

# Summerfruit Annual Investment Plan 2021/22

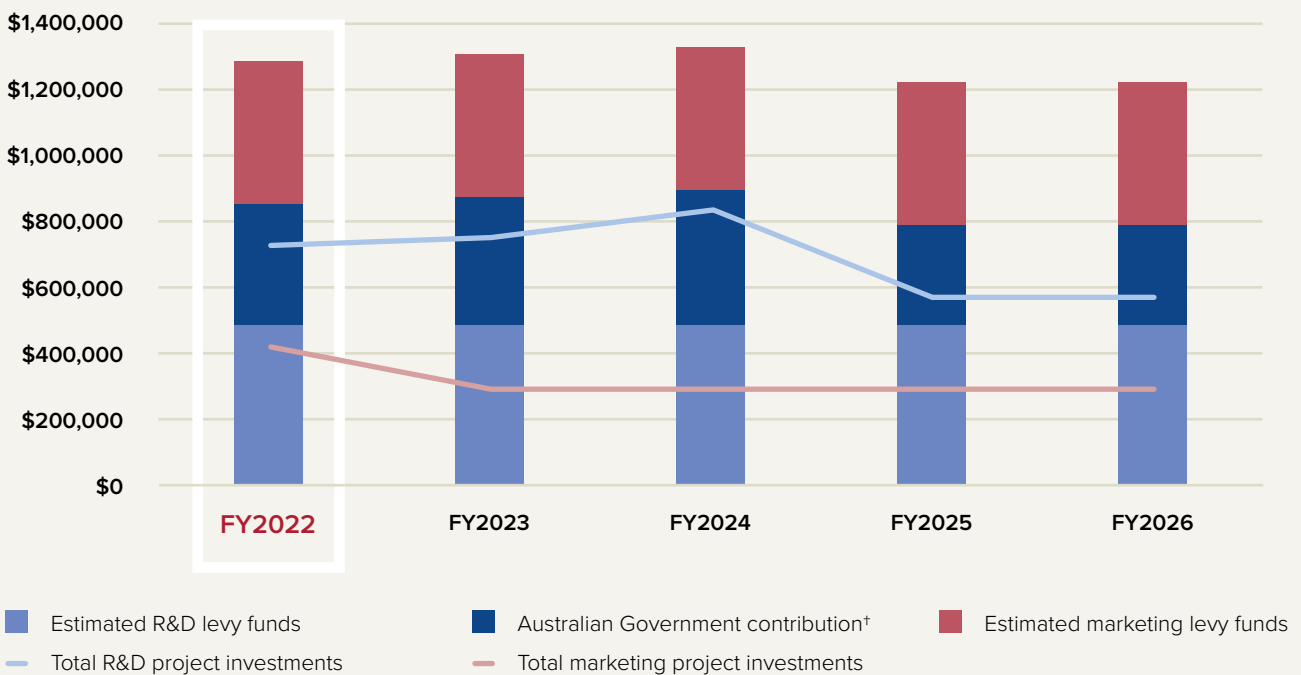


# The 5-year Strategic Investment Plan

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

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

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



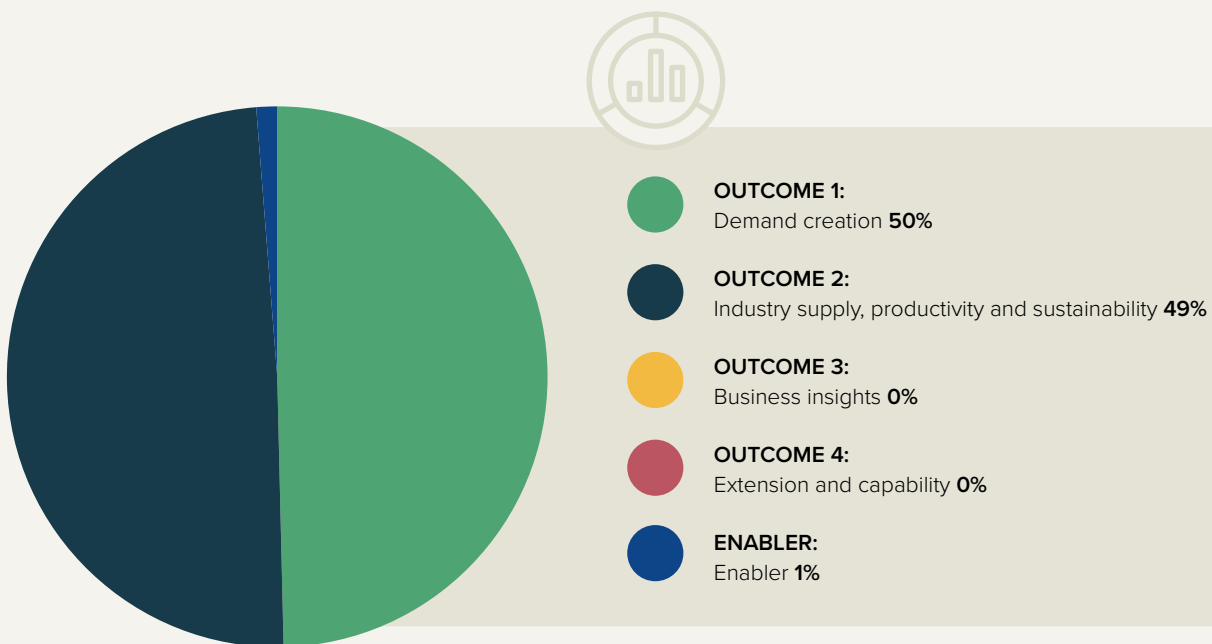
† Australian Government contribution is only applicable to the estimated levy funds for R&D.

