

STAKEHOLDER COMMUNICATION AND ENGAGEMENT

We aim to build stronger relationships based on:
TRANSPARENCY | TRUST | CONSISTENCY
AMBITION | ACCOUNTABILITY

So we can add value to the Australian cotton industry:
ANTICIPATE RISK AND OPPORTUNITY
IMPROVE DECISION-MAKING & PROBLEM SOLVING

By asking our stakeholders key questions:
WHAT'S IMPORTANT TO THEM?
HOW MUCH DOES OUR RESPONSE INFLUENCE THEIR DECISIONS?

STAKEHOLDERS INCLUDE:

People involved in Australian cotton production:

- Cotton growers
- Farm staff and consultants
- Input providers
- Researchers.

People impacted by, or who can impact, Australian cotton production:

- Brands (textile and clothing manufacturers, retailers)
- Consumers
- Environmental
- Finance
- First Australians (also involved in cotton production)
- Ginners
- Government and regulators
- Merchants
- Other agriculture sectors (especially broadacre sectors like grains and livestock)
- Other cotton producing countries
- Society and community
- Spinning mills
- Sustainability initiatives..

ENGAGEMENT TOOLS INCLUDE:

- Integrating sustainability discussions into existing business activities to build stronger relationships: meetings, conferences, events, phone calls, virtual meetings etc
- Australian Cotton Sustainability Reference Group
- Research and surveys as needed (eg, consultation on draft targets and indicators).

COMMUNICATION TOOLS INCLUDE:

- Website and social media
- E-newsletter
- Case studies
- Existing industry publications
- Sustainability reports
- Media communications.