



**GROWER
GROUP
ALLIANCE**
Together we grow

Welcome
Lift Off '25



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Our vision

A producer-led system of agricultural innovation,
adoption and collaboration





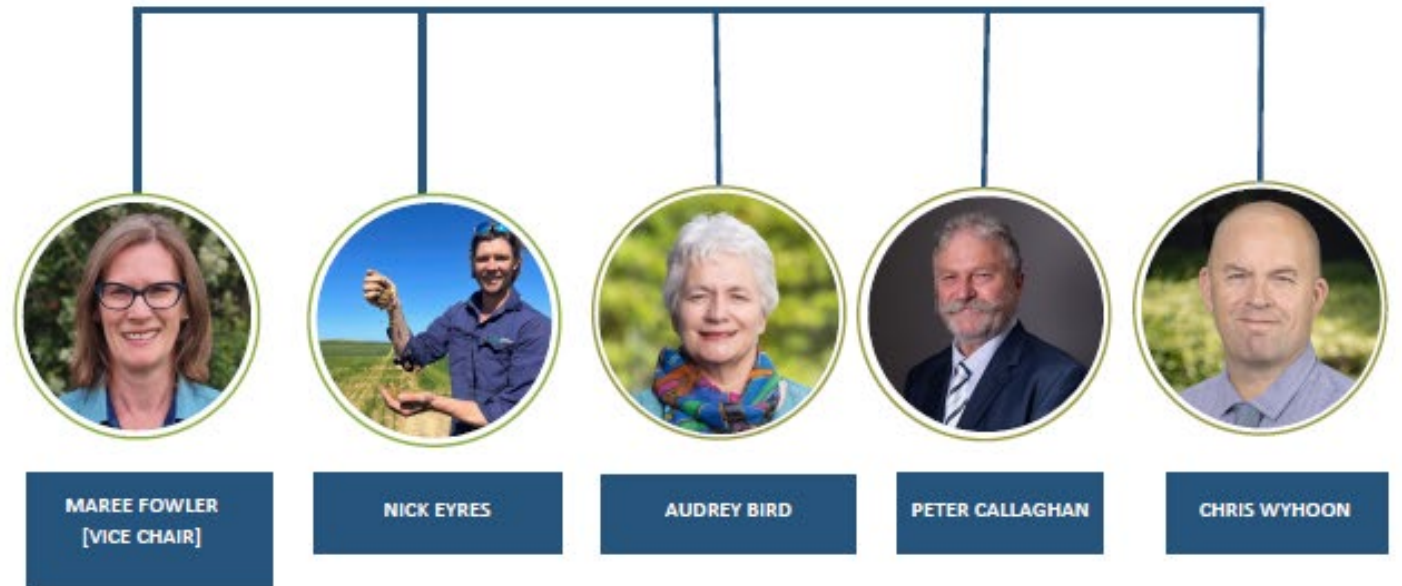
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GGA Board 2024

INDEPENDENT DIRECTORS (Appointed)



MEMBER DIRECTORS (Elected)





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Our Beliefs



We believe....in sustainable production, and that's why **building and extending** innovative research, development and extension in Western Australia is vital for growers' prosperity.



We believe.... that **developing the capacity** of a diverse and connected network of grower groups enables producers, families, and communities to thrive.

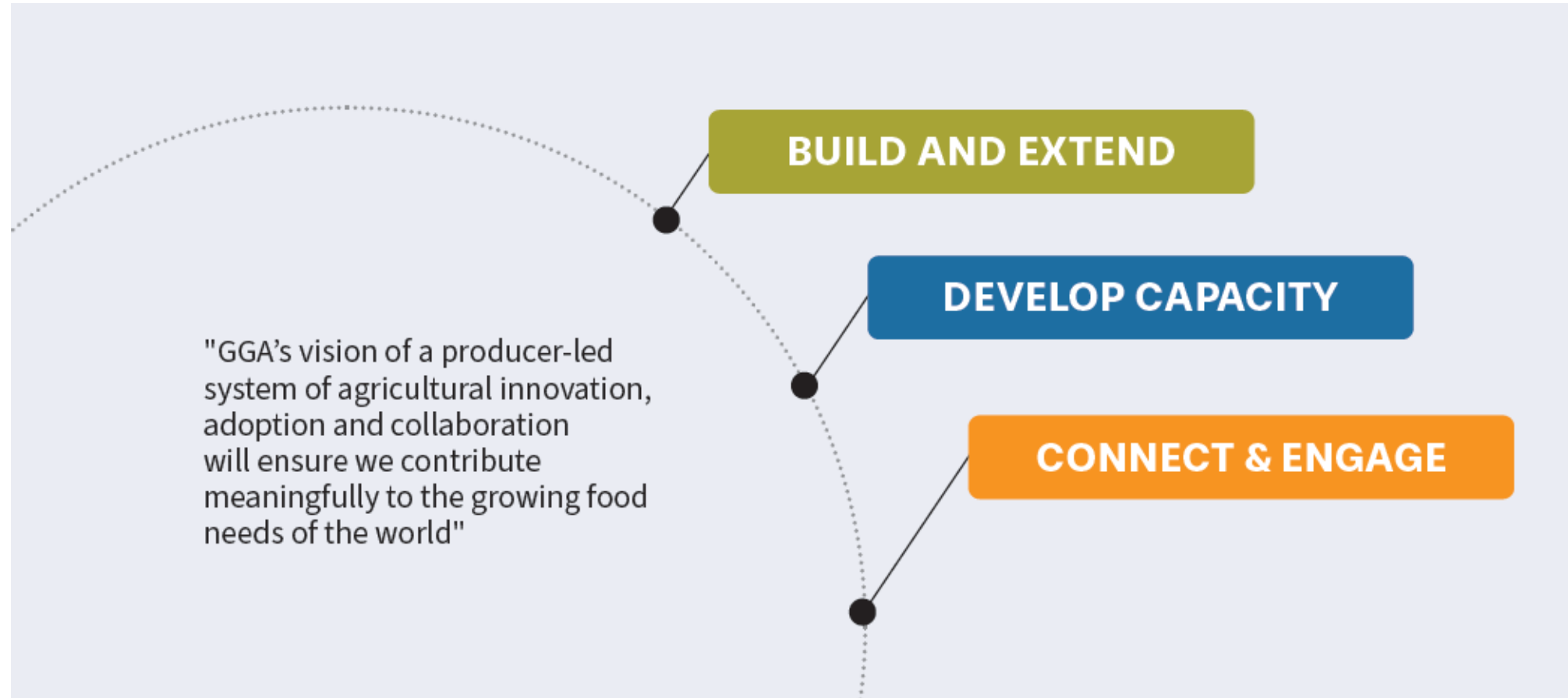


We believe....in the power of **collaboration and ecosystems** where building deep relationships and mutually rewarding partnerships with industry makes an enormous difference.



