

Melon Annual Investment Plan 2021/22

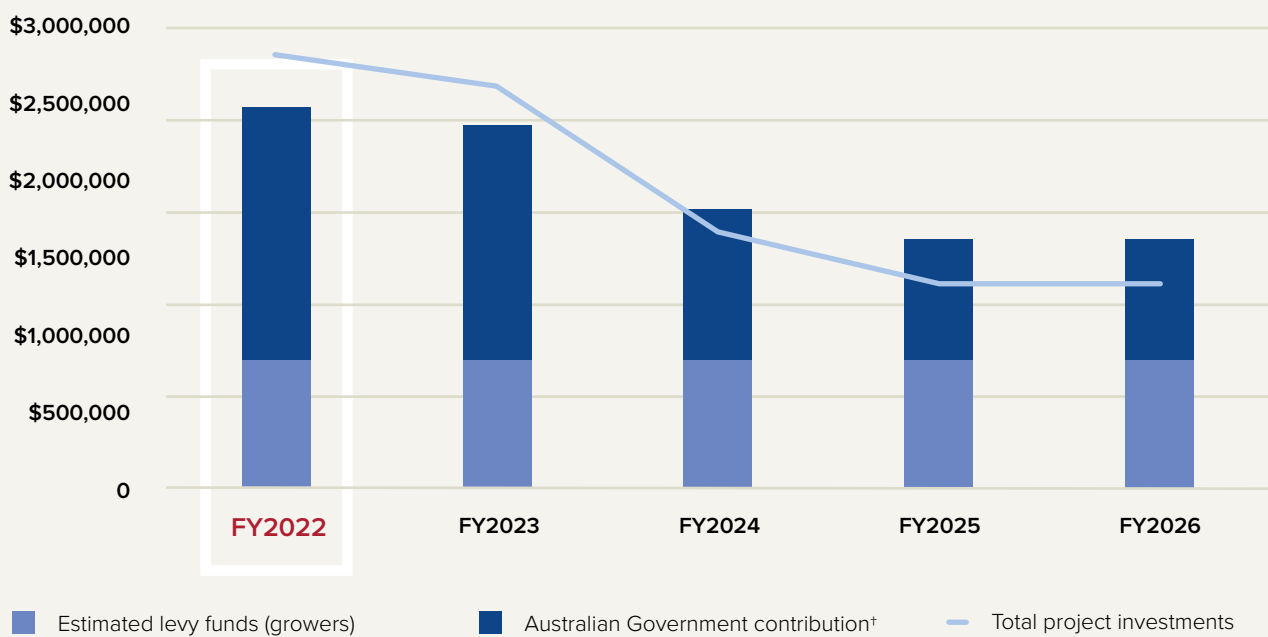


The 5-year Strategic Investment Plan

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

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

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



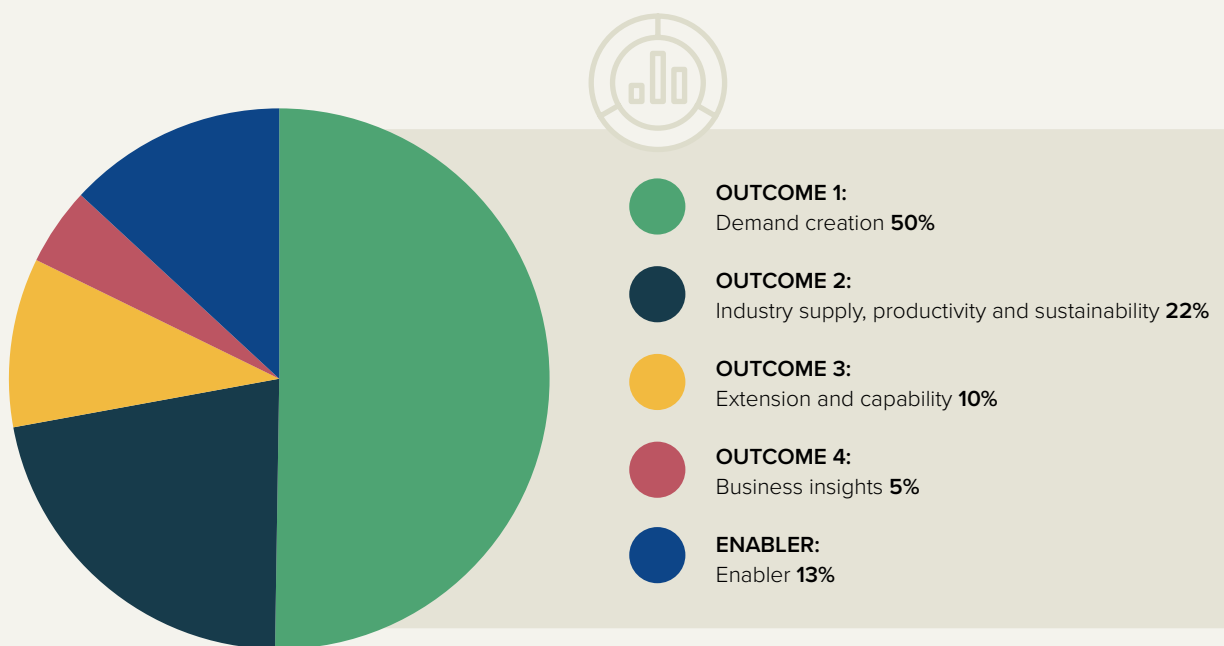
† Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the melon Annual Investment Plan

