

Dried grape Annual Investment Plan 2021/22

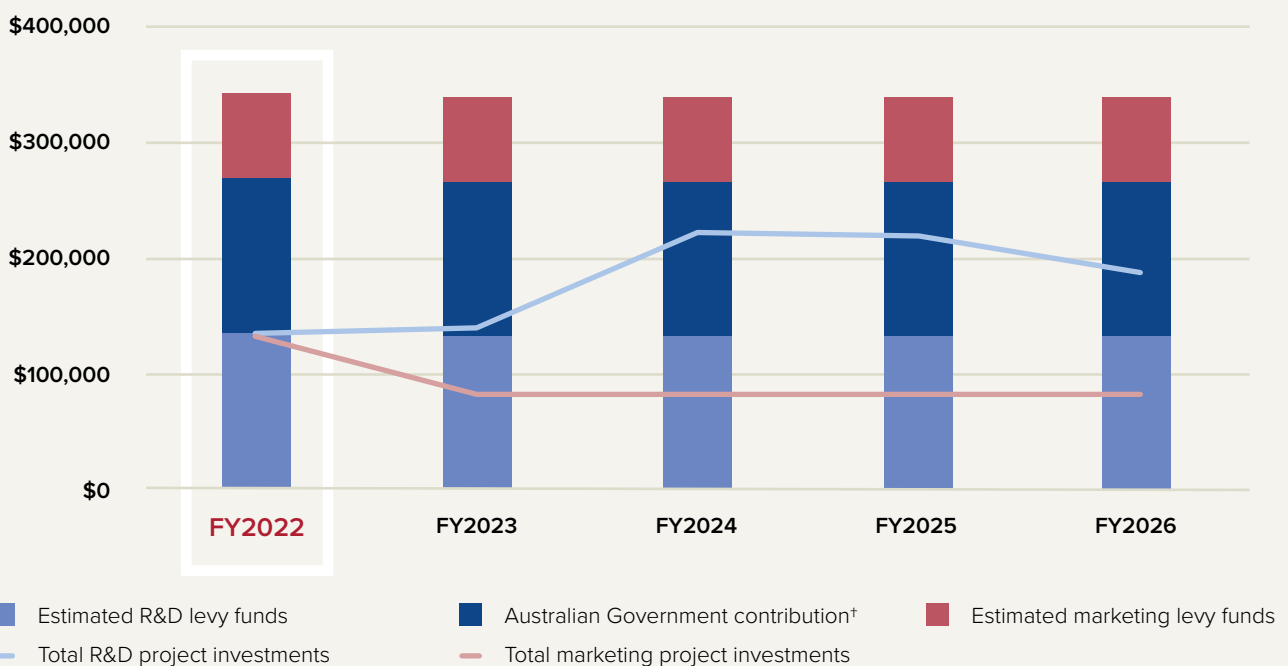


The 5-year Strategic Investment Plan

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

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

FIGURE 1. INDICATIVE FUNDING AVAILABILITY FOR THE DRIED GRAPE FUND’S FIVE-YEAR INVESTMENT PROGRAM



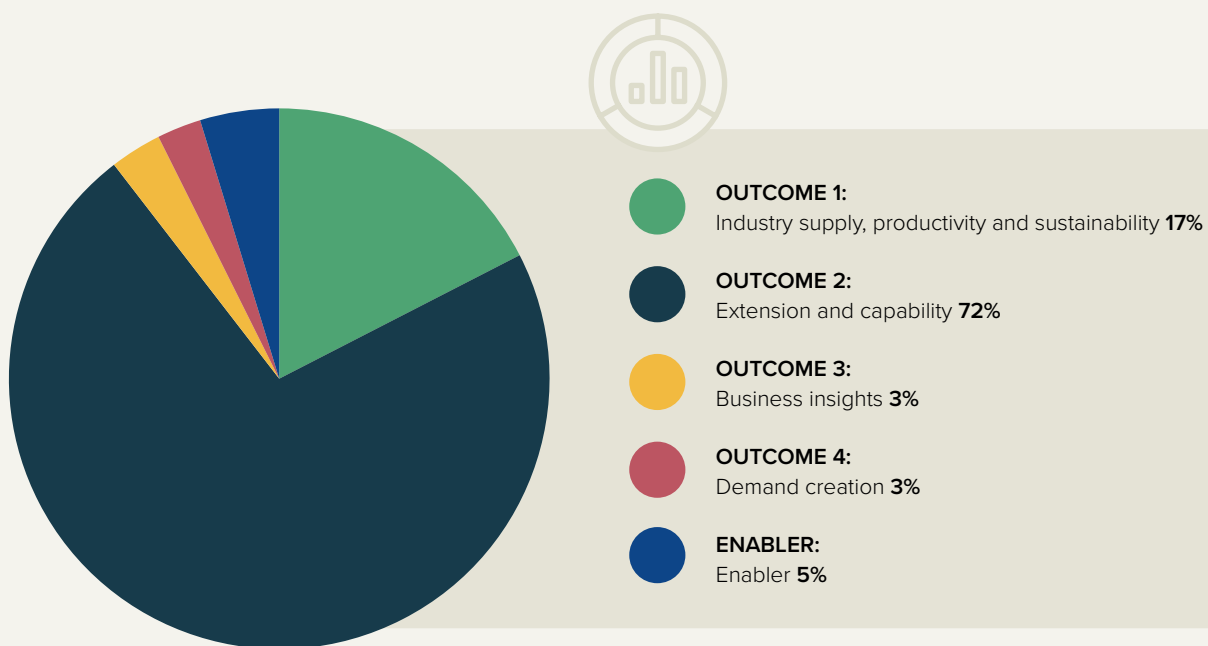
* Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the dried grape Annual Investment Plan

