

May 11, 2017

New-look SRA website provides clear and accessible information

Sugarcane growers and millers now have improved access to the latest information about their industry-owned company, Sugar Research Australia, through a new-look website.

Available at www.sugarresearch.com.au, the site contains extensive information on SRA's research investment as well as practical information on sugarcane growing and milling.

SRA CEO, Mr Neil Fisher, said the new site was about providing investors with clear and accessible information.

"Informal feedback from our investors was that our old site was difficult to access and navigate. We have listened to their requirements and created this improved website in response," Mr Fisher said.

"The new site includes information and fact sheets for growing and milling the crop, details about SRA's research investments, information for research collaborators, as well as our corporate information and publications.

"The new-look website presents information in a clear and modern way for our investors and other industry stakeholders."

The SRA website is complemented by the existing websites that also provide vital information for investors and industry stakeholders: the SRA e-library (<http://elibrary.sugarresearch.com.au/>), and the Cane Calendar website (www.canecalendar.com.au). Both of these sites can be accessed from the main SRA website.

The SRA e-library is the home of the vast catalogue of research and other publications authored by SRA and others. It is where publicly available reports on research activities are available and has several functions for refining searches.

The Cane Calendar is available for everyone in the industry to list all activities occurring that are relevant to the Australian sugarcane industry.

"SRA encourages all industry stakeholders to make the most of these resources that are an important component of SRA keeping investors informed about SRA activities and how SRA is delivering valued solutions for a growing sugarcane industry," Mr Fisher said.

Media Contact: Brad Pfeffer: 0419 175 815

Sugar Research Australia Limited
ABN 16 163 670 068

Head Office
50 Meiers Road
Indooroopilly QLD 4068
Australia

Postal Address
PO Box 86
Indooroopilly QLD 4068
Australia

Tel 07 3331 3333
Fax 07 3871 0383
Email sra@sugarresearch.com.au
Web sugarresearch.com.au