

Nursery Fund

2017/18
ANNUAL REPORT



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SUMMARY BY
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We're for growers

At Hort Innovation it's our job to work with industry to invest the nursery levy and Australian Government contributions into initiatives to help growers be as productive and profitable as possible – and 2017/18 was another fantastic year of growing better, together.

With **more than \$2.6 million invested by Hort Innovation into R&D for the nursery industry during 2017/18**, including into a range of new projects, I'm happy to be able to share with you all the key insights in this Hort Innovation Nursery Fund Annual Report.

You'll find a top-level list of all R&D investments from the year on **p3**, and can explore the research projects in more detail from **p4**. Just some of the highlights include the industry benchmarking investment that delivered a valuable data tool for the industry, strong work into pest and disease management, plus the host of research backing the 2020 Vision and other initiatives around green space, building the evidence base for Australian nursery products.

Meanwhile **in marketing, the Nursery Fund program saw some \$940,000 invested during the year to raise the profile and use of Australian nursery products**, including through the award-winning consumer-focused Plant Life Balance campaign. Find an overview of the marketing activity from **p10**.

On a personal note, during the year it was great getting to connect with you about everything going on in the Nursery Fund, to hear your thoughts, and to share ideas. During 2018/19 I'm looking forward to even more opportunities to connect in person, and I remind you that you can reach me any time at john.vatikiotis@horticulture.com.au or on 0429 022 637 if there's something you'd like to ask or discuss around levy investments.

I also encourage you to explore the easy ways you can stay close to all of the good things your levy is achieving throughout the year...

- » **Become a member.** Paying a levy doesn't automatically make you a Hort Innovation member, but signing up is free at www.horticulture.com.au/membership. As well as providing the opportunity for voting rights at the organisation's Annual General Meeting, Hort Innovation membership includes exclusive email alerts with industry-specific news and opportunities, direct invitations to explore investment updates and more.
- » **Check out Hortlink.** This digital publication provides an update on all new, ongoing and recently completed investments in the Hort Innovation Nursery Fund. The latest edition is always available from the Nursery Fund page at www.horticulture.com.au/nursery, while members have *Hortlink* sent straight to their inboxes.
- » **Engage with your industry communications program.** The *Communication program for the Australian nursery industry 2015-2018* (NY15006) has been dedicated to bringing the latest information and advice to nursery businesses, including news, outcomes and resources related to levy investments (look for the Hort Innovation Nursery Fund logo to easily identify work related to your levy). The communications program has been funded through the Hort Innovation Nursery Fund, with more info available on **p7**. As the current program is concluding towards the end of the 2018 calendar year, at the time of writing Hort Innovation was working with industry to establish a new investment to continue its work.

Here's to another great year of investments and connection in 2018/19,

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Making levy investments

Discover how the nursery levy and Australian Government contributions are invested through the Hort Innovation Nursery Fund in this quick recap.

Where do investment ideas come from?

Great investments start with great ideas, and Hort Innovation encourages all growers and other industry participants to share their thoughts and suggestions for the research and marketing initiatives they want to see.

Ideas can be submitted any time via Hort Innovation's simple Concept Proposal Form. Visit www.horticulture.com.au/innovation-concept-pipeline.

Ideas can be for your specific industry – to be funded by the industry levy and, in the case of R&D, Australian Government contributions – or they can be for Hort Innovation's strategic partnership initiative, Hort Frontiers. Hort Frontiers projects address broader, longer-term and more complex issues facing Australian horticulture as a whole, and are funded through partnerships with co-investors. Visit www.hortfrontiers.com.au for more.

How are levy decisions made?

Let's talk 'SIPs' and 'SIAPs'!

Investments specific to the Hort Innovation Nursery Fund are guided by the industry's Strategic Investment Plan (SIP), which was finalised by Hort Innovation in June 2017 after close consultation with growers and other industry stakeholders.

The SIP outlines key industry priorities for investment and can be found on the Nursery Fund page at www.horticulture.com.au/nursery.

