

Final Report

National avocado industry communications program

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Project:

National avocado industry communications program (AV18003)

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Public summary

The National Avocado Industry Communications Program (AV18003) facilitated the uptake of existing and new R&D, helping to ensure the industry had access to the latest news and information of relevance. This program provided information to the industry value chain stakeholders on research findings, best practice, emerging risks and opportunities, updates on the levy funded marketing program and general industry information to further stimulate an environment of innovation and continuous improvement.

By facilitating the uptake of existing and new R&D, the *National Avocado Industry Communications Program* (AV18003) helped ensure levy payers and industry stakeholders, including value chain members, were able to improve their practices, to improve the Australian avocado industry.

AV18003 delivered on the required outputs of:

- produce and distribute 15 editions of *Talking Avocados*
- refresh the design of *Talking Avocados*
- produce and distribute 73 editions of the fortnightly e-newsletter (*Guacamole*) (the project produced and distributed 93 editions).
- produce and distribute 13 media releases/industry articles (non-agripolitical)
- update and maintain the avocado industry website
- social media (Facebook and Twitter) maintenance and updating (the project included LinkedIn in its social media activity)
- develop and distribute 12 YouTube videos highlighting levy-funded R&D (past and present) and grower adoption of project outcomes (the project delivered 16 YouTube videos).
- develop a communications strategy for the project (targeted at all project outputs) including a detailed monitoring and evaluation plan that contains a combination of KPIs measuring outputs and outcomes (as per the template provided), project risk register and stakeholder engagement plan.

In addition, AV18003 played an integral role during the COVID-19 pandemic, pivoting to provide timely, relevant updates to industry.

AV18003 also:

- distributed 38 *Avo Alerts*
- distributed 126 industry notices and 14 grower notices.

This successful communications project has helped deliver the following objectives:

- increase industry understanding and adoption of production best practice as well as awareness and adoption of any emerging production information and relevant production related R&D project outcomes and outputs
- provide knowledge transfer to the avocado industry value chain on research findings, best practice, emerging risks, and opportunities
- create a better-informed industry to increase farm productivity and fruit quality across all business sizes of avocado growers
- promote Hort Innovation membership and engagement with the national R&D

program to all known avocado levy payers.

During AV18003, the unexpected occurred: a global pandemic. AVOCADOS AUSTRALIA (AVOCADOS AUSTRALIA) pivoted to support the industry during this critical time, and the communications project was a key component of this response. To support the activities of AVOCADOS AUSTRALIA, the Communications Manager:

- created and maintained resources for the industry both on the public website and within the Best Practice Resource (BPR), including the extensive *Staying safe in the orchard and pack shed* article
- regularly took part in state and national stakeholder meetings, to collate and share the latest news via the newsletters, magazines, and notices
- repurposed the Positions Vacant page on the website to provide details for job seekers seeking horticultural work, including details of government support and facts about working in horticulture
- wrote analytical pieces to better inform industry. These articles and resources were utilised by Hort Innovation and other peak industry bodies within horticulture.

Keywords

AVOCADOS AUSTRALIA, Industry Communications, Avocado Industry Communications Project, *Talking Avocados*, *Guacamole*, *Avo Alerts*, Best Practice Resource (BPR), COVID-19, Horticulture Innovation Australia, Australian Avocados.

Introduction

The *National Avocado Industry Communications Program* (AV18003) facilitated the uptake of existing and new R&D, and ensured the industry had access to the latest news and information of relevance. This program provides information to the industry value chain stakeholders on research findings, best practice, emerging risks and opportunities, updates on the levy funded marketing program and general industry information to further stimulate an environment of innovation and continuous improvement.

By facilitating the uptake of existing and new R&D, AV18003 ensured levy payers and industry stakeholders including value chain members were able to improve their practices, to improve the Australian avocado industry. The objectives of the project were to:

- increase industry understanding and adoption of production best practice as well as awareness and adoption of any emerging production information and relevant production related R&D project outcomes and outputs
- provide knowledge transfer to the avocado industry value chain on research findings, best practice, emerging risks, and opportunities
- create a better-informed industry to increase farm productivity and fruit quality across all business sizes of avocado growers
- promote Hort Innovation membership and engagement with the national R&D program to all known avocado levy payers.

Clear, regular, and well-planned communication is essential to provide the industry with the most up-to-date information, to enhance the sustainability and profitability of the industry as it continues to grow.

This project underpinned all the outcomes outlined in the *Avocado Strategic Investment Plan 2017-2021*:

- to increase domestic demand for Australian avocados
- to ensure avocados received by consumers will meet or exceed their expectations of quality
- to increase export quantities of premium Australian avocados, and
- to increase productivity without increasing production costs.

With the extension of the project until 31 July 2022, AV18003 also supported the outcomes outlined in the *Avocado Strategic Investment Plan 2022-2026*:

- demand creation
- industry supply, productivity, and sustainability
- extension and capability
- business insights.

The team that delivered this project ensured the dissemination of relevant existing and new R&D occurred throughout the supply chain, and encouraged the uptake of research results, supported increasing demand, communicated best practice approaches for improving fruit quality, supported new market development, and communicated best practice procedures (underpinned by R&D) that improved productivity.

Methodology

AV18003 focused on increasing industry understanding and adoption of best practice, as well as awareness and adoption of any emerging production information and relevant production related R&D project outcomes and outputs. Providing knowledge transfer to the avocado value chain on research findings, best practice, emerging risk, and opportunities is something AVOCADOS AUSTRALIA, as a trusted peak industry body, is in a key position to accomplish.

This project was delivered in much the same way, with similar resource allocation, as the previous project AV15002. The independent review of AV15002 found that “The project management structure, governance, and resources for delivering AV15002 are appropriate. The budget seems reasonable, in terms of both time and daily rate for AVOCADOS AUSTRALIA staff, judged against similar projects with which we have had experience.”

Increase industry understanding and adoption of production best practice as well as awareness and adoption of any emerging production information and relevant production related R&D project outcomes and outputs

AVOCADOS AUSTRALIA designed and delivered a quarterly hard copy magazine (*Talking Avocados*) to a database of 1,050 people. (The project was responsible for funding 75% of the magazine content; the remaining content was funded through other channels such as advertising revenue.) *Talking Avocados* focused on delivering a wide range of relevant content in hard copy format.

The design for *Talking Avocados* has been largely unchanged for several years and while industry feedback remained extremely positive regarding the mix and depth of content, a refresh in the look of *Talking Avocados* took place. This refresh considered Hort Innovation’s branding requirements and was delivered in Summer 2020 (Volume 30 No. 4).

Talking Avocados is available to all known levy payers via a free subscription service, either in print or electronically. AVOCADOS AUSTRALIA maintains an extensive contact database which is much larger than our member database.

In addition to the quarterly magazine, AVOCADOS AUSTRALIA delivered a range of more timely communication outputs as part of AV18003, including the fortnightly e-newsletter (*Guacamole*) to industry contacts. AVOCADOS AUSTRALIA

continued to work proactively to identify and/or create suitable content to meet the objectives of this deliverable, including relevant Hort Innovation projects and/or activities that have the capacity to be effectively communicated via *Guacamole*.

Where the delivery of timely information required a complementary avenue outside of the set *Guacamole* distribution schedule, specific Grower and Industry notices were used (for example, updates on the COVID-19 pandemic, especially during the early months, specific notices) providing event information or encouraging the participation in surveys related to other Hort Innovation funded projects.

In addition, AV18003 provided the vehicle for the distribution of the *Avo Alerts* developed by AV17005 Avocado industry development and extension. The monthly Avo Alerts provide growers with a list of suggested orchard tasks, by region, for the current and coming month. These are prepared by QDAF and link to the BPR resources.

AVOCADOS AUSTRALIA developed media releases/industry articles (non-Agri political) during the period of AV18003. AVOCADOS AUSTRALIA continued to work proactively with industry stakeholders to develop suitable material to meet the objectives of this deliverable. The aim to have at least 75% of published media releases to appear in relevant media (including but not limited to the ABC, Fresh Plaza, Good Fruit & Vegetables, and other such industry publications/outlets) was achieved. The details of resulting media coverage appear in Appendix 4.

As part of this project, AVOCADOS AUSTRALIA continued to ensure the content available to the avocado industry at www.avocado.org.au is a mix of timely and relevant information (primarily via the Latest News section), and as a repository of useful and applicable information and resources (primarily via the Best Practice Resource, BPR). An integral feature of the industry website, the BPR is an online one-stop-shop focusing on best practice to improve the quality of avocados provided to consumers. It provides extensive information to help growers improve their orchard productivity and fruit quality as well as extensive information for other sectors of the supply chain to optimise fruit quality and other best practice information. This project provided website support for project AV17005 with uploading new content, event notices and other relevant content on the industry website. While any new content for the BPR is primarily developed through avenues outside of this project, this project maintains the website platform and therefore has an important role in uploading content and ensuring quality of the web interface.

To deliver timely news (both for the website and all other communication outputs), AVOCADOS AUSTRALIA contracted Meltwater to provide efficient access to national and international avocado industry news and events.

Social media (primarily Facebook and Twitter but also LinkedIn and YouTube) maintenance and updating was also an integral part of reaching avocado growers and the broader industry during AV18003. In support of this project, AVOCADOS AUSTRALIA identified and prioritised suitable content, based on latest industry news, Hort Innovation investments and activities, and other relevant avocado industry activities. The strategy remains to engage interested industry stakeholders, providing timely and relevant information through a contemporary channel.

SMS Messaging was used by the project to connect with registrants of the extension events to remind them of events and provide any last-minute information of relevance to attendees.

AVOCADOS AUSTRALIA aimed to produce four (4) YouTube videos per year highlighting levy funded R&D (past and present) and grower adoption of project outcomes. These videos were placed online on the BPR or where relevant, more widely available via the public website and social media channels.

Provided knowledge transfer to the avocado industry value chain on research findings, best practice, emerging risks, and opportunities

The Communications Manager had a key role in staying in touch with the latest national and international R&D developments of relevance to the avocado industry in Australia. This included working closely with the Industry Development Manager (project AV17005) in reporting search results from CABI and other relevant databases and news sources for new and relevant research abstracts from around the world related to avocado production and supply chain best practices.

Created a better-informed industry to increase farm productivity and fruit quality across all business sizes of avocado growers

About this objective, the key activity was the provision of actionable information, based on latest research, best practice information and latest news, to ensure industry is provided with relevant, timely and easily accessible information to

assist better business decisions. The tools outlined above were used to achieve this objective.

Promote Hort Innovation membership and engagement with the national R&D program to all avocado levy payers

As part of all applicable outputs, AVOCADOS AUSTRALIA applied Hort Innovation acknowledgement and branding on project outputs, including all articles written about Hort Innovation funded projects (as per the Hort Innovation Publications Guide). AVOCADOS AUSTRALIA also supported Hort Innovation membership processes, provided information necessary for Hort Innovation's project management system and prepared reports as agreed. AVOCADOS AUSTRALIA also maintained and updated the in-house list of R&D activity, as provided by Hort Innovation and from various news sources and researcher updates.

Underpinning activities

In addition, as part of this project AVOCADOS AUSTRALIA reviewed and, as necessary, updated key strategies such as the AVOCADOS AUSTRALIA Crisis Management Plan. These are existing plans and strategies and there are no costs allocated to AV18003, but they will be utilised for output implementation. For example, should there have been an industry crisis, media releases/statements would have been prepared in line with the requirements of the Crisis Management Plan (initially developed as part of AV15002).

A project communications strategy was completed as part of MS102, incorporating a monitoring and evaluation plan, a project risk register, and stakeholder engagement plan. One stakeholder survey (completed toward the end of the project) was undertaken to provide data to assist with monitoring the success of the project and providing a constant cycle of improvement.

The Communications Manager assisted with communicating project information for all the projects listed in Appendix 10.

Results and discussion

As per the Project Monitoring Plan in the AV18003 Communication Strategy, the outputs were to:

- utilise *Talking Avocados* to deliver a wide range of relevant content
- utilise the industry website whereby it is maintained and promoted to increase stakeholder access to information
- utilise media relations whereby it is undertaken to communicate avocado industry information more widely
- utilise social media to increase stakeholder access to information
- utilise electronic direct mail to increase stakeholder access to information.

The performance expectations for these outputs were met, and in some cases exceeded. The project delivered:

- 15 *Talking Avocados* issues
- research & production best practice articles in each *Talking Avocados*
- an international research summary in each *Talking Avocados*
- 93 editions of *Guacamole*
- BPR information in each *Guacamole*
- national/international news in each *Guacamole/Talking Avocado*/other as relevant

- 38 *Avo Alerts* developed by QDAF, distributed by the project
- 140 Grower/Industry notices as needed
- 15 media releases/articles/statements
- 16 YouTube videos
- Hort Innovation news included in publications, as appropriate.

Hort Innovation branding was applied where required.

Further details about these performance expectations are outlined in this section.

AVOCADOS AUSTRALIA provided information to the Australian avocado industry about separate levy-funded and/or Hort Innovation-funded projects a total of 263 times.

AV18003 communication product	No. of R&D projects communicated
<i>Talking Avocados</i>	136
<i>Guacamole</i>	56
Grower Notice & Industry Notices	14
Avo Alerts	2
Videos	8
Social media	15
Website	32
Total	263

For comprehensive details, please see Appendices 1 to 8.

Guacamole enewsletter

The *Guacamole* is a fortnightly newsletter distributed to 2,000+ subscribers nationally. *Guacamole*, the industry's regular e-newsletter, is the primary means of email communication to the industry and continues to focus on delivering short, timely information with electronic links to more detail as required. *Guacamole* is available on the industry website at www.avocado.org.au/news-publications/newsletter-guacamole/.

During the period of AV18003, 93 editions of *Guacamole* were produced.

Relevant intermediate outcome/s (as per the AV18003 Communications Strategy & M&E Plan):

- an increase in the recipients of the various communication products, to create a better-informed industry.

There were 1,395 subscribers for the *Guacamole* sent on 7 December 2018, and this had increased to 2,385 by the send of 25 July 2022, a 71% increase in subscribers. Stakeholders said that email continues to be the most preferred method for receiving communications (source: 2022 Communications survey results in Appendix 9).

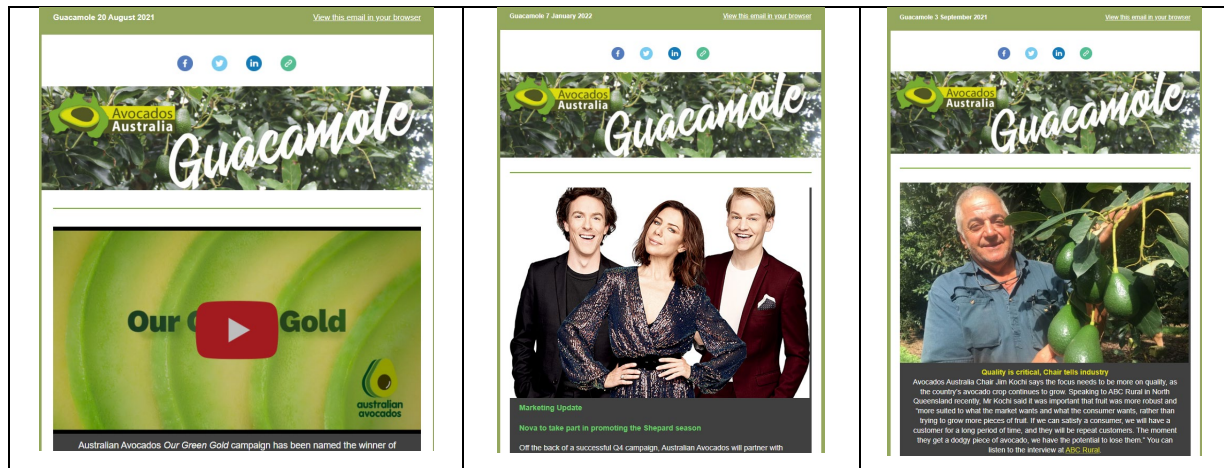
Based on MailChimp benchmarking for Agriculture and Food Services (Mailchimp website, 2022), the *Guacamole's* average open rate of 34.4% is above the standard of 23.31%. The *Guacamole* also outperforms the industry standard for click through rate (2.94%), at 9.7%.

Our Communications survey found that *Guacamole* is the number one communication channel used by growers and other stakeholders in finding out about AVOCADOS AUSTRALIA's activities and information.

In 2021 the design of the *Guacamole* was updated, with the change of send platform to MailChimp, to better integrate with AVOCADOS AUSTRALIA's new CMS. (Note, development of this system has been very valuable for AV18003, but the system itself was funded by AVOCADOS AUSTRALIA.)

As well as allowing for an easy design update, the change to MailChimp has provided access to additional metrics. For example, it is now possible to see when subscribers open the *Guacamole* on multiple occasions, indicating either repeat reads and/or sharing with additional colleagues and industry members.

This is a clear indication that even though the open rate for the *Guacamole* averaged 34.4% during the life of the project, the readership was likely much higher throughout the same period.



A full list of *Guacamole* editions can be found in Appendix 1 of this Final Report.

If any communication needs to be sent out which falls outside the scheduled dates of *Guacamole* and/or is targeted at a particular sector of industry/geographic region, then either an Industry Notice or Grower Notice is used. A full list of these Notices can be found in the "Outputs" section of this Final Report.

To assist with easy navigation through the *Guacamole* enewsletter's contents, in April 2022 an article heading guide was added at the top of the enewsletter. Readers could easily preview the articles available and then click on the linked article headline and be taken down to the article below. Anchors located at the end of each article returns readers to the guide.



Talking Avocados magazine

Talking Avocados is a quarterly magazine, currently distributed to 1,050 print subscribers. It is available for free to avocado levy payers, and to additional subscribers. *Talking Avocados* magazine is the second most used communication channel for finding out about AVOCADOS AUSTRALIA's activities and information (source: 2022 Communications survey – Appendix 9).

The magazine is a key tool to provide up-to-date news and information to the industry, including but not limited to research and development funded by the Hort Innovation Avocado Fund.

During the period of AV18003, 15 editions of *Talking Avocados* were published, averaging 68 pages. 75% of content was about Hort Innovation-funded projects or other news and research relevant to increasing the knowledge and capacity of growers to meet the goals the industry's strategic plan.

Relevant intermediate outcome/s (as per the AV18003 Communications Strategy & M&E Plan – Appendix 11):

- an increase in the recipients of the various communication products, to create a better-informed industry

AVOCADOS AUSTRALIA achieved a 10% increase in subscribers for *Talking Avocados* magazine, the subscriber list having grown from 950 for the Summer 2019 edition to 1,050 for the Winter 2022 edition.

The top five sources of information stakeholders use *Talking Avocados* for is 1) for accessing research and development articles, 2) Best Practice content, 3) BPR updates, 4) Around Australia Director's reports, and 5) feature articles.

Talking Avocados continuous improvement

During this project, the design of the *Talking Avocados* was also revamped, to be more contemporary. As well as the improved aesthetics of the print magazine, the electronic version has been enhanced with a clickable table of contents, and links throughout.



The content outputs for *Talking Avocados* have also been met, namely:

- research & production best practice articles in each *Talking Avocados*
- international research summary in each *Talking Avocados*.

Details of these articles can be found in Appendix 2.

Media articles/releases

The AV18003 project exceeded its obligations and produced and distributed 15 media releases for the life of the project. The project achieved its relevant intermediate outcome/s (as per the AV18003 Communications Strategy & M&E Plan):

- an increase in the recipients of the various communication products, to create a better-informed industry
- 75% of media releases/articles/statements prepared appear in industry-relevant outlets, helping to create a better-informed industry

A full list of media releases and articles can be found in Appendix 4.

In addition, AVOCADOS AUSTRALIA also provided support and input into several Hort Innovation releases during AV18003. Some of these are also detailed in Appendix 4.

Updating and maintaining the industry website

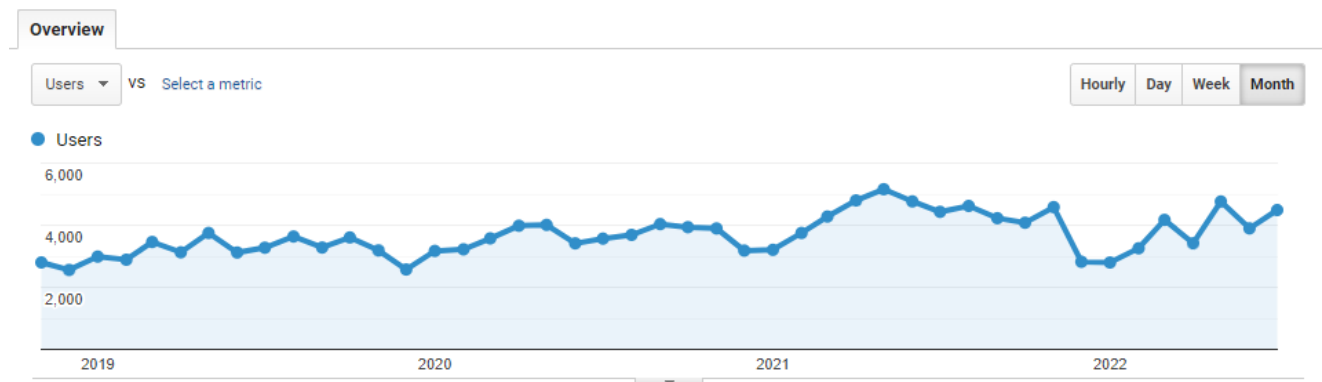
During AV18003, AVOCADOS AUSTRALIA has ensured the content available to the avocado industry at www.avocado.org.au was a mix of timely and relevant information (primarily via the Latest News section), and as a repository of useful and applicable information and resources (primarily via the BPR). An integral feature of the industry website, the BPR is an online one-stop-shop focusing on best practice to improve the quality of avocados provided to consumers. It provides extensive information to help growers improve their orchard productivity and fruit quality as well as extensive information for other sectors of the supply chain to optimise fruit quality. While new content for the BPR is largely developed through avenues outside of this project, this project maintains the website platform and therefore has an important role in uploading content and ensuring quality of the web interface.

Relevant intermediate outcome/s (as per the AV18003 Communications Strategy & M&E Plan):

- an increase in the recipients of the various communication products, to create a better-informed industry
- increase industry website users by 10% over the life of the project, to increase industry understanding and adoption of best practice

Our 2022 Communications survey found that 84% of respondents rated the AVOCADOS AUSTRALIA website as effective or very effective for their needs.

Figures from December 2018 formed the baseline against which to measure user growth for the industry website. The goal during AV18003 was to increase users by 10% during this project. In December 2018, the website had 2,559 users and 8,116 pageviews, based on information from Google Analytics.



Overall, the Avocado Australia website, attracted 562,072 page views over the life of the project. Peaks occurred late

2018, beginning of 2020 and late 2020, mid-2021 and late-2021 and in beginning of 2022 and particularly during May 2022 and July 2022.

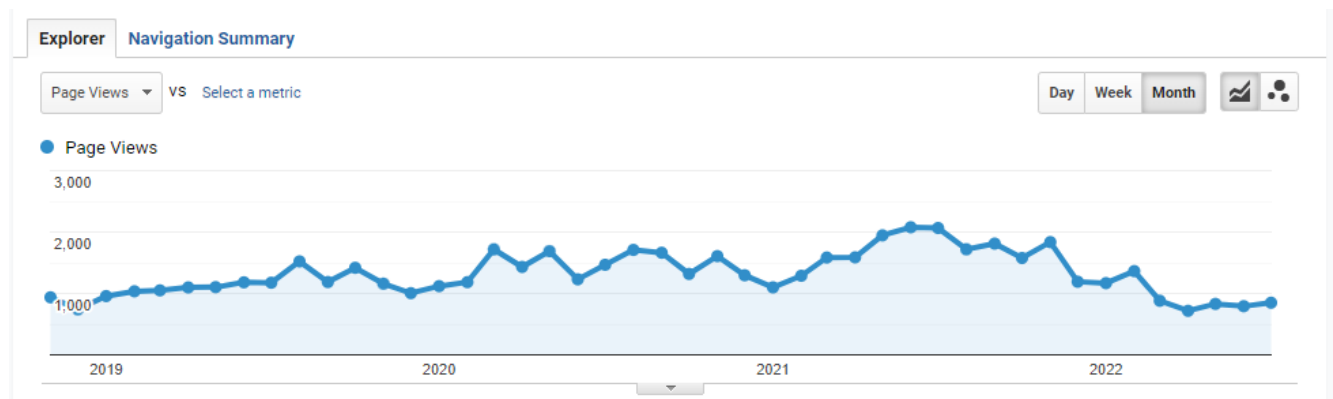
Overall, the website attracted 147,162 users and the average session duration was 2 minutes 51 seconds.

