

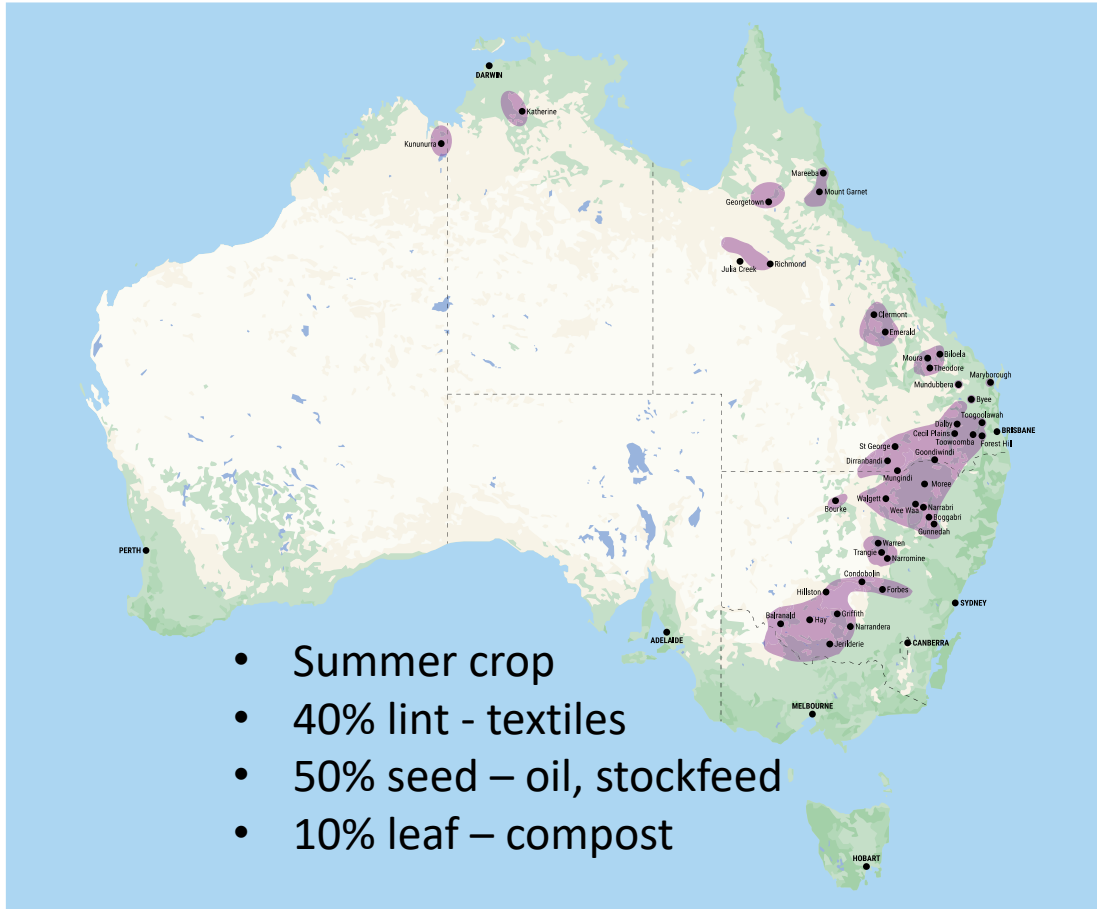


AUSTRALIAN COTTON SUSTAINABILITY FRAMEWORK
PLANET. PEOPLE. PADDOCK.

Putting the “so what” into wellbeing
policy and action.



