

Final Report

Potato Industry Communications Program 2016-2019

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PT15007

Project:

Potato Industry Communications Program 2016-2019 PT15007

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Summary

PT15007 *Potato Industry Communications Program 2016-2019* fostered increased awareness of the outcomes of research projects funded by Hort Innovation using the fresh potato research and development levy and contributions from the Australian Government. By communicating research and development (R&D) results to growers and highlighting the practical on-farm benefits that can be gained from adopting the findings of relevant levy-funded projects, the program aimed to inspire Australian growers to take advantage of the ground-breaking and world-leading research taking place in the industry to gain real-world benefits on-farm and encourage business innovation, with the ultimate aim of improving profitability for the Australian potato industry.

The project has successfully delivered streamlined communications activities on behalf of the potato industry. These activities include the widely-read industry publication *Potatoes Australia*; the publication of *Potato Grower Success Stories*, which highlights examples of growers who have adopted R&D and achieved success as a result; the management, maintenance and promotion of the InfoVeg national R&D database and InfoVeg TV, the AUSVEG Weekly Update e-newsletter and media and social media relations to promote industry-funded research and related news items to growers and the wider industry.

AUSVEG successfully met all of the requirements for the wide range of communications outputs for the delivery of PT15007. These include the successful publication of the bi-monthly *Potatoes Australia* and annual *Grower Success Stories*, production and publication of three InfoVeg TV videos per year, production of media content on industry research to generate media coverage, social media promotion of levy-funded projects and industry-related news, publishing final reports of potato levy-funded research on the InfoVeg database, and the promotion of potato levy-funded projects through the AUSVEG Weekly Update e-newsletter.

As a result of the communications outputs produced from PT15007, AUSVEG achieved the following:

- **97** projects featured in potato industry communications (tracked from the start of the project from *Potatoes Australia*, *Grower Success Stories* and the Weekly Update, and from Milestone 108 for social media);
- **20** editions of *Potatoes Australia*, with **375.44 pages** dedicated to industry-related research (an average of **18.8 pages** per edition), as well as a re-design of the publication to modernise its look, increase readability and more clearly promote industry research;
- **168** Weekly Update editions, including **540** potato industry-related articles covering **50 R&D projects** funded by the fresh potato levy, potato processing levy and other Hort Innovation-funded sources, as well as a re-design of the e-newsletter;
- **Three** editions of *Grower Success Stories*, highlighting **18 growers** who have benefited from levy-funded research and development;
- Uploading **17 Final Reports** to the InfoVeg R&D database and regular updates to AUSVEG website, including pages dedicated to potato industry-specific content;
- Media relations, including the production of media releases and direct media engagement, that resulted in **827 media mentions** on potato industry-related research (an average of **21 per month**);
- Social media promotion of levy-funded and industry-related research, news and events – this resulted in **1,391 tweets published (8 per week)**, a 235 per cent increase in Twitter followers, as well as the increased output of other social media channels to promote potato industry-related content; and
- The production of nine videos highlighting levy-funded research projects for the AUSVEG YouTube page, which achieved an average of **169 views**.

The successful production and promotion of these communications outputs has helped deliver the following outcomes:

- Increased knowledge and awareness of R&D outcomes, technologies and innovation;
- Increased accessibility to adopt R&D information;
- Increased understanding of the R&D levy investment system, including Hort Innovation's role, the benefits of the fresh potato levy and growers' role in the system; and
- Increased awareness of the value of the R&D levy.

These outcomes have contributed to the broader goals for the potato industry through increasing awareness of industry research to encourage adoption, which will in turn help achieve the following:

- Increased productivity and profitability of the Australian potato industry through increased awareness, adoption and engagement of R&D, technologies and innovation; and
- Increased understanding of benefits of R&D levy, Hort Innovation's role in R&D levy investment and engagement with R&D levy investment process.

Keywords

AUSVEG, Potato, Grower, *Potatoes Australia*, *Grower Success Stories*, InfoVeg, Communication, Social Media, Twitter, YouTube, Magazine, media, newsletter.

Introduction

PT15007 *Potato Industry Communications Program 2016-2019* fostered increased awareness of the outcomes of research projects funded by Hort Innovation using the fresh potato research and development levy and contributions from the Australian Government.

By communicating research and development (R&D) results to growers and highlighting the practical on-farm benefits that can be gained from adopting the findings of relevant levy-funded projects, the program aimed to inspire Australian growers to take advantage of the ground-breaking and world-leading research taking place in the industry to gain real-world benefits on-farm and encourage business innovation, with the ultimate aim of improving profitability for the Australian potato industry.

PT15007 is an amalgamation of two previous projects:

- PT12004 *Potato Industry Communications Strategy (PICS): management and implementation*; and
- PT12019 *Potatoes Australia (continuation of PT09014)*

The amalgamated project was designed to ensure that potato levy-paying growers and industry members have a cost-effective and efficient model for research communication. PT15007 and the Vegetable Industry Communication Program (VG15027) are similar in design, given the similarities between the potato and vegetable industries and AUSVEG's role as the service provider for both programs, which provided further efficiencies for potato levy-paying growers.

The project's outputs included the production and distribution of a number of hardcopy, online and social media communications materials to ensure that the outcomes of industry-funded research reaches as many growers and industry members as possible to maximise the impact of the project. The communications materials produced by AUSVEG as part of PT15007 include:

- *Traditional hardcopy publications*
 - *Potatoes Australia*;
 - *Potato Grower Success Stories*; and
 - *Potato Industry Annual Report 2014/15 (the production of future annual reports was undertaken by Hort Innovation separately from this project).*
- *Online communications*
 - The management, maintenance and promotion of the InfoVeg national R&D database;
 - InfoVeg TV videos; and
 - The AUSVEG Weekly Update e-newsletter.
- *Media and social media relations to promote industry-funded research and related news items to growers and the wider industry*

These communications outputs were widely distributed to growers and other members of the potato industry through AUSVEG's extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list; AUSVEG's networks of state-based and regionally-based groups; leveraging AUSVEG's agribusiness, research and supply chain networks; and AUSVEG's increasing social media presence and its well-developed media networks to ensure that relevant potato industry-related content is shared across the mainstream media, with a particular focus on regional-based print and broadcast media.

The successful production and promotion of these communications outputs has helped deliver the following outcomes:

- Increased knowledge and awareness of R&D outcomes, technologies and innovation;
- Increased accessibility to adopt R&D information;
- Increased understanding of the R&D levy investment system, including Hort Innovation's role, the benefits of the fresh potato levy and growers' role in the system; and
- Increased awareness of the value of the R&D levy.

Methodology

AUSVEG developed communications materials across a number of different platforms to communicate information about industry research, news and events to potato growers and industry members. These platforms included:

- *Potatoes Australia* magazine;
- *Potato Grower Success Stories*;
- The Weekly Update e-newsletter;
- Media and social media channels;
- InfoVeg section of the AUSVEG website; and
- Videos highlighting industry-funded research.

All project activities were underpinned by a robust project strategy and informed by ongoing stakeholder engagement and monitoring and evaluation.

***Potatoes Australia* magazine**

Potatoes Australia is an industry publication for the Australian potato industry that provides information on industry research, news and events to potato growers, industry members and other stakeholders. It is a bi-monthly publication that is distributed to around 2,700 people.

Potatoes Australia has been a key communications outlet for industry research and development for over a decade and is the most wide-reaching and well-received communications output for the Australian potato industry. The project required that AUSVEG produce at least 15 pages of R&D content per edition, including one page dedicated to providing information about the fresh potato levy. This involved:

- Producing the R&D content for the publications, liaising with researchers, growers and other industry contributors to ensure all content was produced on time and met Hort Innovation guidelines. Given previous projects that it undertook on behalf of potato growers, AUSVEG had a vast amount of experience creating engaging and informative content for the potato industry's major print publications that helped increase awareness and adoption of research outcomes that growers want and need. This was further aided by AUSVEG's deep understanding of issues affecting Australian growers.
- Arranging the design, photography, printing and hardcopy distribution of each publication to ensure that content and other materials are delivered to growers on time and to the required specifications.
- Hosting each edition of the magazine on the AUSVEG website and promoting them via the Weekly Update e-newsletter and social media.

Potatoes Grower Success Stories

Potato Grower Success Stories, published annually and distributed with *Potatoes Australia*, is a booklet that highlights the potential real-world benefits and business success that growers can obtain by being involved in levy-funded R&D. Each edition highlighted six growers who had benefited from levy-funded R&D projects. This involved:

- Identifying growers who benefited from levy-funded research.
- Producing the R&D content for the publications, liaising with growers to ensure all content was produced on time and meets Hort Innovation guidelines.
- Arranging the design, photography, printing and hardcopy distribution of each publication to ensure that content and other materials are delivered to growers on time and to the required specifications.
- Hosting each edition of the publication on the AUSVEG website and promoting them via the Weekly Update e-newsletter and social media.

Weekly Update e-newsletter

The AUSVEG Weekly Update is a weekly e-newsletter that is distributed to around 5,200 growers and industry members in the potato and vegetable industries to provide information on industry-funded research, news and events. The project required that a feature article was produced each week on potato industry-related news and

research, as well as re-designing the newsletter to make it more user-friendly on phones and tablets and to increase readability. This involved:

- Producing and designing each newsletter informing potato growers and industry members of R&D news, events and industry updates, including a dedicated potato industry feature article.
- Making this newsletter available to growers via email and the AUSVEG website.
- Monitoring the newsletter's performance through detailed monitoring of metric data to identify topics of interest to growers and to ensure that the newsletter continues to be relevant and useful.

Media and Social Media relations to promote industry R&D

AUSVEG promoted industry-funded research and events through mainstream media and social media to increase the reach of industry research and communications. The project required the production and distribution of media releases to generate at least three media mentions per month and the production of at least five tweets per week on industry-related research and news. This involved:

- Producing an industry communication strategy that includes a plan for media and social media engagement to build positive and successful relationships with journalists and to effectively communicate R&D directly to growers through social media.
- Producing media releases to promote levy-funded research and events through the media.
- Producing at least five tweets per week to maintain a Twitter account to promote industry-funded research and events to growers.
- Ongoing monitoring of media and social media channels to assess effectiveness.

