

# **Facilitating cherry industry communications via the Tree Fruit magazine**

Nick Morenos  
Cherry Growers of Australia Inc

Project Number: CY04007

## **CY04007**

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## **FINAL REPORT.**

**PROJECT NO: CY04007**

**PROJECT TITLE: Facilitating Cherry Industry  
Communications via the Tree Fruit  
Magazine.**

**PROJECT  
COMPLETION  
DATE: 30<sup>th</sup> May 2008**

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**PROJECT NO:** CY04007

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**PURPOSE OF PROJECT:** The project aimed to “*use the ‘Tree Fruit’ magazine to report on the activities of the Cherry Growers of Australia Inc and communicate to all Cherry Levy Payers on a regular basis*”.

**FUNDING SOURCES:** Horticulture Australia Limited  
Cherry Growers of Australia Inc R&D Levy

**DATE OF REPORT:** 25<sup>th</sup> October 2008

**DISLCAIMER:**

*“Any recommendations contained in this publication do not necessarily represent current HAL policy. No person should act on the basis of the contents of this publication, whether as to matters of fact or opinion or other content, without first obtaining specific, independent professional advice in respect of the matters set out in this publication.”*

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## **SUMMARY:**

The Australian Cherry Industry required an effective and efficient method of communicating to all national cherry growers/levy payers on a regular basis. Industry needed to communicate information about research, marketing, best practice, extension, environmental issues and industry activities. Back in 2004 the Australian Cherry Industry had no 'official' recognized publication for growers to refer to, thus communication with levy payers was limited.

An approach was made to Nick Morenos of Tree Fruit Communications to have cherry information and articles included in the national magazine 'Tree Fruit'.

This project aimed to ***“use the ‘Tree Fruit’ magazine to report on the activities of the Cherry Growers of Australia Inc and communicate to all Cherry Levy Payers on a regular basis”***.

## **PROJECT OBJECTIVES:**

The following were the specific objectives of this Project:-

1. Establish a communication strategy for the Australian Cherry Industry to improve the communication within the Industry.
2. Develop a simple and effective method of reporting on Australian Cherry activities and R&D projects and programmes to the growers.
3. Obtain information from the Industry, HAL and researchers in the form of articles and papers for inclusion in a national communications publication.
4. Print a minimum of one page in each of the 10 issues produced each year of the publication – ‘Tree Fruit’.
5. Establish a database of Australian Cherry Growers and/or levy payers and circulate the publication to each of those growers/levy payers 10 times per year.
6. Utilize the publication to promote and then report on industry activities including the Annual Conference and Levy payers meeting(s).

‘Tree Fruit’ magazine has been an important addition to the communication strategy for Cherry Growers of Australia Inc (Project CY04007) and is now well received by growers.

CGA has utilized this media as the official industry communication journal since September 2004. At that time the industry sought a mechanism to effectively, efficiently and regularly communicate with grower levy payers. Tree Fruit was selected and continues to be used to report on the activities of CGA.

Through regular reports from the President and Secretary, CGA has been able to keep growers abreast of the many issues being dealt with by the organization. The magazine also reports on industry programs including research and development, promotion, plant health, biosecurity, and general industry projects.

A recent inclusion has been reports from the state affiliates which helps keep growers informed of local activities and issues. Special industry articles are also supplied by local and international experts. A minimum of two pages are used to cover the industry activities across 10 editions each year.

Tree Fruit is sent to all known Australian cherry growers on the industry database representing 650 to 700 growers.

Overall the original objectives were achieved and the publication “Tree Fruit” which commenced in August 2004 has continued to inform ALL Australian Cherry Growers and/or Levy Payers about the relevant activities of the Australian Cherry Industry. A recent private industry review reported that the “Tree Fruit” publication had a recall within that industry sector of 78%.

Cherry Growers of Australia Inc has agreed to continue to implement the communication strategy by extending our involvement with “Tree Fruit’ for a further period.

## **INTRODUCTION:**

The Australian Cherry Industry required an effective and efficient method of communicating to all national cherry growers/levy payers on a regular basis. Industry needed to communicate information about research, marketing, best practice, extension, environmental issues and industry activities. Back in 2004 the Australian Cherry Industry had no 'official' recognized publication for growers to refer to, thus communication with levy payers was limited.

An approach was made to Nick Morenos of Tree Fruit Communications to have cherry information and articles included in the national magazine 'Tree Fruit'.

This project aimed to ***“use the ‘Tree Fruit’ magazine to report on the activities of the Cherry Growers of Australia Inc and communicate to all Cherry Levy Payers on a regular basis”***.

## **PROJECT OBJECTIVES:**

The following were the specific objectives of this Project:-

1. Establish a communication strategy for the Australian Cherry Industry to improve the communication within the Industry.
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3. Obtain information from the Industry, HAL and researchers in the form of articles and papers for inclusion in a national communications publication.
4. Print a minimum of one page in each of the 10 issues produced each year of the publication – 'Tree Fruit'.
5. Establish a database of Australian Cherry Growers and/or levy payers and circulate the publication to each of those growers/levy payers 10 times per year.
6. Utilize the publication to promote and then report on industry activities including the Annual Conference and Levy payers meeting(s).

