to upgrading the Best Management Practices (BMP) Program into an online based myBMP system, and it would appear that this information meets the requirements of the original agreement. Currently our 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 6168.

Yours sincerely

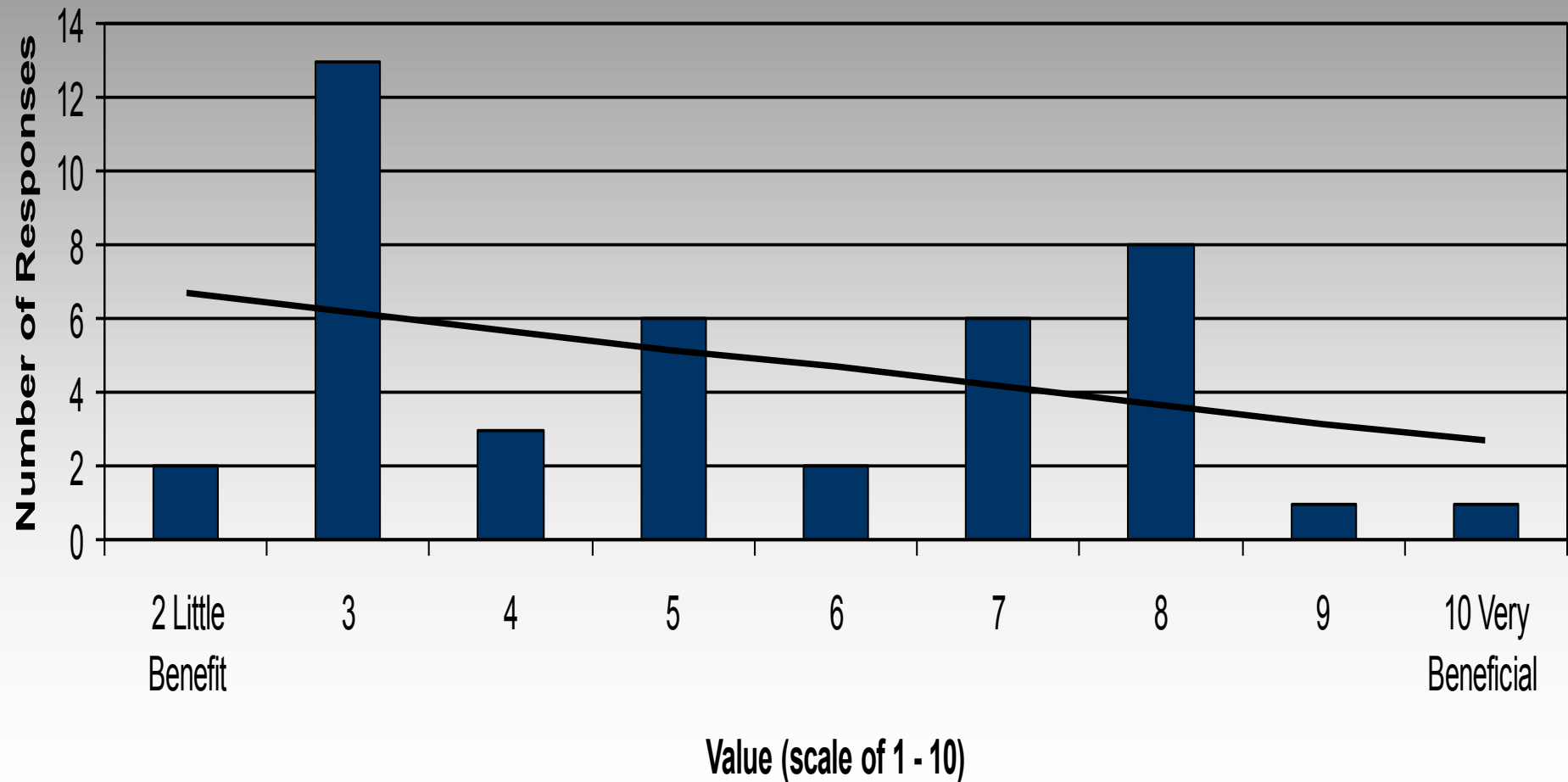


Leslie Shirreffs
General Manager
Land Management and Use

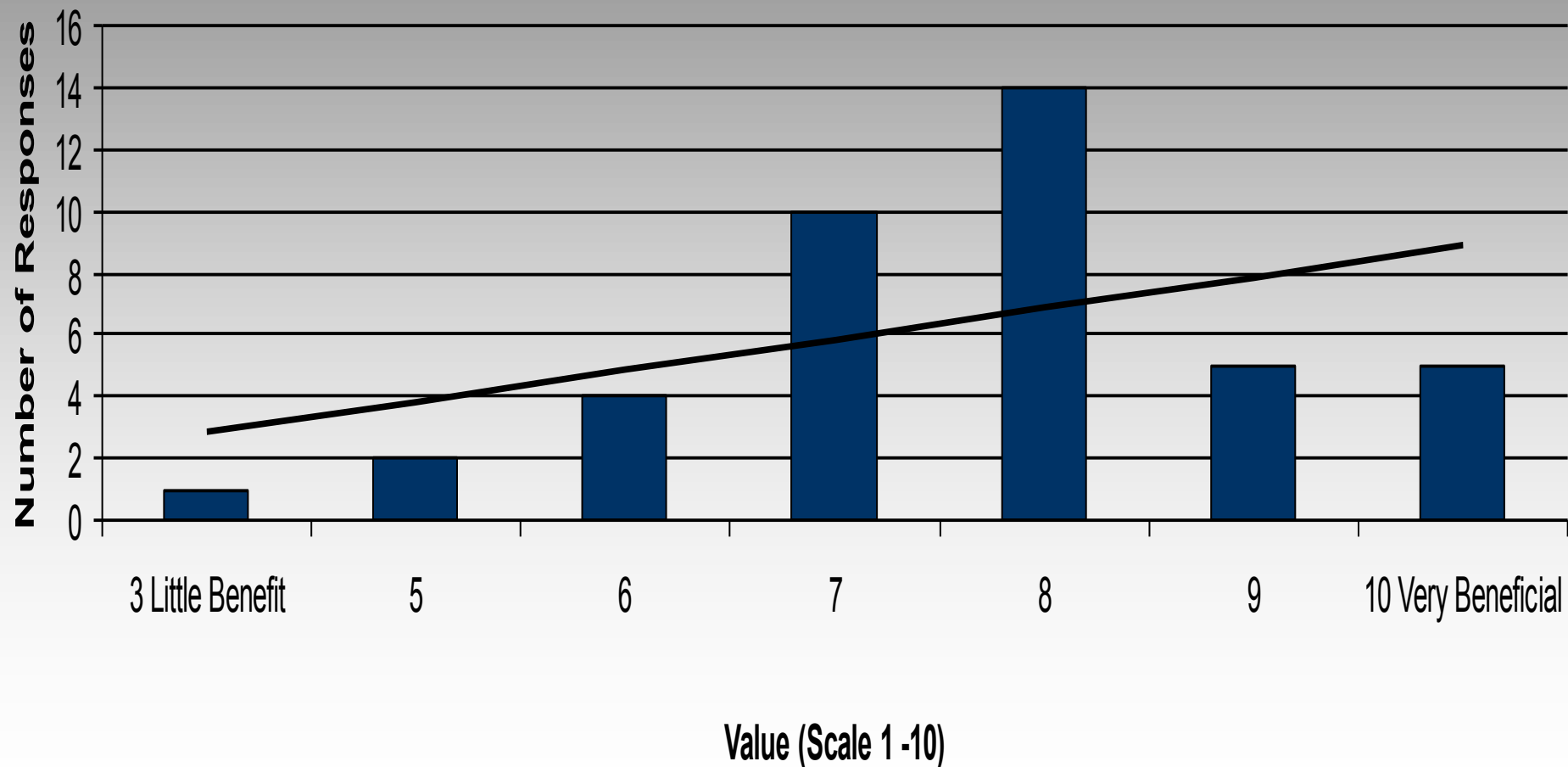
Grower Trials of myBMP

- 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]



