

Horticulture Innovation Australia

Final Report

Avocado Industry Communications

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Avocados Australia Limited (AAL)

Project Number: AV10008

AV10008

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Summary

The Australian avocado industry is aiming to build a sustainable and competitive supply of Australian avocados to meet consumer needs. The industry aspires to be a growing, progressive, profitable and sustainable industry, in addition to being a leader in product, supply chain and industry development innovation. To ensure Australian avocados are an everyday food option/purchase, the industry aims to deliver to its customers:

- a consistent, good quality product
- innovation and choice
- a product that is recognised and appreciated as Australian and an essential health food.

From May 2011 to November 2015, the Avocado Industry Communications Project aimed to inform, educate, engage and consult with all stakeholders ranging from growers, suppliers, exporters and importers, wholesalers, retailers, researchers, government officials, media and consumers. This project was responsible for implementing a range of communication tools aimed at directly targeting these stakeholder groups.

To remain competitive in the Australian domestic and overseas markets, the Australian avocado industry needs to be constantly informed about emerging information, trends and issues that can impact on the commercial returns of those businesses producing and supplying avocados.

With the implementation of the Industry Communications Project, Avocados Australia (AAL) has provided avocado growers and other stakeholders with a wide range of relevant, targeted and up-to-date information to support the development of the industry. This information was delivered via a number of communication tools including but not limited to:

- Talking Avocados
- Guacamole enewsletter
- Grower and Industry Updates
- Industry website and Best Practice Resource (BPR)
- Qualicado Workshop communications.

AAL has provided outstanding leadership for the industry and achieved optimal outcomes for its stakeholders and has successfully managed to:

- Share industry related knowledge effectively with key stakeholders
- Build relationships and alliances with strategic partners to meet industry objectives
- Monitor performance and feedback to ensure continuous improvement in the delivery of information to members and stakeholders.

Some of the project's successful outcomes include:

- Implementation of AAL's Communications and Engagement Plans for 2011-2012, 2012-2013 and 2013-2014, 2015-2015
- Strong attendance and engagement with stakeholders at events, including the Qualicado Workshops, levy payer meetings, stakeholder consultation workshop (Western Australia's R&D Workshop), member visits and other events where stakeholders' confirmed the value and usefulness of these events when asked for feedback
- The production and distribution of Talking Avocados, the Australian avocado industry's official publication, now highly regarded by industry and used as a reference by growers
- Media coverage of Avocados Australia's resources and activities across television, radio, metropolitan and regional magazines, newspapers and online media outlets
- The successful delivery of the New Zealand study tour in September 2013 whereby participating growers and other supply chain members rated highly the value and usefulness of the tour
- Assisted in launching and increasing the uptake of AAL's online Best Practice Resource (BPR) by growers and other stakeholders, enabling their access to and increasing their ongoing use of this resource
- The uptake of R&D results, industry-related information and reporting by way of the AAL industry website.

In April 2013, Prism Communication Architects undertook an independent Mid-Term Review of the Industry Communications Project to assess the performance against agreed milestones and to undertake an in-depth review of the Industry Communications Project. The review concluded that there was a high level of satisfaction from industry with AAL's performance in fulfilling this role and delivering industry communications. Key stakeholders indicated that AAL is highly effective and making good progress towards achieving the projects desired outcomes.

Keywords

Avocados Australia Limited (AAL)

Australian Avocados

Horticulture Innovation Australia (HIA)

Avocado Industry Communications Project

Talking Avocados

Guacamole

Industry Communications

Best Practice Resource (BPR)

Online Report Centre (ORC)

Introduction

The Australian avocado industry operates in a diverse and complex environment influenced by political, environmental, economic, social and technological change. Trends and events in the external environment present the industry with opportunities and threats. Avocados Australia's ability to respond to these influences and to position our investment decisions depends upon our strategic insight and the ability of the industry to assimilate and respond to change.

Australia's key growing areas are North, Central and Southeast Queensland, Northern and Central New South Wales, the Tristate area (South Australia, Victoria and South Western New South Wales) and Western Australia. The Industry Communications Project aims to target avocado growers operating in each and every growing region as well as other key stakeholders throughout the country.

To remain relevant to the needs of Australian avocado growers and other key stakeholders our communications and engagement processes must be at the leading edge. This means anticipating and capitalising on opportunities, avoiding or minimising impacts of likely challenges and improving the effectiveness of communication between key industry stakeholders.

This Industry Communications Project researched, compiled, developed, published and communicated through online, offline, print, face-to-face and mobile communication channels, that strived to support industry stakeholders' decision-making. In doing so the AV10008 Avocado Industry Communications Project worked to assist in supporting the industry's strategic objectives set out in the Avocado Industry Strategic Plan 2011-2016.

The Industry Communications Project had a number of direct linkages with other projects including AV12012 where the main communications function of Qualicado Workshops was managed through the Industry Communications Project.