Maintain R&D sections on the AUSVEG InfoVeg website

AUSVEG updated and maintain R&D sections of the AUSVEG industry website and the InfoVeg R&D database to ensure potato growers had access to levy-funded research project reports as they were published. This involved:

- Liaising with research providers and Hort Innovation to identify new R&D content for the AUSVEG website.
- Working with Hort Innovation to maintain and update the InfoVeg Database of past levy-funded projects to ensure that growers had access to research reports to remain up-to-date on the latest research.
- Promoting the publication of new reports available on InfoVeg via the AUSVEG Weekly Update and social media.

Videos

AUSVEG produced three YouTube videos per year highlighting levy-funded R&D and published on the AUSVEG YouTube page. The project required that these videos achieved at least 50 views each. This involved:

- Reviewing past and current levy-funded R&D projects to identify the projects that are relevant and suitable for video creation.
- Identifying and liaising with the interviewees, including researchers, Hort Innovation staff and potato growers. The filming and recording were undertaken by AUSVEG staff.
- Producing the videos to ensure they comply with Hort Innovation's branding requirements and that they are produced to a high-quality.
- Uploading these videos to YouTube and promoting them via the Weekly Update e-newsletter and social media.

Strategy, monitoring and evaluation

AUSVEG developed an annual communications strategy that guided the delivery of the outputs for PT15007. This plan included: Communications strategy; Social Media Strategy; Stakeholder Engagement Plan; and Monitoring and Evaluation Plan.

AUSVEG conducted a yearly survey of growers and industry members to elicit feedback on its project performance.

The results of these surveys were used to inform the direction and strategy of the program. Hort Innovation also organised a mid-term review of the program, which provided recommendations for program improvement and highlighted areas of focus for the rest of the program.

As part of the project's stakeholder engagement plan, AUSVEG has continued to consult with the Potato Industry Communications Stakeholder Engagement Committee (PICSEC), comprising industry representatives and extension personnel from each state and territory of Australia. This group met several times over the life of the project to provide feedback on AUSVEG's communications, as well as provide story ideas and grower profiles for investigation.

AUSVEG also hosted a booth at the annual Hort Connections conference to provide information on its levy-funded communications work to potato growers and industry stakeholders.

As part of its industry engagement, AUSVEG frequently received information from Hort Innovation on the new and completed projects that are funded by the Hort Innovation Potato – Fresh Fund as part of the Better Together initiative. AUSVEG also maintained regular contact with the Fresh Potato Industry Relationship Manager on a variety of matters, including items of relevance from the Fresh Potato Strategic Investment Advisory Panel and other project-related matters from the Hort Innovation Potato – Fresh Fund.

Outputs

During the project period, AUSVEG communicated a total of 97 separate levy-funded and Hort Innovation-funded projects to fresh potato levy-paying growers and industry members. A breakdown of the number of projects communicated through each output is listed below (please note that some projects appear across multiple channels):

PT15007 output	Number of projects communicated
<i>Potatoes Australia</i>	63
Weekly Update	50
InfoVeg database	17
<i>Grower Success Stories</i>	14
InfoVeg TV videos	9
Social media	38
Media relations	13
<i>Industry Annual Report 2014/15</i>	21

A spreadsheet with more detail about which projects were communicated in PT15007 can be found in Appendix One.

In addition to communicating the outcomes of levy-funded and Hort Innovation-funded projects to fresh potato levy-paying growers and industry members, AUSVEG was required to meet certain requirements in the production of these outputs as part of its service delivery agreement for PT15007 *Potato Industry Communications Program 2016-2019*. These are listed below.

1.1 *Potatoes Australia*

Potatoes Australia is a bi-monthly magazine that is distributed nationally to those who pay the fresh potato research and development levies and other individuals associated with the industry, such as local and international researchers and supply chain members.

The primary purpose of the magazine is to communicate outcomes of research and development that is funded by the levy, in addition to other relevant international research. It is also produced to communicate industry news from Australia and abroad, address timely issues and challenges, provide insight into the work of leading individuals in the industry and feature columns from regular contributors offering practical advice relating to on- and off-farm issues.

During the project, 20 editions of *Potatoes Australia* were published.

Requirement	Project Achievement
> 15 pages of industry R&D per edition, incl 1 page on the levy system	April/May 2016 – 15 pages of industry R&D June/July 2016 – 15.5 pages August/September 2016 – 16.5 pages October/November 2016 – 16.25 pages December 2016/January 2017 – 16.5 pages February/March 2017 – 16.66 pages

Requirement	Project Achievement
	April/May 2017 – 18 pages June/July 2017 – 15.6 pages August/September 2017 – 16.6 pages October/November 2017 – 17.6 pages December 2017/January 2018 – 16.5 pages February/March 2018 – 22.16 pages April/May 2018 – 18.5 pages June/July 2018 – 22.16 pages August/September 2018 – 19.5 pages October/November 2018 – 16.5 pages December 2018/January 2019 – 19.16 pages February/March 2019 – 22.75 pages April/May 2019 – 17.5 pages June/July 2019 – 20 pages Total – 375.44 pages Average per edition – 18.8 pages
Distribution	Received by approximately 2,700 individuals per edition.
Deadlines met	Met
Library of images	Maintained through stock imagery (Shutterstock) and freelance photography.
Notes	AUSVEG redesigned <i>Potatoes Australia</i> to increase readability and ensure that R&D content was clearer and easier to navigate. This has received overwhelmingly positive feedback from the industry.

A breakdown of *Potatoes Australia* articles that have featured levy-funded R&D projects and industry-related research during the project is included as Appendix Two.

1.2 Media Relations

Requirement	Project Achievement
Production and distribution of media releases	Number of releases: 18 26 February 2016 – New research underway to guard natural potato pest pathways into Australia 15 April 2016 – Potatoes more environmentally sustainable than pasta, rice 12 May 2016 – Resistance rising in problem potato pest 7 July 2016 – Wasp warfare with avid aphid-eating parasites

Requirement	Project Achievement
	<p>6 January 2017 – Potato growers using social media to raise awareness of industry research and mental health issues</p> <p>18 January 2017 – Potatoes South Australia signs up as Hort Connections 2017 co-host (mentions launch of the Potato Industry Extension Forum)</p> <p>31 January 2017 – Driving a 40 per cent rise in vegetable exports</p> <p>21 May 2017 – Investment in plant biosecurity will help secure the future viability of the Australian horticulture industry</p> <p>13 June 2017 – Prevention better than cure for on-farm biosecurity</p> <p>25 June 2017 – New techniques catch potato pests on the hop on Kangaroo Island</p> <p>1 August 2017 – AUSVEG looks forward to helping the world Taste Australia</p> <p>13 November 2017 – Tomato potato psyllid surveillance ramps up for spring (Agriculture Victoria media release published in conjunction with AUSVEG)</p> <p>15 November 2017 – Aussie vegetable growers leading the way in maintaining healthy soils</p> <p>16 January 2018 – Growers push for more exports</p> <p>3 May 2018 – Aussie veg exports on track to meet ambitious \$315m target by 2020</p> <p>1 September 2018 – Vegetable industry welcomes trade deal between Australia and Indonesia</p> <p>21 November 2018 – Demand for fresh Aussie veggies continues to rise</p> <p>24 June 2019 – Potato growers to learn about managing pests and diseases at Potato Industry R&D Forum</p>
At least 3 mentions per month	<p>Total in project: 827</p> <p>Average per month: 21</p>
Distribution	<p>AUSVEG network of journalists (approximately 300)</p> <p>Medianet subscription service of around 700 journalists</p> <p>Increased one-to-one engagement with metropolitan and regional journalists, including in key potato-growing regions</p>
Notes	<p>Media engagement has also involved directly approaching journalists to promote potato industry-related content, which produces effective placement of R&D-related stories in the media – examples include:</p> <ul style="list-style-type: none"> • Potato Biosecurity system – ABC Landline • Ladybirds and IPM – ABC • Tomato potato psyllid – ABC • Potato shortage – ABC

Requirement	Project Achievement
	<ul style="list-style-type: none"> • Soil health – The Examiner

1.3 InfoVeg services

Requirement	Project Achievement
Final reports published on the InfoVeg database	<p>Number uploaded: 17</p> <ul style="list-style-type: none"> • PT07017 National Potato Breeding program: Cultivar improvement • PT08033 National Potato Breeding Program: Strategic Trait Development • PT09005 Evaluation, and demonstration of degradable polyethylene film on Tasmanian processing potato crops • PT09027 Improving management of white-fringed weevils in potatoes • PT10001 Native Psyllid populations and the distribution of <i>Candidatus phytoplasma australiense</i> • PT11004 Potato Industry Extension Program • PT12004 Potato Industry Communications Strategy Management and Implementation • PT12019 Potatoes Australia • PT13000 Understanding spatial variability in potato cropping to improve yield and production efficiency • PT13009 Helping the Western Australian potato industry capture winter production opportunities in the Mid-West • PT13012 Review of Water Allocation Planning in South Australia and the impact on potato production • PT14701 Potato Leadership and Development Mission 2015 – China • PT15004 Review and Update of the National Standard for Certification of Australian Seed Potatoes • PT15005 National Governance Framework for Australian Seed Potato Certification: An Options Paper • PT16000 Extension activities for the Australian potato industry – Literature review and survey • PT16003 Navigating the wealth of soil health information and identification of opportunities • PT18000 Review bacterial blackleg disease and R&D gaps with a focus on the potato industry
Redesign of the InfoVeg database to remove password restrictions	<p>The InfoVeg database was re-designed during the project to increase its readability and accessibility. While still containing all of the same information as the previous database, the new design is far more user-friendly, and enables users to better refine their searches.</p> <p>Importantly, the updated database no longer requires users to</p>