Investment decisions in the Melon Fund are guided by the melon 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 melon AIP each year.

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

FIGURE 2. MELON STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$606,995

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

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

Outcome 1 – Demand creation

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

Outcome 2 – Industry supply, productivity and sustainability

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

Outcome 3 – Extension and capability

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

Outcome 4 – Business insights

The Australian melon 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 MELON ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021****RESEARCH AND DEVELOPMENT**

	\$
OPENING FUND BALANCE	2,033,144
Levy income	700,000
Levy collection costs	(2,173)
Australian Government contribution	1,374,269
Other income	–
TOTAL INCOME	2,072,096

Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Develop and improve technical market access for Australian melons into priority markets	MT20000	Improving on shore cold treatment protocols	–	–	–	20,000	20,000
Demand creation	Maintain and improve trade with existing premium export markets	VM19001	AFL trade show and study tour	–	–	–	25,000	25,000
Demand creation	Develop and improve technical market access for Australian melons into priority markets	VM20002	Market Access Trade Development	–	–	–	260,000	260,000
Industry supply, productivity and sustainability	Provide regulatory support and coordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT19006	Across horticulture support for achieving export MRL compliance	–	–	–	5,773	5,773
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	VM19003	Understanding & managing Cucurbit fungal diseases	–	–	–	–	125,000
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	MT19014	Field-based testing for fall armyworm, Spodoptera frugiperda	–	2,000	–	–	2,000

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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 to create positive change in the areas of quality throughout the supply chain, demand creation, export capability, food safety culture, biosecurity and productivity via BMPs in soil health and IPDM practices	VM17002	Food safety training, extension and capacity for the melon industry	–	–	–	11,392	11,392
Extension and capability	Deliver communication and extension capability to create positive change in the areas of quality throughout the supply chain, demand creation, export capability, food safety culture, biosecurity and productivity via BMPs in soil health and IPDM practices	VM21000	Melon Industry roadshow and conference	–	–	–	–	50,000
Business insights	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	VM20000	Melon Consumer Research	–	–	–	10,892	10,892
Business insights	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	MT17015	Consumer behavioural and retail data for fresh produce ;;Woolworths Raw Data	14,615	2,723	–	–	17,338
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	14,600	14,600
Enabler	Enabler	VM21910	Industry advice and grower consultation	–	–	–	65,000	65,000
Contracted investment				14,615	4,723	–	412,657	606,995

Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Document and share evidence of industry-wide practices that strengthen and assure the safety and integrity of melon products	TBC	Melon Food Safety - Sanitisers	–	–	–	–	50,000
Business insights	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	MT21004	Behavioural Data	–	–	–	–	24,000

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	MT21003	Demand Spaces	–	–	–	–	9,492
Business insights	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	4,841
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*	TBC	Minor use permit renewal allowance (recurrent)	–	–	–	–	22,750
Industry supply, productivity and sustainability	Improve the supply of consistent year-round eating quality of Australian melons and optimise the supply chain to reduce wastage	TBC	Quality Improvements in the melon supply chain	–	–	–	–	150,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose pest and disease management strategies	TBC	Feasibility/scoping study: Surveillance & diagnostic framework for detecting soil borne pathogens	–	–	–	–	10,000
Industry supply, productivity and sustainability	Strengthen pollination security through robust honey bee health	TBC	National Bee pest surveillance program - transition program	–	–	–	–	20,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Capacity & leadership	–	–	–	–	20,000
Business insights	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	TBC	Food service data	–	–	–	–	100,000
Enabler	Enabler	TBC	Industry Annual Reports	–	–	–	–	5,000
Enabler	Enabler	TBC	Impact assessments	–	–	–	–	–
Uncontracted new investment				14,615	4,723	–	412,657	416,083

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Available for new investment								1,343,624
CCR								398,538
Projected end balance								1,340,000

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 Melon Fund
at www.horticulture.com.au/melon/