

Table grape Annual Investment Plan 2021/22

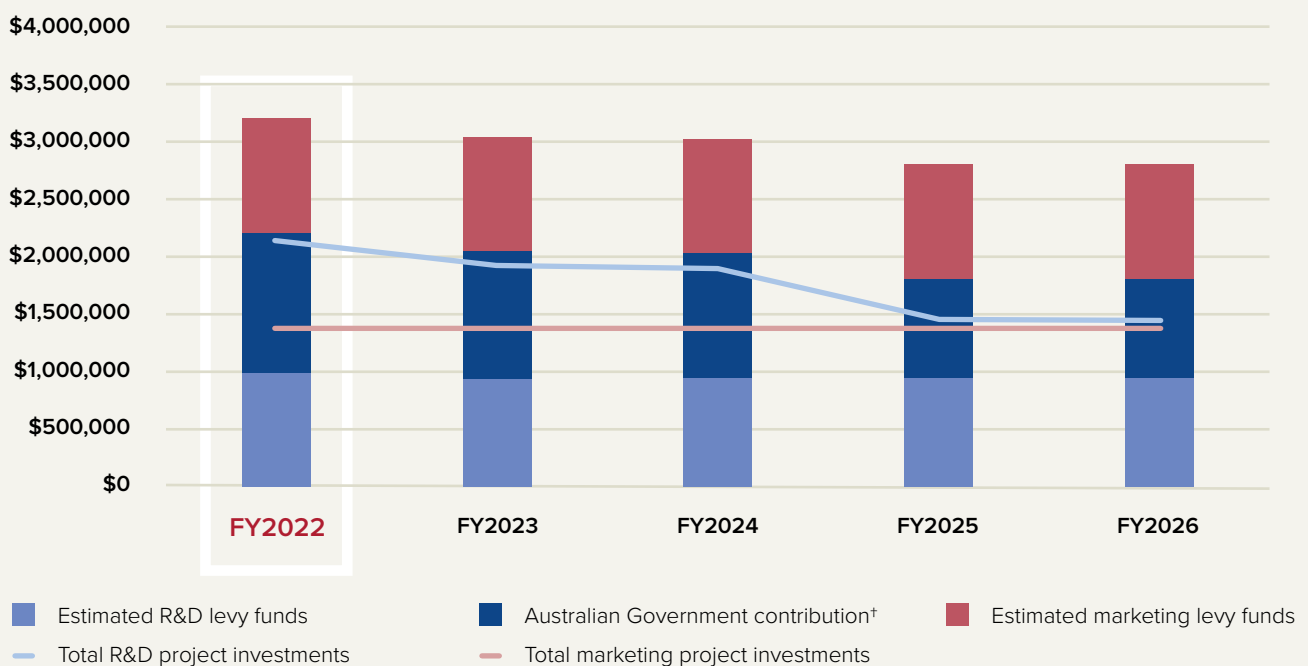


The 5-year Strategic Investment Plan

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

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

FIGURE 1. INDICATIVE FUNDING AVAILABILITY FOR THE TABLE GRAPE FUND'S FIVE-YEAR INVESTMENT PROGRAM



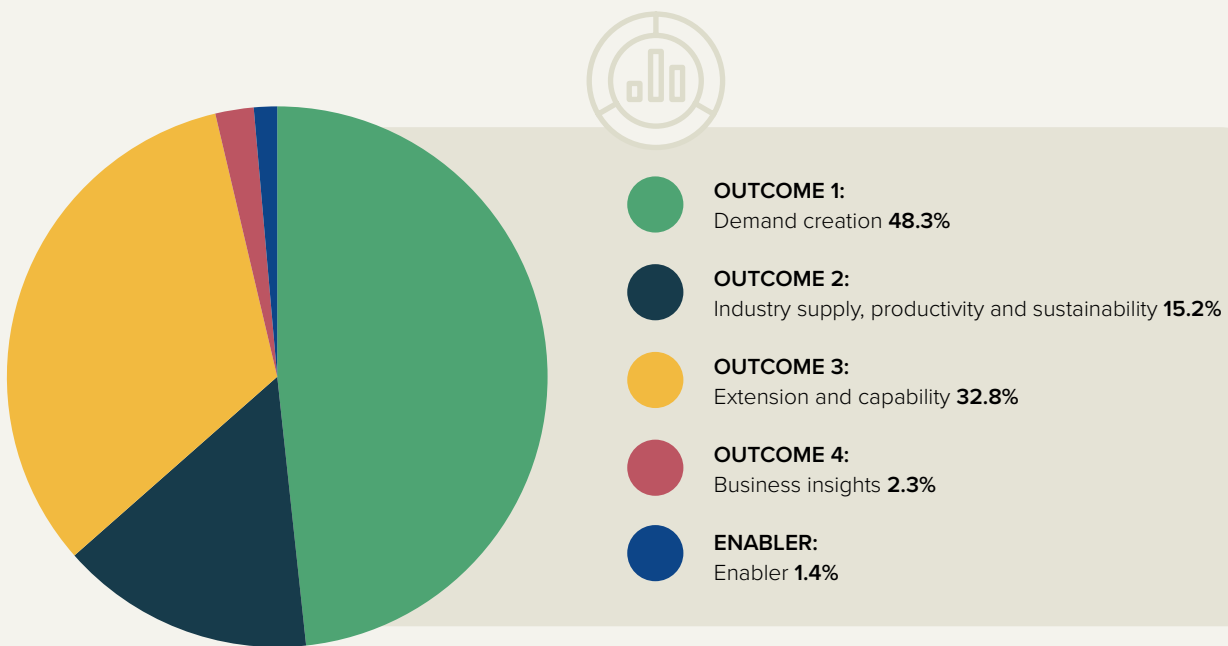
[†] Australian Government contribution is only applicable to the estimated levy funds for R&D.

About the table grape Annual Investment Plan

Investment decisions in the Table Grape Fund are guided by the table grape 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 table grape AIP each year.

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

FIGURE 2. TABLE GRAPE STRATEGIC INVESTMENT PLAN EXPENDITURE ANALYSIS FY2022



\$1,879,869

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

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

Outcome 1 – Demand creation

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

Outcome 2 – Industry supply, productivity and sustainability

The Australian table grape industry has increased production efficiency, sustainability, and profitability through innovative research and development, robust biosecurity systems and consistent high-quality fruit.

Outcome 3 – Extension and capability

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

Outcome 4 – Business insights

The Australian table grape industry is more profitable through informed decision-making using consumer knowledge and tracking of 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 TABLE GRAPE ANNUAL INVESTMENT PLAN 2021/22 AS AT 1 JULY 2021

RESEARCH AND DEVELOPMENT

	\$
OPENING FUND BALANCE	878,603
Levy income	1,000,000
Levy collection costs	(30,000)
Australian Government contribution	1,218,750
Other income	–
TOTAL INCOME	2,188,750

Contracted R&D projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Improve existing markets and establish new market access protocols to ensure commercially-viable export pathways	TG18003	Cold disinfestation verification trials for table grapes (Taiwan)	–	–	–	–	152,456