The SIP document is used like a 'roadmap' by the nursery Strategic Investment Advisory Panel (SIAP) – a panel made up of growers and other industry representatives, which has a key role to play in the investment process. The SIAP discusses investment ideas at consultation meetings, with the SIP guiding them, in order to provide advice to Hort Innovation on potential levy investments.

Details of the SIAP panellists and summaries of the SIAP's meetings can be found at www.horticulture.com.au/nursery.

What happens next?

The SIAP's advice is used by Hort Innovation to work suitable ideas into project proposals. The proposals are then made public for potential delivery partners to submit responses. Current opportunities are always listed at www.horticulture.com.au/delivery-partners.

At the end of the process the responses are assessed, often with the assistance of industry, and the best delivery partner for the work is chosen. A contract is then issued and the work begins.

How can I keep track of investments?

Newly contracted projects are announced in Hort Innovation's *Hortlink* publication, with the latest edition emailed directly to members three times a year and always available from the Nursery Fund page at www.horticulture.com.au/nursery. *Hortlink* also provides updates on ongoing and recently completed investments.

The industry communications program also provides regular information on levy-funded activity. See [p7](#) for more.



R&D project list 2017/18

NEW INVESTMENTS IN 2017/18

NY17000	Where should all the trees go? – delivering the insights to stakeholders
NY17001	Nursery industry conference partnership
NY17004	Nursery industry 2020 Vision independent review
NY17005	Metropolitan urban forestry
NY16003	A review of diagnostic technologies to benefit the Australian nursery industry
NY16009	2020 Vision training/capacity building program
ST16008	AgVet collaborative forum

ONGOING INVESTMENTS IN 2017/18

NY15001	Evaluation of nursery tree stock balance parameters
NY15002	Building the resilience and on-farm biosecurity capacity of the Australian production nursery industry
NY15004	National Nursery Industry Biosecurity Program
NY15006	Communication program for the Australian nursery industry 2015-2018
NY15009	NGIA – communications support on NY15006 – nursery industry communications
GC15000	Developing the business case for green cities
LP15001	Global Masterclass in Horticultural Business



ONGOING INVESTMENTS IN 2017/18 (continued)

LP15006	Attracting new entrants into Australian horticulture – promoting careers in horticulture
MT16002	Green industry growing leaders program
MT16004	RD&E program for control, eradication and preparedness for vegetable leafminer

INVESTMENTS COMPLETED IN 2017/18

NY16004	Nursery industry statistics and research 2016/17
NY16007	Integrating plant life into building and infrastructure rating tools
NY16008	Healthy homes index
GC15004	Measuring Australia's green space asset
MT15032	Monitoring and evaluation framework for the industry Strategic Investment Plan
MT15033	Strategic Investment Plan

During the 2017/18 financial year, all Australian levy paying horticulture industries also contributed to across-industry projects addressing issues that affect horticulture as a whole. Visit www.horticulture.com.au/across-horticulture for financial documents and information on this program.

R&D report

Take a closer look at some of the key investments in the Hort Innovation Nursery Fund during 2017/18. Any resources from these and other levy-funded projects – such as fact sheets, guides and more – are published on your grower page at www.horticulture.com.au/nursery as they become available.

A review of diagnostic technologies to benefit the Australian nursery industry (NY16003)

NEW IN 2017/18

Key research provider: The Victorian Department of Economic Development, Jobs, Transport and Resources (DEDJTR)

This investment is tasked with identifying smart surveillance tools for detecting endemic and exotic pests of relevance to the Australian nursery industry, in both lab and point-of-care settings. It is set to provide recommendations for diagnostic tools for further evaluation and adoption, to bolster biosecurity and minimise the impact of pests and diseases on the industry.

202020 Vision training/capacity building program (NY16009)

NEW IN 2017/18

Key research provider: Republic of Everyone

Beginning in late 2017, this program is responsible for driving awareness of and engagement with 202020 Vision activities and resources through regular digital updates provided to growers and other industry stakeholders, as well as national and regional workshops as required. It continues to...

