

Passionfruit Annual Investment Plan 2021/22

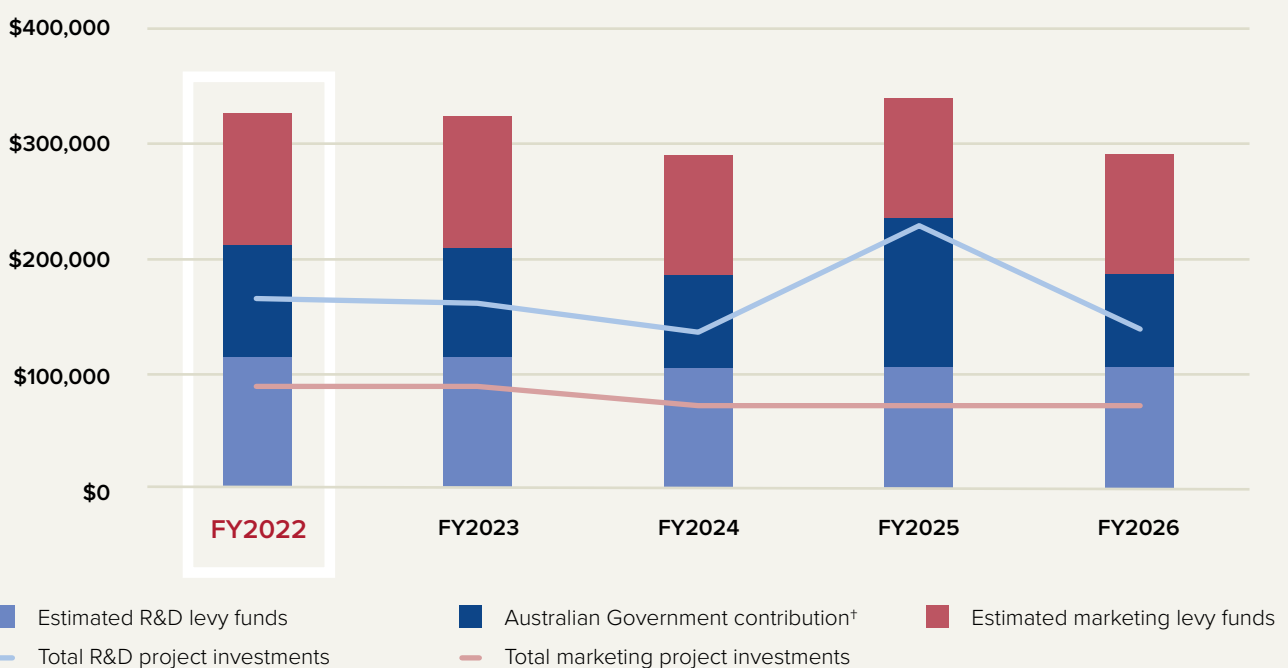


The 5-year Strategic Investment Plan

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

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

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



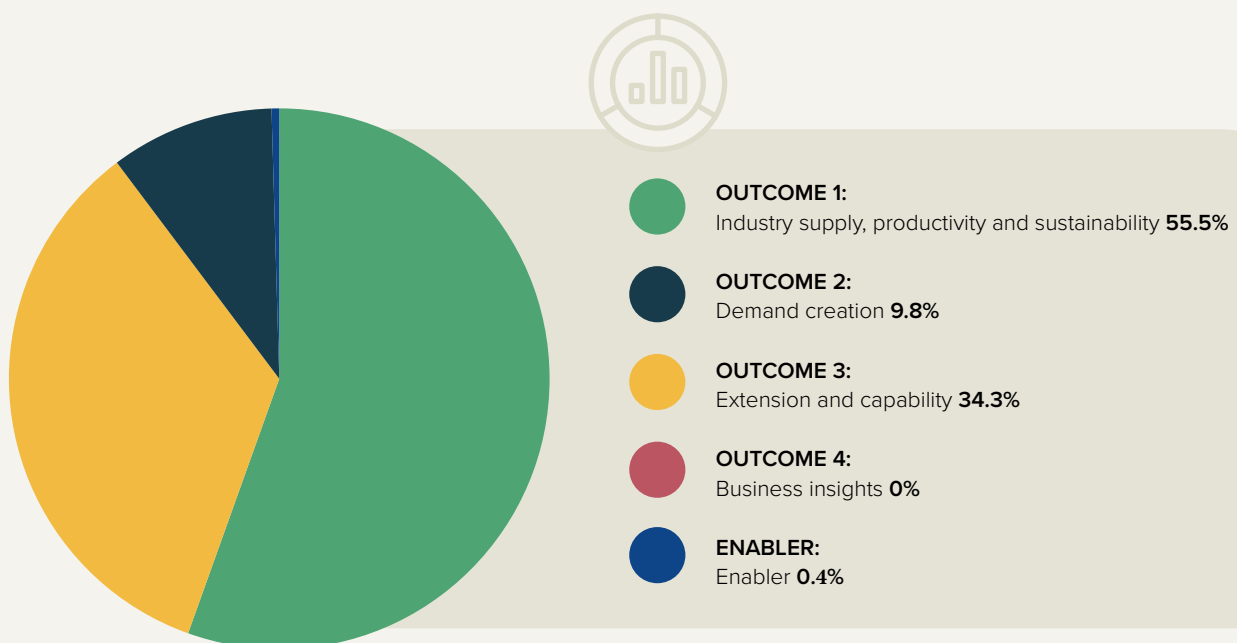
* Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the passionfruit Annual Investment Plan

Investment decisions in the Passionfruit Fund are guided by the passionfruit 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 passionfruit AIP each year.

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

FIGURE 2. PASSIONFRUIT STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$167,288

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

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

Outcome 1 – Industry supply, productivity and sustainability

The Australian passionfruit industry has increased profitability, efficiency and sustainability through innovative research and development, and new varieties.

Outcome 2 – Demand creation

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

Outcome 3 – Extension and capability

Improved capability and an innovative culture in the Australian passionfruit industry maximises investments in supply and demand.

Outcome 4 – Business insights

The Australian passionfruit industry is more profitable through informed decision-making using consumer knowledge and tracking and independent reviews.

Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

RESEARCH AND DEVELOPMENT

	\$
OPENING FUND BALANCE	74,723
Levy income	115,000
Levy collection costs	(2,600)
Australian Government contribution	96,690
Other income	–
TOTAL INCOME	209,090

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	Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT20007	Regulatory Support & Response Co-ordination	–	313	–	–	313
