

Custard Apple Strategic Investment Advisory Panel meeting summary

Date: 30 January 2018

Attendance: Wendy Graham, Patti Stacey, Wayne Stewart, Paul Thorne, Eoin Wallis, Astrid Hughes, Vino Rajandran, Tim Archibald and Miriam O'Brien

Location: via teleconference

Next Meeting: via teleconference, 18 September 3.00pm – 5.00pm

Overview

The custard apple Strategic Investment Advisory Panel (SIAP) met via teleconference to provide advice and discuss the current and future strategic levy investment. The SIAP were provided an update on the progress of the investment, including financial information for both R&D and Marketing. A detailed update on the main investment for custard apples breeding *new varieties and enhanced industry productivity* was also discussed. The Strategic Investment Plan (SIP) was analysed with gaps in investment identified and these will be worked through depending on available resources.

The marketing campaign, including financial breakdown and key performance indicators to measure success were discussed. The focus at this meeting was the upcoming season however a three-year strategic approach will be outlined with industry shortly. This approach will be communicated more broadly through the upcoming roadshows and industry communication channels. Succession for SIAP membership was tabled with upcoming changes and an expression of interest process sought. Hort Innovation would like to acknowledge the contribution that Paul Thorne has made to the Custard Apple industry as President, it is much appreciated.

Anyone seeking further information on Hort Innovation's custard apple R&D and Marketing investments should note that a full list of projects, together with an overview of the program financials will be available on the Custard Apple webpage of the Hort Innovation website

Next steps

The three-year marketing plan will be presented to the South East Queensland roadshow on 25 February. The SIAP will be meeting via teleconference, 18 September for a report on the season and the marketing campaign and for a progress report on the financial position of the levy investment and an update on the breeding investment.

Contact

Astrid Hughes – astrid.hughes@horticulture.com.au | 0405 306 334 | 07 3198 6751