From these objectives, the Australian Cherry Industry was, in the medium term, seeking to achieve the following outcomes:-

- Establishment and implementation of a communications strategy for Cherry Growers of Australia Inc.
- Improve the communications to ALL Australian Cherry Growers and/or Cherry Levy payers particularly in the areas of industry activities and Research and Development.
- Involve industry organizations and members in preparing and submitting reports on a range of industry activities.
- Increasing the Cherry industry contribution within the publication from one page to two.
- Utilize the publication to promote and market the relevant activities of Cherry Growers of Australia Inc and the Australian Cherry Industry.



## **METHOD AND ACTIVITIES:**

The following are the results achieved within the period August 2004 to May 2008:-

### **1. ESTABLISHMENT OF A COMMUNICATIONS STRATEGY**

Cherry Growers of Australia Inc (CGA) realized that there was a need to develop and implement a Communications Strategy as part of the objectives of the Cherry Industry Strategic Plan.

One part of the strategy was to establish a method of communicating regularly to ALL Australian Cherry Growers and/or Levy Payers.

In 2004 representatives of Cherry Growers of Australia met with Nick Morenos of Fruit Tree Communications to discuss the possibility of including a cherry section within the publication "Tree Fruit". The publication at that time included a section relating to Apples and Pears.

In August 2004 a project commenced whereby the Cherry Industry had a page within "Tree Fruit" and it was being distributed to ALL known Australian Cherry Growers.

The CGA Executive has regularly reviewed the publication and went out to competitive tender once since 2004. The result of the tender process was to continue to utilize the services of Nick Morenos and Fruit Tree Communications and to expand the cherry section as funded by the project from one page to two.

### **2. PREPARATION/PRINTING OF THE PUBLICATION.**

The Cherry pages within the Tree Fruit magazine officially commenced with the edition in August 2004.

Since that editions have been produced in

- 2004: September, October, November and December/January.
- 2005: February, March, April, May and June/July.
- 2005 August, September, October, November and December/January
- 2006 February, March, April, May and June/July
- 2006 August, September, October, November and December/January
- 2007 February, March, April, May and June/July
- 2007 August, September, October, November and December/January
- 2008 February, March, April, and May.

### **3. PREPARING ARTICLES FOR THE PUBLICATION**

The Cherry pages have included

- Regular reports by the National President – Barrie Gaudion, Kym Green and Ian Hay.
- Regular updates from the CGA Secretary – Trevor Ranford
- Contributions from industry members including Dr Andrew Granger, Darren Graetz, Kym Green, Barrie Gaudion, Ken Gaudion, Stephen Riseborough, Wayne Boucher and Bas van den Ende.
- Articles on Biosecurity. During 2007/08 Cherry Growers of Australia in conjunction with Plant Health Australia prepared and printed five articles on Cherry Biosecurity.

- Articles on Export Culture. During 2008 Cherry Growers of Australia Inc prepared and submitted a number of reports relating to the “Whole of Crop” Export Initiative Project funded by the Australian Government.
- Other reports from within Australia and overseas relating to cherries.
- Contributions from State Affiliates
  - Tony Allen from Victoria
  - Lucy Gregg from Tasmania
  - Scott Coupland from New South Wales
  - Grant Wotton and Ian Sparnon from South Australia.

The editor, Nick Morenos requires articles to be submitted by the 20<sup>th</sup> of each month so that the publication can be printed and distributed within the first week of the following month.

#### 4. DISTRIBUTION DATABASE

Cherry Growers of Australia Inc established a national database of ALL know Australian Cherry Growers through the assistance of the State Affiliates. This database is regularly up dated through the assistance of the State Affiliates and Nick Morenos of Fruit Tree Communications and most up to date database is sent to the circulation company each month so that the publication can be posted.

A new database has been established to ensure other allied organizations and individuals receive the publication this includes State and National politicians and Government Agencies.

## **EVALUATION:**

The following were the major objectives of this project that was commenced in 2004:-

1. Establish a communication strategy for the Australian Cherry Industry to improve the communication within the Industry.

### **EVALUATION:**

- Cherry Growers of Australia Inc has established 'communications' as important and integral objective of the Cherry Industry Strategic Plan.
  - Specific strategies and actions relating to 'communications' are detailed within the Strategic Plan and reviewed at the time when the Plan is reviewed.
  - Part of the communications strategy was to establish and implement a formal reporting mechanism to ALL Australian Cherry Growers.
  - In 2004 a relationship with Nick Morenos of Fruit Tree Communications was established and a cherry section in the publication "Tree Fruit" was commenced.
  - This relationship has continued and between August 2004 and May 2008 thirty nine (39) editions of "Tree Fruit" has been published and included a relevant cherry section.
  - Milestone reports including two copies of each edition of the publication have been submitted to Horticulture Australia Limited as part of the reporting mechanism for this Project.
2. Cherry Growers of Australia will each year identify the strengths and weaknesses of the Cherry section in the publication and provide feedback/assessment.

