

Mango Annual Investment Plan 2021/22

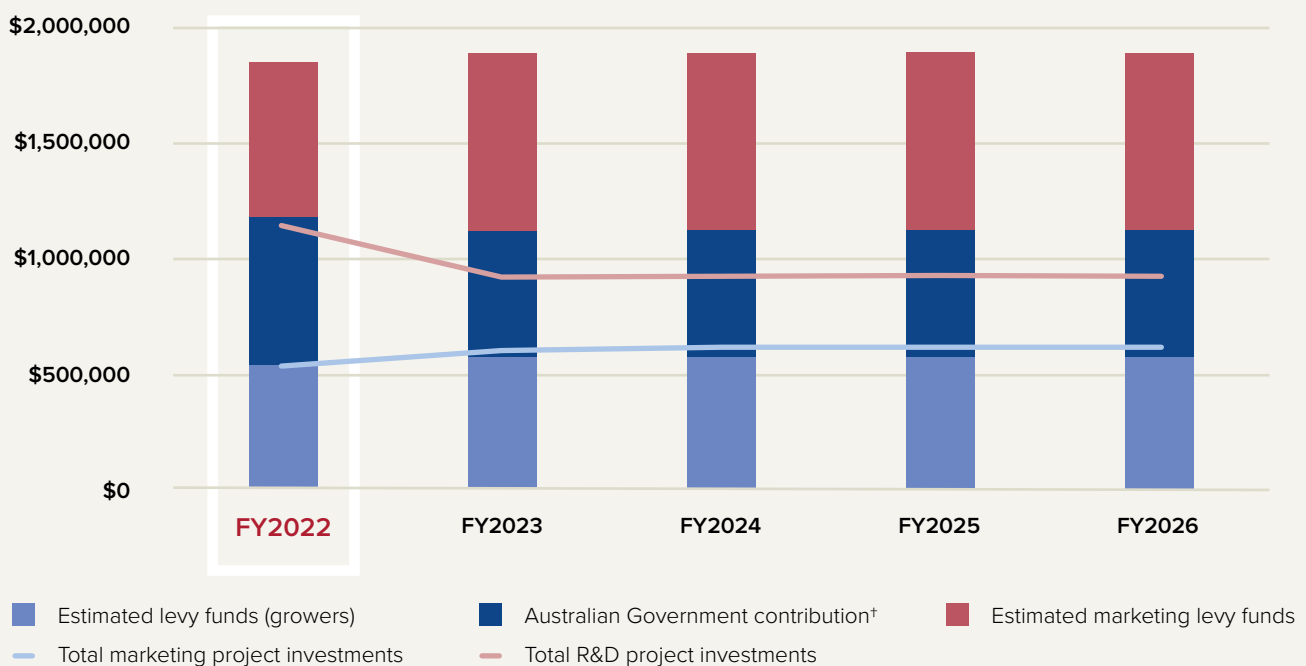


The 5-year Strategic Investment Plan

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

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

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



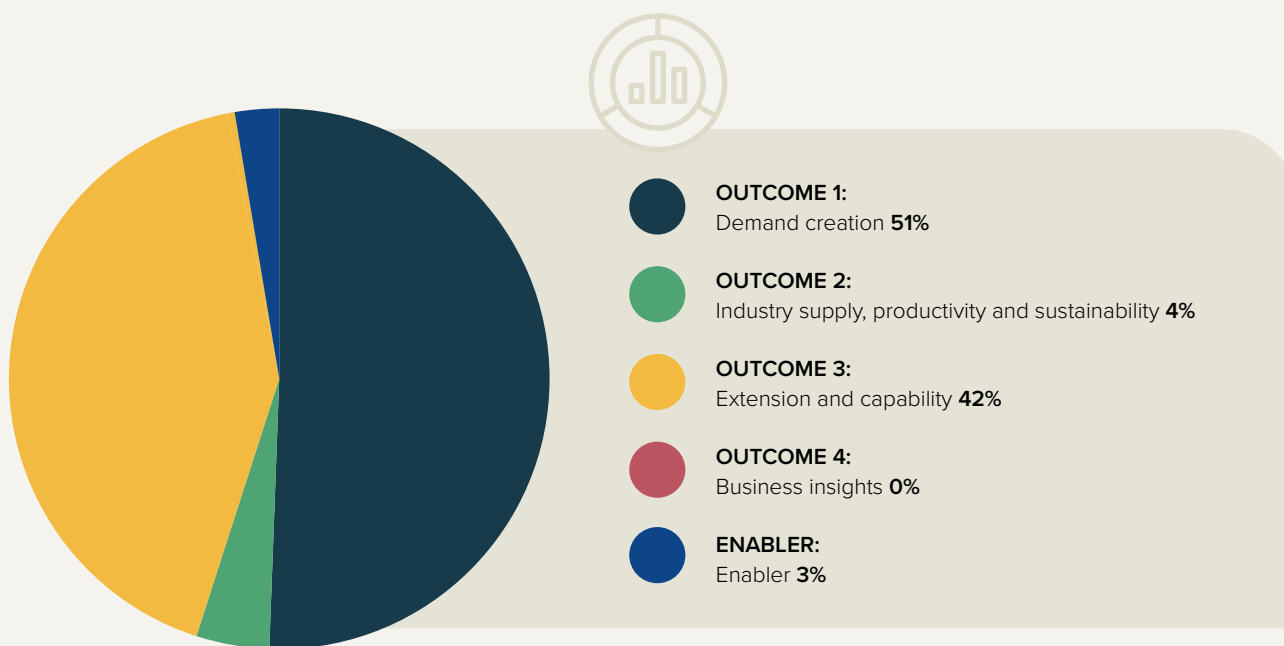
* Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the mango Annual Investment Plan

Investment decisions in the Mango Fund are guided by the mango 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 mango AIP each year.