Demand creation	Maintain and improve trade through business-to-business engagement activities and in-market representation in mature and emerging trade markets	TG20001	In market Resourcing China and Korea 2021	–	–	–	–	100,000
Demand creation	Improve existing markets and establish new market access protocols to ensure commercially-viable export pathways	MT14052	Essential Market Access Data Packages	–	130,815	–	46,665	177,480
Demand creation	Build domestic consumer demand for fresh, quality Australian table grapes through knowledge, attitudes and purchase intent	TG19004	Minimum maturity standards adoption across the table grape supply chain	112,964	–	112,963	–	225,927
Demand creation	Improve existing markets and establish new market access protocols to ensure commercially-viable export pathways	TG20000	Table Grape Market Access & Trade Development	74,618	–	174,618	–	249,236

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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	Provide regulatory support and coordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT17007 / TG16000	Minor Use Coordinator / Minor Use Permits	–	–	–	–	4,050
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	ST16008	AgVet Collaborative Forum for Plant Industries	–	–	–	–	600
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	ST19017 / MT19004	Biosecurity Preparedness through developing capacity for in-field detection of Spotted Wing Drosophila	–	–	–	–	15,000
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	ST19018	Mitigating the potential spread of Xylella fastidiosa by understanding vectors	–	–	–	–	20,000
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	AM17001	Developing a national systems approach for meeting bio-security requirements to access key Asian markets	–	16,000	–	16,000	32,000
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	FF18003	SITplus production facility – proof of concept	–	36,429	–	35,714	72,143
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)	–	9,718	–	8,218	17,936
Industry supply, productivity and sustainability	Design and trial innovative production technologies to drive improvements in productivity, input use efficiency and system resilience in existing production regions	MT18005	Improving access to new germplasm through faster and more accurate diagnostics (PBRI)	15,000	–	15,000	–	30,000

