

## **Final Report**

# **Communication program for the Australian Mushroom Industry 2016-19**

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**Project code:**

MU15001

**Project:**

Communication program for the Australian Mushroom Industry 2016-19 MU15001

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## Summary

This project built on the foundations established by previous industry communications activities and provided stakeholders with up to date information on research and development and marketing investments funded through the industry levy.

The project was developed with input from industry and designed to improve further how information was communicated to the wider mushroom industry.

The following extract from the project outline captures a summary of the activities undertaken as part of the project.

*This project will systematically examine the process of communication, considering the recommendations and feedback from the review of the current project. The project will develop a communication strategy that engages with stakeholders. It will also develop and distribute a range of communication tools including an electronic version of the industry Journal, a monthly e-newsletter and the development of YouTube videos communicating R&D outputs. The project will also be responsible for supporting existing industry-based websites.*

These activities have now been completed, and this report covers how they have been delivered throughout the project. Copies of the outputs are listed and available through the Appendix to this report. Hard copies of the Australian Mushrooms Journal and the Industry Update have been included as Appendices and links provided to the electronic copies of these outputs.

The videos produced through the project are listed in the Appendix and links provided to those resources.

The industry-based websites supported through this project have gone through numerous changes since the start of the project. The industry component of the Australian Mushrooms site was maintained throughout the project. The information in this site has now been made available to the Australian Mushrooms Growers Association for use on the Association website located at <https://mushrooms.net.au/>. The industry pest and disease website – AGORA – has also been maintained throughout the project. The site has recently been moved to a new URL at <https://agora.australianmushrooms.com.au/>.

## Keywords

Australian Mushrooms Journal; Industry Update; AGORA; mushroom industry communication;

## Introduction

The Australian mushroom industry is a vibrant, high-value industry, supplying a range of edible mushrooms year-round to Australian consumers. Over the past 20 years the industry has undergone a process of rationalisation, with the number of commercial growers reducing from 73 in 2011 less than 50 at present.

As a whole the industry is focused on profitability and has supported a range of levy-funded marketing and R&D projects to increase consumption and to examine ways of reducing the costs of production. This communication project, like those communications activities undertaken by industry previously, was developed to ensure industry participants are kept informed on levy funded activities and the outcomes and benefits of those investments.

This project was specifically based on previous investments, including project MU12014 - Mushroom Industry Communication Plan and MU11003 - Facilitation of Information Transfer to Mushroom Industry through the AMGA Journal. These two investments covered a range of outputs including the AMGA Journal, a range of industry-specific e-newsletters, YouTube videos and industry websites. With some minor adjustments (discussed elsewhere in this report) these outputs were included in this project.

This project has built on the strong foundation established in previous communication projects and activities and has delivered the highest possible standard of industry communication to levy payers and the broader industry. The objectives met by this project were to:

1. Provide information and knowledge on industry updates, events and R&D to growers articulating the return on investment from the mushroom industry levy.
2. Facilitate the adoption of R&D by Australian mushroom businesses.
3. Increase the reach of the mushroom industry R&D program by engaging stakeholders in the mushroom value chain.
4. Inform primary and secondary stakeholders about current issues relevant to the mushroom
5. industry
6. Provide primary and secondary stakeholders and the broader community with information on the benefits that the industry delivers.

As other sections of this report show, the project has delivered against these objectives, establishing strong linkages with Hort Innovation, the AMGA and other projects, to ensure a consistent, high-quality flow of information that is both informative and relevant to levy payers and industry participants.

## Methodology

As outlined, the project built on the strong foundations of other projects and communications activities conducted by the mushrooms in previous years. The approach and required outputs also took into account the Hort Innovation survey of industry requirements undertaken prior to the development of the project proposal.

The development of the Communication Program required an integrated approach blending existing information about the needs of producers with current and planned project related activities and outcomes (including existing training and information project activities). The first step in the delivery of the project was a thorough analysis of future requirements to develop a process to meet the needs of producers as effectively as possible.

The project incorporated five clearly defined stages: preparation, development, implementation, monitoring and evaluation and reporting. It was further segmented into two distinct areas – Communications Strategy and Stakeholder Engagement Plan.