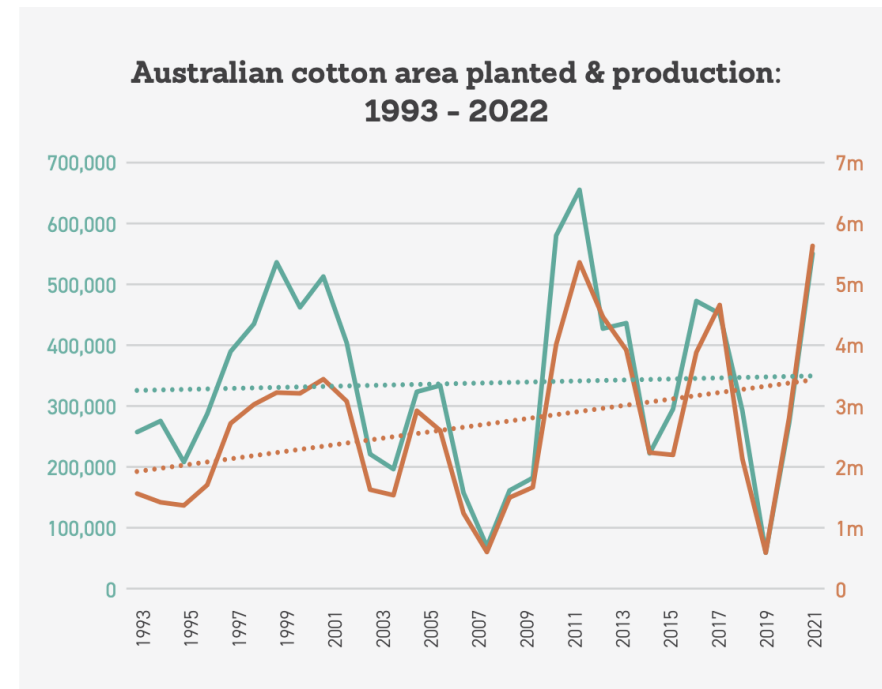
AUSTRALIAN COTTON



An important contributor to regional economies

- Approx 1,500 farms
- Approx 6 people per farm
- Av \$2b gross value
- >75% local business expenses

Production matches annual water availability



Source: Cotton Australia

— Area planted (ha) — Bales picked

AUSTRALIAN COTTON

	SDG ALIGNMENT	TARGETED OUTCOMES	2022	5-YEAR TREND	KEY 2022 TAKEOUT
PLANET	Water	Increase water use efficiency, within sustainable river & ground system limits			52% less water needed to grow a bale of cotton compared to 1994.
	Greenhouse gases	Contribute to the Paris Agreements' aim of a climate neutral world			Slightly lower yield and higher fertiliser increased emissions per bale
	Biodiversity	Native vegetation management on cotton farms contributes to regional priorities			Major project to set native vegetation regionally appropriate targets advanced
	Pesticides	Support optimal crop production while having no negative impact on human & environmental health	Bees Algae		More rain & resistance management strategies have increased herbicide ETL in recent years
	Soil health	Sustained cotton productivity growth by improving soil health	No trend data		"Regenerative" practices continue to be commonly used by growers
	PEOPLE	Workplace	Injury-free cotton farms, skills for innovative agriculture, and a diverse workforce that is treated ethically		
Wellbeing		Contribute to improved wellbeing of people living and working in cotton communities	No trend data		Advocating for a whole of agriculture approach to manage wellbeing
Paddock	Productivity	Increase yield within sustainable environmental boundaries			Yield dipped slightly from 2021; two years of severe drought before that mean the trendline is flat
	Profitability	Resilient farms able to invest in their business & community			Irrigated cotton is very important to whole farm profitability and resilience



THE FULL 2021/22 SUSTAINABILITY UPDATE IS AVAILABLE HERE

ADDITIONAL DETAILED INFORMATION IS AVAILABLE IN AN ONLINE DATA PACK HERE

SUSTAINABILITY DATA FRAMEWORK



Soil Indicators

Water Indicators

Native vegetation Indicators

Greenhouse gases Indicators

Pesticides Indicators

Workplace Indicators

Productivity Indicators

Economic contribution Indicators

REVAMPED
SUSTAINABILITY
DATA FRAMEWORK



	CONDITION	DEPENDENCY	IMPACT DRIVERS
Soil	Indicators	Indicators	Indicators
Water	Indicators	Indicators	Indicators
Native vegetation	Indicators	Indicators	Indicators
Greenhouse gases		Indicators	Indicators
Pesticides		Indicators	Indicators
Workplace		Indicators	Indicators
Productivity		Indicators	Indicators
Economic contribution		Indicators	Indicators

