

Passionfruit Strategic Investment Advisory Panel meeting summary

Date: 26 July 2016

Location: Brisbane, Novotel Airport

Attendance: Ross Brindley, Jim Gordon, Sue Granger, Tina McPherson, Keith Paxton, Melissa Smith, Brian Westwood, Andy Harvey (Guest/Consultant), Astrid Hughes (Hort Innovation), Monique Emmi (Hort Innovation), Kathryn Young (Hort Innovation) and Tim Archibald (Hort Innovation)

Apology: Tim Johnson

Next meeting: TBC – In February/March 2017

Overview

The inaugural meeting addressed governance, roles and responsibilities and outlined the strategic focus of the panel.

New Hort Innovation processes such as the concept funnel and Pool 1 and Pool 2 funding was presented. The marketing program included a recap of the 2015/16 and an outline of the 2016/17 financial year and was presented by marketing manager Monique Emmi with a particular focus on social media engagement with consumers.

Building on this insight, the campaign 'To finish the dish with passion' will be extended over 2016/17. The current program included a presentation of the financials, concepts and current projects which then lead into discussion of the Strategic Investment Plan (SIP). This prioritisation process and review of key data was discussed in a workshop style session led by the SIP consultant.

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

Next steps

Continue to engage with industry regarding the SIP through the Strategic Investment Advisory Panel (SIAP) and wider regional representative throughout September and October. Other opportunities for input will be available before the end of the year.

Contact

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