



Media Release

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New Education Kit weaves teachers, students into Australian cotton industry

Cotton Australia has launched a new, comprehensive and interactive Cotton Education Kit to help senior secondary teachers and students understand the Australian cotton industry.

The 73-page kit features detailed but easily digestible information on the cotton process from fibre to fabric, from planting, growing and harvesting cotton to the ginning process, shipping and manufacture of fabrics and clothing.

The kit is has a wealth of information and teaching aids about Australia's cotton industry and its history in Australia.

Major themes in the Kit include:

- growth of the cotton plant and the role of biotechnology
- how cotton is grown sustainably in Australia and our farmers' commitment to the environment
- careers in the cotton industry
- the value of cotton to the economy and its value as an export product
- cotton's place in rural communities
- the cotton industry's commitment to innovation, research and development
- pest control and fertilisation strategies
- the business of cotton, including profitability, marketing and global markets

"This is an incredibly detailed kit intended to help educators design learning experiences about the Australian cotton industry with confidence," says Cotton Australia CEO, Adam Kay.

"We've developed this kit with input from national and international experts in their field pulling together industry data and resources that we believe will be the most useful for students and teachers in their final years of study."

The Kit has been designed primarily for senior studies in the curriculum areas of the sciences, geography, business and legal studies, technologies and design, history and sustainability.

Each chapter is linked to outcomes in the QLD and NSW Senior Secondary Syllabuses, which will be updated as the curriculum evolves. There is also demand for the Kit by teachers of other stages.

"We have deliberately made it fun as well as informative," Ms Davidson says. "It is tablet-friendly and highly interactive, with lots of links to additional material to encourage students to continue learning further."

"It is a great starting point for teachers and students to take their understanding of the complex nature of this global industry to the next level in their final years."

It is loaded with links to dynamic resources such as interviews with farmers, scientists, designers and brand owners, videos, websites, articles, images, case studies, reports and blogs.

Teachers can download the Cotton Education Kit from: <http://tinyurl.com/mfrvgky>

Cotton Education Kit competition

To encourage teachers to give feedback on how they use the Cotton Education Kit, Cotton Australia is running a competition.

Educators who use the kit and provide comment can go into the draw to win 2 iPad Mini tablet computers.

For full details of the competition, go to this link: <http://tinyurl.com/mwl3uf9>

Cotton Australia is the peak representative body for Australia's cotton growing industry.

Cotton Australia media contacts:

Sophie Davidson
Education Coordinator, Cotton Australia
0407 423 965
SophieD@cotton.org.au

Chris Larsen
Communications Manager, Cotton Australia
0488 189 502
ChrisL@cotton.org.au