



Reef Catchments has been involved in Project Catalyst since it first began five years ago.

Reef Catchments

Project Catalyst Partner

Robert Cocco, CEO
Belinda Billing, Project Officer - Water Quality

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Why are you interested in innovation in agriculture & how important do you believe innovation is for the future of this sector?

At Reef Catchments we view innovation as the key to driving improvements that benefit both business and our environment. Both are critically important – when achieved, this balance will underpin a vibrant economy, sustainable industries and a healthy population.

It's not environment at the expense of economics, and not economics at the expense of the environment. Innovation is about finding ways to achieve outcomes for all involved, essentially challenging our thinking and our practices to learn how to do what we do, better – more effectively, productively and sustainably.

Reef Catchments' role and responsibility each year and over many years is to coordinate, integrate and align efforts to sustainably manage natural resources at the landscape level. We partner with our local landholders and community to harness the knowledge, enthusiasm and resources of those who are on-the-ground everyday.

We understand when it comes to improving agricultural practices, growers are the real drivers of change and opportunity. We provide the landholders in the Mackay and Whitsunday region with the tools and expertise they need to manage both their business and the natural resources we all rely on. Natural resources are crucial to our region's character and constitute a large part of our identity and what it is to be a local resident – NRM affects the whole community.

Why have you chosen to be involved in Project Catalyst and what benefits do you perceive?

Project Catalyst supports and celebrates the work of forward-thinking Australian cane farmers who are at the fore of truly innovative practice that also protect our region's natural assets for the future.

The actions to date of the landholders involved in Project Catalyst have directly improved water quality to the iconic Great Barrier Reef, while also helping increase farm productivity and profitability.

Reef Catchments provide both financial and technical support to these farmers who are leading the way in the adoption of cutting-edge farm management – essentially, learning to do more with less.

Project Catalyst is a unique partnership that connects sugar producers with leading organisations nationally and globally to break new ground in sustainable agriculture and Reef Catchments is proud to continue to be a part of that.

