

Apple and Pear Fund *Strategic Marketing Panel* meeting summary

Date: 28 January 2020

Panellists: Bruce Rosengarten (Chair), Cathy Zeppieri, Justine Coates, Matt Brand, Phil Turnbull, Andrew Hooke, Nardia Stacy,

Apology: Cameron Carter, Mitchell McNab

Location: Hort Innovation Sydney Office

Next Meeting: 23 -24 June 2020

Summary

The meeting objectives were:

- To jointly build a new vision and strategic prioritisation to achieve the strategic marketing panel goals.

Apple and Pear Fund important links

- Annual Report 2019/20 - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/fund-annual-report-pdfs-201920/hort-innovation-annual-report-2019-20-apple-pear-fund.pdf>
- Fund management - <https://www.horticulture.com.au/growers/apple-pear-fund/fund-management/>
- Strategic Investment Plan - <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/sip-pdfs-new/hortinnovation-sip-apple-pear-2017-2021.pdf>

Advice received and next steps as of 28 January 2020

Marketing fund:

- **Apple and pear strategy** – The panel together with Hort Innovation has provided significant input to further develop an all-inclusive marketing strategy, taking on board industry input provided through consultation.
- **Apple and Pear export strategy** – To be developed further.

Anyone seeking further information on the Apple and Pear Fund marketing investments should note that a full list of projects, together with an overview of the program financials is available on the Apple and Pear Fund pages of the Hort Innovation website.

Talk to us

If you want to know more about these or any other investments, you can talk to us in person at upcoming events or connect directly with the Apple and Pear Fund's Industry Strategic Partner.

Upcoming events:

- Nil

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Dumisani Mhlanga

Industry Strategic Partner

P: 0447091186

@: dumi.mhlanga@horticulture.com.au

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