



**Media Release**

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## **Countdown on to Australian Cotton Collective**

Excitement is building for one of the Australian cotton industry's premiere events.

The 2019 Australian Cotton Collective will be held in Griffith, New South Wales, on July 24<sup>th</sup> and 25<sup>th</sup>, and will bring Australia's cotton industry together for a series of informative speaker sessions, panel forums and a trade show.

The biennial event will also include the gala [Australian Cotton Industry Awards](#).

Cotton Australia General Manager Michael Murray said the Collective would be a valuable experience for attendees.

"We're really excited about this year's Collective, not just because of the diverse range of experienced and insightful speakers that will come along, but also because of the unique opportunity an event like this presents for our growers to share their ideas for how we can make our industry even more agile and innovative than it already is," Mr Murray said.

A wide range of topics affecting the cotton industry will be discussed at the Collective.

"We're excited to have the Director of the Climate Change Institute at the Australian National University, Professor Mark Howden, presenting on the impacts of climate change and how that affects our industry," Mr Murray said.

"Water will be the other key focus area of discussions, which, particularly during a time of drought, is a topic of critical importance for all irrigation farmers."

"Key guests presenting on water issues will include the CEO of the National Irrigators' Council, Steve Whan, the CEO of the Murray-Darling Basin Authority, Phillip Glyde, Assistant Secretary of the Commonwealth Environmental Water Office, Hilton Taylor, and The Wentworth Group's Professor Jamie Pittock."

Other events to be held during the Cotton Collective will be a district tour and welcoming reception, organised by the Southern Valleys Cotton Growers' Association, and a large trade show featuring displays from a range of industry stakeholders and suppliers.

With much of the Riverina region in the grips of drought, Mr Murray said the Cotton Collective will provide a boost to the local economy.

"This event is not only valuable for our industry's personnel, through the sharing of knowledge and hearing from informative speakers, but it will also inject a shot of positivity into the veins of the local community," he said.

“Thanks to the Cotton Collective, Griffith will see an influx of visitors booking out accommodation and supporting local shops, restaurants, cafes and bars, highlighting another way the Australian cotton industry is playing a crucial role supporting regional communities and economies, particularly during times of drought.

“We encourage anyone coming to the Collective to plan ahead, extend their trip and spend some time exploring this region of New South Wales.”

Read more information on the 2019 Australian Cotton Collective here: [www.cottonaustralia.com.au/2019-australian-cotton-collective](http://www.cottonaustralia.com.au/2019-australian-cotton-collective)

Secure tickets to the 2019 Australian Cotton Collective here: <https://bit.ly/2lZrQzp>

Destination NSW is a Strategic Sponsor of the 2019 Australian Cotton Collective.

*Cotton Australia is the peak representative body for Australia's cotton growing industry.*

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