Requirement	Project Achievement
	enter a password to access InfoVeg reports, leaving the entire site more accessible for the wider industry. This resolves issues identified with the database through previous evaluations, and is already showing results: over 9,100 unique pageviews to the InfoVeg Database section of the AUSVEG website have been recorded since 13 May 2017, and there have been over 6,720 searches of the InfoVeg database in the same period.
Production of three videos per year	<p>Total videos produced during life of project: 9</p> <ul style="list-style-type: none"> • Episode 1 – PreDicta Pt 322 views • Episode 2 – InfoVeg Database 77 • Episode 3 – Product Development 134 • Episode 4 – Vegetables Australia and Potatoes Australia 251 • Episode 5 – Fresh Potato Strategic Investment Plan 202 • Episode 6 – National tomato potato psyllid coordinator (as part of video on transition to management plan) 197 • Episode 7 – How your potato levy is invested 104 • Episode 8 – An IPM extension program for the potato and onion industries (as part of 'Integrated Pest Management' video) 164 • Episode 9 – Navigating the wealth of soil health information and identification of opportunities 72
An average of at least 50 views	Average view rate: 169
Promotion	<p>These videos have been promoted in the AUSVEG Weekly Update, as well as through our social media channels. We have created social media-friendly clips to attract viewers with appealing 'grabs' and quotes, which have been posted on our Facebook page.</p> <p>These videos are also embedded on the AUSVEG website for viewing.</p>
Notes	<p>In addition, two grower profiles of potato industry members to promote the industry. Profiles published included:</p> <ul style="list-style-type: none"> • Darren Long, who discusses soil health • Ruby Daly, who discusses product development

1.4 Social media

Requirement	Project Achievement
Five tweets per week	<p>Twitter</p> <p>Number of potato tweets: 1,391 (8 per week)</p> <p>Followers: Since the start of the project, AUSVEG has increased its followers by 235 per cent, to a total of 4,227.</p>
Notes	In addition to Twitter, AUSVEG also uses other social media channels to promote industry news, events and

Requirement	Project Achievement
	<p>R&D:</p> <p>Facebook</p> <p>Number of posts: 576</p> <p>Followers: 2,853 (an increase of 2,853 since the start of the project)</p> <p>Instagram</p> <p>Number of posts: 194</p> <p>Followers: 1,152 (an increase of 1,152 since the start of the project)</p> <p>LinkedIn</p> <p>Number of posts: 35</p> <p>Followers: 1,480 (Since the start of the project, AUSVEG has increased its followers by 319 per cent, a total of 1,016)</p>

1.5 Communications Strategy and Program Evaluation

AUSVEG developed an annual communications strategy that guided the delivery of the outputs for PT15007. This plan included: Communications strategy; Social Media Strategy; Stakeholder Engagement Plan; and Monitoring and Evaluation Plan.

AUSVEG Communications staff continued to update and revise this strategy over the life of the project to evaluate the content and delivery of communications outputs in order to improve the effectiveness and efficiency of AUSVEG's communications activities for the industry. Managing and implementing this strategy was a continuous, ongoing process that was informed by feedback and suggested recommendations from the following:

- Mid-term review of VG15027 and PT15007 (undertaken concurrently);
- Grower feedback from regular annual surveys of the Potato Industry Communications Program;
- Stakeholder feedback from regular discussions with members of the Potato Industry Communications Stakeholder Engagement Committee (PICSEC, see 1.6 Stakeholder Engagement) and stakeholder engagement meetings with growers and key industry figures at the Hort Connections conference;
- Regular feedback from growers and industry members;
- Regular reporting on levy-funded projects communicated in PT15007 and included in milestones 108, 109 and 110; and
- Monitoring and evaluation plan.

The strategy for PT15007 is included as Appendix Four.

Annual surveys of the Vegetable and Potato Industry Communications Programs

As part of its annual monitoring and evaluation of PT15007, AUSVEG undertook an annual survey for growers and industry stakeholders to provide feedback on the quality and relevance of the project's outputs.

These surveys were hosted online and promoted to growers and other industry stakeholders calling for their participation. The responses from these surveys were used to guide the project's outputs. A comprehensive overview of the project's survey results can be found in the Monitoring and Evaluation section of this report.

1.6 Stakeholder Engagement

Regular communications to engage with state-based extension personnel, agronomist representatives and consultant representatives

As part of the project's stakeholder engagement plan, AUSVEG established and regularly engaged with the PICSEC, comprising industry representatives and extension personnel from each state and territory of Australia. This group met several times over the life of the project to provide feedback on AUSVEG's communications, as well as provide story ideas and grower profiles for investigation.

The members of the PICSEC are:

- Shaun Lindhe, AUSVEG National Manager – Communications
- Dimi Kyriakou, AUSVEG Senior Communications Officer/Editor
- Jarrod Strauch, AUSVEG Communications and Public Affairs Advisor
- Ashley Zamek, Hort Innovation R&D Manager
- Simon Moltoni, WA Potatoes Executive Officer
- Susie Cunningham, Growcom Senior Communications Officer
- Nigel Crump, ViCSPA General Manager
- Sam Wedgwood, TFGA Senior Policy Advisor
- Jordan Brooke-Barnett, AUSVEG SA State Manager
- Anne Ramsay, Potato Processing Association of Australia Executive Officer
- Matthew Gay, Crookwell Potato Growers' Association President

AUSVEG also engaged regularly with PICSEC members one-on-one, as well as other relevant state-based personnel and extension staff.

As part of its industry engagement, AUSVEG frequently received regular information from Hort Innovation on the new and completed projects that are funded by the Hort Innovation Potato – Fresh Fund as part of the Better Together initiative. AUSVEG also maintained regular contact with the Fresh Potato Industry Relationship Manager on a variety of matters, including items of relevance from the Fresh Potato Strategic Investment Advisory Panel and other project-related matters from the Hort Innovation Potato – Fresh Fund.

Booth at the National Horticulture Convention (now known as Hort Connections)

The AUSVEG Booth at Hort Connections provided regular opportunities to showcase the levy-funded communications that AUSVEG produced as part of PT15007 to promote industry research and development, obtain feedback from growers and industry around what content could be included in future communications and highlight the latest print communications released through the communications program, including *Potatoes Australia* and *Potato Grower Success Stories*.

Staff from this project, as well as other levy-funded projects delivered by AUSVEG, were also available at the booth to discuss the levy-investment process and benefits of levy investment for the potato industry.



AUSVEG Booth at Hort Connections 2018



AUSVEG Booth at Hort Connections 2019

1.7 Potato Grower Success Stories

Potato Grower Success Stories is a booklet published annually that highlights the potential real-world benefits and business success that growers can obtain by being involved in levy-funded R&D.

During the project, three editions of *Potato Grower Success Stories* were published, featuring a total of 18 grower case studies. Copies of each publication are made available on the AUSVEG website.

An introduction to each publication booklet also provides an overview of the fresh potato research and development levy and outlined the process of how the levy is invested in research projects to benefit growers.

Requirement	Project Achievement
Six profiles of growers using levy-funded R&D per edition	<p>Total number of case studies: 18</p> <p>Grower/Project for each case study below:</p> <p>2016</p> <p>James Addison: Project MT09040 – <i>Development and demonstration of controlled traffic farming for production of potatoes and other vegetables</i></p> <p>Nathan Daly: Project PT14701 – <i>Potato Industry Leadership and Development Mission 2015 – China</i></p> <p>Stuart Jennings: Project PT15007 – <i>Potato Industry Communications Program</i></p> <p>Angus Galloway: Project PT09023 – <i>Diagnostic tests for soil-borne pathogens</i></p> <p>John McKenna: Project MT09040 – <i>Development and demonstration of controlled traffic farming for production of potatoes and other vegetables</i></p> <p>Yuri Wolfert: Project PT11004 – <i>Potato Industry Extension Program</i></p> <p>2017</p> <p>John Jackson: Project PT09004 – <i>Control of Potato Psyllid with an IPM Strategy</i></p> <p>Aaron Haby: Project PT10702 – <i>World Potato Congress Grower Tour – Scotland 2012</i></p> <p>David Nix: Biosecurity activities in the potato industry</p> <p>Andrew Wilson: Project PT09023 – <i>PreDicta Pt soil testing technology</i></p> <p>Matthew Gay: Project PT15007 – <i>Potato Industry Communications Program 2016-19</i></p>

Requirement	Project Achievement
	<p>Tim Heysen: Project PT16001 – <i>Impact of groundwater quality on the management of centre pivot-grown potato crops</i></p> <p>2018</p> <p>Bryan Hart: Project PT16002 – <i>Exploring Spongospora suppressive soils in potato production</i></p> <p>Kerri-Ann Lamb: Project MT16003 – <i>Women’s Leadership Forum</i></p> <p>John Cresswell: Project PT09023 – <i>PreDicta Pt soil testing technology</i></p> <p>Pat Virgara: Project MT16009 – <i>An IPM extension program for the potato and onion industries</i></p> <p>Hamish Henke: Project PT16003 – <i>Navigating the wealth of soil health information and identification of opportunities</i></p> <p>Glen Ryan: Project PT00021 – <i>Soil Insect Pests of Potatoes</i></p>
Notes	<p>These profiles have been made available via the AUSVEG website as part of AUSVEG’s Grower Profiles section to further promote the benefits of being involved in levy-funded research and development to growers and the wider industry.</p>

1.8 e-Newsletter

Requirement	Project Achievement
<p>Feature Article</p> <p>(A full list can be found at Appendix Three)</p>	<p>Total feature articles – 168</p> <p>Total R&D articles – 540</p> <p>Total R&D projects funded by the fresh potato levy, potato processing levy and other Hort Innovation-funded projects covered – 50</p>
Audience	<p>27.38 per cent unique open rate (Average 874 unique opens)</p> <p>16.8 per cent click-to-open rate (Average 150 unique clicks) over project period</p> <p>This has improved substantially over the project, with the click-to-open ratio rate per year breakdown:</p> <ul style="list-style-type: none"> • 2016: 8.65 per cent • 2017: 13.33 per cent • 2018: 25.34 per cent • 2019: 23.60 per cent <p>Total subscribers: 3,200</p> <p>Bounce back average: 3.6 hard bounces per email on average (rate of 0.11 per cent), less than a third of the industry average</p>

Requirement	Project Achievement
	Unsubscribe average: 1.9 unsubscribes per email on average (rate of 0.06 per cent), a third of the industry average
Notes	<p>The Weekly Update underwent a major redesign during the project to improve the readability and accessibility of the newsletter, with a particular focus on making it more user-friendly on phones and tablets.</p> <p>In addition, several other areas of interest to growers have been included in the e-newsletter, including regional weather updates, a collation of news stories of interest that directly link stories to articles on the website and information on project opportunities available through Hort Innovation.</p>

1.9 Industry Annual Report 2014/15

Requirement	Project Achievement
Produce Potato Industry Annual Report	AUSVEG published the Potato Industry Annual Report 2014/15 in June 2016.

