

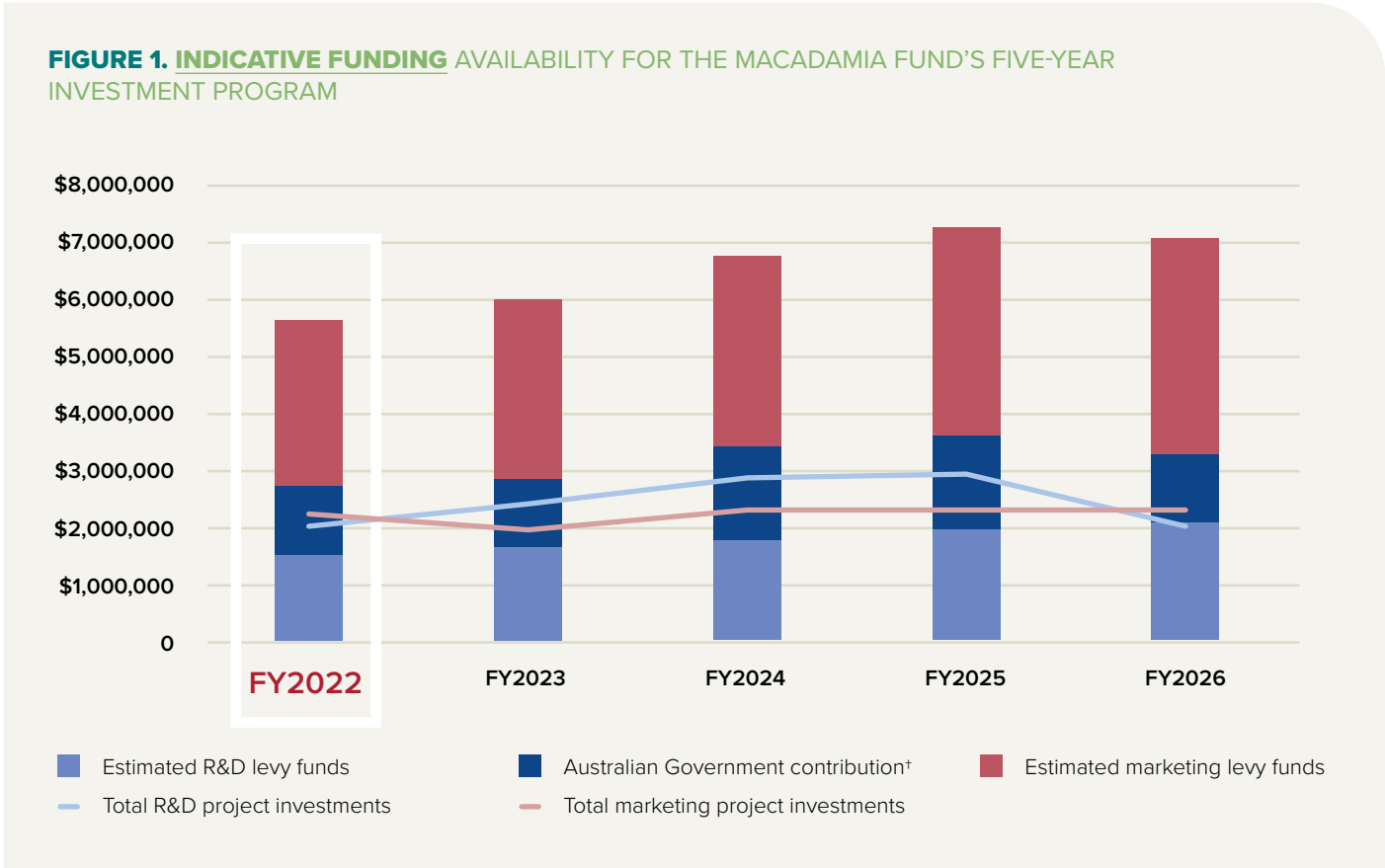
Macadamia Annual Investment Plan 2021/22



