

# **Horticulture Innovation Australia**

## **Final Report**

### **Maintenance and ongoing Development of Communications across the Australian Cherry Industry**

Simon Boughey  
Cherry Growers Australia

Project Number: CY11026

## **CY11026**

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ISBN 0 7341 3813 X

Published and distributed by:  
Horticulture Innovation Australia Limited  
Level 8, 1 Chifley Square  
Sydney NSW 2000  
Tel: (02) 8295 2300  
Fax: (02) 8295 2399

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## Summary

Strong communication amongst all stakeholders in the Australian Cherry Industry is vital for the major stakeholders and in particular growers in the 15 key growing regions and the state associations, to be able to make informed decisions when facing future challenges and opportunities.

The aim of this project is to maintain and build on progress made with project CY11018 and in line with the Australian Cherry Industry Strategic Plan 2012 to 2017 and its key components related to:

- Research and development;
- Marketing and Promotions.
- Export Road Map
- Extension and Communications

Proposed key objectives of this project were the:

- Ongoing publication of Industry magazine "Australian Cherries" to be distributed 4 times annually;
- Regular mail outs of relevant information as required by post and electronically to the Cherry Growers Australia (CGA) members;
- To deliver information to growers and other industry stakeholders, through facilitation with State Associations and a series of workshops across the growing regions;
- Ongoing maintenance and development of industry website, to include updated and relevant information and links;
- Ongoing collection and evaluation of feedback from stakeholders to gain a better understanding of which communication mediums are most effective, plus evaluation of emerging and future communication technologies;
- Keeping growers informed of and encouraging their participation in national marketing campaigns; and
- Promote strong communications with State Associations to facilitate effective planning and marketing project development of a strong export focus amongst growers and State Associations,

The project has developed exceptionally well over the time it has been funded and has adapted to the changes in the industry over the last 4 years. Other key areas of funding to CGA through other projects that have been linked to this project are:

- CY12007 – Export Development for Australian Cherries, managed by CGA
- CY12023 - National Development Program, managed by the Tasmanian Institute of Agriculture; and
- Consultation Funding provided to CGA up until November 2014.

While this project had been concluded it has been identified by the CGA Board that the communication throughout the industry is a key function of the national office and will be part of a new 3 year service provider project that has just been tendered by HIA and will be announced in late May and CGA has put in a tender for this,

## **Keywords**

Communication with all grower and exporters in the Australian Cherry Industry and other key stake holders

Extension services

Training and workshops

Website

Electronic and hard copy communication

Newsletter

Social media

Growing regions

Coordination

Collaboration

# Introduction

## **The Australian Cherry Industry's main stakeholders are:**

- All Australian Cherry Growers;
- Cherry Growers Australia;
- The five State Cherry Associations;
- Retailers and wholesalers;
- Federal and State government agencies;
- Key research organisations such as Horticulture Innovation Australia, Tasmanian Institute of Agriculture and
- Commercial suppliers and other service providers and consumers of cherry products.

As the Australian Cherry industry continues to expand in all Australian states, it is vital to continue to build strong communication channels amongst these key industry stakeholders and other similar industry bodies. This project also worked in closely with

- CY12007 - Export Development for Australian Cherries,
- CY12023 - National Cherry Development Program, managed by the Tasmanian Institute of Agriculture;

Aiming to build capacity for increased production by building new and maintaining existing international markets. It is also a key priority to build on the Australian domestic market and consumption. This project also links to the Cherry Industry Strategic Plan 2012/17 and it's components, including Industry Communication and Extension Plan, which was signed off by CGA Board in August 2012.

Providing sound and relevant information to all stakeholders is necessary in order for the industry to manage growth and change over the coming years. An ever increasing focus on an "export culture" is also required in order to accommodate forecast increases in Australian cherry production. Growers need to be aware of National campaigns and to be encouraged to participate via their State Associations to grow their domestic markets too.

Information will be delivered via a number of different media, including mail, email, the Cherry Growers Australia website and the regular publication and distribution of Industry newsletter "Australian Cherries". It is also important to set up and assess feedback systems for stakeholders, to determine the type of information which is of most relevance to the various stakeholders and what the best communication media is for delivering this information.

