



Media Release

3/9/20, for immediate release

GGA pivots to digital for major events

Grower Group Alliance has successfully completed delivery of two major events in its calendar, in a digital format. The GGA Annual Forum, which is GGA's main capacity building event of the year was run in a 100% digital format for the first time ever, over two days 17th and 18th August. GGA followed this up with its AGM last Monday 31st August in which a real time ballot election for 3 Member Elected Directors to the GGA Board was held.

The digital format of the GGA Annual Forum 2020 was well accepted with over 70% of the GGA network opting in for some part of the two day program. Overall, 84 delegates from 37 grower groups/network participants opted into the program of eight information sessions, making a combined total of 435 session registrations. All elements of the program were well subscribed, with between 48 and 61 delegates in the Zoom sessions for each.

GGA Deputy Chair Erin Gorter said, "The digital format for a two day event of this scale was trailblazing for the agriculture industry in Australia.

"People dialled in from across the nation," she said.

"It was fantastic to have remote involvement in the event from people in distant places like Toowoomba, Canberra, Tasmania, as well across the breadth of WA," Ms Gorter said.

Co-ordinator of Forum 2020, GGA's Stakeholder & Communications Manager Kallista Bolton said, "The metrics show the flexibility and opt-in ease of a digital format. Normally groups are faced with a big commute and accommodation costs to participate. The digital format meant more delegates from groups could attend, and the groups could tailor their delegate programs to suit staff roles rather than having to blanket participate in a full 1.5 day traditional program."

"If there's a silver lining to take from Covid-19, it's the digital adoption we've landed with, convenient for those regionally based to engage in opportunities without the expense or time burden. This is ideal for the Not for Profit sector where cautious spending is required," Ms Bolton said.

GGA continued the digital pivot, hosting its AGM with its first ever ballot election of new Board members conducted in real time digitally during the meeting. GGA presented their Annual Report and first audited financial statements since their incorporation and the launch of the DPIRD-GGA Collaboration agreement.

Grower Group Alliance Inc

3 Baron-Hay Court,
South Perth, WA 6151

(08) 9368 3418

admin@gga.org.au

www.gga.org.au

@GGA_WA



GGA Chair Kevin Goss said, “The digital meeting was a milestone for the network and we anticipate the continuation of the digital format moving forward due to the convenience for such a vast state wide network.”

“The digital format not only mitigated the onus of a commute for Grower Group delegates, but it made the process of reaching consensus more concise than what I’ve experienced at AGMs in physical contexts in the past,” he said.

Given the digital format of the formal governance event, the higher risks were a consideration of the team. GGA invested in a technical concierge on hand in Kununurra for any digital hitches as well as having GGA team members in Perth and Margaret River primed to dial in participants in the event of drop outs.

- ENDS -

Contact

Kallista Bolton
Stakeholder & Communications Manager – GGA
kbolton@gga.org.au
0421 623 406

Interviews

Erin Gorter
Vice Chair, Grower Group Alliance