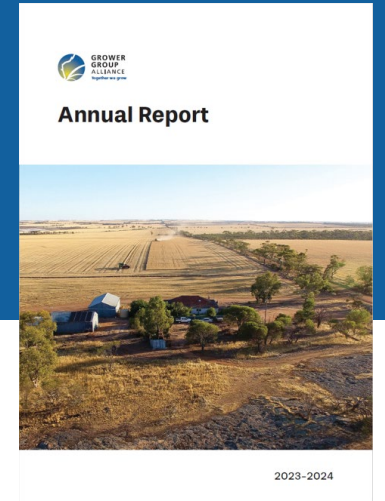
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Three strategic pillars [to 2025]





Programs and projects



BUILD AND EXTEND

1. Develop and implement a producer-led research and development model, focussed on innovation and adoption by:

- Ensuring research and development hits the right places at the right times
- Mobilising incremental projects that deliver place-based innovation research and adoption
- Delivering programs and projects that have an enduring, system-wide impact

2. Broker impactful programs and investment that sustainably increases production profitability through:

- Accelerating collective action through multi stakeholder partnerships
- Articulating our sustainable agriculture goals and priorities
- Prioritising innovations which help growers become climate resilient

3. Understand research and development priorities, and influence the selection of projects and outcomes through:

- Using the scale of the GGA network to influence research and development
- Grower groups sharing in priority- setting
- Aligning the GGA network efforts to drive and embed transformative change



DEVELOP CAPACITY

4. Support professional development of grower groups to lead and achieve their objectives through:

- Benchmarking grower groups to inform our capacity building activities
- Supporting groups to adapt to corporate sustainability mega-trends
- GGA and grower groups being identified as practice and change leaders

5. Build a thriving and diverse network of grower groups in Western Australia to enhance:

- Vital intersection between grower groups, industry and all levels of government
- Peer-to-peer exchange and collaborative possibilities
- Collaboration to accelerate innovation and adoption



Annual Report





CONNECT & ENGAGE

6. Engage with industry to develop innovation and adoption opportunities through:

- Linking grower groups with innovators, business support and investors (and vice versa)
- Diverse and mutually rewarding stakeholder relationships that reflect true partnership
- Engaging grower groups to shape and develop strategies that address long term issues





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Focus area opportunities



Climate resilience

Climate change
adaption & mitigation
initiatives

Nett zero policy and
regulatory context

Projects like Drought
Hub, Riskwiše, Carbon
Farming Outreach



Water

Access to water

Adaption to water
variability

Projects like WaterSmart
Dams, Water Quality
Testing, Regional Soil
Coordinator



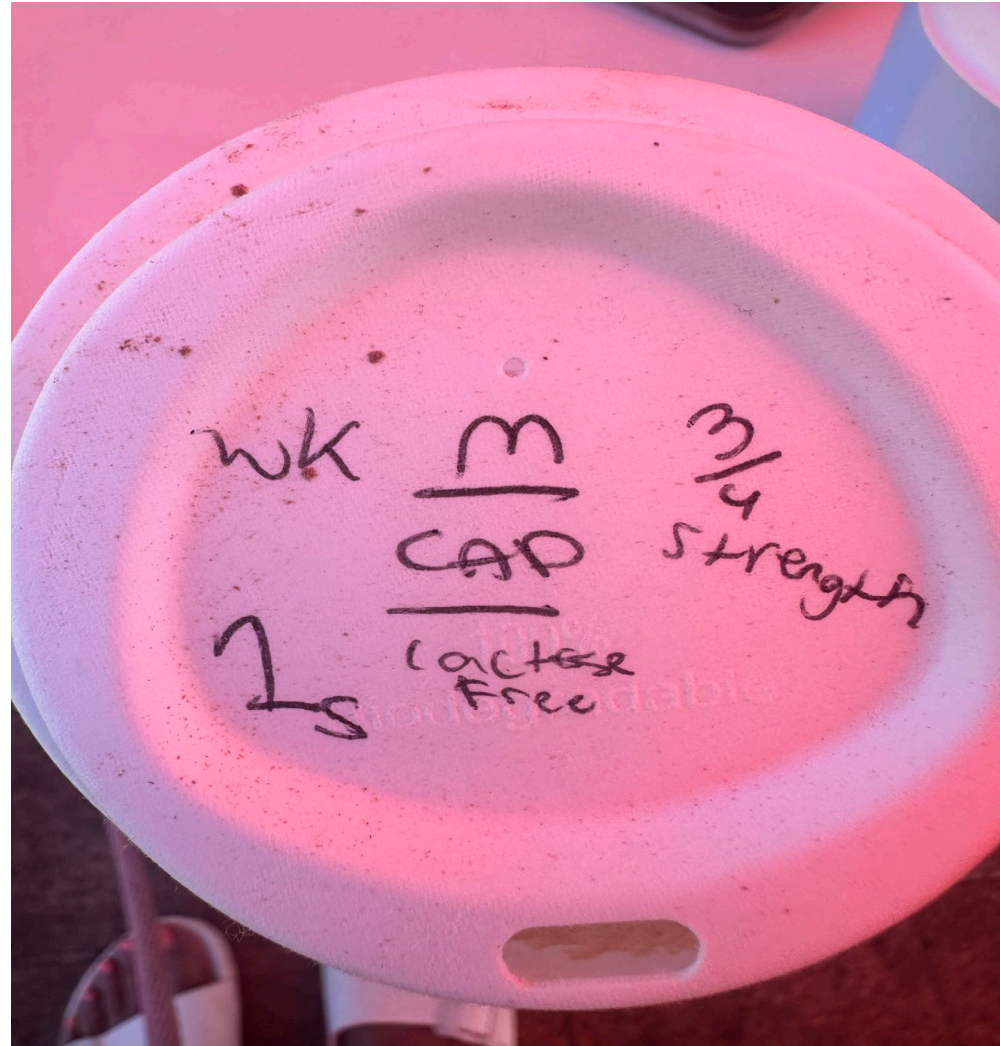
Sustainability

Farming systems adaptation

Access to frameworks for
improved sustainability

New programs of work like
innovation and regenerative
agriculture

No Judgement??





