

# Custard apple

## Annual Investment Plan 2021/22

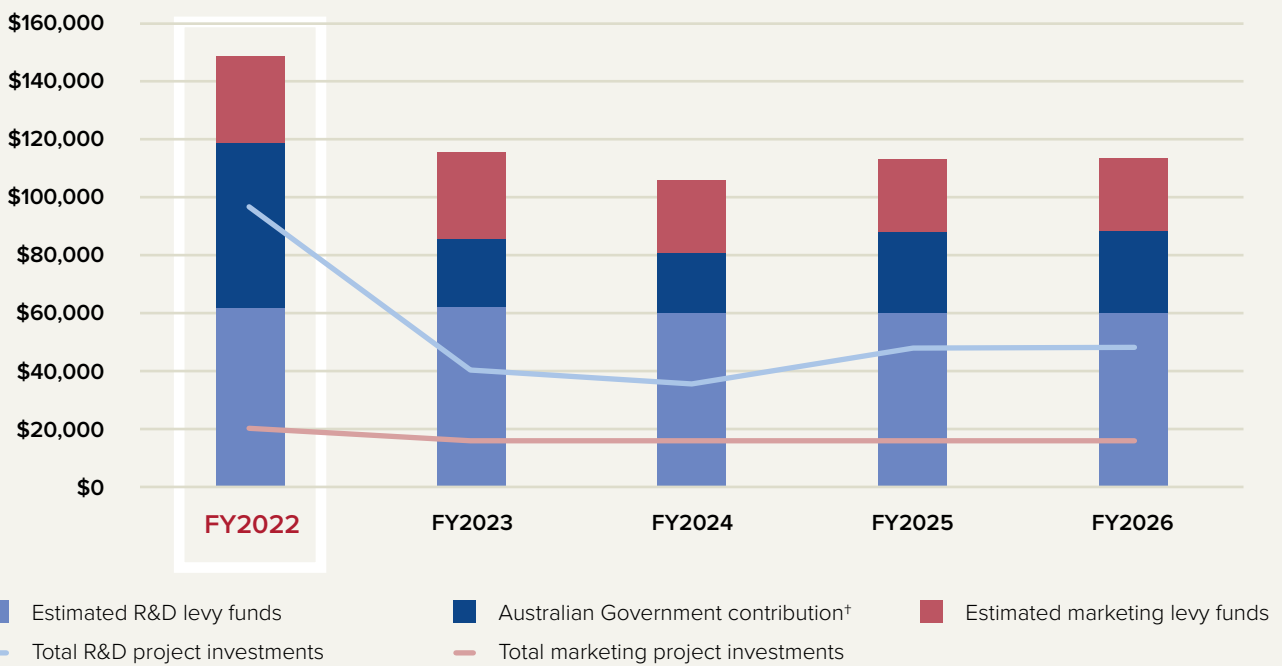


# The 5-year Strategic Investment Plan

The custard apple Strategic Investment Plan (SIP) 2022-2026 provides a roadmap to guide Hort Innovation’s investment of custard apple industry levies and Australian Government contribution, ensuring investment decisions are aligned with industry priorities.

Figure 1 provides an indicative overview of the Custard Apple Fund’s funding availability over the life of the SIP (FY2022-FY2026).

**FIGURE 1. INDICATIVE FUNDING** AVAILABILITY FOR THE CUSTARD APPLE FUND’S FIVE-YEAR INVESTMENT PROGRAM



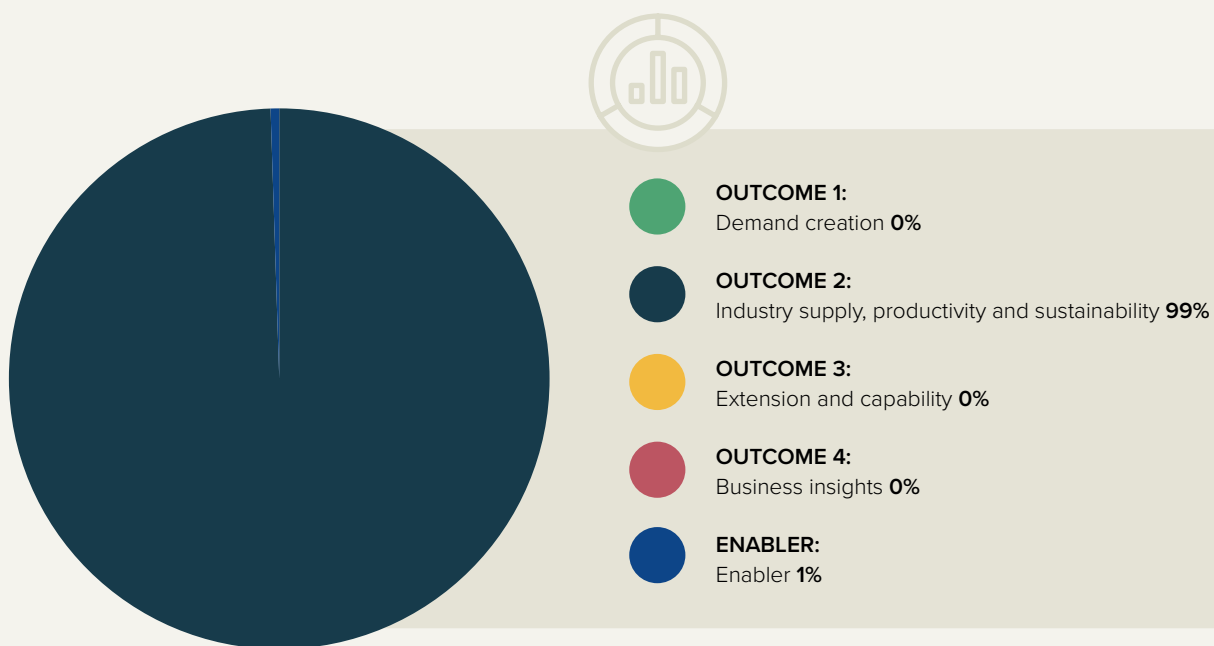
\* Australian Government contribution is only applicable to the estimated levy funds for R&D.