The top ten webpages accessed over the life of the project were, in order of most viewed:

1) Homepage, 2) BPR login page, 3) Avocado Directory, 4) Retail Pricing, 5) Statistics/Facts-at-a-glance, 6) Infocado, 7) Latest News, 8) BPR homepage, 9) Growing page, 10) Search.

Best Practice Resource - Results

At the start of the project there were 1,366 BPR users. At the end of the project there are 1,834 BPR users. The project saw an increase in BPR users, indicating an increase of around 34%. The number of BPR users steadily increased between November 2018 and September 2020. A drop in the number of BPR users occurred during November 2020 due to a review of users' access; this coincided with the introduction of a new CRM and data consolidation. After November 2020 the number of BPR users continued to steadily increase once again.



Overall, the BPR landing page has attracted 59,386 page views over the life of the project, with peaks in views occurring mid-year in 2019, in the first half of 2020, mid-year in 2021, and twice in February in 2022.

Website continuous improvement

Throughout AV18003, AVOCADOS AUSTRALIA endeavoured to improve the user experience, for both the public website and within the BPR. Improvements included:

- a page for password resets (this need was identified via monitoring of search terms within the website) (MS103)
- enhanced functionality of the website search by additional tagging of pages, articles, and documents across the public pages and the BPR. In addition to the automatic "most relevant" at the top of the results, the additional results are now ordered by the date updated (first instance), or date published (if no update has occurred). This should ensure those searching the website will first see the most relevant results, and then the most recent (MS103)
- enhanced appearance of the "Related Resources" dropdown headings on articles

where these were included. There are useful resources of specific relevance to the host page under these headings, and this change should prompt people to expand and explore (MS104)

- improved ability to neatly print articles from the BPR. Instead of printing with extraneous (at the point of printing) information from the various top and side menus, BPR articles (and other pages/content across the website) now print neatly with only the content of the actual article/page/listing (MS104)
- addition of a marketing blog to provide real time updates for industry members on the activities of Australian Avocados. The [2020 page](#) was viewed 420 times between 24 June 2020 (date created) and 31 December 2020. Readers spent an average 3m29s on the page, indicating they were scrolling down to read older content, as the individual items are quite short, usually including a link to either Australian Avocados content or news items. The blog was [continued in 2021](#). Improvements of the website took place in 2022 and the Marketing Blog for 2022 was added, see Appendix 5 for the details.
- Addition of the backyard grower FAQs page to provide information to backyard growers of avocado trees and other for non-commercial growers. This page makes a handy reference for those growers, and reduces staff time in addressing non-commercial queries (MS106)
- a “revamp” of the way event materials is presented within the BPR for those events held virtually during the COVID-19 pandemic. As well as uploading the various resources, as is common practice, an event specific article was also added to the specific event listing in the BPR >> BPR Library >> Event proceedings, to allow for webinar recordings to be embedded on the page for post-event viewing. To make best use of this article, links to resources and readings, as well as relevant contacts, were also routinely added.

The most significant addition to the website during this period was in support of the industry’s response to the COVID-19 pandemic. Initially content (including links to various resources, situational analysis, and a guide for safety in the orchard and pack shed) was included on the public website. As the pandemic progressed, this material was moved to the BPR. It is recommended that once the current pandemic has ended, these resources be reviewed, and updated for general use should this situation arise again.

Social media

Regarding increasing social media participation, AVOCADOS AUSTRALIA is guided by previous stakeholder surveys. Based on these surveys undertaken during previous communications projects, a high percentage of respondents indicated they still did not utilise social media (60%) but almost one-quarter said they were likely to in the future. Given this, AVOCADOS AUSTRALIA sought to increase followers (in total) by a minimum of 5% year-on-year during AV18003. With regard to engagement rates on individual tweets and posts, AVOCADOS AUSTRALIA sought to either meet or exceed accepted “good” rates, i.e., 1% of followers. Engagement being a measure of public shares, likes and comments.

Though they are not the most used communications channels for our stakeholders, the end of project Communications Survey (February 2022) found that those stakeholders that used social media mainly used Facebook and LinkedIn. These are the two main social media platforms that the AV18003 project uses however Twitter is also used.

Relevant intermediate outcome/s (as per the AV18003 Communications Strategy & M&E Plan – See Appendix 11):

- an increase in the recipients of the various communication products, to create a better-informed industry
- increase total social media followers by 5% year-on-year, and maintain

engagement rates at 1% or above, as part of creating a better-informed industry

Social metrics at the beginning of the project compared with the end of the project (an explanation of the results appears below the table):

Measurement period	Facebook & Twitter – Total followers	Overall Engagement – Facebook	Overall Engagement - Twitter
December 2018	1,155	11%	1.9%
July 2022	2,906	20%	7.5%

Over the month of December 2018 (taken in its entirety, not from the 6 December 2018 starting point for AV18003) served as a baseline for future comparison.

- Followers: in December 2018, the industry-facing social media channels of Facebook and Twitter had a combined 1,155 followers.
- Engagement – Facebook: in December 2018, the overall engagement was 11% of followers (using the provided Hort Innovation calculation of Engaged users/Reached Users x 100). This ranged from as low as 3.7% to a high of 31% for individual posts. Generally, the higher engagement was from new content (photos, links etc), rather than sharing posts from others.
- Engagement – Twitter: in December 2018, the overall engagement rate was 1.9% (via Twitter analytics). This ranged from as low as 0.2% to 3.7% on individual tweets. On Twitter, the highest engagement was on news (consumption, production, market access).

As of July 2022, the results indicate that the project has achieved the desired outcomes:

- Followers: industry-facing social media channels of Facebook and Twitter now have a combined 2,906 followers. When compared to the December 2018 number of followers that's an increase of 152%.
- Engagement – Facebook: As of 25 July, the July 2022 overall engagement was 20% (using the provided Hort Innovation calculation of Engaged users/Reached Users x 100). The posts that attracted high engagement were industry focussed about project activity happening in regional areas.
- Engagement – Twitter: As of 25 July, the July 2022 overall engagement rate was 7.5% (via Twitter analytics). Engagement on Facebook is greater than on Twitter.
- Engagement – LinkedIn: AVOCADOS AUSTRALIA currently has 1,197 followers on LinkedIn. As of 25 July, the July 2022 overall engagement rate was 6.3%.

Facebook is our main social media platform. To support the Export project activity AVOCADOS AUSTRALIA will aim to increase usage of LinkedIn in future.

To see the Facebook post reach graph, engagement graph and top post examples refer to Appendix 6.

YouTube videos

The AV18003 project produced 16 videos (see Appendix 8 for the full list and links). Each one was related to or benefited a research project. These videos were made available to members of the Australian avocado industry embedded in the BPR and viewable from the AVOCADOS AUSTRALIA YouTube channel. Videos of presentations delivered at events were also made available in the Events Proceedings section of the BPR library.

Wherever possible the video production work strived to highlight levy-funded R&D and appropriate acknowledgement was added at the end of each video. Hort Innovation was also appropriately acknowledged.

Communications Strategy

A Communications Strategy, including an M&E Plan, a project risk register and stakeholder engagement plan was developed and presented to Hort Innovation, as part of milestone report 102 (MS102). See Appendix 11.

The project communications strategy detailed how the project would focus on increasing industry understanding and adoption of best practice, as well as awareness and adoption of any emerging best practice information, emerging technology and relevant R&D project outcomes and outputs. Providing knowledge transfer to the avocado value chain on research findings, best practice, emerging risk, and opportunities is something AVOCADOS AUSTRALIA, as a trusted peak industry body, is in a key position to accomplish.

Outputs

Table 1. Output summary

Output	Description	Detail
15 Talking Avocados magazines	<p>Output description: Talking Avocados Magazine is a hard copy A4 quarterly printed & electronic magazine covering a wide range of relevant content from local industry news, trends and current affairs to research and development and international news.</p> <p>Audience: members of the Australian avocado industry supply chain including growers/levy payers.</p> <p>To see a comprehensive list of all of the Talking Avocados issues produced by the project see Appendix 7.</p>	<p>Distribution: At the beginning of the AV18003 project 950 printed copies were mailed directly to subscribers in Australia and overseas. The distribution list grew during the project. 1,050 copies of the most recent issue of the magazine were printed and mailed to subscribers. An electronic copy of all the magazine issues for the life of the project was made available to view from the website. By the project's end we emailed the electronic copy to a recipient list of 12 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>To view all editions of Talking Avocados magazine please refer to the links in Appendix 7. More information about the magazine appears here.</p>

93 Guacamole Enewsletter issues	<p>Output description: <i>Guacamole</i>, the industry's regular e-newsletter, is the primary means of email communication to the industry and continues to focus on delivering short, timely information on a fortnightly basis with electronic links to more detail as required. <i>Guacamole</i> is available on the industry website at www.avocado.org.au/news-publications/newsletter-guacamole/.</p> <p>Audience: Subscribers consist of members of the Australian avocado industry.</p> <p>A full list of the Guacamole issues produced by the AV18003 project appears in Appendix 1.</p>
126 Industry Notices & 14 Grower Notices	<p>Description: If any communication needed to be sent urgently, outside the scheduled dates of <i>Guacamole</i>, and/or was targeted at a particular sector of industry/geographic region then either an Industry Notice or Grower Notice was used. Our Communications Survey found that 93% of respondents found Grower notices and Industry notices as useful or very useful.</p> <p>Audience: Australian avocado industry, growers, researchers, packers, exporters, other industry members.</p> <p>Access: To view the Industry Notices and Grower notices use this link: https://avocado.org.au/news-publications/latest-news/avocados-australia-notices/</p> <p>A full list of all of the Industry Notices and Grower notices that were distributed appears in Appendix 2.</p>
38 Avo Alerts	<p>Description: AV18003 provided the mechanism for the distribution of the monthly <i>Avo Alerts</i>. The <i>Avo Alerts</i> are designed to provide a list of current (month of send) and upcoming (the following month) orchard tasks to growers, their advisors and input suppliers. Based on agronomic considerations, the Queensland Department of Primary Industries and Fisheries (via project AV17005) compiles <i>Avo Alerts</i> for North Queensland (Hass and Shepard), Central Queensland (Hass and Shepard), Southern Queensland/Central New South Wales (Hass), Sunshine Coast/Northern New South Wales (Hass), Tristate (Hass) and Western Australia (Hass).</p> <p>Audience: Growers in each regional growing area.</p> <p>The <i>Alerts</i> distributed during AV18003 included appear in Appendix 3.</p>
15 Media releases (including one media statement)	<p>Description: 15 media releases were distributed to rural, regional, and metropolitan media depending on the media release. To access these online here is the link: https://avocado.org.au/news-publications/latest-news/avocados-australia-media-releases/</p> <p>About media monitoring, AVOCADOS AUSTRALIA engages Meltwater to provide monitoring of online publications, to provide content for the news section of the industry website and the <i>Guacamole</i>, and to track the results of media activity undertaken. However, Print-only, and broadcast-only media monitoring is carried out on an ad hoc basis by staff/directors.</p> <p>Distributed articles/releases/Q&As in the period of this project, and known industry-relevant publication details, are detailed in Appendix 4.</p>
Website updates	<p>Description: During this project, AVOCADOS AUSTRALIA has ensured the content available to the avocado industry at www.avocado.org.au is a mix of timely and relevant information (primarily via the Latest News section), and as a repository of useful and applicable information and resources (primarily via the BPR). An integral feature of the industry website, the BPR is an online one-stop-shop focusing on best practice to improve the quality of avocados provided to consumers. It provides extensive information to help growers improve their orchard productivity and fruit quality as well as extensive information for other sectors of the supply chain to optimise fruit quality. While new content for the BPR is largely developed through avenues outside of this project, this project maintains the website platform and therefore has an important role in uploading content and ensuring quality of the web interface.</p> <p>Audience: members of the Australian avocado industry (growers, packers, wholesalers, ripeners, retailers, exporters) and the public.</p> <p>Engagement: Please refer to the Results & Discussion section for website engagement results.</p> <p>A list of all the updates carried out during the project appears in Appendix 5.</p>
Social Media content – refer to Results & Discussion section for an outline of the social media activities. Please also refer to Appendix 6 – social media – Facebook reach, engagement & top post examples	
16 Videos	

As mentioned earlier the AV18003 project produced 16 videos each one was related to or benefited a research project. See Appendix 8.

Communications Strategy including Monitoring and Evaluation Plan, Project Risk Register and Stakeholder Engagement Plan:

A Communications Strategy including Monitoring and Evaluation Plan, Project Risk Register and Stakeholder Engagement Plan was developed for the AV18003 project, and these documents have been actioned and have guided the communications activities over the course of the project. The results of the Communications Survey 2022 have shown that the project, and its communications activities, have successfully supported effective engagement with our stakeholders. Industry stakeholders rated the project as 93% effective or very effective in sharing industry-related knowledge (Source: End of project Communications Survey 2022 – Appendix 11). This result suggests that the Communications Strategy has worked successfully in achieving its objectives. Further support for this notion can be found in the testimonials we have received from several researchers about the project, for example: **Harley Smith, Team Leader, CSIRO Agriculture & Food**: “I believe that AV18003 is a high value project that helps researchers disseminate information and update growers on the status of the project through Talking Avocados and video presentations. In addition, AV18003 has been very valuable for obtaining feedback and orchard information from growers.” More testimonials can be found in Appendix 9.

Outcomes

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
End of Project outcomes			
Increased awareness of Hort Innovation's R&D investments and related programs by Australian avocado growers	KPI: Increase in those accessing R&D, best practice, and latest news information.	There was an increase in the number of subscribers and users of the AV18003 project's main communications channels and more stakeholders were able to see information concerning Hort Innovation's R&D investments and related programs. For example, in the Winter issues of the magazine a list of all the research projects appears including a description of each research project. Therefore, all the magazine's subscribers (including Australian avocado growers and other stakeholders) were able to see the avocado levy investment at work.	There has been an increase in the number of recipients/subscribers for all our main communications channels since the project began in November 2018 for example our Guacamole enewsletter subscriber list has increased by 10%, Industry Update list has grown by 62%, our Talking Avocados magazine subscribers list has increased by 71%, BPR users have increased by 34%. So, these increases in recipients provides evidence that the project has increased awareness of Hort Innovation's R&D investments and related programs by Australian avocado growers. The AV18003 project has featured many research projects and Hort Innovations activities in our communications please refer to Appendix 10.
Knowledge transfer to the avocado industry value chain on research findings, best practice, emerging risks, and opportunities	KPI: Increase in those accessing R&D, best practice, and latest news information.	Members of the avocado industry value chain source their information in regards research findings, best practice, emerging risks, and opportunities via our enewsletter Guacamole, our magazine Talking Avocados or extension events (that the AV18003 project promotes via Industry Notices and Grower notices).	The number of users of the BPR online has increased and our 2022 Communications survey found that 84% of respondents rated the AVOCADOS AUSTRALIA website as effective or very effective for their needs. The BPR on the website was the number one section used by stakeholders to find useful information. Stakeholders rated research and development articles and Best Practice information as the top two most useful sections of Talking Avocados magazine. Three researchers had this to say about the project's role to play in knowledge transfer: Andrew Geering, Principal Research Fellow, Queensland Alliance for Agriculture and Food Innovation: "Talking Avocados has provided an essential outlet for us to communicate information on exotic pest and pathogen threats to a broad audience of avocado growers, agronomists and other industry stakeholders. The high-quality production standards have allowed us to illustrate disease

			<p>symptoms and thereby educate growers on what to look out for. When we have had to do field surveys, the majority of growers have had some knowledge of our projects, which has made it easier for us to engage with these people. Talking Avocados provides an essential research extension service and I think it is important that it continues.” Elizabeth Dann, Principal Research Fellow, Queensland Alliance for Agriculture and Food Innovation: “I have been a researcher in the avocado industry for nearly 15 years, leading the levy-funded projects addressing diseases and their management. The Comms program has been integral for the dissemination of my research results.” Alison Mathews, Research Scientist, Department of Primary Industries and Regional Development: “Having articles in Talking Avocados is one of the best ways of getting our project information out to growers. It’s delivered straight to our target audience. The regular editions also allow us to tailor information to seasonal needs.”</p> <p>Growers/avocado levy payers were surveyed and asked to comment on how the avocado industry communications could be improved and we received the following comments from growers:</p> <ul style="list-style-type: none"> - "You guys are doing good job". - "I think communications are done well." - "All is good." - "Everything is perfect." - "I am satisfied the way it is now." - "Satisfied with communication." <p>See the Communications Survey 2022 results in Appendix 9 (Question 23).</p>
Increased adoption of R&D program outcomes to build a stronger, more resilient Australian avocado industry	KPI: Increase in those accessing R&D, best practice, and latest news information.	Though the AV18003 project did not measure levels of adoption of the R&D program during the life of this project plans are underway to work with the AV17005 project leader to include measurement of adoption in their future Monitoring & Evaluation Planning. Future Communications surveys will ask growers what influence the comms program has had on their decision making. What we know now is that	Our main communication channels’ audiences have increased, and stakeholders rated research and development articles and Best Practice information as the top two most useful sections of Talking Avocados (TA) magazine. Which indicates that they are actively seeking and relying on the R&D program information contained in TA. The top section of the website in use by stakeholders is the BPR (source Communications Survey 2022). This section of the website contains R&D program outcomes and it is in high use by the Australian avocado industry.

		<p>members of the Australian avocado industry rely on the AV18003 project's sources of Best Practice information (via the website, the magazine and Guacamole enewsletter) and we know members of the Australian avocado industry are accessing this information. We know when extension events take place and host growers talk about their orchard practices growers are accessing information about best practice in the orchard. As one researcher says: Alison Mathews, Research Scientist, Department of Primary Industries and Regional Development:</p> <p>"Having articles in Talking Avocados is one of the best ways of getting our project information out to growers. It's delivered straight to our target audience. The regular editions also allow us to tailor information to seasonal needs." We did not measure adoption</p>	
Enhanced communication and sharing of knowledge and information of technical developments, with and amongst all sectors of the avocado industry	KPI: Increase in those accessing R&D, best practice, and latest news information.	<p>Individuals from all sectors of the avocado industry are subscribers of three of our main communications channels, namely, our website, our magazine, and our enewsletter. All sectors of the avocado industry responded to our communications survey with their feedback on our communications and how we could improve our communications and this feedback was considered and then enhanced our communications. This includes preparing content that was used for sharing knowledge and information about technical developments. Future communications survey questions will be used to report on</p>	<p>Industry stakeholders rated the project as 93% effective or very effective in sharing industry-related knowledge (Source: End of project Communications Survey 2022 – Appendix 9). Our constant cycle of improvement (fueled by the feedback garnered from our Communications survey 2022) helped us to enhance our communication content and delivery, example introduced a focus on technological applications in the orchard in the magazine.</p>

		this KPI.	
Increased understanding of the levy system and Hort Innovation membership	KPI: Increase in those accessing R&D, best practice, and latest news information.	Across all our main communications channels we have seen an increase in subscribers/audience so the content we produce is being seen by more members of the Australian avocado industry. In our content we faithfully recognize the contribution that Hort Innovation makes to improving R&D outcomes, achieving marketing objectives, and the benefits of Hort Innovation membership.	There has been an increase in the number of recipients/subscribers for all our main communications channels since the project began in November 2018 for example our Guacamole enewsletter subscriber list has increased by 10%, Industry Update list has grown by 62%, our Talking Avocados magazine subscribers list has increased by 71%, BPR users have increased by 34%. So, these increases in recipients provides evidence that the project has increased understanding of the levy system and Hort Innovation membership.
An informed industry provided with relevant, timely and easily accessible information to assist better business decisions	KPI: Increase in those accessing R&D, best practice, and latest news information.	The AV18003 project is committed to providing relevant, timely and easily accessible information to assist our stakeholders (including levy-payers) in making informed and best practice decisions in their business. Communication with the industry is two-way and we know how effective our industry communications are by the feedback our survey respondents give us as part of the end of project survey (see Communications Survey results Appendix 9). Some of the comments we have received are: "You guys are doing good job", "Communications are great", "I think communications are done well", "Everything is perfect thank you for helping us look like we know what we are doing". Members of the industry can access the BPR, Guacamole enewsletters and Magazine content anytime, anywhere so its easily accessible and we know the content is up to date so is timely.	Industry stakeholders rated the project as 93% effective or very effective in sharing industry-related knowledge and 91% of stakeholders surveyed say they are satisfied or very satisfied with AVOCADOS AUSTRALIA's industry communications. (Source: End of project Communications Survey 2022 – See Appendix 9). Noel Ainsworth, Principal Supply Chain Horticulturist, Department of Agriculture and Fisheries had this to say about our project's ability to inform industry with relevant, and timely information: "In order to convey RD&E messages from the Avocado supply chain feedback (AV18000) project to the avocado industry in a professional and consistent basis, the National Avocado Industry Communications Program (AV18003) has been indispensable. The teams in DAF and AVOCADOS AUSTRALIA work well together to ensure regular and timely information is released via the Talking Avocados magazine, the e-newsletter Guacamole and through updates to the BPR website."
Intermediate Outcomes			
An increase in the recipients	KPI: Communications	Through the life of the project more and	There has been an increase in the number of recipients/subscribers for all

of the various communication products, to create a better-informed industry.	survey at the end of the project receives a high result for the project's effectiveness in sharing industry-related knowledge.	more members of the Australian avocado industry subscribed to our various communications vehicles (the website, the magazine, the enewsletter) so they can stay better informed about the activities of importance to the industry, be it R&D, extension, or best practice, etc.	our main communications channels since the project began in November 2018 for example our Guacamole enewsletter subscriber list has increased by 10%, Industry Update list has grown by 62%, our Talking Avocados magazine subscribers list has increased by 71%, BPR users have increased by 34%. These increases in recipients supports the notion that the project has created a better-informed industry.
Increase industry website users by 10% over the life of the project, to increase industry understanding and adoption of best practice.	KPI: Growth in website users by 10% over the life of the project	The project saw an increase in BPR users of around 34%. By the end of the project there are 1,834 BPR users. As more growers entered the industry, they were motivated to request access to the BPR, and this shows in our analytical data of the website's usage. The high levels of usage of the BPR indicate that viewers are gaining a better understanding of best practice principles, and this can lead to adoption.	The project has increased industry website users by 22.2% (in December 2018 the website had 2,559 users, in July 2022 the website had 3,129 users). Industry stakeholders rated the project as 93% effective or very effective in sharing industry-related knowledge (Source: End of project Communications Survey 2022 – see Appendix 9).
Increase total social media followers by 5% year-on-year, and maintain engagement rates at 1% or above, as part of creating a better-informed industry	KPI: Growth in social media follower numbers (5% year-on-year) Maintenance of engagement rates (1% or above)	Members of the Australian avocado industry who responded to our end of project Communications survey stated they used Facebook and Linked as their preferred social media platforms. AVOCADOS AUSTRALIA has been actively growing our followers on both platforms posting content of relevance to industry members and achieving high levels of engagement (for example one post on 7/2/2022 reached 4,800 people and was about our Infocado team visiting NQ, another from 3/6/2020 reached 6,600 people and was about an extension activity. The content in these posts was informing industry members about our programs happening in regional areas.	In terms of follower growth, from the baseline of 1,155 in December 2018, the follower/likes on Twitter and Facebook grew by 152%, reaching 2,906 followers in the last month of the project for July 2022. Engagement – Facebook: As of 25 July, the July 2022 overall engagement on average was 20% (using the provided Hort Innovation calculation of Engaged users/Reached Users x 100). Engagement on Twitter: As of July 2022, overall engagement rate was 7.5% (via Twitter analytics). Engagement on LinkedIn: AVOCADOS AUSTRALIA currently has 1,197 followers on LinkedIn. As of 25 July, the July 2022 overall engagement rate was 6.3%. Engagement is highest on Facebook, then Twitter, then LinkedIn.

75% of media releases/articles/statements prepared appear in industry-relevant outlets, helping to create a better-informed industry	KPI: 75% of prepared articles appearing in industry relevant publications	AVOCADOS AUSTRALIA carefully prepares media releases and media statements to be “on message” and in accordance with our media relations strategy. On a monthly basis (and as needed in the case of events) distribute our releases to all the industry-relevant outlets with the aim to better inform the industry. Examples are articles that have appeared around our export related activities because of our Export Regional Forums media releases.	75% of media releases/articles/statements produced by this project appeared in industry-relevant outlets, as detailed in the Results & Discussion section. See also Appendix 4 for a full list of the media activities that have been undertaken.

