

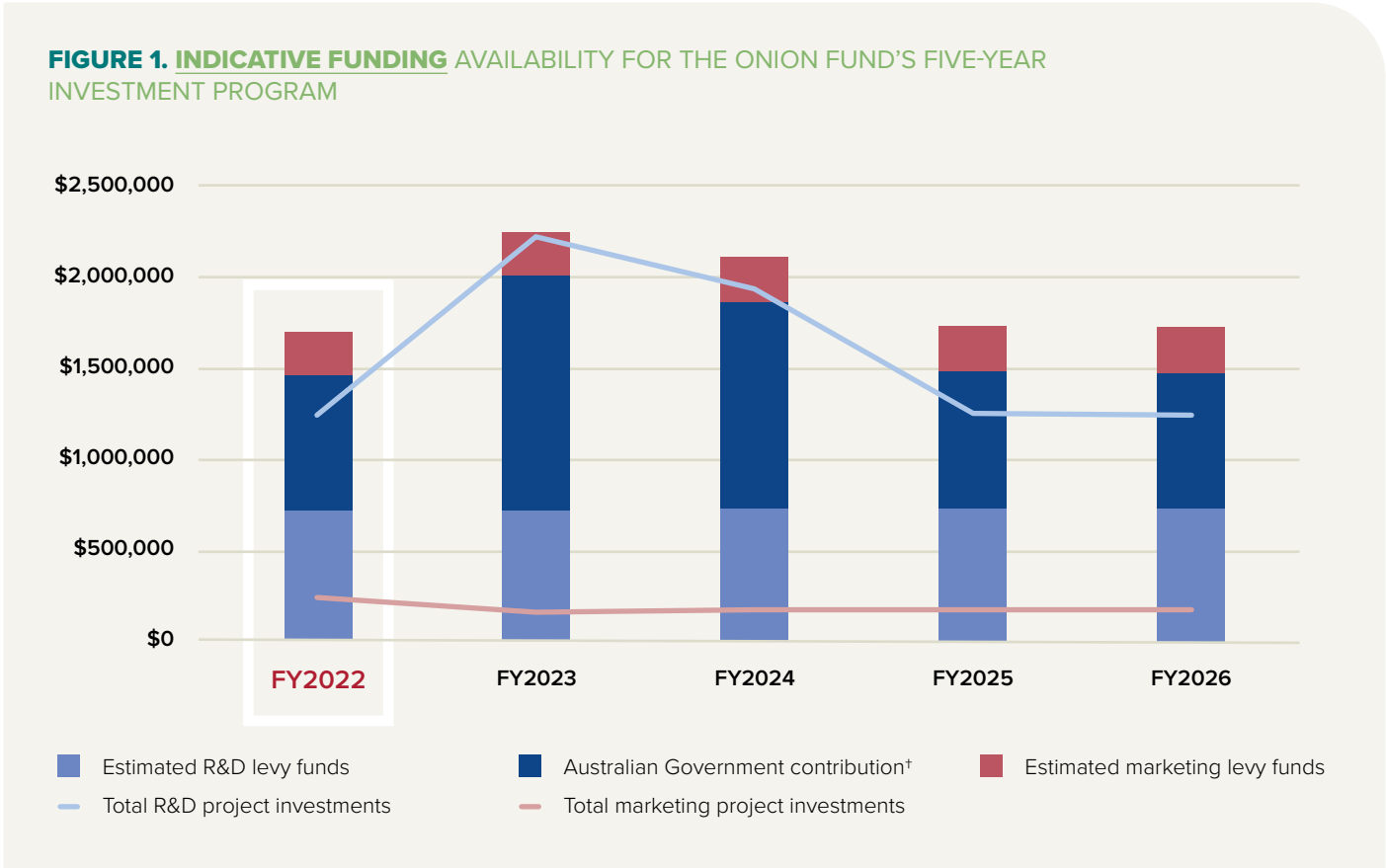
Onion Annual Investment Plan 2021/22



The 5-year Strategic Investment Plan

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

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



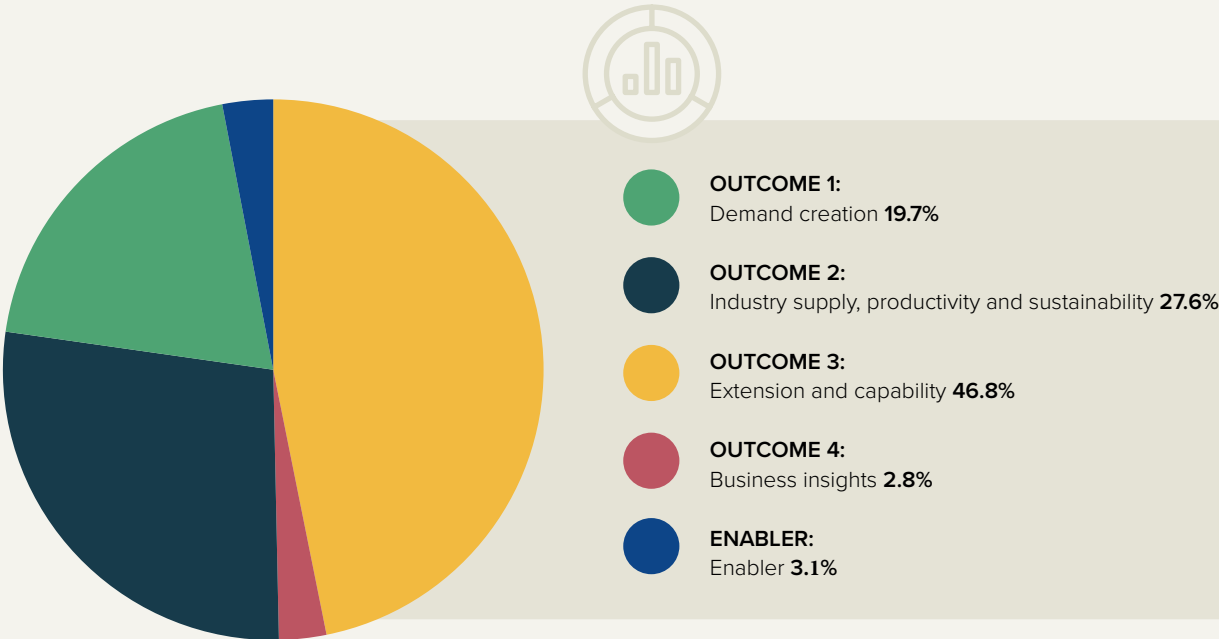
* Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the onion Annual Investment Plan

Investment decisions in the Onion Fund are guided by the onion 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 onion AIP each year.

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

FIGURE 2. ONION STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$688,980

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

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

Outcome 1 – Demand creation

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

Outcome 2 – Industry supply, productivity and sustainability

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

Outcome 3 – Extension and capability

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

Outcome 4 – Business insights

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

Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

	\$
OPENING FUND BALANCE	1,710,000
Levy income	720,000
Levy collection costs	(20,000)
Australian Government contribution	746,661
Other income	–
TOTAL INCOME	1,446,661

Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand for Australian onions through improving knowledge, attitudes and purchase intent	VN20002	Onion nutrition education program for health professionals and the food service industry	–	33,444	–	33,444	66,889
Demand creation	Implement an onion industry export strategy focusing on categorising and segmenting market opportunities to deliver strategic growth	VN20003	Australian Onion Industry Export Strategy	16,500	–	–	–	16,500
Demand creation	Increase domestic consumer demand for Australian onions through improving knowledge, attitudes and purchase intent	VN20008	Onion-specific Phenomenom Resource Creation	31,500	21,000	–	–	52,500
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats and develop new a path for the importation of clean seeds	MT20005	Management strategy for serpentine leafminer, <i>Liriomyza huidobrensis</i>	–	50,000	–	–	50,000
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	–	2,079	–	–	2,079