The Communications Strategy was prepared as the central document, with the Stakeholder Engagement Plan contained within the overall strategy and built into the individual elements. The Communications Strategy developed an approach, and a range of activities, to communicate effectively with producers and other members of the supply chain about relevant activities. The Stakeholder Engagement Plan defined how stakeholders were actively engaged at all levels throughout the Communications Strategy. This approach intended to engage stakeholders in a way that encourages them to use the knowledge about relevant activities and issues in ways that benefit their business.

While the preparation phase is normally a major component in the development of industry-wide communication strategies, the phase was shortened as Team Rowley had worked with industry over the past ten years to develop and deliver previous highly successful communication projects and activities. During this initial phase, work was undertaken to refine and finalise the identified strategies with Hort Innovation and the AMGA.

The process also took into account further refinement of the communication tools including elements such as the industry Journal, e-newsletter, YouTube videos and other electronic and web-based communication. Appropriate monitoring, evaluation and reporting processes were also put in place to ensure the effective and efficient delivery of the strategy.

The overall Communication Strategy was designed to:

- Create awareness of relevant HIA activities by mushroom levy payers;
- Ensure all levy payers understand the programs undertaken as part of their levy investment;
- Encourage levy payers to understand the value to their business of this levy investment;
- Motivate levy payers to actively participate in program activities at a level appropriate to their needs; and
- Encourage levy payers to use the knowledge they have gained to adopt and put into practice the outcomes of relevant research and development activities.

Once the above steps were completed, the implementation phase commenced. A key element of this phase of the project was to ensure levy payers, and other stakeholders were aware of the project, its aims and objectives, and how it would operate.

The final element of the project was monitoring and evaluation. A key part of this stage was to ensure that reports to HIA are delivered with appropriate detail and in a timely manner. This overall approach allowed a process of continual improvement to be undertaken throughout the life of the project.

The development of the Communications Strategy is an important foundation to ensure levy payers and the wider industry are kept informed on relevant matters related to R&D activities. While TR was responsible for developing and implementing the Strategy, it worked closely with the AMGA to ensure the approach best met the needs of levy payers and the wider industry.

A starting point for the Strategy was to map available information and examine how this information can be effectively communicated. In terms of available information, work was undertaken to draw together a list of levy-funded projects and to map the availability and timing of information from those projects.

A key element of the overall approach was to examine how information could be re-worked and delivered through the available communication tools. For HIA funded projects, work was undertaken to ensure industry has access to information that was clear and concise and presented in a way that provides the industry with context on the work and the potential outcomes.

The process involved the following steps:

- Discussions to determine the current status of all existing projects;
- Assessment of current industry access to project information;
- Completion of a planning calendar to progressively update project information;
- Update materials suitable for use in the range of communications tools (e.g., detailed website information; summary for e-newsletter); and
- Finalise a timetable to update information as project milestones are submitted continually.

The objective was to access available project information continually and to communicate this information to industry in a consistent manner using the tools outlined in the Communications Strategy. This was further reinforced and supplemented with information gathered through electronic monitoring and the use of existing industry networks, both nationally and globally. The result was a well-rounded bundle of communication, providing updated information on the levy investment combined with relevant information from other external sources.

Once the relevant topical information was collected, it was assessed in terms of the most appropriate delivery channel and then reworked and delivered through a variety of tools including:

- Australian Mushroom Growers Journal;
- Industry Update e-newsletter;
- Video;
  - YouTube;
  - Website;
- Websites (microsites within the Australian Mushrooms site);
  - AGORA; and
  - Industry.

During the initial development phase of this project, work was undertaken as part of the strategy document to outline how each communication tool operated, including the objective, the target audience (or audiences) the style of content, method of delivery and evaluation.

Once the initial development phase was completed the project progressed in a structured manner. A planning and production schedule was developed and implemented to assist with this process. This schedule was provided to the AMGA and a process of fortnightly telemeetings established to ensure industry input into all elements of the project.

A process was also established to take into account new R&D investments as Hort Innovation announced them. The process was as follows:

- All Requests for Proposals were downloaded and filed. The summary information from the documents was filed and key dates noted in the planning calendar.
- When projects were confirmed the Project Leader was contacted and introduced to the Communications Project and the opportunities available to communicate about the project. The introductory process allows for a complete analysis of how the project information can be used.
- Following the commencement of each project, a draft timeline of communication is established and marked on the planning schedule. This approach then allows for follow-up with the project and the use of available information in a structured manner.

In addition to the above process, regular communication was maintained with key industry organisations such as the Marsh Lawson R&D Committee, who are involved in a range of industry-related activities. A regular position in the Australian Mushrooms Journal was held for the committee to communicate its activities.