The recommendations of the independent Mid-Term Review have been adopted where opportunities for improvement were identified. A survey was developed and distributed to stakeholders, encouraging feedback on all aspects of AALs communication with the industry. This survey template was then adopted to become the basis of the AAL annual stakeholder survey with the purpose of gaining regular feedback from stakeholders to allow AAL the opportunity to continually improve and deliver better communication on behalf of the industry.

Project milestones reports were submitted to HIA/HAL every six months, detailing the outputs, outcomes and any issues or risks identified for that period. These reports have not been included as appendices to this final report.

Methodology

The avocado industry communication strategy is to establish and maintain communication with key stakeholders in order to share industry related knowledge and provide the opportunity to grow and improve the business prospects of Australian avocado growers.

Objective 3 of the Avocado Industry Strategic Plan 2013-2015 forms the basis of the Avocado Industry Communication project and is outlined below:

Objective 3: To ensure appropriate organisation, resourcing and management of the affairs of the Australian avocado industry to support the development of the industry on an ongoing basis.

- 3.1 Develop industry leadership and capacity to secure long term sound stewardship of the Australian avocado industry.
 - 3.1.1 Assess industry capacity and performance and build the capacity and resilience of industry and its management, through targeted development activities.
 - 3.1.2 Collaborate across the horticulture/agriculture sector and with key stakeholders/internal partners to ensure the mechanisms for delivery of R&D are appropriate and there are sufficient resources and skills available to meet the current and future R&D and biosecurity needs of the industry.
 - 3.1.3 Continue to proactively develop international networks and foster cooperation and partnerships to improve global market intelligence and opportunities for the Australian avocado industry.
- 3.2 Improve industry communication and extension to facilitate improved outcomes for industry and industry investors.
 - 3.2.1 Utilising a range of media and forums, ensure the effective communication of key messages to a range of industry stakeholders including levy payers, service providers, supply chain businesses, government and the community.
 - 3.2.2 Facilitate the communication/dissemination of relevant industry and marketing research and data as well as domestic and international market intelligence to key stakeholders to improve decision making (also refer to strategy 1.3.1 and 2.2.2).
 - 3.2.3 Ensure and demonstrate strong return on investment of levy funds through appropriate program/project structures and governance.

Objective 3 was addressed by ensuring key stakeholders had access to and the ability to share industry-related knowledge and focused on targeting stakeholders' preferred communication methods. These are the main information channels the industry currently relies upon, however this project also focuses on continual improvement.

The Industry Communications Project's target audience ranged from growers, suppliers, exporters and importers, wholesalers, retailers, researchers, government officials, media and consumers on a local, regional, national and international level.

The highly competitive economic environment means that it is essential for businesses to take-up new technologies and make use of its benefits. This Industry Communications Project supports growers' use of technology and this is reinforced in the content that appears in our industry magazine and other communication vehicles.

The project also encourages two-way communication with stakeholders through engagement activities such as face-to-face events, online surveys and other feedback mechanisms. These channels are used to ensure that stakeholders have the means to have their say or provide direction and feedback directly to AAL.

The range of communication tools used to deliver industry activities and communications throughout this period included:

Website:

- The industry website is an essential method of communication providing information to users regarding all aspects of the industry.
- The BPR is an industry portal linked to the industry website and houses the best practice management materials. All users are issued with a username and password to login to the BPR.
- The Online Report Centre (ORC) is accessed via the Services Login tab on the industry website. All levy payers are issued with a username and password to login to the ORC.

Email and general communications: email was used extensively throughout the project to interact and engage with stakeholders.

- Guacamole is the fortnightly industry newsletter providing stakeholders with an update on relevant industry news.
- Grower and Industry Updates are regularly sent to provide timely information to stakeholders about a range of relevant topics and issues.
- Media releases are developed and distributed as required.
- Other general communication includes regular engagement, meetings, as well as responding to requests from both stakeholders and media.

Talking Avocados: Talking Avocados is a clear and succinct industry publication that supplements email, website and hard copy correspondence. Talking Avocados is distributed quarterly to more than 800 stakeholders and is a key communication tool with a focus on technical and key industry issues.

Face-to-face meetings and briefings: this is a vital communication tool used throughout the project, in particular for Qualicado Workshops and study group tours. Meetings were held with a wide range of industry stakeholders over the course of the project.

Presentations, conferences and forums: this strategy provides another mechanism for information to be disseminated to stakeholders. Avocados Australia worked with the New Zealand Avocado Growers Association to host the 5th New Zealand and Australian Avocado Growers Conference that took place from 9-12 September 2013 in Tauranga New Zealand. The conference

attracted around 450 people with about 100 Australians attending the event.

Providores communication: this was established to identify the communication needs and requirements of providores. It was determined that providores would receive the same communication as wholesalers looking to improve intelligence in relation to future product supply. A detailed providore database was established over the duration of this project.

