



Report
Future Cotton Leader Travel Bursary
September 2007

PART A: PERSONAL DETAILS

Name:

Phone:

Email:

PART B: YOUR TRAVEL

1. Provide a short overview of what your bursary achieved.

My travel bursary made possible a trip to Brisbane to meet face to face with Mr. David Milstein a strategic management consultant and a meeting with the Chief Advocate of Growcom, Mr Mark Panitz. The meeting with Mr Milstein focused on the strategic challenges facing the cotton industry and further background information on Growcom. When at Growcom the discussion focused on how Growcom operates, how strategic directions are decided upon and how performance is measured. I also enjoyed a guided tour of the Growcom facilities and the met with other key staff.

PART C: KEY LEARNINGS

2a. What are two or three key things that you learned through your travel bursary?

By examining Growcom and meeting with key staff members I was able to better understand the role of an industry advocate. I have a much clearer understanding of the policy and advocacy role that cotton Australia undertakes and how growers and BMP fit in. My new understanding of the link between policy and advocacy and the cotton BMP system has highlighted to me the importance of BMP to the industry. This new knowledge has made

me more positive about BMP and I will be a more active participant in the future development of this tool.

2b. Is there anything you would improve to gain more from this bursary?

It may have been beneficial to meet with a number of different industry advocate bodies such as the MLA or Ag force. By comparing a number of advocates I may have learned more and developed an even greater understanding of the role these bodies play.

PART D: BENEFITS

3. What benefits have you achieved from your travel bursary?

For you	A greater understanding of the role cotton Australia plays as our industry advocate. A revitalized enthusiasm to participate in industry organisations such as my local CGA
For your project, enterprise or job	My project is to examine the cotton industry structure and to identify ways of improving its effectiveness. My travel has enabled me to have a clearer understanding of our industry and identified areas for me to focus my analysis on.
For the cotton industry	By better understanding the industry structure and the reasons behind its design I will be able to focus my energy on continuously improving the effectiveness of the peak body Cotton Australia. I am an active member of my local CGA and will work through this organisation to participate in setting the industry’s strategic direction.

PART E: RECOMMENDATION

4. Would you recommend this travel to others? Why / Why not?

I would recommend this travel to anyone who is interested in participating in industry representation. By better understanding the structure of our industry we can make a more meaningful contribution to it.

I believe that it is extremely beneficial to cotton industry personnel to have a continuous improvement focus when participating within the industry. By looking outside the cotton industry we can identify elements of other industries that may be beneficial to us and elements of our industry that we can be proud of.