## Outputs

The outputs for this project are clearly defined and have been delivered consistently throughout the life of the project. These outputs include:

- Communications Strategy
- Stakeholder Engagement Plan
- Australian Mushrooms Journal – issued quarterly.
  - Total of 12 editions commencing May 2016 and finishing February 2019
- Industry Update – issued monthly
  - Total of 35 Editions commencing April 2016 and finishing February 2019
- Videos
  - Total of 6 videos produced over the life of the project
- Websites
  - Maintenance of the industry and AGORA websites.

A description of each of the outputs is included below.

### **Communications Strategy**

A Communication Strategy was prepared, based on the elements contained within the project outline. The approach took into account the HIA report prepared before the development of the project and was built around the specified elements outlined in the proposal.

The strategy was prepared to take into account the program logic framework outlined in the Hort Innovation template. The program logic approach took into account aspects such as foundational and influence activities, outputs and outcomes and end of project outcomes. Each aspect was carefully considered and detailed to establish a baseline for all activities undertaken throughout the life of the project. Monitoring and evaluation aspects were also included for every activity within the Communications Strategy.

The document was continually presented as a draft and was updated throughout the life of the project as components were modified and improved. The document was discussed with the AMGA, and further input was sought as the project progressed.

The Communication Strategy has been submitted to Hort Innovation and is not included in this report.

### **Stakeholder Engagement Plan**

A draft Stakeholder Engagement Plan was completed in the first six months of this project. In a similar manner to the Communications strategy, this document was presented as a draft to allow updating over the life of the project.

The Stakeholder Engagement Plan carefully considered the various layers of stakeholders impacted by the project, ranging from Hort Innovation, the Australian Mushroom Growers Association, levy payers, R&D service providers, industry suppliers and others. The plan also considered a range of interaction strategies for all identified stakeholders and how a high level of engagement could be maintained. The plan also highlighted ways in which the communication tools used in the project could be used to reach the various stakeholders.

The Stakeholder Engagement Plan has been submitted to Hort Innovation and is not included in this report.

### **Australian Mushrooms Journal**

The Australian Mushrooms Journal is one of the central communication channels in the Communications Project. The Journal replaces the AMGA Journal which was previously printed as a quarterly publication and distributed to AMGA members and others involved in, or with interest in, the operations of the Australian mushroom industry.

The approach adopted has been to build on the previous publication, taking into account the requirements of the project as outlined by Hort Innovation.

The new Journal was designed to deliver a mix of information including:

- Information on levy investment undertaken through Hort Innovation, including R&D and Marketing activities and projects.
  - Research related to the production of mushrooms.
  - Research into pest and disease management.
  - Training and management courses.
  - Research related to mushrooms and human health.
- Industry development activities including the operations of the Strategic Industry Advisory Panel and the development of industry Strategic Investment Plans.

The delivery of consistent, up to date information for industry participants has wider implications as this awareness feeds into more active participation in and understanding of levy investment and industry activities.

The late start of the project in March 2016 placed significant pressure on the production of the Autumn Journal and the development of the E-newsletter. In particular, the delay in the commencement of the project meant the planning that would normally have been undertaken after the Summer edition was not started until March.

The initial priority was to develop the editorial plan for the Journal and commence production. The change from an AMGA Journal to a levy based Journal had some teething problems; however these have been addressed, with improved planning and greater coordination with Hort Innovation and the AMGA

The move to electronic and online delivery progressed smoothly. As each edition was produced, a copy of the Journal was uploaded to the AnyFlip website to allow recipients to read materials online. A separate email was also distributed to levy payers and industry participants, allowing them the option of either reading the Journal online or downloading a PDF copy to their computer. While the email has a high open rate, a monitoring process has also been established to send a reminder email to anyone who does not open the email within the first week of distribution.

Copies of the Australian Mushrooms Journal can be found in the Appendices to this Report.

### **Industry Update E-newsletter**

The Industry Update E-newsletter is another key communication channel for this Project. The development of this newsletter, which was distributed monthly to levy payers and industry participants, progressed smoothly over the life the project.

The first edition of the E-newsletter was produced in April 2016, and a timeline established for distribution on the last Thursday of each month. The email used a mobile-friendly template and was designed to be in keeping with the Australian Mushrooms Style Guide.