### **EVALUATION:**

- The CGA Executive has reviewed the publication each year at the March executive meeting and made recommendations to the IAC regarding the on going funding of the magazine.
  - The original project established in August 2004 was been extended in 2007 based on the assessment by the CGA Executive
  - The contract was further extended to May 2008.
  - Cherry Growers of Australia Executive has requested that the arrangements be extended to September 2008 and that a new Project be implemented from October 2008.
3. Obtain information from the Industry, HAL and researchers in the form of articles and papers for inclusion in a national communications publication.

### **EVALUATION:**

- The publication has regularly carried articles from Industry, Horticulture Australia Limited and researchers relating to the Australian Cherry Industry.
- Articles are either supplied as a matter of course by the relevant people or Nick Morenos, as editor, commissions the articles.

- People such as Dr Andrew Granger, Darren Graetz, Kym Green, Barrie Gaudion, Ken Gaudion, Stephen Riseborough, Wayne Boucher, Bas van den Ende have been and continue to be regular contributors of articles.
  - During 2007/08 Cherry Growers of Australia in conjunction with Plant Health Australia prepared and printed five articles on Cherry Biosecurity.
  - During 2008 Cherry Growers of Australia Inc prepared and submitted a number of reports relating to the “Whole of Crop” Export Initiative Project funded by the Australian Government.
4. Print a minimum of one page in each of the 10 issues produced each year of the publication – ‘Tree Fruit’.

**EVALUATION:**

- The contribution of pages by Cherry Growers of Australia has increased from one page to two pages.
  - Each month there is regular articles from
    - The President of Cherry Growers of Australia Inc
    - Secretary/Executive Officer of Cherry Growers of Australia Inc
    - State representatives from Victoria, New South Wales Tasmania and South Australia.
5. Establish a database of Australian Cherry Growers and/or levy payers and circulate the publication to each of those growers/levy payers 10 times per year.

**EVALUATION:**

- Cherry Growers of Australia Inc established a national database of ALL known Australian Cherry Growers through the assistance of the State Affiliates.
  - Cherry Growers of Australia Inc regularly updates the database through the assistance of the State Affiliates and Nick Morenos of Fruit Tree Communications.
  - The most up to date database is sent to the circulation company each month so that the publication can be posted.
  - A new database has been established to ensure other allied organizations and individuals receive the publication.
6. Utilize the publication to promote and then report on industry activities including the Annual Conference and Levy payers meeting(s).

**EVALUATION:**

- The State Affiliates and Cherry Growers of Australia utilize the publication “Tree Fruit” to announce and publicize the Annual Conference, Annual General Meeting, Annual Levy Payers Meeting and other associated activities.
- Nick Morenos, as editor attends a number of the industry meetings to take photographs, record interviews and prepare reports.
- Nick Morenos attended the 2007 Annual Conference in Adelaide as part of this project's requirement.

## **RECOMMENDATIONS:**

Cherry Growers of Australia Inc recommends that:-

- a) The Australian Cherry Industry continues to utilize 'Tree Fruit' as the national magazine for a further agreed period.
- b) An evaluation form be prepared and distributed to all Cherry growers/levy payers in October 2008 seeking comment on the magazine 'Tree Fruit' and its value to the Australian Cherry Industry.
- c) More regular reports on R&D Projects and the National Promotions/Marketing Programme be included in future editions of 'Tree Fruit'.

## **CONCLUSION:**

'Tree Fruit' magazine has been an important addition to the communication strategy for Cherry Growers of Australia Inc (Project CY04007) and is now well received by growers.

CGA has utilized this media as the official industry communication journal since September 2004. At that time the industry sought a mechanism to effectively, efficiently and regularly communicate with grower levy payers. Tree Fruit was selected and continues to be used to report on the activities of CGA.

Through regular reports from the President and Secretary, CGA has been able to keep growers abreast of the many issues being dealt with by the organization. The magazine also reports on industry programs including research and development, promotion, plant health, biosecurity, and general industry projects.

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## **ACKNOWLEDGEMENTS:**

Cherry Growers of Australia Inc would like to acknowledge the following people for their assistance with this project:

- a) CGA President's Barrie Gaudion, Kym Green and Ian Hay for preparing a regular President's column as part of the Cherry page(s).
- b) Ken Gaudion, Stephen Riseborough and Kym Green for preparing and submitting industry articles at appropriate times during the period September 2004 to May 2008.
- c) Dr Andrew Granger and Darren Graetz for reporting on the Australian Breeding Programme at different times during the period September 2004 to May 2008.
- d) Representatives of the CGA State Affiliates for preparing State reports.
- e) Nick Morenos for his continued efforts to prepare and present a professional magazine since 2004 for the Australian Cherry Industry.

**FINANCIAL REPORT:**

**EXPENDITURE:**

Preparation of 10 editions of Tree Fruit in 2007/08 10 editions @ \$1670 each	\$16,700
Attendance of Editor at the 2007 Annual Conference:	\$ 1,300
 TOTAL	 \$18,000