YouTube: As part of the efforts to continually improve communications, AAL worked to expand its ability to disseminate digital content to its stakeholders. To achieve this goal, Avocados Australia established its first dedicated YouTube channel to release digital content targeted at Australian avocado growers. Online video clips were made available for each of the presentations at the 2013 Annual Levy Payers' Meeting (ALPM). The YouTube channel now provides AAL with the means to upload and share video content with our stakeholders free of charge. Content is accessible (with password access if required) from any location with internet connection.

The Industry Communications Project which commenced in May 2011 was originally due to be completed by 30 September 2014. Due to the transition from HAL to HIA, the project was extended to 30 June 2015 with a further extension to 30 October 2015 and then 30 November 2015.

Outputs

The project outputs are those communication tools used to deliver communications to our target audience to achieve the intended outcomes. The key mechanisms used were:

Website: the AAL industry website is an essential tool for communicating the latest industry information with our stakeholders. The industry website is a repository for the BPR, Infocado and OrchardInfo.

- Industry website: The website was regularly updated with events, news, Grower and Industry Updates and services information such as Infocado, Retail Prices and Maturity Monitoring. The industry website was regularly maintained to ensure key communications could be reached by all stakeholders.
- BPR: content was regularly updated on the BPR including Qualicado Workshop speaker presentations for each event, training courses, workplace health and safety guidelines and checklists as well as information about ripening, wholesale, packhouse, transport, retail and growing.
- ORC: a range of reports were made available to stakeholders from the ORC including final R&D reports, marketing and promotion program reports, market monitoring reports from Nielsen and Export Market Intelligence reports from Fresh Intelligence Consulting. These reports were uploaded on a regular basis.

Email and general communication: Grower and Industry Updates provided stakeholders with timely information targeted directly to a particular group of stakeholders (eg growing regions or industry sectors). These updates covered topics such as severe weather events, workshops, chemical permits, study group meetings, Qualicado communications, HIA events and more. A full list of Grower Updates is provided in Appendix 1 and Industry Updates in Appendix 2.

Early on in the project, AAL initiated a number of phone hook-ups with growers in a bid to identify key issues. Stakeholders were advised by email of these events via Grower and Industry Updates.

Guacamole is the industry's fortnightly e-newsletter, covering topical and industry specific articles and news items. This publication was distributed to approximately 800 stakeholders who wish to receive the e-newsletter. The table below lists all the editions of Guacamole that have been distributed during this project.

Note: In December 2011, Guacamole replaced the regular Grower and Industry Updates. From April 2012, Guacamole officially evolved into a regular e-newsletter.

Guacamole distribution				
Year	2012	2013	2014	2015
January	Nil	18	29	12 and 29
February	Nil	8 and 25	17	23

March	30	12 and 26	5 and 27	23
April	18	9 and 29	15 and 28	22
May	17	13 and 28	27	13 and 27
June	19	18	18	26
July	9 and 30	10 and 29	18	10 and 24
August	17	13 and 23	6 and 22	7 and 21
September	7 and 26	13	19	4 and 18
October	24	1, 15 and 28	3 and 30	2, 16 and 30
November	29	21	18	13 and 27
December	17	10 and 20	10 and 19	NA

Media relations: AAL received numerous media requests in relation to specific industry issues or as general updates for the industry. Media relations were a key focus area supporting industry communications throughout the project. A list of media releases is provided in Appendix 3.

Fact sheets: AAL also developed a fact sheet titled Facts at a Glance. This provides media outlets and other interested parties requesting specific information related to the avocado industry with key statistics about the Australian avocado industry. This fact sheet is updated annually.

Export related fact sheets were developed to provide a consistent message about the Australian avocado industry for use at international forums.

The CD/DVD communications activity was not completed (as reported in Milestone Report 104). Due to the expanded role of email communication and the industry website (in particular, the BPR), the need for the dissemination of CD/DVD communication tools was considered unnecessary. Resources for this activity were reallocated to enhance the website and email communication.

Talking Avocados: since the commencement of this project in May 2011, the following editions of Talking Avocados have been distributed:

- 2011 - Autumn, Winter, Spring
- 2012 – Summer, Autumn, Winter, Spring
- 2013 – Summer, Autumn, Winter, Spring
- 2014 – Summer, Autumn, Winter, Spring
- 2015 – Summer, Autumn, Winter, Spring.

Copies of previous Talking Avocados publications have been provided as appendices in milestone reports.

The Mid-Term Review identified that Talking Avocados is one of the main sources for seeking industry information. The majority of stakeholders found 'all information' in Talking Avocados to be useful, suggesting the publication is well executed and highly valued among stakeholders.

Face-to-face meetings/briefings: the application of this approach was tailored for specific communication activities eg Qualicado Workshops. All communication associated with the Qualicado Workshops was managed through the Industry Communications Project.

