



PEOPLE WELLBEING

| vibrant regional communities



Wellbeing is the sum of many factors.

“Wellbeing” is defined by our partners at the University of Canberra’s Regional Wellbeing Survey as being a state in which a person can realise their own potential and contribute to their community.

Wellbeing is influenced by a combination of physical, mental, financial, social and other factors.

Wellbeing is influenced by many people and organisations.

No single organisation – or no single industry – is responsible for the wellbeing of individuals in a community.

The cotton industry is an important part of cotton growing communities, but it is only one part. The wellbeing of individuals and communities is the sum of many aspects, some of which the industry can influence to a degree, and many of which are outside its control.



The cotton industry’s aim is to contribute to a collaborative, coordinated approach to improve wellbeing.

The industry plans to work with other stakeholders – all levels of government, other industries, communities and individuals – across cotton growing communities to understand what drives wellbeing, and develop a coordinated and collaborative strategy (or region-specific strategies) to improve wellbeing.

As there are many wellbeing factors the cotton industry can’t influence; a collaborative and coordinated strategy is needed to make clear everyone has a role to play in wellbeing, and make everyone’s role clear.

With a strategy in place, the cotton industry can then understand how it can best contribute to the wellbeing of people in cotton communities from its research and networks.



OUR GOAL

Work with other stakeholders across cotton growing communities to collaboratively and continually improve the wellbeing of people living and working in these communities.

SDG ALIGNMENT



SDG 3: Ensure healthy lives and promote well-being for all at all ages

PATHWAY

1. Engage with other stakeholders to contribute to the development of coordinated wellbeing strategy.

KEY FACTS



The measured wellbeing of cotton growers changes from year to year, and factors outside our control like weather have a large impact.

Compared to the national average, cotton farmers generally have:



better physical health but higher psychological distress



higher community involvement



similar general wellbeing scores.