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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	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	MT19003	Parasitoids for the management of fruit flies in Australia	15,000	–	–	15,000	30,000
Industry supply, productivity and sustainability	Provide regulatory support and coordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*	MT20007	Regulatory Support & Response Co-ordination	–	2,472	–	–	2,472
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	TG18000	Review of the Biosecurity plan for the grape industries	1,700	–	–	–	1,700
Industry supply, productivity and sustainability	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	TG19001	Trapping efficacy in table grape vineyards for area wide management of Queensland fruit fly	30,000	–	–	30,000	60,000
Extension and capability	Create positive change in the priority areas, high-quality production, biosecurity/plant protection, climate variability and exports through delivery of communications and extension capability	TG19005	Independent M&E planning and mid term evaluation of TG19000	–	–	–	–	–
Extension and capability	Create positive change in the priority areas, high-quality production, biosecurity/plant protection, climate variability and exports through delivery of communications and extension capability	TG18004	Table Grape Industry Communications Program	–	116,062	–	116,062	232,124
Extension and capability	Create positive change in the priority areas, high-quality production, biosecurity/plant protection, climate variability and exports through delivery of communications and extension capability	TG19000	Extension of Technologies and Best Management Practice to the Australian Table Grape Industry	192,366	–	192,366	–	384,732
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT17015	Consumer behavioural and retail data for fresh produce (Woolworths Raw Data)	6,321	6,321	–	–	12,642

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Contracted R&D projects (continued)

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Business insights	Use trade data to guide ongoing export development opportunities*	MT19005	Horticulture Trade Data	–	3,013	–	3,013	6,026
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	TG19003	Table Grape Consumer Acceptance & Attitudes	–	–	24,457	–	24,457
Enabler	Enabler	MT18011	Ex-post impact assessment	6,911	5,528	–	–	12,439
Enabler	Enabler	MT21002	Hort Innovation Fund Annual Reports 2020/21	–	–	–	–	1,922
Enabler	Enabler	MT20003	SIP Development Support	–	–	–	–	11,743
Contracted investment				454,880	326,358	519,404	270,672	1,877,084

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	Reduce the impact of endemic pests and diseases and the potential impact of an exotic pest/ disease incursion and the by improving industry preparedness and resilience to biosecurity threats	TBC	National Fruit Fly Council (Phase 4)	–	–	–	–	–
Business insights	Use production forecasts to inform long-term and/or in-season market planning and supply strategies	TBC	Scoping study for production forecasting	–	–	–	–	20,000
Demand creation	Improve existing markets and establish new market access protocols to ensure commercially-viable export pathways	MT20000	Improving On-Shore Cold treatment	–	–	–	–	15,000
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	–	–	–	–	13,986

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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 \$
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	7,133
Uncontracted new investment				–	–	–	–	80,118
Available for new investment								117,250
CCR								331,500
Projected end balance								661,401

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	3,394,587
Levy income	900,000
Levy collection costs	(28,000)
Other income	85,000
TOTAL INCOME	957,000

Contracted marketing projects

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Build domestic consumer demand for fresh, quality Australian table grapes through knowledge, attitudes and purchase intent	MT20600	Media Strategy, Planning & Buying Services	801	592	801	592	2,785
Contracted investment				-	-	-	-	2,785

Uncontracted new marketing investments*

Outcome	Strategy	Project code	Project title	Quarter 1 \$	Quarter 2 \$	Quarter 3 \$	Quarter 4 \$	Total \$
Demand creation	Improve existing markets and establish new market access protocols to ensure commercially viable export pathways	TBC	Export Marketing Plan	-	-	-	-	1,000,000
Demand creation	Build domestic consumer demand for fresh, quality Australian table grapes through knowledge, attitudes and purchase intent	TBC	Domestic Marketing Plan	-	-	-	-	200,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21650	Brand Health Tracking	-	-	-	-	12,000
Uncontracted investment				-	-	-	-	1,212,000

Available for new investment	1,500,001
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CCR	513,259
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Projected end balance	1,123,542
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* 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 Table Grape Fund
at www.horticulture.com.au/table-grape/