

Persimmon Strategic Investment Advisory Panel Meeting Summary

Date: 3rd March 2017

Location: Hort Innovation, Sydney

Next Meeting: Teleconference (TBC)

Attendance:

Rod Dalton

Alison Fuss

Brett Guthrey

Nick Hobbs

Eoin Wallis – Chair

Astrid Hughes – Hort Innovation

Tim Archibald – Hort Innovation

Andrew Farmer – Hort Innovation

Michael Rogers – Hort Innovation

Overview

The purpose of this meeting was to progress the persimmon marketing program for the upcoming season, to prioritise concepts and ideas for further investment and to provide an update on the latest version of the Strategic Investment Plan (SIP).

The newly appointed Chair – Eoin Wallis, outlined the governance requirements and role of the Strategic Investment Advisory Panel (SIAP) and highlighted the importance of the SIP. The persimmon SIP was presented and discussed with the improvements on the plan and feedback from the SIAP to be incorporated into the final document.

The trade strategy was presented by General Manager, Trade – Michael Rogers with further discussion on upcoming Thailand government inspections and treatment trials for fruit fly discussed. The ideation session in the afternoon was led by Transformational Change Manager – Andrew Farmer with key concepts prioritised and further distilled.

The marketing campaign was outlined with key highlights for the season to include the sampling and awareness event, held in conjunction with custard apple and passionfruit at the Royal Easter Show in Sydney.

Next steps

The SIAP agreed to meet once a year face to face and via email or teleconference as needed for the remainder of the year. Given the season has now started, the next teleconference will be scheduled when the growing season has finished, tentatively August/September.

Contact

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