

Papaya Annual Investment Plan 2021/22

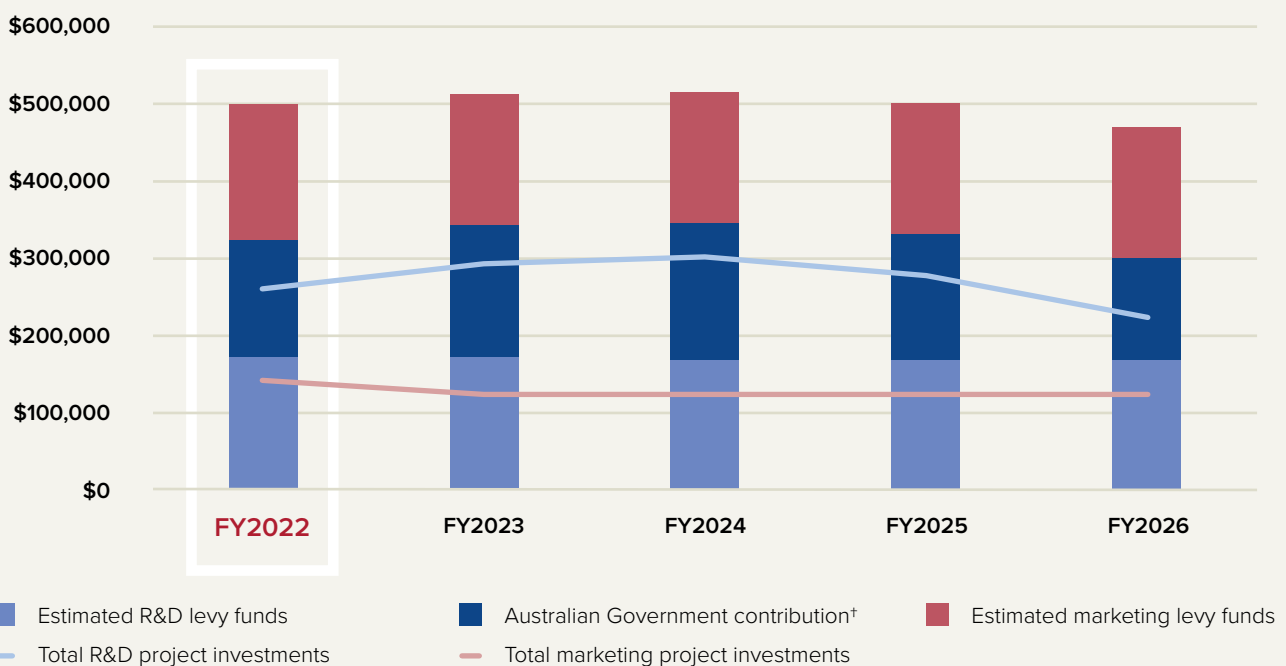


The 5-year Strategic Investment Plan

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

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

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



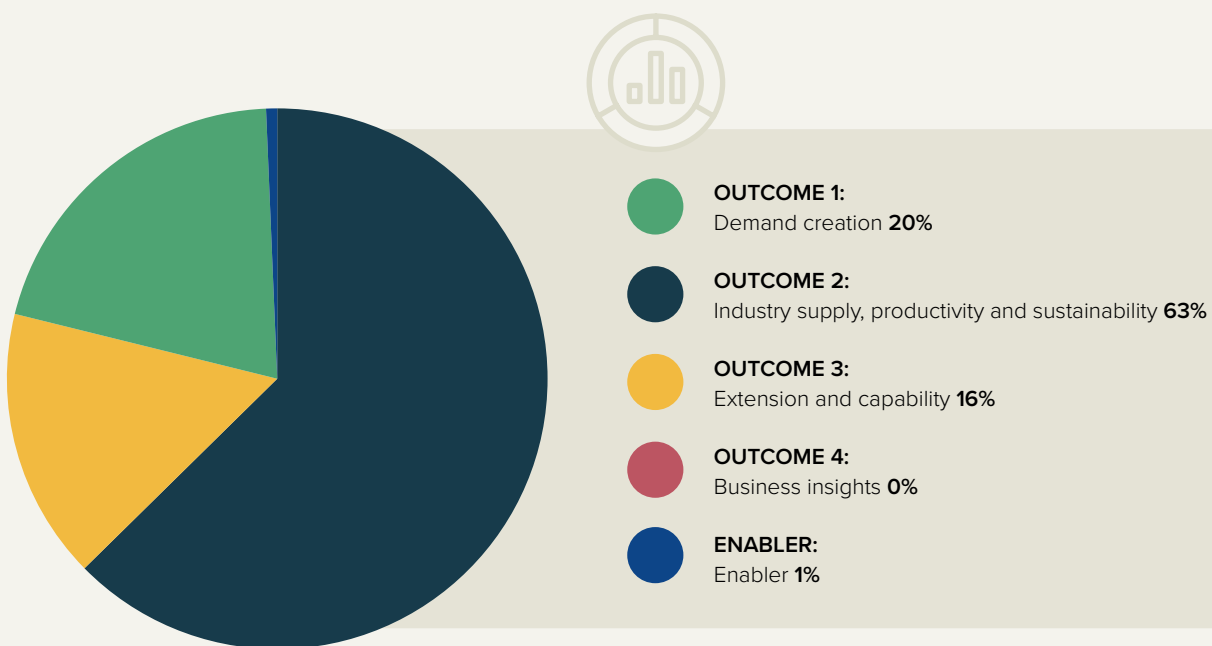
* Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the papaya Annual Investment Plan