The content drew together elements of newsletters previously produced through the AMGA, covering levy investment in the areas of marketing and R&D, an industry news segment, and online articles of interest to the industry.

The newsletter has been well received with a strong overall open rate and click-through rate. (See monitoring and evaluation for further discussion.) To further encourage recipients to open the newsletter, a reminder email was sent to anyone who did not open the newsletter after one week of it being sent.

Copies of the Industry Update E-newsletter can be found in the Appendices to this Report.

### **Videos**

As part of the Project, a total of two YouTube videos were produced per year, with the content aligned to the broader R&D investment for the mushroom industry, and developed in conjunction with input from the industry.

At the commencement of the project, this output was impacted significantly by the small number of R&D projects in place. Considerable discussion was undertaken with industry and Hort Innovation to ensure the videos were relevant to industry needs.

The videos produced cover the following topics. Links to these videos are listed in the Appendices to this report.

1. Bringing Australian Mushrooms to Life
2. Making Better Mushroom Compost
3. Sampling Methods for Disease Testing and Monitoring.
4. Spot Treatment to contain Bubble and Cobweb and Improve Disease Management Outcomes.
5. Mushroom farm Hygiene
6. The AGORA pest and disease website

### Websites

At the commencement of this project it was a requirement to maintain two industry sites:

- [www.mushrooms.net.au](http://www.mushrooms.net.au)
- [www.emushrooms.org](http://www.emushrooms.org)

In the initial stages of the Project, regular maintenance was undertaken on the sites, updating information and maintaining existing information and links. A request was then made by Hort Innovation to move the sites under the Australian Mushrooms banner. This work was not under the scope of the project; however a detailed analysis was made of the sites and a brief prepared for Online Soft, the IT support company responsible for maintaining the suite of mushroom sites. The sites were then moved under the Australian Mushrooms URL, appearing as microsites within the structure.

As a result of this unscheduled move, a considerable amount of unbudgeted time was spent ensuring that no links were lost during the move and that the integrity of the sites was maintained.

The microsites were then maintained as part of this project. In 2018 discussions the AMGA entered into discussions to gain “ownership” of the industry microsite, and a decision was taken to allow this to happen. At the same time, Hort Innovation agreed to the industry request to separate the AGORA site from the Australian Mushrooms site. This move has now taken place; however the way in which the move occurred has resulted in unbudgeted time to delete unrequired content from the content management system and to ensure again that the integrity of the site was maintained during the move. It is noted that the new project includes a review of the AGORA website.

## Outcomes

As outlined in the introduction to this report, the project was designed to:

1. Provide information and knowledge on industry updates, events and R&D to growers articulating the return on investment from the mushroom industry levy.
2. Facilitate the adoption of R&D by Australian mushroom businesses.
3. Increase the reach of the mushroom industry R&D program by engaging stakeholders in the mushroom value chain.
4. Inform primary and secondary stakeholders about current issues relevant to the mushroom industry
5. industry
6. Provide primary and secondary stakeholders and the broader community with information on the benefits that the industry delivers

The project worked to effectively to achieve the above objectives by building and maintaining a process of clear communication with levy payers and industry participants, with a strong focus on levy investments. As indicated elsewhere in the report, the project built on previous communications activities, modifying and improving the delivery of information in a systematic manner.

Over the course of the project information on all funded levy projects were regularly communicated through the Australian Mushrooms Journal, the Industry Update e-newsletter, and the industry and AGORA websites. The information was presented in a manner that was designed to encourage increased participation with projects and the adoption of new processes and technologies.

While the project had a primary focus on levy-funded activities, it also worked closely with the AMGA to include information on current issues relevant to the industry.

The project established an ongoing monitoring process, leading to an approach of continuous improvement. The performance indicators established for the delivery of communication outputs were deliberately set high to ensure the project performed to maximum potential.

With the electronic delivery of the Australian Mushrooms Journal and the Industry Update e-newsletter, the open rate was monitored through the use of data provided by the Constant Contact email service. The data was collected and maintained in accordance with the data set provided by Hort Innovation.

In the initial stages of the project, a single email was sent to recipients to access the Australian Mushrooms Journal and the Industry Update e-newsletter. An analysis of the early data highlighted that many people were not opening the email and that a gentle email reminder could improve this.

The analysis of the data gathered highlighted the need for further follow-up communication to improve open and click-through rates and through this the overall delivery of information. As a result, when the Industry Update and the Australian Mushrooms Journal are sent, a further follow-up email is sent to non-responders two weeks after the initial email.