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

FIGURE 2. MANGO STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$1,380,883

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

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

Outcome 1 – Demand creation

Demand creation supports the Australian mango industry to develop existing and future domestic and international markets.

Outcome 2 – Industry supply, productivity and sustainability

The Australian mango industry has increased profitability, efficiency and sustainability through innovative research and development, sustainable best management practices and pollination.

Outcome 3 – Extension and capability

Improved capability and an innovative culture in the Australian mango industry will maximise investments in productivity and demand.

Outcome 4 – Business insights

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

Enabler

Investments that support the delivery of the Strategic Investment Plan.

TABLE 1. INDICATIVE ESTIMATES FOR THE MANGO ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021****RESEARCH AND DEVELOPMENT**

	\$
OPENING FUND BALANCE	174,865
Levy income	542,000
Levy collection costs	(11,490)
Australian Government contribution	642,015
Other income	–
TOTAL INCOME	1,172,525

Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Use trade data to guide ongoing export development activities*	MT14052	Essential Market Access Data Packages	–	66,627	–	81,927	148,553
Industry supply, productivity and sustainability	Improve on-farm practices and enhance industry biosecurity	MT17003	Review of National Biosecurity Plans	2,848	–	2,848	–	5,695
Industry supply, productivity and sustainability	Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*	MT18018	Generation of data for pesticide permit applications in horticulture crops	–	38,043	–	–	38,043
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*	MT20007	Regulatory Support & Response Co-ordination	–	1,625	–	–	1,625

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority 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	–	15,000	–	–	15,000
Extension and capability	Deliver extension and communication capability to create positive change in the priority areas of high-density production systems, maximising yield, consistent quality and demand creation	MG17000	Building Best Management Practice Capacity for the Australian Mango Industry	–	204,000	146,000	–	350,000
Extension and capability	Deliver extension and communication capability to create positive change in the priority areas of high-density production systems, maximising yield, consistent quality and demand creation	MG17004	National Mango Industry Communication and Conference program	79,055	–	150,370	–	229,425
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	3,012	–	3,012	6,025
Enabler	Enabler	MT18011	Ex-post impact assessment	2,500	2,000	–	–	4,500
Enabler	Enabler	MT20008	Industry-specific impact assessment program: RB, BS, MG, NY, and TU	15,600	7,800	–	–	23,400
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	–	6,696
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21	–	–	–	–	1,922
Contracted investment				100,002	338,106	299,218	84,939	830,883

Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MT21004	Behavioural Data	–	–	–	–	20,000
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MT21003	Demand Spaces	–	–	–	–	7,975
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MT21200	Usage and attitudes	–	–	–	–	4,067
Industry supply, productivity and sustainability	Identify and support opportunities to improve yield and consistency of yield, focusing on current and new production	TBC	Investigating the control of fruit drop in mango to support innovative solutions for Australian growers	–	–	–	–	30,000
Extension and capability	Provide opportunity for engagement between and across mango industry members and relevant stakeholders	TBC	Mango industry communications program	–	–	–	–	30,000
Extension and capability	Provide opportunity for engagement between and across mango industry members and relevant stakeholders	TBC	Building the Australian mango industry's innovative culture and capability development strategy	–	–	–	–	60,000
Industry supply, productivity and sustainability	Develop management strategies for maintaining yield and quality in variable climates	TBC	Managing mangoes for future climates	–	–	–	–	30,000
Uncontracted new investment				–	–	–	–	182,043

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								67,149
CCR								203,215
Projected end balance								64,100

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	117,497
Levy income	670,000
Levy collection costs	(15,500)
Other income	–
TOTAL INCOME	654,500

Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MG21500	MG21500-Mango FY22- Supply Chain Engagement	–	–	–	–	100,000
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MG21501	MG21501 – Mango FY22 – Printing & Storage	–	–	–	–	50,000
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MG21502	MG21502 – Mango FY22 – NZ export	–	–	–	–	25,000
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MG21503	MG21503 – Mango FY22 – South Korea Export	–	–	–	–	25,000
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MG21600	MG21600 – Mango FY22 – Media	–	–	–	–	200,000
Demand creation	Increase domestic consumer demand for Australian mangoes through improving overall product and varietal knowledge, attitudes and purchase intent	MG21610	MG21610 – Mango FY22 – Creative Development	–	–	–	–	150,000
Contracted investment				–	–	–	–	550,000

Uncontracted new marketing 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*	MT21650	Brand Health Tracking	–	–	–	–	12,000
Uncontracted investment				–	–	–	–	12,000
Available for new investment								5,986
CCR								113,511
Projected end balance								90,500

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 Mango Fund
at www.horticulture.com.au/mango/