Mango Strategic Investment Plan (SIP) Workshop Meeting Summary

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| Date:28th February and 1st March 2017 |  |
| Location:Brisbane International, Boondall  Next Meeting: N/A  Attendance:   * AMIA – including the CEO, Industry Development Manager and Communications Manager and the Board of Directors * Growers from major production regions including – WA, QLD and NT * Researchers from NT DPI, DAFQ * Key industry stakeholders including - export agents, exporters, wholesale, packaging + SIAP members and Chair + * Strategic Plan Consultants – Spiegare | Elisa King – Hort Innovation  Astrid Hughes – Hort Innovation  Tim Archibald – Hort Innovation |

Overview

The purpose of this meeting was to bring the industry leaders together to work on the next mango Strategic Investment Plan (SIP).

The two-day workshop began with the current industry situation analysis of technological, environmental, political challenges. The day concluded with open discussion about the different strengths, weaknesses, opportunities and threats facing the industry with a vision process of what the future looks like. Day 2 was more focussed on the outcomes, strategies and deliverables and culminated in a prioritisation process.

Next steps

The SIP will be drafted and circulated to workshop attendees, it will also be available through the Australian Mango Industry Association and Hort Innovation website. The conference to be held in Bowen from 2nd May – 5th May will be where the final draft is presented and will include economic analysis. It will then be validated and presented to the Hort Innovation Board by June 2017.

Contact

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