- » Deliver monthly e-newsletters to growers with updates on the 202020 Vision
- » Produce content for the regular 202020 Vision spread that appears in *Hort Journal* issues
- » Deliver talks and workshops, which in 2017/18 included several information and training opportunities around the 202020 Vision's first consumer-facing campaign, Plant Life Balance.

Metropolitan urban forestry (NY17005)

NEW IN 2017/18 & NOW COMPLETE

Key research provider: Republic of Everyone

This investment began in January 2018 to feed into the industry's 202020 Vision initiative, and concluded in the initial months of 2018/19. It was tasked with developing a deeper understanding of urban greening policies and progress at a metro/state level, including identifying any barriers to establishing green space. It also provided education and a touch point for organisations including councils, government departments and others seeking information on green space in the context of planning. This included delivery of regular e-newsletter updates through the 202020 Vision network and updates via the 202020 Vision LinkedIn group.

Where should all the trees go? – delivering the insights (NY17000)

NEW IN 2017/18 & NOW COMPLETE

Key research provider: Republic of Everyone

Beginning in January 2018 and concluding just inside the 2018/19 period, this short project followed previous investment *Where should all the trees go? An investigation of the impact of tree canopy cover on socio-economic status and wellbeing in LGAs* (NY16005). The initial project looked at changes to canopy cover in Australia's metropolitan local government areas (LGAs), identifying priority areas for greening across Australia and monitoring progress towards the 202020 Vision goal of making Australia's urban areas 20 per cent greener by the year 2020. It also looked at the relationships between tree canopy cover and socio-economic, health and wellbeing factors in LGAs.

Continues >>

Want to keep up to date with the latest information on new, ongoing and recently completed R&D investments throughout the year? Check out Hort Innovation's **Hortlink** publication – the latest edition is always available from your grower page, www.horticulture.com.au/nursery.

Project NY17000 was responsible for taking findings from the earlier research and delivering them at workshop-style 'Green Light Tour' information sessions across the country for industry leaders, landscape architects, government department staff and other relevant stakeholders.

Nursery industry conference partnership (NY17001)

NEW IN 2017/18 & NOW COMPLETE

Key research provider: Nursery & Garden Industry Australia

This investment supported the communication of levy-related activities to growers at the 2018 Nursery Garden Industry National Conference & Exhibition, held in Hobart from February 19 to 21. Industry conferences are held every second year to help develop the skills of nursery industry participants, including through the adoption of R&D and marketing outcomes, networking and more. The 2018 event's theme was 'The Growing Edge'.

Nursery industry statistics and research 2016/17 (NY16004)

NOW COMPLETE

Key research provider: Nursery & Garden Industry Australia

This investment was tasked with collecting a range of data related to the volume and value of nursery production – bringing together key statistics to allow nursery growers and the broader industry to make timely and effective decisions in planning and resource prioritisation, as well as track market trends and industry performance over time.

The result was an Excel-based tool designed to help users benchmark core aspects of their business against the results of the extensive sample survey of more than 220 nursery production businesses. The tool allows users to make comparisons in relation to the type of plants sold and the market segments operated in. It also allows users to compare business sales, number of employees and wages to national averages, and compare their views on the future of the nursery industry to those of their peers.

All nursery levy payers can request a copy of the tool by emailing communications@horticulture.com.au. Hort Innovation also continues to invite all feedback on the tool, which will help contribute to future improvements in nursery industry data resources.

Integrating plant life into building and infrastructure rating tools (NY16007)

NOW COMPLETE

Key research provider: Edge Environment

This investment was tasked with consolidating evidence of the benefits of vegetation and green spaces in the built environment, and communicating these benefits to an audience spanning the property, infrastructure and nursery sectors.