Industry supply, productivity and sustainability	Develop new varieties with superior production and consistent fruit quality	PF19000	National Passionfruit Breeding and Evaluation Program	40,000	–	40,000	–	80,000
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	–	9,600	–	–	9,600

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 to support positive change in the areas of new varieties, trial sites, pest and disease management and demand creation	PF16003	Australian Passionfruit Industry Communications programme	57,328	–	–	–	57,328
Enabler	Enabler	MT18011	Ex-post impact assessment	425	340	–	–	765
Contracted investment				97,753	13,143	40,000	–	150,896

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	–	–	–	–	1,843
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	940
Uncontracted new investment								8,783

Available for new investment

17,154

Continued >>

Uncontracted new R&D investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
CCR								26,880
Projected end balance								80,100

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	50,057
Levy income	115,000
Levy collection costs	(8,360)
Other income	–
TOTAL INCOME	106,640

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 passionfruit through improving knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	400	296	400	296	1,392
Demand creation	Increase domestic consumer demand for fresh, quality Australian passionfruit through improving knowledge, attitudes and purchase intent	PF20500	Australian Passionfruit Social Media and PR	15,000	–	–	–	15,000
Contracted investment				15,400	296	400	296	16,392

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

Available for new investment **59,302**

CCR **18,853**

Projected end balance **56,150**

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- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
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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 Passionfruit Fund
at www.horticulture.com.au/passionfruit/