



**GROWER
GROUP
ALLIANCE**
Together we grow

Welcome

Lift Off '25





**GROWER
GROUP
ALLIANCE**
Together we grow

Rikki Foss
Chief Executive Officer



**GROWER
GROUP
ALLIANCE**
Together we grow

Session 1

Innovation Ecosystem



**GROWER
GROUP
ALLIANCE**
Together we grow

Dr Jo Wisdom

Director, SW WA Drought Resilience,
Adoption and Innovation Hub

Doug Hamilton

Innovation Broker



“The process of creating and putting into use combinations of knowledge from many different sources.”

(FAO, from Hall, 2001)



Global innovation ecosystem refers to the interconnected network of institutions, organisations, individuals, and policies that drive technological advancement, entrepreneurship, and knowledge exchange across borders.





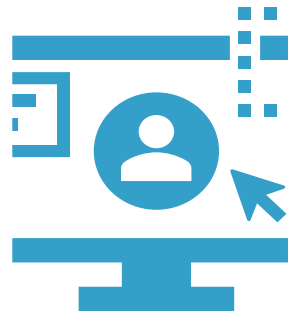
Globalisation of Research and Development

Motivated by cost & access and greater collaboration.



Evolution of Innovation Models

Becoming more dynamic.



Technological Advancements

Including AI, big data analytics & automation = increased pace.

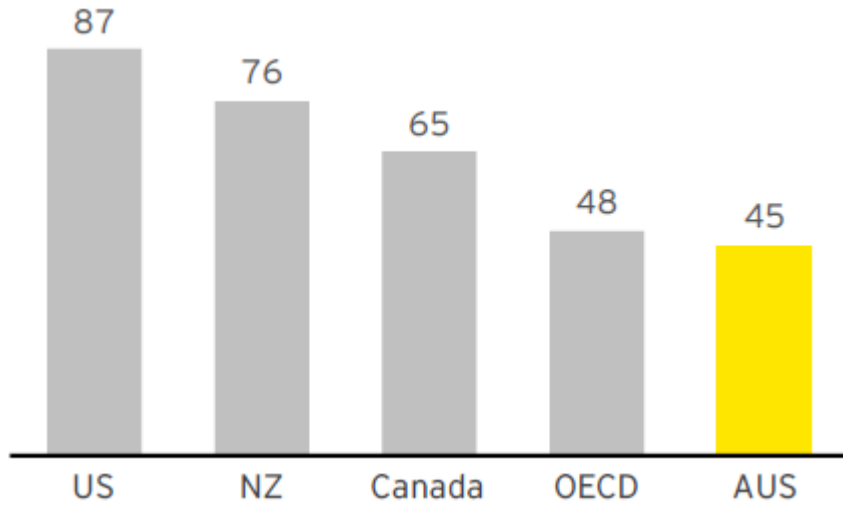


Market-Oriented Innovation

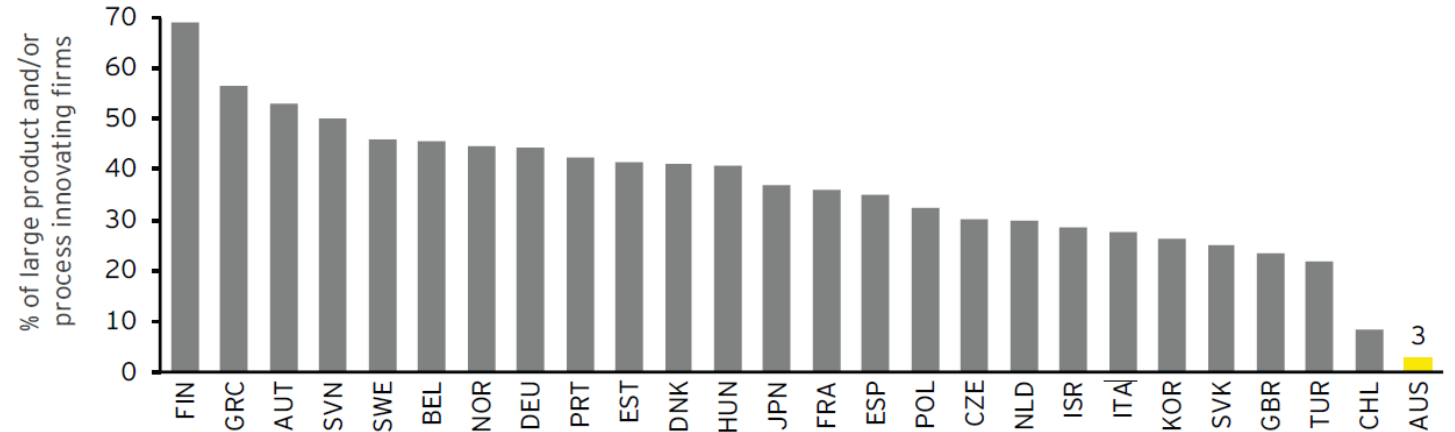
Meeting the needs of the consumer.



Australian Investment in Innovation



Internal scientific collaboration on innovation (2012)



Firms collaborating on innovation with higher education or research institutions (2010 – 2013)



Over 80% of agricultural R&D funding in Australia has come from federal government sources.