There is also a need to keep up to date with emerging and future technologies, which may provide new means of communication into the future. More regular and effective communications amongst the key stakeholders is also vital to ensure growers are well informed of developments, needs, opportunities, overseas market access requirements and technologies, which in turn will lead to better decision making when facing challenges and opportunities.

## Methodology

The key areas that were adopted by the project linked to the industry Communications and Extension Plan, see Attachment A, were:

1. To continue to develop and review improvements in communication through updating of contacts database, email contact, website maintenance, national newsletter and other mail outs.
2. Meetings and regular contact with State Associations, including travelling to each State/region as required for meeting and discussions.
3. Disseminating outcomes of export market and extension development work being undertaken in other linked projects such as CY12007 – Export Development for Australian Cherries and CY13000 - National Development Program, managed by the Tasmania Institute of Agriculture;
4. Keeping growers informed of national marketing campaigns and encourage participation via their State Associations through the distribution of promotional items etc.
5. Increase the profile of the industry via national marketing campaigns and promotion of the health benefits of cherries utilising consumer research.
6. Maintain close working relationships with Horticulture Innovation Australia, the Tasmanian Institute of Agriculture and Plant Health Australia and other research institutions on industry research and marketing projects which can be of mutual benefit, such as fruit fly, pollination, orchard technology and farm biosecurity.
7. Maintain close working relationships with other similar industry related bodies such as Summerfruit Australia and Apple and Pear Australia and other key horticultural industries.
8. HIA and CGA conducted a Survey Monkey prior to the new Tender being sent out and feed back from this is attached in Attachment B.

## Outputs

National newsletter "Australian Cherries" to be produced and distributed 4 times annually.

This newsletter is approx 24 pages and contains a variety of information, such as:

- Messages and updates from Cherry Growers CEO and Board regarding work currently being undertaken and upcoming events
- Updates from each State Association
- R&D Articles on various topics of importance to industry stakeholders
- Information on marketing & promotional campaigns
- An "Export Culture" section with a variety of information regarding exporting, plus specific information relating to various export markets
- A "point of view" section, inviting contributions from all stakeholders. This can be news, promotion of local industry events or general feedback.

The CGA National office has provided regular mail outs containing relevant information as it arises to all members on its database about 600, so the industry is completely informed of issues across a range of areas.

The CGA Website, was revamped, maintained, updated and adapted as required based on feedback received and has to become mobile friendly with a 40 language translation option now available similar to the to the Australia Fresh Website.

Over the time of the project the industry has gone through some rapid change linked to the development of the:

- Biosecurity Management Programme and Framework linked to growing the exports of Australian cherry exports with workshops and training carried out in that area linked to the requirements of the Federal Department of Agriculture and Water Resources for Plant Exports and a complete 2015 Cherry Export Guide and Manual available in hard and electronic copy that can be regularly updated;
- The extension process managed under the National Cherry Development Program, that has included a national committee providing advice into the programme of 3 workshops being held per state that became multi purpose workshops focusing in technical issues, export issues and general industry issues ; and
- CGA developing its BMP and Extension network and team approach across all projects and with other key organizations such as Plant Health Australia on key biosecurity planning.

These aspects have combined to provide a holistic approach to the communications and extension processes going on in the industry and with all its key external stakeholders which is seen as a good model for a small to medium range industry to use as it expands out to 2025.



## Outcomes

The key outcome for this project was for growers to have an improved understanding of industry news, activities, practices, Research & Development and Marketing & Promotions activities.

This in turn enabled them to make better informed decisions to deal with the many challenges and opportunities over the coming years and to be more competitive on both the domestic and international markets. For an industry that for many years was fragmented and lacked communication, the industry is now very open and aware of all key factors affecting their commercial viability.

Growers and other key stakeholders have to be well informed of export market opportunities plus the related protocols and quality standards required in order to successfully sell fruit into these markets.

Good communication channels between CGA and the State Cherry Associations, and in turn, State Associations and their growers, so campaigns can be well coordinated.

