

# WWF-Australia

## Project Catalyst Partner

Dermot O’Gorman, CEO  
Rob Cairns, Program Manager – Sustainable Agriculture

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

Queensland’s Great Barrier Reef is the world’s largest coral reef system, home to thousands of unique species including six of the world’s seven species of threatened marine turtles. The Reef is recognised globally as a World Heritage natural site of outstanding universal value.

The Great Barrier Reef faces challenges from climate change, over-fishing, shipping and coastal infrastructure, but one of the greatest threats today is agricultural pollution. WWF-Australia is working with others on innovation and to promote wider adoption of sustainable agricultural practices by the sugarcane industry that can improve water quality and help save the Reef.

Innovation is the key and all practices ultimately must prove to be good for farmers and good for the Reef.

“Innovation is critical to improving the sustainability of sugar production, and therefore to securing the future of the sector.”

WWF-Australia has been a partner in project Catalyst since day one and is working with others to trial innovative practices and improve the sustainability of sugar production at the grower level. Project Catalyst brings together sugarcane growers, natural resource management groups, WWF and The Coca-Cola Foundation – who all share an interest in sustainable sugar production and protecting the Great Barrier Reef.

Project Catalyst provides funding, technical advice and extension support to sugarcane farmers who are trialling more sustainable agricultural practices.



WWF-Australia CEO Dermot O’Gorman.

Most importantly, the project has helped farmers find new ways to reduce pollution while also improving their business.

Project Catalyst farmers have found new ways to use less fertiliser and herbicides, while maintaining or even improving their profitability and yields. The result is higher economic returns and better water quality on the Reef.

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

WWF realises that no one person or organisation can solve this problem by themselves. We need to work together like never before and Project Catalyst has shown the value and power of a diverse group of stakeholders working together on issues of common interest and concern.

Dermot O’Gorman, CEO of WWF-Australia, believes that Project Catalyst is making a real difference.

“Project Catalyst shows that it is possible to dramatically reduce the impact from land-based pollution while maintaining a viable agricultural sector,” Mr O’Gorman said.

“Project Catalyst has shown the value and power of a diverse group of stakeholders.”