The project team noted that a significant amount of research existed, both nationally and internationally, identifying and quantifying the benefits of green infrastructure. The project's work brought these findings together in a literature review and in case studies suitable for communication to key decision-makers. Subsequently, a range of consultations took place with those involved in the on-the-ground development (designing, planning and building), regulation and operation of green infrastructure.

As part of this process, the project was able to provide scientific evidence to the Green Building Council of Australia and the Infrastructure Sustainability Council of Australia, to help underpin the development of 'credits' in their rating tools relating to the integration of plants in the buildings and infrastructure. The rating tools are the Infrastructure Sustainability Rating Tool and Green Star ratings.

The research team reported that their work "supported rating tool developers in strengthening the role of green infrastructure in their schemes, in turn encouraging the wider built environment sector to plan, design and deliver more green assets into our built environment."

Information sheets were also produced by the project for audiences including the nursery industry, infrastructure sector and property sector. The resource for the nursery industry includes information on the opportunities that exist with the green building and infrastructure market, and how to harness them.



Healthy homes index (NY16008)

NOW COMPLETE

Key research provider: RMIT University

A range of research has shown a wide number of benefits to having plants in indoors, including for boosting air quality and supporting mental wellbeing. This short project, which ended just inside the 2017/18 period, drew on this existing research, reviewing and synthesising the knowledge into a scale of plant benefits. This scale was then used in the development of the Plant Life Balance smartphone app for consumers, which was launched in October 2017 through the Hort Innovation Nursery Fund marketing program. See the marketing snapshot on p10 for more on the app.

Building the resilience and on-farm biosecurity capacity of the Australian production nursery industry (NY15002)

Key research provider: The Queensland Department of Agriculture and Fisheries

Beginning in 2016, this investment aims to enhance the biosecurity preparedness of the Australian nursery industry. It builds on earlier project *Plant health, biosecurity, risk management and capacity building for the nursery industry* (NY11001) and is developing new contingency plans and producing new and updated information for growers.

Key project activities continue to include...

- » Production of content and imagery for the industry's Pest Identification Tool (www.pestid.com.au), to make diagnostic identifications more financially viable for production nurseries
- » Delivery of biosecurity-focused webinars, as well as workshops in all states and territories
- » Development and updating of grower resources including pest management plans, fact sheets and contingency plans
- » Diagnostics, with samples submitted for analysis by pest and disease diagnostic service Grow Help Australia.

During 2018, as requested by industry, an additional element of the project was to be a biosecurity simulation exercise relating to *Xylella fastidiosa*, to be delivered by Plant Health Australia.



National Nursery Industry Biosecurity Program (NY15004)

Key research provider: Nursery & Garden Industry Australia

The National Nursery Industry Biosecurity Program aims to ensure production nurseries in Australia are aware of and prepared for incursions of exotic plant pests, and that they have effective market access mechanisms in place to maintain business functionality.

Beginning in 2016, a key part of the project is the industry on-farm biosecurity program BioSecure HACCP, to underpin national market access with electronic certification. BioSecure HACCP assists growers in assessing pest, disease and weed risks and supports the implementation of management strategies within businesses. It is one program under the Nursery Production Farm Management System (Nursery Production FMS), which is now an entirely nationally governed and administered system that also includes the EcoHort system and the Nursery Industry Accreditation Scheme Australia (NIASA) Best Management Practice program.

RD&E program for control, eradication and preparedness for vegetable leafminer (MT16004)

Key research provider: Cesar, in conjunction with others

Beginning in 2017 for and funded by the nursery and vegetable industries, this investment is bolstering preparedness for and protection against the potential spread of vegetable leafminer (*Liriomyza sativae*) through Australian growing regions. The pest is capable of infesting a broad range of crops and was first detected on the country's mainland in 2015, in a backyard garden in the Cape York Peninsula community of Seisia.

Specific project activities include developing information and resources for monitoring, managing and eradicating leafminer; identifying and modelling the spread of the pest; reviewing and looking at accessibility of chemical and biological control options; and generally increasing awareness and understanding of vegetable leafminer in the relevant industries and in the community.