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Our Values



Agility

embodying nimbleness



Daring

being brave



Passionate

demonstrating care



Delivery

achieving outcomes



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Projects



Archive 1 – GGA Objectives 2018

STRATEGIC OBJECTIVES	WHAT WE DO
A strong and sustained network of grower groups whose members are actively engaged, involved and have ownership of GGA Inc	Coordinate fit for purpose training and capacity building programs that address grower group need
GGA Inc is recognised for its leadership and effectiveness	Advocate to ensure the value of grower groups is recognised and there are increased partnership and collaboration opportunities for the grower group network
Maintain an effective knowledge sharing network that fosters collaboration within the agri-innovation ecosystem	Build and maintain strong connections across the grower group network and provide a trusted platform where we can share information and ideas to drive our industry forward
Develop business opportunities and broker programs that create significant value for stakeholders	Facilitate opportunities for our members to work together and co-design grower driven, network scale projects and secure investment for grower groups at a scale not previously realised
The GGA has a financially sound business model managed with good governance	Our Board has strong representation from the grower group network who believe in the value of grower groups. The Board has clear oversight on direction of the organisation to ensure what the GGA does is for the benefit of our members
Build the skills, roles and capacity to govern the organisation and drive an innovative culture	Maintain and retain a highly skilled and diverse Board and staff who deliver value to the GGA and the grower group network



STRENGTH IN COLLABORATION

KEY FOCUS AREAS OF THE COLLABORATION

NETWORK PROJECT COLLABORATION



Working with grower groups to design grower driven, network scale projects and attract investment from strategic

partners to drive research and innovation in WA agriculture



The initiative will capitalise on DPIRD's research capability and the WA grower group network to drive stronger collaborations between DPIRD, grower groups and the wider industry.

HOW: A TEAM WA APPROACH

The WA grower group network is highly valued by DPIRD and the broader industry to objectively test and research and

Having strong and their members agribusiness will:

- Collaborate to increase the amount of research and innovation that is demand-driven, farmer-led via grower groups and based on the WA context and environment
- Drive innovation and industry change in WA agriculture
- Lift investment and capability in collaborative, applied agricultural research, innovation and on-farm application
- Attract greater research and innovation investment by having a united and vibrant agri-ecosystem
- Realise benefits to WA and WA farmers through the application of research and innovations



Total State Government investment of \$4.38m over four years

- GGA Inc retains independence under a skills-based and representative Board
- GGA is co-located with DPIRD in South Perth in a new location accessible to grower groups and industry
- Of the total value of the collaboration:
 - 30% cash resources for GGA operations
 - 70% DPIRD staff and staff support operating under GGA management

WHAT DOES THIS MEAN?

- Increased ability for farmers to influence research to ensure it is relevant and demand-led
- Greater unity to attract research and innovation investment into WA

- Build capability of grower groups to actively engage in the research & innovation ecosystem and advocacy of the grower group network to ensure its value is realised and recognised
- Strengthen connection of DPIRD with growers and industry and provide opportunities for DPIRD staff and grower groups to develop skills and networks

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BENCHMARKING & BUILDING



Supporting groups to be fit, strong and sustainable by delivering training and development in a systematic, strategic way

TECHNOLOGY AND INNOVATION



Facilitate opportunities for groups by linking grower groups with innovators and the agtech industry to ensure emerging innovations are relevant to WA farmers



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Archive 2 – GGA 2020

GROWER GROUP ALLIANCE INC



The Grower Group Alliance (GGA) is a grower group and farmer led network that established in 2002 to provide capacity building, networking and research and innovations connections to WA grower groups and their members.

GGA's purpose is to support grower groups to succeed, and collaborate on relevant research and innovation to

maximise outcomes for the benefit of grower groups and their members.

It is our vision that grower groups are recognised as the most effective pathway to lead and connect research and innovation to growers in WA.



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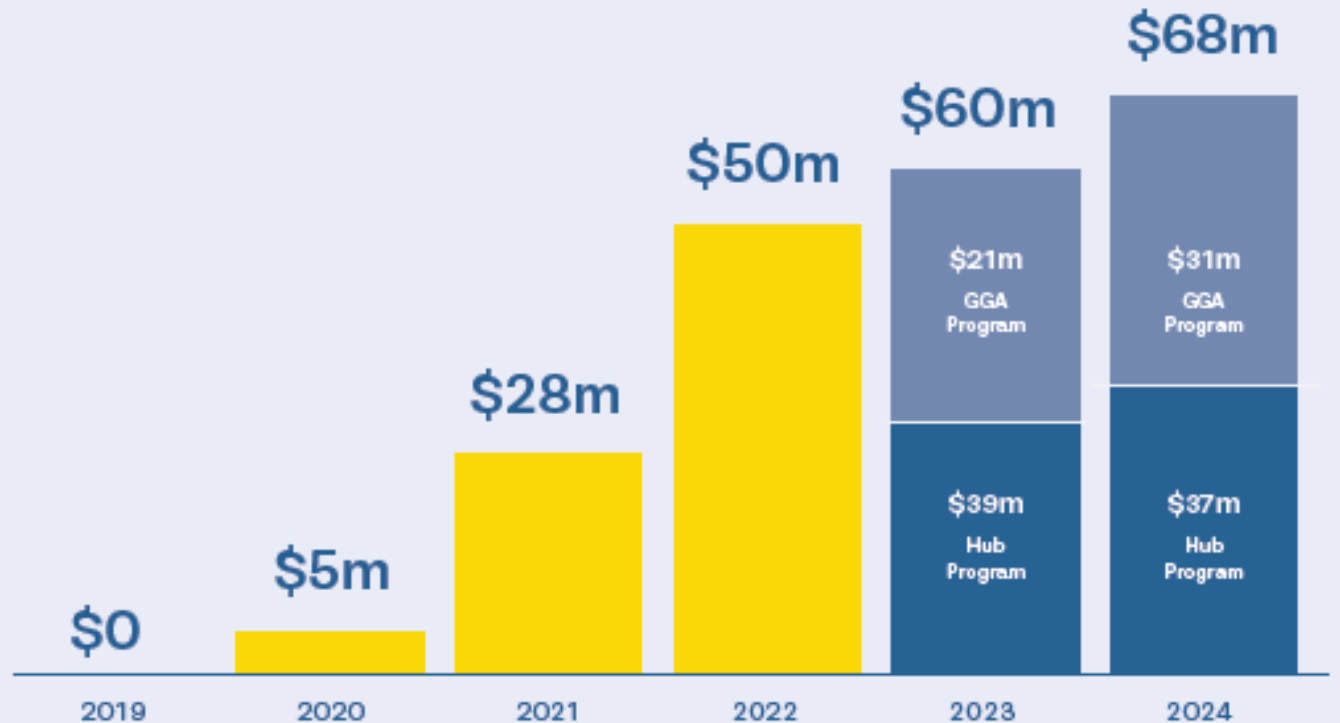
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5-years later - Project portfolio 2024

- As of today \$68m valuation represents 24 **active** projects [at Sept AGM]
- 6-year growth demonstrates GGA's delivery on both the of the DPIRD-GGA Collaboration, and our own GGA strategic intent set out in 2019 after incorporation.
- Not shown is +\$12m projects completed during collaboration term [\$80m all time portfolio]

