

Sweetpotato Annual Investment Plan 2021/22

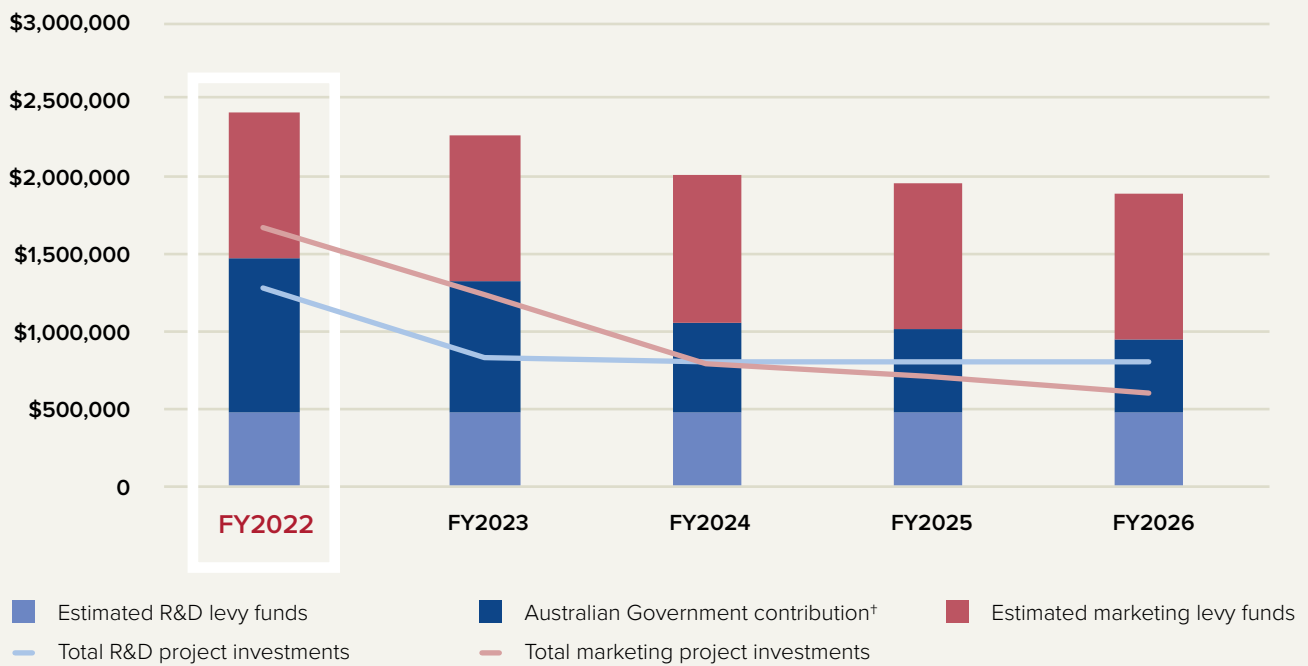


The 5-year Strategic Investment Plan

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

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

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



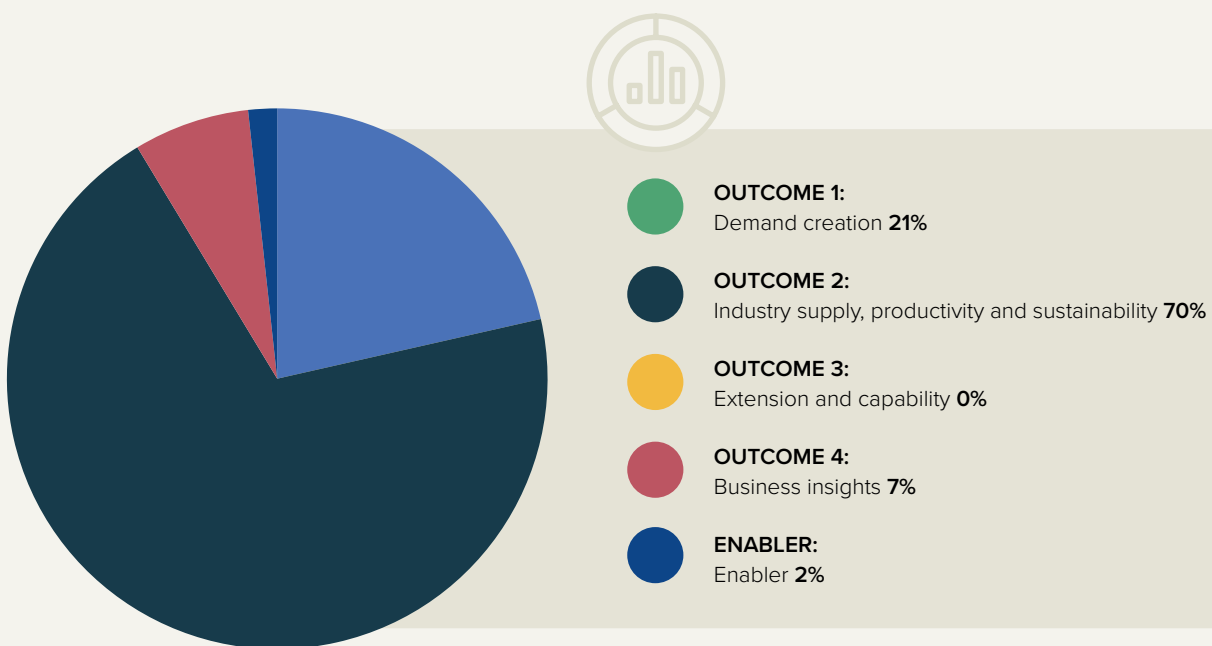
* Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the sweetpotato Annual Investment Plan

Investment decisions in the Sweetpotato Fund are guided by the sweetpotato 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 sweetpotato AIP each year.

