

# Turf Annual Investment Plan 2021/22

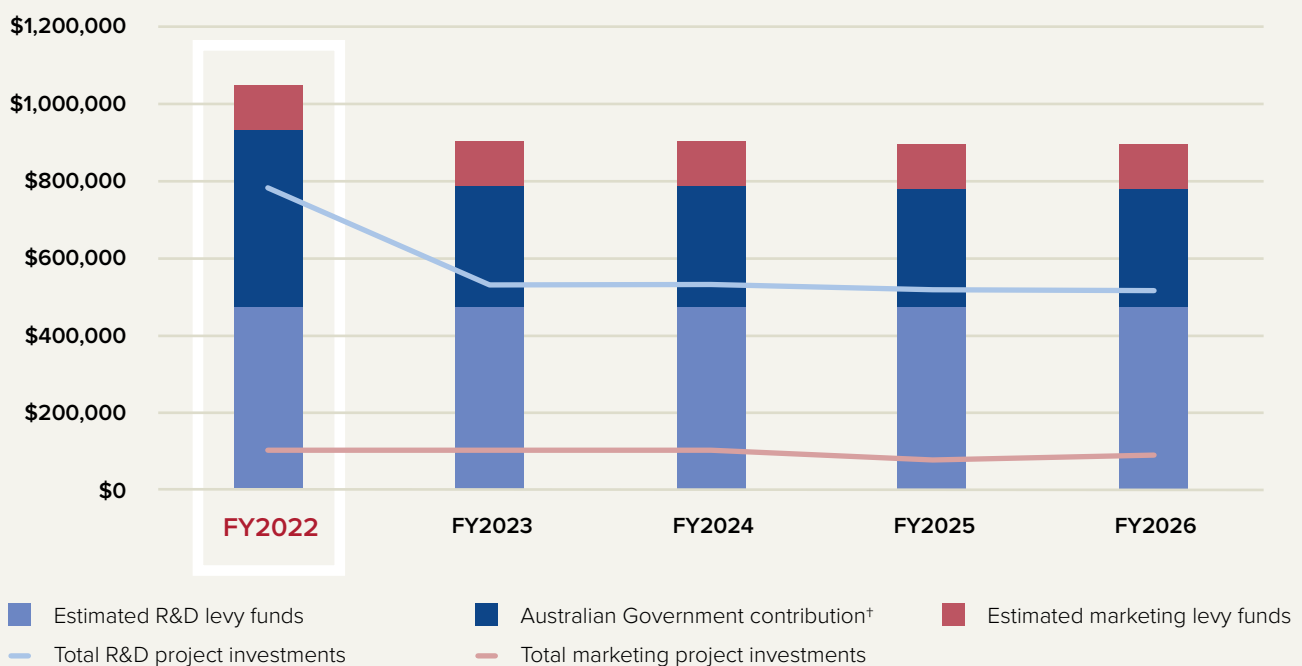


# The 5-year Strategic Investment Plan

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

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

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



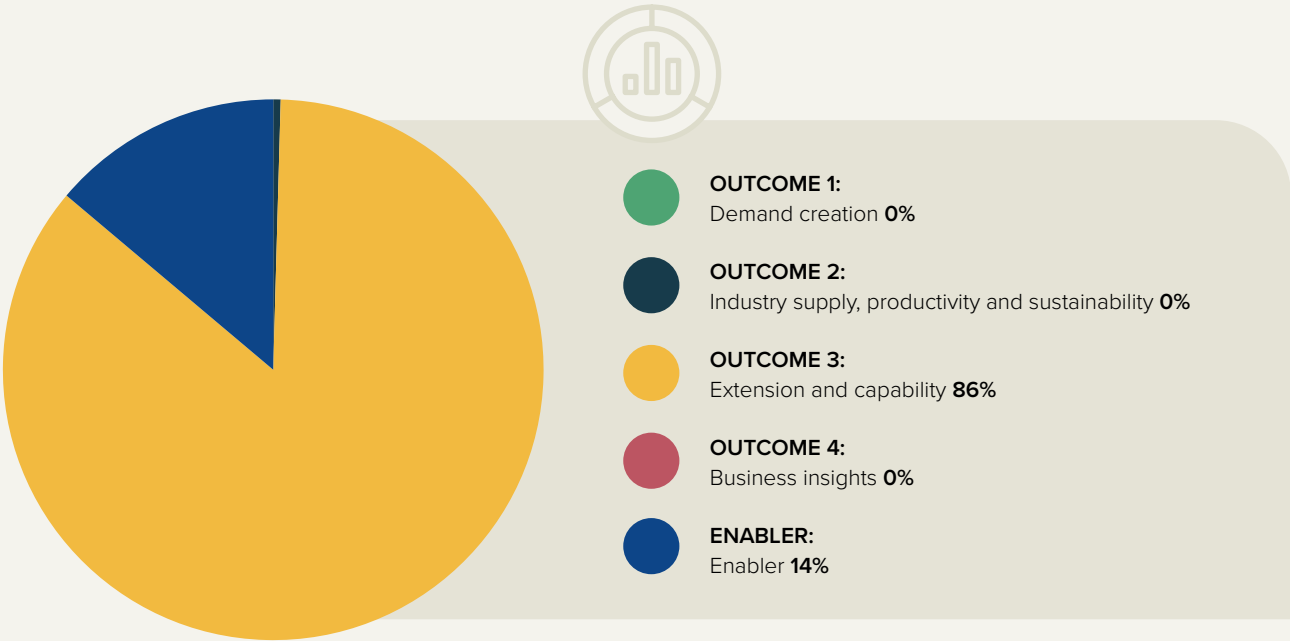
\* Australian Government contribution is only applicable to the estimated levy funds for R&D.

