

## Persimmon Strategic Investment Advisory Panel meeting summary

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**Date:** February 19<sup>th</sup> 2018

**Attendance:** Rod Dalton, Brett Guthrey, Nick Hobbs, Eoin Wallis, Astrid Hughes, Vino Rajandran, Tim Archibald, Raymond Carbonaro, Miriam O'Brien. Apologies; Alison Fuss. Guests; David McKinna and Catherine Wall from McKinna Consulting

**Location:** Hort Innovation Brisbane, South Tower, 527 Gregory Terrace, Fortitude Valley 4006

**Next Meeting:** Teleconference 20<sup>th</sup> August 2018 and face to face, Sydney 11<sup>th</sup> February 2019

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### Overview

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The persimmon Strategic Investment Advisory Panel (SIAP) met to review, discuss and provide advice on the current and future investment program. The inputs into the meeting included details on the financial position of the strategic levy, proposed investment and a gap analysis against the Strategic Investment Plan (SIP). The SIAP were provided an update on the investment program since the previous meeting.

One of the key focus areas of the day was a workshop session led by consultants McKinna et al to review the draft export strategy for persimmons. The draft will be finalised with the feedback from the SIAP incorporated and then provide the industry with an export strategy.

The Strategic Marketing Plan was presented and discussed with the panel and the input and advice will be incorporated into the approach for the marketing campaign. Regular communication during the season will occur so that the industry is aware of the season activity will occur, particularly with no conference occurring in 2019.

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

### Next steps

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The SIAP will meet via teleconference on 20<sup>th</sup> August 2018 from 12. 130pm (AEST). The next face to face meeting will be 11<sup>th</sup> February 2019 in Sydney.

### Contact

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