Monitoring and evaluation

There were a number of key performance indicators (KPIs) that AUSVEG was required to meet to deliver PT15007 *Potato Industry Communications Program 2016-2019*. These KPIs were related to the amount of research published in the project outputs and the level of engagement, awareness and reach that these outputs were required to achieve.

As demonstrated below, AUSVEG not only met the base requirement in each output, but produced more research-related content in its outputs and reached a wider audience than was required for its communications.

Summary of PT15007 KPIs

PT15007 Output	KPI	Result
<i>Potatoes Australia</i>	> 15 pages of industry-related R&D, including 1 page dedicated to the fresh potato levy	Total of 375.44 pages of R&D across 20 editions (average of 18.8 pages per edition), with page on the levy included in each edition
	Distribute to a minimum of 1,500 recipients	Received by approximately 2,700 recipients per edition
Weekly Update	Production of 50 editions of the Weekly Update per annum	Production of 168 editions of the Weekly Update (50 per year for years 1, 2 and 3, as well as 18 in year 4)
	Production of 1 Potato Feature article per edition	Production of 168 potato feature articles, included in the 540 total articles relevant to research and news in the potato industry
	Re-design of the Weekly Update	The Weekly Update underwent a major redesign during the project to improve the readability and accessibility of the newsletter
InfoVeg database	Upload research reports as approved by Hort Innovation	AUSVEG uploaded a total of 17 fresh potato and potato processing levy-funded reports onto the InfoVeg database
	Re-design of the InfoVeg database	The InfoVeg database was re-designed during the project to increase its readability and accessibility
<i>Grower Success Stories</i>	Production of 6 profiles per year	Total of 18 profiles over three publications
InfoVeg TV videos	Production of 3 videos per year	A total of 9 videos were produced during the project
	Videos achieve average view count of 50	Videos received an average view count of 169
Social media	Production of at least 5 tweets per week	1,391 tweets were published in the project period related to potato industry research, news and events (an average of 8 per week)
Media relations	Production of media releases to achieve an average of 3 media hits per month	A total of 827 media hits were achieved during the project period (an average of 21 per month)
<i>Industry Annual Report 2014/15</i>	Production of <i>Potato Industry Annual Report 2014/15</i>	AUSVEG published the <i>Potato Industry Annual Report 2014/15</i> in June 2016.

Summary of project's progress towards Key Evaluation Questions

AUSVEG developed a monitoring and evaluation plan for PT15007 following the mid-term review. This plan (included in Appendix Four) outlined a number of key evaluation questions (KEQs) that helped guide the program's direction and would be used to determine if the program achieved the desired outcomes. The results described below are derived from annual surveys of growers and industry members in the potato and vegetable industries (the surveys for PT15007 and VG15027 were undertaken concurrently due to the similarities of the programs and the industries), as well as conversations with potato industry members and other metrics obtained during the life of the program.

Key Evaluation Questions

Effectiveness

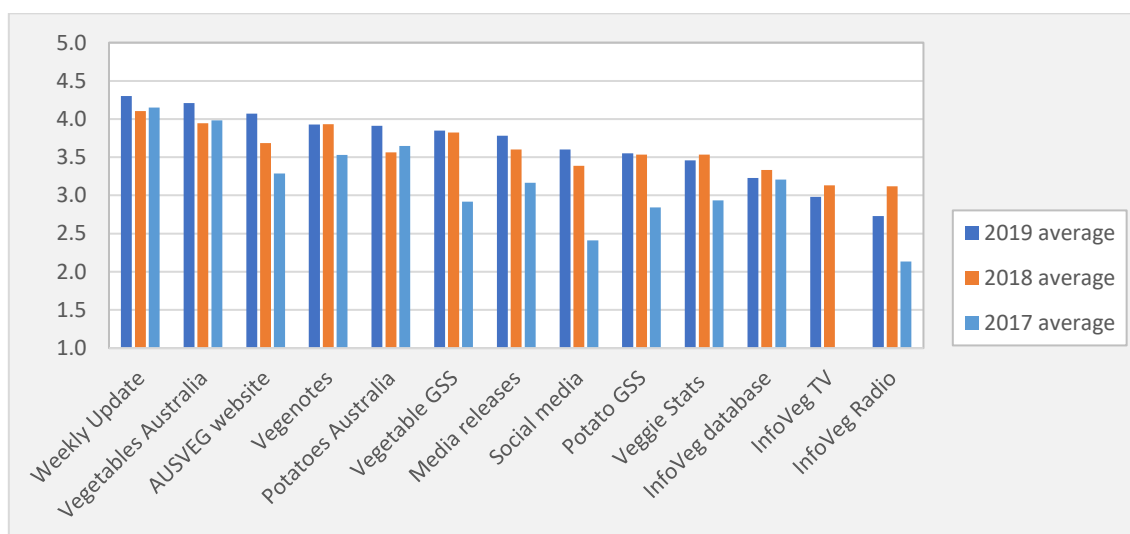
- i. *Was the project effective in increasing knowledge and awareness of R&D outcomes, technologies and innovation?*
 1. *To what extent did Australian growers and the wider industry increase knowledge and awareness of R&D outcomes, technologies and innovation?*
 2. *To what extent did Australian growers and the wider industry want to find out more information about R&D as a result of the communications from this program?*

AUSVEG distributed its communications outputs via a variety of ways to ensure that growers and industry members were aware and accessed the research-related information that was produced as part of PT15007. These include:

- AUSVEG's extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list, which are the most comprehensive databases of potato growers and industry members.
- Utilising AUSVEG's networks of state-based and regionally-based groups to share content, grower profiles and distribute materials produced by the project.
- Leveraging AUSVEG's agribusiness, research and supply chain networks to share content widely across the country.
- Increasing the presence of AUSVEG's social media channels to ensure that content is communicated in a variety of ways and that it reaches growers and industry members who are active on social media.
- Utilising AUSVEG's well-developed media networks to ensure that relevant potato industry-related content is shared across the mainstream media, with a particular focus on regional-based print and broadcast media.

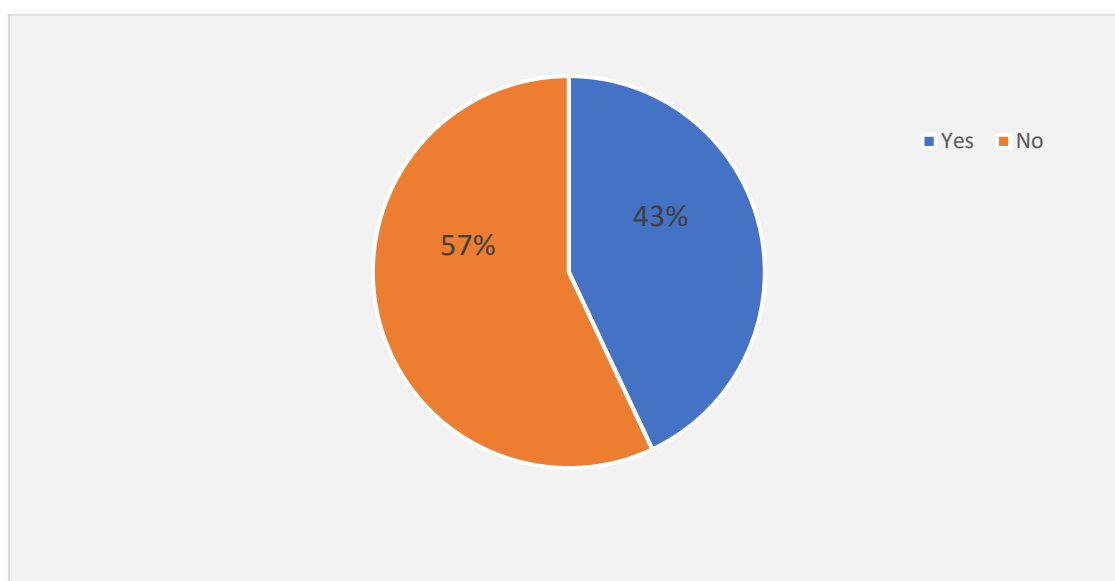
These distribution channels ensured that information produced as part of PT15007 was widely shared within the industry and maximised the ability of AUSVEG to reach growers and stakeholders in the potato industry.

The following graph demonstrates that, over the project period, growers and industry members found AUSVEG's communications more informative year on year, which indicates that the industry is responding positively to the information that has been produced by AUSVEG and indicates that these outputs are a useful source to increase awareness and knowledge of R&D outcomes, technologies and innovation.



Q: Please let us know how informative you find the following AUSVEG communications:

Furthermore, in each project survey when growers were asked if they had implemented R&D that they learned through AUSVEG's communications, 43 per cent of grower respondents had indicated that they had implemented some research outcomes. This is particularly high given that PT15007 does not incorporate any extension element. It is expected that with the potato industry investigating more resources into extension that the two components of research adoption can achieve significant practice change in the industry.



Q: Have you implemented R&D on your growing operation after seeing it in AUSVEG communications?

ii. Was the project effective in increasing the accessibility of R&D information?