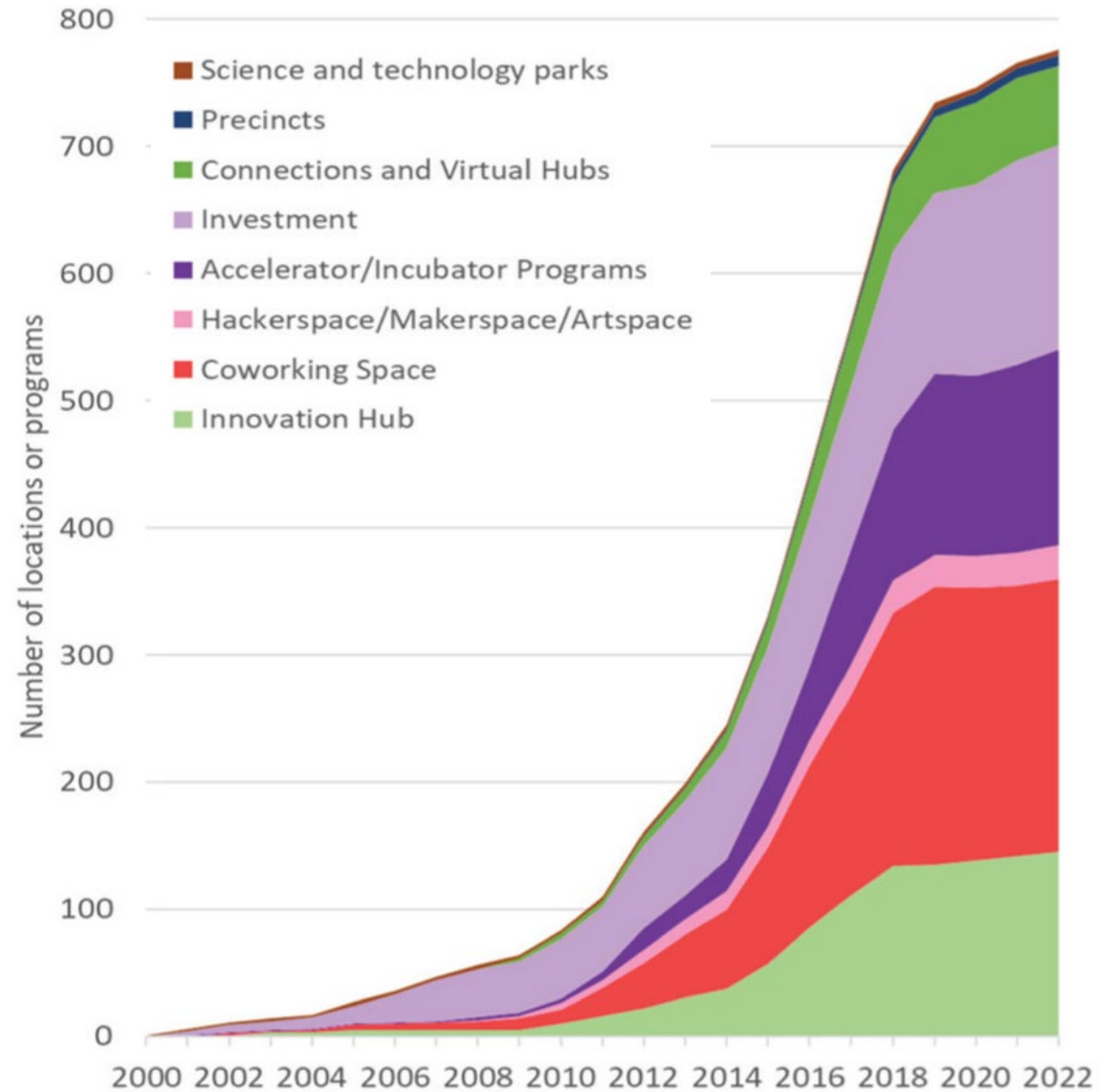
Shift from public funding to a more diversified landscape including venture capital, impact investors, and crowdfunding



New Players in Innovation

Australian Agri-Food Tech Map

v1.6 updated August 2022
© Australian Agritech Association 2022



Australian Innovation Ecosystem



THE ECOSYSTEM MAP

PURPOSE

This ecosystem map identifies the players in the Western Australian agricultural sector and adjacent industries to increase their visibility. It is designed to accelerate access to funding, expertise, research, and partners to enhance innovation in the agriculture sector.

WHO THIS IS FOR

This map is purposefully crafted to aid individuals seeking assistance in accelerating their innovation by providing an overview of the types of organisations they can collaborate with to obtain the specific support they require. The individuals identified are examples, not an exhaustive list.

WHAT ARE WE TRYING TO DO

Design an ecosystem mapping tool by building upon the surveying of the innovation ecosystem already completed by the CGA and other Australian agricultural groups.

This map captures the distribution and variety of players in the ecosystem now, enabling organisations and people to understand the opportunities available to build relationships and identify potential collaborators in the system. The numbers embedded in the map reflect data to date and may not be fully representative.

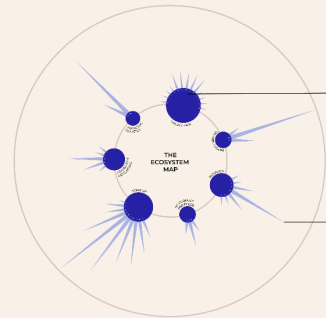
WHAT ARE WE AVOIDING

We are not aiming to map the relationships between different players in the system. We know relationships change all the time, so mapping them would create a helpful tool that's short lived.

HOW CAN YOU ENGAGE?

Visit the CGA website to see a more detailed list.

Submit your own organisation to the list if you can't see yourself there!