Communication tools used for the promotion of Phase 1 and Phase 2 of Qualicado included:

- Posting the event and workshop program on the industry website
- Developing signage for the hosting orchard
- Developing and distributing Grower Updates for that particular region
- Featuring the event in Guacamole with a link to the program
- Developing and distributing a media release to local media outlets
- Featuring the event in Talking Avocados (pre and post event)
- Developing and posting a letter of invitation to growers and packers in that particular region
- SMS communication and phone calls in the lead up to the event.

The table below outlines the Qualicado Workshops undertaken for Phase 1 and Phase 2.

Qualicado Workshops	
Phase 1	Phase 2
North Queensland Qualicado Workshop, 15 August 2013	North Queensland Qualicado Workshop, 4 December 2014
Melbourne Qualicado Workshop, 13 November 2013	Sunshine Coast Qualicado Workshop, 13 February 2015
Tri State Qualicado Workshop, 14 November 2013	Brisbane Qualicado Workshop, 26 February 2015
Brisbane Qualicado Workshop, 20 February 2014	Sydney Qualicado Workshop, 12 March 2015
Sunshine Coast Qualicado Workshop, 20 March 2014	Tamborine Northern Rivers Qualicado Workshop, 26 March 2015
Sydney Qualicado Workshop, 13 March 2014	South Queensland Qualicado Workshop, 7 May 2015
Tamborine Northern Rivers Qualicado Workshop, 3 April 2014	Tri State Qualicado Workshop, 21 May 2015
South Queensland Qualicado Workshop, 8 May	Central New South Wales Qualicado Workshop, 4

2015	June 2015
Adelaide Qualicado Workshop, 22 May 2015	Perth Qualicado Workshop, 24 June 2015
Central New South Wales Qualicado Workshop, 11 June 2014	Western Australia Qualicado Workshop, 25 June 2015
Perth Qualicado Workshop, 23 July 2014	Adelaide Qualicado Workshop, 22 July 2015
Western Australia Qualicado Workshop, 24 July 2014	Melbourne Qualicado Workshop, 23 July 2015
Central Queensland Qualicado Workshop, 11 September 2014	Central Queensland Qualicado Workshop, 6 August 2015

The Mid-Term Review identified that face-to-face meetings are highly valuable and there is a need to maintain this form of engagement.

Presentations, conferences and forums: over the duration of the project, AAL has facilitated and provided communication support for a number of field days, conferences and forums including the Avocado Research and Development Forum in September 2012, July 2013 and June 2014. Avocados Australia worked with the New Zealand Avocado Growers Association to host the 5th New Zealand and Australian Avocado Growers Conference that took place from 9-12 September 2013 in Tauranga New Zealand. The conference attracted around 450 people with about 100 Australians attending the event. The communications project assisted with promoting the event to the Australian industry and supported a VC-funded study tour for ten Australian growers.

Providores communication: throughout this project, AAL has developed a detailed list of primary and secondary avocado wholesalers operating in Australia. This list is continually updated to include all of the key contacts from each business. This list also benefited the supply chain program in better targeting wholesalers for Qualicado Workshops. This list provides AAL with the means to reach these stakeholders directly with future communications.

Outcomes

The main outcome from the Avocado Industry Communications Project is that it has provided avocado growers and a wide range of industry stakeholders with access to relevant, targeted and up-to-date information to support the development of the industry.

The communication tools used to deliver on the outcomes include the industry website, email and general communication, Talking Avocados, face-to-face meetings, presentations, conferences and forums. Ensuring there were multiple avenues for stakeholders to access industry information increased the likelihood of them receiving the information in one form or another.

Website: the majority of the information disseminated to our stakeholders via the numerous communication mechanisms is also available on the industry website. AAL is conscious of the fact that we deal with a diverse range of stakeholders who have different expectations on the format in which they should receive information. The AAL industry website is an essential communication tool and is used regularly to disseminate and store industry information.

The BPR has a significant amount of content which has been uploaded including training programs and the Workplace Health and Safety module. The number of registered users of the BPR has grown rapidly since it was launched in 2013 with 489 users currently registered.

Email and general communication: Guacamole provides a more timely means of communicating with our stakeholders than what Talking Avocados can provide. It is relevant and update-to-date (within a fortnight), providing a snap shot of industry information, R&D and news articles.

Industry and Grower Updates provide stakeholders with information that is current. This form of communication can be as simple or as detailed as required with links to external websites, attachments and email addresses. AAL has a well-established EDM service which is used to house a number of templates.

The AAL office in Woolloongabba is also staffed appropriately to ensure stakeholders have direct access to personnel within the organisation.

