

HINKLER AGTECH INITIATIVE

Increasing agricultural productivity and profitability through greater utilisation of Agtech

CQUniversity's IFFS is responsible for implementing the Hinkler AgTech Initiative, which is a \$5 million commitment under the Australian Government's Hinkler Regional Deal. The aim of the Initiative is to increase the region's agricultural profitability and productivity through greater utilisation of agricultural technology (AgTech).

Grower focused AgTech trials

Based on a one-on-one grower profiling process and input from sector representatives, the project team is identifying regional AgTech needs and connecting suppliers of innovative and emerging technologies with regional agribusinesses.

On-farm trials of AgTech products and services are undertaken in partnership with these agribusinesses and results are shared through a dedicated website, traditional and social media, field days and grower forums.



Education Program

Aligned with the Initiative, an educational program is being developed to train a workforce able to effectively utilise and support AgTech innovations deployed in the region. The team is working with several of the region's secondary schools to pilot the incorporation of AgTech within the secondary education curriculum. The aim of this program is to encourage students to consider 'agriculture' as a viable career choice, especially given the new employment opportunities that will arise from the greater uptake of AgTech and establishment of AgTech providers in the region.

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