

Lychee Fund

Annual Investment Plan

2025/26



September 2025

Hort
Innovation **LYCHEE**
FUND

Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Lychee Fund in 2025/26 can be found below. Each year, lychee industry representatives meet as an advisory panel to discuss investment recommendations in line with the Lychee Strategic Investment Plan (SIP). At this meeting, the panel is provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The lychee advisory panel met on May 20, 2025 (and subsequent out-of-session advice in June) to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendation is listed in order of priority in Table 1 and the marketing investment recommendation is listed in Table 2.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the Lychee Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Lychee R&D investment recommendations for 2025/26

Priority	Investment	Outcome	Strategy
1	Lychee active sampling consumer research FY26	1. Demand creation	1.1 Consumer demand

Table 2. Lychee marketing investment recommendations for 2025/26

Priority	Investment	Outcome	Strategy
1	Lychee marketing plan FY26	1. Demand creation	1. Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Lychee Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Lychee SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted lychee R&D project actuals at 2024/25 and forecast to 2027/28

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
LY16000	Lychee industry minor use program	1,513	-	-	-
LY23001	Lychee industry communications and development program	67,800	67,800	67,800	67,800
LY23910	Industry and grower consultation including SIAPs and EAPs	132	-	-	-
LY24001	Lychee Active Sampling consumer research	30,000	-	-	-
LY24910	Industry and grower consultation including SIAPs and EAPs	1,818	-	-	-
MT18006	Biosecurity plan for the lychee, papaya and passionfruit industries	7,519	-	-	-
MT20007	Regulatory support and coordination (pesticides)	502	-	-	-
MT21004	Consumer behavioural retail data	3,342	2,406	2,898	-
MT21008	National Bee Pest Surveillance Program: Transition program	2,895	-	-	-
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	276	-	-	-
MT23001	Strategic Agrichemical Review Process (SARP) 2023 updates	3,614	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	563	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	211	141	176	-
MT24008	Regulatory support and response co-ordination (pesticides)	834	556	556	834
MT24201	Consumer usage and attitude tracking 2025/26	198	395	395	-
Total		121,218	71,299	71,825	68,634

Table 4. Current contracted lychee marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
LY239IO	Industry and grower consultation including SIAPs and EAPs	56	-
LY245OI	Lychee marketing plan FY25 – In-store sampling	19,963	-
LY246OI	Lychee marketing plan FY25 – Social media, influencer and earned media	40,000	-
LY249IO	Industry and grower consultation including SIAPs and EAPs	779	-
Total		60,799	-

Financial statements

Financial statements for the lychee R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

Table 5. Lychee R&D levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	287,235	343,215	311,057	267,275
Levies from growers	119,951	95,000	95,000	95,000
Commonwealth funds	71,483	134,399	144,443	137,061
Other income	10,695	10,519	9,038	7,761
Total income	202,129	239,918	248,482	239,822
Project funding ¹	121,218	157,914	104,947	92,429
Available for investment	-	70,000	140,000	140,000
Service delivery	21,747	40,884	43,940	41,694
Total matched expenditure	142,965	268,798	288,887	274,123
Federal Government levy collection costs	3,183	3,278	3,377	3,478
Annual levy cash movement	55,981	-32,159	-43,782	-37,779
Closing balance	343,215	311,057	267,275	229,496

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

Table 6. Lychee marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	41,754	13,999	7,605	7,429
Levies from growers	50,005	41,000	41,000	41,000
Other income	742	100	105	110
Total income	50,747	41,100	41,105	41,110
Project funding ¹	60,799	2,500	2,500	2,500
Available for investment	-	33,000	28,000	28,000
Service delivery	16,258	9,494	8,157	8,157
Total expenditure	77,057	44,994	38,657	38,657
Federal Government levy collection costs	1,445	2,500	2,625	2,756
Annual levy cash movement	-27,755	-6,394	-177	-303
Closing balance	13,999	7,605	7,429	7,126

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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