**Dried Grape Strategic Investment Advisory Panel meeting summary**

**Date:** 30 August 2018

**Attendance:** Malcolm Bennett, Thomas Cheung, Peter Jones, Mark King, Allan Long, Anne Mansell, Ivan Shaw, Michael Treeby, Alison Kelly (Chair), Brad Mills, Dianne Phan, Michael Rogers

**Location:** DFA Offices, Lemon Street, Mildura, VIC

**Next Meeting:** To be confirmed – August 2019

**Overview**

The purpose of the SIAP meeting was to:

1. Provide advice on the dried grape marketing strategy for 2018/19.
2. Review the Strategic Investment Plan – gap analysis.
3. Provide advice on project concepts for potential R&D fund investment.

An update was provided on a range of issues currently involving Hort Innovation including the recent staff movements such as the imminent commencement of new CEO Matt Brand and changes at Hort Innovation including feedback on recommendations made in GHD’s Independent Performance Review Final Report – June 2018.

Hort Innovation Marketing Manager Dianne Phan gave a presentation and led the discussion on the dried grape marketing strategy, which had been developed last year in close consultation with industry and supported by the SIAP at the end of 2017. The purpose of the session was to provide the SIAP with a refresh of the marketing strategy, provide the updated state of play in terms of domestic and export data to ensure the direction of the strategy was still relevant and to review the implementation to date.

A presentation on export marketing collaboration opportunities with Grant Leyden, General Manager of Sunbeam Foods, and Craig Greenwood, General Manager of Australian Premium Dried Fruits (APDF) joining the meeting.

The SIAP also reviewed and provided advice on several investment initiatives including:

* New high yielding rootstock selections Trial 3
* Reducing cost of winter pruning in dried grape production workshop - recommendations
* Dried Grape industry communications program

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

**Next steps**

The panel will meet again by teleconference on 9 November 2018 to finalise the review and advice on the ‘New high yielding rootstock selections Trial 3’ project.

Hort Innovation will continue to develop the recommended marketing program initiatives over the next few months.

**Contact**

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