Monitoring and evaluation

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
1. To what extent has the project achieved its expected outcomes?	93% of respondents said our project was either effective or very effective in sharing industry-related knowledge (source: Communications Survey results 2022 – see Appendix 9). 91% of respondents said they were either satisfied or very satisfied with the projects’ industry communications (source: Communications Survey results 2022). Based on the points outlined in the Outcomes section and the testimonials we have received from several researchers who have benefited from the project we believe that the project has achieved its expected outcomes (See Appendix 9 – Testimonials).	From the feedback received from Extension surveys we know that case studies have been identified as a desired format for members of the industry to read about how best practice can be adopted in the orchard. Also, innovations being adopted in the orchard is of interest to our audiences so in the new project we will incorporate case studies into the magazine and in Guacamole.
2. How relevant was the project to the needs of intended beneficiaries?	93% of respondents said our project was either effective or very effective in sharing industry-related knowledge so respondents have found our content relevant (source: Comms Survey results 2022). Because of this we believe that we have successfully communicated relevant content to our project’s beneficiaries. Our end of project Communications Survey (in February) identified content topics of interest to industry, and we have already been producing articles on these topics in the magazine. Because we are very proactive in actioning the feedback from our survey, we can ensure that we are keeping our project relevant to the needs of our target stakeholders.	Our end of project Communications Survey is a useful tool able to ensure that the project is evaluated and able to support a constant cycle of improvement. We can introduce refinements to the survey to make it easier to complete and thus improve our response rate.
3. How well have intended beneficiaries been engaged in the project?	As the points in the Results & Discussion section have outlined engagement across all our main communication channels has been positive, one example being the opening rates for email communications which has achieved above the industry benchmark (benchmarking for Agriculture and Food Services, the <i>Guacamole</i> ’s average open rate of 34.4% is above the standard of 23.31%). Also, 93% of respondents said our project was either effective or very effective in sharing industry-related knowledge	Though engagement for email communications has been above the industry benchmark we will continue to pursue higher levels of engagement on social media platforms. We will increase the number of posts per week and include content around the topic areas of interest identified in the 2022 Communications Survey.

	so respondents are engaging with this information (source: Comms Survey results 2022 – see Appendix 9). Please also refer to the engagement results detailed in Appendices 1 to 8.	
4. To what extent were engagement processes appropriate to the target audience/s of the project?	The engagement processes used by the AV18003 project were appropriate considering the survey feedback from our various target audiences. We monitor and measure the engagement occurring across our main communications channels and we know that these channels are most used by our audiences. Further, we know that we are effectively communicating with our key audiences because of the results from our 2022 Communications survey.	In the case of videos we can aim to increase engagement by heavily promoting the videos via our social media channels. Posts about R&D practices and presentations with links to our YouTube channel will also allow us to use YouTube analytics.
5. What efforts did the project make to improve efficiency?	The AV18003 project team has made every effort to improve efficiency. The points made in the Results & Discussion section reinforce the fact that the Communications team was committed to a constant cycle of improvement, for example enhancements were made to Guacamole, Talking Avocados magazine, the BPR to improve their use. 90% of respondents said that the AV18003 project was either effective or very effective in continuous improvement in delivering information to industry (source: Comms Survey results 2022).	The stakeholder feedback received via our 2022 Communications survey is already being actioned. We will continue to action the relevant suggestions in the new project so we can ensure a constant cycle of improvement. We will apply the lessons we have learned from AV18003 into the new comms project so the new project will benefit from our knowledge and experience.

Recommendations

Talking Avocados & reports on latest research

The magazine continues to be well-received by industry. It is recommended that this magazine continue to be available to levy payers, either in printed or electronic format. To date, printed remains the preferred format for the vast majority of industry stakeholders.

It is also recommended that content continue to be sourced directly from researchers and technical experts undertaking research or other work of interest to the industry. Sourcing this material directly from the researchers, many working on Hort Innovation Avocado Fund projects, will continue to ensure a high level of accuracy and rigour of content.

It is recommended that a new section be added to the magazine that highlights new and emerging technologies that would be of value to growers and other industry stakeholders. Case studies outlining the application of these technologies would be of value to growers/levy-payers.

Given the value placed upon research and development information from both national and international sources, it is recommended that the international research snapshots (based on a search of CABI and other relevant databases) continue to be included in each edition.

More can be done to encourage current recipients to promote the availability of the magazine to other levy payers. Our Communications survey found that *Guacamole* was the number one communication vehicle used by growers to find out about AVOCADOS AUSTRALIA's activities. So, *Talking Avocados* magazine should be actively promoted in *Guacamole*.

Guacamole

Fortnightly *Guacamole* newsletters should continue to be compiled and distributed to support the Australian avocado industry with timely, relevant news and research updates.

Industry/Grower Notices & Avo Alerts

Industry/Grower Notices and the *Avo Alerts* (orchard tasks) notices should continue to be compiled and distributed.

The *Avo Alerts* were a monthly publication, compiled by the Queensland Department of Agriculture and Fisheries and distributed by AVOCADOS AUSTRALIA to avocado growers nationally.

Industry and Grower notices should continue to be distributed on an as needs basis, to either growers or all industry contacts.

External media

AVOCADOS AUSTRALIA should continue to engage with the Australian media, proactively extending industry-relevant information (for example, the outcomes of the annual *Facts at a Glance* publication) as well as reactively responding to media queries about current avocado industry issues. This is necessary to engage with both industry and the broader community, to ensure current, accurate information is available in the public sphere.

Crisis Management Plan

AVOCADOS AUSTRALIA should continue to maintain the industry's crisis management plan, to ensure it is up-to-date and staff prepared should the need arise for its use.

Industry website, and BPR Framework

The industry website is a key repository not only for the highly regarded BPR but also supply chain reports (*Infocado* and retail pricing), industry events and industry-relevant news and publications. It is recommended there be ongoing support

for maintaining the industry website, particularly to ensure it always provides the latest information for industry, whether news and event updates, or best practice information generated by other R&D projects.

The use of video and audio should continue to be utilised on the website/BPR as highly effective communication and education mediums.

Social media

It is recommended that AVOCADOS AUSTRALIA continue its social media activities on behalf of industry as an extension to the core communication tools.

Annual stakeholder survey

It is recommended that rather than an end of project survey be completed to inform project reporting and a continuous cycle of improvement we should consider smaller surveys to get feedback on specific communications outputs. The findings of these brief surveys can provide the basis for recommendations and provide evidence of the success of the project. These smaller specific surveys will streamline the monitoring and evaluation process, without overly burdening potential respondents.

Refereed scientific publications

None to report.

References

Mailchimp. Email Marketing Benchmarks and Statistics by Industry, <https://mailchimp.com/en-au/resources/how-to-measure-your-email-marketing-success/> Accessed: May 2022.

Intellectual property

Ownership of any pre-existing IP that is proprietary to Avocados Australia and is used for the project remains with Avocados Australia.

Any intellectual property that arose out of the project including any intellectual property in any project outputs is owned by Hort Innovation. All Reports including the Final Report and Evaluation Reports are proprietary to Hort Innovation.

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- Department of Agriculture and Fisheries Queensland and in particular Simon Newett, Bridie Carr and Noel Ainsworth (production and supply chain expertise and extension)
- all research and technical contributors to *Talking Avocados*
- the Board and staff of AVOCADOS AUSTRALIA for their contributions and support.

Appendix 1 - Guacamole

Output description: *Guacamole*, the industry's regular e-newsletter, is the primary means of email communication to the industry and continues to focus on delivering short, timely information on a fortnightly basis with electronic links to more detail as required. *Guacamole* is available on the industry website at www.avocado.org.au/news-publications/newsletter-guacamole/.

Audience: Subscribers consist of members of the Australian avocado industry.

A list of the *Guacamole* issues produced by the AV18003 project:

- *Guacamole* newsletter 7/12/2018
 - Key topics: Japanese market access, rising production, marketing, BPR update, Australian news, international news, upcoming events.
 - Distributed to 1,395 contacts with a 35% open rate
- *Guacamole* newsletter 21/12/2018
 - Key topics: Japanese market access, marketing, BPR update, Australian news, international news, upcoming events.
 - Distributed to 1,525 contacts with a 37% open rate
- *Guacamole* newsletter 11/1/2019
 - Key topics: demand, consumer food safety, marketing, BPR update, Australian news, international news, upcoming events.
 - Distributed to 1,536 contacts with a 37% open rate
- *Guacamole* newsletter 25/1/2019
 - Key topics: consumer demand, production, new data analyst, tissue culture knowledge survey, marketing, BPR update, Australian news, international news, upcoming events.
 - Distributed to 1,544 contacts with a 31% open rate.
- *Guacamole* newsletter 8/2/2019
 - Key topics: regional weather impacts (flooding, North Queensland); ChemClear; tissue culture knowledge survey; National Traceability Framework; Australian Avocados marketing activities; BPR update (AV16006 reports); Australian news (including the appointment of a *Xyllella* coordinator (MT17006); International news; upcoming events (including the Hort Innovation Strategic Consultation process).
 - Distributed to 1,577 contacts with a 38% open rate
- *Guacamole* newsletter 22/2/2019
 - Key topics: avocado export strategy (AV17000); Sunnyspot spraying field day; Avocado SIAP; regional weather impacts (flooding; North Queensland); Chile draft risk analysis; tissue culture knowledge survey; Australian Avocados marketing activities; BPR update; Australian news (including Hort Innovation internship opportunities (LP15006) and Churchill Fellowships (LP16002); International news; upcoming events (including the Hort Innovation Strategic Consultation process).
 - Distributed to 1,563 contacts with a 31% open rate
- *Guacamole* newsletter 8/3/2019
 - Key topics: possible Chile imports; Australian Avocados marketing activities; Sunnyspot spraying field day; Freshcare 2030 survey; BPR update; Australian news; International news; upcoming events (including a field day for AI13004 and the Hort Innovation Strategic Consultation process).
 - Distributed to 1,570 contacts with a 37% open rate
- *Guacamole* newsletter 22/3/2019
 - Key topics: possible Chile imports; Verticillium wilt in WA (AV16007); Australian Avocados marketing activities; BPR update (AV17000 related); Australian news (including information on APVMA PER87164; the Hort Innovation Hort Stats Handbook release); International news; upcoming events (including a field day for AI13004 and the Hort Innovation Strategic Consultation process).
 - Distributed to 1,586 contacts with a 40% open rate
- *Guacamole* newsletter 5/4/2019
 - Key topics: World Avocado Congress Australian industry pre-tour (AV17005); new avocado industry development manager (AV17005); Australian Avocados marketing activities; BPR update (AV17000 related); Australian news (including the Hort Innovation Churchill Fellowships (LP16002); the Hort Innovation Strategic Consultation process; Hort Innovation release *Research initiative ramps up investments to secure plant biosecurity*; information on APVMA PER87164 and Verticillium wilt in WA (AV16007)); International news; upcoming events (including a field day for AI13004).
 - Distributed to 1,597 contacts with a 37% open rate
- *Guacamole* newsletter 18/4/2019
 - Key topics: World Avocado Congress Australian industry pre-tour (AV17005); World Avocado Congress; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update; Australian news (including the Hort Innovation Churchill Fellowships; Hort Innovation Strategic Consultation process); International news; upcoming events.
 - Distributed to 1,601 contacts with a 33% open rate

- *Guacamole* newsletter 3/5/2019
 - Key topics: World Avocado Congress Australian industry pre-tour (AV17005); Japanese market EOI 2019 season (AV17000); Tristate quarantine update; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (promoted the more user-friendly password re-set feature noted in MS103); Australian news; International news; upcoming events.
 - Distributed to 1,614 contacts with a 40% open rate
- *Guacamole* newsletter 17/5/2019
 - Key topics: Australian production booming (as per Australian Avocados release); Tristate looking to production rebound; World Avocado Congress Australian industry pre-tour (AV17005); Japanese market EOI 2019 season (AV17000); latest Nielsen data (MT17015); Hort Innovation strategic themes feedback call; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (promoted the more user-friendly password re-set feature noted in MS103); Australian news; International news; upcoming events.
 - Distributed to 1,619 contacts with a 36% open rate
- *Guacamole* newsletter 31/5/2019
 - Key topics: New date for Tristate forum (AV17005); Japanese market EOI 2019 season (AV17000); World Avocado Congress Australian industry pre-tour (AV17005); extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (Maximum Residue Limits document annual update); Australian news (including the Hort Innovation release on the value of production); International news; upcoming events.
 - Distributed to 1,631 contacts with a 37% open rate
- *Guacamole* newsletter 14/6/2019
 - Key topics: AVOCADOS AUSTRALIA Order of Merit presentation; extension event update, and event date claimer (AV17005); Australian Avocados marketing activities; BPR update (Maximum Residue Limits document annual update); Australian news; International news; upcoming events.
 - Distributed to 1,644 contacts with a 40% open rate
- *Guacamole* newsletter 28/6/2019
 - Key topics: Japanese market interest (AV17000); WA harvest starting; Infocado redevelopment (AV16006), extension event date claimer (AV17005); record year for avocados; Tristate frost; AvoSkills (AV17005); Australian Avocados marketing activities; BPR update (improved printing functionality); Australian news; International news; upcoming events.
 - Distributed to 1,659 contacts with a 33% open rate
- *Guacamole* newsletter 12/7/2019
 - Key topics: AVOCADOS AUSTRALIA office move; increasing production; AvoSkills booked out (AV17005); Hort Innovation launches strategic plan; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (improved printing functionality); Australian news; International news; upcoming events.
 - Distributed to 1,661 contacts with a 37% open rate
- *Guacamole* newsletter 26/7/2019
 - Key topics: Indian market visit; Taste Australia promotion in Malaysia; EOI to attend Asia Fruit Logistica; extension event date claimer (AV17005); Australian Avocados marketing activities; AVOCADOS AUSTRALIA office move; BPR update (Regional Forum minutes now available – AV17005); Australian news (including the Hort Innovation fruit fly funding, Hort Innovation information about Trivor); International news; upcoming events.
 - Distributed to 1,679 contacts with a 35% open rate
- *Guacamole* newsletter 9/8/2019
 - Key topics: genome mapping; avo hand; Hort Innovation secures tree crop mapping grant; extension event date claimer (AV17005); Australian Avocados marketing activities; AVOCADOS AUSTRALIA office move; BPR update (Regional Forum minutes now available – AV17005); Australian news (including the Hort Innovation AGM & voting rights information, Taste Australia promotions in Malaysia, and Xylella work); International news; upcoming events.
 - Distributed to 1,705 contacts with a 35% open rate
- *Guacamole* newsletter 23/8/2019
 - Key topics: RSVP for North Queensland (AV17005); WA industry investment; Asia Fruit Logistica (AV17000); *OrchardInfo* tree census (AV16006); *Avo Alerts* reminder (AV17005) extension event date claimer (AV17005); Australian Avocados marketing activities; AVOCADOS AUSTRALIA office move; BPR update (Regional Forum minutes now available – AV17005); Australian news (including the Hort Innovation AGM & voting rights information); International news; upcoming events.
 - Distributed to 1,717 contacts with a 37% open rate
- *Guacamole* newsletter 6/9/2019
 - Key topics: Indian market visit (AV17000); Japanese market (AV17000); Asia Fruit Logistica (AV17000); Hort Innovation announces export records for horticulture; export survey (AV17000); *OrchardInfo* survey (AV16006); record interest in Hort Innovation funding for business masterclass; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (avocado import/export report – AV16006); Australian news (including the Hort Innovation WLA scholarships, Hort Innovation AGM & voting rights information); International news; upcoming events.
 - Distributed to 1,739 contacts with a 35% open rate
- *Guacamole* newsletter 20/9/2019
 - Key topics: avocados on ABC Landline; Californian tour success (AV17005); China FVF update (AV17000); record interest in

Hort Innovation funding for business masterclass; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (Indian market tour report available AV17000); Australian news (including the Hort Innovation release on genome work, Hort Innovation's mobile best surveillance units, Hort Innovation WLA scholarships, Hort Innovation AGM & voting rights information); International news; upcoming events.

- Distributed to 1,750 contacts with a 35% open rate
- *Guacamole* newsletter 4/10/2019
 - Key topics: New Zealand secures WAC 2023; world industry works to grow demand; Comboyne hail impact; *Avo Alert* promotion; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (Indian market tour report available AV17000); Australian news (including the Hort Innovation release about the growth of Australian horticulture); International news; upcoming events.
 - Distributed to 1,742 contacts with a 32.7% open rate
- *Guacamole* newsletter 18/10/2019
 - Key topics: Sunfresh goes into administration; hail recovery steps; Liz Dann QAAFI presentation; extension event date claimer (AV17005); Australian Avocados marketing activities; BPR update (avocado import/export report – AV16006); Australian news (including the Hort Innovation WLA scholarships); International news; upcoming events.
 - Distributed to 1,783 contacts with a 41.9% open rate
- *Guacamole* newsletter 1/11/2019
 - Key topics: Facts at a Glance shows consumption increase (AV16006); Hort Innovation Avocado Fund annual report released; Australian Avocados marketing activities; BPR update (drawing attention to the “related resources” included with articles); Australian news (including Hort Innovation sustainability strategy; Hort Innovation value of horticulture release; Hort Innovation/WLA scholarships); International news; Export round-up (including the MAFF inspection in WA – AV17000); upcoming events (Hort Innovation AGM).
 - Distributed to 1,795 contacts with a 40% open rate
- *Guacamole* newsletter 15/11/2019
 - Key topics: regional forum TNR and CQ (AV17005); Hort Innovation AGM; fires; RDC modernisation review; Australian Avocados marketing activities; BPR update (global market reports – AV16006); Australian news; International news; Export round-up (AV17000); upcoming events (Hort Innovation AGM).
 - Distributed to 1,799 contacts with a 38% open rate
- *Guacamole* newsletter 29/11/2019
 - Key topics: BPR survey (AV17005); Hort Innovation AGM; regional forum CQ (AV17005); Australian Avocados marketing activities; BPR update (global market reports – AV16006); Australian news (Hort Innovation sustainability survey); International news; Export round-up (AV17000); upcoming events.
 - Distributed to 1,802 contacts with a 34% open rate
- *Guacamole* newsletter 13/12/2019
 - Key topics: Australian Government releases Chile report; fire recovery (AV17005); Facts at a Glance (AV16006); Aussies love their avocados (Hort Innovation release); Market Development Manager; Australian Avocados marketing activities; BPR update (extension event materials – AV17005); Australian news (Hort Innovation launches podcast season two); International news; Export round-up (Taste Australia promotion in Japan); upcoming events.
 - Distributed to 1,801 contacts. There was a glitch with the send system and open rates are unavailable for this edition.
- *Guacamole* newsletter 10/01/2020
 - Key topics: welcome to 2020; fires update; fire recovery (AV17005); Australian Avocados marketing activities; BPR update (extension event materials – AV17005); Australian news (Hort Innovation success release; Hort Innovation masterclass applications closing); International news; Export round-up; upcoming events.
 - Distributed to 1,810 contacts. There was a glitch with the send system and open rates are unavailable for this edition.
- *Guacamole* newsletter 24/01/2020
 - Key topics: Fire mapping for fire extent; fire assistance resources (including from Hort Innovation); extension events (AV17005); Hort Innovation pest survey (MT19008); Australian Avocados marketing activities; BPR update (Growing section, irrigation resources); Australian news; International news; Export round-up (Foodex EO – AV17000); upcoming events (AV17005 & PH16000).
 - Distributed to 1,815 contacts. There was a glitch with the send system and open rates are unavailable for this edition.
- *Guacamole* newsletter 7/02/2020
 - Key topics: Paradise Dam concerns; Hort Innovation pest survey (MT19008); Australian Avocados marketing activities; BPR update (Growing section, irrigation resources); Australian news (Hort Innovation pollination research; SITPlus Qfly research); International news; Export round-up; upcoming events (PH16000 and QAAFI tissue culture CQ event).
 - Distributed to 1,808 contacts with a 41% open rate
- *Guacamole* newsletter 21/02/2020
 - Key topics: extension events (AV17005); QAAFI tissue culture CQ event; Australian Avocados marketing activities; BPR update (transporting avocados); Australian news; International news; Export round-up (Foodex representatives announced – AV17000); upcoming events.
 - Distributed to 1,820 contacts with a 39% open rate

- *Guacamole* newsletter 06/03/2020
 - Key topics: new avocado biosecurity plan (MT17003); extension events (AV17005); Shepards are back (marketing); Australian Avocados marketing activities; BPR update (new World Avocado Congress reports – AV17005); Australian news (Hort Innovation pest survey extended (MT19008), Hort Innovation environmental credentials release); International news; Export round-up (Foodex cancellation – AV17000); upcoming events (QAAFI tissue culture CQ event).
 - Distributed to 1,823 contacts with a 39% open rate
- *Guacamole* newsletter 20/03/2020
 - Key topics: COVID-19; extension events (AV17005); Hort Connections postponed to 2021; QAAFI tissue culture CQ event postponed; new Market Development Manager; post-harvest fruit rot research article (AV16007); Australian Avocados marketing activities; BPR update (new World Avocado Congress reports – AV17005); Australian news (Hort Innovation new technology funding, Hort Innovation pest survey extended (MT19008)); International news; Export round-up (preparation for upcoming Japanese season – AV17000); upcoming events.
 - Distributed to 1,854 contacts with a 35% open rate
- *Guacamole* newsletter 03/04/2020
 - Key topics: COVID-19; growers encourage avocado consumption; fresh produce safe to eat (Hort Innovation); extension events (AV17005); Australian Avocados marketing activities; BPR update (various AV17005 regional forum & Congress reports); Australian news (Horticulture Statistics Handbook released, IPM project needs feedback (AV19001); International news; Export round-up (preparation for the upcoming Japanese season – AV17000); upcoming events.
 - Distributed to 1,855 contacts with a 38% open rate
- *Guacamole* newsletter 17/04/2020
 - Key topics: COVID-19; encouraging at home consumption; Australian Avocados marketing activities; BPR update (new Phytophthora video – AV17005); Australian news (IPM project needs feedback - AV19001); International news; Export round-up (preparation for the upcoming Japanese season); upcoming events (AV17005 event).
 - Distributed to 1,868 contacts with a 32.12% open rate
- *Guacamole* newsletter 1/5/2020
 - Key topics: various COVID-19 updates; regional forum success (AV17005); pest information survey (AV19001); Australian Avocados marketing activities; BPR update (new AV17005 video); Australian news; International news; Export round-up (AV17000); upcoming events (AV17005, SIAP).
 - Distributed to 1,873 contacts with a 32% open rate
- *Guacamole* newsletter 15/5/2020
 - Key topics: various COVID-19 updates; consumer market webinar (Hort Innovation); pest information survey (AV19001); Australian Avocados marketing activities; BPR update (managing ripening); Australian news (#smashanavoathome, Hort Innovation launches new marketing campaign); International news; Export round-up (AV17000); upcoming events (AV17005, Hort Innovation Brain Date).
 - Distributed to 1,878 contacts with a 31% open rate
- *Guacamole* newsletter 29/5/2020
 - Key topics: various COVID-19 updates; Coles adds Fair Farms certification; AV17005 webinar recording available; Quality a focus for Hass return; Promoting Good Mood Food (Hort Innovation); Hort Innovation sustainability survey results; pest information survey (AV19001); Australian Avocados marketing activities; BPR update (managing ripening); Australian news (national orchard map AV18002, Hort Innovation COVID-19); International news; Export round-up (AV17000); upcoming events.
 - Distributed to 1,891 contacts with a 32% open rate
- *Guacamole* newsletter 12/6/2020
 - Key topics: various COVID-19 updates; Selwyn Snell retiring from Hort Innovation; Tea red spider mite control registered; Retail project to help improve quality (AV19003); Australian Avocados marketing activities; BPR update (AV18000 videos); Australian news (Hort Innovation seeking director nominations); International news; Export round-up (Hort Innovation launches trade hub, AV17000); upcoming events (Hort Innovation Insights, AV17005 webinars).
 - Distributed to 1,856 contacts with a 33% open rate
- *Guacamole* newsletter 26/6/2020
 - Key topics: various COVID-19 updates; Promoting horticulture on Ten (Hort Innovation); Has your GS1 databar been verified; Australian Avocados marketing activities; BPR update (AV18000 videos) + Updating the crop cycle calendars (AV17005); Australian news (HN15000); International news; Export round-up (Hort Innovation trade hub, AV17000); upcoming events (AV17005).
 - Distributed to 1,861 contacts with a 33% open rate
- *Guacamole* newsletter 10/7/2020
 - Key topics: various COVID-19 updates; *My Market Kitchen* update (Hort Innovation); Hass in perfect form (Australian Avocados); Data on consumer behaviour at your fingertips (ST19031); Food tampering extends to avocados; Australian Avocados marketing activities; BPR update (AV18000 video) + Updating the crop cycle calendars (AV17005); Australian news (Hort Innovation signs new Deed of Agreement); International news; Export round-up (Hort Innovation trade hub, AV17000); upcoming events (AV17005).
 - Distributed to 1,853 contacts with a 52% open rate
- *Guacamole* newsletter 24/7/2020