PROJECT PORTFOLIO GROWTH

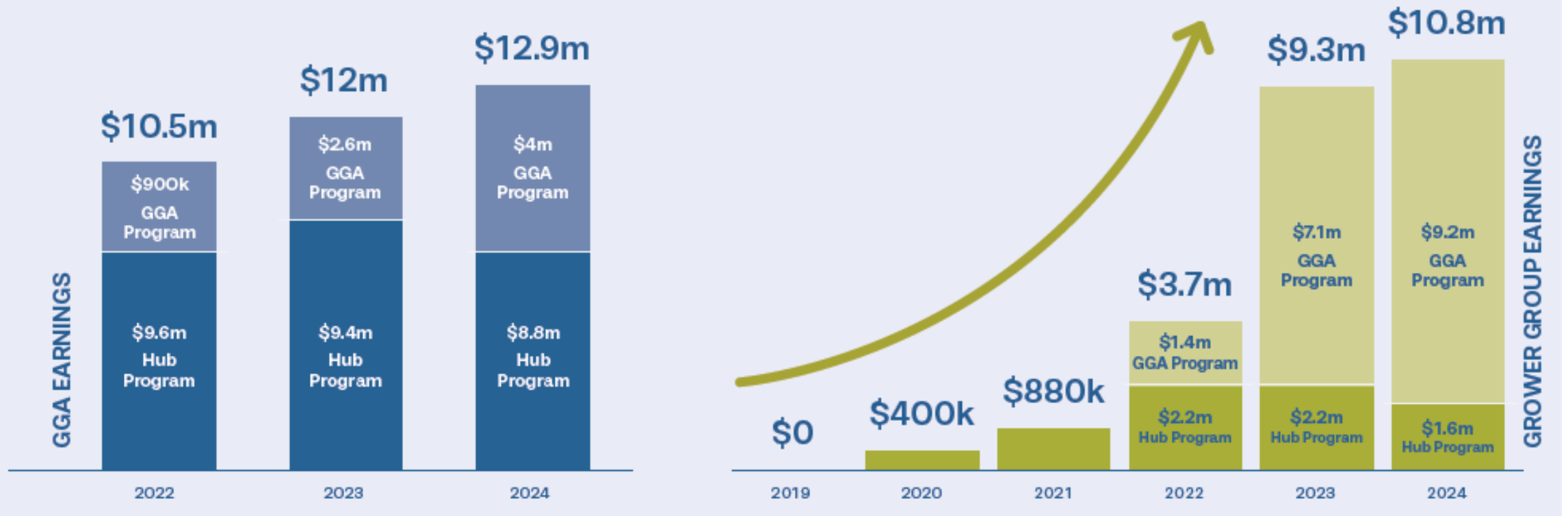
**Values are over life of project (cash and in-kind)*





FORWARD PROJECT MANAGEMENT FEES BROKERED

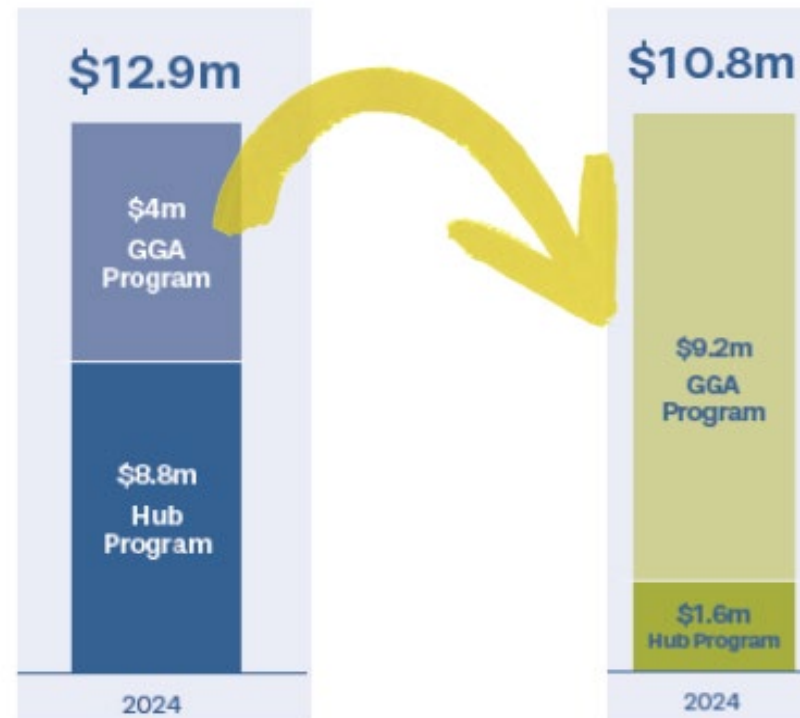
**Revenue spread over life of active projects [currently 2021-2028]*