1. To what extent were Australian growers and the wider industry able to access R&D information?

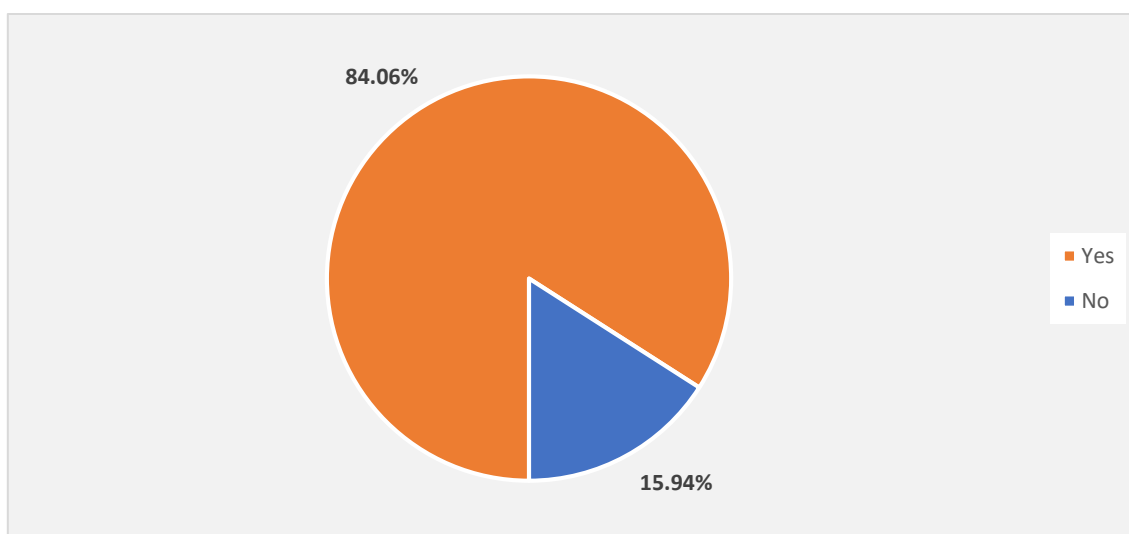
The outputs from PT15007 were made freely accessible to all potato levy-paying growers and industry members via the following ways:

Output	Distribution method
<i>Potatoes Australia</i>	Freely distributed to levy-paying growers and industry members in hardcopy, published on the AUSVEG website, promoted in Weekly Update and social media
Weekly Update	Published weekly to AUSVEG's extensive database through MailChimp emails
InfoVeg database	Freely available to growers and industry members via the AUSVEG website, password restriction removed during the project period
<i>Grower Success Stories</i>	Published in hardcopy annually alongside <i>Potatoes Australia</i> , published on the AUSVEG website, promoted in the AUSVEG Weekly Update and on social media
InfoVeg TV videos	Hosted by AUSVEG on YouTube, promoted via the AUSVEG Weekly Update and via social media
Social media	Easily accessible via AUSVEG's Twitter channel, as well as tagging relevant content with relevant stakeholders to increase reach (e.g. Hort Innovation, @Hort_Au with levy-funded content)
Media relations	Press releases distributed to AUSVEG's journalist database and via Medianet subscription service of around 700 journalists, press releases all accessible via the AUSVEG website and promoted on social media
<i>Industry Annual Report 2014/15</i>	Freely available to growers and industry members via the AUSVEG website and promoted via the AUSVEG Weekly Update and social media

iii. Was the project effective in increasing the understanding of the R&D levy investment system, including Hort Innovation's role in levy investment?

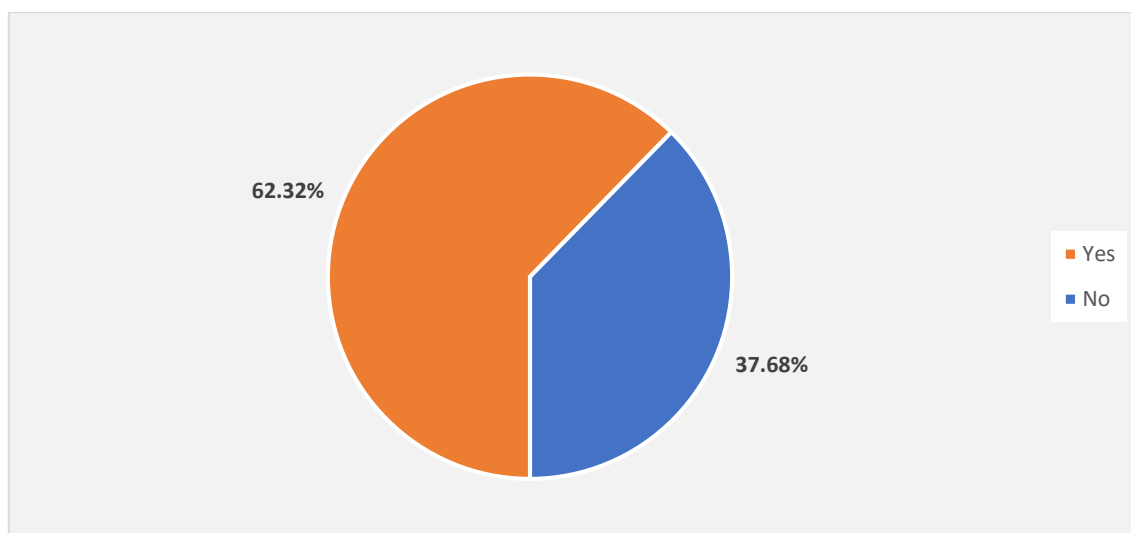
1. To what extent did Australian growers increase their understanding of the R&D levy system?
2. To what extent did Australian growers increase their awareness of Hort Innovation's role in R&D levy investment?

AUSVEG industry communications have been highly successful in improving industry understanding of how Hort Innovation's Strategic Levy Investment system works, with over 80 per cent of respondents from AUSVEG's most recent annual survey indicating that they have a greater understanding of the levy investment process (and Hort Innovation's role) through information produced by AUSVEG.



Q: Hort Innovation invests levy funds into industry-specific research through industry funds (for example, the Vegetable Fund and the Fresh Potato Fund). Has your knowledge of this process and the projects being funded been improved through industry communications?

Furthermore, growers and the wider industry are more informed on how the Hort Frontiers investment system operates, with over 60 per cent of respondents from AUSVEG’s most recent annual surveys indicating they have a greater understanding of the Hort Frontiers Funds and investment system through industry communications.



Q: Hort Innovation invests funds from co-investors into cross-sector research through the seven Hort Frontiers funds (for example, the Leadership Fund and the Fruit Fly Fund). Has your understanding of this process and the projects being funded been improved through industry communications?

The responses to the two above questions show the clear success of this project’s work in promoting the process of Hort Innovation investing the levy in industry-specific R&D projects, as well as the actual investment process itself. We have also been successful in increasing industry understanding of the Hort Frontiers co-investment process and its investments.

- iv. *Was the project effective in increasing awareness of the value of the fresh potato R&D levy?*
 - 1. *To what extent did Australian growers understand the value of fresh potato R&D levy investments for their businesses and the wider industry?*

Through the outputs generated in PT15007, growers have more information on projects funded under the Fresh Potato and Potato Processing Funds and are incorporating practice change as a result of seeing the outcomes in industry communications.

As growers’ awareness of levy-funded research has increased as a result of the outputs from PT15007 and growers have implemented R&D outcomes as a result of the project, it is clear that growers’ understanding of the value of the levy system has also increased as a result of the communications outputs produced by AUSVEG as part of PT15007.

Sustainability

- i. *Will the project have an enduring legacy regarding awareness and promotion of R&D, technologies and innovation in the vegetable industry?*
 - 1. *What was the legacy of the project – was there ongoing practice change in how industry seeks and receives R&D as a result of the promotion of R&D outcomes communicated through PT15007?*

As indicated above, in each project survey when growers were asked over the life of the project if they had implemented R&D that they learned through AUSVEG’s communications, 43 per cent of grower respondents had indicated that they had implemented some research outcomes. The areas that growers indicated they had implemented research outcomes will have a dramatic, long-term impact on their productivity and profitability, as well as enduring positive impacts on the environment. These include:

- Soil health and management
- Compost and soil biology
- Increasing soil organic matter
- Trials with new products
- IPM and strategies – reduction in chemical use, more targeted chemical use
- Soil microbiology and disease pathogens
- Controlled traffic
- Variable fertigation
- Duck light
- Agtech
- Beneficial insects
- Crop covers
- Cover crops
- Researching different cultivars of fruit and vegetables that are in demand in international markets and new fresh food trends within Australia
- Soil pathology tests
- Water usage
- Disease recognition / prevention
- Biosecurity
- Fertiliser changes
- Fertigation
- Saving on water costs by recycling water
- Saving power costs by turning to LED lighting
- Biofumigation
- Biosecurity plan and signage
- Disease management strategies
- Product changes based on consumer insights
- Hot water treatment post-harvest
- Slow release fertiliser
- GPS auto-rate functionality
- Spray programs
- Disease / pest identification
- DNA testing of seed
- Use of mulch plastic against no use
- Sprayer applications and nozzles

Reach

- i. *Did the project reach all of the intended audiences, including growers, researchers, media and other industry stakeholders?*

1. *To what extent did the project reach its intended audiences?*

As indicated above, AUSVEG distributed its communications outputs via a variety of ways to ensure that growers and industry members were aware and accessed the research-related information that was produced as part of PT15007, including:

- Utilising the AUSVEG website to host all communications outputs produced during the project.
 - AUSVEG's website metrics also demonstrate that the project was successful in reaching growers and industry members:
 - Following the removal of the InfoVeg password restriction, over 9,100 unique pageviews to the InfoVeg Database section of the AUSVEG website have been recorded since 13 May 2017, and there have been over 6,720 searches of the InfoVeg database in the same period – this has steadily grown since the completion of the redesign, but unfortunately this cannot be benchmarked as the previous database did not have the ability to track individual searches.
- AUSVEG's extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list.
- Utilising AUSVEG's networks of state-based and regionally-based groups.
- Leveraging AUSVEG's agribusiness, research and supply chain.
- Increasing the presence of AUSVEG's social media channels.
- Utilising AUSVEG's well-developed media networks, with a particular focus on regional-based print and broadcast media.

Outcomes

The *Potato Industry Communications Program 2016-2019* fostered increased awareness of the outcomes of research projects funded by Hort Innovation using the fresh potato research and development levy and contributions from the Australian Government. By communicating research and development (R&D) results to growers and highlighting the practical on-farm benefits that can be gained from adopting the findings of relevant levy-funded projects, the program aimed to inspire Australian growers to take advantage of the ground-breaking and world-leading research taking place in the industry to gain real-world benefits on-farm and encourage business innovation, with the ultimate aim of improving profitability for the Australian potato industry.