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

First Name	Surname	Mobile	Phone	Email
Neek	Morawitz	0409 631 393	07 4984 5156	argoon@activ8.net.au
Greg	Bender	0429 788 641		gmbender@redzone.com.au
Jonathan	Mengel	0427 790 402	07 4668 0681	jrlrmengel@bigpond.com
Hamish	Johnstone	0428 765 125	07 4676 5105	hjohnstone@primeag.com.au
Ralph	Grey	0427 448 712	02 6753 2280	rgr33982@bigpond.net.au
Sean	Boland	0428 591 875	02 6759 1737	sboland@auscott.com.au
Brendan	Warnock	0429 944 800	02 6794 4800	brendonwarnock@bigpond.com
Andrew	Greste	0428 955 126	02 6795 5126	andrew@waverleyag.com.au
Clinton	Freer	0428 957 140	02 6795 7140	clinton.freer@gmail.com
John	Hamparsum	0429 445 899	02 6744 5899	john.hampo@bigpond.com
Fleur & Kirk	Anderson	0409 620 302	07 4993 1003	kirkandfleur@mac.com
Rob	Tuck	0427 790 154	02 6889 0154	tucky@hwy.com.au
Jonathan & Kathy	Burrell	0427 678 579	07 4625 8641	burrelltrafcot@bigpond.com

