

Pineapple Strategic Investment Advisory Panel meeting summary

Date: February 23rd 2018

Attendance: Roger Broadley, John Cranny, Rachel Mackenzie, Stephen Pace, John Steemson, Les Williams, Tim Wolens, Tim Archibald, Astrid Hughes, Elisa King, Vino Rajandran, Miriam O'Brien. Apologies; Gavin Scurr. Guests; Andrea Brydges, Todd Parker, Joe Craggs

Location: Rydges Hotel, 601 Gregory Terrace, Fortitude Valley 4006

Next Meeting: Teleconference to provide an update on outcomes to be confirmed

Overview

The pineapple 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 investments and a gap analysis against the Strategic Investment Plan. 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 detailed presentation from the marketing agency for activity for the remaining two years of the three-year strategic marketing plan which concludes December 2019. An outline of the proposed activity highlighted planned activity with social media, events and awareness and a scenario for what could be achieved with an increase in resources for marketing.

An update was provided to the SIAP on the chemical and minor use activity. Once the gap analysis was discussed against the Strategic Investment Plan (SIP) further refinement of the priorities including an integrated crop production program and breeding occurred.

Anyone seeking further information on Hort Innovation's pineapple's 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 Pineapple webpage of the Hort Innovation website.

Next steps

Next SIAP scheduled for 19 October 18 in Brisbane.

Contact

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