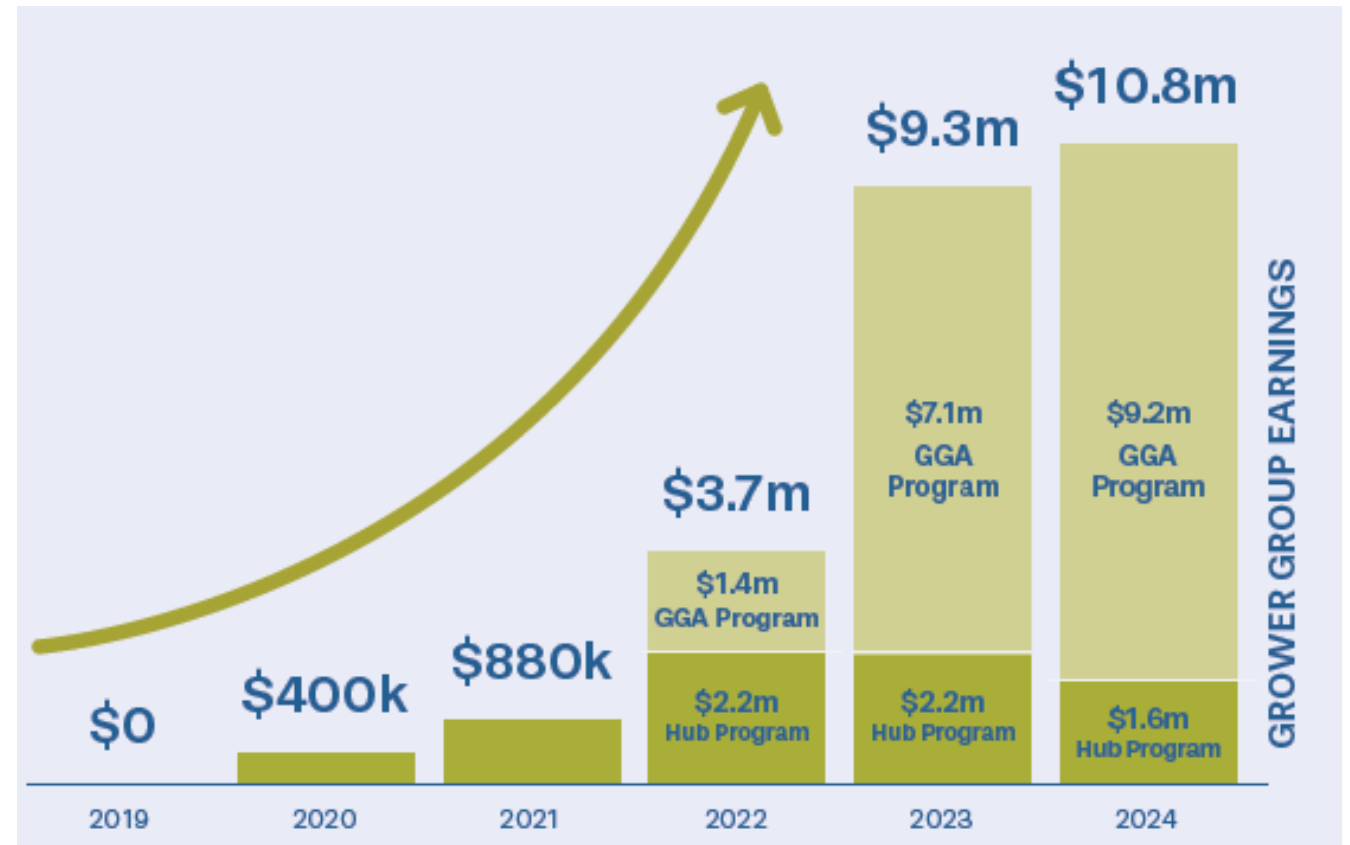
GGA vs group earnings

- \$9.2m earning for partner grower groups is more than double GGA's
- \$4m for GGA
- Revenues spread over the 7-year life of projects, secure, locked in forward project fee revenue





- Return on investment for members
- Realising the vision from 5 years ago of securing projects not previously seen at a scale before
- Requires neutral overarching co-ordinator - take on the risk and heavy lifting of governance around managing performance





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Capacity Building





CAPACITY BUILDING

2024 calendar year program



20

Activities delivered



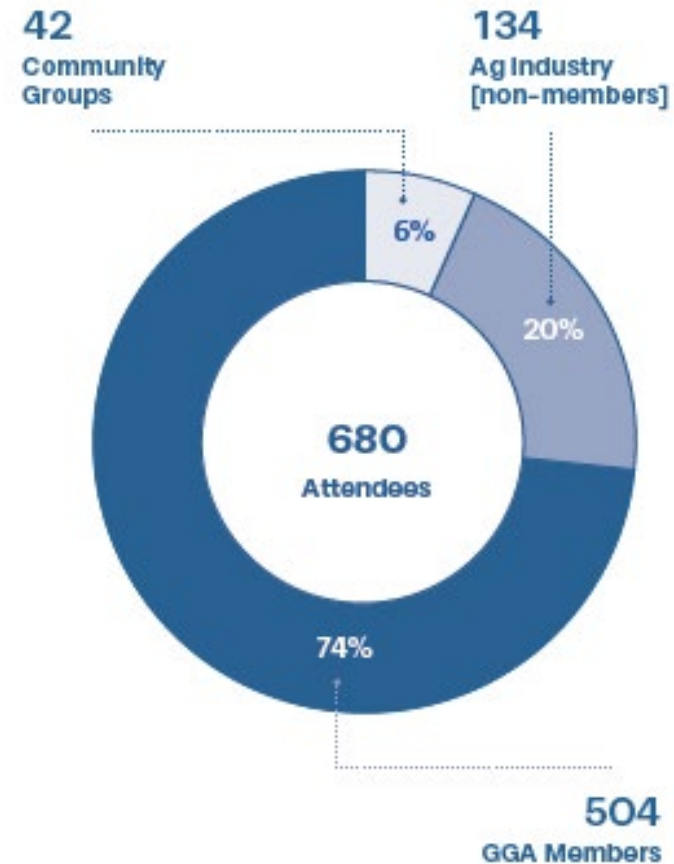
680

Attendees



4357

Delegate hours invested







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2023-2024

Capacity Building

Activity Series #	Individual activity #	Run Date	Activity	Delegates	Hrs Invested	Series delegates
01	1	19-Feb-24	Lift Off x evokeAG	73	475	73
02	2	19-Feb-24	Launch - Researchers PD Program	12	36	111
	3	17-May-24	[PT.2] Report writing workshop	15	30	
	4	17-May-24	[PT.1] Science Communications Workshop	15	30	
	5	13-Jun-24	[Call 1] 'Phone-a-friend' Research Officers	6	6	
	6	25-Jun-24	Soil Science Part 1 - Soil Science 101 & Soil Biology	18	45	
	7	26-Jun-24	Soil Science Part 2 - Plant and Soil Nutrition & Soil Test Interpretation	18	45	
	8	5-Sep-24	Experimental Design *	15	75	
	9	18-Sep-24	[Call 2] 'Phone-a-friend' Research Officers *	6	6	
	10	18-Dec-24	[Call 3] 'Phone-a-friend' Research Officers *	6	6	
03	11	10-Apr-24	E&A Training Module 1 - Issue Capture/KASA & Priority setting (5 hrs)	11	55	118
	12	11-Apr-24	E&A Training Module 2 - Extension planning framework (6 hrs)	23	138	
	13	17-Apr-24	E&A Training Module 3 - Extension event planning (2 hrs)	24	48	
	14	1-May-24	E&A Training Module 4 - Introduction to Monitoring and Evaluation (2 hrs)	23	46	
	15	8-May-24	E&A Training Module 5 - Facilitation Training (2 hrs)	26	52	
	16	15-May-24	E&A Module 6 - Group Chat - Mentoring Session (2 hrs)	11	22	
04	17	23-Apr-24	Extension Fest - Briefing [1] - Dry Season Resources [Hub]	24	24	65
	18	15-Jul-24	Extension Fest - Briefing [2] - Grains [DPIRD]	2	2	
	19	16-Jul-24	Extension Fest - Briefing [3] - Carbon [Agrifutures study]	14	14	
	20	17-Jul-24	Extension Fest - Briefing [4] - Banking on Sustainability [Agrifutures study]	15	15	
	21	18-Jul-24	Extension Fest - Briefing [5] - Emergency & Biosecurity response [GGA]	6	6	
	22	19-Jul-24	Extension Fest - Briefing [6] - Best Practice Grain Storage [GRDC]	4	4	
05	23	9-May-24	Cooee Call [1] HR Laws	8	8	14
	24	14-Nov-24	Cooee Call [2] Topic TBA *	6	6	
06	25	16-May-24	'Reach' co-design meeting [1] - [GGA Innovation pillar]	12	24	12
07	26	22-May-24	Most Significant Change Technique	13	91	13
08	27	4-Jun-24	Diploma of Project Management	25	625	25
09	28	19-Jun-24	Reading Financial Statements Workshop	15	45	15
10	29	1-Jul-24	Growing Leaders Scholarship (applications)	2	800	2
11	30	31-Jul-24	Business Model Masterclass	19	67	19
12	31	2-Aug-24	Governance e-course	47	447	47
13	32	8-Aug-24	Governance - 1 Day Workshop	14	84	14
14	33	19-Sep-24	Chairs Summit Dinner*	[Incl. below]	[Incl. below]	47
	34	20-Sep-24	Chairs Updates & GGA AGM *	48	311	
15	35	31-Oct-24	Tutorial - Digital Design / Comms tools *	12	18	12
16	36	20-Nov-24	Public Speaking Workshop*	25	175	25
17	37	2-Dec-24	'Let's talk governance' Podcast [x 1 Human Resource episode]*	N/A	183	N/A
18	38	1-Jul-23	Strategic Plan Subsidy Remaining [FY23/24]	3 groups	150	N/A
19	39	26-Feb-24	Planfarm Academy	1	3	1
20	40	2-Dec-24	Resources - Policy & Process templates (updates)*	N/A	24	N/A
				614	4240	614