Outcomes will be evaluated by ongoing surveying and analysis of ongoing feedback received through this project and with related projects CY12007 – Export Development for Australian Cherries and CY13000 - National Cherry Development Program, managed by the Tasmanian Institute of Agriculture as part of a holistic package provided to the industry

### **Industry Adoption has been excellent through:**

Zoning in on the target audiences in the Australian Cherry Industry, the major stakeholders are as follows:

- All Australian Cherry growers in the 15 cherry growing regions;
- Cherry Growers Australia and its networks and operations through the CGA National Office and consultants working in other key projects ;
- The five State Cherry Associations;
- Retailers and wholesalers;
- Federal and State Government agencies;
- Key research organisations (Horticulture Innovation Australia, TIA and PHA );
- Commercial suppliers and other service providers; and
- Consumers of cherry products.

Strategies include delivering information via a variety of channels as well as ongoing liaison with State Associations and key organizations, with a focus to continually refine and improve on existing communication channels.

The most critical success factor is that Australian Cherry growers have ready access to credible and reliable information at all times in order to make informed decisions and to grow high quality fruit that meets the standards of their intended markets both domestic and international.

As part of the 3 month extension to the project CGA National Office has delivered the following project components:

- Has produced 2 more *Australian Cherries* newsletters
- Ran workshops in each State that covered:
  1. An end of season wrap up for domestic and export trade;
  2. Discussed issues going forward with each of the State associations working with the national office and CGA Board on key communication and capability matters.
- Issues were raised on the HIA transition and where this was up to and these were explained.
- Issues were also raised on the new assessment panels HIA have appointed, and the use of R&D and Marketing levies, regional projects, across industry projects.
- As the industry expands the time for local capacity and capability has increased with all state members apart from WA, employing a coordinator for one day a week and in some cases 2 days a week from their own funds.
- The communications tender if CGA is awarded this will be able to ensure stronger communication processes across the industry and build on the last 5 years and the state members were keen to be part of this process.
- The Cherry Levy process was raised at some of the workshops although, being done as separate process by CGA. If there is a levy change once a vote is held in June and the Federal Minister agrees to the changes then there will be the capacity to provide funds to State bodies to carry out the work they are doing.
- Other matters raised were the Back Packers Tax, social media and local conferences and regional workshops planned for 2016 and 2017.

## Evaluation and Discussion

This project has adapted to suit the changing needs of the industry over the last four years and the need to ensure the industry is at the forefront of information it requires to work in both the domestic and international market space.

This project cannot be seen in isolation and has been closely linked to:

- CY12007 - Export Development for Australian Cherries managed by CGA; and
- CY13000- National Cherry Development Program, managed by the Tasmanian Institute of Agriculture.

as part of a holistic package provided to the Australian Cherry Industry, as each project have key elements to communication and extension with the industry, yet at the same time provides options for growers and others to use from in person meetings, workshops and training to utilizing hard copy to electronic forms of information.

Against the flow to have a centralist approach the Australian Cherry industry has been strong in maintaining a growing region up approach in its 15 growing regions so strong links can be maintained by growers and exporters in those area with state agencies to assist them in aspects linked to orchard management, biosecurity and export matters either at domestic, non protocol and protocol levels.

With limited resources the CGA National Office has ensured that with a team developed to cover these 3 projects that the key stakeholders in and who work with the industry as outlined in its Communication and Extension Plan 2012 to 2017 can be engaged with and work together to provide the best opportunities and outcomes for the growers.

This project through the regular upgrading of its website and other electronic forms of communication and information sent out across the industry has ensured that industry is fully aware of information it can tap into and also seek.

It has been vital that this project has also assisted in the dissemination of information linked to the Industry Export Plan, Biosecurity Management Programme and Framework and the tools it has developed such as the Cherry Export Guide and manual, registration programme for export. Also assisted in ensuring that through the national development program growers decide on the workshops and technical information they would like to receive to suit their growing region.

The success of this combined approach has also ensured that State Agencies that seemed to be previously disengaged with the Australian Cherry Industry in some States are now reengaged to assist and support the Australian Cherry Industry in those growing regions in providing research opportunities, field monitoring and extension services and assist in both domestic and international trade matters particular now in SA, VIC and NSW.

