

# **Papaya Fund**

# **Annual Investment Plan**

## **2025/26**



September 2025

**Innovation** **PAPAYA  
FUND**

## Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Papaya Fund in 2025/26 can be found below. Each year, papaya industry representatives meet as an advisory panel to discuss investment recommendations in line with the Papaya 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 papaya advisory panel met on March 28, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendation is listed in Table 1, and the marketing investment recommendations are listed in order of priority 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 Papaya Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.*

**Table 1. Papaya R&D investment recommendation for 2025/26**

Priority	Investment	Outcome	Strategy
1	Papaya marketing program FY25/26	1. Demand creation	1.1 Consumer demand

**Table 2. Papaya marketing investment recommendations for 2025/26**

Priority	Investment	Outcome	Strategy
1	Papaya market supply data capture and analysis 2025-2028	4. Business insights	4.2 Production forecasts 4.3 Benchmarking
2	Papaya active sampling consumer research	1. Demand creation	1.1 Consumer demand

## Current contracted R&D and marketing projects

Current contracted projects in the Papaya Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Papaya 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 papaya 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 \$
<a href="#">MT18006</a>	Biosecurity plan for the lychee, papaya and passionfruit industries	7,519	-	-	-
<a href="#">MT20007</a>	Regulatory support and response co-ordination (pesticides)	622	-	-	-
<a href="#">MT21004</a>	Consumer behavioural data program	3,798	2,734	3,293	-
<a href="#">MT21015</a>	Horticulture Impact Assessment Program 2020/21 to 2022/23	558	-	-	-
<a href="#">MT23201</a>	Strategic Agrichemical Review Process (SARP) 2023 updates	3,614	-	-	-
<a href="#">MT23201</a>	Consumer usage and attitude tracking 2023/24	918	-	-	-
<a href="#">MT24005</a>	Horticulture Impact Assessment Program 2023/24 to 2025/26	327	218	272	-
<a href="#">MT24008</a>	Regulatory support and response co-ordination (pesticides)	1,033	689	689	1,033
<a href="#">MT24201</a>	Consumer usage and attitude tracking 2025/26	363	726	726	-
<a href="#">PP16000</a>	Papaya industry minor use program	813	-	-	-
<a href="#">PP18000</a>	National papaya breeding and evaluation program	121,340	-	-	-
<a href="#">PP20000</a>	Papaya industry extension and communications program	58,774	-	-	-
<a href="#">PP20003</a>	Papaya market supply data capture and analysis	30,847	-	-	-
<a href="#">PP23001</a>	Better understanding of papaya phytophthora rot	75,000	37,500	25,000	62,500
<a href="#">PP23003</a>	Supporting innovation in the Australian Papaya industry	116,290	90,265	92,752	95,340

**Table 3. continued**

<b>Project code</b>	<b>Project title</b>	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>	<b>2026/27 Forecast \$</b>	<b>2027/28 Forecast \$</b>
PP2391O	Industry and grower consultation including SIAPs and EAPs	186	-	-	-
PP23999	Industry expenses	2,125	-	-	-
PP24001	Papaya active sampling consumer research	30,000	-	-	-
PP2491O	Industry and grower consultation including SIAPs and EAPs	744	-	-	-
<b>Total</b>		<b>454,871</b>	<b>132,132</b>	<b>122,732</b>	<b>158,873</b>

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

<b>Project code</b>	<b>Project title</b>	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>
PP2391O	Industry and grower consultation including SIAPs and EAPs	80	-
PP24501	Papaya in-store sampling FY25/26	60,876	78,930
PP24601	Papaya social media campaign FY25/26	55,500	24,500
PP2491O	Industry and grower consultation including SIAPs and EAPs	319	-
<b>Total</b>		<b>116,775</b>	<b>103,430</b>

## Financial statements

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

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

	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>	<b>2026/27 Forecast \$</b>	<b>2027/28 Forecast \$</b>
Opening balance	722,636	621,088	527,689	352,307
Levies from growers	150,834	155,000	155,000	155,000
Commonwealth funds	270,284	258,683	334,509	278,114
Other income	25,242	17,845	11,914	7,741
<b>Total income</b>	<b>446,361</b>	<b>431,528</b>	<b>501,422</b>	<b>440,856</b>
Project funding <sup>1</sup>	454,871	235,364	362,978	268,067
Available for investment	-	200,000	200,000	200,000
Service delivery	85,698	82,003	106,039	88,162
Total matched expenditure	540,569	517,366	669,017	556,229
Federal Government levy collection costs	7,340	7,560	7,787	8,021
Annual levy cash movement	-101,548	-93,399	-175,382	-123,394
<b>Closing balance</b>	<b>621,088</b>	<b>527,689</b>	<b>352,307</b>	<b>228,913</b>

Note:

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

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

	<b>2024/25 Actual \$</b>	<b>2025/26 Forecast \$</b>	<b>2026/27 Forecast \$</b>	<b>2027/28 Forecast \$</b>
Opening balance	170,275	176,221	69,090	89,784
Levies from growers	149,968	155,000	155,000	155,000
Other income	7,799	1,000	1,050	1,103
<b>Total income</b>	<b>157,767</b>	<b>156,000</b>	<b>156,050</b>	<b>156,103</b>
Project funding <sup>1</sup>	116,775	109,430	6,000	6,000
Available for investment	-	100,000	100,000	130,000
Service delivery	27,722	49,701	25,156	32,275
<b>Total expenditure</b>	<b>144,497</b>	<b>259,131</b>	<b>131,156</b>	<b>168,275</b>
Federal Government levy collection costs	7,324	4,000	4,200	4,410
Annual levy cash movement	5,946	-107,131	20,694	-16,583
<b>Closing balance</b>	<b>176,221</b>	<b>69,090</b>	<b>89,784</b>	<b>73,201</b>

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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