



**Media Release – Tuesday 7 March 2017**

### **VALUE OF GROWER GROUPS TO BE EVALUATED**

The value of grower groups and what they provide to members, funders and partners is set to be evaluated.

The Grower Group Alliance (GGA) has commissioned a study to determine the monetary and social capital value, and to quantify what value grower groups provide.

This research is being funded by the Royalties for Regions program as part of its commitment to support the Grower Group Alliance through the Department of Agriculture and Food WA (DAFWA).

The GGA membership consists of 45 grower groups from the Kimberley down to the south coast and out to the eastern wheat belt and the network connects grower groups, research organisations and agribusiness across WA.

The independent review will be undertaken by Agknowledge and will include grower groups, industry stakeholders, funders, sponsors, members and non-members.

GGA Executive Officer, Annabelle Bushell said there is a long history of grower group-based extension, which has and continues to play a very important role for research and development.

“They provide a far-reaching connection to farmers and provide the opportunity to spread information and knowledge to improve production systems, farming businesses and the overall agricultural industry.”

“Grower groups also play a critical role in supporting the social structure of regional and rural communities in WA, whether it’s building future leaders or the revamping of the local sports club.

“They are mostly overseen by volunteers and they all have varying staffing levels that support them, while some have none.

This is an exciting project as it will be the first time that the value of these groups has ever been quantified, it will provide a benchmark that will give tangible evidence of their benefits,” she said.

The study will determine where grower groups fit in a grower’s decision making process and the economic benefit to growers, what aspects drive economic value and the value provided to the broader agricultural industry.

It will also investigate the role of groups in growing and supporting human capacity in regional WA, the value to the community in terms of productive business and social support and the role of grower groups in influencing practice change.

Ms Bushell said the results from the study will allow grower groups to see the real value in what they do and it will also provide key information for targeting activities for the GGA and grower groups into the future.



“Ultimately, it will enable groups the potential to tap into new opportunities and secure investment commitments to sustain grower groups as cost effective service providers across WA’s agricultural landscape,” Ms Bushell said.

The final report will be presented at the Grower Group Alliance Annual Forum in Perth, in August 2017.

Should you wish to contribute to the study, please contact Annabelle Bushell on 6180 5759 or email [abushell@gga.org.au](mailto:abushell@gga.org.au)

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