This has flowed on to the work the industry has done with Federal agencies on market access and market improvement with the Department of Agriculture and Water Resources and for trade matters through the Department of Foreign Affairs and Trade and Austrade to where the industry exports

have grown from \$15 million per annum 2011/12 to in 2015/16 to \$77 million and looking to reach over \$100 million by 2020.

This is also linked to the expansion of the domestic market and consumption of cherries over the last 4 years in the fresh market but also the expansion of value added products, to meet consumer needs such as juices and flavors for foods such as ice-cream, yoghurts and dried fruit.

This project has also assisted in ensuring that the industry has the most up to date information on orchard management and varieties, orchard biosecurity, packing shed technology, consumer trends and other key areas of information the industry required for plant exports and technical issues.

Also the industry, through this project, gives all growers and other stakeholders linked to the industry the opportunity to comment on enquiries and reports that need feedback from the Australian Government and Parliament not in an agri-political sense but for policy change linked to key papers such as the Agricultural White Paper, the Senate enquiry on the Benefits of Free Trade Agreements and key areas need reform such as the Fruit Fly area and the report done by the Plant Biosecurity CRC for the Federal Minister on this matter.

Another consequence of this project linked with the others is a confidence in the industry that seemed to be lacking for a number of years. The empowerment of the growers and exporters has been crucial with the growth of the industry at the local, regional, State and Federal level and sometimes these can't be measured solely in reports such as these.

They feel they are being listened too and also have the confidence to drive the agenda linked to issues in their area and State which is an excellent outcome especially linked to commercial return, domestically and internationally, but this process never stops as we seem to be in constant stream of change, be it varieties, technology and market and trade issues.

The project has also helped new players coming into the industry linked to Greenfield projects, co investment into the industry, expansion and diversification inside the industry to meet consumer demand as this is constantly changing.

The CGA Board and national office has been very deliberate in seeking feedback from its customers the 400 plus growers in Australia and the 250 levies payers across the country in an open communication process and has also been critical where issues have not been in the best interest of the industry.

This is done in the knowledge that cherries are a very technical fruit to grow and have many factors that can affect seasonal growing and price matters in one or several regions over a season that can be linked to supply and demand and quality of product linked to domestic and international matters.

The project CY11026 - *Maintenance and ongoing Development of Communications across the Australian Cherry Industry*, has shown what can be done to ensure the industry can become highly skilled, seek information where required and also request for more to be done to assist it and individual growers.

This adaptive communication process and extension programme needs to be continued and be refined as the Australian Cherry Industry continues to expand from 18,000 tonnes levied in 2015/16 season to possibly 25,000 to 30,000 tonnes by 2025 to suit the needs and requirements of the industry over this time frame.

## Recommendations

1. Cherry Growers Australia be awarded the new CY15002 - Cherry Industry Communications Program for the next 3 years from 1 July 2016, with a option to reapply for two more, 3 year extensions, to provide continuity in the services currently provided and to be provided, by the new project, to its customers, the growers and exporters in the Australian Cherry Industry and other key stakeholders.
2. While this project has concluded it has been identified by the CGA Board that the communication processes throughout the Australian Cherry Industry is a key function of the CGA National Office to work with the growers, growing regions and State bodies and CGA retendered for the Communications Project in April 2016 as released by HIA and closed on 5 May 2016.

This included the key components of:

- General communication and information distribution;
  - Bringing in the National Cherry Development project in as part of a broader holistic extension project that would also incorporate aspects of the CY12007, market access project that concludes in May 2016;
  - This would be a single service provider project to cover all key service delivery for communications and extension for the industry in cooperation with the growing regions and State Bodies.
  - This seems to be against the trend on national bodies, but this is at the request of the growers and State bodies that make up the National Board and running of the national office.
3. To review and redo the Australian Cherry Industry Strategic Plan 2012 to 2017 out to 2020 and evaluate the key areas of this plan:
    - Research and development;
    - Marketing and Promotions;
    - Export Plan; and
    - Extension and Communications.
  4. To ensure communication channels continue to evolve to meet the needs of the Australian cherry industry as it changes over time and to link in with other key programs run by CGA and other service providers working with the cherry industry and the temperate fruit sector.