- Key topics: various COVID-19 updates; COVID-19 labour needs (Hort Innovation EY project); NSW expecting bumper harvest; CQ Rockhampton growers wrap up season; Avocado purchase volumes up slightly (Hort Innovation/Nielsen); Australian Avocados marketing activities; BPR update (AV18000 video); Australian news (Hort Innovation/Women in horticulture scholarships, Hort Innovation welcomes biosecurity funding); International news; Export round-up (AV17000); upcoming events (AV17005).
- Distributed to 1,857 contacts with a 32% open rate
- *Guacamole* newsletter 7/8/2020
 - Key topics: various COVID-19 updates; COVID-19 labour needs (Hort Innovation EY project); New avocado pollination factsheet (PH15000); Planning to plant this spring?; *My Market Kitchen* Hort Innovation update; ST19031 consumer update; Australian Avocados marketing activities; BPR update (AV17005 event resources); Australian news; International news; Export round-up (AV17000); upcoming events (Hort Innovation AGM).
 - Distributed to 1,867 contacts with a 34% open rate
- *Guacamole* newsletter 21/8/2020
 - Key topics: various COVID-19 updates; COVID-19 labour needs (Hort Innovation EY project); Harvest to Home fresh produce update (Hort Innovation); Varroa eradication plan updated; Australian Avocados marketing activities; BPR update (Chilean imports R&D report AV17004); Australian news (Hort Innovation competitive grants on offer, Hort Innovation/Women in Leadership scholarships); International news; Export round-up (new export & import reports from AV16006, AV17000); upcoming events (Hort Innovation AGM).
 - Distributed to 1,867 contacts with a 33% open rate
- *Guacamole* newsletter 4/9/2020
 - Key topics: various COVID-19 updates; First Chilean avocados arrive in Australia; Australian Avocados marketing activities; BPR update ("What if" spreadsheet released, AV17005); Australian news (Hort Innovation competitive grants on offer, Hort Innovation/Women in Leadership scholarships); International news; Export round-up (new export & import reports from AV16006, AV17000); upcoming events (Hort Innovation AGM).
 - Distributed to 1,878 contacts with a 34% open rate
- *Guacamole* newsletter 18/9/2020
 - Key topics: various COVID-19 updates; Chilean avocados in Australia; Putting avocados on ice; New PRR resistant rootstock (Hort Innovation); Keep an eye out for panicle blight (AV16007); Avogrow webinar series (AV17005); How does light and temperature influence yield (AV19006); Australian Avocados marketing activities; BPR update ("What if" spreadsheet released, AV17005); Australian news (ST19031, FF17001); International news; Export round-up (new monthly export report, July export update, AV17000); upcoming events (Hort Innovation EGM, Hort Innovation AGM).
 - Distributed to 1,892 contacts with a 34% open rate
- *Guacamole* newsletter 2/10/2020
 - Key topics: various COVID-19 updates; COVID-19 labour needs (Hort Innovation EY project); How does light and temperature influence yield (AV19006); Keep an eye out for panicle blight (AV16007); Australian Avocados marketing activities; BPR update (New monthly export reports); Australian news (ST19031, Hort Innovation/Women in Leadership scholarships); International news; Export round-up (new trade process from Hort Innovation, AV17000); upcoming events (Hort Innovation EGM, Hort Innovation AGM).
 - Distributed to 1,898 contacts with a 30% open rate
- *Guacamole* newsletter 16/10/2020
 - Key topics: various COVID-19 updates; Ag measures in national budget; New Harvest to Home Insights (Hort Innovation); EOI for Irrigation Review 2021 (AV17005); *OrchardInfo* needs you (AV20000); Latest edition of *Australian Farmer* out now; Australian Avocados marketing activities; BPR update (workplace health and safety reminder); Australian news; International news; Export round-up (export monthly update, AV17000); upcoming events (AV17005, Hort Innovation AGM).
 - Distributed to 1,900 contacts with a 30% open rate
- *Guacamole* newsletter 30/10/2020
 - Key topics: various COVID-19 updates; New retail quality monitoring dashboard (AV19003); Facts at a Glance released (AV20000); AVOCADOS AUSTRALIA AGM; *OrchardInfo* needs you (AV20000); Hort Innovation releases Fund report; Latest edition of *Australian Farmer* out now; Australian Avocados marketing activities; BPR update (AV17005 webinar materials in BPR); Australian news (Hort Innovation board nominees announced, *Xylella* research underway, Masterclass in Horticultural Business 2021); International news; Export round-up (AV17000); upcoming events (Hort Innovation AGM).
 - Distributed to 1,901 contacts with a 28% open rate
- *Guacamole* newsletter 13/11/2020
 - Key topics: COVID-19 update; tree crop map (ST15016 & AV18002); Have your say on extension project (AV17005 & AV20002); Latest fruit quality results in the BPR (AV19003); Reference group members needed (AS18000); EOI for Irrigation Review 2021 (AV17005); Australian Avocados marketing activities; BPR update (New spotting bug poster, AV17005); Australian news (including new fruit fly strategy launch & other biosecurity news, PH16002 fly pollination trial success media release from Hort Innovation); International news; Export round-up (AV17000); upcoming events (AV17005, Asiafruit Congress, Asia Fruit Logistica, Hort Innovation AGM).
 - Distributed to 1,846 contacts with a 34% open rate
- *Guacamole* newsletter 27/11/2020
 - Key topics: COVID-19 update; Final chance! Industry event survey closing (AV17005 & AV20002); Did you miss our latest webinars? (AV17005); Keep up the communication (AV20000, marketing); WA fruit quality at retail gets a tick (AV19003);

Avocado art in Perth; Australian Avocados marketing activities; BPR update (New spotting bug poster, AV17005); Australian news (fruit fly permit extended, New Hort Innovation chair, release of *Facts at a Glance* AV20000); International news; Export round-up (AV17000, AV20000); upcoming events (WA Phytophthora and phosphite workshop AV16007).

- Distributed to 1,860 contacts with a 34% open rate
- *Guacamole* newsletter 11/12/2020
 - Key topics: COVID-19 update, news and Austrade employer survey; ACCC says new fair trading law needed; Latest retail quality results (AV19003); Australian Avocados marketing activities; Improving the food safety audit process; EOI for advanced irrigation workshop (AV17005); BPR update (AV17005, AV17000, AV20000, AV18000); Australian news (Hort Innovation's COVID-19 response, Hort Innovation creating a sustainability framework for industry, new extreme weather map for orchards AV18002); International news; Export round-up (AV17000); upcoming events.
 - Distributed to 1,871 contacts with a 31% open rate
- *Guacamole* newsletter 8/1/2021
 - Key topics: COVID-19 update; Fruit flies found in the Tristate; Fruit fly eradication effort in WA; HARPS consultation closing soon; Improving the food safety audit process; Australian Avocados marketing activities; BPR update (encouragement to register for BPR); Australian news; International news; Export round-up (AV17000); upcoming events.
 - Distributed to 1,886 contacts with a 32% open rate
- *Guacamole* newsletter 22/1/2021
 - Key topics: COVID-19 update, including labour shortages; Import states added to monthly reports (AV17000 & AV20000); HARPS consultation extended; Consumers spending more on avocados (Harvest to Home); Australian Avocados marketing activities; BPR update (Spotting bug content update by AV17005); Australian news; International news; Export round-up (AV17000); upcoming events.
 - Distributed to 1,902 contacts with a 33% open rate
- *Guacamole* newsletter 5/2/2021
 - Key topics: COVID-19 update; New director for Western Australia; First Regional Forum date set (AV17005); EOI for advanced irrigation workshop (AV17005); Australian Avocados marketing activities; BPR update (Spotting bug content update by AV17005); Australian news (Good Mood Food Special); International news; Export round-up (AV17000); upcoming events (Hort Statistics handbook webinar HA18002, AV17005).
 - Distributed to 1,916 contacts with a 31% open rate
- *Guacamole* newsletter 19/2/2021
 - Key topics: COVID-19 update; Retail monitoring for January released (AV19003); Reef Certification training; First Regional Forum date set (AV17005); Check your maturity before you pick; Missing your news outlets on Facebook?; Australian Avocados marketing activities; BPR update (AV18000); Australian news; International news; Export round-up (AV20004); upcoming events (AV17005).
 - Distributed to 1,977 contacts with a 32% open rate
- *Guacamole* newsletter 5/3/2021
 - Key topics: COVID-19 update; ABARES confirms worker shortage; Fall armyworm may attack avocado; National mapping update: Northern Rivers (ST15016, AV18002); Check your maturity before you pick; First Regional Forum to feature nutrition (AV17005); Australian Avocados marketing activities; BPR update (AV18000); Australian news (mentions of Hort Innovation); International news; Export round-up (AV20004); upcoming events (AV17005).
 - Distributed to 1,964 contacts with a 32% open rate
- *Guacamole* newsletter 19/3/2021
 - Key topics: COVID-19 update; Australian quality "exceptional" (AV19003); Choosing, storing and eating avocados; Avocado annual investment plan (Hort Innovation Avocado Fund); Australian Avocados marketing activities; BPR update (quality); Australian news (mentions of Hort Innovation); International news; Export round-up (AV20004, AV20000); upcoming events (AV17005).
 - Distributed to 1,987 contacts with a 34% open rate
- *Guacamole* newsletter 1/4/2021
 - Key topics: COVID-19 update; Wet weather and avocado trees (AV17005); NSW flood damage reports; CNSW forum postponed (AV17005); CQ drought irrigation postponed; Safety first – Elevating Work Platforms; Australian Avocados marketing activities; BPR update (quality); Australian news; International news; Export round-up (AV17000, Hort Innovation industry export roundtable); upcoming events (AV20004, AV18000, AV19003, AV19005).
 - Distributed to 1,988 contacts with a 32% open rate
- *Guacamole* newsletter 16/4/2021
 - Key topics: COVID-19 update; Shepard retail quality reports out now (AV19003); Riverlands tree crop map updated (ST15016, AV18002); Australian Avocados marketing activities; BPR update (check maturity); Australian news (AV17005, Australian Avocados marketing); International news; Export round-up (AV20004, AV20000); upcoming events (AV17005, Hort Innovation events).
 - Distributed to 1,976 contacts with a 32% open rate
- *Guacamole* newsletter 30/4/2021
 - Key topics: Australian Avocados launch of *Our Green Gold*, COVID-19 updates; Retail quality report (AV19003), Targeting irrigation best practice (AV17005); Ready for the Tristate avocado forum? (AV17005); BPR update (check maturity); Australian news; International news; Export round-up (AV20004); upcoming events (AV17005, QAAFI tissue culture).

- Distributed to 1,934 contacts with a 35% open rate
- *Guacamole* newsletter 14/5/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 1,943 contacts with a 34.7% open rate
- *Guacamole* newsletter 28/5/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 1,965 contacts with a 32.1% open rate
- *Guacamole* newsletter 11/6/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 1,989 contacts with a 33.6% open rate
- *Guacamole* newsletter 25/6/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,005 contacts with a 34.09% open rate
- *Guacamole* newsletter 9/7/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,037 contacts with a 31.4% open rate
- *Guacamole* newsletter 23/7/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,074 contacts with a 32.4% open rate
- *Guacamole* newsletter 6/8/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,085 contacts with a 32.8% open rate
- *Guacamole* newsletter 3/9/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,271 contacts with a 33.1% open rate
- *Guacamole* newsletter 17/9/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,249 contacts with a 30.1% open rate
- *Guacamole* newsletter 1/10/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,286 contacts with a 26.3% open rate
- *Guacamole* newsletter 15/10/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,322 contacts with a 28.9% open rate
- *Guacamole* newsletter 29/10/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,353 contacts with a 29.5% open rate
- *Guacamole* newsletter 12/11/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,347 contacts with a 32.5% open rate
- *Guacamole* newsletter 26/11/2021

- Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,355 contacts with a 29.3% open rate
- *Guacamole* newsletter 10/12/2021
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,429 contacts with a 34.6% open rate
- *Guacamole* newsletter 7/1/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,422 contacts with a 36.6% open rate
- *Guacamole* newsletter 21/1/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,368 contacts with a 32.0% open rate
- *Guacamole* newsletter 4/2/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,398 contacts with a 32.2% open rate
- *Guacamole* newsletter 18/2/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,394 contacts with a 31.5% open rate
- *Guacamole* newsletter 3/3/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,381 contacts with a 35.9% open rate
- *Guacamole* newsletter 18/3/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,372 contacts with a 35.5% open rate
- *Guacamole* newsletter 1/4/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,358 contacts with a 36.3% open rate
- *Guacamole* newsletter 29/4/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,404 contacts with a 32.2% open rate
- *Guacamole* newsletter 13/5/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,385 contacts with a 36.5% open rate
- *Guacamole* newsletter 27/5/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,385 contacts with a 36.5% open rate
- *Guacamole* newsletter 10/6/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,383 contacts with a 39.0% open rate
- *Guacamole* newsletter 24/6/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.

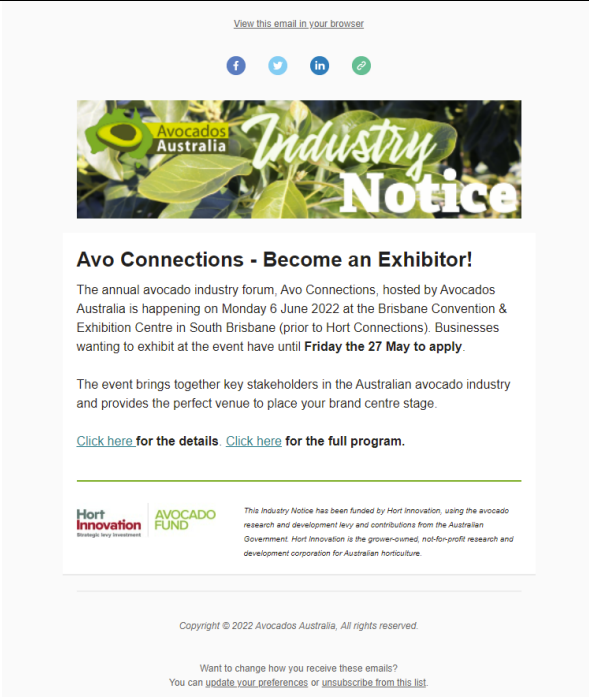
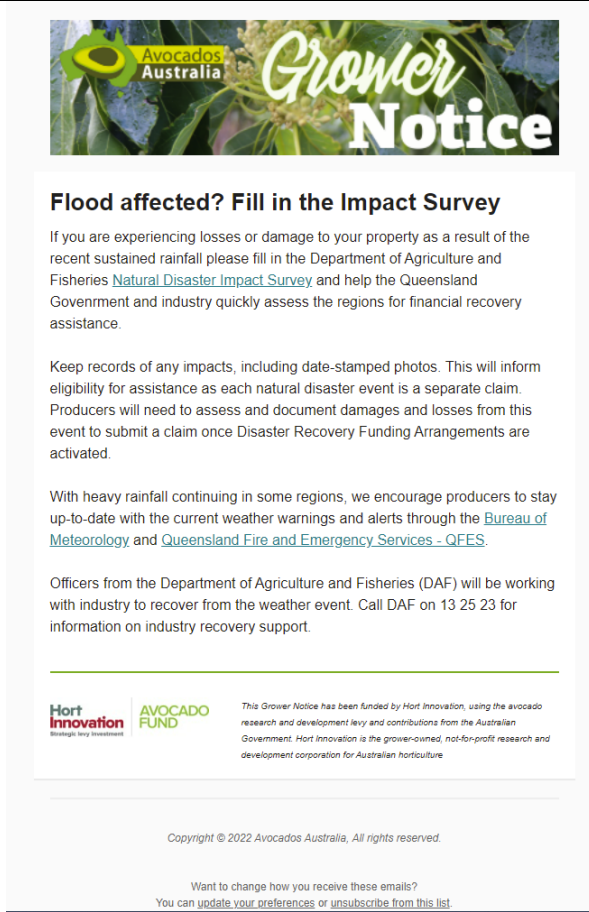
- Distributed to 2,381 contacts with a 42.3% open rate
- *Guacamole* newsletter 8/7/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,393 contacts with a 37.5% open rate
- *Guacamole* newsletter 22/7/2022
 - Key topics: Marketing Update, Update on R&D, BPR update, Australian news, International News, Export News, Event related news and event information.
 - Distributed to 2,396 contacts with a 36.5% open rate

Appendix 2 – Industry Notices & Grower Notices

Description: If any communication needed to be sent urgently, outside the scheduled dates of *Guacamole*, and/or is targeted at a particular sector of industry/geographic region then either an Industry Notice or Grower Notice was used. Our Communications Survey found that 93% of respondents found Grower notices and Industry notices as useful or very useful.

Audience: Australian avocado industry, growers, researchers, packers, exporters, other industry members. Our Industry Update recipient list has increased by 62% to 2,427 subscribers.

Access: To view the Industry Notices and Grower notices use this link: <https://avocado.org.au/news-publications/latest-news/avocados-australia-notices/>

Example of an Industry Notice:	Example of a Grower Notice:
	

During AV19003 the following notices were distributed:

- Industry notice 11/2/19 – *Join the avocado SIAP to advise on strategic R&D levy investments*
 - Distributed to 1,494 contacts with a 39% open rate
- Grower notice 14/3/19 – *Planting Systems Field Day* (first notice) (AI13004)
 - Distributed to 108 contacts (Sunshine Coast and Central Queensland) with a 56% open rate
- Grower notice 28/3/19 – *Planting Systems Field Day* (reminder notice) (AI13004)
 - Distributed to 175 contacts (Sunshine Coast, Central Queensland and South Queensland) with a 46% open rate
- Industry notice 24/4/19 – *Regional Forum - Central NSW* (first notice) (AV17005 event)

- Distributed to 548 contacts (industry contacts, Central NSW, Tamborine/Northern Rivers) with a 40% open rate
- Industry notice 9/5/19 – *Regional Forum – Central NSW* (AV17005 event)
 - Distributed to 545 contacts with a 33% open rate
- Industry notice 15/5/19 – *Book your place now!* (AV17005 Australian industry World Congress pre-tour)
 - Distributed to 1,610 contacts with a 39% open rate
- Industry notice 21/5/19 – *Regional Forums – Western Australia* (AV17005 events)
 - Distributed to 563 contacts with a 37% open rate
- Industry notice 21/5/19 – *Regional Forum – Tristate* (AV17005 event)
 - Distributed to 486 contacts with a 38% open rate
- Industry notice 23/5/19 – *New date! Tristate avocado event* (AV17005 event)
 - Distributed to 484 contacts with a 33% open rate
- Industry notice 24/5/19 – *Regional Forums – Western Australia* (AV17005 events)
 - Distributed to 560 contacts with a 37% open rate
- Industry notice 24/5/19 – *Book now! Californian study tour* (AV17005 event)
 - Distributed to 1,614 contacts with a 32% open rate
- Industry notice 24/6/19 – *NQ AvoSkills orchard management* (AV17005 event)
 - Distributed to 473 contacts with a 40% open rate
- Industry notice 5/7/19 – *RSVPS due! NQ AvoSkills* (AV17005 event)
 - Distributed to 473 contacts with a 35% open rate
- Industry notice 17/7/19 – *RSVP now! Tristate event* (AV17005 event)
 - Distributed to 498 contacts with a 31% open rate
- Industry notice 17/7/19 – *Join us in Hong Kong* (AV17000)
 - Distributed to 1,589 contacts with a 37% open rate
- Industry notice 26/7/19 – *Join us in Hong Kong* (AV17000)
 - Distributed to 1,578 contacts with a 34% open rate
- Industry notice 31/7/19 – *RSVP now! Tristate Forum* (AV17005 event)
 - Distributed to 493 contacts with a 31% open rate
- Industry notice 31/7/19 – *NQ avocado forum* (AV17005 event)
 - Distributed to 512 contacts with a 38% open rate
- Industry notice 14/8/19 – *NQ avocado forum* (AV17005 event)
 - Distributed to 512 contacts with a 35% open rate
- Industry notice 29/8/19 – *What do you want to know about exporting?* (AV17005 event)
 - Distributed to 1,654 contacts with a 38% open rate
- Industry notice 11/9/19 – *Are you going to the World Congress?* (AV17005 event)
 - Distributed to 1,668 contacts with a 34% open rate
- Industry notice 28/10/19 – *TNR avocado forum* (AV17005 event)
 - Distributed to 594 contacts with a 38% open rate.