In the final six months of this project, further work will be undertaken to communicate directly with those industry recipients that do not actively engage with the communication in the current format. The aim of this will be to fine-tune the delivery of information further and to make recommendations for future communication projects.

The gathering of data has allowed the ongoing redevelopment of the project. While the open rates, click through rates and the industry survey reflected positively on the project, there are still areas of improvement. An analysis of the data at the conclusion of the project has identified a core of people who have requested information and who yet do not choose to access that information. Further segmenting and analysis of this data should provide an insight into how to best communicate with these people.

While it is not possible to determine whether the communication project has increase industry involvement with projects or lifted the uptake of new technologies, it has delivered consistent information about all levy-funded investments over the life of the project.

## Monitoring and evaluation

As part of the project, a regular process of monitoring and evaluation is maintained across all the communication tools. The following highlights how each of the communication tools performed against this monitoring and evaluation. As part of the project, a Satisfaction Survey of levy payers was also conducted. The data from this survey is also included in this section of the report.

### Australian Mushrooms Journal

- ***Delivery on Schedule***

When the project commenced, the previous AMGA Journal was redeveloped as the Australian Mushrooms Journal. Part of this process was to move from a printed copy, to an electronic publication. Over the course of the project, four editions of the journal have been produced and delivered each year.

- ***Open Rate Notification of 60%***

Ten of the twelve journals published exceeded this open rate notification. Across all journals published the average open rate was 66.1%. The highest open rate achieved was 85% in May 2016, with the lowest being 51.6% in May 2017.

- ***Click through rate of 30%***

Only one of the journals produced failed to meet this click-through rate. Across all journals published the average click-through rate was 41.2%. The highest click-through rate achieved was 65% in January 2017, with the lowest being 27.1% in February 2018.

- ***Position in Top three referrals to industry website***

It is not possible for the journal to achieve this, as the email delivery does not include any links back to the site.

### Satisfaction Survey

- All respondents were aware of the journal.
- In terms of value, 70% rate the journal as being “Very valuable” with 25% rating it as “Somewhat Valuable”.
- In terms of satisfaction, 50% are “Very Satisfied”, 18% “Highly Satisfied” and 18% “Moderately Satisfied”.
- In terms of content, 56% are happy with the current balance of stories, 25% would like more R&D related stories, 18% more marketing stories and 6% more AMGA activities and news.
- Some 93% were happy with the current Journal; however there remains strong support for a hard copy being available (62.5%).

### Industry Update e-newsletter

- ***Delivery on Schedule***

A planning and production schedule was determined at the commencement of the project, and all newsletters were delivered on schedule.

- ***Open Rate Notification 60%***

Just under half of all any newsletters produced, achieved an open rate of above 60%, with a further 20% achieving just marginally less than this open rate. Across all newsletters and average open rate of 59.3% was achieved.

- ***Click through rate of 30%***

This performance indicator for the project was not met, averaging 21.3% across the life of the project.

- ***Position in Top three referrals to industry website***

It is not possible for the newsletter to achieve this, as the email delivery does not include any links back to the site.

### Satisfaction Survey

- All respondents were aware of the Industry Update e-newsletter.
- In terms of value, 87.5% rated the e-newsletter as being “Somewhat Valuable” or “Very Valuable”.
- In terms of information provided 43.75% were “Very Satisfied”, 6% “Highly Satisfied” and 31% “Moderately Satisfied”.
- In terms of content, 64% were “Satisfied” with the current balance information in the E-newsletter, with “R&D related stories”, “Marketing Stories”, “AMGA activities and News, and “Other” each being nominated by 9% of respondents.

### YouTube Videos

- **Number of Views**

The videos were uploaded on to the industry and AGORA websites. An accurate number of views was not established. The videos will in future be “housed” in a Vimeo site, with links provided through the AGORA and AMGA websites to maintain an accurate assessment of the number of views.

- **Open rate on promotional emails**

All videos are promoted through the Australian Mushrooms Journal, the Industry Update newsletter and the Pest and Disease project Alerts. Monitoring through these sources indicate a higher view rate for on-farm topics with the Compost project, Spot Treatment of Disease and Disease Sampling Techniques achieving much higher views than off-farm topics such as Mushroom Marketing. The Pest and Disease Project Alerts covering Spot Treatment of Disease and Disease Sampling Techniques achieved between 40 and 50 individual views when covered in this manner. The move to a Vimeo site will allow more accurate overall monitoring of the usage of these videos.