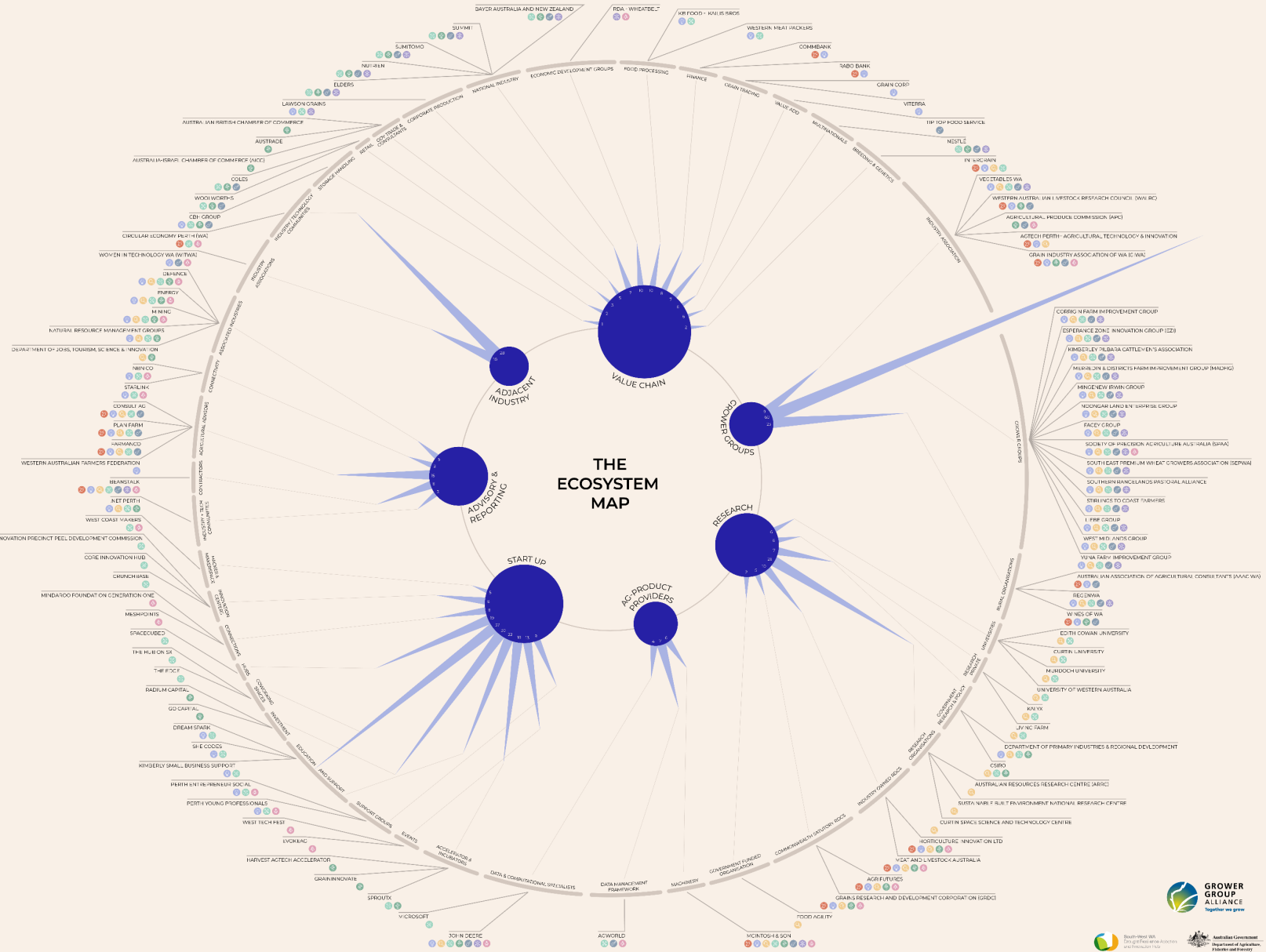


CATEGORY
The size of the blue circles indicates the number of sub-categories within this category.

SUB-CATEGORY
The length of the purple rays indicates the number of organisations in this sub-category.

WHAT CAN THESE ORGANISATIONS HELP ME WITH?

- HIGH-LEVEL STRATEGY
- UNDERSTANDING THE CHALLENGE
- RESEARCH (R&D)
- TECHNICAL IMPLEMENTATION
- INVESTMENT
- ACCESS TO POTENTIAL MARKETS AND CUSTOMERS
- ADOPTION AND EXTENSION
- KEEPING INFORMED ON NEW TECH/INNOVATION



Innovation Ecosystem Database

💡 11_WA Innovation Ecosystem

👁 Hide fields ⚙ Filter 📄 Grouped by 1 field ⬆️ Sort ☰ ...

Organisation Category

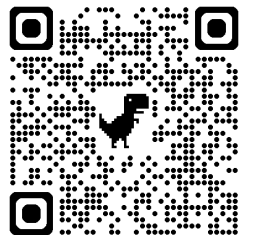
Agricultural product providers
Grower groups
Adjacent industry
Advisory and reporting
Bodies and associations
Research
Start up ecosystem
Value chain

Organisation Sub-Category

Accelerator / Incubators
Agricultural advisors (companies)
Agricultural advisors (individuals)
Associated industries
Breeding and genetics
Charity & Philanthropy
Commonwealth Statutory RDCs
Connections and Virtual Hubs
Connectivity
Contractors/Consultants
Corporate Production
Coworking space
Data and computational specialists
Data management framework
Economic Development Groups
Education and Support
Events
Finance
Food processing
Gov Research & Policy
Government Funded Organisation
Grain Trading
Grower Group
Hackerspace/Makerspace/Artspace
Industry (national)
Industry / Technology Communities
Industry Association
Industry Associations and Peak Bodies
Industry Owned RDCs
Innovation Centers
Investment
Machinery Dealers
Media
Multinational organisations
Peak industry bodies (sectorial)
Policy
Post production (e.g. waste)
Producers (top)
Research
Research private
Retail
Rural organisation
Storage handling and marketing
Support Groups
Trade and consultants govt
Universities
Value Add
WA Start-Up

Expertise Provided

- Understanding the challenge
- Research (R&D)
- High-level Strategy
- Technical implementation
- Investment
- Access to potential markets and customers
- Adoption and extension
- Keeping informed on new tech/innovation