PUTTING THE “SO
WHAT” INTO
POLICY:
MEASURE WHAT
MATTERS

WORKPLACE

DEPENDENCY



Regional Wellbeing
Survey research



IMPACT
DRIVERS

Nicole Macdonald
research

Other
conversations



Workplace

Indicators

Ruth Nettle
research



Keep farmers and
core employees

Indicators

Attract casual and
contract

Indicators

Keep everyone safe
and appropriately
skilled

Indicators

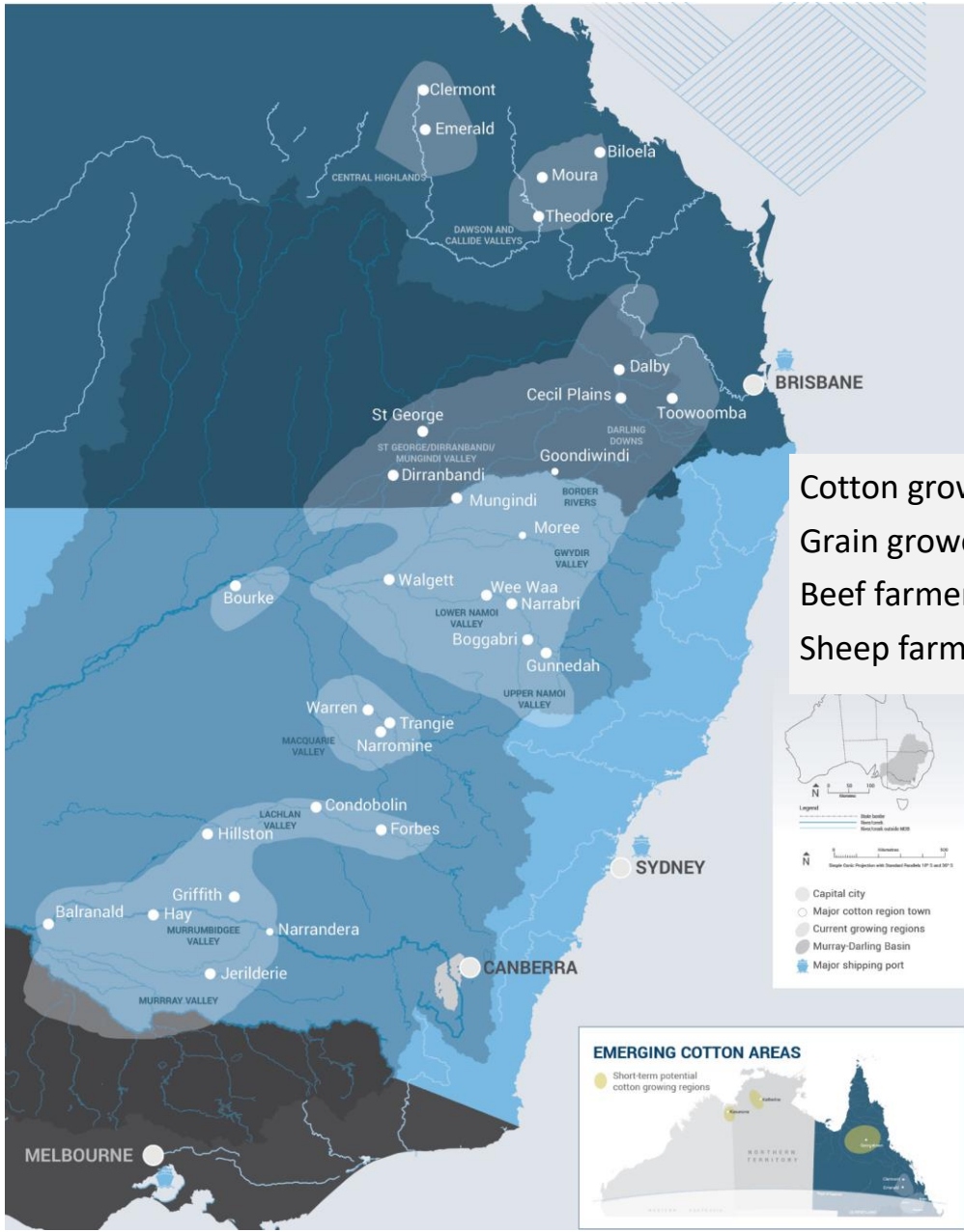
DEPENDENCY			IMPACT DRIVERS	Indicator	GRI
Keep farmers and core employees			Management style		
			Automation & tech		
			Water variability		
			General wellbeing		
			Financial wellbeing		
			Connection to community		
Attract casual and contract			Human rights evidence: • Diversity		
			• Fair pay		
			• No forced / child / exploited labour		
			• Freedom of association		
			Perceived environmental responsibility		
Keep everyone safe and appropriately skilled			Physical & mental health and safety systems are in place		
			Training is provided and encouraged		