### Industry Websites

- **Increased usage of both sites as measured by Google Analytics**

Over the course of the project, the visits to the two microsites have been maintained at a much smaller level than for the Australian Mushrooms consumer site. In total over the life of the project just under 1000 visits were made to the two sites. Across the two sites, some 60% of these visits were directed toward the AGORA site. Given that the sites were relocated by Hort Innovation, this low number is to be somewhat expected as, despite the promotion of the new location, many industry participants were used to viewing the industry information on the AMGA website. Despite the low numbers each visit recorded high average session duration with an average of 15:28 for the AGORA microsite and 14:40 for the industry microsite.

- **High level of user satisfaction as measured by Satisfaction Survey**

The Satisfaction Survey undertaken as part of the project indicated a much higher level of support for the AGORA microsite than for the industry microsite. While awareness of both is high, the perceived value of information the level of satisfaction is far higher for AGORA.

While nearly four out of ten respondents indicated they had accessed the new site, a large number have either not accessed or are unsure of how to access.

- In terms of awareness, AGORA was recognised by 87.5% of respondents with the industry microsite marginally lower at 81.25%
- In terms of value, 43% rated the AGORA microsite as being “Very Valuable”, compared to 18.75% for the industry microsite. No respondents indicated that the sites were “Not Valuable”.
- In terms of information provided 50% were “Very Satisfied” with AGORA, compared to 25% with the industry microsite.
- In terms of access, 37.5% indicated they had accessed the microsites, 25% reported no available access and 37.5% were unsure.

## Recommendations

### Communications

The Communication Project acts as a central point for keeping industry informed on levy-funded R&D and marketing activities. Despite this, it is evident through the contact with project leaders, that, while projects have communication aspects included, they are not necessarily linked to the Communication project.

While the Communication Project has managed to talk with project leaders and developed a process of regular contact to provide updates to the industry through the communication channels, it would be more efficient to build in this communication, starting at the project development stage and the RFP and running through to the project implementation.

Building communication into the projects would allow improved integration, and provide R&D project leaders with the opportunity to keep industry informed through the established channels. This could then extend into the start-up meeting, where the involvement of the communication team leader could outline further the opportunities for keeping the industry up to date on the project

### Recommendations

1. That each project undertaken have a communication element build into the project, with communication outputs specified in the project workplan.
2. That the communication team leader is involved in the start-up meeting for all new projects to outline the existing opportunities to communicate with industry.

### Australian Mushrooms Journal

During this project the journal changed from a printed copy to an electronic copy. While the changeover progressed in a relatively smooth manner, there remains a core of levy payers who have provided feedback on their preference for a hard copy of the Journal to be made available. In the survey undertaken 62.5% supported the maintenance of a hard copy of the publication.

Whenever levy payers have been asked about the Journal at conferences, inevitably this issue is raised, and while some accept the convenience of electronic delivery, many have expressed support for printed copies to be made available in addition to the electronic copy. One argument put forward consistently is that hard copies were made available at a farm level in the work and lunch rooms, allowing a wider cross section of industry participants to stay up to date with industry activities. While the electronic copy can be printed as required this does not appear to be happening.

### Recommendation

1. That the industry survey undertaken in subsequent projects asks specifically about support for a printed publication. If strong support is indicated through the survey that Hort Innovation give further consideration to this issue through the SIAP and the AMGA.

## **AGORA**

This project has experienced considerable ongoing frustration over the website component. When the project commenced, it was responsible for maintaining and uploading content on to the industry and AGORA websites. In the first six months of the project, both sites were moved, under instruction from Hort Innovation, to exist as microsites under Australian Mushrooms. While the costs associated with the physical movement of the site was covered under the project, the movement resulted in a large number of unbudgeted hours being expended to ensure the integrity of the information provided.

Over the past 12 months, the Australian Mushroom Growers Association has advised it has been in discussions with Hort Innovation to move the microsites back to the AMGA site.

These discussions resulted in AGORA now residing on a separate URL, with the site maintained on the Hort Innovation servers. Hort Innovation did not involve the service provider in any discussions about the move, and as a result, this move was undertaken in an unsatisfactory manner. While the integrity of the information provided on the site has been checked it has again involved unbudgeted hours by service providers. It is also anticipated that additional hours will be required under the new communication project to remove superfluous information and materials from the Australian Mushrooms site that should not have been moved over to the new site.

