

# Prune Annual Investment Plan 2021/22

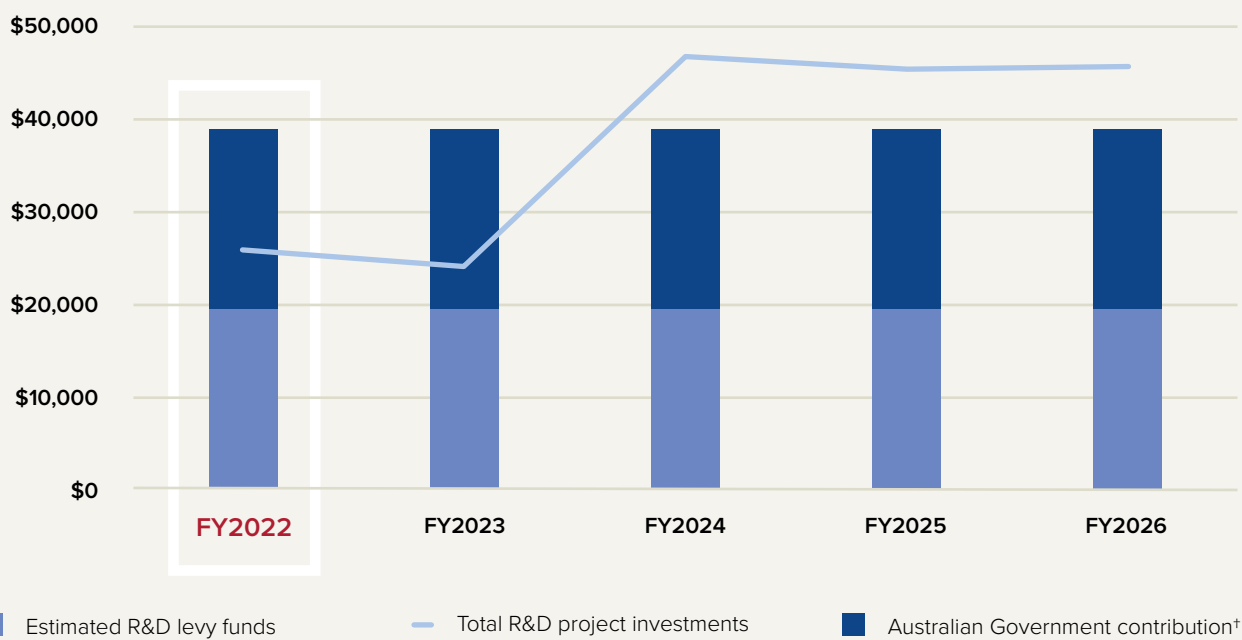


# The 5-year Strategic Investment Plan

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

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

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



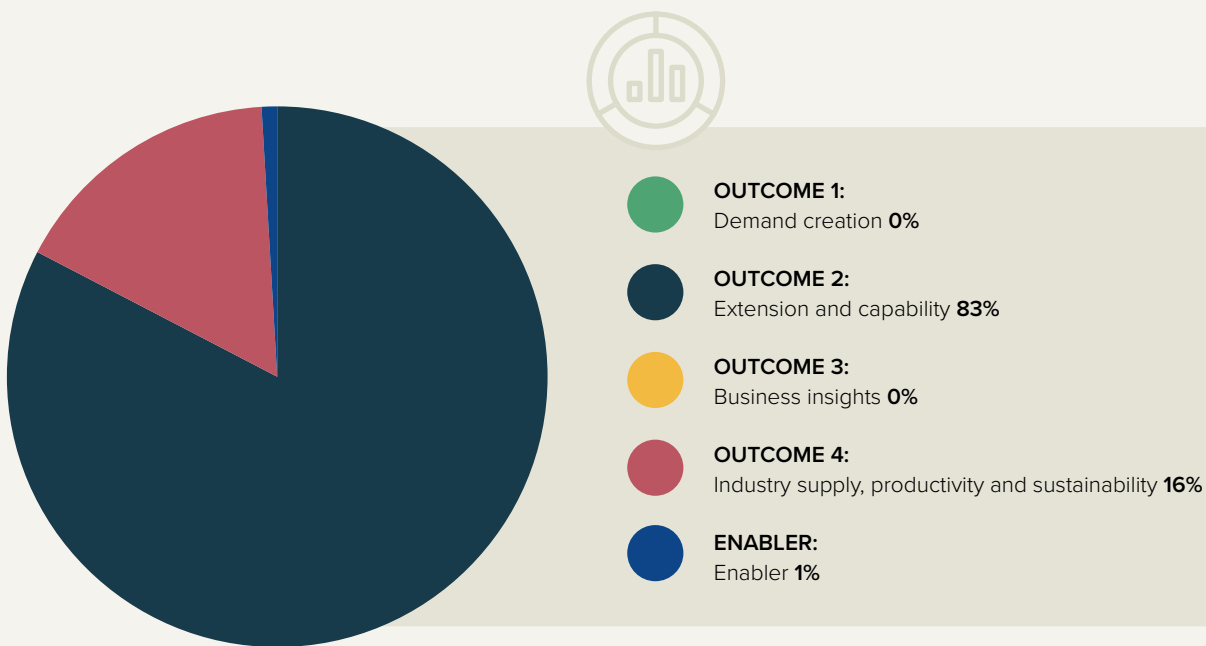
<sup>†</sup> Australian Government contribution is only applicable to the estimated levy funds for R&D.

# About the prune Annual Investment Plan

Investment decisions in the Prune Fund are guided by the prune 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 prune AIP each year.

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

**FIGURE 2.** PRUNE STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



**\$19,437**

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

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

## Outcome 1 – Demand creation

Demand creation supports the Australian prune industry to expand into existing and future domestic markets.

## Outcome 2 – Extension and capability

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

## Outcome 3 – Business insights

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

## Outcome 4 – Industry supply, productivity and sustainability

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

## Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

## RESEARCH AND DEVELOPMENT

	\$
<b>OPENING FUND BALANCE</b>	<b>59,399</b>
Levy income	19,500
Levy collection costs	(125)
Australian Government contribution	19,500
Other income	–
<b>TOTAL INCOME</b>	<b>38,875</b>

### Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Extension and capability	Deliver communication capability to support positive change in the areas of best practice crop production improvement, biosecurity and pollination	DP19000	Prune industry communications and extension program	–	8,030	–	8,030	16,061
Industry supply, productivity and sustainability	Enhance crop pollination and resilience through improved pollination security	MT16005	Enhanced National Bee Pest Surveillance Program	–	–	250	–	250
Industry supply, productivity and sustainability	Enhance crop pollination and resilience through improved pollination security	MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)	–	1,573	–	1,373	2,946
Enabler	Enabler	MT18011	Ex-post impact assessment	100	80	–	–	180
<b>Contracted investment</b>				<b>100</b>	<b>9,683</b>	<b>250</b>	<b>9,403</b>	<b>19,437</b>

## 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*	TBC	Behavioural Data	–	–	–	–	6,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TBC	Demand Spaces	–	–	–	–	349
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TBC	Usage and attitudes	–	–	–	–	178
<b>Uncontracted investment</b>				–	–	–	–	<b>6,527</b>
<b>Available for new investment</b>								<b>703</b>
<b>CCR</b>								<b>4,607</b>
<b>Projected end balance</b>								<b>67,000</b>

**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 Prune Fund  
at [www.horticulture.com.au/prune/](http://www.horticulture.com.au/prune/)