Time & Cost

Time to grow crop
Distances to travel
Trialing is expensive



Underestimate of the harsh environment

Transitioning from
the lab to the field
takes multiple
jumps



Engagement fatigue

Farmers are busy
Getting engagement
in ideas from
growers



Connectivity

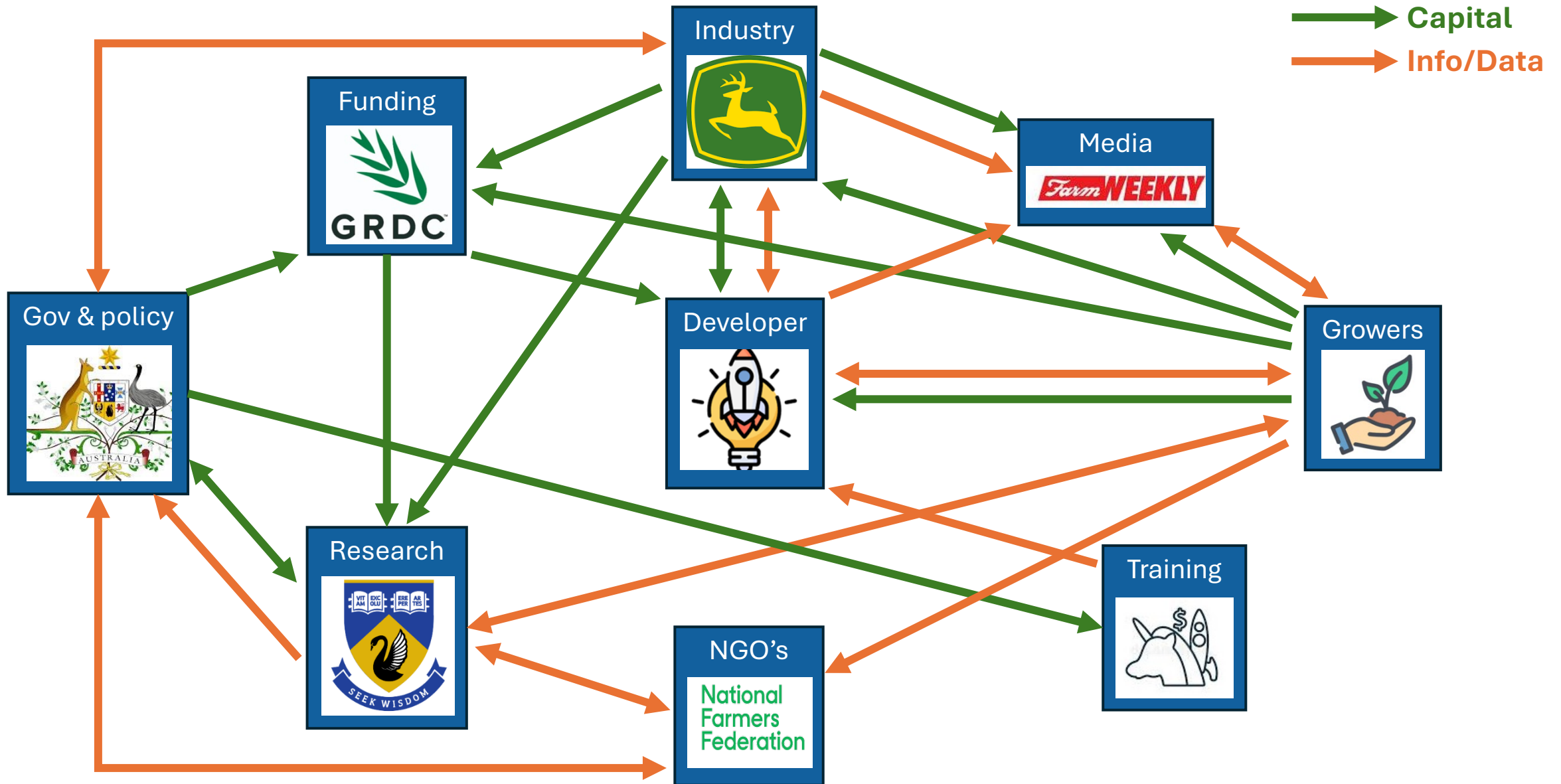
Internet

People

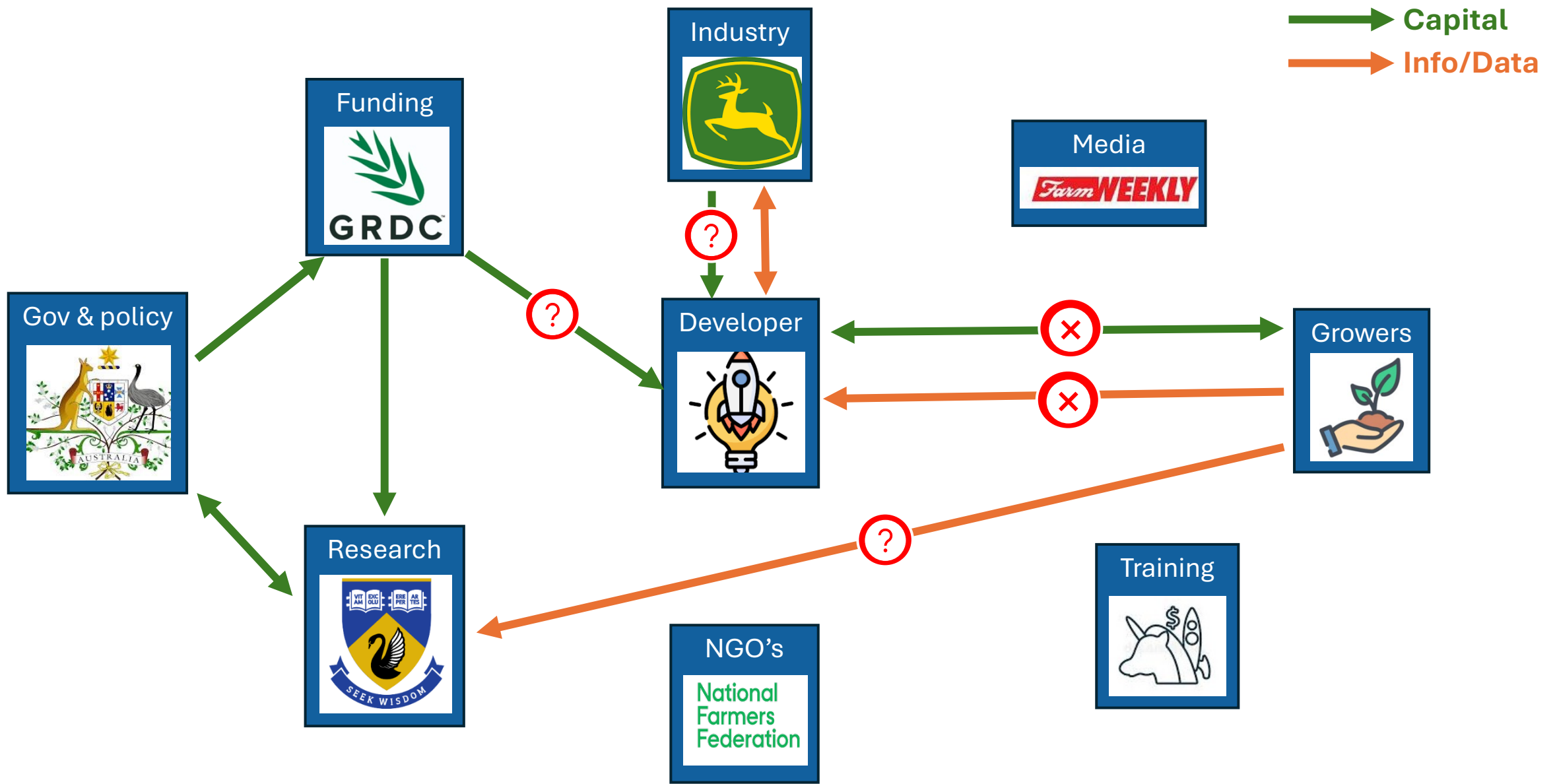
"The future of agriculture lies in the ability to innovate and break down the silos that have traditionally separated different aspects of farming." Dr. Norman Borlaug