Communication program for the Australian nursery industry 2015-18 (NY15006)

Key research provider: Cox Inall Communications

The industry's communication program ensures Australian nursery and garden growers and other industry stakeholders are kept up-to-date with the latest news, information and R&D and marketing updates to support decision-making within businesses.

It produces and maintains a number of regular communication channels, including but not limited to...

- » Regular *Nursery Papers* looking at current industry projects, available online and included in issues of *Hort Journal*
- » The *Your Levy @ Work* newsletter
- » The Nursery & Garden Industry Australia (NGIA) website, www.ngia.com.au, and the Your Levy @ Work website, www.yourlevyatwork.com.au
- » Written and video case studies, searchable on the NGIA website
- » NGIA social media channels including Facebook, Twitter, YouTube and LinkedIn.

Media releases, the production of regular case studies for peer-to-peer learning and video content also form part of the communication program.

The communications investment is also supported by the project *NGIA – communications support on NY15006 – nursery industry communications* (NY15009), which provides funding to NGIA to facilitate work with the communication program's external service provider.

Evaluation of nursery tree stock balance parameters (NY15001)

Key research provider: Western Sydney University

This investment originally ran from mid-2015 to mid-2017, looking at how species differences and climatic conditions in different production regions can affect the root-to-shoot balance in tree stock. This research was used to inform a revision of the Australian Standard AS2303:2015 Tree Stock for Landscape Use – the nationally recognised standard for assessing and specifying tree stock quality. Public comments on the draft revised standard closed in August 2018, with further announcements to come from Standards Australia.

In the 2016/17 Nursery Fund Annual Report, this investment was reported as a completed research initiative, however the project was subsequently extended to allow the delivery of an industry engagement program, responsible for communicating the research findings back to growers and helping in the adoption of the relatively new nationwide quality assessment standard for nursery-grown trees for landscape use.

Green industry growing leaders program (MT16002)

Key research provider: The Right Mind

This multi-industry leadership-building project runs and supports the participation of nursery and turf workers in an industry-specific leadership education course. The program, conducted online and through face-to-face sessions, is designed to help participants define their leadership style, manage conflict, shape team culture, communicate effectively and more. Learn more about the course, and register your interest to take part in the 2019 run, at www.therightmind.com.au/programs.



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Global Masterclass in Horticultural Business (LP15001)

HORT FRONTIERS

Key research provider: University of Tasmania in partnership with Lincoln University and Wageningen Research Academy

The Masterclass in Horticultural Business course was developed under the Hort Frontiers Leadership Fund and is aimed at fostering new innovators and leaders for the Australian horticulture industry. Best described as a 'mini MBA', it's a nine-month course where participants develop their business skills and build their own business plans for the future. The course is delivered predominantly online, with several face-to-face sessions and field trips to some of Australia's savviest horticulture outfits.

Nursery levy has been co-invested into the Masterclass investment to support scholarships for industry levy-payers. For the 2018 Masterclass, four nursery scholarships were awarded.

Attracting new entrants into Australian horticulture – promoting careers in horticulture (LP15006)

HORT FRONTIERS

Key research provider: Rimfire Resources

This project, part of the Hort Frontiers Leadership Fund, is about engaging graduate students with the horticulture industry. It involves a Graduate Engagement Program with a two-phased approach that's designed to attract the right people, retain them and support their ongoing leadership development. The first phase involves students undertaking internships within horticulture businesses, for which funding support is offered for both the student and the business. The second phase involves employment of students following graduation, with Hort Innovation co-investing to support the first-year salary and participation in a five-day leadership program.

Measuring Australia's green space assets (GC15004)

NOW COMPLETE

HORT FRONTIERS

Key research provider: The University of Technology Sydney

Nursery levy was co-invested in this Hort Frontiers Green Cities Fund project. The research was tasked with looking at tools and methods available around the world, and currently used in Australia, for mapping, monitoring and reporting on urban green space – as well as investigating the areas relating to urban green space that stakeholders such as local councils, landscape architects and others are interested to see reporting on. The project developed a blueprint for a potentially nationally-consistent urban green space decision-support framework.