Investment decisions in the Papaya Fund are guided by the papaya 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 papaya AIP each year.

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

FIGURE 2. PAPAYA STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$220,852

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

Papaya Annual Investment Plan in detail

The financial table on the following page provides detail on current investments and how new investments will be made in the Papaya Fund in FY2022. Outcomes in the papaya SIP 2022-2026 are defined below for your reference when reading the financial table.

Outcome 1 – Demand creation

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

Outcome 2 – Industry supply, productivity and sustainability

The Australian papaya industry has increased 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 papaya industry maximises investments in productivity and demand.

Outcome 4 – Business insights

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

Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

RESEARCH AND DEVELOPMENT

	\$
OPENING FUND BALANCE	497,873
Levy income	172,000
Levy collection costs	(6,170)
Australian Government contribution	153,010
Other income	–
TOTAL INCOME	318,840

Contracted R&D projects

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	MT18006	Biosecurity Plan for the Lychee, Papaya and Passionfruit Industries	–	2,890	–	–	2,890
Industry supply, productivity and sustainability	Complete the development of new red and yellow varieties with superior agronomic performance, product quality, and disease resistance	PP18000	National Papaya Breeding and Evaluation Program	40,000	–	50,000	–	90,000
Industry supply, productivity and sustainability	Refine agronomic practices to improve productivity, quality and environmental outcomes	PP18001	Papaya clean seed program	45,436	–	–	–	45,436
Extension and capability	Deliver extension and communication capability to create positive change in the areas of varietal development, post-harvest management and biosecurity	PP20000	Papaya industry extension and communications program	–	35,833	–	–	35,833
Enabler	Enabler	MT18011	Ex-post impact assessment	580	464	–	–	1,044
Enabler	Enabler	MT20007	Regulatory Support & Response Co-ordination	–	414	–	–	414
Contracted investment				86,016	39,601	50,000	–	175,617

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*	MT21004	Behavioural Data	–	–	–	–	6,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21003	Demand Spaces	–	–	–	–	2,417
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	1,233
Business insights	Use production forecasts to inform long-term and/or in-season domestic market planning and supply strategies	TBC	Papaya market supply data capture analysis	–	–	–	–	15,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TBC	Papaya Industry Food service	–	–	–	–	–
Uncontracted new investment								24,650
Available for new investment								51,325
CCR								45,421
Projected end balance								519,700

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	134,696
Levy income	175,000
Levy collection costs	(8,360)
Other income	–
TOTAL INCOME	166,640

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 fresh, quality Australian papayas through knowledge, attitudes and purchase intent	PP18501	Papaya PR & Social Media Campaign (2019-2021)	11,500	–	–	–	11,500
Demand creation	Increase domestic consumer demand for fresh, quality Australian papayas through knowledge, attitudes and purchase intent	PP20620	Digital Media POP (MT20620)	33,735	–	–	–	33,735
Contracted investment				45,235	–	–	–	45,235

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					6,000
Uncontracted investment				–	–	–	–	6,000

Continued >>

Uncontracted new marketing investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Available for new investment								81,036
CCR								30,595
Projected end balance								138,470

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- 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 Papaya Fund
at www.horticulture.com.au/papaya/