# About the custard apple Annual Investment Plan

Investment decisions in the Custard Apple Fund are guided by the custard apple SIP 2022-2026 and prioritised based on potential industry impact, as well as availability of levy funds each year. Specific investments to address the SIP outcomes and strategies, and how they align with industry strategic priorities are outlined in detail through the custard apple AIP each year.

Figure 2 summarises how the AIP will invest in the SIP outcome areas for FY2022.

**FIGURE 2.** CUSTARD APPLE STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



## \$70,335

THE **TOTAL AMOUNT COMMITTED FROM EXISTING INVESTMENT** IN THE CUSTARD APPLE FUND FOR 2021/22

# Custard apple Annual Investment Plan in detail

The financial table on the following pages provides detail on current investments and how new investments will be made in the Custard Apple Fund in FY2022. Outcomes in the custard apple SIP 2022-2026 are defined below for your reference when reading the financial table.

## Outcome 1 – Demand creation

Demand creation supports the Australian custard apple industry to develop existing and future domestic markets.

## Outcome 2 – Industry supply, productivity and sustainability

The Australian custard apple industry has increased profitability, efficiency and sustainability through innovative research and development, sustainable best management practices and varieties.

## Outcome 3 – Extension and capability

Improved capability and an innovative culture in the Australian custard apple industry maximises investments in productivity and demand.

## Outcome 4 – Business insights

The Australian custard apple industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and forecasting and independent reviews.

## Enabler

Investments that support the delivery of the Strategic Investment Plan.

**TABLE 1. INDICATIVE ESTIMATES** FOR THE CUSTARD APPLE ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021**

## RESEARCH AND DEVELOPMENT

	\$
<b>OPENING FUND BALANCE</b>	<b>508</b>
Levy income	62,000
Levy collection costs	(2,500)
Australian Government contribution	56,759
Other income	–
<b>TOTAL INCOME</b>	<b>116,259</b>

### Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Complete commercialisation of new scion varieties with enhanced performance and sensory attributes for grower adoption	CU16002	New custard apple varieties and enhanced industry productivity	–	56,196	–	–	56,196
Industry supply, productivity and sustainability	Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT20007	Regulatory Support & Response Co-ordination	–	179	–	–	179
Industry supply, productivity and sustainability	Generate residue, efficacy and crop safety data to support applications to the APVMA that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	ST17000	Data Generation Program for Minor Use	–	13,600	–	–	13,600
Enabler	Enabler	MT18011	Ex-post impact assessment	200	160	–	–	360
<b>Contracted investment</b>				<b>200</b>	<b>70,135</b>	<b>–</b>	<b>–</b>	<b>70,335</b>

## Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Increase industry alignment with quality and brand positioning opportunities driven by consumer insights*	MT21004	Behavioural Data	-	-	-	-	-
Business insights	Increase industry alignment with quality and brand positioning opportunities driven by consumer insights*	MT21003	Demand Spaces	-	-	-	-	-
Business insights	Increase industry alignment with quality and brand positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	-	-	-	-	-
<b>Uncontracted new investment</b>				-	-	-	-	-
<b>Available for new investment</b>								<b>25,756</b>
<b>CCR</b>								<b>16,976</b>
<b>Projected end balance</b>								<b>3,700</b>

**Disclaimer:** All figures are indicative only and may change depending on milestone achievements and actual income and expenditure.

\* Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:

- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

## MARKETING

	\$
<b>OPENING FUND BALANCE</b>	<b>8,032</b>
Levy income	30,000
Levy collection costs	(1,200)
Other income	–
<b>TOTAL INCOME</b>	<b>28,800</b>

### Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
				–	–	–	–	–
<b>Contracted investment</b>				–	–	–	–	–

### Uncontracted new marketing investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for fresh, quality Australian custard apples through knowledge, attitudes and purchase intent	CU21620 - FY22	Custard Apple Website Improvements	–	–	–	–	10,000
Business insights	Increase industry alignment with quality and brand positioning opportunities driven by consumer insights*	MT21650	Brand Health Tracking	–	–	–	–	–
<b>Uncontracted investment</b>				–	–	–	–	<b>10,000</b>

Continued &gt;&gt;

## Uncontracted new marketing investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
<b>Available for new investment</b>								<b>14,648</b>
<b>CCR</b>								<b>4,152</b>
<b>Projected end balance</b>								<b>8,032</b>

**Disclaimer:** All figures are indicative only and may change depending on milestone achievements and actual income and expenditure.

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- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

## Financial table definitions:

**Opening fund balance:** Forecast opening fund balance

**Net levy income:** Net levy income/revenue that is generated and collected by levy revenue services (LRS)

**Australian Government contribution:** Amount of contribution from the Australian Government on R&D levy-funded expenditure

**Contracted investment:** Estimated value of contracted projects

**Uncontracted investment:** Represents the estimated dollar value that is available for potential new investments for industry subject to industry advice

**CCR:** Cost to implement and manage R&D and marketing investment programs for each industry

**Projected end balance:** Forecast of the anticipated final position of each fund

**Enabler:** Investments that support the delivery of the SIP

**Available for new investment:** Uncontracted projects and the figure indicated in the SIP as available for new investment

Find out more information on the Custard apple Fund  
at [www.horticulture.com.au/custard-apple/](http://www.horticulture.com.au/custard-apple/)