Talking Avocados: Talking Avocados is a hard copy publication sent to approximately 800 stakeholders on a quarterly basis. It provides stakeholders with a hard copy reference containing a wide range of relevant information. The magazine is placed on the industry website (after a six-month delay period) and is available to be viewed by all visitors to the website. This industry publication encapsulates a wide range of articles with the intention of appealing to our diverse range of stakeholders. The magazine publishes case studies, grower and industry profiles, R&D and marketing activities as well as regional updates from the Board of Directors.

Face-to-face: this two-way form of engagement is highly regarded by our stakeholders and has been well documented in both the AAL annual stakeholder survey, ranking as the third highest form of providing feedback after phone and email.

The Western Australia's R&D Workshop provided constructive consideration of the R&D needs of this region. The outputs from this workshop were provided to the HAL Avocado Industry Advisory Committee to inform their investment decision making processes.

Presentations, conferences and forums: ten growers attended the 5th New Zealand and Australian Avocado Growers Conference in 2013. Of the ten growers who attended, 100% rated the overall study tour as either 'Excellent' or 'Very Good' and 100% said the information learned as a result of taking part in the tour was either 'Extremely Useful' or 'Very Useful'. 100% of attendees rated AALs assistance during the study tour as either 'Excellent' or 'Very Good'.

The annual Avocado R&D Forums provided industry leaders and researchers the opportunity to discuss the R&D program and future R&D needs for the industry, leading to better informed R&D investment decisions.

Evaluation and Discussion

The Industry Communications Project has a number of online survey mechanisms which provides stakeholders with an avenue for providing information and feedback and for AAL to monitor stakeholder satisfaction.

In 2013 the project underwent a Mid-Term Review by external provider, PRISM Communication Architects. In their results it was found that, overall, 82% of the AAL stakeholders surveyed were either 'Very Satisfied' or 'Satisfied' with AAL's industry communication.

Also as a result of the Mid-Term Review, the suggestions for improving AAL's industry communications were implemented. In order to monitor the projects performance over time, AAL introduced its own review via an online stakeholder survey, conducted annually, targeting all external stakeholders (using the same approach as the 2013 Mid-Term Review survey).

Below is a summary of the survey results from 2013-2015, highlighting the continuous improvements by AAL.

The 2014 external stakeholder survey found that overall 91% of the AAL stakeholders surveyed were either 'Very Satisfied' or 'Satisfied' with AAL's industry communication. The 2015 external stakeholder survey showed an overall increase of 5.1% of stakeholders who were 'Very Satisfied'.

The 2014 external stakeholder survey attracted 127 respondents (response rate being 20.5%) this number comprised: 62 growers, 44 grower packers, 1 packer, 6 wholesalers, 4 researchers, 1 retailer, 2 government representatives and 4 others. The 2015 external stakeholder survey attracted 117 respondents (response rate being 19.37%) this number comprised: 74 growers, 23 grower packers, 1 packer, 4 wholesalers, 4 researchers, 2 government representatives and 9 others.

External stakeholders were asked to rate AAL's effectiveness in achieving five key functions. The results below show that AAL has improved significantly across all five key functions over the past three years.

2013	2014	2015
Sharing industry-related knowledge		
78.4%.	84.7%	91.5%
Building relationships and alliances with strategic partners		
59%	71.7%	77.5%
Building industry leadership, capacity and resilience		
58.2%	62.6%	78.8%
Continuous improvement in delivering information to members		

76.8%	82.8%	91.6%
Supporting relevant policy development dialogues		
53.3%	66.4%	76.84%

Both the 2014 and 2015 survey results yielded valuable feedback and suggestions for ways to improve AAL's industry communications, in particular, work to redesign AAL's email templates (including Guacamole, Grower and Industry Updates). This work will be undertaken prior to the completion of this project at the end of November 2015. If AAL is successfully chosen to deliver the next Communications Program, a full website refresh has been proposed to update the technology platform and improve the overall look of the website and user experience.

The preferred information channels of our stakeholders for 2014 and 2015 are, in order of preference:

1. Talking Avocados
2. Guacamole
3. Email
4. Events
5. AAL Industry website.

Qualicado Workshops have been a major success with positive feedback provided from all of the events. Details about the stakeholder feedback will be provided in the final report for AV12012.

The annual stakeholder surveys provide AAL with ongoing constructive feedback from our stakeholders, identifying their needs and recommendations. This feedback assists AAL with its aim to continually improve communication.

An online survey was also conducted that sought the views of internal stakeholders (AAL staff and Directors) and this additional feedback was also incorporated into the overall recommendations for improving AAL's industry communications (which includes the refresh of the AAL industry website and BPR).

Recommendations

The three year project has provided AAL with a significant insight into stakeholder needs, expectations and areas for improvement.

AAL's first recommendation is that HIA should continue to support industry specific communications as outlined in AAL's new Communications Project proposal, to ensure we can continue to provide this highly valued service to Australia's avocado industry. The findings from AAL's stakeholder survey found that stakeholders value this project and benefit from its activities. AAL would welcome the opportunity to continue to provide benefits to Australia's avocado industry stakeholders and continue to develop and maintain the already well established relationships.

