



PEOPLE WORKPLACE

| keep people, attract people, keep everyone safe and skilled



We aim to keep cotton growers and core employees.

Farmers, farm managers, and skilled permanent employees hold the intellectual capital to efficiently and sustainably turn inputs and natural capital into cotton.

Factors that influence the retention of core cotton growers include:

- lack of variability in water availability
- management style
- investment in automation and technology
- workplace culture
- connection to community.



We aim to attract casual and contract employees.

Seasonal peaks, especially at harvesting, are often filled by a mixture of casual and contract labour to supplement permanent core employees. The industry is more likely to attract employees throughout the year if cotton workplaces and the cotton industry can provide evidence for:

- being environmentally responsible
- being safe, welcoming, and inclusive.



We aim to keep everyone safe and appropriately skilled.

Making farm workplaces safer and ensuring farms have the skills needed to adapt to a changing climate and take advantage of new technologies are impacted by:

- investment in training
- use of appropriate systems
- encouragement of positive safety and training cultures.



OUR GOAL

Injury-free cotton farms, skills for innovative and modern agriculture, a diverse workforce that is treated ethically, and farmers and core employees remain farming as long as they like.

SDG ALIGNMENT



SDG 8.8: Promote safe and secure working environments for all workers.



SDG 3: Ensure healthy lives and promote wellbeing for all at all ages.

PATHWAY

1. Collaborate with other agriculture sectors and experts to create consistent language and indicators
2. Collaborate with other sectors to improve whole farm data collection
3. Use better data to manage the factors that most impact our workplaces.

KEY FACTS

98%

of growers agree it's important workers feel valued

28%

of cotton growers and ginners are female

57%

of cotton farms have a career development plan

47

serious injuries per year in five years to 2023, on average