Key outcomes from the project included:

Increased knowledge and awareness of R&D outcomes, technologies and innovation

AUSVEG distributed its communications outputs via a variety of ways to ensure that growers and industry members were aware and accessed the research-related information that was produced as part of PT15007. These included:

- AUSVEG's extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list, which are the most comprehensive databases of Australian potato growers and industry members.
- Utilising AUSVEG's networks of state-based and regionally-based groups to share content, grower profiles and distribute materials produced by the project.
- Leveraging AUSVEG's agribusiness, research and supply chain networks to share content widely across the country.
- Increasing the presence of AUSVEG's social media channels to ensure that content is communicated in a variety of ways and that it reaches growers and industry members who are active on social media.
- Utilising AUSVEG's well-developed media networks to ensure that relevant potato industry-related content is shared across the mainstream media, with a particular focus on regional-based print and broadcast media.

These distribution channels ensured that information produced as part of PT15007 was widely shared within the industry and maximised the ability of AUSVEG to reach growers and stakeholders in the potato industry.

During the project period, growers and industry members found AUSVEG's communications more informative year-on-year, which indicates that the industry is responding positively to the information that has been produced by AUSVEG and indicates that these outputs are a useful source to increase awareness and knowledge of R&D outcomes, technologies and innovation.

Increased accessibility to adopt R&D information

AUSVEG undertook measures to ensure that its communications outputs were easily accessible to growers and the wider potato industry in a variety of ways, including:

- Distributing hardcopy publications free-of-charge to growers and industry members;
- Hosting all content on the AUSVEG website;
- Removing the password restriction on the InfoVeg database to allow growers and industry members to access research information from levy-funded projects;
- Re-designing many of its communications outputs to increase readability and make them more accessible to download, which is particularly important for growers and industry members in regional communities; and
- Liaising with AUSVEG's extensive industry, research and agribusiness network to ensure that information is distributed widely across the broader industry.

Furthermore, across each project survey when growers were asked if they had implemented R&D that they learned through AUSVEG's communications, 43 per cent of grower respondents had indicated that they had implemented some research outcomes as a result of seeing them in industry communications. This is particularly

high given that PT15007 does not incorporate any extension element.

Increased understanding of the R&D levy investment system, including Hort Innovation's role, the benefits of the fresh potato levy and growers' role in the system

AUSVEG industry communications have been highly successful in improving industry understanding of how Hort Innovation's Strategic Levy Investment system works, with a vast majority of respondents from AUSVEG's annual surveys indicating that they have a greater understanding of the levy investment process (and Hort Innovation's role) through information produced by AUSVEG.

Furthermore, growers and the wider industry are more informed on how the Hort Frontiers investment system operates, with over 60 per cent of respondents from AUSVEG's most recent annual survey indicating they have a greater understanding of the Hort Frontiers Funds and investment system through industry communications, demonstrating the success of the project in increasing awareness of the levy investment process and Hort Innovation's role in investing grower levies.

Increased awareness of the value of the R&D levy

As growers' awareness of levy-funded research has increased as a result of the outputs from PT15007 and growers have implemented R&D outcomes as a result of the project, it is clear that growers' understanding of the value of the levy system has also increased as a result of the communications outputs produced by AUSVEG as part of PT15007.

Given growers have more information on projects funded under the Fresh Potato and Potato Processing Funds and are incorporating practice change as a result of seeing the outcomes in industry communications, the program was effective in demonstrating the value of levy investments to growers and industry members.

Recommendations

The recommendations for the next iteration of the potato industry communications program are as follows:

Ongoing investment in industry communications, with a particular focus on hardcopy publications, e-newsletters, social media and video production.

- It is clear that growers and industry members have benefited from the suite of communications outputs that have been produced from PT15007 and it is vital that communication of the outcomes from levy-funded and industry research is communicated in formats that growers will access – this includes hardcopy publications and regular e-newsletters, as well as an increasing preference to watch videos highlighting industry research and research information through social and online media.

Closer engagement with industry extension programs

- While the program demonstrated significant success in encouraging practice change among potato growers, ensuring that a future communications program is closely tied with an industry extension program will provide the best platform for increasing adoption of industry-funded research by incorporating more one-on-one interactions with growers to complement industry communications to demonstrate the value of adopting research outcomes on-farm.

Promoting grower case studies to highlight benefits of adopting research outcomes

- Given that potato growers respond well to grower case studies that demonstrate the benefits of adopting research outcomes, it is recommended that grower case studies are utilised to demonstrate the benefits of being up-to-date on industry research and adopting research outcomes on-farm and in their businesses.

Detailed monitoring of the breadth of research projects communicated in industry communications program

- It is important that the breadth of research that has been funded by the levy – not just during the project but historically over many years – is communicated to growers, as research can retain its value over many years. It is recommended that future service providers develop a historical catalogue of research projects funded by the levy and work with Hort Innovation to remain updated on ongoing and new investments to inform communication strategies and calendars so that relevant research is communicated to growers and the wider industry.

Investigate efficiencies with other industry programs in the potato processing, vegetable and other industries with significant crossover and similarities with the fresh potato industry

- There are significant cross-overs and similarities between the potato industry and many other horticultural industries, so it is recommended that efficiencies between like programs in these industries are investigated to ensure that potato levy-paying growers have a cost-effective and efficient model of research communication.

Refereed scientific publications

Not applicable

References

Not applicable

Intellectual property, commercialisation and confidentiality

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

Acknowledgements

AUSVEG wishes to acknowledge and thank the following individuals and organisations for their contribution, service or assistance in what has been the highly successful implementation of PT15007 *Potato Industry Communications Program 2016-2019*.

- Hort Innovation
- Growers who agreed to be profiled in *Potatoes Australia*, *Potato Grower Success Stories*, InfoVeg TV videos and in other communications
- Members of the Potato Industry Communications Stakeholder Engagement Committee
- Potato R&D researchers, consultants and others belonging to institutions, universities and any other relevant bodies
- Commissioned freelance photographers and journalists
- Contributors for *Potatoes Australia*, including the Potato Processing Association of Australia

Appendices

Appendix One – Spreadsheet of projects communicated in PT15007

Appendix Two – List of *Potatoes Australia* articles communicating research

Appendix Three – List of AUSVEG Weekly Update Potato Feature articles communicating industry research, news and events

Appendix Four – AUSVEG Communication Strategy for PT15007

Appendix One – Spreadsheet of projects communicated in PT15007

During the Project period, a total of 97 levy-funded and Hort Innovation-funded projects were covered in communications materials produced by AUSVEG. For each communications output:

Weekly Update: 50

Potatoes Australia : 63

InfoVeg Database: 17

Grower Success stories : 14

InfoVeg TV videos: 9

Social media: 38

Media relations: 13

Industry Annual Report 2014/15: 21

Project Code	Project Title	Weekly Update	Potatoes Australia	InfoVeg database	GSS	InfoVeg TV	Social media	Media Relations	Annual Report
AH12009	HARPS								
AH13027	Plant Protection: Regulatory Support and co-ordination								
AH15001	Horticulture Statistics Handbook 2015 – 2018								
AI13001	Dietary sterilisation of male Qfly								
AM15002	Serviced supply chains: Monitoring and modelling to improve the quality of Australian fresh produce into Asian markets								
AM16002	Asia Fruit Logistica 2016/17 (Hong Kong)								
AS17000	National Tree Genomics Project								
FF15000	SITplus: Port Augusta Qfly SIT Factory								
GC15001	Expanding the living architecture industry in Australia								
GC15002	Which Plant Where?								
GC15004	Measuring Australia's green space asset								
GC15005	Greener cities, healthier lives								
GC16000	Investigating the performance of green roofs and walls on temporary buildings								
HG13034	SITplus: Improved management system for Qfly								
HG13039	Medfly Eradication from Carnarvon using AWM and SIT								
HG13045	Larval diets for high-productivity mass-rearing								
HG14033	SITplus: Raising Qfly sterile insect technique to world standard								
HG14035	Establishment of the sterile Qfly facility								
HN15000	Innovative cold plasma for horticultural industries								
HN15001	Naturally Nutritious								
HN16001	Consumer insights into nuts								
HN17002	Nuts for Life - educating health professionals								
LP15001	Masterclass in Horticultural Business								
LP15006	Attracting new entrants into Australian horticulture – promoting careers in horticulture								
LP16000	Leadership training for women in Australian horticulture								
LP16001	Horticulture Alumni								
LP16002	Churchill Fellowships								
MT07055	Facilitating the communication and development of the Tasmanian Vegetable Industry (continuation of VG00070)								
MT09040	Development and demonstration of controlled traffic farming techniques for production of potatoes and other vegetables								
MT09067	Managing the nematode threat								
MT12028	OHMA Operational Support 2012 to 2015								
MT12029	Horticultural Market Access Manager 2012 - 2015								
MT14027	Horticultural Market Access Manager 2014 - 2015								
MT15033	Strategic Investment Plan								
MT16003	Women's Leadership Forum								
MT16004	RD&E Program for control, eradication and preparedness of Vegetable Leafminer (2017-2020)								
MT16009	An IPM extension program for the potato and onion industries								
MT16016	Surveillance of tomato potato psyllid in the Eastern States and South Australia								
MT16018	National tomato potato psyllid (TPP) program coordinator								
PH15001	Healthy bee populations for sustainable pollination in horticulture								
PH16000	Stingless bees as effective managed pollinators for Australian horticulture								
PT00019	Management Of Tomato Spotted Wilt Virus In Potatoes								
PT00021	Soil Insect Pests of Potatoes								
PT00656	National IPM Program For Potato Pests								