Full details of completed research can be found in project final reports which, when finalised, are available to order at www.horticulture.com.au/final-report-order-form. Final reports are free to Australian horticulture levy payers, registered Hort Innovation members and industry representative bodies.

Marketing report

Hort Innovation is responsible for investing the nursery marketing levy into a range of activities to drive awareness and support the use of Australian nursery products, under the Hort Innovation Nursery Fund. These activities have traditionally had a focus on the 2020 Vision – the movement to increase urban green space by 20 per cent by the year 2020 – while 2017/18 also saw a new consumer element added, with the launch of the Plant Life Balance campaign. This campaign is the focus of this annual report update.

Plant Life Balance is the industry's consumer-facing campaign that's designed to get more Australians buying green life for their homes, both indoors and out. Launched on October 30, 2017, the campaign has performed strongly to date, exceeding all expectations and key performance indicators (KPIs) set at the program's inception.

Plant Life Balance combines fashion and styling for homes with science that focuses on the two fundamental benefits of including more plants in the home environment: air quality and wellbeing. The campaign uses technology and social media to connect with a target audience of women aged between 25 to 35, to help build their confidence and inspire them to get more 'plant life balance' in their lives.

Inspiring plant looks

The campaign launched with seven stylised plant looks to offer consumers inspiration, with four more added at the end of March 2018 in time for autumn, maintaining interest in both the Plant Life Balance app and website (www.plantlifebalance.com.au), and continuing to influence attitudes and drive behaviour changes. The 11 looks were developed in partnership with online horticulturalist *The Planthunter*, involving a combination of indoor and outdoor spaces (backyard, balcony, courtyard and inside). Each unique look provides inspiration on how to create beautiful plant styles in the home environment, and with more 130 plants to choose from things have been designed so there is something for everyone.

The Plant Life Balance app

One of the key platforms to communicate the health benefits and inspire creativity with plants is the Plant Life Balance app. Like a 'try before you buy' experience, the app – backed by research from the Nursery Fund R&D program – allows users to take a photo of their space and rate the health of it. They can then drag and drop plants into the space and instantly see the health and wellbeing benefits of adding more greenery.

This app is the first of its kind in the world. You can see how it works by watching the video at www.bit.ly/2y5F3uw and learn more, including how to download the app, at www.plantlifebalance.com.au.

At the end of just its second week, the app had officially been downloaded 10,000+ times, hitting the original download target far earlier than anticipated. At the time of writing, downloads were close to 50,000 and were continuing to grow week on week.



The app also received worldwide recognition after being awarded both the People's Choice and the Judges' Choice awards at the 2018 International Webby Awards, for the best lifestyle app globally. With 13,000 entries and more than three million votes cast, this was a proud moment for the industry and everyone involved in the inception and rollout of Plant Life Balance.

PR, media partnerships and social media

Throughout the initial Plant Life Balance launch phase, from October 30, 2017 to January 31, 2018, a national public relations (PR) and media campaign was active, driving the science, the new looks and the app. Ambassadors including celebrity garden guru Jamie Durie, *The Planthunter* editor Georgina Reid and blogger/influencer Chantelle Ellem from 'Fat Mum Slim' were also leveraged across major metro broadcast channels as well as titles across the lifestyle, health/wellbeing, technology, home/gardening, marketing and industry categories. The campaign also saw media partnerships with *Domain*, *Concrete Playground* and *Pedestrian TV*, with significant reach delivered.

In total, this activity resulted in more than 700 pieces of media coverage, with a combined reach of 55 million people. In addition, the program grew the Plant Life Balance Instagram page to 10,000 followers while reactivating the Facebook page with scale, growing the community to more than 30,000.



