



Paddock ECONOMIC CONTRIBUTION

| growing livelihoods



Cotton generates billions of dollars for Australia every year.

Economic value generated by the industry depends on factors like yield, price and seasonal conditions. In the last five years, the industry has generated on average \$2.2 billion per year.

Cotton is an important part of rural communities.

Revenues generated by the Australian cotton industry make an important contribution to regional communities in particular.

- About 80 per cent of cotton grower business expenses are spent locally
- Cotton farms each employ an average of about six people
- Cotton growers were more likely than any other group to regularly volunteer in 2021/22.



Economic contribution depends on profitability.

Profitability is a fundamental sustainability indicator for growers. Profitable cotton growers can invest in the technologies and practices needed to adapt to a changing environment and market. It also enables them to contribute to local communities, economies and the environment.

2022 and 2023 research has showed irrigated cotton has a much higher return on assets managed than other crops, which provides greater whole-farm resilience and ability to manage through poorer seasons. This greater whole-farm resilience also supports the resilience of local communities.



OUR GOAL

Growers have sufficient profitability to confidently re-invest in their business and community.

SDG ALIGNMENT



SDG 8.2: Achieve higher levels of economic productivity through diversification, technological upgrading and innovation.

PATHWAY

1. Establish an industry-owned data platform to deliver increased profitability through better decision-making, facilitating innovative research to deliver better solutions
2. Enhance the value and market access of Australian cotton.

KEY FACTS

\$3.7 billion
gross value of production in 2022/23

80%
of business expenses spent locally

estimated
7,222
direct full time equivalent employees in 2021/22

estimated
21,896
direct and indirect full time equivalent employees in 2021/22