The 5-year Strategic Investment Plan

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

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

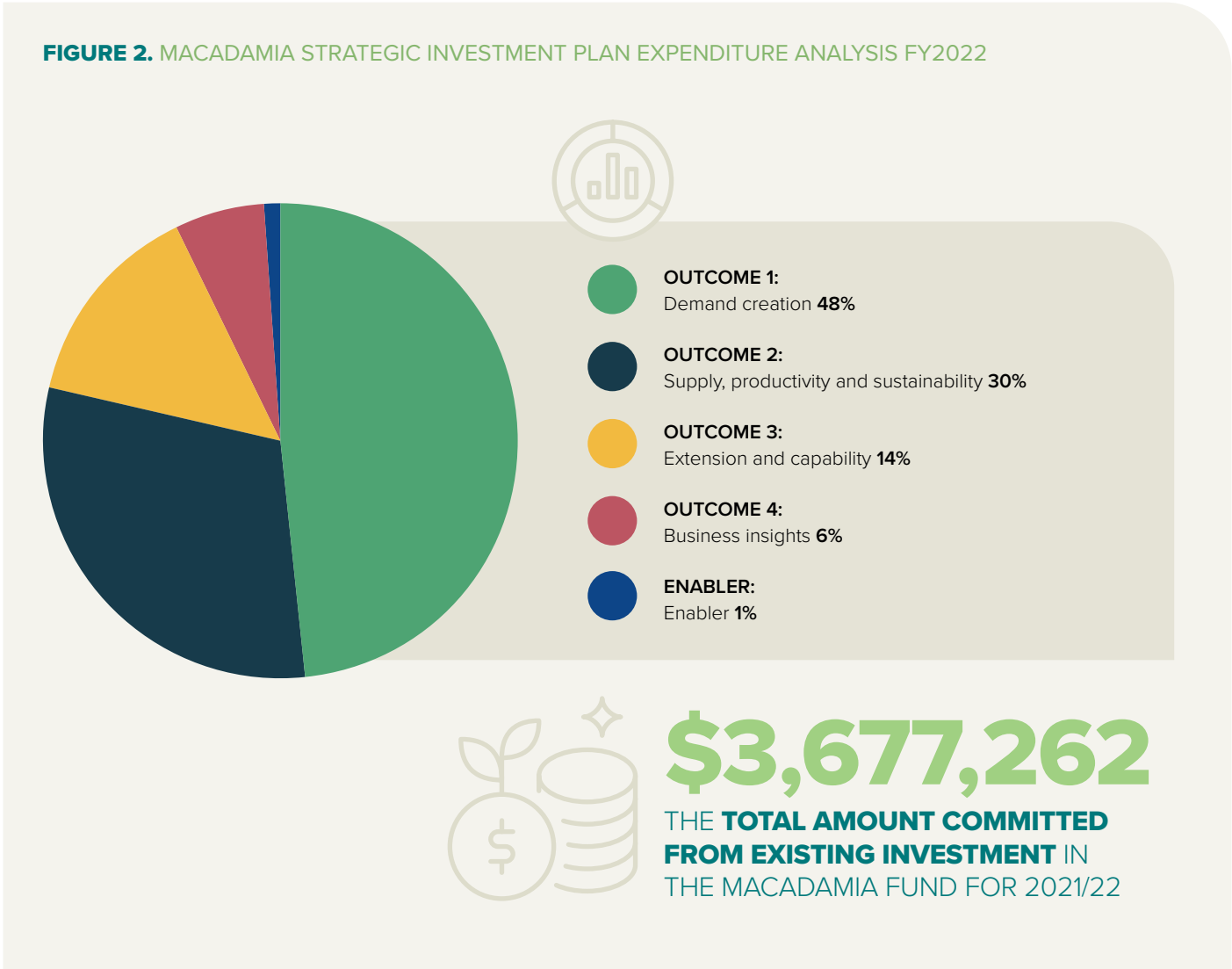


[†] Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the macadamia Annual Investment Plan

Investment decisions in the Macadamia Fund are guided by the macadamia 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 macadamia AIP each year.