It is noted that the new communication project is required to:

- Update and maintain the Agora micro-site (based off content provided by MU16003) and do a one-off review of functionality and make recommendations for improvements.

While the process of continual improvement is welcomed the new address of the site needs to be promoted and issues caused through the movement of the site to be addressed before any review is conducted.

### **Recommendations:**

1. That Hort Innovation allows an appropriate period of promotion before undertaking a review of the functionality of the AGORA site.
2. That where Hort Innovation decisions lead to additional work over and above that allocated in the RFP that service providers are given the means to be fairly recompensed for these works.



## **Intellectual property, commercialisation and confidentiality**

No project IP, project outputs, commercialisation or confidentiality issues to report.

## Appendices

The Appendices to this report are:

Appendix 1 – Australian Mushrooms Journal

Appendix 2 – Industry Update

Appendix 3 – Videos

## Appendix 1

### Australian Mushrooms Journal

Edition	PDF Download Link	Flipbook Link
<b>2016</b>		
Edition 2 - 2016	<a href="http://bit.ly/AMJ_2016_1">http://bit.ly/AMJ_2016_1</a>	<a href="http://anyflip.com/vxft/edfv/">http://anyflip.com/vxft/edfv/</a>
Edition 3 – 2016	<a href="http://bit.ly/AMJ_2016_2">http://bit.ly/AMJ_2016_2</a>	<a href="http://anyflip.com/vxft/cimh/">http://anyflip.com/vxft/cimh/</a>
Edition 4 - 2016	<a href="http://bit.ly/AMJ_2016_4">http://bit.ly/AMJ_2016_4</a>	<a href="http://anyflip.com/vxft/cmuv/">http://anyflip.com/vxft/cmuv/</a>
<b>2017</b>		
Edition 1 - 2017	<a href="http://bit.ly/AMJ_2017_1">http://bit.ly/AMJ_2017_1</a>	<a href="http://anyflip.com/vxft/rjmi/">http://anyflip.com/vxft/rjmi/</a>
Edition 2 – 2017	<a href="http://bit.ly/AMJ_2017_2">http://bit.ly/AMJ_2017_2</a>	<a href="http://anyflip.com/vxft/wtvz/">http://anyflip.com/vxft/wtvz/</a>
Edition 3 - 2017	<a href="http://bit.ly/AMJ_2017_3">http://bit.ly/AMJ_2017_3</a>	<a href="http://anyflip.com/vxft/dwie/">http://anyflip.com/vxft/dwie/</a>
Edition 4 - 2017	<a href="http://bit.ly/AMJ_2017_4">http://bit.ly/AMJ_2017_4</a>	<a href="http://anyflip.com/vxft/wxfw/">http://anyflip.com/vxft/wxfw/</a>
<b>2018</b>		
Edition 1 - 2018	<a href="http://bit.ly/AMJ_2018_1">http://bit.ly/AMJ_2018_1</a>	<a href="http://anyflip.com/vxft/cksq/">http://anyflip.com/vxft/cksq/</a>
Edition 2 – 2018	<a href="http://bit.ly/AMJ_2018_2">http://bit.ly/AMJ_2018_2</a>	<a href="http://anyflip.com/vxft/bejx/">http://anyflip.com/vxft/bejx/</a>
Edition 3 - 2018	<a href="http://bit.ly/AMJ_2018_3">http://bit.ly/AMJ_2018_3</a>	<a href="http://anyflip.com/vxft/pmon/">http://anyflip.com/vxft/pmon/</a>
Edition 4 – 2018	<a href="http://bit.ly/AMJ_2018-4">http://bit.ly/AMJ_2018-4</a>	<a href="http://anyflip.com/vxft/zjvu/">http://anyflip.com/vxft/zjvu/</a>
<b>2019</b>		
Edition 1 - 2019	<a href="http://bit.ly/AMJ_2019_1">http://bit.ly/AMJ_2019_1</a>	<a href="http://anyflip.com/vxft/tfvg/">http://anyflip.com/vxft/tfvg/</a>

