

Pineapple Strategic Investment Advisory Panel (SIAP)

Date: 10th October 2017

Location: Hort Innovation, Brisbane

Next Meeting: 23rd February 2018

Attendance:

Eoin Wallis – Chair

Roger Broadley

John Cranny

John Steemson

Rachel Mackenzie

Stephen Pace

Les Williams

Tim Wolens

Laura Campbell – Stenographer

Astrid Hughes – Hort Innovation

Tim Archibald – Hort Innovation

Overview

The purpose of this meeting was to provide an update on the marketing investment program and to outline the financial position for the pineapple levy program – with future investment needs to be prioritised for the industry.

Chair – Eoin Wallis, outlined the governance requirements, the role of the Strategic Investment Advisory Panel (SIAP) and highlighted the continuous improvement program for the SIAPs and progress since the previous meeting. The actions and minutes were ratified and the pineapple strategic investment plan was presented and discussed with the improvements on the plan and previous feedback incorporated.

The marketing program was presented with the details for the remainder of the year outlined and the next steps with the campaign activity discussed.

Using the Strategic Investment Plan (SIP) to underpin discussions, the investment needs and concepts received through the concept funnel were prioritised.

The meeting concluded with a discussion of the financial position and modelling required for the next meeting.

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

Next steps

The SIAP agreed to meet face to face in February and October 2018 with teleconferences as needed or alternatively via email circulation for the remainder of the year.

Contact

Astrid Hughes: Tropical Relationship Manager: 0405 306 334 astrid.hughes@horticulture.com.au