The following recommendations have been included in AAL's recent Communication Project Proposal:

- Talking Avocados: an electronic copy of Talking Avocados be made available to individual levy payers, at the time of distribution of the magazine.
- External media: the development of a media relations strategy with a focus to distribute at least eight external media releases/industry stories per year.
- Crisis management: develop a crisis management plan and train key personnel on how to appropriately respond during a crisis (including a media crisis plan).
- Website: undertake a website refresh (redesign and rebuild) to ensure that the industry website is based on up-to-date technology, is intuitive and user friendly.
- Face-to-face communications: ensure there is a face-to-face element allowed for in the communication project as it has been identified that this is a critical and highly regarded communication tool for stakeholders.
- Social media: develop a social media strategy to increase grower engagement and consider engagement with younger and/or interested stakeholders in the industry to be R&D extension advocates for the broader industry.
- Research reports: distribute information from research abstracts related to avocado production and supply chain. Publish a high level overview of a select number of these in Talking Avocados each quarter.
- BPR: undertake a website refresh (redesign and rebuild) to ensure that the BPR is based on up-to-date technology, is intuitive and user friendly.

Scientific Refereed Publications

None to report

Intellectual Property/Commercialisation

No commercial IP generated

Appendices

Appendix 1 - Grower Updates

Appendix 2 - Industry Updates

Appendix 3 - Media releases

Appendix 1 - Grower Updates

Year	2011	2012	2013	2014	2015
January			30 January: Grower Update: Ex Tropical Cyclone Oswald		28 January: Sunshine Coast Qualicado Workshop – 13 February!
February			1 February: Ex Tropical Cyclone Oswald		6 February: Sunshine Coast Qualicado Workshop – 3 days left to RSVP
			8 February: New Avocado Industry Advisory Committee		16 February: PERMIT14618 for Abamectin - Suprathion supply available!
			19 February: Register for Certification Assurance Operational Procedure workshops		24 February: Submit OrchardInfo data – Just 5 days left to WIN!
			28 February: NSW DPI Damage Report Form		
March			6 March: CNSW Avocado Grower Phone Hook-up	17 March: Sunshine Coast Growers - Workshop this Thursday!	5 March: Orchard data deadline extended to 13 March
			7 March: WA Avocado Growers Phone Hook-up	19 March: Tamborine Northern Rivers Qualicado Workshop - 3 April!	5 March: Tamborine/Northern Rivers Qualicado Workshop – 26 March!

			11 March: Sunshine Coast Avocado Field Day - Fri 15 March	28 March: Qualicado Workshop in Kyogle - next Thursday!	13 March: Today is the day to submit your Orchard data!
			11 March: CNSW Phone Hook-up Details & Reminder		18 March: Central Qld Avocado Growers' Study Group meeting – 1 April
			13 March: WA Growers Phone Hook-up - DIAL-UP CONFIRMATION		
			14 March: SC Avocado Growers Phone Hook-up		
			14 March: Tristate Avocado Growers Phone Hook-up		
			14 March: CNSW Growers Meeting on Friday 22 March		
			19 March: CNSW Growers Meeting & Phone Hook-up Summary		
			20 March: Tristate Growers Phone Hook-up DIAL-IN CONFIRMATION		
			20 March: SC Growers Phone Hook-up DIAL-IN CONFIRMATION		

			25 March: Today is the TRISTATE Growers Phone Hook-up!		
			25 March: Central QLD Growers Phone Hook-up		
			28 March: Southern QLD Growers Phone Hook-up		
			28 March: North QLD Growers Phone Hook-up		
		21 March: Avocados Australia Board set to appoint new CEO			
April			2 April: Central QLD Phone Hook-up DIAL-IN CONFIRMATION	28 April: South QLD Qualicado Workshop -8 May!	10 April: HIA is coming to Bundaberg
			4 April: WA Growers Phone Hook-up Summary & Face-to-face Workshop		28 April: HIA is coming to Mareeba
			4 April: South QLD Phone Hook-up DIAL-IN CONFIRMATION		28 April: South Queensland Qualicado Workshop – 5 days to RSVP!
			4 April: North QLD Phone Hook-up DIAL-IN CONFIRMATION		
			4 April: Tamborine/Northern		

			Rivers Phone Hook-up		
			5 April: ICA Workshop in Bundy next Wed & Phone Hook-up Summary		
			10 April: Tam/Northern Rivers Phone Hook-up DIAL-IN CONFIRMATION		
			24 April: North QLD Growers Phone Hook-up Summary		
			24 April: Tristate Growers Phone Hook-up Summary		
			24 April: SC Grower PHone Hook-up Summary & Survey		
			30 April: "On The Ground" Growers' Event Survey		
May		8 May: Have your say on the Avocado Marketing Program	14 May: Central QLD Soil & FSB Workshop - Thurs 20 June	5 May: REMINDER - SQ Qualicado Workshop - this Thursday	4 May: North Coast severe weather – Damage Report Form
				23 May: Central NSW Qualicado Workshop - 11 June!"	5 May: NSW DPI Damage Report Forms – Deadline extended!
					5 May: Tristate Qualicado Workshop – 21 May!