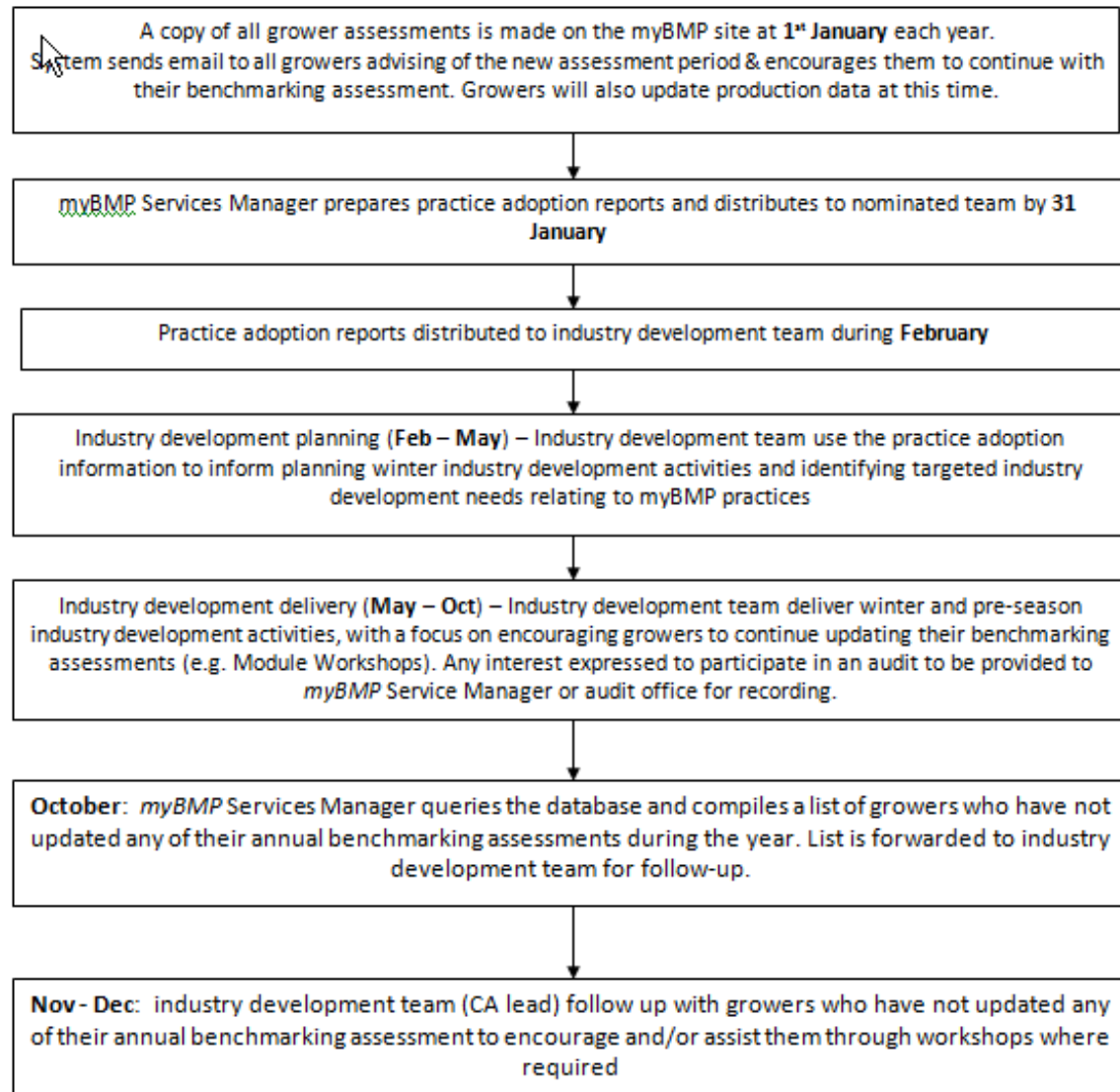
Technical Assistance Trials

- Gordon Baker
- James Houlahan
- 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



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

Business Name	Contact Name	Address	Town	State	Postcode
Auscott Ltd	Ben Stephens	Togo StationSpring Plains Road	Narrabri	NSW	2390
Auscott Ltd	Chris Hogendyk	Macquarie	Warren	NSW	2824
CH & RL Morawitz	Neek & Robyn Morawitz	ArgoonCapricorn Highway	Comet	QLD	4702
Colorada Cotton	Nigel & Beth Burnett	ColaradaOff Foley Road	Emerald	QLD	4720
Harcourt Cotton Pty Ltd	Mike & Debbie Austin	Harcourt	Baralaba	QLD	4702
Harmco Pty Ltd	Sno Harm	Burren-dahBundoran Road	St George	QLD	4487
Hutchinson Farming	Greg Hutchinson	Glendale	Theodore	QLD	4719
Hutchinson Farming - Roxborough	Ross & Jenny Hutchinson	Roxbrough	Baralaba	QLD	4702
IW Burnett Pty Ltd, IW BURNETT FAMILY TRUST	Ross Burnett	Barcool & WintonvaleFoley Road	Emerald	QLD	4720
Janerin Pty Ltd	Stewart & Fay Leadbetter	CabaritaMS 131	Brookstead	QLD	4364
Kilmarnock Farming Pty Ltd	Andrew Watson	Brigadoon	Boggabri	NSW	2382
Lombard Farms	Chris Henley	EumorellaBoomi Road	Goondiwindi	QLD	4390
Mayfield Farming Company	Shawn Fresser	Mayfield	Dalby	QLD	4405
Moore's Lagoon Pty Ltd	David Moore	Lagoon	Theodore	QLD	4719
Nandina Partnership	Peter & Dianna French	Nandina	Theodore	QLD	4719
Norman Farming	John Norman	Kalanga	Toobeah	QLD	4498
PJ Hulme Agriculture	Pat Hulme	Glenrowan	Warren	NSW	2824
PrimeAg Australia Limited	Hamish Johnstone	Macintyre Downs, Riverview, Wirindi			
Smith Brothers Ag	Mick Freeman	Tarrawatta	Talwood	NSW	4496
SPC Farming	Maurice & Shirley Pearce	Yattlewondi	Talwood	QLD	4496
Warakirri Agriculture Landtrust	Tom Murphy	WyobieMS 335	Jimbour	QLD	4406
Waverley Ag Pty Ltd	Andrew Greste	Waverley	Wee Waa	NSW	2388

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

Item	Output	Cotton Australia Limited, Cotton Research and Development Corporation and Cotton CRC %	Consultant %
All	Reports and data	100	0

- 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

IP issues

7. Intellectual property of the Consultant

- I 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 web-site and purposes set out in Annexure A and to make any necessary modifications or enhancement to the software for that purpose.
- 7.3 The Licensee shall not sub-licence or make copies of the Software without Daniel Hickey’s written consent and then only if the recipient acknowledges Daniel Hickey’s rights to the Software, confirms its acceptance of the provisions of this Licence and pays a further fee.