Australian Innovation Ecosystem



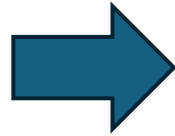
Aus Ag Innovation – reality



What does success look like?

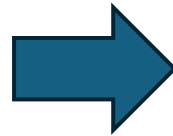


+



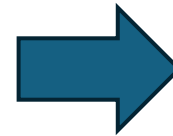
THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

+



**de Bruin
Engineering**

+



GRDC



UniSA



Credit: Jim Hamilton

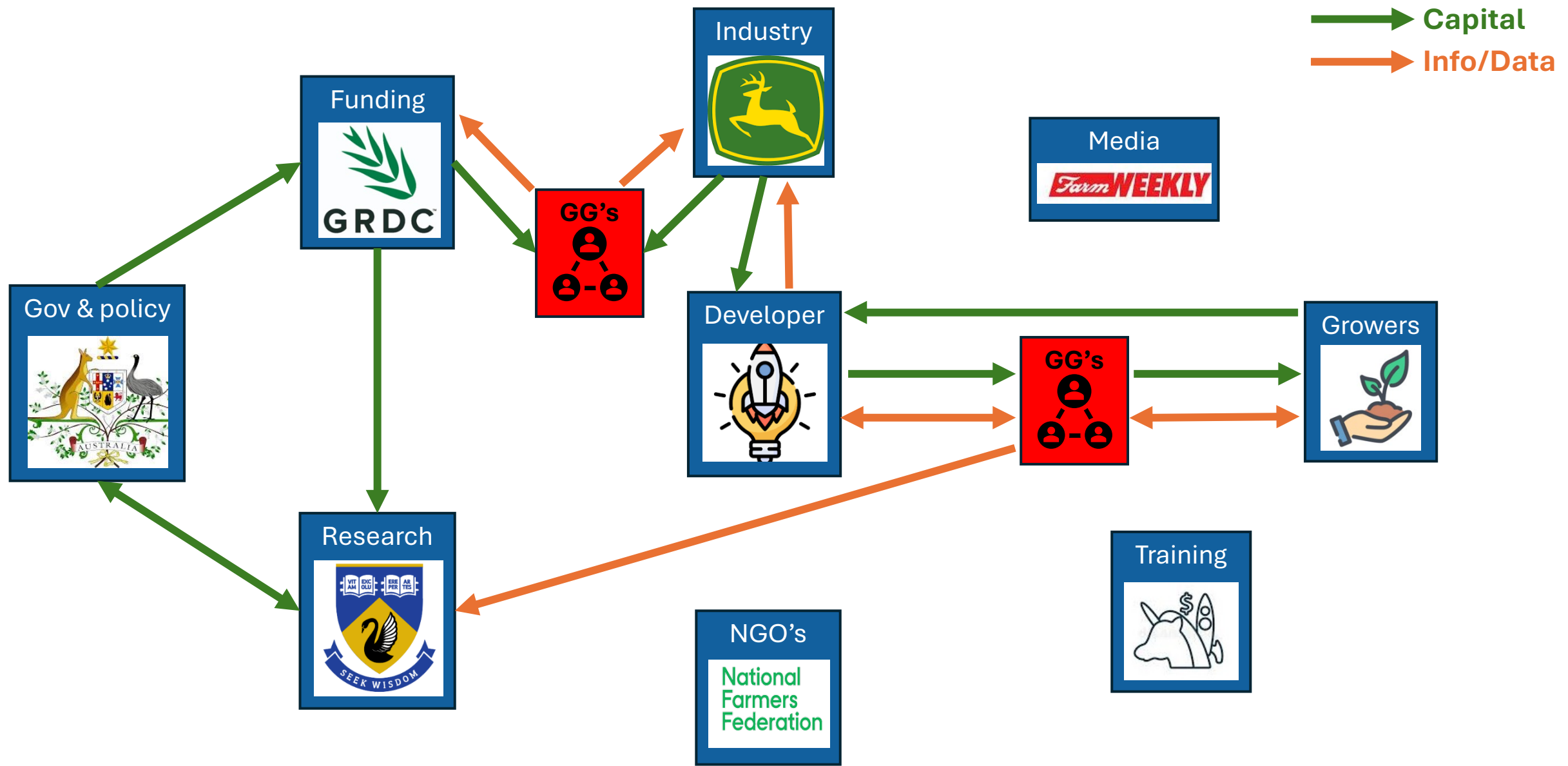
**Problem definition
via Farmer**

**Research,
Development
& Extension**

**Validation
& Scale**

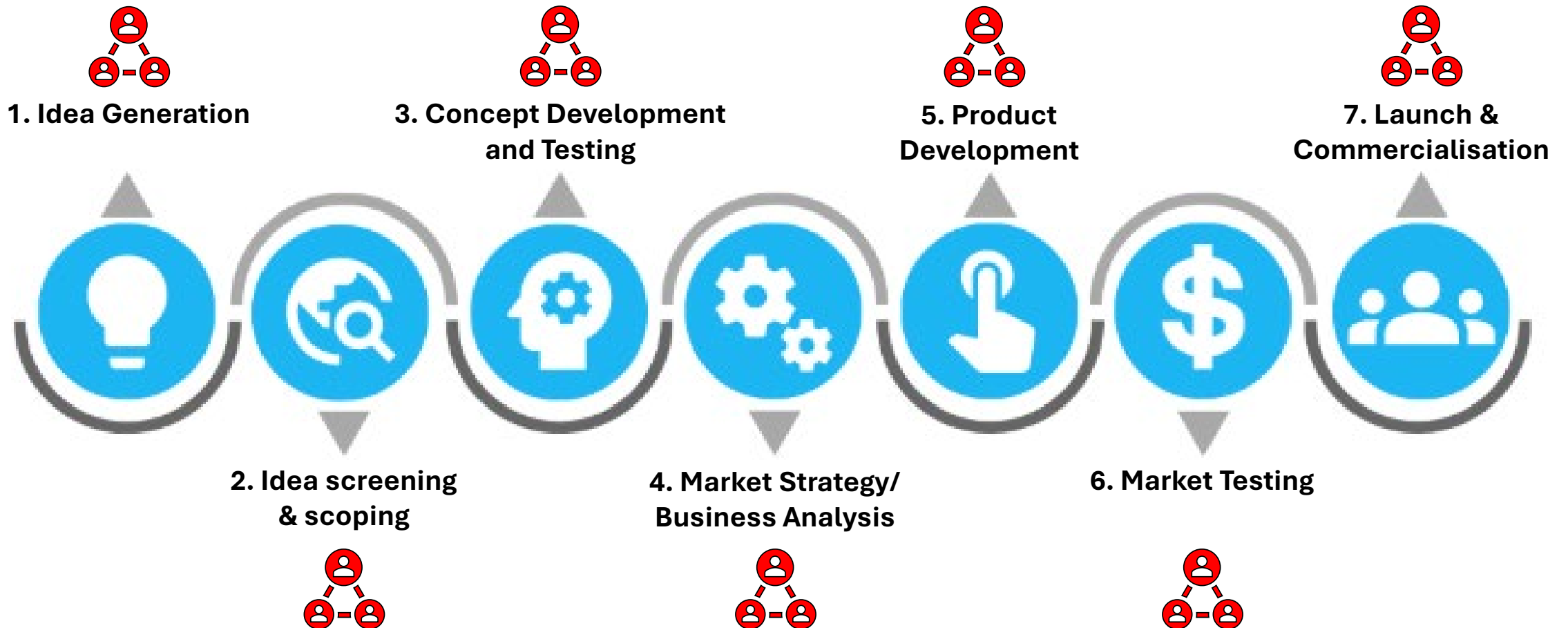
**Commercialisation
& Adoption**

Where do grower groups fit in?



What impact can grower groups have?

Through involvement in each stage of the product development cycle



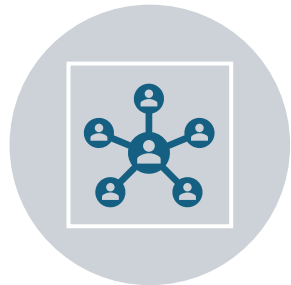
So, what is the opportunity ?