* Future date - therefore estimated engagement.



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Future DPIRD-GGA Collaboration

- Current six-year agreement expires May 2025
- Independent 'return to state' business case for Extension currently under evaluation
- GGA has had to invest \$25,000 to fund half the \$50,000 business case cost.
- GGA is advocating that member groups provide a unique value proposition to the state with Extension and Adoption. This was not funded/resourced in the first collaboration.



Department of
Primary Industries and
Regional Development



STRENGTH IN COLLABORATION



Annual Report



2023-2024



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GGA and groups agility valued

- GGA's agility and connectivity with groups is unique and valued in the industry ecosystem
- Our ability for rapid mobilisation was recruited for the Dry Season Outreach Response project
- GGA assessed 26 grant applications administering and mobilising support for 21 initiatives in a 4-week period
- GGA and member groups ability to collaborate to achieve rapid cut-through is unmatched and our combined value proposition.





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The team







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Kallista Bolton

Head of Stakeholder Engagement &
Regenerative Agriculture Program



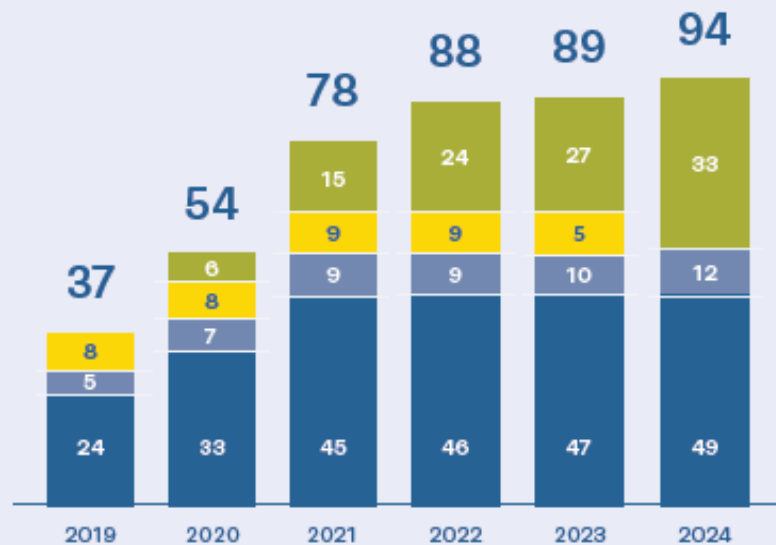
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Membership

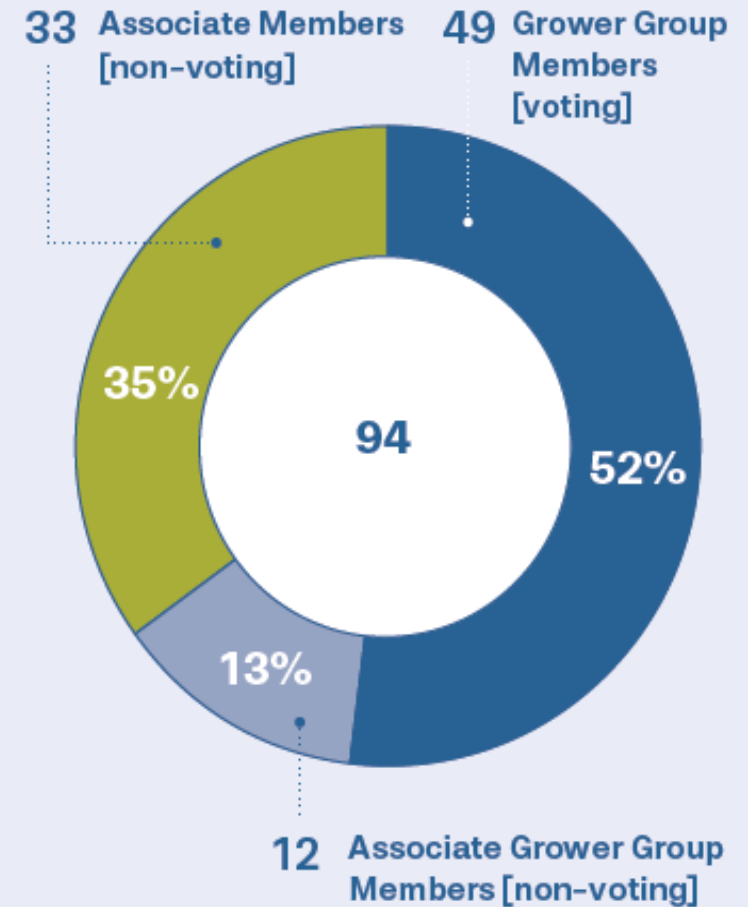


NETWORK GROWTH

- Associate Member
- Network participant
- Associate Grower Group Member
- Grower Group Member [voting]



GGA network members





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Composition

- Power remains in hands of 49 voting grower groups.
- Strategy remains in the hands of 49 grower groups - through your elected Board.
- Influence occurs through presence and participation of others

Grower Group Alliance Network

Grower Group Members (Voting Rights)