## Appendix 2

### Industry Update

<b>Edition</b>	<b>Date</b>	<b>Link</b>
<b>2019</b>		
35	February 2019	<a href="https://conta.cc/2EkMK34">https://conta.cc/2EkMK34</a>
34	January 2019	<a href="https://conta.cc/2DdBK73">https://conta.cc/2DdBK73</a>
<b>2018</b>		
33	December 2018	<a href="https://conta.cc/2F2dM1r">https://conta.cc/2F2dM1r</a>
32	November 2018	<a href="https://conta.cc/2EcYu7F">https://conta.cc/2EcYu7F</a>
31	October 2018	<a href="https://conta.cc/2K1WFB1">https://conta.cc/2K1WFB1</a>
30	September 2018	<a href="https://conta.cc/2K1X86f">https://conta.cc/2K1X86f</a>
29	August 2018	<a href="https://conta.cc/2JO9MFL">https://conta.cc/2JO9MFL</a>
28	July 2018	<a href="https://conta.cc/2JXtGye">https://conta.cc/2JXtGye</a>
27	June 2018	<a href="https://conta.cc/2JO9S05">https://conta.cc/2JO9S05</a>
26	May 2018	<a href="https://conta.cc/2JY0TJw">https://conta.cc/2JY0TJw</a>
25	April 2018	<a href="https://conta.cc/2JOzH00">https://conta.cc/2JOzH00</a>
24	March 2018	<a href="https://conta.cc/2JO9ZJ3">https://conta.cc/2JO9ZJ3</a>
23	February 2018	<a href="https://conta.cc/2JMFL97">https://conta.cc/2JMFL97</a>
22	January 2018	<a href="https://conta.cc/2JRDJEO">https://conta.cc/2JRDJEO</a>
<b>2017</b>		
21	December 2017	<a href="https://conta.cc/2JNEezK">https://conta.cc/2JNEezK</a>
20	November 2017	<a href="https://conta.cc/2JNcDyD">https://conta.cc/2JNcDyD</a>
19	October 2017	<a href="https://conta.cc/2JNEntO">https://conta.cc/2JNEntO</a>
18	September 2017	<a href="https://conta.cc/2JN9Vt1">https://conta.cc/2JN9Vt1</a>
17	August 2017	<a href="https://conta.cc/2JOaXFb">https://conta.cc/2JOaXFb</a>
16	July 2017	<a href="https://conta.cc/2JL20MN">https://conta.cc/2JL20MN</a>
15	June 2017	<a href="https://conta.cc/2JLoTzC">https://conta.cc/2JLoTzC</a>
14	May 2017	<a href="https://conta.cc/2JQ1n4s">https://conta.cc/2JQ1n4s</a>
13	April 2017	<a href="https://conta.cc/2K1YWfx">https://conta.cc/2K1YWfx</a>
12	March 2017	<a href="https://conta.cc/2JY1E5k">https://conta.cc/2JY1E5k</a>
11	February 2017	<a href="https://conta.cc/2JOoVqF">https://conta.cc/2JOoVqF</a>
10	January 2017	<a href="https://conta.cc/2JObaYZ">https://conta.cc/2JObaYZ</a>

<b>Edition</b>	<b>Date</b>	<b>Link</b>
<b>2016</b>		
9	December 2016	<a href="https://conta.cc/2JRFamG">https://conta.cc/2JRFamG</a>
8	November 2016	<a href="https://conta.cc/2JXuJOG">https://conta.cc/2JXuJOG</a>
7	October 2016	<a href="https://conta.cc/2JY24bU">https://conta.cc/2JY24bU</a>
6	September 2016	<a href="https://conta.cc/2JNgrjg">https://conta.cc/2JNgrjg</a>
5	August 2016	<a href="https://conta.cc/2JNqzc4">https://conta.cc/2JNqzc4</a>
4	July 2016	<a href="https://conta.cc/2JNqEwo">https://conta.cc/2JNqEwo</a>
3	June 2016	<a href="https://conta.cc/2JNHTh0">https://conta.cc/2JNHTh0</a>
2	May 2016	<a href="https://conta.cc/2JNgzzg">https://conta.cc/2JNgzzg</a>
1	April 2016	<a href="https://conta.cc/2JOibsO">https://conta.cc/2JOibsO</a>

## Appendix 3

### Industry Videos

1. [Bringing Australian Mushrooms to Life](#)
2. [Making Better Mushroom Compost](#)
3. [Sampling Methods for Disease Testing and Monitoring](#)
4. [Spot Treatment to contain Bubble and Cobweb and Improve Disease Management Outcomes](#)
5. [Mushroom Farm Hygiene](#)
6. [The AGORA pest and disease website](#)