DEPENDENCY	Indicator	GRI	IMPACT DRIVERS	Indicator	GRI
Keep farmers and core employees	# of farmers & core employees	2-7	Management style	% regular performance reviews	403-3
	Core employee retention	401-1		Frequency performance reviews	-
	Work satisfaction rating	-		People v process management	-
			Automation & tech	% adoption of tech	-
			Water variability	Green water: mm/year	-
			General wellbeing	Global life satisfaction	-
			Financial wellbeing	Farm financial wellbeing	-
			Connection to community	Community involvement + volunteering	-
Attract casual and contract	TBC: timely attraction of labour		Human rights evidence: • Diversity	% age, gender, Indigenous Incidents of discrimination % of farms with harassment/discrim plans	405-1 406-1 -
			• Fair pay	Ratio of remuneration women to men Minimum wage / living wage	405-2 -
			• No forced / child / exploited labour	Risk of child labour Risk of forced/compulsory labour	408-1 409-1
			• Freedom of association	Description of regulatory system	407-1
			Perceived environmental responsibility	% community trust in agriculture	-
Keep everyone safe and appropriately skilled	# Fatalities and serious injuries	403-9	Physical & mental health and safety systems are in place	% farms with documented OHS system	403-1.2.4
	Mental health scale rating	-		Frequency of worker consultation	-
	Programs for skills and transition	404-2	Training is provided and encouraged	Training per person	404-1

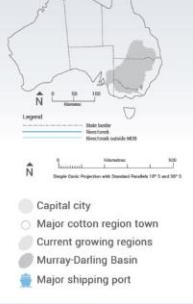
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**PUTTING THE “SO
WHAT” INTO
ACTION:
COORDINATION &
COLLABORATION**





