



## Media Release

30/10/20, for immediate release

### New leadership era for GGA

The Grower Group Alliance (GGA) last month welcomed a new Chair of the board, Peter Roberts and Chief Executive Officer (CEO), Niki Curtis. Both come with many decades of experience in the WA agriculture industry and will further consolidate the group's vision of shaping the industry's future with a producer led system of innovation and adoption in WA.

Mr Roberts has replaced Kevin Goss who was instrumental in supporting the negotiation of a four-year \$4.3M collaboration agreement with the Department of Primary Industries and regional Development (DPIRD) in 2019.

Ms Curtis is covering for Annabelle Bushell who has taken 12 months' parental leave. Niki is well known in the industry, having been Executive Officer of South East Premium Wheat Growers Association (SEPWA), based in Esperance, for nine years prior.

Mr Roberts said he was very positive about GGA's ability to build traction within the DPIRD-GGA Collaboration in the next 12 months.

"This year we have recruited a highly skilled operational team and with Niki's experience, we will be able to continue the great work already done by the previous board and CEO." Mr Roberts said.

GGA will continue the focus on building the network of grower groups and provide support and growth to members by capturing value through innovative farm research, development and extension to benefit the industry.

"Growing the value of the national agricultural output to \$100 billion by 2030 will only be achievable by a ground up producer driven system of innovation and adoption," Mr Roberts said.

"The challenges faced by producers to maintain profitable and sustainable businesses will be best addressed through a collaborative approach to research, innovation and adoption."

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“We are in a unique position to bring the power of the collective of grower groups to ensure research and innovation effort is directed at providing the best value to members,” Mr Roberts said.

Formerly a farmer from Dunn Rock, Peter was Chair of the GRDC Western Panel from 2011-2018. He is a past non-executive Director of Barley Australia, past Western Malting Barley Advisory Committee member and past Chair of South East Premium Wheat Growers Association (SEPWA); a graduate of Harvard Agribusiness Seminars and the Australian Institute of Company Directors (AICD).

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**Interviews**

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