					11 May: Tristate Qualicado Workshop – RSVP now!
June			3 June: Summerland Farm NNSW Field Day - 28 June	3 June: New "grower-owned" RDC to replace HAL	2 June: Central NSW Qualicado Workshop – RSVP now!
			7 June: WA R&D Workshops - Date Claimer	3 June: REMINDER - CNSW Qualicado Workshop next Wednesday	19 June: Update on the HIA avocado levy program planning
			25 June: WA R&D Workshop – Agenda		
			26 June: Nuffield Scholarships - 5 days till the Deadline!		
July			12 July: WA R&D Workshop R&D Priorities	4 July: WA Qualicado Workshop, Manjimup	7 July: HIA is coming to Adelaide (Between the Rows)
			31 July: NSW DPI invitation to all growers - Spray Day - 2nd August!	9 July: WA R&D Workshop - Progress Update on Action items	21 July: HIA is coming to Western Australia (Between the Rows)
				18 July: REMINDER - WA Qualicado Workshop next Thursday!	31 July: New WHS module on the BPR
				22 July: WA Growers' Update	

				29 July: WA Growers' Update	
August			5 August: 7 Days left to RSVP for the NQ Workshop!		7 August: PER13158 extended for the postharvest use of Dimethoate
			12 August: Avocado supplies over the coming months		13 August: HIA seeking applications for Non-Executive Directors
			12 August: North Qld Workshop happening this Thursday		14 August: HIA is coming to Coffs Harbour (Between the Rows)
			15 August: Free Work Health & Safety Workshops		
			20 August: North Qld Workshop draws record crowd		
September			3 September: Australian Avocado Industry leaders coming to Mildura	3 September: CQ Growers & Packers - Workshop 11 Sept!	4 September: North Queensland field day – Thursday 15 October
			13 September: Investigating potential impact of Varroa mite incursion	4 September: Avocado Industry Day - Port Macquarie 17 Sept!	8 September: Horticulture Code of Conduct – grower survey
			26 September: 4 Days Left to go in the Draw to	9 September: REMINDER - CQ Qualicardo Workshop	

			Win a Free iPad!	- this Thursday	
				9 September: NQ Growers invited to Irrigation Field Day	
				9 September: New R&D Study invites NQ grower input	
October			1 October: Winners of the free iPads announced!	31 October: Quick evaluation survey for avocado information project	8 October: North Queensland field day – Thursday 15 October
			4 October: Pollination Census - Your last chance to have your say!		
			7 October: REMINDER: The Avocado Industry Afternoon is on Tomorrow!		
			23 October: Avocado Videos – Your Feedback is needed!		
			29 October: Mildura visit is a Success		
November		28 November: Determine the direction of the QLD Horticulture Workforce Development Plan	13 November: REMINDER - Workshop in Robinvale tomorrow!	4 November: Levies in the Agriculture Sector – Senate inquiry seeks submissions	6 November: Tri State study group workshop – save the date!

			26 November: Tristate Qualicado Workshop Update	5 November: REMINDER – Evaluation survey for avocado information project	12 November: Central NSW study group workshop – save the date!
			27 November: Fruitspotting Bug Management - Project Update	12 November: North Queensland Qualicado Workshop – 4 December	12 November: South Queensland study group workshop – save the date!
				26 November: Horticulture Innovation Australia’s Statutory Funding Agreement & Constitution finalised	17 November: Tri State study group workshop – 25 November
					24 November: Central NSW study group workshop – 3 December
December	6 December: Fruitspotting Bug Survey		16 December: For the first time ever - Annual Levy Payers Meeting online!		

Appendix 2 - Industry updates

Year	2011	2012	2013	2014	2015
January					
February		14 February: Avocado Co-operative Promotion Program	11 February: Sunshine Coast Council: MEETING FOR PRIMARY PRODUCERS	11 February: Brisbane Qualicado Workshop hits 20 Feb!	17 February: Find out the best way to ripen Avocados – RSVP now!
				17 February: REMINDER - Brisbane Qualicado Workshop this Thursday!	
				21 February: Independent Review of HAL - Online Survey	
				27 February: Sydney Qualicado Workshop at Sydney Markets - 13 March!	
March			7 March: Avocados Australia's Online Survey - Win a holiday	7 March: Qualicado Workshop hits Sydney Markets - next Thursday	2 March: Find out the best way to handle Avocados – RSVP now!
			20 March: Today is your last chance to win a holiday!	10 March: REMINDER - Sydney Qualicado Workshop this Thursday!	
			22 March: Avocados' Communications Survey		

