

Pineapple Strategic Investment Advisory Panel Meeting Summary

Date: 20th March 2017

Location: Novotel, Brisbane City

Next Meeting: To be confirmed

Attendance:

Eoin Wallis – Chair

Roger Broadley

John Steemson

Les Williams

Stephen Pace

Tim Wolens

Astrid Hughes – Hort Innovation

Craig Perring – Hort Innovation

Tim Archibald – Hort Innovation

John Cranny – apology

Rachel Mackenzie - apology

Overview

The purpose of this meeting was to update and refine the Strategic Investment Plan (SIP), provide an update on the 2016/17 marketing investment program and to outline the financial position for the pineapple levy program – with future investment needs to be prioritised for the industry.

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 pineapple SIP was presented and discussed with the improvements on the plan and feedback from the SIAP to be incorporated into the final document.

The marketing program to date was presented by Marketing Manager - Craig Perring with the upcoming plan for the remainder of the financial year and key event for the #EndlessSummer theme.

The investment needs in alignment with the SIP and concepts received through the concept funnel; were prioritised with the key focus being mechanisation.

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

Next steps

The SIAP agreed to meet later in the year, face to face as needed or alternatively via email or teleconference for the remainder of the year – noting the industry field days scheduled for July.

Contact

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