- Industry notice 4/11/19 – *Regional Forum - Nimbin* (AV17005 event)
 - Distributed to 594 contacts with a 42% open rate
- Grower notice 4/11/19 – *Atherton Tableland Avocado Growers Association AGM*
 - Distributed to 106 contacts with a 42% open rate
- Industry notice 6/11/19 – *Regional Forum - Childers* (AV17005 event)
 - Distributed to 480 contacts with a 37% open rate
- Industry notice 12/11/19 – *TNR Avocado Regional Forum* (AV17005 event)
 - Distributed to 587 contacts with a 32% open rate
- Industry notice 18/11/19 – *CQ Avocado Regional Forum* (AV17005 event)
 - Distributed to 476 contacts with a 36% open rate
- Industry notice 19/11/19 – *Help us improve your BPR* (AV17005)
 - Distributed to 1,700 with a 35% open rate
- Industry notice 26/11/19 – *Help us improve your BPR* (AV17005)
 - Distributed to 1,700 with a 34% open rate
- Grower notice 11/12/19 – *NQ dry matter testing from DAF*
 - Distributed to 109 contacts with a 39% open rate
- Industry notice 14/1/2020 – *SQ Regional Forum* (AV17005 event)
 - Distributed to 501 contacts. There was a glitch with the send system and open rates are unavailable for this notice.
- Industry notice 16/1/2020 – *AvoSkills Western Australia* (AV17005 event)
 - Distributed to 1,744 contacts. There was a glitch with the send system and open rates are unavailable for this notice.
- Industry notice 17/1/2020 – *How important is Paradise Dam to your business?*
 - Distributed to 113 contacts. There was a glitch with the send system and open rates are unavailable for this notice.
- Industry notice 17/1/2020 – *Join us in Japan* (AV17000)
 - Distributed to 1,741 contacts. There was a glitch with the send system and open rates are unavailable for this notice.
- Industry notice 28/1/2020 – *SQ Regional Forum* (AV17005 event)
 - Distributed to 499 contacts with a 32% open rate
- Industry notice 28/1/2020 – *Sunshine Coast Regional Forum* (AV17005 event)
 - Distributed to 479 contacts with a 32% open rate
- Industry notice 28/1/2020 – *Paradise Dam meeting*
 - Distributed to 114 contacts with a 41% open rate
- Industry notice 29/1/2020 – *Join us in Japan* (AV17000)
 - Distributed to 1747 contacts with a 31% open rate
- Industry notice 5/2/2020 – *SQ Regional Forum* (AV17005 event)
 - Distributed to 499 contacts with a 35% open rate
- Industry notice 10/2/2020 – *Sunshine Coast Regional Forum* (AV17005 event)
 - Distributed to 484 contacts with a 33% open rate
- Industry notice 13/2/2020 – *Paradise Dam survey*

- Distributed to 114 contacts with a 40% open rate
- Industry notice 13/2/2020 – *Western Australian Regional Forum* (AV17005 event)
 - Distributed to 643 contacts with a 37% open rate
- Industry notice 28/2/2020 – *Western Australian Regional Forum* (AV17005 event)
 - Distributed to 536 contacts with a 42% open rate
- Industry notice 4/3/2020 – *Central NSW Regional Forum* (AV17005 event)
 - Distributed to 526 contacts with a 50% open rate
- Industry notice 23/3/2020 – *COVID-19 – keeping up to date*
 - Distributed to 1,853 contacts with a 42% open rate
- Industry notice 25/3/2020 – *Queensland Agriculture - COVID-19 webinar*
 - Distributed to 937 contacts with a 39% open rate
- Industry notice 26/3/2020 – *Central NSW Regional Forum* (AV17005 event)
 - Distributed to 551 contacts with a 35% open rate
- Industry notice 27/3/2020 – *COVID-19 update 27/3/2020*
 - Distributed to 1,786 contacts with a 36% open rate
- Grower notice 3/4/2020 – *NQ dry matter testing*
 - Distributed to 490 contacts with a 37% open rate
- Industry notice /19 – *Growers, time to share your favourite avo recipe!* (marketing content)
 - Distributed to 1,796 contacts with a 36% open rate
- Industry notice 9/4/2020 – *New COVID-19 resources released*
 - Distributed to 1,798 contacts with a 36% open rate
- Industry notice 9/4/2020 – *Central New South Wales Regional Forum* (AV17005 event)
 - Distributed to 620 contacts with a 35% open rate
- Industry notice 16/4/2020 – *We need your help to drive demand for avocados* (marketing content)
 - Distributed to 1,801 contacts with a 37% open rate
- Industry notice 22/4/2020 – *Central New South Wales Regional Forum* (AV17005 event)
 - Distributed to 620 contacts with a 34% open rate
- Industry notice 1/5/2020 – *Tristate regional avocado forum* (AV17005 event)
 - Distributed to 364 contacts with a 32% open rate
- Industry notice 5/5/2020 – *COVID-19 update (Qld)* (COVID-19)
 - Distributed to 853 contacts with a 34% open rate
- Industry notice 14/5/2020 – *Tristate regional avocado forum* (AV17005 event)
 - Distributed to 368 contacts with a 37% open rate
- Industry notice 14/5/2020 – *COVID-19 update (NSW)* (COVID-19)
 - Distributed to 353 contacts with a 42% open rate
- Industry notice 21/5/2020 – *Tristate regional avocado forum* (AV17005 event)
 - Distributed to 1,370 contacts with a 40% open rate

- Grower notice 22/5/2020 – *Biosecurity updates for NQ* (AV18007 & Multi scale monitoring tools project)
 - Distributed to 144 contacts with a 53% open rate
- Industry notice 10/6/2020 – *Japan registration workshop* (AV17000 event)
 - Distributed to 308 contacts with a 45% open rate
- Industry notice 17/6/2020 – *Japan registration workshop* (AV17000 event)
 - Distributed to 308 contacts with a 41% open rate
- Industry notice 24/6/2020 – *Crunch time for avocado pests* (AV19001 survey)
 - Distributed to 1,800 contacts with a 37% open rate
- Industry notice 2/7/2020 – *North Queensland regional avocado forum* (AV17005 event)
 - Distributed to 399 contacts with a 38% open rate
- Industry notice 15/7/2020 – *Japan registration open* (AV17000 notice)
 - Distributed to 305 contacts with a 35% open rate
- Industry notice 20/7/2020 – *North Queensland regional avocado forum* (AV17005 event)
 - Distributed to 1,807 contacts with a 36% open rate
- Industry notice 31/7/2020 – *Japan season: register now!* (AV17000 notice)
 - Distributed to 305 contacts with a 35% open rate
- Grower notice 21/8/2020 – *Seasonal workforce survey* (COVID-19)
 - Distributed to 1,446 contacts with a 38% open rate
 - This grower notice (about the Hort Innovation EY labour survey) was sent to growers and advisors
- Industry notice 28/8/2020 – *Regional Forums become industry webinars* (AV17005 event)
 - Distributed to 1,819 contacts with a 35% open rate
- Grower notice 12/10/2020 – *Avogrow nutrition webinar* (AV17005 event)
 - Distributed to 1,835 contacts with a 38% open rate
- Grower notice 20/10/2020 – *Where are all the trees?* (AV20000)
 - Distributed to 767 contacts with a 47% open rate
- Industry notice 22/10/2020 – *Avogrow nutrition webinar* (AV17005 event)
 - Distributed to 1,838 contacts with a 34% open rate
- Industry notice 9/11/2020 – *Avogrow nutrition webinar* (AV17005 event)
 - Distributed to 1,831 contacts with a 38.78% open rate
- Industry notice 18/11/2020 – *Avogrow nutrition webinar* (AV17005 event)
 - Distributed to 1,851 contacts with a 35.66% open rate
- Industry notice 23/11/2020 – *Are you loving the industry's extension events?* (AV17005 & 20002)
 - Distributed to 1,853 contacts with a 32.43% open rate
- Industry notice 24/11/2020 – *Update of Phytophthora and phosphite (phosphonate) and other research work in avocado* (AV16007)
 - Distributed to 1,763 contacts with a 45.94% open rate
- Industry notice 01/12/2020 – *Special NQ COVID planning & labour*
 - Distributed to 216 contacts with a 47% open rate
- Industry notice 05/12/2020 – *Special NQ COVID planning & labour*
 - Distributed to 216 contacts with a 41% open rate
- Industry notice 07/12/2020 – *Update to locations: NQ COVID*

- Distributed to 1447 contacts with a 45% open rate
- Industry notice 15/12/2020 – *Merry Christmas everyone*
 - Distributed to 1799 contacts with a 33% open rate
- Industry notice 11/02/2021 – *Avocado Reef Certification Training*
 - Distributed to 326 contacts with a 48% open rate
- Industry notice 22/02/2021 – *Avocado Reef Certification Training*
 - Distributed to 326 contacts with a 48% open rate
- Industry notice 14/04/2021 – *Monitoring avocado quality webinar*
 - Distributed to 52 contacts with a 42% open rate
- Industry notice 21/04/2021 – *Tristate Regional Forum*
 - Distributed to 569 contacts with a 35% open rate
- Industry notice 23/04/2021 – *Avocado Update webinar*
 - Distributed to 1005 contacts with a 53% open rate
- Industry notice 27/04/2021 – *Important piece rate survey*
 - Distributed to 1922 contacts with a 41% open rate
- Industry notice 27/04/2021 – *Exporting avocados to Japan*
 - Distributed to 265 contacts with a 45% open rate
- Industry notice 07/05/2021 – *Avocado quality update for wholesalers*
 - Distributed to 319 contacts with a 33% open rate
- Industry notice 11/05/2021 – *Water Information Session*
 - Distributed to 1941 contacts with a 41% open rate
- Industry notice 11/05/2021 – *AvoGrow Webinar - Irrigation*
 - Distributed to 258 contacts with a 58% open rate
- Industry notice 28/05/2021 – *AvoSkills 2021: Central Queensland*
 - Distributed to 1937 contacts with a 39% open rate
- Industry notice 09/06/2021 – *WA Avocado Regional Forums*
 - Distributed to 589 contacts with a 41% open rate
- Industry notice 11/06/2021 – *Western Australian wholesaler workshop*
 - Distributed to 49 contacts with a 38% open rate
- Industry notice 16/06/2021 – *Western Australian wholesaler workshop*
 - Distributed to 48 contacts with a 35% open rate
- Industry notice 22/06/2021 – *Save The Date for NQ Events*
 - Distributed to 623 contacts with a 45% open rate
- Industry notice 13/07/2021 – *New dates: avocado spray workshops*
 - Distributed to 2011 contacts with a 36% open rate
- Industry notice 21/07/2021 – *Pollination Grower Groups*
 - Distributed to 288 contacts with a 45% open rate
- Industry notice 27/07/2021 – *AvoGrow Webinar*

- Distributed to 2046 contacts with a 40% open rate
- Industry notice 29/07/2021 – *NQ Avocado Regional Forum*
 - Distributed to 2101 contacts with a 32% open rate
- Grower notice 12/08/2021 – *Six-spotted mite seasonal update*
 - Distributed to 285 contacts with a 42% open rate
- Industry notice 16/08/2021 – *Sensitive Sites map 2021 registration*
 - Distributed to 284 contacts with a 52% open rate
- Industry notice 24/09/2021 – *CQ Regional Forum*
 - Distributed to 89 contacts with a 55% open rate
- Industry notice 07/10/2021 – *Avocado Fruit Quality Webinar*
 - Distributed to 256 contacts with a 31% open rate
- Industry notice 08/10/2021 – *QLD Avocado Wholesale Workshop*
 - Distributed to 256 contacts with a 31% open rate
- Industry notice 14/10/2021 – *CQ Regional Forum 27 October*
 - Distributed to 89 contacts with a 55% open rate
- Industry notice 09/12/2021 – *Avocado tree intensification field day*
 - Distributed to 490 contacts with a 45% open rate
- Industry notice 15/12/2021 – *Seasons Greetings*
 - Distributed to 2378 contacts with a 39% open rate
- Industry notice 04/01/2022 – *Happy New Year*
 - Distributed to 2378 contacts with a 46% open rate
- Industry notice 14/01/2022 – *COVID-19 update*
 - Distributed to 2345 contacts with a 45% open rate
- Industry notice 20/01/2022 – *SQ Regional Forum - book now!*
 - Distributed to 1099 contacts with a 52% open rate
- Industry notice 03/02/2022 – *Comms Survey - Have your say!*
 - Distributed to 1086 contacts with a 30% open rate
- Industry notice 08/02/2022 – *Regional Forum - South Queensland*
 - Distributed to 1105 contacts with a 40% open rate
- Industry notice 09/02/2022 – *Comms Survey - Last chance!*
 - Distributed to 1086 contacts with a 31% open rate
- Industry notice 25/02/2022 – *Have your say*
 - Distributed to 2326 contacts with a 49% open rate
- Industry notice 28/02/2022 – *Brisbane Markets closure*
 - Distributed to 2340 contacts with a 44% open rate
- Grower notice 08/03/2022 – *QLD Flood affected growers Disaster Relief*
 - Distributed to 1590 contacts with a 40% open rate

- Grower notice 11/03/2022 – *NSW Flood affected growers Disaster Relief*
 - Distributed to 590 contacts with a 40% open rate
- Industry notice 23/03/2022 – *AVOCADOS AUSTRALIA's future direction*
 - Distributed to 2326 contacts with a 49% open rate
- Industry notice 06/04/2022 – *Last call for Tristate AvoSkills*
 - Distributed to 330 contacts with a 40% open rate
- Industry notice 07/04/2022 – *Register to receive international*
 - Distributed to 560 contacts with a 38% open rate
- Industry notice 11/04/2022 – *CQ Avocado Disease Management Workshop*
 - Distributed to 602 contacts with a 47% open rate
- Industry notice 12/04/2022 – *Export Regional Forums*
 - Distributed to 469 contacts with a 47% open rate
- Industry notice 13/04/2022 – *WA Avocado Disease Management Workshop*
 - Distributed to 294 contacts with a 50% open rate
- Industry notice 19/04/2022 – *Extension – Prioritise options*
 - Distributed to 2350 contacts with a 39% open rate
- Industry notice 22/04/2022 – *Avocado Disease Management Workshop*
 - Distributed to 347 contacts with a 52% open rate
- Industry notice 29/04/2022 – *Avocado Disease Management Workshop*
 - Distributed to 347 contacts with a 52% open rate
- Industry notice 03/05/2022 – *Avocado Export Regional Forum*
 - Distributed to 65 contacts with a 56% open rate
- Industry notice 03/05/2022 – *Avo Connections*
 - Distributed to 2447 contacts with a 38% open rate
- Industry notice 05/05/2022 – *CNSW AvoSkills workshop - Register*
 - Distributed to 326 contacts with a 44% open rate
- Industry notice 17/05/2022 – *LAST CALL for Central NSW AvoSkills registrations*
 - Distributed to 321 contacts with a 40% open rate
- Industry notice 17/05/2022 – *Flood affected? Fill in the Impact Survey*
 - Distributed to 484 contacts with a 43% open rate
- Industry notice 18/05/2022 – *Avo Connections - Become an Exhibitor*
 - Distributed to 193 contacts with a 39% open rate
- Industry notice 19/05/2022 – *Austchilli Smart Farm Virtual Field Day*
 - Distributed to 2427 contacts with a 36% open rate
- Industry notice 20/05/2022 – *NQ Avocado Industry RD&E Workshop - 2 June!*
 - Distributed to 189 contacts with a 51% open rate
- Industry notice 23/05/2022 – *TNR Regional Forum – Last call*

- Distributed to 845 contacts with a 46% open rate
- Grower Notice 02/06/2022 - *Central NSW AvoSkills workshop – Spots available!*
 - Distributed to 320 contacts with a 49.4% open rate
- Industry Notice 08/06/2022 - *FINAL CALL TO REGISTER - CNSW Avocado Workshop & Regional Forum*
 - Distributed to 701 contacts with a 45.5% open rate
- Grower Notice 17/06/2022 - *REMINDER - WA Avocado Research Update - next Wed!*
 - Distributed to 302 contacts with a 53.6% open rate
- Industry Notice 27/06/2022 - *NQ Export Regional Forum - 21 July!*
 - Distributed to 274 contacts with a 55.1% open rate
- Industry Notice 14/07/2022 - *NQ Export Regional Forum - next Thursday!*
 - Distributed to 243 contacts with a 48.5% open rate

Appendix 3 – Avo Alerts

Description: AV18003 provided the mechanism for the distribution of the monthly *Avo Alerts*. The *Avo Alerts* are designed to provide a list of current (month of send) and upcoming (the following month) orchard tasks to growers, their advisors and input suppliers. Based on agronomic considerations, the Queensland Department of Primary Industries and Fisheries (via project AV17005) compiles *Avo Alerts* for North Queensland (Hass and Shepard), Central Queensland (Hass and Shepard), Southern Queensland/Central New South Wales (Hass), Sunshine Coast/Northern New South Wales (Hass), Tristate (Hass) and Western Australia (Hass).

Audience: Growers in each regional growing area.

The *Alerts* distributed during AV18003 included:

- *Avo Alerts* 5/12/2018 *this edition is being recorded here as it fell between the period of AV15002 (ended 2/12/2018) and AV18003 (began 6/12/2018) but was still part of the communications project
 - Distributed to 758 contacts, with a 46% open rate
- *Avo Alerts* 11/1/19
 - Distributed to 762 contacts, with a 45% open rate.
- *Avo Alerts* 12/2/2019
 - Distributed to 763 contacts, with a 49% open rate
- *Avo Alerts* 7/3/19
 - Distributed to 766 contacts, with a 46% open rate
- *Avo Alerts* 4/4/19
 - Distributed to 770 contacts, with a 48% open rate.
- *Avo Alerts* 16/5/2019
 - Distributed to 763 contacts, with a 49% open rate
- *Avo Alerts* 21/6/2019
 - Distributed to 776 contacts, with a 44% open rate
- *Avo Alerts* 5/9/2019
 - Distributed to 1,255 contacts, with a 44% open rate
- *Avo Alerts* 3/10/2019
 - Distributed to 1,294 contacts, with a 41% open rate.
- *Avo Alerts* 7/11/2019
 - Distributed to 1,327 contacts, with a 44% open rate.
- *Avo Alerts* 17/12/2019
 - Distributed to 1,324 contacts. There was a glitch with the send system and open rates are unavailable for this edition.
- *Avo Alerts* 9/1/2020
 - Distributed to 1,332 contacts. There was a glitch with the send system and open rates are unavailable for this edition.
- *Avo Alerts* 6/2/2020
 - Distributed to 1,334 contacts, with a 49% open rate.
- *Avo Alerts* 5/3/2020
 - Distributed to 1,340 contacts, with a 45% open rate.
- *Avo Alerts* 14/4/2020
 - Distributed to 1,384 contacts, with a 46% open rate.

- *Avo Alerts May/June 2020*
 - Distributed to 1,380 contacts, with a 44% open rate
- *Avo Alerts June/July 2020*
 - Distributed to 1,445 contacts, with a 36% open rate
- *Avo Alerts July/August 2020*
 - Distributed to 1,437 contacts, with a 42% open rate
- *Avo Alerts August/September 2020*
 - Distributed to 1,451 contacts, with a 42% open rate
- *Avo Alerts September/October 2020*
 - Distributed to 1,469 contacts, with a 41% open rate
- *Avo Alerts October/November 2020*
 - Distributed to 1,473 contacts, with a 42% open rate
- *Avo Alerts November/December 2020*
 - Distributed to 1,485 contacts, with a 35% open rate
- *Avo Alerts February/March 2021*
 - Distributed to 1,505 contacts, with a 40% open rate
- *Avo Alerts March/April 2021*
 - Distributed to 1,534 contacts, with a 40% open rate
- *Avo Alerts April/May 2021*
 - Distributed to 1,565 contacts, with a 44% open rate
- *Avo Alerts May/June 2021*
 - Distributed to 1565 contacts, with a 44% open rate
- *Avo Alerts June/July 2021*
 - Distributed to 1,598 contacts, with a 41% open rate
- *Avo Alerts July/August 2021*
 - Distributed to 1,623 contacts, with a 41% open rate
- *Avo Alerts August/September 2021*
 - Distributed to 1,652 contacts, with a 42% open rate
- *Avo Alerts September/October 2021*
 - Distributed to 1,693 contacts, with a 42% open rate
- *Avo Alerts October/November 2021*
 - Distributed to 1,796 contacts, with a 41% open rate
- *Avo Alerts November/December 2021*
 - Distributed to 1,802 contacts, with a 42% open rate
- *Avo Alerts December/January 20212022*
 - Distributed to 1,817 contacts, with a 45% open rate
- *Avo Alerts January/February 2022*

- Distributed to 1,826 contacts, with a 48% open rate
- *Avo Alerts* February/March 2022
 - Distributed to 1,831 contacts, with a 43% open rate
- *Avo Alerts* March/April 2022
 - Distributed to 1,819 contacts, with a 47% open rate
- *Avo Alerts* April/May 2022
 - Distributed to 1,827 contacts, with a 43% open rate
- *Avo Alerts* May/June 2022
 - Distributed to 1,842 contacts, with a 40% open rate
- *Avo Alerts* June/July 2022
 - Distributed to 1,835 contacts, with a 49.2% open rate

Appendix 4 – Media releases & Media Statement

Description: 15 media releases were distributed to rural, regional, and metropolitan media depending on the subject of the media release. To access these online here is the link: <https://avocado.org.au/news-publications/latest-news/avocados-australia-media-releases/>

With regard to media monitoring, AVOCADOS AUSTRALIA engages a Meltwater to provide monitoring of online publications, in order to provide content for the news section of the industry website and the *Guacamole*, and to track the results of media activity undertaken. However, Print-only and broadcast-only media monitoring is carried out on an ad hoc basis by staff/directors.

Distributed articles/releases/Q&As in the period of this project, and known industry-relevant publication details, were:

- “The rise and rise of Australian avocado production” - Facts at a Glance media release (AVOCADOS AUSTRALIA media (primarily rural and relevant urban) lists – distributed on 5 December 2018) *this release is being recorded here as it fell between the period of AV15002 (ended 2/12/2018) and AV18003 (began 6/12/2018) but was still part of the communications project
 - 6 December 2018 – *Asia Fruit* (reach 18,400), Northern Territory Country Hour, *FreshPlaza* Oceania (reach 88,100) and related *FreshPlaza* subscriber newsletter, *Fresh Fruit Portal* (reach 10,400) and four subsequent editions of the subscriber newsletter
 - 7 December 2018 – four editions of the *FruitNet* subscriber newsletter, 2GB national rural news (broadcast & online)
 - 10 December 2018 – *ItaliaFruit News* (online & subscriber newsletter)
 - 11 December 2018 – *FreshPlaza* China (reach 1,740)
 - 20 December 2018 – *FreshPlaza* Spain (reach 30,600)
- Statement on industry production and demand (for *Australian Financial Review* – distributed on 10 January 2019)
 - 10 January 2019 – *Australian Financial Review* online (reach 9,600). This statement was also used by the *Sydney Morning Herald*.
- Q&A on industry production and demand (for *FreshPlaza* – distributed on 14 January 2019)
 - 14 January 2019 – *FreshPlaza* Oceania (reach 98,100) and associated subscriber newsletter, and *FreshPlaza* Spain (reach 33,500)
- Q&A on industry production, with a particular focus for Asia (for *Asiafruit* magazine – distributed on 10 May 2019). Media responses included:
 - Q&A piece in the June 2019 *Asiafruit* print magazine (average readership 6,000/edition)
 - Q&A piece in the Winter 2019 *Produce Plus* print magazine (average readership 4,000/edition)
- Production statement issued to the:
 - *NT News*, *Courier-Mail*, *Daily Telegraph*, *Geelong Advertiser*, *Cairns Post*, *Gold Coast Bulletin*, and *The West Australian* (combined reach of the online articles 2.58 million).
- Q&A on industry production and the industry’s focus on R&D and marketing, as well as progress on export market access (for *Fresh Fruit Portal* – distributed on 28 June 2019)
 - Article ran on 5 July 2019 (reach 16,800) ([link](#)), and on 8 July in the Spanish language edition
- Production comments on industry production, including regional production, prepared for *FreshPlaza* and distributed on 2 September 2019, to run in conjunction with comments out the visit to India
 - Article ran on 3 September 2019 (reach 16,700) ([link](#))
- “Australians smashing more avo than ever” - Release on the *Facts at a Glance* figures distributed to a range of outlets on 6 December 2019:
 - Article appeared in *Fresh Plaza* on 6 December (potential reach of 178,000)
 - Article appeared in *Fresh Fruit Portal* on 6 December, and was used in at least two editions of their daily newsletter (potential reach of 18,800)

- Article appeared in *Asiafruit* on 9 December (potential reach of 56,700)
- Article appeared in *Italia Fruit News* on 9 December
- Article appeared in *The Weekly Times* on 11 December (potential reach of 159,000)
- Article appeared in print and online for the *Tree Crop Magazine* in December.
- Interviews were also done with the *Queensland Country Life* and the *West Australian* (no clips, cannot confirm run)
- Q&A on historical industry growth (for *Queensland Country Life*, distributed on 10 December 2019)
- Release for *The Age* regarding Australian avocado production and the impact of the Summer fires on avocado production (14 January 2020)
- Release for *Tree Crop Magazine* on the extension project activities (AV17005) (14 February 2020)
 - Article appeared in the February/March 2020 edition
- Release for *Produce Plus* on the appointment of a new Market Development Manager (26 March 2020)
 - Article appeared in the *Asiafruit* magazine online
- Q&A for ATL agribusiness magazine Sweden on the impact of COVID-19 on the Australian avocado industry (15 April 2020)
- Q&A for *FreshPlaza* on the impact of COVID-19 on the Australian avocado industry (15 April 2020)
 - Article appeared online on 15 April (potential readership of 178,000)
- AVOCADOS AUSTRALIA also prepared a media statement in December 2019 on the Australian Government decision to allow the imports of fresh avocados from Chile. This full statement was not needed, but some brief comments were provided to *Fruitnet* and *Fresh Fruit Portal*
- Q&A on the current state of play in the industry, for *Fruitnet*, distributed on 16 June 2020
- Short statement for *FreshPlaza* on the current state of play in the Australian industry for the Global Avocado Report, distributed on 25 June 2020
 - Appeared in [FreshPlaza](#) and three other (small) online outlets on 26-27 June (potential reach of 113,00)
- Release for *FreshPlaza* on the current state of play in the Australian industry, distributed on 5 August
 - Article appeared in [FreshPlaza on 10 August](#) (potential read of 158,000)
- Release for *FreshPlaza's* Global Avocado Report, distributed on 1 October 2020
 - Article appeared in [FreshPlaza on 10 October](#) (potential reach of at least 78,900).
- AVOCADOS AUSTRALIA also updated its prepared media statement on the importation of fresh avocados from Chile during MS106. This full statement was not needed, but interviews were carried out with a variety of outlets
- Media release on the 2019/20 *Facts at a Glance*, distributed to various industry-relevant outlets. Article appeared in *Asiafruit* on 25 November 2020, *Eurofresh* on 25 November 2020, *FreshPlaza* on 3 November 2020, and was featured in the outlets various newsletters during that period.
- Brief for *FreshPlaza* magazine in January 2021, for the publications regular Global Avocado Report. Article appeared in various international editions of *FreshPlaza*, including Oceania, Asia, France and Latin America.
- Q&A on the current state of play in the industry for *Retail World* magazine on 3 February 2021 (outcome unknown)
- Q&A on the Shepard season for *FreshPlaza* on 25 March 2021
- Media release on the PASE projects for *Fresh Source* (Brisbane Markets magazine) on 3 March 2021. While these projects are not Hort Innovation Avocado Fund funded, they will value add to the activities undertaken as part of AV17000.
- "Avocados offer awesome value in 2021" Media release distributed on 11 June 2021. Coverage appeared in Retailworldmagazine.com.au

- “Seven's favourite ad of Tokyo 2020 revealed” Media release distributed on 13 August 2021.
- “The Avolanche is here” Media release distributed on 5 October 2021. This media release outlined how the over supply of avocados came about and reinforced that avocados are good value at the moment because of it. The aim of the release was to promote consumption of avocados. Coverage appeared in [Queensland Country Life](#).
- “Aussies want to buy Aussie avocados” Media release distributed on 7 December 2021. The media release promoted the findings of a survey that found that Australians look for Australian avocados in retail stores.
- “Avocado experts are coming to Crows Nest” Media release distributed on 10 February 2022. Coverage appeared in [The Chronicle](#).
- “Boosting Avocado Exports main topic at Bundy Forum” Media release distributed on 18 February 2022. Coverage appeared in [FreshPlaza](#), [Bundaberg Now](#), and [Bundaberg Today](#).
- “Avocado label helps Aussies buy Aussie avos” Media release distributed on 26 April 2022. Coverage appeared in [Australian Farmers](#), [Mirage News](#), [Australian Seniors News](#), and [The National Tribune](#).
- “Boosting Avo Exports main topic at Manjimup Forum” Media release distributed on 4 May 2022.
- Media Statement (“Low grade fruit dumping in NQ”) distributed 12 May 2022. This media statement was released to provide information concerning the dumping of avocados at an Atherton Green Waste Depot that occurred on the weekend of the 7 and 8 May 2022. It is clear that this dumping of avocados shocked members of the public. Through media interviews and distribution of the media statement AVOCADOS AUSTRALIA was able to point out that the avocados that were dumped were “low grade” fruit not able to be sold at retail and other points were reinforced such as the fact that the fruit was not marketable and the industry is currently experiencing an over supply of avocados. John Tyas was quoted and interviewed in relation to this issue and extensive media coverage followed. Coverage appeared in Radio New Zealand, Daily Mail UK, The Bharat Express News, Queensland Country Life, North Queensland Register, ABC News Radio, Herald Sun, 9News, news.com.au, FreshPlaza, Weekly Times Now, Yahoo News Australia, The New Daily, Radio 2GB, Radio 4BC, Geelong Advertiser, Perth Now and The Guardian.
- “Avo experts are coming together for “Avo Connections” Media release distributed on 23 May 2022. Coverage appeared in: [Mirage](#), [The National Tribune](#).