Independent retail training and support

To date there has been great in-store take-up of Plant Life Balance from independent nurseries, which was helped by an educational retail roadshow tour that was held across the country ahead of the campaign launch and supported by the Nursery Fund R&D program. The roadshow events were the first opportunity for retail nurseries to see the app, learn about the science behind the campaign and discuss ways Plant Life Balance could be used to engage customers and increase sales.

Free printed collateral packs were delivered to all Plant Life Balance champion independent retail nurseries across the country to help them promote and leverage the campaign in-store. Three how-to guides were also developed to educate nurseries on how to utilise the campaign, including *How to Create a Live App Experience*, *How to Run a Social Media Competition* and *How to Use Social Media Channels to Increase Sales*. There are now more than 100 Plant Life Balance accredited independent retail nurseries and more than 160 accredited individuals from these stores.

To learn more about accreditation, visit www.plantlifebalance.com.au/accreditation, while other information and resources relating to Plant Life Balance are available from the Growers' Hub at www.202020vision.com.au.

Bunnings partnership

A successful partnership was negotiated between Plant Life Balance and Bunnings. This partnership allowed for the campaign to push brand awareness and campaign messaging through the largest retail nursery network in Australia. To date, Bunnings have downloaded the Plant Life Balance app onto 9000 in-store iPad devices, to be used to communicate with customers to help drive sales of green life. To activate this partnership, the Plant Life Balance team was invited to attend and accredit staff members at Bunnings expo events nationally. These events were held in Western Australia, Victoria, Queensland and New South Wales, and were attended by close to 800 Bunnings GreenLife staff from 200 stores, who became Plant Life Balance accredited.

The expo offered four key opportunities: to explain the core campaign messages to Bunnings staff; to do live demonstrations of the app; to provide a live tutorial on the simple science behind the app; and to provide Plant Life Balance accreditation.

Financial statement

Financial operating statement 2017/18

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2017/18 July – June	2017/18 July – June	2017/18 July – June
OPENING BALANCE	1,122,646	322,852	1,445,498
Levies from growers (net of collection costs)	1,335,309	969,864	2,305,173
Australian Government money	1,579,220	–	1,579,220
Other income*	28,639	5,895	34,534
TOTAL INCOME	2,943,169	975,759	3,918,929
Project funding	2,600,284	940,763	3,541,048
Consultation with and advice from growers	74,658	21,406	96,064
Service delivery – Base	110,534	39,759	150,293
Service delivery – Shared	167,381	60,206	227,588
Service delivery – Fund specific	205,582	73,838	279,420
TOTAL EXPENDITURE	3,158,441	1,135,973	4,294,415
Levy contribution to across-industry activity	67,550	–	67,550
CLOSING BALANCE	839,823	162,638	1,002,461
Levy collection costs	21,346	14,572	35,919

At the end of 2016/17, the industry's pro rata share of levy funds were committed to strategic reserves (\$226,615 for R&D and \$173,761 for marketing), and so have been deducted from the 2017/18 opening balance.

* Interest, royalties

Service delivery costs explained

Base service delivery (flat rate) = keeping the lights on

This figure contributes to the standard fixed costs that are incurred with the running of the business (for example, costs relating to rent, utility bills, equipment). These costs are calculated on a monthly basis and are based on actual program expenditure.

Shared service delivery (flat rate) = related to program delivery

Shared costs are related to program delivery and include costs that are incurred in supporting activities relating to R&D and marketing programs that are not attributable to any one levy industry (for example, costs relating to procurement and information technology activities). These costs are calculated on a monthly basis and are based on actual program expenditure.

Fund specific service delivery (flat rate for 2017/18) = direct servicing costs

These are the actual costs for activities and services that are directly incurred in the administration of levy program expenditure, and which are identifiable and attributable to a specific levy investment fund (for example, costs around direct relationship, marketing and fund management, and logistical costs around industry advisory meetings and activities). From 2018/19 these costs will be charged at cost on a monthly basis.

For more information explaining the costs in the financial summary, visit www.bit.ly/2x7ERLC.

Hort Innovation

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