## **Scientific Refereed Publications**

None to Report

## Intellectual Property/Commercialization

No commercial IP generated

However if CGA isn't awarded the new tender CY ***15002 Cherry Industry Communications Program*** then issues of access to:

- CGA IP,
- Files and reports;
- Website and content and logins ;
- Facebook sites;
- Databases; and
- Mailout listings.

will become an issue for HIA to discuss with CGA.

## References

None to Report



## Acknowledgements

All Australian cherry growers across the country in the 15 growing regions and six states.

CGA Board.

Cherry Export Working Group.

Five State Associations and their staff, the CGA national office has worked with over the life of this project in particular: Kath Boast and Fiona Pogue in VIC, Kate Noller in NSW, Susie Green in SA, Lucy Gregg and Phil Pyke in TAS

Fruit Growers Tasmania Office: Sally Tennant, Nick Featherstone, Ian cover and Doris Moles for compiling the CGA *Australian Cherries* newsletter, website management and database management.

The Tasmania Institute of Agriculture and lead research agency for the Australian Cherry Industry

Federal Department of Agriculture and Water Resources

State Government agencies across Australia linked to Agriculture and Trade

Horticulture Australia Limited/Horticulture Innovation Australia

Plant Health Australia

Plant Biosecurity CRC

## Appendices

- Australian Cherry Industry Communications and Extension Plan 2012 to 2017;
- Australian Cherry Industry Biosecurity Management Summary Document January 2016;
- Please go to the CGA website : [www.cherrygrowers.org.au](http://www.cherrygrowers.org.au)
  - Copies of the ***Australian Cherries*** newsletter are available if you go to the dropdown
    - Connect and keep up to Date then Newsletters
  - 2015 Cherry Export Guide and Manuel available if you go to the dropdown
    - Click on Member Associations
    - then Member area
    - then type in password **yrrehc**
    - then click on Cherry Manual 2015 page
  - Hard copy has been send to the Sydney office.
  - A range of other information for the industry is on the website so please browse it.



# Australian Cherry Communications & Extension Strategy 2012-2017



*Horticulture Australia*



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## **GOALS, OBJECTIVES AND STRATEGY**

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### **SUMMARY**

The Australian Cherry industry, through the Industry Strategic Planning and Industry Development Needs Assessment process and a range of other projects such as CY10022, Developing Communications Capacity within the Australian Cherry Industry and CY11018 Developing Communications, Engagement and Capacity across the Australian Cherry industry over the last few years, has identified the need to review the industry's communication and extension plan. This involves reviewing current communication extension activities, identifying gaps and developing a new plan moving forward.

### **PURPOSE OF THIS COMMUNICATIONS AND EXTENSION PLAN**

- To inform industry of the details of industry projects and the related impacts on industry participants
- To ensure growers are well informed about issues that will potentially impact their businesses – including industry performance (data), production and marketing issues, government policy etc.
- To promote industry unity
- To raise the profile of the Australian Cherry industry with government and other key stakeholders

### **BACKGROUND AND PROJECT OBJECTIVES**

Cherry Growers of Australia is in need of more regular and effective communications with its key stakeholders to ensure that growers are at the 'leading edge' of technology and information and can market products and the industry effectively in domestic and export markets.

Key stakeholders are:

- Australian Cherry growers in 6 States and the 5 State Cherry Associations
- Retailers and wholesalers
- Federal and State government agencies
- Key research organisations including Horticulture Australia Ltd
- Commercial suppliers / other service providers
- Consumers of cherry products

Cherry Growers Australia Inc. reviewed the Cherry Industry Development Needs Assessment Report from May 2010 and its Action Plan and established a need to undertake the following as part of an overall Communications Strategy:-

1. Encourage extension-style activities by developing a schedule that identifies topics of interest, effective delivery methods and timelines for delivery.
2. Promote effective planning, communications, extension and adoption relating to research projects.
3. Create an evaluation feedback system so that CGA better understand which pathways influence growers most effectively.
4. Review the industry website and determine how it could present important new and historical research information to growers, including links to related topics.
5. Refine the communication pathways to state associations to improve and optimise industry development needs.
6. Develop a Strategic Marketing and Promotions Plan for the period of 2011-2017.
7. Review its current marketing and promotions program to gauge its effectiveness.
8. Carry out some Consumer Research to build on previous work undertaken.
9. Survey growers on their needs for information and communication transfer.
10. Look at other models for effective communication to all stakeholders and people linked to the Cherry Industry in Australia and overseas.

