



MEDIA RELEASE - 13 July 2017

GGA APPOINTS NEW COMMUNICATIONS MANAGER

The Grower Group Alliance (GGA) is pleased to announce the appointment of a new Stakeholder and Communications Manager, Megan Cechner.

The new role takes over the responsibilities of Project Officer Sarah Houston, who finished with the organisation last month.

Megan has joined the GGA with more than 10 years' experience in communications in the agricultural sector, including communications and marketing roles with Nufarm Australia and most recently as a journalist with the *Farm Weekly*.

GGA Executive Officer Annabelle Bushell said Megan's in-depth knowledge of WA's agricultural industry and her well-rounded experience in communications would be a valuable asset to the GGA.

"Grower groups are the vital link in research, development, extension and adoption in driving innovation on farm and through the supply chain," she said.

"Megan's experience will help ensure the activities of both the GGA and groups are promoted throughout the industry and remain relevant to the network."

Megan said she was excited to take on the role with the GGA and develop and facilitate the linkages between WA grower groups, industry and research partners.

"I am looking forward to working with grower groups and industry stakeholders to ensure WA growers stay at the forefront of production and productivity," she said.

The GGA has been connecting grower groups, agribusiness and researchers across the WA network and nationally in the grains, mixed farming and livestock sectors for the past 15 years.

Through its activities, the GGA adds value to its member groups by providing opportunities for greater information sharing and collaboration in the agricultural sector and seeks to build the capacity of its members to effectively deliver industry-led research and development and provide the framework for R&D extension and adoption.

The GGA also seeks to ensure that production groups at the local are a recognised value in the R&D supply chain.

The project is governed by a Strategic Advisory Group with representation from groups and key stakeholders such as the Department of Primary Industries and Regional Development (DPIRD).

GGA is funded by the DPIRD through Royalties for Regions, and is administered through the Grains Industry Association of Western Australia.

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