Project Code	Project Title	Weekly Update	Potatoes Australia	InfoVeg database	GSS	InfoVeg TV	Social media	Media Relations	Annual Report
PT00603	Refining Potato Pest Management Practices in Australia								
PT07017	National Potato Breeding program: Cultivar improvement								
PT08033	National Potato Breeding Program: Strategic Trait Development								
PT09004	Control of Potato Psyllid with an IPM Strategy								
PT09005	Evaluation, and demonstration of degradable polyethylene film on Tasmanian processing potato crops								
PT09023	PreDicta Pt soil testing technology								
PT09026	APRP2 – Soil Health and Disease Mitigation								
PT09027	Improving management of white-fringed weevils in potatoes								
PT09029	Enhancing the understanding of verticillium spp in Australian potato production								
PT09039	APRP2 program								
PT10001	Native Psyllid populations and the distribution of Candidatus phytoplasma australiense								
PT10018	Development of a contingency plan for Zebra chip complex								
PT10702	World Potato Congress Grower Tour – Scotland 2012								
PT11004	Potato Industry Extension Program								
PT11701	Potato International Networking								
PT12004	Potato Industry Communications Strategy (PICS): management and implementation								
PT12019	Potatoes Australia (continuation of PT09014)								
PT13000	Understanding spatial variability in potato cropping to improve yield and production efficiency								
PT13006	A Scoping Study of Potato Virus Y in Potato								
PT13009	Heritage Potato Collection								
PT13010	Seed Potato Certification Review								
PT13012	Review of Water Allocation Planning in South Australia and the impact on potato production								
PT13013	A review of knowledge gaps and compilation of R and D outputs from the Australian Potato Research Programs								
PT13015	Potato Tracker — consumer and market research for the fresh potato industry								
PT13704	2014 Potato Industry Study Tour								
PT14001	Monitoring psyllids and psyllid predators in Australian potato crops								
PT14002	Spongospore infection of potato roots – ecology, epidemiology and control								
PT14701	Potato leadership and development mission 2015 – China								
PT14702	International Potato Group Meeting China 2015								
PT14800	Industry Annual Report - 2013-14								
PT15002	Extension program for the Australian potato industry 2016-2019								
PT15004	Review and Update of the National Standard for Certification of Australian Seed Potatoes								
PT15005	National Governance Framework for Australian Seed Potato Certification: An Options Paper								
PT15007	Potato industry communication program 2016-2019								
PT15008	Extension of the PreDicta PT Potato Diagnostic Service								
PT15009	Minor use permits for the potato industry								
PT16000	Extension activities for the Australian potato industry								
PT16001	Impact of groundwater quality on the management of centre-pivot-grown potato crops								
PT16002	Exploring Spongospore suppressive soils in potato production								
PT16003	Navigating the wealth of soil health information and identification of opportunities								
PT16004	Review of the national biosecurity plan for the potato industry and development of a biosecurity manual for potato producers								
PT17000	Diagnostic capability to detect Candidatus Liberibacter solanacearum (CLso)								
PT17002	Program approach for pest and disease potato industry investments								

Project Code	Project Title	Weekly Update	Potatoes Australia	InfoVeg database	GSS	InfoVeg TV	Social media	Media Relations	Annual Report
PT18000	Review of bacterial blackleg diseases and R&D gaps with a focus on the potato industry								
PT96010	Investigation On Common Scab Disease Of Potatoes And Development Of Control Methods								
PT96047	Control of Black Nightshade (Solanum Nigrum) and other weeds in potatoes								
PT98018	Cleaning and disinfection practices for potato farms								
VG15010	A multi-faceted approach to soil-borne disease management								
VG15020	Strengthened biosecurity for the vegetable industry – phase 2								
VG15023	Consultancy services for strengthened biosecurity for the vegetable industry - phase 2 (VG15020)								
VG15052	Vegetable industry export strategy								
VG16080	Vegetable digital asset redevelopment - Veggycation								
VG15703	Young Growers and Women's Industry Leadership and Development Missions								
Total		50	63	17	14	9	38	13	21

Total Projects 97

Appendix Two – List of *Potatoes Australia* articles communicating research

Appendix Two – Potatoes Australia R&D Articles by edition

Edition	Article Title	Project code	Pages
April/May 2016	The National Potato Levy at work	PT15007	1
	New testing requirements for PSTVd: What you need to know	PT15007	1
	Beating the beetle	PT15007	2
	When grading sometimes fails to make the grade	PT09039	2
	Be prepared: understanding the Ag Commodities Report	PT15007	1
	International update: The pollution solution for China's potatoes	PT15007	1
	Know the signs: an update on Potato leafroll virus	PT15007	2
	Ask the industry	PT15007	1
	Better late than never: Bangladesh's GMO solution to Late blight	PT15007	1
	The Front Line: Green peach aphid – a deceptive name for a potato pest	VG12109/PT15007	2
	International update: Research – Potatoes are more sustainable than pasta and rice	PT15007	1
June/July 2016	The National Potato Levy at work	PT15007	1
	Seed potato certification in Australia: Continuous improvement	PT15004/PT15005	1
	Analysing the impact of international trade on the Australian potato industry	PT15007	2
	A new discovery in the fight against Late blight	PT15007	1
	Potato pest update: Root-knot nematode	PT15007	1.5
	Disease update on Soft rot in potatoes	PT15007	1
	The Front Line: Using parasitoids to attack aphids in potato crops	PT15007	2
	International update: Breeding a new generation potatoes	PT15007	1.5
	Ask the industry	PT15007	1
	International update: Managing blemish problems in fresh market potatoes	PT15007	1
	International update: The best defence – Potato plants boost aboveground defences during tuber attacks	PT15007	1
	Improving potato yield and production efficiency with spatial variability	PT13000	1.5
	From thought to reality: Submitting a potato R&D concept to Hort Innovation	PT15007	1
August/September 2016	The National Potato Levy at work	PT15007	1
	Potato terms of trade: First quarter 2016	PT15007	1
	Ask the industry	PT15007	1
	Introducing the Potato Processors Association of Australia	PT15007	1.5
	AgriBio: A state of the art facility	PT15007	2
	Understanding the benefits of certified seed potatoes	PT15007	1
	International update: Unearthing the secrets of profitable soils	PT15007	1
	The Front Line: Colorado potato beetles march east	PT15007	2
	New soil phosphorous test shows promise for potatoes	PT15007	2
	Range of TPP host plants sparks further research	PT15007	2
	Bacterial wilt under the microscope	PT15007	1
	Future soil health investment on the agenda	PT15007	1
	The National Potato Levy at work	PT15007	1

Edition	Article Title	Project code	Pages
October/ November 2016	International update: Targeting potatoes to younger consumers for long-term growth	PT15007	1
	Seed certification: Supporting Tasmania's potato industry	PT15007	1
	International update: Producing premium potato foods in New Zealand	PT15007	1
	Ask the industry	PT15007	1
	Correction: Value of potato imports and exports	PT15007	1
	Strategic Investment Plan discussions underway	PT15007	1.75
	Potato processing: Benefits of whole farm software	PT15007	1
	Powdery scab: A major challenge for potato growers	PT15007	1
	Project reflection: Managing white-fringed weevils	PT09027	1.5
	The Front Line: Late blight: An ever-present threat	PT15007	2
	International update: The challenge to control blackleg in potatoes	PT15007	1
	International update: Improving marketable yields of processing potatoes in Canada	PT15007	1
December 2016/ January 2017	Soil health: Putting soil first in Tasmania	PT15007	1
	The National Potato Levy at work	PT15007	1
	Potato Industry Extension Program: Growers to benefit from further potato industry extension	PT15002	1.5
	Black dot: A threat to the fresh potato industry	PT15007	1
	The Front Line – Growers on the front line: Trapping to protect Australia's borders	PT15007	2
	Mini-tuber production: The science behind the process	PT15007	3
	Seed certification – In the spotlight: NSW Quality Assurance program for potato seed	PT15007	2
	Potato processing: Gaining an insight into Powdery scab suppressive soils	PT15007	1
	PBCRC Science Exchange: Improving incursion response using Tomato-potato psyllid as a case study	PT15007	2
	International update: Fight against Golden nematode intensifies in U.S.	PT15007	1
	Economic update: Easing market conditions set to benefit potato growers	PT15007	1
February/ March 2017	The National Potato Levy at work	PT15007	1
	Research update: Managing Common scab in potatoes	PT15007	1
	Collaborating with potato growers to deliver long-term, sustainable results	PT15007	1
	Potato Industry Extension Program: International potato specialist visits Australia	PT15002	2
	Seed certification – Western Australia: Pristine seed the key to a successful future	PT15007	2
	Potato processing: Genetically modified potatoes in Australia: A way of the future?	PT15007	1
	International update – On high alert: Transforming the risk criteria for Late blight in potatoes	PT15007	1
	The Front Line – Black bean aphid: A biosecurity threat to Australia	PT15007	2
	International update: Gaining an insight into a widespread potato disease	PT15007	1
	Export strategy: A prime opportunity for growth in potato exports	VG15052	1

Edition	Article Title	Project code	Pages
	Ask the industry – Crop protection: It's a matter of record	PT15007	1
	Economic update – Comparison of potato yields in Australia	PT15007	1
	International update: United Kingdom prepares to tackle Free living nematodes	PT15007	1
	Breakdown of levy projects 2016-17 (Fresh and Processed)	PT15007	0.66
April/May 2017	The National Potato Levy at work	PT15007	1
	Tomato-potato psyllid: A destructive potato pest	PT15007	1
	Supporting Australia's potato growers during an incursion	PT15007	0.5
	The Front Line: Tomato-potato psyllid detection: What happens from here?	PT15007	2
	International R&D: Neighbours across the ditch reflect on tomato-potato psyllid	PT15007	1
	Responding to an exotic pest incursion	PT15007	1
	Using an integrated pest management strategy to manage psyllids	PT09004	1
	The economic impact of tomato-potato psyllid overseas	PT15007	1
	Potato Industry Extension Program: Potato extension activities aim to address important industry issues	PT15002	1.5
	Ask the industry: Developing smarter crop testing	PT15007	1
	Gaining an understanding of Verticillium wilt	PT15007	1
	Powdery scab under Josephine's microscope	PT09026	1
	Love of a challenge drives Dina	PT09029	1
	Student profiles: Mee-Yung Shin and Varun Iyer	PT15007	1
	Plant-parasitic and free-living nematodes: What are the differences?	PT15007	1
	Fair Farms Initiative: New initiative to provide a fair go for workers and growers	PT15007	1
	International R&D: Introducing new potato varieties to Canada through an open house	PT15007	1
June/July 2017	Potato Industry Extension Program: Forum informs and challenges potato industry stakeholders	PT15002	1.66
	Tomato-potato psyllid and zebra chip: What potato growers need to know	PT15007	1.5
	Biosecurity Brief: Tomato-potato psyllid: Biosecurity update	PT15007	1
	International R&D: Encouraging research in the battle against zebra chip	PT15007	1
	Kangaroo Island potato growers champion integrated adoption	MT16009	1
	The Front Line: Developing an on-farm biosecurity plan for potato growers	PT15007	1.5
	Ask the industry: Planting the seed: Pre-crop planning in potatoes	PT15007	1
	The National Potato Levy at work	PT15007	1
	Potato processing: Potato processors reflect on the latest season	PT15007	1
	Controlling pink rot in Australian potatoes	PT15007	1
	International R&D: Developing the next generation of potato industry leaders	PT15007	1

