

Citrus Strategic Investment Advisory Panel meeting summary

Date: 2nd to 3rd November, 2017

Attendance: David Arnold, Tania Chapman, Judith Damiani, Allen Jenkin, Dean Morris, Richie Roberts, Danny Thornton, Gavin Porter (SIAP members), Myles Parker (NHRN rep), Richard de Vos (Chair), Brad Wells, Stuart Burgess, Dianne Phan, Vino Rajandran, (Hort Innovation), Jessica Beard (Trade Victoria), Miriam O'Brien (Minute Taker).

Apologies: Wayne Parr

Location: Mantra, Melbourne Airport

Next Meeting: March/April 2018

Overview



The citrus industry SIAP met in Melbourne on the 2nd and 3rd November to discuss the citrus industry R&D and marketing investment programme.

The first evening was spent reviewing the progress of the advice provided in previous SIAP meetings as well as the latest finance reports for both marketing and research and development investment areas. This included a more transparent means of presenting Hort Innovation's costs, breaking them down to three tiers within each industry (fund). These tiers include:

1. Base (normal business running costs such as the Board, Governance, building, finance, etc.)
2. Shared (programme delivery such as IT, procurement, Trade, data and insights) and
3. Fund specific (industry specific such as travel, SIAP meetings and assessment panels, specific personnel costs such as the Relationship Manager).

The next day, the panel reviewed the current project investments by strategic investment priority where they noticed that there is significant investment in the export markets, biosecurity and quality industry outcomes. While there is a need to invest more in capacity building, investing in the earlier three outcomes also supports increasing skill capacity and knowledge.

Additional panel advice was received on concepts previously presented to the panel. This helped progress actions on citrus pathology, agrochemicals and leadership investments.

The marketing session commenced with a review of the orange marketing activity from last season. This included an update on the Japanese marketing activities, as well as an overview of the Now! In Season project provided by Jessica Beard from Trade Victoria.

The panel then received a comprehensive draft strategic marketing plan by the Hort Innovation Marketing Manager Dianne Phan, covering both the domestic and export markets with a focus on exports. The panel supported the overarching strategy and provided advice on the plan for the season ahead.

The panel then provided advice on new concepts relating to irrigation, Xylella, pesticide maximum residue limits, mandarin breeding evaluation, Nuffield scholarships, and land use mapping.

Near the end of the meeting the panel discussed how future SIAP meetings could be improved. This included increased interaction between SIAP meetings and align with feedback received in other continuous improvement processes. Hort Innovation welcomes opportunities to increase the value of these and other interactions with industry.

Anyone seeking further information on Hort Innovation's Citrus Industry R&D and Marketing investments should note that a full list of projects, together with an overview of the program financials is available on the Citrus webpage of the Hort Innovation website (see: <http://horticulture.com.au/grower-focus/citrus/>).

Next steps

The next Citrus SIAP meeting will be held in March / April 2018.

Contact

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