



Dear

Throughout 2020, the team at Sugar Research Australia have been working with industry to develop a new strategy and operating model for your industry-owned company.

Building this new strategy is crucial for determining the future of SRA and the way in which we successfully deliver research and development solutions for the industry.

We all know that the industry faces numerous challenges and opportunities.

We are building a new strategy to ensure SRA is there to help tackle the challenges, to realise the opportunities, and to secure a bright future for our industry.

We will now be coming to you to discuss the new strategy and operating model, via a roadshow starting later this month. At the meetings, we will discuss SRA’s future strategy and vision and our strategic goals. We will discuss our proposed business model, plans for the approach to our research portfolio, and how we add value through variety development.

Open industry meetings will be held at the following locations and times:

Location	Venue	Date and time
NSW – Broadwater	Richmond Room, Ballina Library, Regatta Avenue	Wednesday 25 November, 7.30am – 9.30am (NSW time)
Rocky Point	Beenleigh-Yatala Motor Inn, 1 Lloyds Lane	Wednesday 25 November, 1.30pm – 3.30pm
Southern Region – Bundaberg	Brothers Sports Club, 130 Takalvan St	Friday 27 November, 10.30am – 12.30pm

Far North – Meringa	SRA Meringa Station	Monday 30 November, 7.30am – 9.30am
Far North – Innisfail	Innisfail CANEGROWERS – Mourilyan Sugar Museum	Monday 30 November, 1.30pm – 3.30pm
Far North – Tully	Tully Senior Citizens Hall, 19 Blackman St	Tuesday December 1, 10.30am – 12.30pm
Ingham	Crushers Football Club	Wednesday December 2, 7.30am – 9.30am
<b>Burdekin</b>	<b>Ayr Showgrounds Hall</b>	<b>Wednesday December 2, 4pm – 6pm</b>
Central – Mackay	West's Leagues Club, 10 Branscombe Road	Thursday December 3, 1.30pm – 3.30pm

**RSVP attendance for these events is crucial. Because of COVID-19 restrictions, we have strict gathering limitations at some of our venues. We will do our best to accommodate everyone, but priority attendance will go to people who have provided an RSVP. Thank you for your understanding.**

Please RSVP to SRA's Communication and Marketing Officer, Allyson Starky, via [astarky@sugarresearch.com.au](mailto:astarky@sugarresearch.com.au) or 0408 185 138.

I hope to see you there and to hear your feedback.

Yours sincerely,

Roslyn Baker, CEO, SRA



Copyright © 2020 Sugar Research Australia  
Our address is 50 Meiers Road, Indooroopilly, QLD 4068, Australia