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



Macadamia 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 Macadamia Fund in FY2022. Outcomes in the macadamia SIP 2022-2026 are defined below for your reference when reading the financial table.

Outcome 1 – Demand creation

Demand creation supports the Australian macadamia industry to expand into existing and future domestic and international markets.

Outcome 2 – Supply, productivity and sustainability

The Australian macadamia industry has improved 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 macadamia industry maximises adoption of investments in productivity and demand.

Outcome 4 – Business insights

The Australian macadamia industry is more profitable through informed decision-making using consumer knowledge and tracking, trade data, production statistics and independent reviews.

Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

RESEARCH AND DEVELOPMENT

	\$
OPENING FUND BALANCE	371,615
Levy income	1,450,000
Levy collection costs	(16,497)
Australian Government contribution	1,560,848
Other income	6,249
TOTAL INCOME	3,000,600

Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
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*	MC16002	Macadamia Minor Use Permits	–	–	–	–	4,050
Supply, productivity and sustainability	Generate residue, efficacy and crop safety data to support applications to the APVMA to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	ST16006	Generation of Residue Data for Pesticide Minor Use Permit	–	–	–	–	30,000
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*	ST16008	Proposed AgVet Collaborative Forum Plant Industry Investment	–	–	–	–	600
Supply, productivity and sustainability	Collaborate with other horticulture industries to undertake research into clonal rootstock propagation	MC16000	Innovative rootstocks for the future Australian macadamia industry	–	33,810	–	–	33,810

Continued >>

Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	MC16004	IPM Program for the Australian Macadamia Industry – NSW DPI	–	203,026	–	–	203,026
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	MC16005	IPM Program for the Macadamia Industry – DAF	25,429	–	–	–	25,429
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	MC16007	IPM Program for the Macadamia Industry – University of Sunshine Coast	20,000	–	–	–	20,000
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	MC16018	Macadamia Integrated Disease Management	–	26,000	–	325,000	351,000
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	MC17005	The Effect of Macadamia nuts on Cardimetabolic Risk factors & adiposity: A randomised intervention study	66,214	–	–	–	66,214
Supply, productivity and sustainability	Develop new genetics and trait improvements via breeding to support the development of elite scion varieties	MC17006	Macadamia Regional Variety Trials	–	–	81,000	75,000	156,000
Supply, productivity and sustainability	Develop new genetics and trait improvements via breeding to support the development of elite scion varieties	MC18004	Genetic diversity and population structure of wild and domesticated Macadamia	–	11,642	–	–	11,642
Supply, productivity and sustainability	Develop new genetics and trait improvements via breeding to support the development of elite scion varieties	MC19000	National Macadamia Breeding and Evaluation Program	–	182,390	–	–	182,390
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*	MT20007	Regulatory Support & Response Co-ordination	–	3,366	–	–	3,366
Extension and capability	Strengthen industry leadership through initiatives and training	LP15001	Masterclass in Horticulture	–	–	–	–	(10,000)

Continued >>

Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Deliver communication and extension capability in the areas of sustainable production, pest and disease management, pollination, orchard management biosecurity and trade development	MC18000	Australian Macadamia Communication Program	–	–	112,102	–	112,102
Extension and capability	Deliver communication and extension capability in the areas of sustainable production, pest and disease management, pollination, orchard management biosecurity and trade development	MC19001	Macadamia grower guide	7,329	7,869	–	7,869	23,067
Extension and capability	Deliver communication and extension capability in the areas of sustainable production, pest and disease management, pollination, orchard management biosecurity and trade development	MC20000	Macadamia industry innovation and adoption	224,990	–	170,621	–	395,611
Business insights	Use industry production benchmarking activity to measure and track industry productivity and profitability and sustainability metrics, identifying areas for ongoing priority	MC18002	Macadamia Benchmarking 2019-2021	88,685	–	105,752	–	194,437
Business insights	Use industry production benchmarking activity to measure and track industry productivity and profitability and sustainability metrics, identifying areas for ongoing priority	MC18003	Macadamia Crop Forecasting 2020-2022	5,842	–	5,842	23,601	35,285
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	3,013	–	3,013	6,026
Enabler	Enabler	MT20003	SIP Development Support					16,925
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21					1,922
Enabler	Enabler	MC19910	Industry Advice & Grower Consultation					25,000
Enabler	Enabler	MT18011	Ex-post impact assessment	5,843	4,674	–	–	10,516
				444,332	475,790	475,316	434,483	1,898,418

Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	TBC	Nut Biosecurity Plan Review	–	–	–	–	20,000
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	TBC	An integrated systems-based approach for pest management in Australian macadamia	–	–	–	–	50,000
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	TBC	Improving Fruit and Banana Spotting Bug control	–	–	–	–	35,000
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	TBC	Integrated Pest Management Program in Macadamia 2022-2028	–	–	–	–	500,000
Extension and capability	Deliver communication and extension capability in the areas of sustainable production, pest and disease management, pollination, orchard management biosecurity and trade development	TBC	Macadamia industry communications program	–	–	–	–	150,000
Business insights	Use industry production benchmarking activity to measure and track industry productivity and profitability and sustainability metrics, identifying areas for ongoing priority	TBC	Macadamia crop forecasting 2023-2025	–	–	–	–	50,000
Business insights	Use industry production benchmarking activity to measure and track industry productivity and profitability and sustainability metrics, identifying areas for ongoing priority	TBC	Macadamia Benchmarking 2022-2025	–	–	–	–	200,000
Supply, productivity and sustainability	Support an IPDM program that addresses key economic, social and environmental outcomes for the macadamia industry	TBC	Macadamia Integrated Disease Management Program	–	–	–	–	150,000
Business insights	Use industry production benchmarking activity to measure and track industry productivity and profitability and sustainability metrics, identifying areas for ongoing priority	TBC	Macadamia industry economic contribution	–	–	–	–	100,000

Continued >>

Uncontracted new R&D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Uncontracted new investment				-	-	-	-	208,190
Available for new investment								583,510
CCR								433,916
Projected end balance								248,181

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	298,576
Levy income	2,890,000
Levy collection costs	(30,779)
Other income	-
TOTAL INCOME	2,859,221

Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC16513	Macadamia Marketing Project	–	–	–	45,259	45,259
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC18507	Australian Macadamia Marketing Manager	–	109,804	–	109,804	219,608
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC19502	Macadamia consumer campaign for Australia	31,229	46,843	46,843	46,843	171,757
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC19503	Macadamia consumer campaign for China and Taiwan	74,712	74,712	74,712	190,141	414,276
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC19504	Macadamia Consumer Digital Campaigns (Japan and South Korea)	23,667	151,751	35,501	163,585	374,505
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC19505	Australian Macadamia marketing coordinator and project management services	–	22,535	22,535	22,535	67,606
Demand creation	Utilise and further build the 'Australian Macadamias' brand to deliver all communications	MC19506	Macadamia Trade Content Development	35,800	39,300	35,800	41,519	152,419
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC19507	Australian Macadamias Trade Public Relations	71,697	71,697	–	91,697	235,091
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	MC20502	International Insights Data	–	32,775	32,775	32,775	98,324
Contracted investment				237,105	549,417	248,166	744,158	1,778,845

Uncontracted new marketing investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	TBC	Macadamia Consumer Digital Campaigns	–	–	–	–	23,000
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	TBC	Australian Macadamia marketing coordinator and project management services	–	–	–	–	22,000
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	TBC	Macadamia Trade Content Development	–	–	–	–	35,000
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	TBC	Australian Macadamias Trade Public Relations	–	–	–	–	71,000
Demand creation	Increase domestic and international demand for Australian macadamias through improving knowledge, attitudes and purchase intent	TBC	International Insights Data	–	–	–	–	32,000
Uncontracted investment				–	–	–	–	183,000
Available for new investment								100,000
CCR								307,954
Projected end balance								787,998

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

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 Macadamia Fund
at www.horticulture.com.au/macadamia/