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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	Improve industry preparedness and resilience to biosecurity threats and develop new a path for the importation of clean seeds	VN20001	Risk and crisis management planning for the onion industry	–	–	16,900	–	16,900
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose pest, weed and disease management strategies during crop growth and include postharvest quality risks	VN20006	Epidemiology and management of fusarium basal rot in onions	–	51,373	–	51,373	102,745
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose pest, weed and disease management strategies during crop growth and include postharvest quality risks	VN20007	Optimising chemical and cultural management of onion white rot	–	18,340	–	–	18,340
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats and develop new a path for the importation of clean seeds	MT16005	Enhanced National Bee Pest Surveillance Program 2016–2021	–	–	–	–	–
Extension and capability	Deliver extension and communication capability to create positive change in the areas of biosecurity, soil and plant health, meeting consumer expectations and trade development	MT16009	An IPM extension program - onion and potato	–	37,536	–	–	37,536
Extension and capability	Deliver extension and communication capability to create positive change in the areas of biosecurity, soil and plant health, meeting consumer expectations and trade development	VN18003	Australian Onion Industry Communications Program	–	71,474	–	123,638	195,112
Extension and capability	Strengthen industry leadership through initiatives and training	LP15001	Horticulture Master Class	–	–	–	–	50,000
Extension and capability	Strengthen industry leadership through initiatives and training	LP16001	Engaging leaders in the Australian Horticulture Industry	–	–	–	–	–
Extension and capability	Deliver extension and communication capability to create positive change in the areas of biosecurity, soil and plant health, meeting consumer expectations and trade development	VN19001	Industry communication facilitation	–	–	–	–	40,050
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT17017	Vegetable Cluster Consumer Insights Program (VG16069)	6,696	8,720	–	–	15,416

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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	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	3,243	2,594	–	–	5,837
Enabler	Enabler	MT20001	Industry Annual reports	–	–	–	–	–
Enabler	Enabler	MT20003	SIP Development	–	–	–	–	–
Enabler	Enabler	VN21910	Industry Advice & Grower Consultation	–	–	–	–	15,000
Contracted investment				57,939	298,598	16,900	210,493	688,980

Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Collaborate with other industries on trade development to enhance the capability of growers to export	VN20004	Export Market Intelligence	–	–	–	–	45,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	VN20005	Consumer usage and attitudinal study	–	–	–	–	50,000
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*		Minor Use Payment Recurrent	–	–	–	–	10,000
Demand creation	Increase industry access to online export training material and mechanisms for business-to-business engagement		Onion Market Access resource	–	–	–	–	100,000
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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Uncontracted new R&D investments (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	–	–	–	–	7,062
Business insights	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	3,602
Uncontracted new investment				–	–	–	–	239,664
Available for new investment								764,694
CCR								223,323
Projected end balance								1,240,000

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.

MARKETING

	\$
OPENING FUND BALANCE	45,000
Levy income	240,000
Levy collection costs	(7,000)
Other income	–
TOTAL INCOME	233,000

Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
TBC	TBC	TBC	TBC	–	–	–	–	–
Contracted investment				–	–	–	–	–

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 Australian onions through improving knowledge, attitudes and purchase intent	TBC	Onion Marketing FY22 marketing program	–	–	–	–	200,000
Demand creation	Increase industry alignment with quality (including sensory) and brand-positioning opportunities driven by consumer insights*	MT21650	Brand Health Tracking	–	–	–	–	12,000
Uncontracted investment				–	–	–	–	212,000

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Uncontracted new marketing investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Available for new investment								1,934
CCR								44,066
Projected end balance								20,000

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* 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 Onion Fund
at www.horticulture.com.au/onion/