July 2021 to July 2022 Media release & coverage activity included:

- In July 2021 CEO John Tyas (JT) was interviewed by the media in regard the price of avocados. John reinforced the message that avocados are great value at the moment. Subsequent media coverage in which John is quoted saying this include ABC Canberra, Broome Advertiser, Bundaberg Today, Great Southern Herald, Midwest Times (WA), Pilbara News (WA) and the West Australian (WA).
- In September 2021 media coverage appeared talking about the high volumes being achieved by the Australian avocado industry. JT was quoted in MSN online, ABC News online and other publications. Avocado yields in Tristate region achieved coverage in Sunraysia Daily where Kym Thiel was quoted. Australian avocados being exported gained coverage in the National Tribune, Mirage News, and Asiafruit where Flora Zhang is quoted.
- In November 2021 media coverage appeared off the back of the media release (“The Avolanche is here”) that was sent out in October. The coverage talked about the oversupply of avocados and what caused it. JT was quoted in media coverage that appeared in a range of media the key ones were ABC Rural online, The West Australian, The Washington Post, Sydney News Today, The Cairns Post, and Sunday Times UK.
- In December 2021 media coverage appeared off the back of a media release (“Aussies want to buy Aussie avocados”) that went out. Coverage appeared in Eativity.
- In February 2022 media coverage appeared off the back of two media releases (one was “Avocado experts are coming to Crows Nest” the other was “Boosting Avocado Exports main topic at Bundy Forum”) that went out. JT was quoted in the coverage that appeared in FreshPlaza and Bundaberg

Today.

- In April 2022 media coverage appeared off the back of a media release ("Avocado label helps Aussies buy Aussie avos") that went out. Coverage appeared in Australian Farmers, Mirage News, The National Tribune and Australian Seniors News.
- In May 2022 media coverage appeared in regard the dumping of low grade avocados at an Atherton Green Waste depot. JT and Jim Kochi were sought for comment. Resulting media coverage appeared in a number of media outlets such as FreshPlaza, 7NEWS, Radio 2GB. A media statement was produced about the incident and made available from the AVOCADOS AUSTRALIA website. Also this month media coverage appeared off the back of a media release ("Avo experts are coming together for Avo Connections") and appeared in FreshPlaza.
- In June 2022 media coverage appeared off the back of a media release ("AVOCADOS AUSTRALIA announces Australia's Best Avo Toast Competition") coverage appeared in regional and metropolitan media such as The Project (Network Ten), The Morning Show, Better Homes and Gardens, Sports Yahoo.com and others. In the same month JT took part in media interviews about the over supply of avocados and appeared in media coverage such as Daily Telegraph, ABC Rural News. In response to the market conditions, over supply and low prices AVOCADOS AUSTRALIA sent out a media release to encourage consumers to buy more avocados given that they are good value ("A shortage of some fresh produce? Buy Avos!") media coverage appeared in FreshFruitPortal, Herald Sun, The Cairns Post, Network Ten online, ABC Rural News and The Guardian. JT was quoted in all coverage.
- In July 2022 a media release was distributed to announce the winner of the Australia's Best Avo Toast Competition a competition run by AVOCADOS AUSTRALIA. The headline of the media release is "Little Hideout Café wins Australia's Best Avo Toast Competition!".

Based on the above media release and statement activity 75% of the releases/statements/Q&As produced in this reporting period have appeared in industry-relevant publications.

A selection of quoted articles can be viewed at www.avocado.org.au/news-publications/latest-news/in-the-media/.

In addition, AVOCADOS AUSTRALIA also provided support for releases from Australian Avocados and Hort Innovation, as well as other projects and industry initiatives, including:

- during the period of MS103, AVOCADOS AUSTRALIA had input into the Australian Avocados release *THE AVO LOVE IS REAL – BUT ARE WE DOING IT ALL WRONG?* This included providing information on the seasonal outlook, suggesting growers to be involved in the promotion, providing feedback on the release, and communicating the efforts of the marketing team to industry
- during the period of MS104, AVOCADOS AUSTRALIA had input into the Australian Avocados release *Hass is back for a record avocado season*. This included providing information on the seasonal outlook, 12-month projections, providing feedback on the release, communicating the efforts of the marketing team to industry, and providing the AVOCADOS AUSTRALIA CEO as a key media spokesperson. The AVOCADOS AUSTRALIA CEO and Directors undertook four interviews because of this release, with *FreshPlaza*, ABC Rural Mackay, ABC Riverland, and Macquarie National Rural News. The release and various interviews appeared in at least 18 publications, based on available monitoring. (It is likely the reach was wider, as print publications and live broadcast are not captured as part of AVOCADOS AUSTRALIA's day-to-day media monitoring.)
- In addition, the communications project supported AV17000 with information for the Taste Australia promotion in Malaysia, and also utilised the fact avocados were aboard the first direct flight from Perth to Tokyo in September 2019 as a means of further highlighting the growth in exports generally
- during the period of MS105, AVOCADOS AUSTRALIA provided comment for the Hort Innovation release *High-tech map shows fruit, macadamia farms hit by bushfires*, providing industry comment about the usefulness of the mapping by CEO John Tyas. The AVOCADOS AUSTRALIA CEO undertook interviews as a result of this release, from ABC Port Macquarie.
- AVOCADOS AUSTRALIA CEO, Chair and Director also participated in media activities to encourage consumers to #smashanavoathome during COVID-19. The result of this work appeared in online, print and broadcast nationally during MS105
- AVOCADOS AUSTRALIA also provided seasonal supply information to the Australian Avocados marketing team in February 2020 (MS105), to allow for public relations activity scheduling at periods of peak supply.
- AVOCADOS AUSTRALIA provided feedback on a report prepared by Simon Newett (AV17005) for the Californian Avocado Society

publication (May 2020, MS106)

- AVOCADOS AUSTRALIA CEO John Tyas carried out a number of interviews as part of the Australian Avocados “Hass is back” campaign (May 2020), and AVOCADOS AUSTRALIA director Ian Tolson also participated in interviews regarding the transition from Shepard to Hass ([FreshPlaza](#), May 2020, MS106)
- facilitated interviews with long-term industry members for Channel 7’s Queensland Flashback segment (July 2020, MS106)
- facilitated an interview between *FreshPlaza* and the relevant researchers on the new PRR resistant rootstock (AV07000, AV08000, AV10001 and AV15005) in September 2020 (MS106)
- various interviews by AVOCADOS AUSTRALIA CEO and directors on topics including COVID-19 (e.g. [Good Fruit & Vegetables](#)), regionally-specific production, how to eat an avocado, national avocado day, the first imports from Chile and the cryopreservation project (QAAFI) (MS106)
- during MS107, AVOCADOS AUSTRALIA facilitated the provision of an R&D article from AV16007 (by Dr Elizabeth Dann on panicle blight) for the New Zealand avocado industry magazine *Avoscene* in January 2021. This article was an updated version of the one provided for a previous edition of *Talking Avocados*
- provide an article from AV19004 for *Tree Crop Magazine*, on 8 April 2021 (MS107). This article was a slightly updated version of the article provided for *Talking Avocados* magazine
- AVOCADOS AUSTRALIA provided seasonal forecast and general industry stats for ABC North Queensland rural reporter Charlie McKillop for her program of 1/4/2021 (MS107). This information was used to “top and tail” her interview with a NQ grower
- AVOCADOS AUSTRALIA also provided input into the Australian Avocados Shepard promotion, and CEO John Tyas, Chair Jim Kochi and Director Tom Silver all conducted media interviews. Outlets included *ABC Everyday*, *ABC Mid North Coast*, and *ABC Brisbane Afternoons* (MS107)
- AVOCADOS AUSTRALIA in July 2022 also provided input in an incremental PR campaign run by Australian Avocados (aimed at increasing avocado consumption) whereby CEO John Tyas and Tom Silver conducted media interviews. Some of the outlets involved include Canberra Weekly, Body n Soul, Herald Sun, Jeremy News, and others.

Appendix 5 – Website – updating Public and BPR

Description: During this project, AVOCADOS AUSTRALIA has ensured the content available to the avocado industry at www.avocado.org.au is a mix of timely and relevant information (primarily via the Latest News section), and as a repository of useful and applicable information and resources (primarily via the BPR, the BPR). An integral feature of the industry website, the BPR is an online one-stop-shop focusing on best practice to improve the quality of avocados provided to consumers. It provides extensive information to help growers improve their orchard productivity and fruit quality as well as extensive information for other sectors of the supply chain to optimise fruit quality. While new content for the BPR is largely developed through avenues outside of this project, this project maintains the website platform and therefore has an important role in uploading content and ensuring quality of the web interface.

Audience: members of the Australian avocado industry (growers, packers, wholesalers, ripeners, retailers, exporters) and the public.

Engagement: Please refer to the Results & Discussion section for website engagement results.

During this project, the following updates were carried out to the public pages, and the BPR.

- Updated the relevant NIASA link for nurseries interested in joining the ANVAS scheme (on this page)

Public section of the industry website

- The Latest News section was updated several times each week (except during the annual Christmas holiday closures)
 - comprehensively updated the [ANVAS section](#) of the website, based on the outcomes of the *Implementation of recommendations from the Avocado Nursery Voluntary Accreditation Scheme review project* (AV16013) (MS102)
 - provided public articles in support of content in the *Guacamole* and/or *Talking Avocados*, including “[Avocado partners with Michelin in France](#)” from the World Avocado Organization, “[Supply and demand of plants and fruit in the industry](#)” provided by Central Queensland University in order to promote a survey on the knowledge of tissue culture applications in the avocado industry, “[Air freight security changes coming](#)” in support of the work of *Avocado export readiness and market access* (AV1700), and two marketing updates ([here](#) and [here](#)) from Australian Avocados (MS102)
 - the [Export Development](#) page was updated, in conjunction with the Export Coordinator (AV17000)
 - added the Import & Export report for July 2017-June 2018 to the [public Export page](#) (AV16006)
 - various articles for inclusion in the *Guacamole* and *Talking Avocados*
 - added [articles from Talking Avocados](#), including *Xylella fastidiosa a high priority biosecurity threat for the Australian avocado industry*, *Biosecurity capacity building for the Australian avocado industry*, *Improving avocado orchard productivity through disease management*, *Positioning for better management of avocado fruit drop*
 - added articles in support of *Guacamole* content, including about the [2019 Japan export season](#), and updating the [Recovering from hail](#) public article
 - addition of links to the various [newsletters](#) and [notices](#) distributed in this period,
 - addition of [national and international news](#) to the News/Publication section
 - added [event listings](#) as required for AV17005, and others
 - added a “Connect” page listing all industry communications available through AVOCADOS AUSTRALIA, including newsletters and the magazine (avocado.org.au/connect)
 - added a [Global Development](#) page to the Global section of the website, providing potential importers with access to Australian exporter contacts, how to find Australian industry representatives in person at various Taste Australia pavilions, and more
 - updated the [ANVAS information](#), for nurseries and growers seeking to purchase trees
 - updated the [statistics page](#) to include the 2018/19 Facts at a Glance, produced via AV16006
 - updated the special page in the Global section for potential Japanese importers, as part of the preparation for FoodEx 2020
 - collaborated with QDAF on the development of a [fire recovery and preparation article](#) in December 2019, specific to avocado growers. This article was included in Hort Innovation’s bushfire information website page as well

- added a [curated list of national resources](#) (from financial to safety to transport) for the industry as part of the COVID-19 response
- added a curated article for the avocado industry on steps to take to [ensure orchard and packshed safety](#) and continued operation as part of the COVID-19 response
- added [articles from Talking Avocados](#), including *Asia Fruit – interest still high* (AV17000), *Recovering from fire* (AV17005), *Demonstrating pest-freedom from avocado sunblotch viroid with a smartphone app and improved detection methods* (AV18007), *Improving avocado fruit quality: evaluation of post-harvest treatments* (AV16007)
- added a “[backyard grower FAQs](#)” article for those consumers who might search the AVOCADOS AUSTRALIA website for tips, after viewing the promotional activities of Australian Avocados
- revamped the [positions vacant](#) page with additional COVID-19 relevant information on where to look for available farm work
- maintained the various COVID-19 resource pages
- maintained the various COVID-19 resource pages, including the addition of specific resources for those seeking employment in the avocado industry during the pandemic
- secured a new article on [managing avocado trees after wet weather](#) from QDAF, in response to the 2021 New South Wales floods. This public article was promoted in the *Guacamole* of 1 April 2021, where it scored 24% of the clicks (99 unique, 153 in total) for that edition. To 5 March 2021, the article had 162 unique views and 183 in total, with an average read time of 5m6s. As well as providing generally useful information, the article also pointed readers to further information within the BPR. And while the article is public, it has also been made easily accessible from the BPR Growing section
- added a [special article on fall armyworm](#), after one Atherton Tableland orchard reported an infestation. This article was written by the Communications Manager, with the input of Queensland Department of Agriculture and Fisheries Senior Entomologist, Horticulture and Forestry Science Dr Ian Newton. This article included links to the Hort Innovation fall army page, especially the minor use permit secured for avocado
- added a [2021 marketing blog](#) page. This link is provided in most editions of *Infocado* and (as required) the *Guacamole*. The [2020 page](#) was viewed 420 times between 24 June 2020 (date created) and 31 December 2020. Readers spent an average 3m29s on the page, indicating they were scrolling down to read older content, as the individual items are quite short, usually including a link to either Australian Avocados content or news items
- added additional resources to the [backyard grower FAQs](#) page (created during the period of MS106) to provide information for non-commercial growers. This page makes a handy reference for those growers, and reduces staff time in addressing non-commercial queries
- **During the extension period this activity occurred:**
 - The tree crop map was added to the homepage a series of amendments to the accompanying text.
 - added a 2022 marketing blog page. This link was provided in issues of *Guacamole* and was promoted at various in-person events. Then provided periodic content to the blog from January 2022 to July 2022.
 - Twice a week since September 2021 to 29 July 2022 uploaded news to the public website to the “Australian News” and “International News” sections of the website under “Latest News”.
 - Uploaded 10 media releases to the “Media Releases” section to the public website from September 2021 to July 2022.
 - Uploaded a new ANVAS participant to the Avocado Directory in October 2021.
 - Updated the Board content on the public website to change the Chair and edit the title for the NQ Regional Director. Removed the Sunshine Coast Regional Director from the website.
 - Updated the content on the “Our Team” page of the public website.
 - Uploaded an amended “Facts at a glance” PDF to the “Statistics” page on the public website.
 - Uploaded the details for various events on the “Upcoming Events” webpage from September 2021 up to and including July 2022.

BPR

- uploaded updated versions of the *2018 Global market report: avocado import markets* report and the *2018 Global market report: avocado producers and market suppliers* report in the Export section of the BPR Library (MS102)
- updated the documents associated with the *Avo Alerts* in the Australian Agronomy section of the BPR Library
- uploaded the Import & Export reports for July-December 2018 (AV16006) up to and including reports for January-March 2022
- uploaded a comprehensive report from the Avocado Brainstorming Conference (2018, South Africa) to the Event Proceedings section of the BPR Library
- uploaded the *Australian avocado export strategy 2019-21* in the Export section of the BPR Library (AV17005)
- uploaded the final report for *Avocado Retail Sampling* (AV18006) to the R&D Reports section of the BPR Library
- updated the varieties and pollinisers articles in the Growing section, with information provided by the Queensland Department of Agriculture and Fisheries
- updated the documents associated with the *Avo Alerts* in the Australian Agronomy section of the BPR Library
- created a page for password resets (this need was identified via monitoring of search terms within the website)
- uploaded the new Maximum Residue Limit table (AV17000) to the BPRs on 31 May 2019 (this was also promoted via the *Guacamole* as noted above)
 - in addition, to make this document easier to find given the increasing interest in avocado export markets and requirements, a new article was created in the Export module of the BPR, *Maximum Residue Limits*, to make this document as easy to find as possible. BPR users can now find this document in the BPR Library under Export, and in two articles within the Export module
- updated the documents associated with the *Avo Alerts* in the Australian Agronomy section of the BPR Library, as needed
- uploaded a range of R&D reports including:
 - the final report for a 2010 project, *Field evaluation of superior avocado rootstocks with Hass and Shepard as scions* (AV07008)
 - *Pest status and management of six-spotted mite in WA orchards* (AV15012)
 - *Implementation of recommendations from the Avocado Nursery Voluntary Accreditation Scheme Review* (AV16013)
 - *Communicating the nutrition and health benefits of avocados* (AV18004)
 - *Supply Chain Quality Improvement – Technologies & Practices to Reduce Bruising* (AV15009)
 - *Supply Chain Quality Improvement – Cool Chain Best Practice Guidelines* (AV15010)
 - *Supply Chain Quality Improvement – Retail Point of Purchase Improvements* (AV15011)
- worked with AV17005 project officers to add the AvoSkills component, encouraging new growers to interact
- uploaded the market study report from India into the Export section of the BPR Library
- uploaded the latest import & export stats report into the Export section of the BPR Library
- updated the available WHS resources in the BPR Library
- added the new Phytophthora root rot video (AV17005) to the BPR Library
- updated documents associated with the Avocado Regional Forums (AV17005) as necessary
- added documents and reports from the World Avocado Congress and pre-tour to the BPR Library (AV17005)
- added two new export market reports to the BPR Library (AV17000 and AV16006)
- updated the documents associated with the *Avo Alerts* in the Australian Agronomy section of the BPR Library, as needed

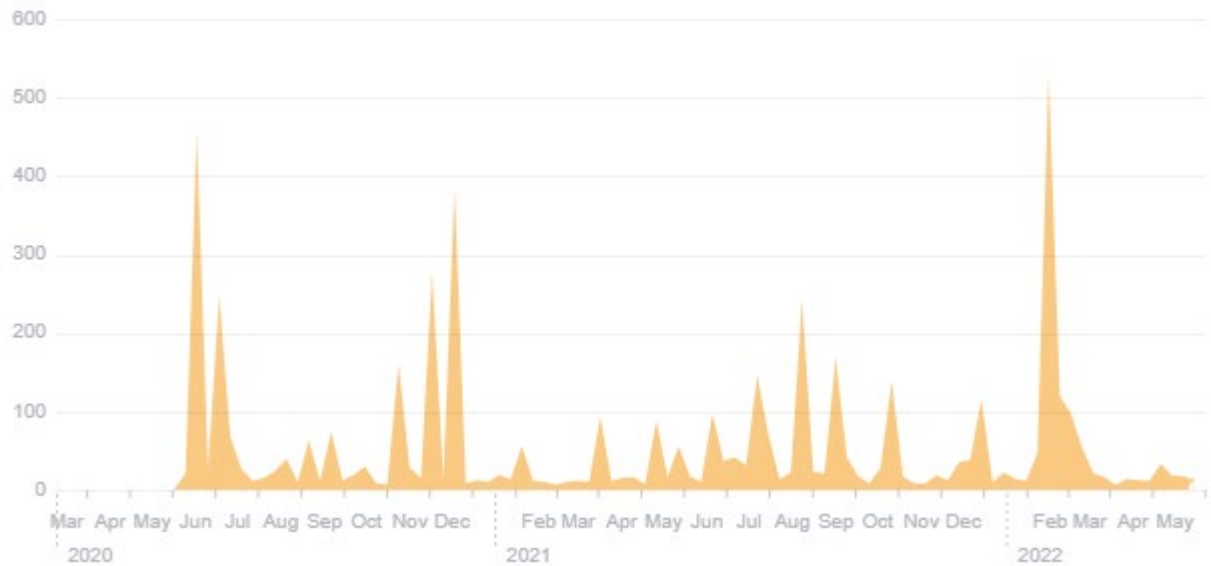
- added a [Disaster Management](#) article to the Growing section of the BPR, to provide easy access to the new fire and the existing hail recovery articles. The articles remain public to ensure all industry members can easily access them, but the new Growing article provides a “home” for ease of reference
- added export documentation to the relevant BPR areas (AV17000 and AV16006)
- added the various state biosecurity obligation statements to the Growing/Biosecurity page
- created a page to “house” the two disaster management-related articles that currently exist (hail and fire) (AV17005)
- added the required pages to showcase the new retail monitoring reports in Retail/Retail Quality (AV19003)
- updated documents associated with the Avocado Regional Forums (AV17005) as necessary
- updated the documents associated with the *Avo Alerts* in the Australian Agronomy section of the BPR Library, as needed
- added the [public article on fall armyworm](#) noted above to the menu tree for the BPR >> Growing >> Insect Pests. While the article was provided publicly for distribution via the *Guacamole*, ensuring it was also available in the relevant section of the industry-only BPR ensured those who missed the communications could find the information in the relevant location
- added a new section to BPR >> WHS to help growers both attract and safely employ staff during COVID-19
- extensive update of spotting bug content (new text and images provided by AV17005). Promotion of this change significantly increased the view rate for these pages. For example, the “main” spotting bug page had 99 page views from 21/1/2021-12/2/2021, compared to just four in the same weeks in 2020. Comparing the other pages is less useful, as some pages were added, and some removed in the 2021 revamp
- added final reports to the BPR Library/R&D Reports, including AV17000, AV16006, ST19022, ST19037, ST15012 (full and condensed), ST15014 & ST15015, ST19031
- added an article on panicle blight to BPR >> Growing >> Disease, based on an article provided by AV16007 for the Spring 2020 edition of *Talking Avocados*
- added links to additional resources from Agriculture Victoria to the fire recovery article
- added a “placeholder” page for the six-spotted mite in Growing, providing links to the DPIRD page and available BPR resources. Content for this page is being developed by DPIRD and QDAF, as part of AV17005
- added additional resources/links to the spotting bug page of Growing (provided by AV17005)
- added additional resources/links to the mulching page of Growing (collaboration with AV17005)
- set up and then updated the retail quality monitoring report pages monthly, including the industry snapshot, retail snapshot, variety snapshots and archive page (AV19003)
- added the monthly export/import updates, as provided by AV17000 & AV20004, AV16006 & AV20000
- **During the extension period this activity occurred:**
 - Uploaded the Australian Table Grape Case Study video and transcript onto the BPR Library under the heading “Export”
 - Uploaded presentations, PDFs and videos to the Event Proceedings section of the BPR Library for the following events: 2022 WA Export Regional Forum, 2022 SA Export Regional Forum, 2022 Central QLD Export Regional Forum, 2022 South Queensland Regional Forum, 2022 Central NSW Regional Forum, 2022 Tamborine & Northern Rivers Regional Forum, 2021 Central Queensland Regional Forum, 2022 Avo Connections.
 - Uploaded AvoAlerts agronomy instructions to the BPR Library under the heading “Australian Agronomy” for AvoAlerts - May/June 2022, Avo Alerts - April/May 2022, Avo Alerts – May/June 2022, Avo Alerts – June/July 2022.
 - Added a “Maturity” section to the Packhouse module menu to include the Maturity Monitoring Results, and the Maturity Monitoring Archive. Then uploaded the results for Maturity Monitoring on the webpage for February 2022, March 2022, April 2022, May 2022, June 2022, July 2022.
 - Updated the Retail Quality results under the Retail module of the BPR with the results for: September

2021, October 2021, November 2021, December 2021, January 2022, February 2022, March 2022, April 2022, May 2022, and June 2022.