## *MARKETING, PROMOTION AND PUBLIC RELATIONS GOALS*

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- To develop an effective Communications and Extension Strategy that can be linked to the Cherry Industry Strategic Plan 2012 - 2017 and its other modules such as: Industry Research and Development Framework/Plan
- Export Roadmap
- Strategic Marketing Plan
- Industry Data Plan
- Economic Investment Strategy for funds expended in Research and Development and Marketing and Promotions
- To ensure that the Australian Cherry Industry communicates with all key stakeholders, audiences and consumers to assist in the growth of the industry over the next 5 years and the consumption of cherries both domestically and overseas
- To obtain sufficient resources to effectively carry out the requirements of the communications and extension strategy in line with other plans and projects funded for the cherry Industry and in some cases across industry
- Evaluate the Communications and Extension Strategy over time to see how effective it has been and adjust the plan to suit changing circumstances and requirements

## STRATEGY

Cherry Growers Australia will be looking at a range of tools to promote and utilise its Communication Strategy and built around 4 key processes:

- An ongoing stakeholder communication plan, extension and education program that supports the goals of the Australian Cherry Industry at national and international levels; noting that extension and education of research will also be a component of research and development projects undertaken on behalf of industry
- Targeted marketing program to increase domestic and export consumption of Australian cherries
- Utilising all communication tools available to provide advice and information to all stakeholders in the Australian cherry industry
- Looking at other national and international models of successful communications programs so we can evaluate ours and make changes as required improving our own communications strategy



## **SOLUTION AND MARKET OVERVIEW**

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There is the need for a wholistic approach to be taken for communications and extension within the Australian Cherry Industry and its stakeholders both internally and externally. The Cherry Industry must ensure it is seen a proactive industry catering for the needs of its growers, and consumers both here in Australia and overseas.

Key factors for this to occur are:

CGA Website to be upgraded and to be linked to all State Cherry Associations and to be regularly updated for general public usage and grower/member usage and is full of key documents from CGA, for example the Cherry Industry Plan 2012 to 2017, the national cherry marketing strategy and public relations campaign and can be easily accessible from outside Australia. In English and other languages;

- Encourage more growers to connect to email and the web, currently it is only 45% and should look to have 100% by 2017
- Ensure that all material is available in a number of media such as electronic, printed and in plain speak for consumer usage and understanding website and also develop a Facebook site that can have a link back to the CGA website
- Develop a national newsletter, a range of relevant publications, marketing and promotional material and technical notes to be available on the net and in printed form
- To ensure all key stakeholders are listed and have their websites accessible from the CGA Website for example:
  - State Government agencies
  - Research bodies involved in cherry research both nationally and internationally
  - Horticulture Australia with access to all Cherry Research projects carried out over the last 10 years as a reference and other relevant material
  - All organisations who can provide information and products to the cherry industry, like a commercial database (for a fee)
  - Other organisations receiving funds for projects funded through the Cherry Levy

- Look to provide the most suitable options for extension services to growers in the industry from other key stakeholder as resources are limited across Australia for the Cherry industry, including an 1800 call in number that could be monitored by one key body and use it as a referral process too
- Set up feedback systems to ensure all stakeholders can provide information and ideas for new publications and ideas for the benefit of the industry into the future
- Continue to provide traditional extension services such as field days and workshops but also ensure these can be accessed through new technologies available and through the NBN

## TARGET STAKEHOLDERS AND CUSTOMERS

During the life of the Communications and Extension Strategy the concept and value of the Australian Cherry Industry needs to be understood by a wide variety of sectors, industry and government stakeholders. All of these stakeholders will ultimately play a role in achieving a commercially sustainable cherry industry.