- Agricultural Women Wheatbelt East (AWWE)
- ASHEEP & BEEF
- Certified Organic Biodynamic Western Australia Inc (COBWA)
- Compass Agricultural Alliance
- Corrigin Farm Improvement Group
- Esperance Zone Innovation Group (EZI)
- Facey Group
- Far Eastern Agricultural Research Group (FEAR)
- Fitzgerald Biosphere Group
- Future Food Producers Group
- Gascoyne Catchments Group
- Gillamii Centre
- Great Southern Wine Producers Association
- Hills Orchard Improvement Group
- Kimberley Pilbara Cattleman's Association
- LIEBE Group
- Lower South West Grower Group
- Merredin and Districts Farm Improvement Group (MADFIG)
- Mingenew Irwin Group (MIG)
- Moora Milling Pasture Improvement Group
- Morawa Farm Improvement Group
- Mortlock Ag Focus Group
- Mullewa Dryland Farmers Initiative
- Noongar Land Enterprise Group (NLE)
- North Stirlings Pallinup Natural Resources
- Northern Agri Group
- Nyabing Farm Improvement Group
- O'Connor Research Group
- Oil Mallee Association of Australia
- Ravensthorpe Agricultural Initiative Network (RAIN)
- Regen WA
- Society of Precision Agriculture Australia (SPAA)
- South East Premium Wheat Growers Association (SEPWA)
- Southern Dirt Incorporated
- Southern Rangelands Pastoral Alliance
- Stirlings to Coast Farmers
- Sweeter Banana Co-operative
- Three Springs Farm Innovation Network (3FIN)
- Toodyay Agricultural Alliance
- Turf Growers Association of Western Australia
- WA Hemp Growers' Co-op Ltd
- WA No-Tillage Farmers Assoc (WANTFA)
- WA Regenerative Livestock Producers
- West Midlands Group
- Western Australian Lot Feeders Association
- Western Beef Assoc Inc
- Wheatbelt Integrity Group (WIG)
- Women In Farming Inc
- Yuna Farm Improvement Group

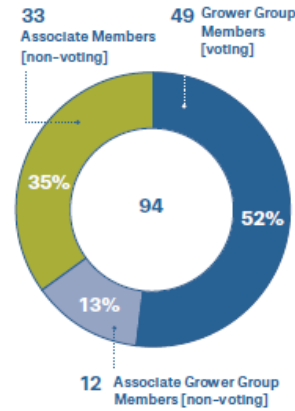
Associate Grower Group Members (non-voting)

- Broomehill Cropping Group
- Bruce Rock Land Conservation District Committee
- Dumbleyung Land Conservation District Committee
- Holt Rock Group
- Lakes Grower Group
- Lakes Information & Farming Technology (LIFT)
- Living Farm Grower Group
- Lower Blackwood Land Conservation District Committee
- Northern Australia Crop Research Alliance Pty Ltd (NACRA)
- Owingup Kent Grower Group
- Southern Grazer Network
- Wilson Inlet Grower Group (WIGG)

Associate Members (non-voting)

- AgZero 2030
- Australian Association of Agricultural Consultants (AAAC WA)
- Bee Industry Council WA (BICWA)
- Camaron Rangelands Biosecurity Association Inc
- Central Wheatbelt Biosecurity Association
- Eastern Wheatbelt Biosecurity Group
- Gascoyne Food Council Inc
- Gate 2 Plate Inc
- Goldfields Nullarbor Rangelands Biosecurity Association
- Grain Industry Association of Western Australia Inc (GIWA)
- Julianne Hill
- Leschenault Biosecurity Group
- Northern Biosecurity Group
- Oyster Harbour Catchment Group Inc
- Peel Harvey Biosecurity Group
- Peel-Harvey Catchment Council Inc (PHCC)
- Rural Edge
- South Coast Natural Resource Management Inc
- South West NRM
- Southern Biosecurity Group
- Southern Forests Community Landcare
- Southern Forests Food Council
- Torbay Catchment Group
- TrialCo Pty Ltd
- vegetablesWA
- WA Citrus
- WA Future Food Network
- Wagin Woodanilling Landcare Zone
- Western Australian Livestock Research Council (WALRC)
- Wheatbelt Natural Resource Management
- Wilson Inlet Catchment Committee (WICC)
- Wines of WA
- Yarra Yarra Catchment Management Group

Membership composition



49 Grower Group Members - incorporated not-for-profit grower groups. This class of membership holds exclusive voting rights.

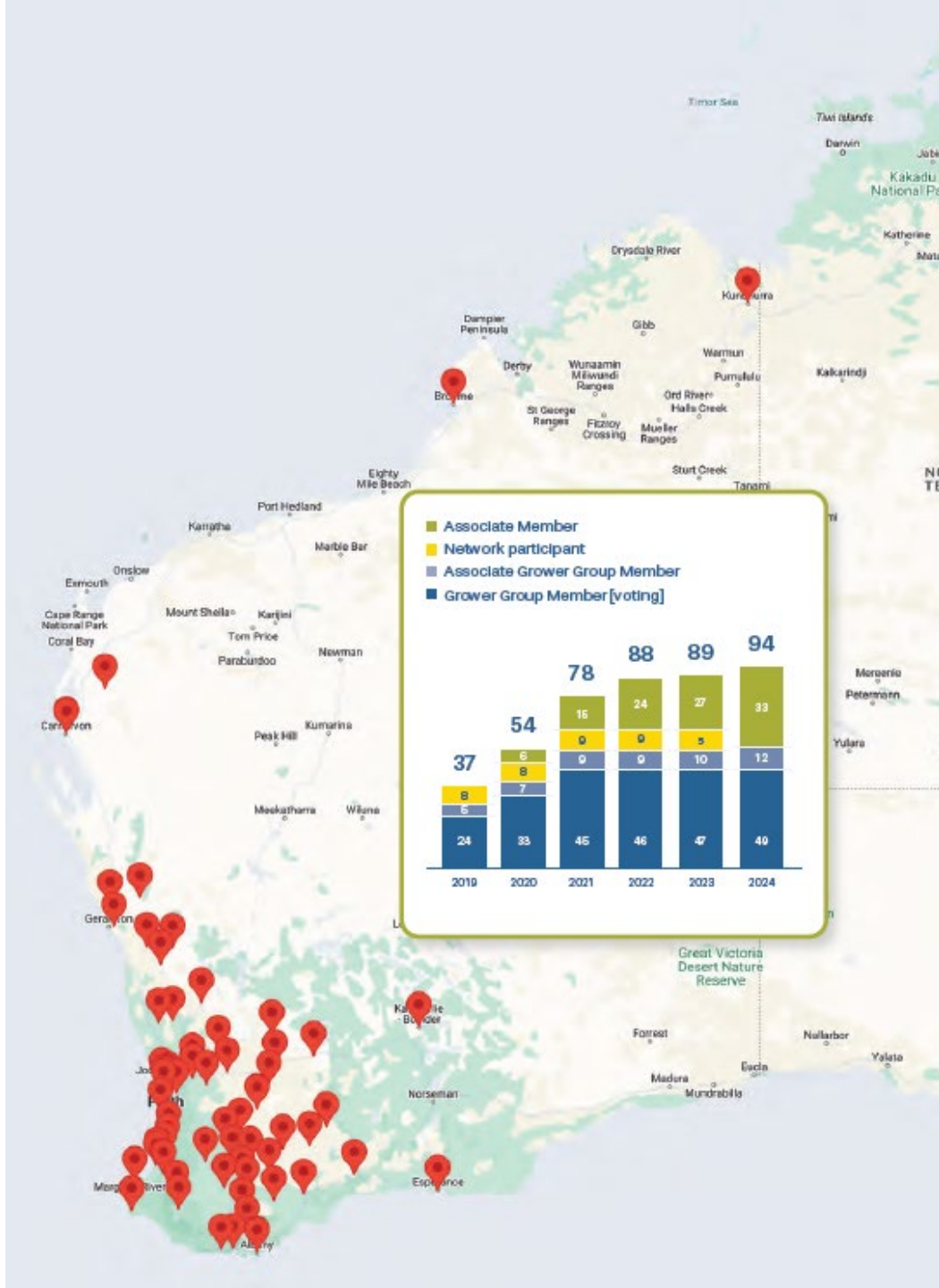
12 Associate Grower Group Members - grower groups that are either not incorporated or trade as 'for profit' grower groups. These grower groups have no voting rights.