- Updated the Export menu on the Export module of the BPR.
- Updated the content on the Japan registrations 2022 webpage, updating dates, providing a new timeline, added 2022 Export Regional Forum presentations as PDFs.
- Updated the menu on the Packhouse module.
- Uploaded a video to the “Related Resources” section of the Growing module on the BPR.
- Uploaded videos in the BPR Library under the heading “Videos”.

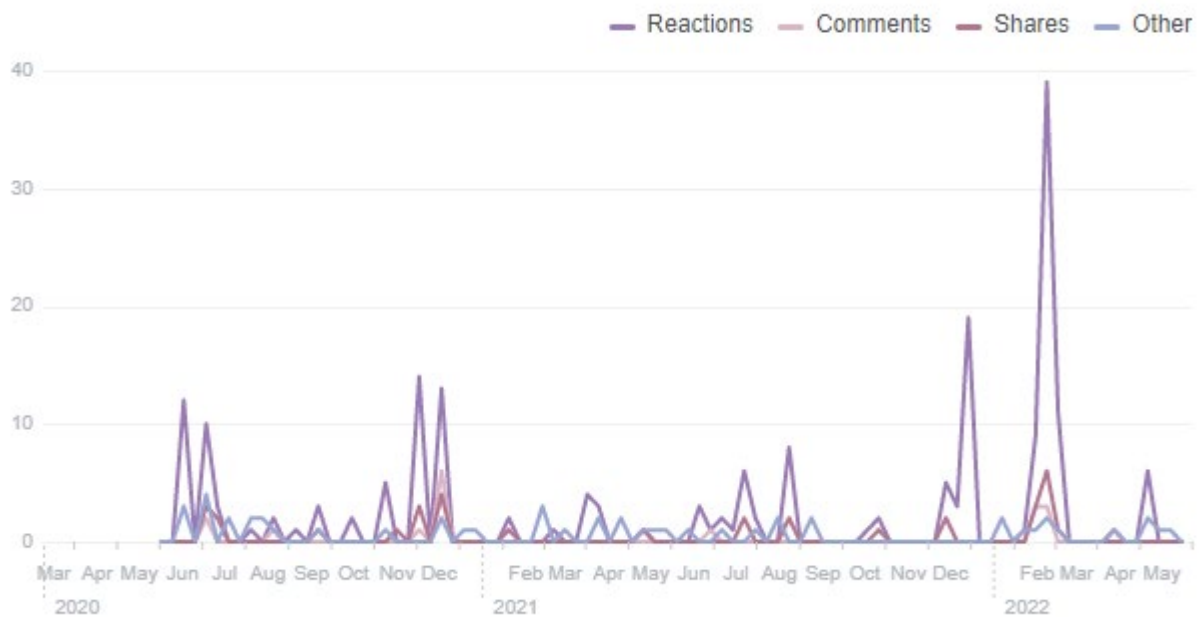
Appendix 6 – Social media – Facebook reach, engagement & top post examples

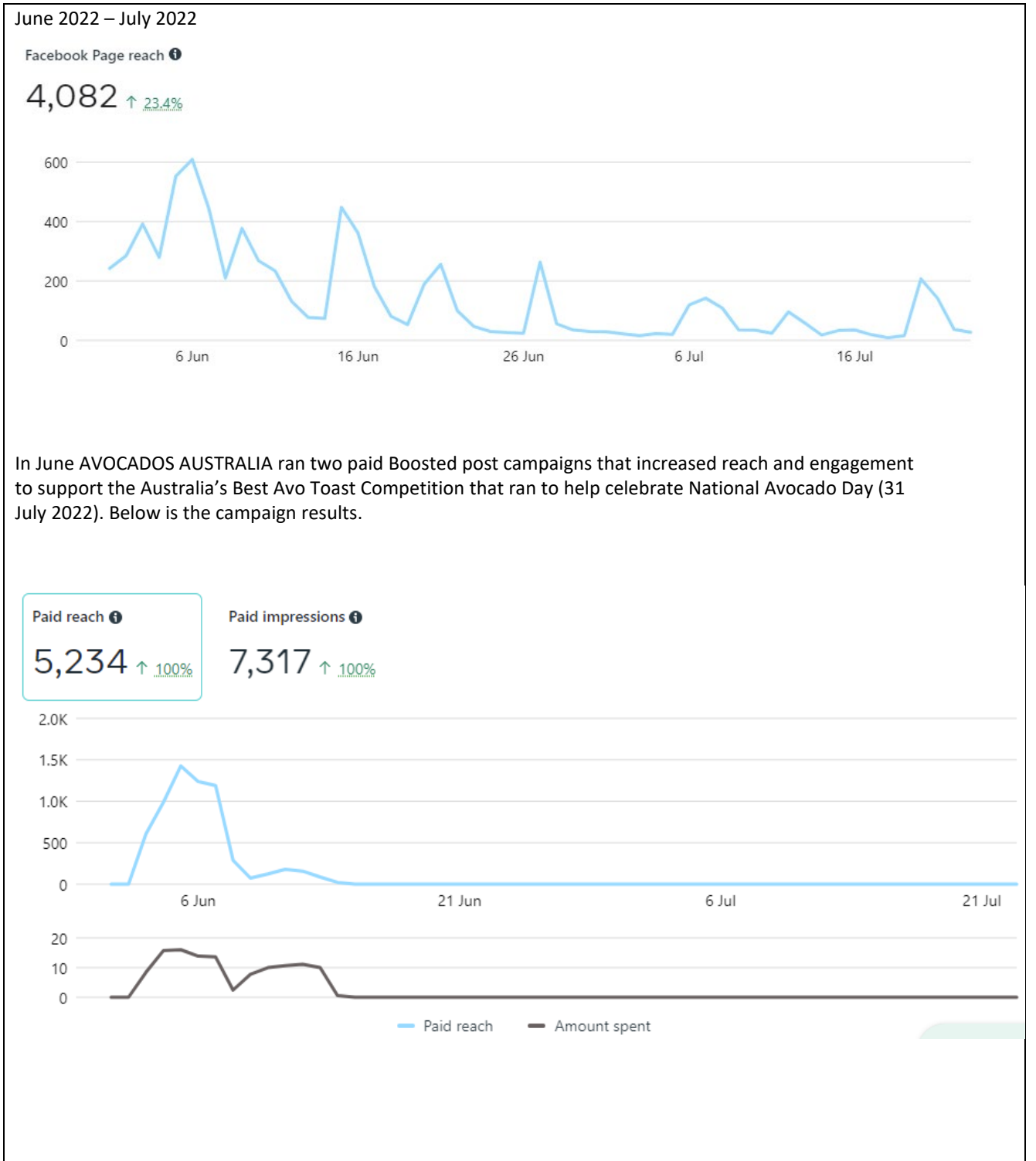
Facebook - Post Reach



Facebook – engagement: reactions, comments, shares & more:











The peak experienced in February 2022 was concerning an Infocado-related post.





Facebook – Post examples, with highest reach & engagement

■ Reach: Organic/Paid
 ■ Post clicks
 ■ Reactions, comment

Published	Post	Type	Targeting	Reach	Engagement
30/03/2022 14:32	 Did you know that recently the average weight of avocados			361 	5 7 
10/02/2022 10:45	 Avocados Australia's Summer issue of Talking Avocados is out now. Top			683 	24 10 
07/02/2022 15:37	 Avocados Australia's Infocado team are in NQ doing pre-season visits and			4.8K 	158 102 
31/01/2022 09:27	 @AvocadosAustralia is coming to South Queensland. The South			316 	3 9 
28/01/2022 11:02	 The Shepard season will soon be here. Shepard lovers like the creamy			858 	57 40 
15/10/2021 11:42	 On International Day of Rural Women, Avocados Australia would			1.7K 	56 69 
08/12/2020 16:28	 Here in the Avocados Australia offices today, we had to quality control the			2.5K 	133 62 
03/06/2020 15:00	 Who needs a dash of sunshine? Well, meet the team from Hinterland			6.6K 	680 324 
14/05/2020 12:21	 Getting your weekend shopping list ready? Here's the ingredients you are			2.1K 	205 156 
12/05/2020 18:05	 Need some #brunch inspiration to give you a boost as you power into			612 	41 20 
10/05/2020 13:39	 Looking for an easy, tasty Sunday arvo snack? Let Avocado Tom help			1.9K 	201 129 



Post: "Cafes around Australia are in...
2 June 18:26



Ad

857

12



Cafes around Australia are invited t...
2 June 18:10



Post

Boost aga...

1,905

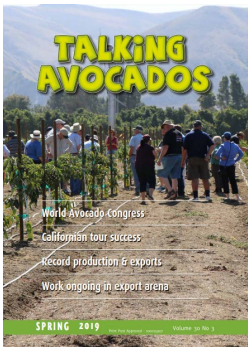
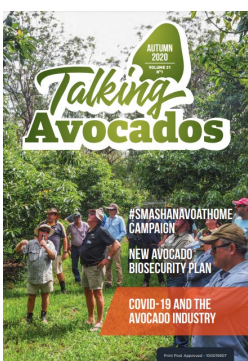
27


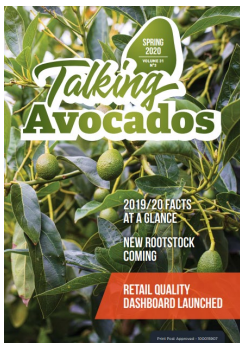
Appendix 7 – Talking Avocados magazine

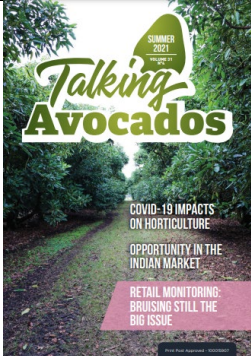
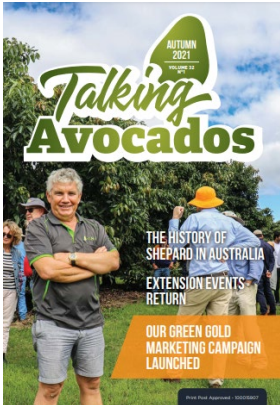
Output description: Talking Avocados Magazine is a hard copy A4 quarterly printed & electronic magazine covering a wide range of relevant content from local industry news, trends and current affairs, to research and development and international news.



Audience: members of the Australian avocado industry supply chain including growers/levy payers.

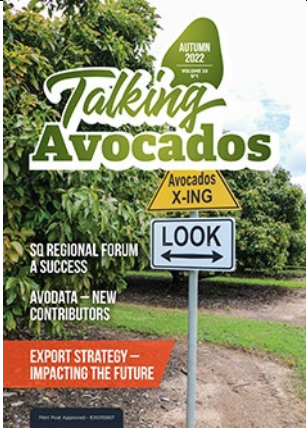

Output	Description	Detail
<p>Talking Avocados Magazine – Summer 2019 edition - Volume 29 No 4</p> 	<p>Edition content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Hort Innovation marketing update; international research summaries; international news; international market activity (AV17000 & Asian Markets Fund); <i>Infocado</i> update (AV16006); Nielsen data update (Harvest to Home); ANVAS (AV16013); summer flush; labour update; Hort Connections; Western Australian avocado festival; food safety; Hort Innovation strategic plan consultation; lodging in avocado trees (AV16007); NQ maturity testing; phosphite (AV16007); unlocking avocado DNA (AS17000).</p> <p>Number & reach: 950 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 950 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Summer 2019</p>
<p>Talking Avocados Magazine – Autumn 2019 edition - Volume 30 No 1</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Hort Innovation marketing update; international research summaries; international news; new extension project (AV17005); avocado quality (AV18006); avocado data update, export stats (AV16006); Sunnyspot field day; export strategy (AV17000); FoodEx Japan (Asian Markets Fund); Indonesian free trade and avocado; global production; labour updates; Australian Fresh Produce Alliance; Nuffield Scholarships; Hort Connections; health professional materials (AV18004); grower profile (marketing related); pollination (PH16002); Xylella (AV16010 and MT17006); verticillium wilt (AV16007); Small Tree High Productivity (AI13004); supply chain work (AV18000); WA capacity building (AV17006); seed extract research.</p> <p>Number & reach: 950 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 950 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Autumn 2019</p>
<p>Talking Avocados Magazine – Winter 2019 edition - Volume 30 No 2</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Hort Innovation marketing update, and introduction to new Hort Innovation marketing manager; international research summaries; international news; extension project update (AV17005); Indian market tour (AV17000); bee broken wing disorder (PH15001); Varroa mite; data update (AV16006); Hort Innovation awarded \$5m for tree crop mapping; Hort Innovation new strategic plan; Fair Farms update; impacts of workforce shortages; Queensland student avocado day; major R&D summary (AV16006, MT18002; AV18004; AV17004; MT17015; AV15009; AV18006; AV18000; AV17000; MT15029; international trade event project; AV16013; AV17005; AV17006; AV18002; AV16005; AI13004; AS17000; PH16002; PH16001; PH16000; MT16005; MT18019; MT17003; AV18007; MT17006; AV15012; AV14012; AV16007; AV16010; ST17000; AV16002; AV15002;</p>	<p>Distribution: 985 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Winter 2019</p>

	<p>AV18003; industry annual reports; HA18002; AV19000; AV19001; AV19002; AS18000; AV19000); building biosecurity capacity (AV16010); improving orchard productivity (AV16007); fruit drop (AV16005); world first tissue culture system.</p> <p>Number & reach: 985 printed copies in circulation readership is estimated to be above the number.</p>	
<p>Talking Avocados Magazine – Spring 2019 edition - Volume 30 No 3</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Hort Innovation marketing update; international research summaries (AV17005); international news; extension project updates (AV17005); World Avocado Congress and pre-tour news (AV17005); Facts at a Glance (AV16006); Hort Innovation Avocado Fund report released; Hort Innovation Avocado Fund funding impact (MT18009 – mentions AV09024, AV10019, AV11021, AV12007, AV13010, AV14000, AV15010); levy update; consumer trends; export project activities (AV17000); farm safety; Fair Farms; pollination agreements; six-spotted mite (AV19002); avocado DNA mapping; files and pollination (PH16002); cholesterol study; Xylella capacity (MT17006).</p> <p>Number & reach: 985 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 985 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Spring 2019</p>
<p>Talking Avocados Magazine – Summer 2020 edition - Volume 30 No 4</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Hort Innovation marketing update; international research summaries (AV17005); international news; extension project updates (AV17005); fire preparation and recovery (AV17005); Chile access closer; export updates including new reports and Asia Fruit Logistica (AV17000); industry market data project update (AV16006); CQ tissue culture field day; Hort Connections 2020; WA pollination project; Hort Innovation pollination research release; soil mapping for productivity; farm safety; International Year of Plant Health; high-density production Nuffield report; managing high density plantings (STHPI); remote sensing for canopy assessment (AV18002); get the app, improve the map (ST15016); NIRS (ST15005); industry profile.</p> <p>Number & reach: 1000 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 1000 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Summer 2020</p>
<p>Talking Avocados Magazine – Autumn 2020 edition - Volume 31 No 1</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; marketing update; international research summaries (AV17005); international news; extension project update (AV17005); COVID-19 articles; industry market data project update (AV16006); export updates including new reports and Chile (AV17000); native bee extension event (PH16000); Biosecurity Plan for the Avocado Industry (AV17003); Exotic Fruit Fly in the Torres Strait Eradication Program; Hort Innovation's Australian Horticulture Statistics Handbook (HA18002); new Market Development Manager; Monitoring avocado quality in retail (AV19003); Implementing best practice of avocado fruit management and handling practices from farm to ripening (AV18000); Improving avocado orchard productivity through disease management (AV16007); Multi-scale monitoring tools for managing Australian tree crops (ST15016); Review and extension of avocado pests and their management (AV19001).</p> <p>Number & reach: 1000 printed copies in circulation</p>	<p>Distribution: 1000 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 4 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Autumn 2020</p>

	readership is estimated to be above the number.	
<p>Talking Avocados Magazine – Winter 2020 edition - Volume 31 No 2</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Hort Innovation marketing update; international research summaries (AV17005); international news; extension project updates (AV17005); COVID-19 and the avocado industry; workplace health and safety items; export updates (AV17000); industry data updates (AV16006); biosecurity updates; harvesting during wet weather (AV18000); managing Phytophthora root rot (AV16007); ensuring consumers get the ripeness of fruit that they want (AV18000); national bee pest surveillance update (Pollination Fund); data-driven water management in Manjimup; major R&D summary (AV16006, MT17015, ST19031, MT18002, AV19003, AV18000, AV19004, AV17000, AM17010, MT18017, AV17005, AV17006, AV18002, AV16005, AI13004, AS17000, PH16002, PH15000, PH16001, PH16000, MT18019, MT16005, AV18007, MT17006, MT17006, MT17003, AV16010, AV19000, AV19001, AV19002, AV16007, ST17000, AV16002, MT19008, AV18003, industry annual reports, HA18002, MT18009, FF18001, AV20000, ST19021, AV19006, AV19005).</p> <p>Number & reach: 1040 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 1040 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 4 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Winter 2020</p>
<p>Talking Avocados Magazine – Spring 2020 edition - Volume 31 No 3</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Australian Avocado marketing update prepared by AVOCADOS AUSTRALIA; international research summaries (AV17005); international news; extension project updates (AV17005); COVID-19 and the avocado industry; workplace health and safety items; export updates (AV17000); industry data updates (AV20000); retail avocado monitoring: first results (AV19003); Growing avocados in Chile (AV17005); Avocados love oxygen (AV17005); Fruit fly notification process; Class exemption will enable small businesses to collectively bargain; Make sure workers understand safety; Avocado Fund report released; Growers, traders in dispute urged to contact Ombudsman; Love avocados? Thank the toxodon; Delroy's launch Delcado brand; Panicle blight (AV16007); Biosecurity threats – avocado seed moth larvae (AV16010); National tree crop mapping (ST15016, AV18002); Where are all the missing trees? (related to national tree crop mapping project); New rootstock released for use by Australian industry (AV15005, AV08000, AV07000, AV10001); Cryo-biotechnology to safeguard avocado germplasm; Avocado smash made more secure by native flies (PH16002).</p> <p>Number & reach: 1040 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 1040 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 4 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Spring 2020</p>
<p>Talking Avocados Magazine – Summer 2021 edition - Volume 31 No 4</p>	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Australian Avocado marketing update prepared by AVOCADOS AUSTRALIA; international research summaries (AV17005); international news; extension project updates (AV17005); COVID-19 and the avocado industry; workplace health and safety items; export updates (AV17000); industry data updates (AV20000); biosecurity updates; international news; Monitoring avocado quality at retail – data mining (AV19003); Durometer firmness measurements result in minimal bruising (AV18000); Avocados for India? (AV17000 and AV20000); Annual avocado global analysis reports 2020</p>	<p>Distribution: 1,050 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 6 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content,</p>

 <p>COVER STORY: COVID-19 IMPACTS ON HORTICULTURE OPPORTUNITY IN THE INDIAN MARKET RETAIL MONITORING: BRUISING STILL THE BIG ISSUE</p>	<p>(AV20000 and AV170000); Food service and avocados (MT18002); FPSC review of the audient process; New fair trading law needed, ACCC finds; Updated guidance released for Food and Grocery Code; Understanding industrial instruments; Queensland fruit fly found in Tristate & WA; South Australian growers support fruit fly work; Blueprint for national cooperation on fruit fly released (Hort Innovation); Tree crop app successfully tracks first cyclone (ST15016, AV18002); New Phytophthora root rot resistant rootstock trade marked PROCADO (AV15005); Review of pre-harvest mineral nutrition for post-harvest quality (AV19004); Monitoring is key to knowing your mites (AV19002); Phosphorous acid (phosphonate): research update and new project activities (AV16007 and AV19005); Avocados keep gut microbes happy; Laurel wilt (AV10004).</p> <p>Number & reach: 1,050 printed copies in circulation readership is estimated to be above the number.</p>	<p>3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Summer 2021</p>
<p>jTalking Avocados Magazine – Autumn 2021 edition - Volume 32 No 1</p>  <p>THE HISTORY OF SHEPARD IN AUSTRALIA EXTENSION EVENTS RETURN OUR GREEN GOLD MARKETING CAMPAIGN LAUNCHED</p>	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Australian Avocado marketing update prepared by AVOCADOS AUSTRALIA; international research summaries (AV17005); international news; extension project updates (AV17005); COVID-19 and the avocado industry; workplace health and safety items; export updates (AV20004); industry data updates (AV20000); international news; Hort Innovation launches extension team; Irrigation avocado with less water; Hass results from the 2020/21 season (AV19003); New export system ready for Japan season; 2020 – the year everything about fresh produce consumption changed (ST19031); Finding a home for Shepard – the Australian story; Vale Brian Watson; Fall armyworm may opportunistically target avocado; Permit update for lepidopteran pest control (AV16002); Fruit quality trace-back casestudy (AV18000); Procado – a new Australian avocado rootstock (AV08000, AV07000, AV10001, AV15005); The proportion of self-pollinated Hass fruit increases at greater distance from another cultivar (PH16001); Crop count research (AV18002); Riverlands and Adelaide Hills tree crop map updated (ST15016, AV18002); New intensification project underway (AS18000).</p> <p>Number & reach: 1,050 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 1050 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 8 subscribers</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Autumn 2021</p>
<p>Talking Avocados Magazine – Winter 2021 edition - Volume 32 No 2</p>	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Australian Avocado marketing update prepared by AVOCADOS AUSTRALIA; international research summaries (AV17005); international news; extension project updates (AV17005); COVID-19 and the avocado industry; workplace health and safety items; export updates (AV20004); industry data updates (AV20000); international news; major R&D Summary that provides overviews of the following projects: (AV20004), (AV16006), (AV20000), (AV20003), (MT17015), (ST19031), (ST19036), (AV19003), (AV18000), (AV19004), (AV17000), (AV20004), (AV20001), (AM17010), (AV17005), (AV17005), (AV20002), (AV17006), (AV18002), (ST19000), (AV16005), (AV19006), (AV16007), (AV19005), (AS18000), (AS17000), (PH16002), (PH15000), (PH16001), (PH16000), (PH19007), (MT16005), (MT18019), (AV18007), (MT17006), (AV16010), (AV19000),</p>	<p>Distribution: 1050 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 8 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Winter 2021</p>

	<p>(AV19001), (AV19002), (ST17000, ST16006 and MT17012), (AV16002), (MT20007), (MT17019), (MT19008), (AV18003), (HA18002), (AV20006), (PH20003). Articles appeared providing updates about the following projects: (PH16002), (AV19006), and (AV18000).</p> <p>Number & reach: 1,050 printed copies in circulation readership is estimated to be above the number.</p>	
<p>Talking Avocados Magazine – Spring 2021 edition - Volume 32 No 3</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Australian Avocado marketing update prepared by AVOCADOS AUSTRALIA; international research summaries (AV17005); international news; extension project updates (AV17005); COVID-19 and the avocado industry; workplace health and safety items; export updates (AV20004); industry data updates (AV20000); international news; articles appeared providing updates on the following projects: (AV20000), (AV20004), (AV19002), (AS18000), (PH16001), (AV18000), and (AV17006).</p> <p>Number & reach: 1,050 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 1050 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 8 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Spring 2021</p>
<p>Talking Avocados Magazine – Summer 2022 edition - Volume 32 No 4</p> 	<p>Edition Content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Australian Avocado marketing update prepared by AVOCADOS AUSTRALIA; international research summaries (AV17005); international news; extension project updates (AV17005); COVID-19 and the avocado industry; workplace health and safety items; export updates (AV20004); industry data updates (AV20000); international news; articles also appeared about the following projects: AV18000, ST19024, AV17005, and AV12009.</p> <p>Number & reach: 1,050 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 1050 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 10 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Summer 2022</p>
<p>Talking Avocados Magazine – Autumn 2022 edition - Volume 33 No 1</p>	<p>Edition content: Industry-relevant reports from Chair, CEO and directors; new in the BPR; Hort Innovation marketing update; international research summaries; international news; Autumn management of six-spotted mite (AV19002); Maximizing yield and reducing</p>	<p>Distribution: 1,050 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 12</p>