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

FIGURE 2. SWEETPOTATO STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$661,399

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

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

Outcome 1 – Demand creation

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

Outcome 2 – Industry supply, productivity and sustainability

The Australian sweetpotato 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 sweetpotato industry maximises investments in productivity and demand.

Outcome 4 – Business insights

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

Enabler

Investments that support the delivery of the Strategic Investment Plan.

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

RESEARCH AND DEVELOPMENT

	\$
OPENING FUND BALANCE	1,125,289
Levy income	480,000
Levy collection costs	(10,897)
Australian Government contribution	987,000
Other income	–
TOTAL INCOME	1,456,103

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 fresh Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	PW20001	A review of the scientific literature on the health and nutrition of sweetpotato	–	15,828	–	23,742	39,570
Demand creation	Develop trade with new and established export markets – Brunei, Thailand, EU, Taiwan, UAE and Singapore	PW20004	Sweet Potato Export Strategy	24,600	12,300	–	–	36,900
Demand creation	Collaborate with government and other industries to gain technical access to new, high value markets	PW20004	Export Strategy, market access and trade development	–	–	–	36,900	36,900
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	MT19014	Field-based testing for fall armyworm, Spodoptera frugiperda	–	2,000	–	–	2,000
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	MT19015	Identifying potential parasitoids of the FAW	–	–	–	–	–

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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	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	–	1,164	–	–	1,164
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	PW17000	Review of the Biosecurity Plan for the Sweet potato Industry	–	6,000	–	–	6,000
Industry supply, productivity and sustainability	Develop and optimise fit-for-purpose pest and disease management strategies	PW17001	Integrated farm management (IFM) to control nematodes in sweetpotato crops	212,834	–	184,981	–	397,815
Industry supply, productivity and sustainability	Identify and evaluate sweetpotato varieties that have superior agronomic performance and product quality attributes that meet consumer requirements	PW20000	Quality improvement across the sweetpotato industry	–	37,674	–	–	37,674
Industry supply, productivity and sustainability	Improve industry preparedness and resilience to biosecurity threats	PW20002	Crisis Management for the Sweetpotato industry	–	–	17,592	–	17,592
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT17017	Vegetable Cluster Consumer Insights Program (VG16069)	6,321	8,345	–	–	14,666
Business insights	Use trade data to guide ongoing export development opportunities	MT19005	Horticulture Trade Data	–	2,038	–	2,038	4,076
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	PW20003	Price elasticity of demand for sweet potato	27,110	–	–	–	27,110
Enabler	Enabler	MT18011	Ex-post impact assessment	3,962	3,170	–	–	7,132
Enabler	Enabler	PW20910	Industry Advice & Grower Consultation	4,258	–	–	–	4,258
Contracted investment				279,085	88,519	202,573	62,680	632,857

Uncontracted new R&D investments

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Industry supply, productivity and sustainability	Identify and evaluate sweetpotato varieties that have superior agronomic performance and product quality attributes that meet consumer requirements	TBC	Causes and management strategies for skin loss in Sweetpotato	–	–	–	–	100,000
Industry supply, productivity and sustainability	Identify and evaluate sweetpotato varieties that have superior agronomic performance and product quality attributes that meet consumer requirements	TBC	Evaluation of new sweetpotato varieties	–	–	–	–	30,000
Extension and capability	Deliver communication and extension capability to create positive change in the areas of sustainable production, pest and disease management, biosecurity, soil health and trade development	TBC	Sweetpotato industry communications program	–	–	–	–	4,000
Extension and capability	Strengthen industry leadership through initiatives and training	TBC	Training and Leadership	–	–	–	–	52,613
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TBC	Foodservice foundational market insights	–	–	–	–	20,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21004	Behavioural Data	–	–	–	–	24,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21003	Demand Spaces	–	–	–	–	6,019
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	3,070
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TBC	Minor Use Permits – Recurrent	–	–	–	–	10,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TBC	Impact assessment	–	–	–	–	22,750

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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 \$
Uncontracted new investment				-	-	-	-	272,452
Available for new investment								774,468
CCR								290,615
Projected end balance								611,000

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	1,100,000
Levy income	950,000
Levy collection costs	(29,336)
Other income	-
TOTAL INCOME	920,664

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 Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	8,206	6,065	8,206	6,065	28,542
Contracted investment				8,206	6,065	8,206	6,065	28,542

Uncontracted new 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 Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	PW20630	Sweetpotato Retail Merchandising Program	–	–	–	–	240,000
Demand creation	Increase domestic consumer demand for fresh Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	PW21600	FY22 Sweetpotato Media Campaign	–	–	–	–	10,000
Demand creation	Increase domestic consumer demand for fresh Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	PW21610	FY22 H2 PR & Social Campaign	–	–	–	–	650,000
Demand creation	Increase domestic consumer demand for fresh Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	PW21620	FY22 Sweetpotato PR and Always on Social	–	–	–	–	90,000
Demand creation	Increase domestic consumer demand for fresh Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	PW21500	Sweetpotato storage and distribution	–	–	–	–	5,000
Demand creation	Increase domestic consumer demand for fresh Australian sweetpotatoes through improving knowledge, attitudes and purchase intent	TBC	Sweetpotato Brand and Campaign Tracking	–	–	–	–	50,000

Continued >>

Uncontracted new marketing projects (continued)

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	–	–	–	–	12,000
Uncontracted investment				–	–	–	–	1,057,000
Available for new investment								67,210
CCR								262,912
Project end balance								605,000

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- 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 Sweetpotato Fund
at www.horticulture.com.au/sweetpotato/