Investment decisions in the Dried Grape Fund are guided by the dried grape 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 dried grape AIP each year.

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

FIGURE 2. DRIED GRAPE STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$131,718

THE **TOTAL AMOUNT COMMITTED FROM EXISTING INVESTMENT** IN THE DRIED GRAPE FUND FOR 2021/22

Dried Grape 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 Dried Grape Fund in FY2022. Outcomes in the dried grape SIP 2022-2026 are defined below for your reference when reading the financial table.

Outcome 1 – Industry supply, productivity and sustainability

The Australian dried grape industry has increased production efficiency, sustainability and profitability through innovative research and development, sustainable management best practices and superior varieties and rootstocks.

Outcome 2 – Extension and capability

Improved capability and an innovative culture in the Australian dried grape industry maximises investments in productivity and demand.

Outcome 3 – Business insights

The Australian dried grape industry is more profitable through informed decision-making using consumer knowledge and tracking and insights from trade data.

Outcome 4 – Demand creation

The premium quality of the Australian dried grape industry's products drives the development of existing and future domestic and international markets.

Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

RESEARCH AND DEVELOPMENT

	\$
OPENING FUND BALANCE	(140,334)
Levy income	135,000
Levy collection costs	(6,000)
Australian Government contribution	135,000
Other income	–
TOTAL INCOME	264,000

Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Provide regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)	–	1,591	–	1,391	2,982
Industry supply, productivity and sustainability	Complete the performance evaluation and commercialisation activities for elite scion and rootstock varieties from the breeding program	DG19000	Dried Grape Scion and Rootstock Evaluation Program	–	–	–	20,000	20,000
Extension and capability	Deliver communication and extension capability to support positive change in the areas of productivity and demand	DG17001	Dried Grape Production Innovation and Adoption program 2018-2021	17,313	–	–	–	17,313
Extension and capability	Deliver communication and extension capability to support positive change in the areas of productivity and demand	DG18001	Dried Grape Industry Communications Program	–	20,000	–	57,640	77,640
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	2,038	–	2,038	4,076
Enabler	Enabler	MT18011	Ex-post impact assessment	100	80	–	–	180

Continued >>

Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Enabler	Enabler	DG20910	Industry advice and grower consultation	–	–	–	2,000	2,000
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	2,124	2,124
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21	–	–	–	1,922	1,922
Contracted investment				17,413	23,709	–	87,115	128,237

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*	TBC	Nielsen behavioural data	–	–	–	–	5,000
Business insights	Use trade data to guide ongoing export development opportunities*	TBC	Hort Trade Data	–	–	–	–	4,138
Extension and capability	In collaboration with similar industries, support the development of a knowledge sharing industry supply chain community through targeted communication channels on research findings, BMPs, emerging risks and opportunities	TBC	Dried Grape Innovation and Adoption	–	–	–	–	–
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21004	Behavioural Data	–	–	–	–	6,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21003	Demand Spaces	–	–	–	–	2,256
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	1,150
Uncontracted new investment				–	–	–	–	18,544

Continued >>

Uncontracted new R&D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Available for new investment								–
CCR								24,161
Projected end balance								(47,276)

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

	\$
OPENING FUND BALANCE	242,957
Levy income	74,000
Levy collection costs	(6,800)
Other income	–
TOTAL INCOME	67,200

Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase demand for Australian dried grapes through improving knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	1,001	740	1,001	740	3,481
Contracted investment				1,001	740	1,001	740	3,481

Uncontracted new marketing investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase demand for Australian dried grapes through improving knowledge, attitudes and purchase intent	TBC	Australian Dried Grape Marketing Program FY22	–	–	–	–	110,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21650	Brand Health Tracking	–	–	–	–	6,000
Uncontracted investment				–	–	–	–	116,000

Available for new investment **2,826**

CCR **28,788**

Projected end balance **159,062**

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

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 Dried Grape Fund
at www.horticulture.com.au/dried-grape/