Solutions are more customised to grower needs



Technology adoption cycles tightened

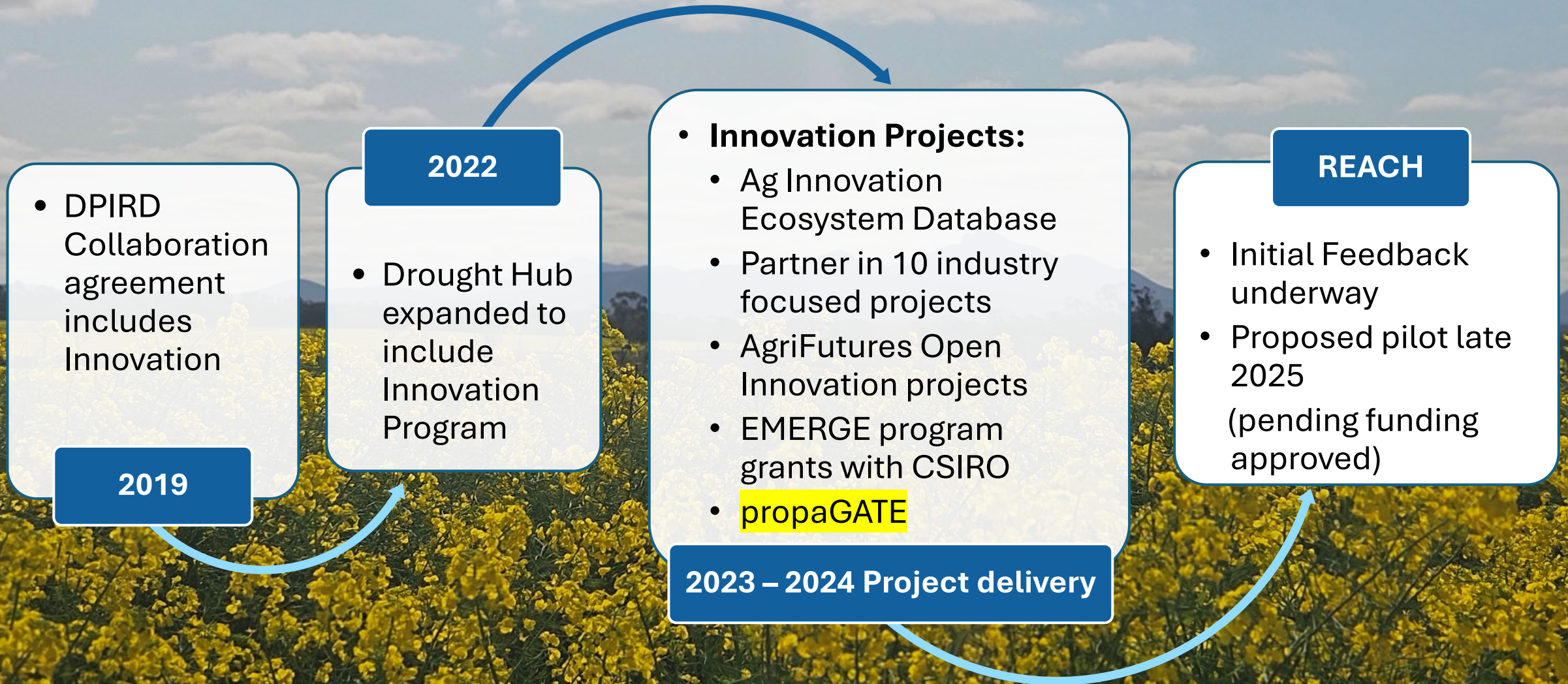


Tech providers are sourced globally to fit needs



Research dollars more representative of industry challenges

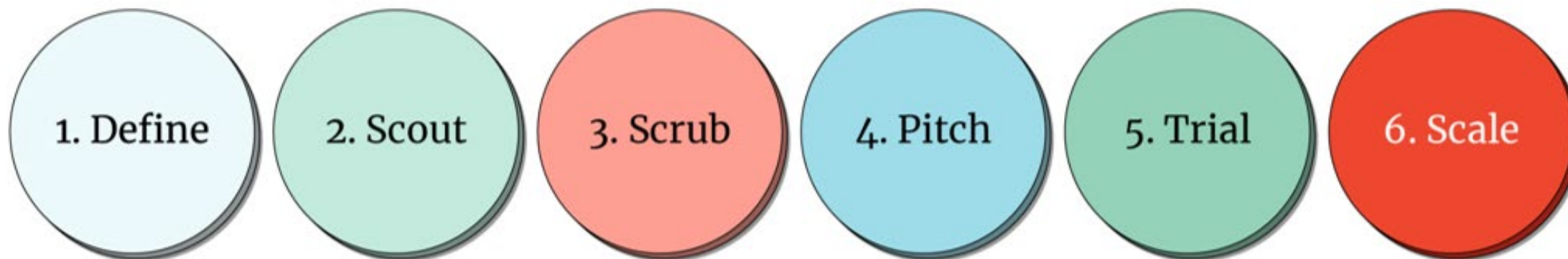
Consultants & other businesses pay for market research and trials & validation
but don't value Grower Group & Grower feedback & time





BEANSTALK

Open Innovation – a challenge led process



Currently scouting for waste treatment technology for the craft brewing industry.