	<p>seasonal variation (AV16005) article, Monitoring avocado quality in retail (AV19003) article, Implementing best practice of avocado fruit management and handling practices from farm to ripening (AV18000) article, International research via the Avocado industry development and extension (AV17005) project</p> <p>Number & reach: 1,050 printed copies in circulation readership is estimated to be above the number.</p>	<p>subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Autumn 2022</p>
<p>Talking Avocados Magazine – Winter 2022 edition - Volume 33 No 2</p> 	<p>Edition content: Industry-relevant reports from Chair, CEO and directors; Regional Forums wrap-up (AV17005), Export Strategy (AV21000), Mapping Project; Smart Farms Virtual Tour, Varroa Mite Incursion Update, Exporting Avos Internationally, Hort Innovation marketing update; Full R&D Project Overview providing details of 41 R&D projects; international news;</p> <p>Number & reach: 1,050 printed copies in circulation readership is estimated to be above the number.</p>	<p>Distribution: 1,050 printed copies mailed directly to subscribers in Australia and overseas. An electronic copy is available to view from the website. An electronic copy of this issue was emailed to a recipient list of 12 subscribers.</p> <p>Engagement: We know from the feedback received via AVOCADOS AUSTRALIA's Communications Survey from Feb 2022: that readers' rate the top 5 most useful sections of the magazine to be (in order): 1) Research & development articles, 2) Best practice content, 3) BPR Updates, 4) Around Australia (Directors' Reports), and 5) Feature articles.</p> <p>Output online: Winter 2022</p>

Appendix 8 – Videos – Links & Engagement

Video title	Link	Views
Avo Update webinar No. 1 – 12 May 2021 – quality 2021	https://avocado.org.au/bpr-articles/avo-update-webinar-quality-2021/	12 views
AvoChat with Dr Ken Pegg 2021	https://www.youtube.com/watch?v=sanXdUCClU	29 views
Recovering from hail - #1 in Disaster Series 2021	https://avocado.org.au/public-articles/recovering-from-hail/	15 views
Recovering from fire - #2 in Disaster Series 2021	https://avocado.org.au/public-articles/recovering-from-fire/	10 views
Managing orchards affected by wet weather - #3 in Disaster Series 2021	https://avocado.org.au/public-articles/managing-wet-weather/	19 views
Avocado Supply Chain Quality Webinar No. 2 – 20 October 2021	https://avocado.org.au/bpr-articles/avo-update-webinar-quality-oct-2021/	5 views
Quality in the Supply Chain	https://youtu.be/AVOfUEAxBJo	1 view
Avocado quality at retail	https://youtu.be/TteGfNni8jA	4 views
Australian Avocados - Marketing Update	https://youtu.be/TfAKGghnNLo	2 views
Industry Outlook - AVOCADOS AUSTRALIA market development role	https://www.youtube.com/watch?v=tX0AijZTrKg	4 views
Australian Table Grape Case Study - Export Journey	https://www.youtube.com/watch?v=Yp6o-C9t2oY&t=722s	43 views
Season review/Season ahead - Long term outlook - Building demand	https://youtu.be/ubsOGA1ERSQ	2 views
Managing Avocado Pests Full Presentation	https://youtu.be/L7HuE8BdeN8	62 views
Are we meeting consumer expectations of avocado quality?	https://youtu.be/HKSD_ZgU4g	7 views
Avocado fruit set - Limiting factors and knowledge gaps in avocado	https://youtu.be/s6KSkxSxbiA	4 views
Positioning for Better Management of Avocado Fruit Abscission	https://youtu.be/3LHO15xKwdU	4 views

Appendix 9 – Testimonials, Feedback & Communications Survey 2022 Results

TESTIMONIALS

Below are testimonials from researchers about AV18003. Comments from avocado growers appear in the Communications Survey results featured in this appendix.

Harley Smith, Team Leader, CSIRO Agriculture & Food:

"I believe that AV18003 is a high value project that helps researchers disseminate information and update growers on the status of the project through Talking Avocados and video presentations. In addition, AV18003 has been very valuable for obtaining feedback and orchard information from growers."

Ian Newton, Principal Entomologist, Department of Agriculture and Fisheries:

"I am working on two avocado pest management projects. The National Avocado Industry Communications Program (AV18003) project has been invaluable to my team in communications and extension to the avocado industry. This has been through publications in Talking Avocados and Guacamole, storing and disseminating extension material on the BPR website and collaboration and presentations at field days around the country."

Noel Ainsworth, Principal Supply Chain Horticulturist, Department of Agriculture and Fisheries:

"In order to convey RD&E messages from the Avocado supply chain feedback (AV18000) project to the avocado industry in a professional and consistent basis, the National Avocado Industry Communications Program (AV18003) has been indispensable. The teams in DAF and AVOCADOS AUSTRALIA work well together to ensure regular and timely information is released via the Talking Avocados magazine, the e-newsletter Guacamole and through updates to the BPR website. On behalf of the AV18000 project team, I would like to congratulate the AV18003 communications team on their success and thank them for the timely support provided to us."

Andrew Geering, Principal Research Fellow, Queensland Alliance for Agriculture and Food Innovation:

"Talking Avocados has provided an essential outlet for us to communicate information on exotic pest and pathogen threats to a broad audience of avocado growers, agronomists and other industry stakeholders. The high-quality production standards have allowed us to illustrate disease symptoms and thereby educate growers on what to look out for. When we have had to do field surveys, the majority of growers have had some knowledge of our projects, which has made it easier for us to engage with these people. Talking Avocados provides an essential research extension service and I think it is important that it continues."

Elizabeth Dann, Principal Research Fellow, Queensland Alliance for Agriculture and Food Innovation:

"I have been a researcher in the avocado industry for nearly 15 years, leading the levy-funded projects addressing diseases and their management. The Comms program has been integral for the dissemination of my research results. In the last 5 years, there have been more than 10 articles published from my projects in "Talking Avocados", the quarterly industry magazine, or "Guacamole", the fortnightly electronic newsletter. The comms team at AVOCADOS AUSTRALIA have always been very supportive and accommodating. These two forms of industry communication are highly valued amongst all stakeholders in the industry and essential for delivery of relevant research information, allowing for timely adoption and impact from research outputs. The Comms team work with the Extension team to deliver other very useful outputs, such as instructional videos, online resources and promotion of relevant industry workshops and events".

Alison Mathews, Research Scientist, Department of Primary Industries and Regional Development:

"Having articles in Talking Avocados is one of the best ways of getting our project information out to growers. It's delivered straight to our target audience. The regular editions also allow us to tailor information to seasonal needs."

FEEDBACK

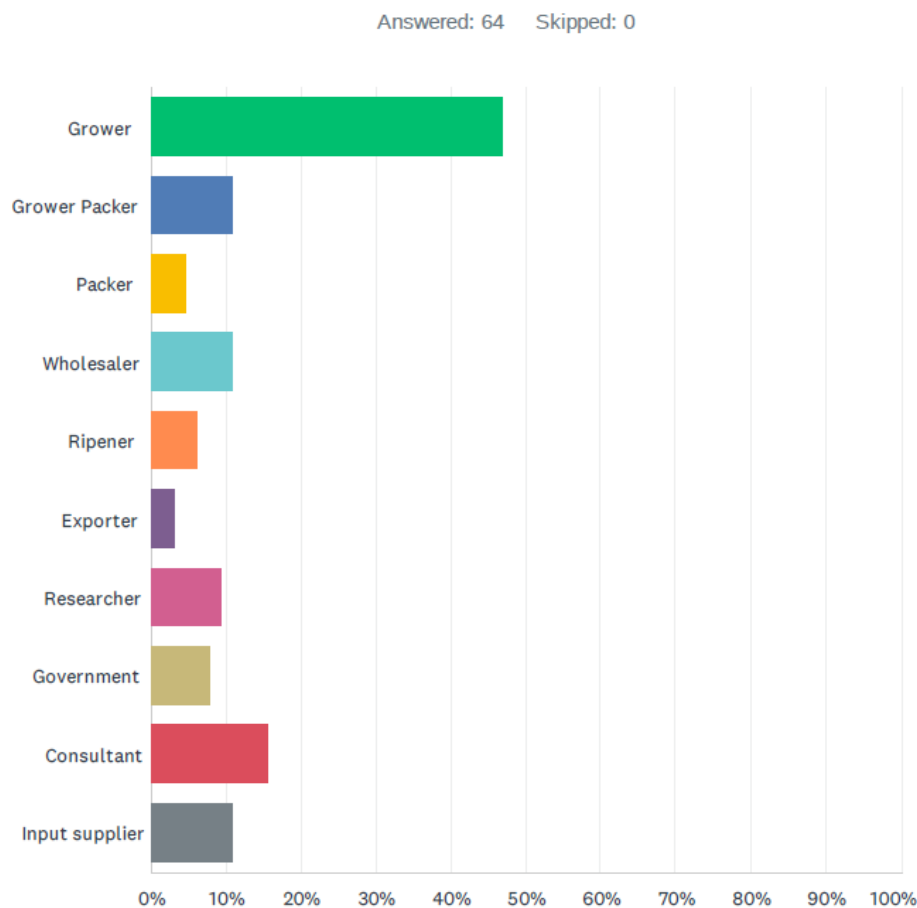
Jane Wightman, Head of Extension, Horticulture Innovation:

When sent a copy of a Q&A Talking Avocados article done with a Smart Farm participating grower:
"Many thanks for passing this on Anna – it is a very encouraging article."

AVOCADOS AUSTRALIA’s Communications Survey 2022

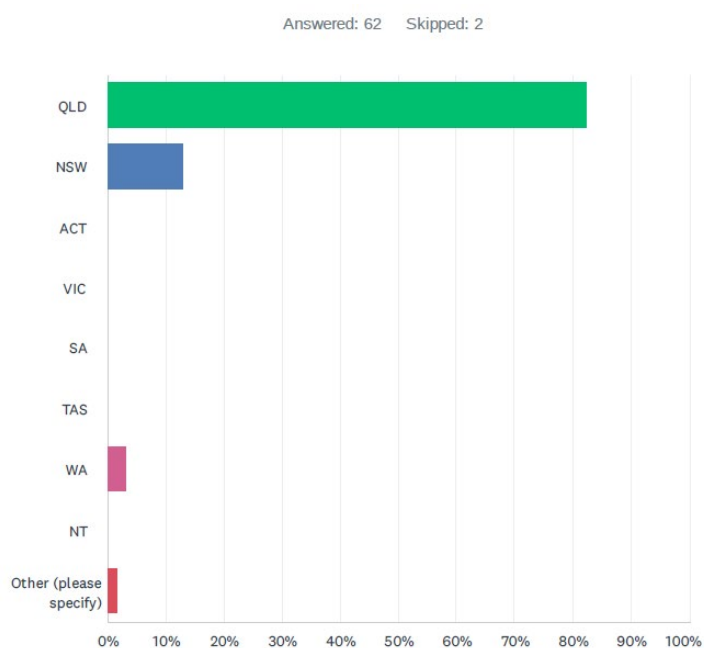
Summary of results – as at 21/2/2022

Question 1 - How are you involved with AVOCADOS AUSTRALIA?



ANSWER CHOICES	RESPONSES	
Grower	46.88%	30
Grower Packer	10.94%	7
Packer	4.69%	3
Wholesaler	10.94%	7
Ripener	6.25%	4
Exporter	3.13%	2
Researcher	9.38%	6
Government	7.81%	5
Consultant	15.63%	10
Input supplier	10.94%	7
Total Respondents: 64		

Question 2 - What State or Territory do you live in?



Question 3 - How effective do you think AVOCADOS AUSTRALIA is in achieving the following:

	VERY EFFECTIVE	EFFECTIVE	NEITHER	INEFFECTIVE	VERY INEFFECTIVE	DON'T KNOW	TOTAL
Sharing industry-related knowledge	37.70% 23	55.74% 34	6.56% 4	0.00% 0	0.00% 0	0.00% 0	61
Building relationships and alliances with strategic partners	19.67% 12	50.82% 31	16.39% 10	1.64% 1	1.64% 1	9.84% 6	61
Building industry leadership, capacity and resilience	14.75% 9	49.18% 30	21.31% 13	6.56% 4	1.64% 1	6.56% 4	61
Continuous improvement in delivering information to industry	24.59% 15	65.57% 40	8.20% 5	0.00% 0	0.00% 0	1.64% 1	61
Supporting relevant policy development dialogues	14.75% 9	54.10% 33	11.48% 7	4.92% 3	0.00% 0	14.75% 9	61

Question 4 - How do you find out about AVOCADOS AUSTRALIA's activities?

ANSWER CHOICES	RESPONSES	
Avocados Australia's Guacamole newsletter	86.89%	53
Avocados Australia's Talking Avocados magazine	68.85%	42
Avocados Australia's Grower / Industry notices (email communication)	49.18%	30
Avocados Australia's Avo Alerts (email communication)	62.30%	38
Avocados Australia's The Avo Insider (email communication)	24.59%	15
Avocados Australia's website	52.46%	32
Media coverage and/or industry publications (e.g Fresh Plaza, Good Fruit and Vegetables)	19.67%	12
Word-of-mouth	32.79%	20
Avocados Australia's Facebook page	6.56%	4
Avocados Australia's Twitter account	1.64%	1
Forums	18.03%	11
Webinars	11.48%	7
Total Respondents: 61		

Question 5 - How often do you use the AVOCADOS AUSTRALIA industry website?

ANSWER CHOICES	RESPONSES	
Daily	0.00%	0
A few times a week	6.56%	4
Once a week	24.59%	15
Once a fortnight	29.51%	18
Rarely	39.34%	24
Never	0.00%	0
TOTAL		61

Question 6 - If you use the AVOCADOS AUSTRALIA website, how effective is it for your needs?

ANSWER CHOICES	RESPONSES	
Very effective	18.03%	11
Effective	65.57%	40
Neither	6.56%	4
Ineffective	3.28%	2
Very ineffective	1.64%	1
Don't know	4.92%	3
TOTAL		61

Question 7 - Which sections of the website do you find most useful?

ANSWER CHOICES	RESPONSES	
Home page	6.90%	4
Best Practice Resource	82.76%	48
Contact us	8.62%	5
Events	39.66%	23
Industry Programs	15.52%	9
Infocado data entry access	27.59%	16
Membership	6.90%	4
News & Publications	41.38%	24
Our Programs	6.90%	4
Other suggestions (please specify)	3.45%	2
Total Respondents: 58		

Question 8 - How could the AVOCADOS AUSTRALIA website be improved?

It's pretty good as is in my opinion

Not so difficult to login every time
Fine as it is
Good currently
Remove the need for a password
Have some podcasts on grower example.
I think the website is quite effective and informative as it currently is
It is great. I don't know how else to improve it.
Just started on it, so pretty happy
It's pretty good.
I'm happy with it at the present time.
Seems to run well. I don't have a problem with it. I use it to help me improve my growing techniques and manage pests and diseases.
Sharing more recent information related to improving growing practices
Provide greater accessibility to information to better understand and connect with the industry players throughout the supply chain.
More new research articles that are easily located
Provide public access to industry data at a granular level to enable better financial and economic impact analysis for potential industry investors.
Share more event proceedings; update articles more often. Otherwise, great!

Question 9 - Do you receive AVOCADOS AUSTRALIA's fortnightly Guacamole newsletter?

ANSWER CHOICES	RESPONSES	
Yes	94.92%	56
No	5.08%	3
TOTAL		59

Question 10 - How could we improve Guacamole?

ANSWER CHOICES	RESPONSES	
I like it as it is	100.00%	43
TOTAL		43

Question 11 - Do you receive AVOCADOS AUSTRALIA's quarterly magazine, Talking Avocados?

ANSWER CHOICES	RESPONSES	
Yes	76.27%	45
No	23.73%	14
TOTAL		59

Question 12 - What information in Talking Avocados do you find useful?

ANSWER CHOICES	RESPONSES	
Research & Development articles (Australian)	65.91%	29
Research & Development articles (International)	31.82%	14
Best Practice	56.82%	25
Best Practice Resource updates	50.00%	22
Around Australia (Directors' Reports)	47.73%	21
CEO's Report	31.82%	14
Chair's Perspective	25.00%	11
Industry Matters	40.91%	18
Industry / Grower / Member profiles	29.55%	13
Feature articles	43.18%	19
Retail Pricing	20.45%	9
Hort Innovation Marketing Update	20.45%	9
News from around the World	31.82%	14
Advertisements	18.18%	8
All content	25.00%	11
Total Respondents: 44		

Question 13 - In which format would you prefer to read Talking Avocados magazine?

ANSWER CHOICES	RESPONSES	
Hardcopy format	69.77%	30
Electronic format	30.23%	13
TOTAL		43

Question 14 - What improvements can we make to Talking Avocados?

ANSWER CHOICES	RESPONSES	
None	100.00%	27
Total Respondents: 27		

Comments:

Regional Reports on cultivar/variety performances detailing roostocks used, soil types, topography, rainfall & temperature, planting density & pruning techniques.
I really like news about available grants
real customer, consumer, feedback
Keep up the good work and presentation.

Question 15 - Do you receive AVOCADOS AUSTRALIA's Grower and Industry notices (via email) on important topics and issues, or upcoming events?

ANSWER CHOICES	RESPONSES	
Yes	77.19%	44
No	22.81%	13
TOTAL		57

Question 16 - If you receive AVOCADOS AUSTRALIA's Grower and Industry notices, how useful do you find them?

ANSWER CHOICES	RESPONSES	
Very useful	31.82%	14
Useful	61.36%	27
Neither	4.55%	2
Not useful	2.27%	1
Not at all useful	0.00%	0
Don't know	0.00%	0
TOTAL		44

Question 17 - Have you had direct contact with someone from AVOCADOS AUSTRALIA in the last 12 months?

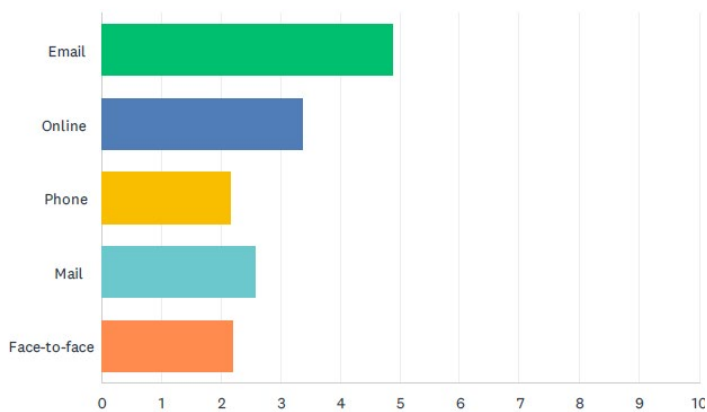
ANSWER CHOICES	RESPONSES	
Yes	66.67%	38
No	33.33%	19
TOTAL		57

Question 18 - What was your satisfaction level with the contact you had with AVOCADOS AUSTRALIA?

ANSWER CHOICES	RESPONSES	
Very satisfied	34.09%	15
Satisfied	47.73%	21
Neither	13.64%	6
Dissatisfied	2.27%	1
Very dissatisfied	0.00%	0
Other comments	13.64%	6
Total Respondents: 44		

Question 19 - How would you prefer to receive AVOCADOS AUSTRALIA's communications?

Answered: 56 Skipped: 8



	1	2	3	4	5	TOTAL
Email	90.91% 50	7.27% 4	1.82% 1	0.00% 0	0.00% 0	55
Online	1.96% 1	60.78% 31	15.69% 8	15.69% 8	5.88% 3	51
Phone	3.85% 2	9.62% 5	17.31% 9	38.46% 20	30.77% 16	52
Mail	2.00% 1	20.00% 10	32.00% 16	26.00% 13	20.00% 10	50
Face-to-face	4.08% 2	6.12% 3	34.69% 17	16.33% 8	38.78% 19	49

Question 20 - If you use social media in your business or you have business social media accounts, please indicate which platforms you use.

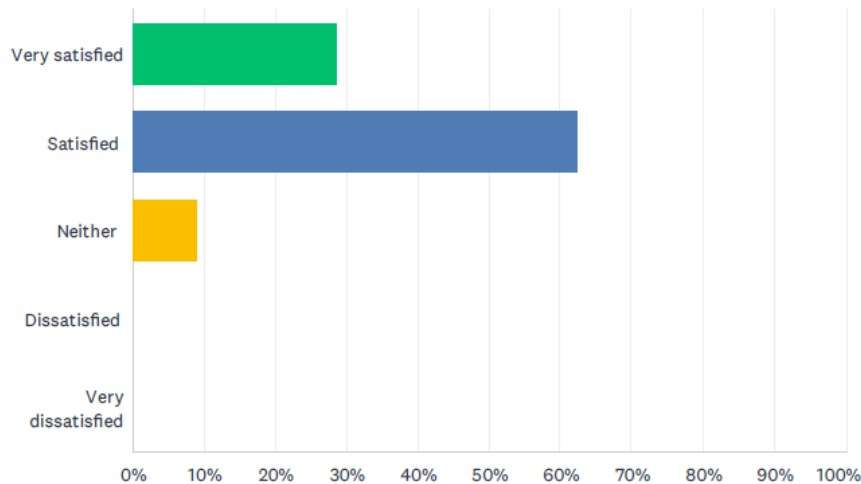
ANSWER CHOICES	RESPONSES	
Facebook	59.09%	26
Twitter	15.91%	7
Instagram	27.27%	12
LinkedIn	54.55%	24
Other (please specify)	18.18%	8
Total Respondents: 44		

Question 21 - What would you like AVOCADOS AUSTRALIA to keep you informed about?

	1	2	3	4	5	TOTAL	SCORE
Industry events	26.32% 15	22.81% 13	15.79% 9	17.54% 10	17.54% 10	57	3.23
Research & Development activities	31.58% 18	17.54% 10	22.81% 13	17.54% 10	10.53% 6	57	3.42
Marketing activities	8.77% 5	15.79% 9	7.02% 4	19.30% 11	49.12% 28	57	2.16
Industry issues	12.28% 7	22.81% 13	31.58% 18	26.32% 15	7.02% 4	57	3.07
Best Practice	21.05% 12	21.05% 12	22.81% 13	19.30% 11	15.79% 9	57	3.12

Question 22 - Overall how satisfied are you with AVOCADOS AUSTRALIA's industry communications?

Answered: 56 Skipped: 8



ANSWER CHOICES	RESPONSES	
Very satisfied	28.57%	16
Satisfied	62.50%	35
Neither	8.93%	5
Dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
TOTAL		56

Question 23 - How can we improve our communications with you?

Maybe include some organic information.
You guys are doing good job
Satisfied with communication
Communications are great
Happy with comms at present
I think it currently is working well as it is
Care about small growers
I think communications are done well. I would like to see more female board members which may bring in a different perspective ;)
Is OK
All is good.
I am satisfied the way it is now
Everything is perfect . thank you for helping us look like we know what we are doing 🙌🙌🙌
Regional director reports are very important and broad consultation when reports are being prepared should be encouraged

Appendix 10 – Research Projects & other content that featured in our communications channels

Code	Talking Avocados	Guac	Grower/Industry Notice	Avo Alerts	Web	Social	Video
HORTICULTURE INNOVATION AUSTRALIA marketing							
Hort Innovation news							
Biosecurity							
AH15001							
AH15002							
AI13001							
AI13004							
AM17010							
AS17000							
AS18000							
AV07000							
AV07008							
AV08000							
AV09024							
AV10001							
AV10004							
AV10019							
AV11015							
AV11021							
AV12007							
AV12009							
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MT21011							
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PH15001							
PH16000							
PH16001							
PH16002							
PH19007							
PH1900							
ST15005							
ST15014							
ST15016 plus various sub-projects							
ST16006							
ST17000							
ST19000							
ST19021							
ST19024							
ST19031							
ST21007							
Various							
Various							
COVID-19							

Appendix 11 – Communication Strategy – AV18003 – National Avocado Industry Communications Program

A copy of the Communication Strategy for AV18003 – National Avocado Industry Communications Program – is located [here](#).

This PDF document includes:

- Stakeholder engagement Plan
- Program logic framework
- Resources and timescales
- Project risk management plan
- Monitoring and Evaluation