



**Media Release – Monday 10 October  
GROWER GROUP ALLIANCE ANNOUNCE NEW CHAIR**

The Grower Group Alliance (GGA) welcomes Dr Kelly Pearce as the new GGA Strategic Advisory Group chair.

The decision was made by the GGA Strategic Advisory Group last Thursday at their biannual meeting. Kelly, a farmer from Yealering and Research Fellow with Murdoch University, moves into the chair role following two years as a GGA Strategic Advisory Group member.

A Nuffield Scholar in 2012, Kelly is a Graduate of the Australian Institute of Company Directors, and has recently completed a Certificate of Professional Development from AIM WA and UWA Business School.

Kelly has vast experience with grower groups, currently on the Facey Group committee and the sheep and pastures subcommittee and currently coordinates projects for MLA with the Facey Group.

As a strong supporter of the grower group RD&E model for the future of Australian agricultural competitiveness, Kelly says that grower groups are invaluable to the industry and looks forward to working closely with grower groups to continue to build capacity and improve regional RD&E delivery.

“I believe grower groups are a tremendous asset to the industry in initiating locally relevant and focused projects and most importantly in facilitating extension and increasing adoption rates of new practices and technologies”, says Kelly.

She is also currently a director of WAMMCo International and Co-operatives WA.

GGA Project Leader, Rebecca Wallis, extended her congratulations to Kelly on the new appointment, affirming that the team is pleased to have her on board during this exciting time for the GGA project.

“Kelly has the required knowledge of grower groups and the RD&E landscape, as well as strong leadership skills to take the GGA into the future. It is an exciting time for the project as we determine what the GGA will look like and develop a new vision and strategy going forward”, says Rebecca.

The GGA also welcomes Rhys Turton, who was appointed as a member of the Strategic Advisory Group at the meeting.

Rhys, a farmer in York, brings a broad array of skills and knowledge to the group and is sure to be a welcomed contribution. He takes on the Strategic Advisory Group position along with his current roles as Deputy Chair of The Council of Grain Grower Organisations Ltd (COGGO) and as a Non-Executive Director for WAFarmers.

The GGA is a farmer-driven, funded project connecting grower groups, research organisations and agribusiness networks across WA.

GGA is funded by the Department of Agriculture and Food Western Australia through Royalties for Regions, and is administered through the Grains Industry Association of Western Australia.



**For media enquiries contact Sarah Houston – T: 08 6180 5759, E: [shouston@gga.org.au](mailto:shouston@gga.org.au).**

Photo: New GGA Chair Dr Kelly Pearce joined by Rhys Turton and GGA Project Leader Rebecca Wallis at the Strategic Advisory Group meeting.