33 Associate Members - Non-grower group organisations such as Natural Resource Management (NRM) groups, Biosecurity groups, or industry bodies, that have operational interaction, strategic alliances or collaborations with grower groups. No voting rights.



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Network footprint





Membership by sector

32% Mixed farming [grains/livestock] 30

15% Grains [14]

13% NRM [12]

12% Horticulture [11]

10% Livestock [9]

9% Biosecurity [8]

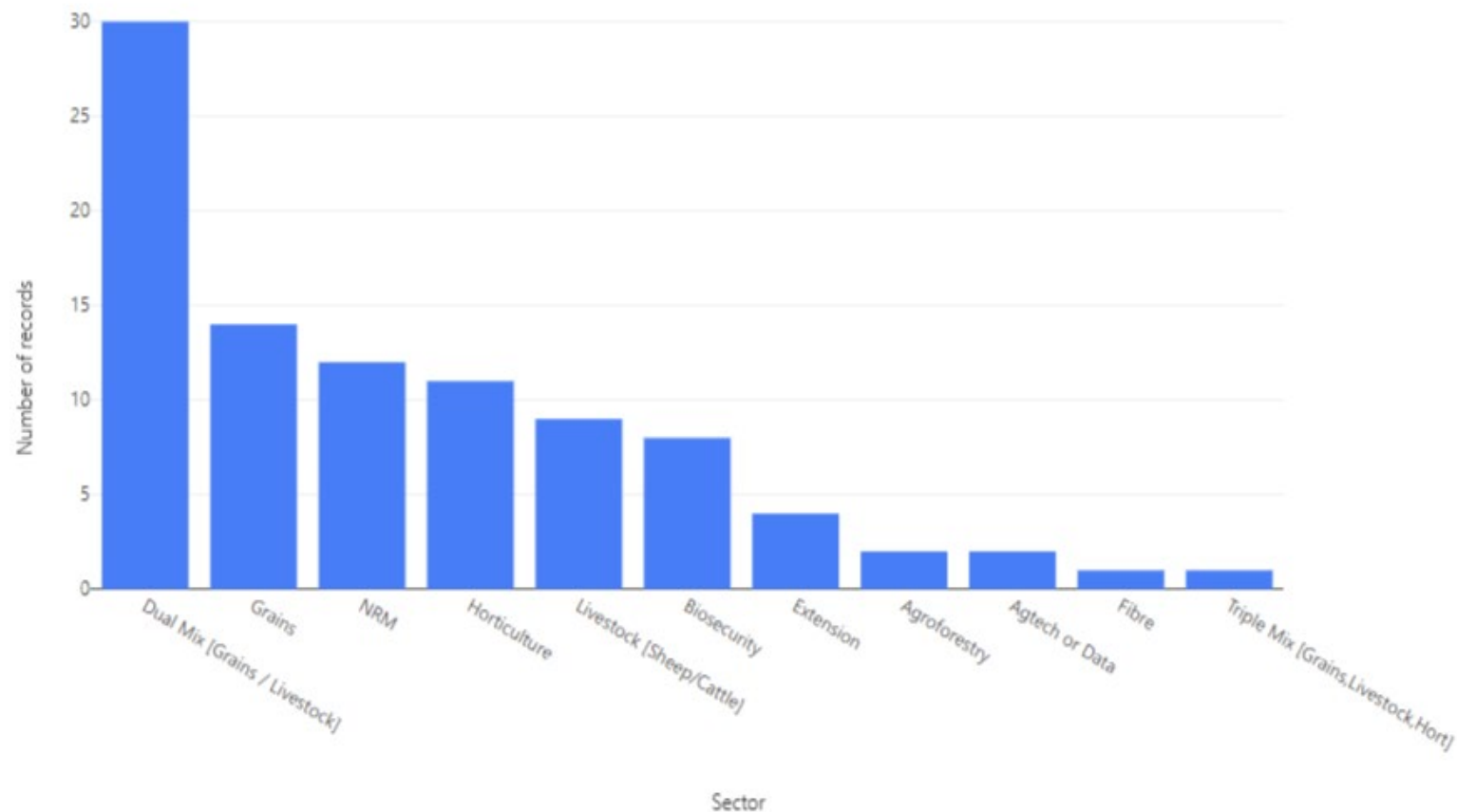
4% Extension [4]

2% Agroforestry [2]

2% Agtech or Data [2]

1% Fibre [1]

1% Triple mix [grain, livestock, hort] [1]





Top 20 Member Research Interests

Over 100 known research interests

- Top 3
- Update audit by Jacinta



Grain	40
Regen Ag	32
Livestock - Sheep	29
Livestock - Cattle	27
NRM & Landcare	26
Soil health	24
Mixed farming	19
Horticulture/Irrigated Agriculture	15
Climate change proofing	15
Agtech	14
Farm business training	12
Biosecurity	11
Multi-species pastures	10
Livestock - Dairy	9
Sustainability	8
Soil Amelioration	8
Rural women	8
Value chain/value add development	7
Fertiliser	7
Agroforestry	7



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Strategic Partnerships

OFFICIAL



STRENGTH IN COLLABORATION



**WA Agricultural
Research
Collaboration**
Innovation • Transformation • Growth