# About the summerfruit Annual Investment Plan

Investment decisions in the Summerfruit Fund are guided by the summerfruit 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 summerfruit AIP each year.

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

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



**\$571,573**

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

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

## Outcome 1 – Demand creation

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

## Outcome 2 – Industry supply, productivity and sustainability

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

## Outcome 3 – Business insights

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

## Outcome 4 – Extension and capability

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

## Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

## RESEARCH AND DEVELOPMENT

	\$
<b>OPENING FUND BALANCE</b>	<b>(63,571)</b>
Levy income	480,000
Levy collection costs	(18,000)
Australian Government contribution	357,500
Other income	–
<b>TOTAL INCOME</b>	<b>819,500</b>

### Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Maintain and improve trade through business-to-business engagement activities and in-market representation in mature and emerging trade markets	MT14052	Essential Market Access Data Packages	–	7,175	–	50,000	57,175
Demand creation	Maintain and improve trade through business-to-business engagement activities and in-market representation in mature and emerging trade markets	SF19000	Summerfruit Market Access & Trade Development Project	–	106,272	–	106,272	212,544
Demand creation	Increase domestic consumer demand and build international consumer awareness for Australian summerfruit through improving knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	4,003	2,959	4,003	2,959	13,923
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats and support a national approach to fruit fly management. Support national fruit fly management across all horticulture industries and state governments to access existing and new markets	AM17001	Developing a national systems approach for meeting bio-security requirements to access key Asian markets	–	7,500	–	7,500	15,000

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## Contracted R&amp;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 support a national approach to fruit fly management, including improving access to existing and new markets	FF18003	SITplus production facility – proof of concept	–	36,429	–	35,714	72,143
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats and support a national approach to fruit fly management, including improving access to existing and new markets	MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)	–	7,277	–	7,277	14,554
Business insights	Develop consumer insights on product quality, purchasing behaviour and brand-positioning opportunities*	MT17015	Consumer behavioural and retail data for fresh produce ;;Woolworths Raw Data	3,286	3,286	–	–	6,571
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats and support a national approach to fruit fly management, including improving access to existing and new markets	MT19003	Parasitoids for the management of fruit flies in Australia	2,500	–	–	7,500	10,000
Industry supply, productivity and sustainability	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	3,013	–	3,013	6,026
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	–	1,537	–	–	1,537
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats and support a national approach to fruit fly management, including improving access to existing and new markets	SF17005	National Biosecurity Plan for the Summerfruit Industry	5,000	–	–	–	5,000
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats and support a national approach to fruit fly management. Support national fruit fly management across all horticulture industries and state governments to access existing and new markets	SF17006	Experimental Summerfruit Orchard – Phase II	75,000	–	75,000	–	150,000

Continued &gt;&gt;

## Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Enabler	Enabler	MT18011	Ex-post impact assessment	2,181	1,745	–	–	3,926
Enabler	Enabler	SF20910	Industry Advices & Grower Consultation	3,175	–	–	–	3,175
<b>Contracted investment</b>				<b>95,145</b>	<b>177,191</b>	<b>79,003</b>	<b>220,235</b>	<b>571,573</b>

## Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Increase domestic consumer demand and build international consumer awareness for Australian summerfruit through improving knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	4,003	2,959	4,003	2,959	13,923
Business insights	Use industry production benchmarking activity to measure and track individual and industry productivity and profitability	MT21004	Behavioural Data	–	–	–	–	24,000
Business insights	Use industry production benchmarking activity to measure and track individual and industry productivity and profitability	MT21003	Demand Spaces	–	–	–	–	8,454
Business insights	Use industry production benchmarking activity to measure and track individual and industry productivity and profitability	MT21200	Usage and attitudes	–	–	–	–	4,312
<b>Uncontracted new investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>50,689</b>

**Available for new investment**

–

**CCR**

**99,619**

**Projected end balance**

**34,048**

*Disclaimer: All figures are indicative only and may change depending on milestone achievements and actual income and expenditure.*

## MARKETING

	<b>\$</b>
<b>OPENING FUND BALANCE</b>	<b>258,671</b>
Levy income	425,000
Levy collection costs	(13,000)
Other income	5,173
<b>TOTAL INCOME</b>	<b>417,173</b>

### Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
TBC	TBC	TBC	TBC	-	-	-	-	-
<b>Contracted investment</b>				-	-	-	-	-

### Uncontracted new marketing investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Maintain and improve trade through business-to-business engagement activities and in-market representation in mature and emerging trade markets	SF21500	Summerfruit FY22 Taste Australia	-	-	-	-	250,000
Business insights	Use industry production benchmarking activity to measure and track individual and industry productivity and profitability	MT21650	Brand Health Tracking	-	-	-	-	12,000
<b>Uncontracted investment</b>				-	-	-	-	<b>262,000</b>

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## Uncontracted new marketing investments (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
<b>Available for new investment</b>								<b>168,671</b>
<b>CCR</b>								<b>89,982</b>
<b>Projected end balance</b>								<b>155,191</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 Summerfruit Fund  
at [www.horticulture.com.au/summerfruit/](http://www.horticulture.com.au/summerfruit/)