

## Table Grape Industry Strategic Investment Advisory Panel Meeting summary

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**Date:** 15<sup>th</sup> December 2016

**Attendees:** Brian Charles, Roger Fahl, Mark Krstic, Brendan Larkin, Enrique Rossi, Jeff Scott, Domenic Sergi, Bruce Tomkins (NHRN), Brad Wells, Stuart Burgess, Lisa Troy & Michael Rogers (Hort Innovation), Russell Pattinson (Miracle Dog), Agnes Barnard (Oliver & Dome)

Apologies: Richard Lomman

**Location:** Melbourne

**Next Meeting:**

Teleconference – early 2017

Face to face - July 2017

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### Overview

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The panel participated in an independently facilitated strategic planning workshop to assist with the review of the table grape industry DRAFT Strategic Investment Plan (SIP). The workshop built on the advice received as well as one-on-one discussions with growers over the past three months.

Near the end of the workshop, a range of performance indicators for the key objectives identified within the DRAFT SIP (i.e. what would this objective look like if it was achieved?). These will be used to develop key project concepts which need to be considered for the industry.

The panel gained an understanding and provided support for the domestic marketing programme for 2016/2017 season which includes social media (through Facebook), retailer engagement around quality (with Kitchener Partners) and consumer validation (now with FreshLogic).

The panel was then updated on the international trade activity (including trade fair participation under Australia Fresh) and projects for the table grape industry. In the projects discussed was the Market Development Project which is contracted to the end of the 2016/17 financial year.

Hort Innovation will begin drafting documentation for the replacement project shortly with advice from a sub-panel of the Strategic Investment Advisory Panel (SIAP).

This was all conducted prior to the panel reviewing and providing advice on five new concepts. The panel reviewed the current financial status of the Research and Development (R&D) and Marketing levies.

It should be noted that a full list of projects / financial statements are available online at (<http://horticulture.com.au/grower-focus/table-grape/>).

### Next steps

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Feedback from this SIAP meeting will be included in the DRAFT Table Grape SIP document.

A follow-up teleconference with the SIAP will be conducted early in 2017 to review the DRAFT before it is placed onto the Hort Innovation and ATGA websites for comment (3-week consultation period).

Anyone wishing to comment on the plan should contact Brad Wells at Hort Innovation on the details below.

The panel will meet face to face in Mildura after harvest in July 2017.

## Contact



For more information, please contact Brad Wells on:

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