The key target customers and stakeholders for the Australian Cherry Industry are:

Target Audience	Vehicle	Responsibility	Frequency
Growers and Levy Payers	Mail outs, newsletter, emails, website, meetings , workshops, field days	CGA	Regularly
State Cherry Associations	Emails, website, meetings, newsletter	CGA/State Associations	Regularly
CGA Board, Cherry IAC and Committees and State Cherry Committees	Mail outs, emails, website, meetings, newsletter,	CGA Office	As required
Horticulture Australia	Emails, newsletter, meetings, working with key staff	CGA Office and State Assoc. In Call for Projects	As required
Key Research Bodies	Emails , newsletter, meetings and working through National RD&E network, workshop field days	CGA/TIAR/HAL	Regularly
Exporters/Importers	Emails, newsletter and relevant meetings	CGA/State Associations	As required
Retail Sector	Emails, newsletter and relevant meetings	CGA/State Associations/Growers Under Contracts	As required

Target Audience	Vehicle	Responsibility	Frequency
Federal Government Agencies	Emails, letters, newsletter and relevant meetings with agency staff	CGA	As necessary
State Government Departments	Emails, letters, newsletter and relevant meetings with agency staff	State Associations and CGA If Requested	As necessary
Local Governments/Regional Bodies	Emails, letters, newsletter and relevant meetings with key staff	State Associations and CGA If Requested	As necessary
Industry stakeholders and Commercial Companies	Emails, letters, newsletter and relevant meetings with key staff	State Associations and CGA	As Required
Sponsors and Project Partners	Emails, letters, newsletter and relevant meetings key staff	State Associations and CGA If Requested	As required
Employees of CGA and other State Cherry Associations	Meetings, emails, website	Own Organisation You Work For.	As required

## KEY COMMUNICATION MESSAGES

- Where your levy dollars will be spent? - Industry Levy - new projects that are starting, expected benefits for industry in relation to levy investment, project outcomes
- Changes that you should be adopting in your business as a result of project outcomes – communicate key results from industry projects and related impacts on industry participants
- Benefits of good industry data and industry initiative to collect relevant industry data – outline benefits to industry and mechanism that will be used to collect data
- Topical Industry Issues – communicate major issues that are impacting on industry and consequences / actions required by industry participants
- Communicate general industry information - communicate issues such as industry events, industry statistics and information sources, environmental and natural resource management, biosecurity, consumer trends, market opportunities, food policy, Cherry Industry and CGA and State activities / achievements and international industry issues
- Promote the Australian Cherry industry and the credential of the industry with broader community / consumers and government

Target Audience	Media Channels
<ul style="list-style-type: none"> <li>• All Cherry growers</li> <li>• Exporters/Wholesalers (Brisbane, Sydney, Melbourne, Adelaide and Perth)</li> <li>• Local, State and Federal Government / HAL / PHA etc</li> <li>• Other Stakeholders (Researchers consultants, service companies such as chemical companies , sponsors, etc)</li> <li>• Community / Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter</li> <li>• Industry publications and Website</li> <li>• Industry field day/workshops</li> <li>• Study Groups/Tour</li> <li>• Levy payers meeting</li> <li>• Press Releases</li> <li>• Events both locally, nationally and internationally</li> </ul>

## ***SUGGESTED SCHEDULE FOR COMMUNICATION***

<b>Target Date</b>	<b>Target Audience</b>	<b>Messages</b>	<b>Media Channel</b>	<b>Responsibility</b>
August (annually)	1,2, 3,4	A,B	Cherry Industry Report	HAL/CGA
August (annually)	1	A,B	Levy Payers Meeting	HAL/CGA
From October 2011 bimonthly	1,2,3,4	A,B,C,D,E	Cherry National Newsletter	CGA
As suitable	1,2,4	B,C, D,E	Industry field days/workshops	CGA/IDO
One per year	1	A,B,C,D,E	Study Tour	CGA/IDO
As required	1,5		Email / fax/ uploading website and Facebook	CGA/IDO
Every year	CGA/ IAC and Researchers	Update research issues	R&D meeting	CGA
Ongoing	1,2,3,4	A,B,C,D	Website (growers section)	HAL/CGA/IDO/State Associations
Ongoing	5	E	Website (consumer section)	CGA/HAL/
As required	1	D,F	Press releases	CGA/Crossman Communications/State Associations
Bi-Monthly	1,2,3,4	D,E	Industry magazines	CGA/HAL
As required	3,5	F	Events national and State based	CGA/State.Associations
Conference Annually	1, 2, 3, 4, 5	A, D, F	Program and media releases	CGA/State Associations