Generates 431 ML - 719 ML of wastewater per year in WA



South-West WA
Drought Resilience Adoption
and Innovation Hub



Formalised process

- Grower Groups as facilitators
- Connecting innovators to growers

Toolkit

- For different engagement types
- Clear expectation of value

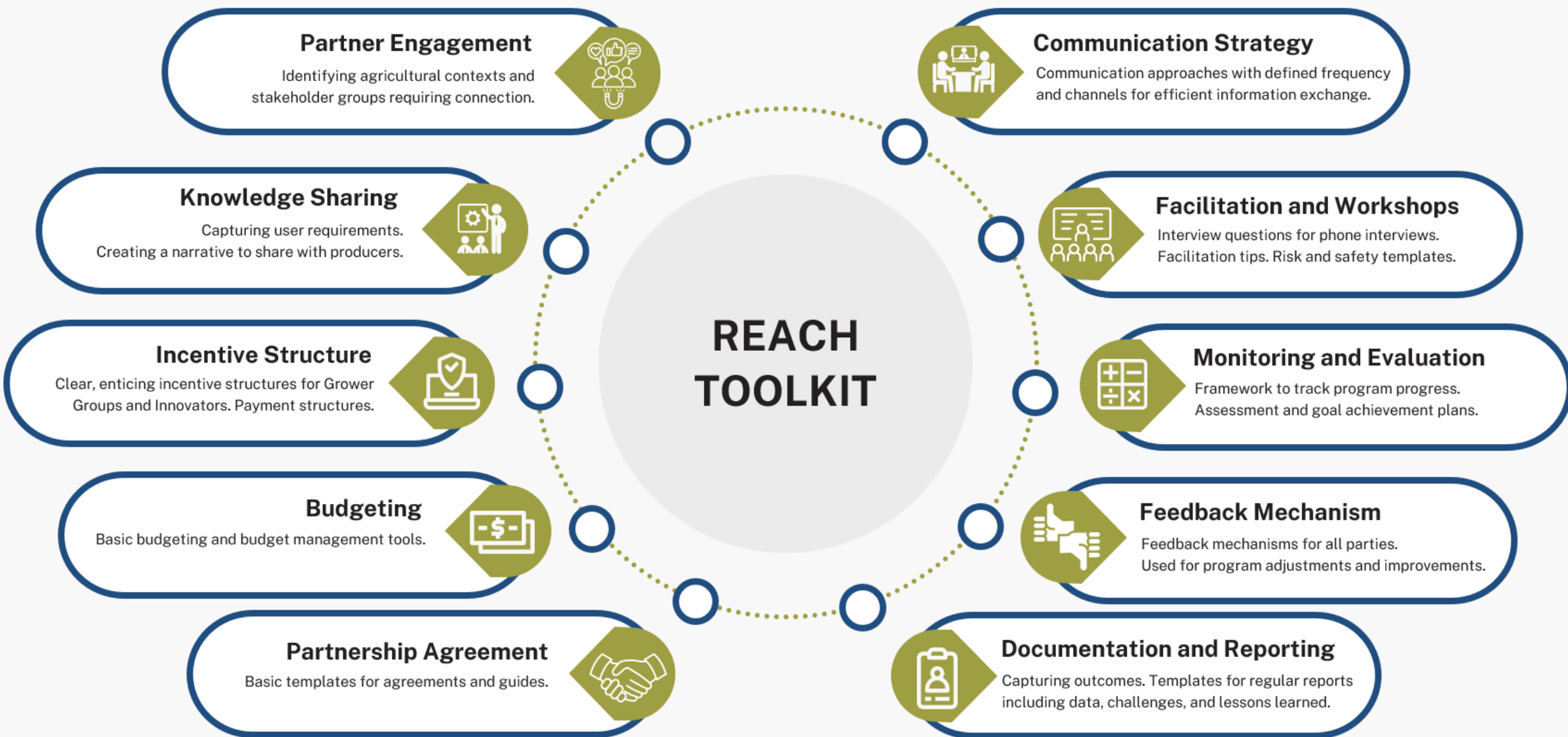
Commercial

- Groups & members paid for time
- Market research, trials & validation

Funding TBC

- Capability building for facilitating
- Establish toolkit and pilot

Conceptual toolkit for REACH





Connect with International Innovation Ecosystems and Collaboration Partners



Vetting via a due diligence process



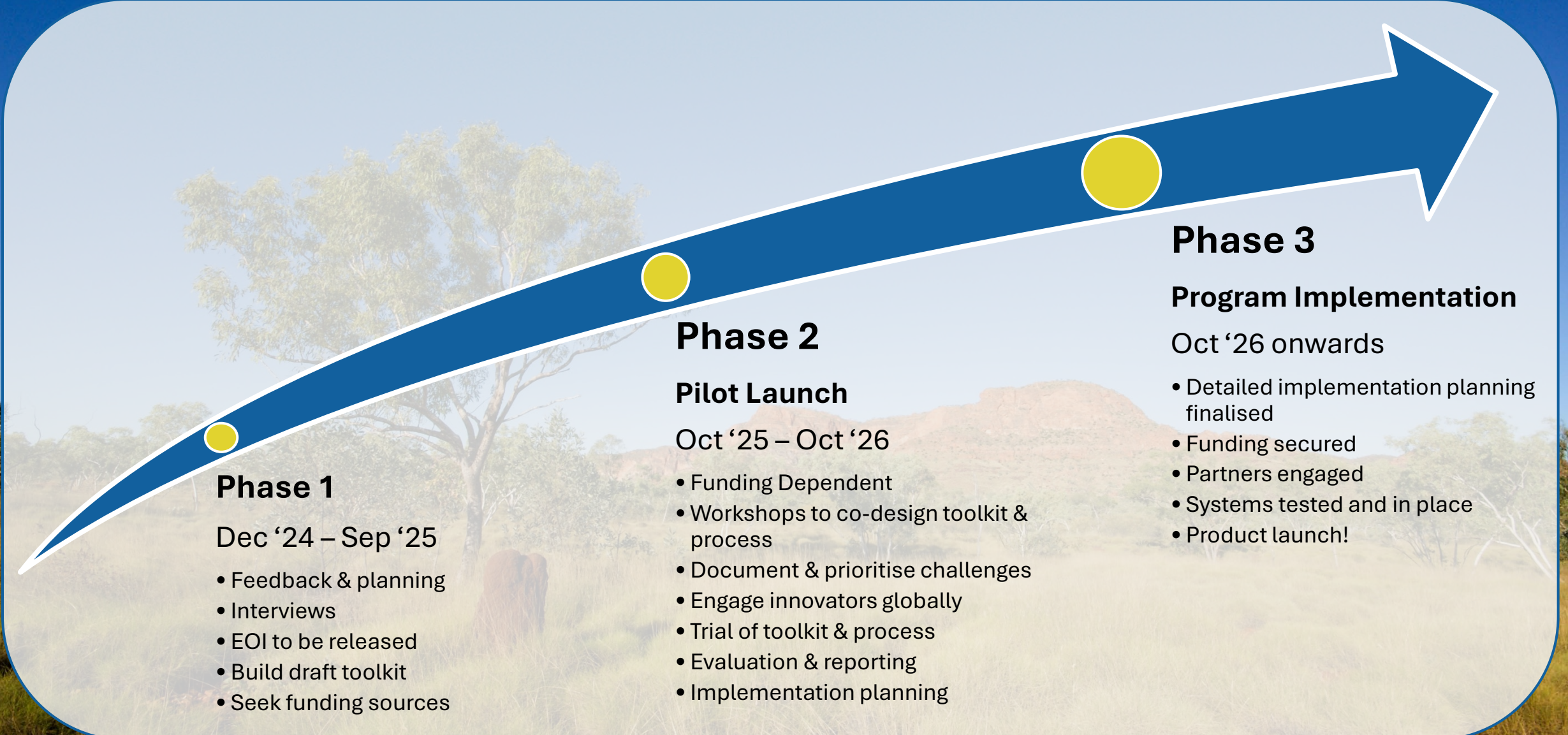
Development & maintenance of the “toolkit”



Facilitating knowledge sharing and communications between groups



Build competencies and confidence to deliver the toolkit and process



Phase 1

Dec '24 – Sep '25

- Feedback & planning
- Interviews
- EOI to be released
- Build draft toolkit
- Seek funding sources

Phase 2

Pilot Launch

Oct '25 – Oct '26

- Funding Dependent
- Workshops to co-design toolkit & process
- Document & prioritise challenges
- Engage innovators globally
- Trial of toolkit & process
- Evaluation & reporting
- Implementation planning

Phase 3

Program Implementation

Oct '26 onwards

- Detailed implementation planning finalised
- Funding secured
- Partners engaged
- Systems tested and in place
- Product launch!



**GROWER
GROUP
ALLIANCE**
Together we grow

The End

Please reach out to Jo or I if you want to know more!



**GROWER
GROUP
ALLIANCE**
Together we grow

Lunch

Downstairs restaurant

Return to seats 1.15pm