



Protected Cropping Australia

Monthly Newsletter

January 2023



Growing Undercover



Sam Turner, EO

EDM January '23 Welcome back!

As we welcome in 2023, we look forward to all the opportunities and possibilities for the year ahead. PCA is excited to continue providing valuable information and resources to members and industry. From new developments to training and the latest research, we'll make sure to keep you informed and up-to-date. here is a growing interest in protected cropping globally with more interest coming for the growing Australian market. As an industry, we are well place to take advantage of this interest and PCA is excited to be able to support this growth.

Education and Training

Throughout 2023, PCA will be working with various agencies to improve the education and training resources for members to ensure that you have the most up to date information and research to support your business. These resources will be delivered in a number of formats including:

- Online E-Learning
- Fact sheets
- Case studies
- Podcasts
- Webinars
- Training workshops

As these resources are delivered, PCA members will have access to education and training, in a format that suits you, for you to reference at a time that suits you.



PROTECTED CROPPING MAPPING PROJECT

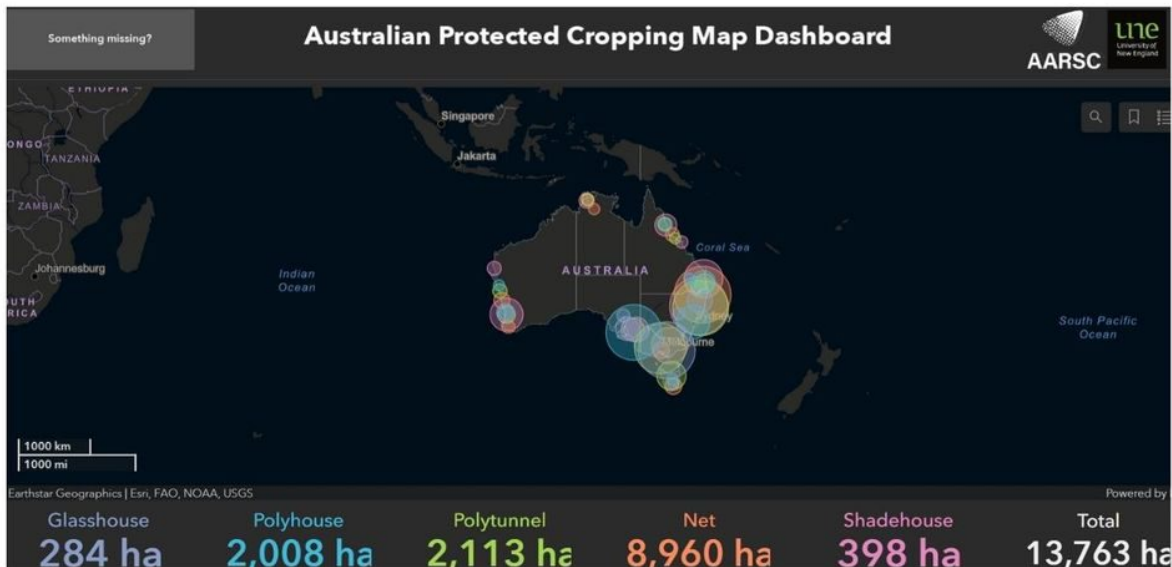
Just released, the Australian Protected Cropping Map project, a collaboration with UNE, Hort Innovation and PCA, has highlighted the extent of growth in Australian protected cropping. The dashboard, found [here](#) gives an accurate indication of the size, scale and distribution of Australian protected cropping structures using satellite and GIS data.



Findings from the project indicate that there are around 30% more protected cropping structures than expected. This project is a critical resource for the PC industry to understand the requirements of growers and advocate for the tools and resources we need to continue to grow PC in Australia.

STORM RECOVERY RESOURCES

Agriculture continues to be impacted by storms and wild weather around the country. PCA is working with various state and federal organisations to assist growers to recover their production and improve the resilience of Australia's food production system. More details and specific recovery resources will be delivered throughout 2023.



In early March, PCA and Hort Innovation are hosting a PC round table to identify and prioritise targeted research investments in the Australian PC system.

These investments will be made through Hort Innovation's Frontiers fund mechanism. This co-funding arrangement will bring stakeholders together to support strategic projects. The main goal of the round table is to develop a cohesive program of PC investment to support the growth of the industry.

MEMBERSHIP AND MARKETING PLAN DEVELOPMENT

Over the coming months, PCA will be reviewing the membership and marketing plans for the organisation to ensure that we are delivering the highest value services for our members. There will be an open feedback form circulated to allow all members to provide feedback to PCA to ensure the organisation is delivering the services you need to grow your business.



CONFERENCE '23

With the PCA conference swiftly approaching, it is shaping up to be the biggest and best yet. We have a great line up of speakers and presenters. The conference theme centers around people, planet and profits to grow the future. We have 150 free passes for growers which will go quickly so be sure to book your tickets early.

Book Tickets here:



PCA STRATEGY DEVELOPMENT

2023 marks the end of the current PCA corporate strategy. As the strategy comes to an end in June, we will prepare a comprehensive report to highlight the targets we met and the opportunities for growth as we move into the development of the new strategy. The new strategy will help guide the organisation for the next 5 years, running to 2028. The development of this strategy will require comprehensive consultation from all industry stakeholders and your opinions are needed. More details on the development of the strategy and how you can contribute will be circulated over the coming months.



Julie Krieger
CEO, onsomble

ASSOCIATION SERVICES

The end of 2022 also marked a transition from our association management team, ASN events, who served the industry and PCA for the past 2 years. On behalf of PCA and our members, we send our thanks and well wishes to ASN events and thank them for all they have done to make the PCA what it is today. As we move into 2023, I am pleased to announce that association services will be undertaken by Julie Krieger and the wonderful team at onsomble. Onsomble have hit the ground running and have been quick to pick up the nuances of the PCA and our members. I would like to welcome Julie aboard and we look forward to the future with great confidence.

We're hiring!

Membership Officer role

PCA is offering an exciting part time role to help drive membership and engagement with the industry. We are looking for a well-connected, respected industry champion to help build the PCA network. Find more details here: <https://protectedcropping.net.au/>

Booking deadline!

The deadline to confirm your ad space in the Autumn edition of Soiless Magazine is on Monday 30 January. Click [here](#) to see the options and give us a call on 02 9037 3166 for enquiries.

Here are some limited-page tasters of our Soiless Australia Magazine. Full copy is available to Corporate, Individual and Student Members only.



Become a Member

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Get in touch with us!

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