Cotton grower
 Grain grower
 Beef farmer
 Sheep farmer



Federal government

State government

Local government

Regenerative proponents

Agonomists

Landcare

Banks

Researchers

Rural media

Carbon & Biodiversity markets

Social media

Metropolitan media

Carbon + Biodiversity credit salespeople

NRM / LLS

Politicians

Merchandise/input providers

Environmental activists

Customers

Industry extension

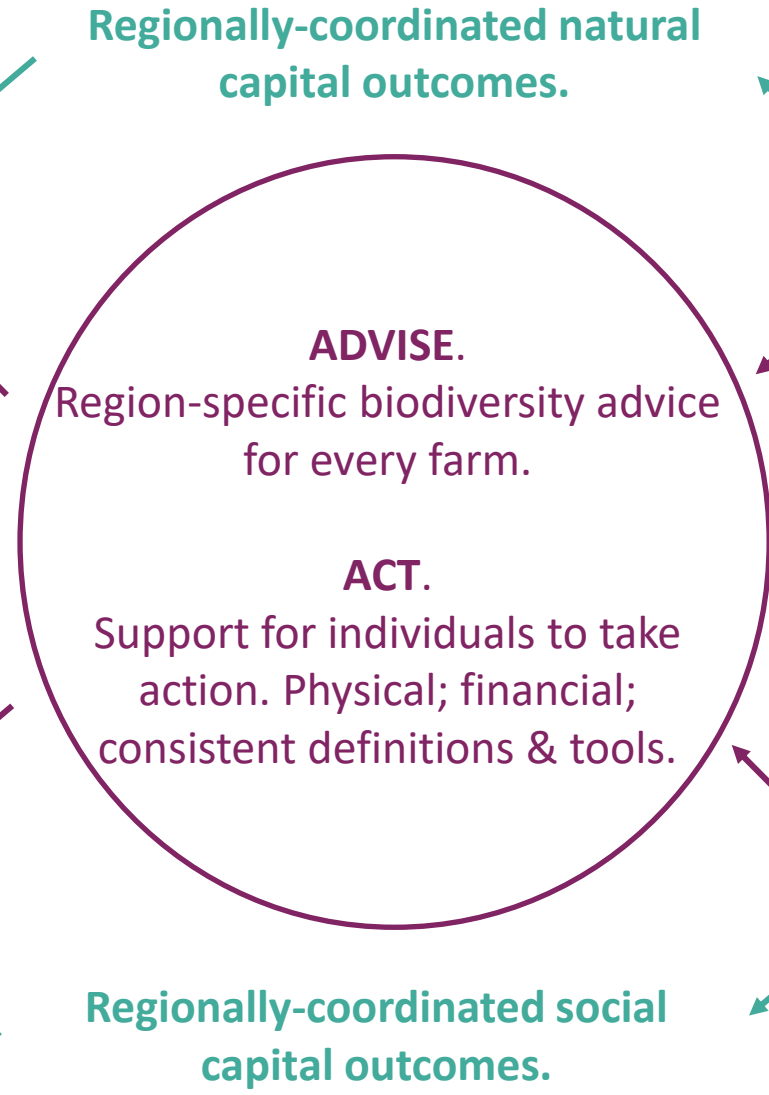
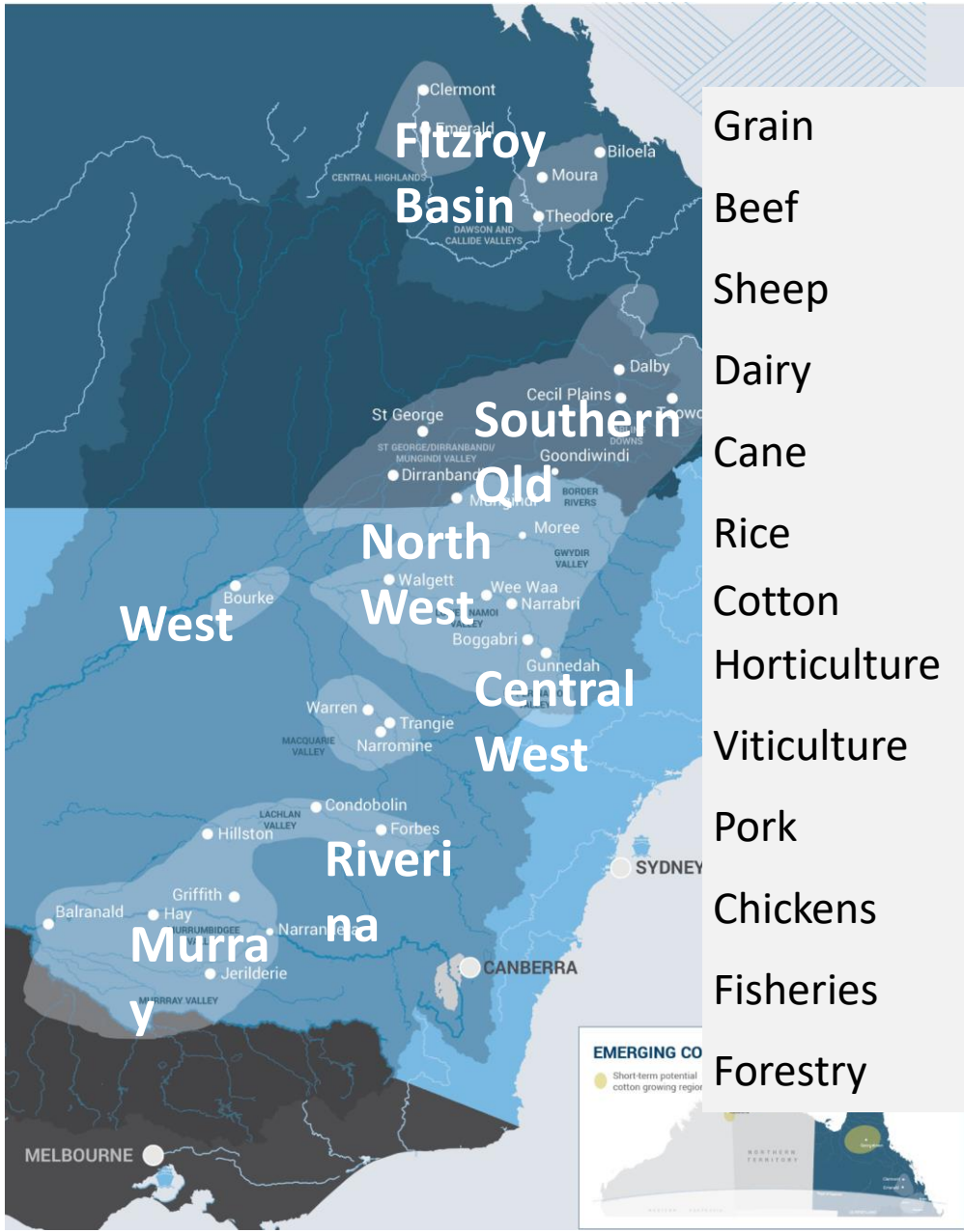
Merchants