## **OTHER KEY ACTIONS**

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**Website:** Website to be redeveloped should also have grower section with log-in. All newsletters, relevant reports and press releases should be uploaded to grower section of website at time they are available

**Contact List:** Continue update the database and extend mailing / email list for Cherry newsletter and other key mail-outs to include other interested stakeholders e.g.: government and all key wholesalers and media

**Other Industry Magazine:** Actively target other industry magazines TreeFruit and other key magazines, through press releases and feature articles (aim for one major feature per year)

**Other News Media:** actively target main stream media where there are good project / industry outcomes in a specific geographic area (e.g. Local newspapers, radio and tv)

**Public Relations Company:** Utilise the resources of Crossman Communications and Eleven communications for the 2011/12 Cherry season for Public relations and creative marketing of Cherries and to do this at national level downwards and from the grassroots up ward , so we have a similar message nationally and for international marketing

**International Marketing:** Use key international marketing magazines to promote Australian Cherries and attend Key Events such as Asia Fruit Logistica, Fruit Logistica- Berlin and be part of the Australia Fresh campaign linked to HAL. Use key diplomatic and trade networks to promote product at key events

## REVIEW

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This Communications Plan needs to be reviewed annually by CGA , the State Associations, HAL and other key organisations contracted to do work to CGA such as Crossman Communications and modified to ensure feedback and change in policies and actions are included.

Therefore the Communications Plan can be updated to suit changing circumstances due to seasonal variation and industry change and requirements from year to year and other activities.

### **PLEASE NOTE IN RELATION TO THIS DOCUMENT**

Peak Industry Bodies (PIBs), such as CGA, have many important roles to perform. Some of these roles HAL cannot fund, such as agri-political activity and/or PIB membership only activity (i.e. membership drives). As a result, CGA will differentiate between HAL fundable and non-HAL fundable activities in any funding applications in future years.

HAL policy states Agri political activity means engaging in or financing any form of external or internal political campaigning, but does not include an activity required or authorised under the Corporations Act 2001 (Cth) or another law. HAL will not fund any agri-political activity. In the case of an official publication of an IRB or other organisation it is assumed that there will always be some editorial that does not meet the editorial content criteria and therefore a maximum of 75% of the total cost of such a publication will be deemed fundable.



## Cherry survey – Summary of results

### Respondents 43

- 98% of respondents believe the national newsletter is valuable (moderately to very) and would like to received the e-newsletter as a hard copy with an available e-version (that is perhaps presented on a better platform)
- Majority of respondents would like to received the e-newsletter bi-monthly (as it currently does) or quarterly
- Majority of respondents are satisfied with the current information provided through the newsletter but would like additions such as export readiness, advertisement of products, technical information; grower case studies, new technology, international research and how to translate R&D research to on the farm practises.
- Majority (70%) of respondents hardly ever visit the industry website, those who do find it moderately valuable – not valuable.
- Reasons for this rating is based on the website not being updated enough, not having live news feed and lacking linkage to the newsletter. The website is a repository for some good information and used to update growers records for export and provides buyers with a point of contact.
- Updates to the website should include making it more mobile friendly and include sections on market reports and final R&D Hort Innovation reports.
- Changes to business occurring as a result of information produced via the e-newsletter has occurred (37.5% respondents have made changes) and these have included export registration, changes to orchard management, changes to irrigation and cracking research.
- 47% respondents do not believe additional social media platforms beneficial although 82% would like to see YouTube videos made to extend R&D information