			deadline extended!		
April		5 April: Foodservice Chef Training Classes in Growing Export Markets	4 April Announcing the Winner of the \$500 Travel Voucher	10 April: Lead your industry into the Future!	
May		8 May: Have your say on the Avocado Marketing Program		1 May: Horticulture Next Generation - Application deadline extended!	
				5 May: Avocados Australia coming to Adelaide Markets	
				9 May: Avocados Marketing Update - New Campaign Launch	
				21 May: Adelaide Qualicado Workshop on Tomorrow	
June				6 June: Avocados Australia's Online Survey - Have your say!	25 June: Key changes to the Expansion of the Seasonal Worker Programme
				25 June: Avocados Communications Survey deadline extended!	
July		12 July: Funds available for Innovative Australian Avocado Export and Domestic Promotions	11 July: QUALICADO - A Quality System for the Avocado Industry	1 July: Avocados Australia's Online Survey - Last chance to WIN!	

		18 July: The Next Generation application deadline extended	16 July: 55 days until Avocado experts land in NZ!	3 July: Avocados Australia's online survey - 2 days left to respond!	
			25 July: Nutritional Values Conference 9-12 Sept - Register now!	7 July: Avocados Australia coming to Perth's Market City	
			30 July: Two days to register at early bird rates	10 July: AAL's Online Communications Survey - The Winners!	
				18 July: REMINDER - Perth Qualicado Workshop next Wednesday!	
August			6 August: Horticulture Australia to review its model of operations		
			7 August: Avocado R&D Network Forum examines Productivity		
			9 August: Nutritional Values - An International networking opportunity		
September			3 September: Date Claimer - Avocado Australia is coming to Mildura 8 Oct 2013		
			5 September: NZ and Australian Avocado		

			Growers' Conference - 4 Days to go!		
October	10 October: Reminder of 2011 Annual Avocado Levy Payers Meeting (ALPM)		8 October: Qualicado Launch hits Melbourne - 13 Nov!		
	13 October: The slump in the avocado market over the last 2 weeks		24 October: Avocado Videos – Your Feedback is needed!		
	27 October: Avocado Market Crisis Meeting		29 October: Avocado Videos – 4 Days left to complete the survey!		
November	21 November: Woolworths Supports Australian Avocados		12 November: REMINDER - Melbourne Qualicado Workshop is tomorrow!		
			27 November: Melbourne Metropolitan Qualicado Workshop Update		
December		7 December: Expressions of Interest – Avocado Industry Advisory Committee			

Appendix 3 - Media releases

Media release	Date
'Eating my colourful vegies and fruit' launches into 2011	12 May 2011
Babies Love Aussie Avos	17 May 2011
Up-and-coming chefs get a lesson in Australian Avocados	2 June 2011
Kids Go Crazy for Aussie Avocados	7 June 2011
Avocados Australia and the world's best avocado marketers team up for the WAC2011	11 July 2011
VII World Avocado Congress begins in Cairns	6 September 2011
Avocado biosecurity plan launches at the VII World Avocado Congress	7 September 2011
VII World Avocado Congress a rich harvest	12 October 2011
Australian Avocado Industry Working Towards Putting 'Aussie Avos' in your Supermarket	25 October 2011
Australian Avocados appoint new creative agency	5 December 2011
Add an Avo Every Day	9 March 2012
Australian Avocados take a fresh approach to mens health	12 June 2012
Alvin Avocado teaches primary school kids about Australian avocados	13 June 2012
Ditch Butter for Avocados	26 February 2013
Purple or Green they are in store now	6 March 2013

Australian Avocado Best Practice Resource Now Online!	18 April 2013
Avocados Australia Runs Field Day in Northern NSW	27 June 2013
Avocados Australia Runs Info Day for Central QLD Growers	14 June 2013
Quality of Australian avocados improving in-store	17 July 2013
Size Does Matter - Avocados Australia Media Release	1 August 2013
Australia's Avocado Industry leaders are coming to Mildura VIC	3 September 2013
10 things Avocado Growers need to know	24 September 2013
Avocados Australia coming to Mt Binga	5 May 2014
Avocados Australia is coming to Comboyne	29 May 2014
Inaugural Avocado Festival in the Perth Hills - 11 October 2014!	20 June 2014
Avocado quality is improving, but we can do better!	26 June 2014
Avocado Workshop targets fruit quality & productivity	3 September 2014
Record fresh avocado sales shows why industry wants caution on levy management changes	26 November 2014
Avocado Workshop targets fruit quality & productivity - 4 Dec!	3 December 2014
Central Queensland Qualicado Workshop	31 July 2015
Central Queensland Qualicado Workshop tomorrow	5 August 2015