Impact investors

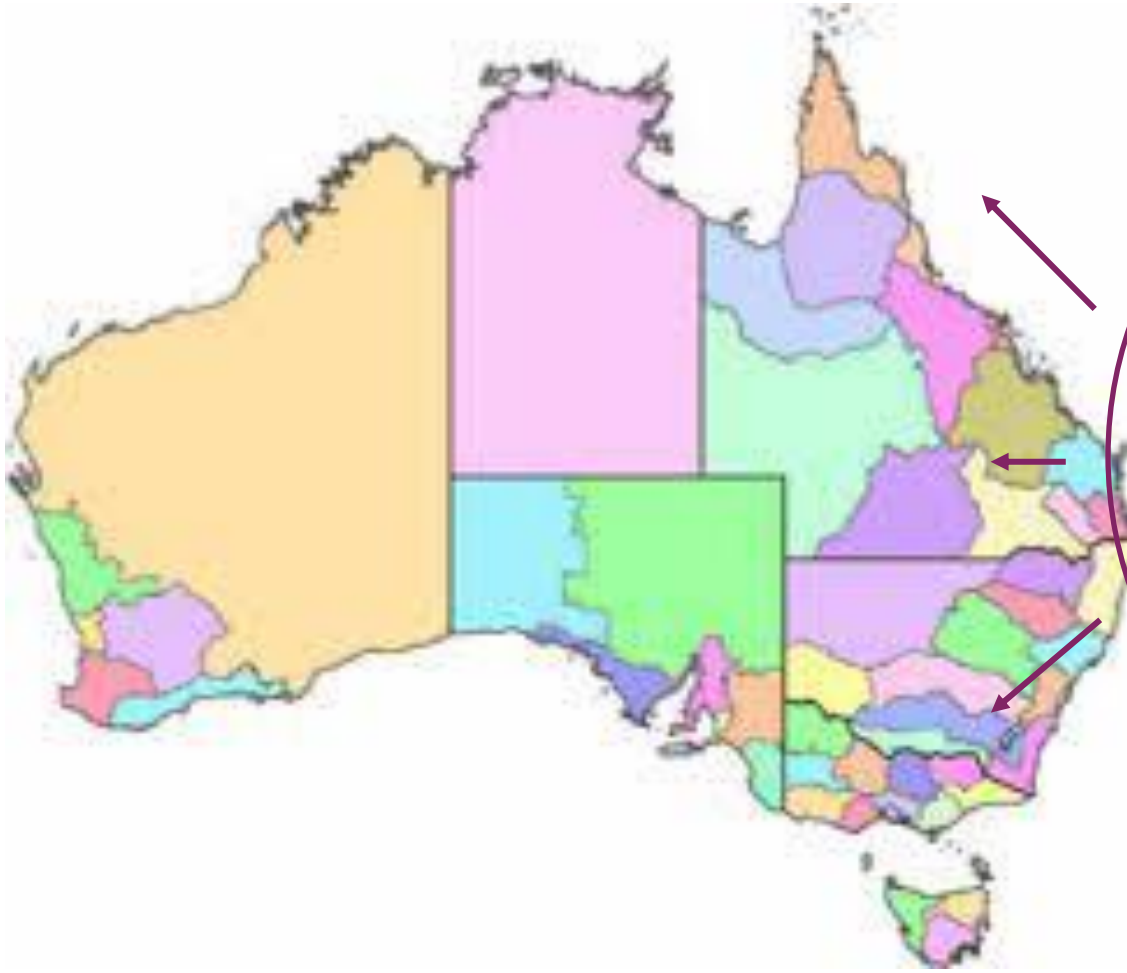
Consumers

Neighbours

Kids



- Governments**
- Banks**
- Research**
- Extension**
- Input providers**
- Carbon & biodiversity markets**
- Environment / natural resource groups**
- Customers & impact investors**
- Community**



Federal government

State government

Local government

Research

Industries

Social impact NGOs

Environment NGOs

Customers & impact investors

Community

Etc

Etc

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Putting the “so what” into wellbeing policy:

- What does a society depend on?
- What impacts those dependencies?

Putting the “so what” into wellbeing action:

- Coordination beats chaos
- Regions are the Goldilocks scale for coordination.





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