# About the turf Annual Investment Plan

Investment decisions in the Turf Fund are guided by the turf 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 turf AIP each year.

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

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



**\$303,572**

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

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

## Outcome 1 – Demand creation

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

## Outcome 2 – Industry supply, productivity and sustainability

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

## Outcome 3 – Extension and capability

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

## Outcome 4 – Business insights

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

## Enabler

Investments that support the delivery of the Strategic Investment Plan.

**TABLE 1. INDICATIVE ESTIMATES** FOR THE TURF ANNUAL INVESTMENT PLAN 2021/22 AS AT **1 JULY 2021****RESEARCH AND DEVELOPMENT**

	\$
<b>OPENING FUND BALANCE</b>	<b>360,024</b>
Levy income	475,000
Levy collection costs	(19,966)
Australian Government contribution	458,209
Other income	–
<b>TOTAL INCOME</b>	<b>913,243</b>

## Contracted R&amp;D projects

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	–	1,336	–	–	1,336
Extension and capability	Provide opportunity for the required levels of engagement between industry, across industry members and relevant stakeholders to innovate through trusted relationships	TU16002	National Market Development Program for the Australian Turf Industry	136,118	–	–	–	136,118
Extension and capability	Deliver communication and extension capability to create positive change, through use of business insights in the areas of demand creation and industry supply, productivity and sustainability	TU16004	Australian Turf Industry Communication program	102,457	–	–	–	102,457
Extension and capability	Strengthen industry skills and leadership for the turf industry through targeted leadership development, training and career pathway initiatives to encourage and maintain the next generation of turf producers and industry participants	TU19002	Turf Next Gen Program	–	10,800	–	10,800	21,600

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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 \$
Enabler	Enabler	MT18011	Ex-post impact assessment	2,061	1,649	–	–	3,709
Enabler	Enabler	MT20008	Industry-specific impact assessment program: RB, BS, MG, NY, and TU	20,640	10,320	–	–	30,960
Enabler	Enabler	TU20910	Industry Advices & Grower Consultation	7,391	–	–	–	7,391
<b>Contracted investment</b>				<b>268,667</b>	<b>24,105</b>	<b>–</b>	<b>10,800</b>	<b>303,572</b>

## Uncontracted new R&amp;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	–	–	–	–	–
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21003	Demand Spaces	–	–	–	–	6,535
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21200	Usage and attitudes	–	–	–	–	3,333
<b>Uncontracted new investment</b>				<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>9,868</b>

<b>Available for new investment</b>	<b>531,710</b>
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<b>CCR</b>	<b>136,017</b>
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<b>Projected end balance</b>	<b>292,100</b>
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**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

	\$
<b>OPENING FUND BALANCE</b>	<b>42,047</b>
Levy income	122,000
Levy collection costs	(7,600)
Other income	-
<b>TOTAL INCOME</b>	<b>114,400</b>

## Contracted marketing projects

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

## 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*	TBC	FY22 Marketing Plan	–	–	–	–	96,000
Business insights	Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	MT21650	Brand Health Tracking	–	–	–	–	12,000
<b>Uncontracted investment</b>				–	–	–	–	<b>108,000</b>
<b>Available for new investment</b>								<b>351</b>
<b>CCR</b>								<b>23,666</b>
<b>Projected end balance</b>								<b>24,430</b>

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- 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 Turf Fund  
at [www.horticulture.com.au/turf/](http://www.horticulture.com.au/turf/)