

## Passionfruit Strategic Investment Advisory Panel meeting summary

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**Date:** 13th July 2017

**Attendance:**

Tina McPherson, Keith Paxton, Melissa Smith, Jim Gordon, Brian Westwood, Eoin Wallis, Kelly McGuinness, Brad Mills, Astrid Hughes, Marilyn Hill

**Location:** via teleconference

**Next Meeting:** to be confirmed, tentative for October 2017

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### Overview

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The purpose of the passionfruit Strategic Investment Advisory Panel (SIAP) teleconference was to outline the results from the recently completed consumer research, provide a recap of the previous campaign and finalise the marketing campaign strategy for the next three years with a review of the proposed budget.

A presentation of the consumer research results was discussed and the outline of how these results feed into the new campaign was tabled by the marketing manager. The opportunities for cross tropical collaboration where possible will be flagged to further leverage resources.

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

### Next steps

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Currently Hort Innovation are progressing with identified priorities for the strategic levy fund investment. The intention is to have another meeting around October 2017 in conjunction with the planned industry market visit and AGM.

### Contact

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