

## Banana Marketing Strategic Investment Advisory Panel meeting summary

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**Date:** 24<sup>th</sup> March 2017

**Location:** Cairns

**Next Meeting:** To be confirmed

**Attendance:**

Leon Collins

Gary Fattore

Peter Molenaar

Andrew Serra

Chaise Pensini

Daniel Mackay

Peter O'Brien – Chair

Astrid Hughes – Hort Innovation

Elisa King – Hort Innovation

Jessica Paul – Nielsen Data

Emile van Schalkwyk - IKON

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### Overview

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The purpose of this meeting was to update the panel on progress with the banana marketing campaign and refine the key performance indicators that underpin the delivery of the campaign. A further presentation on the digital strategy included the funding model across the channel. Further to this some 'deep dive' analysis of Nielsen data was presented to demonstrate the progress of the campaign, now into Year 2 of the three-year strategy. An independent review of the marketing program will occur later in the year to further underpin the next iteration of the three-year marketing plan.

The newly appointed Chair – Peter O'Brien, outlined the governance requirements and role of the Strategic Investment Advisory Panel (SIAP) and highlighted the importance of the Strategic Investment Plan (SIP).

The marketing program update on PR activity and further campaign details such as the Cassowary Coast, Feast of the Senses and the record breaking banana split attempt as well as the upcoming Dietitian Association of Australia event was presented by Marketing Manager - Elisa King.

Anyone seeking further information on Hort Innovation's banana R&D investments should note that a full list of projects, together with an overview of the program financials are available on the banana webpage of the Hort Innovation website.

### Next steps

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The SIAP agreed to meet later in the year face to face as needed or alternatively via email or teleconference for the remainder of the year.

### Contact

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