Edition	Article Title	Project code	Pages
	Fair Farms Initiative: Moves to increase powers and penalties of fair work ombudsman	PT15007	1
	Seed certification: Seed potato certification update: ViCSPA	PT15007	2
August/ September 2017	The fresh potato R&D levy at work	PT15007	1
	New project to drive industry productivity and profitability	PT16003	1
	International R&D: Promoting beetle cannibalism to protect potato crops	PT15007	1
	Biosecurity Brief: Bacterium detected in WA potato crop	PT15007	1
	The Front Line: Investigating a biosecurity threat to the Australian potato industry	PT15007	2
	Tomato-potato psyllid update: Western Australia	PT15007	0.66
	Maintaining a TPP coordination strategy	MT16018	0.5
	Examining a widespread potato disease in Australian crops	PT15007	1.5
	Integrated pest management boosts quality for Victorian potato grower	MT16009	1
	Fair Farms Initiative: Moving towards market recognition for fair farms	PT15007	1
	Ask the industry: Managing potato crops: When does it all begin?	PT15007	1
	Potato processing: Processors take a trip down memory lane	PT15007	1
	International R&D: Taking the heat out of potato crops in Scotland	PT15007	1
	Potato Industry Extension Program: Extension Program plans activities for 2018	PT15002	1
	Soil wealth and crop health: Vital components to potato and vegetable crops	VG13076, VG13078 and PT15007	2
October/ November 2017	TPP National Coordinator: Coordinating tomato potato psyllid management on a national scale	MT16018	2
	Tomato potato psyllid surveillance continues in WA	PT15007	1
	The <i>Dickeya dianthicola</i> response in WA	PT15007	0.5
	International R&D: Funding boost to help American potato growers in the fight against blackleg	PT15007	1
	Tasmanian trade expo and forum aims to educate growers	PT15007	0.5
	Biosecurity brief: Using hindsight to better prepare for the future	PT15007	1
	The fresh potato R&D levy at work	PT15007	1
	International insight: UK potato expert enlightens Australian growers with international perspective	PT15007	1.5
	The challenge to decrease horticultural waste inside the Australian farm gate	PT15007	2
	Action on poverty: The role of certified seed potatoes	PT15007	1.5
	Hort360 cuts through complexity of fair work compliance	PT15007	1
	Ask the industry: Rainfastness that's as right as rain	PT15007	1
	New export market opportunities for WA seed potatoes	PT15007	1.5
	The Front Line: Don't let this nematode tie your crops in a knot	PT15007	1.66
December 2017/	Five-year strategic investment plan unveiled for potato industry	PT15007	1

Edition	Article Title	Project code	Pages
January 2018	Meet the fresh potato industry Relationship Manager and see how he can support you	PT15007	1
	The Front Line: Urban biosecurity could provide benefits to the Australian potato industry	PT15007	1.5
	International R&D: UK researchers discover heat-tolerant genes in potatoes	PT15007	1.5
	National TPP Coordinator: Update on National Tomato Potato Psyllid Coordinator activities	PT15007	1
	Plan to manage tomato potato psyllid	PT15007	1
	Fostering leadership in the industry	Hort Frontiers	1.5
	Tasmanian PhD student delves into potato greening	PT15007	1
	Ask the industry: Managing black dot in potatoes	PT15007	1
	Tips for protecting vulnerable farm workers	PT15007	1
	Biosecurity brief: Industry biosecurity in focus at roundtable discussion	PT15007	1
	The fresh potato R&D levy at work	PT15007	1
	Introducing the new PPAA Chairman: Les Murdoch	PT15007	1
	International R&D: Next generation thinking adds value to the product line	PT15007	1
	TPP Surveillance: National tomato potato psyllid surveillance gets underway	MT16016	1
February/ March 2018	Developing an understanding of soil inoculum persistence and management underway in Tassie	PT15007	1
	The fresh potato R&D levy at work	PT15007	1
	International R&D: Electronic nose 'smells' soft rots in stores	PT15007	2
	A snapshot of the new strategic investment plan for the potato processing industry	PT15007	1
	Meet the fresh potato industry Relationship Manager and see how he can support you	PT15007	1
	The Front Line: International collaboration: The future for plant biosecurity?	PT15007	2
	International R&D: Literature review unveils potato health benefits	PT15007	1
	Biosecurity brief: Tomato potato psyllid incursion: What have we learnt?	PT15007	1.5
	National TPP Coordinator: Study trip to New Zealand highlights lessons learnt from TPP	MT16018	1.5
	Levy projects to date	PT15007	0.5
	TPP Transition to Management: Promising results from research trials for tomato potato psyllid	PT15007	2
	Department of Primary Industries and Regional Development – Tomato potato psyllid Transition to Management plan	PT15007	1
	Potato processing: How to achieve on-farm productivity success	PT15007	1
	Fair employment certification	PT15007	1
	Ask the industry: Targeting a widespread potato disease	PT15007	1
	Cross-pollination of information helps secure the future of horticulture	Hort Frontiers	2
	Waste not, want not: Adding value to potato peel	PT15007	1
	Minor use permits	PT15007	0.66
	The fresh potato R&D levy at work	PT15007	1

Edition	Article Title	Project code	Pages
April/May 2018	Project reflection: Preparing and planning for the zebra chip complex	PT10018	1.5
	Industry plans to help growers manage TPP through the supply chain	PT15007	0.5
	Industry and science experts gather for plant pathology presentation	PT15007	1.5
	Growers walk the field in search of knowledge	PT15007	0.5
	Potato processing: Sharing knowledge: The key to psyllid management	PT15007	1
	Employment records: An essential chore	PT15007	1
	International R&D: Living with salinity in potato crops	PT15007	1.5
	War against weeds: Twenty years on	PT96047	1
	Meet the fresh potato industry Relationship Manager and see how he can support you	PT15007	1
	Biosecurity brief: Strengthening relationships to improve an incursion response	PT15007	1
	National TPP Coordinator: Know where the tomato potato psyllid is... and where it isn't	MT16018	2
	Update on national TPP surveillance project	MT16016	1
	Ask the industry: Tactics to avoid economic losses from common scab	PT15007	1
	Controlling fruit fly populations for a sustainable horticultural future (plus half page HortLink advertisement)	Hort Frontiers	2
	International R&D: Revisiting the past to understand the future	PT15007	1
June/July 2018	Understanding the impact of groundwater on potato crops	PT16001	1
	The fresh potato R&D levy at work	PT15007	1
	Research supports sustainable commercial potato production	PT16003	2
	Potato processing: Bringing the future to the present: Planning ahead	PT15007	1
	International R&D: Taking steps towards long-term late blight resistance	PT15007	1.5
	Biosecurity brief: Has Australia escaped a 'bullet'?	PT15007	1
	The Front Line: Potato Growers' Biosecurity Manual: An essential guide for the potato industry/Building biosecurity capacity in regional communities	PT15007	1
	Role of certified seed in preventing blackleg	PT15007	1.5
	Do some potato-growing soils suppress powdery scab?	PT16002	1.5
	National TPP Coordinator: Looking forward, looking back	MT16018	1
	Meet the fresh potato industry Relationship Manager and see how he can support you	PT15007	1
	Tomato potato psyllid Transition to Management (T2M) plan complete	PT15007	1
	T2M: Snapshot of TPP R&D results	PT15007	1
	Dirt alert: Protecting seed potatoes in the potato shed	PT98018	2
	Driving green urban space to deliver a healthier future	Hort Frontiers	1.66
	Ask the industry: Reducing the impact of black scurf	PT15007	1
	International R&D: Smart farming: The pathway to a sustainable agricultural future	PT15007	1
	Supporting farm businesses in fair employment practices	PT15007	1
	The fresh potato R&D levy at work	PT15007	1

Edition	Article Title	Project code	Pages
August/ September 2018	International R&D: Global potato industry has eyes on Peru	PT15007	1
	International R&D: Ag needs to produce more nutrition, not volume	PT15007	1
	International R&D: How super-spuds could save the planet	PT15007	1
	International R&D: Climate change bearing down on native potato crops	PT15007	1
	Exploring effective management of <i>Spongospora</i> root diseases	PT14002	2
	Industry and researchers join forces to tackle Australia's food waste problem	PT15007	1
	Potato processing: Potato growers: Where does your external information come from?	PT15007	1
	The Front Line: Investment in surveillance underpins industry growth	PT15007	2
	From America to Australia: Refining potato pest and disease practices	PT00603	1
	Hort Innovation: Your link to innovation (Membership ad)	PT15007	1
	Opening opportunities to break into the Asian export market	Hort Frontiers	1.5
	Ask the industry: Managing seed potatoes for high yield potential	PT15007	1
	International R&D: Fostering trust in the potato industry supply chain	PT15007	2
	Biosecurity brief: Focus on protecting Australia's borders	PT15007	1
	Awards, agreements and arrangements	PT15007	1
October/ November 2018	National TPP Coordinator – Australia declares area freedom for <i>Candidatus Liberibacter solanacearum</i> (CLso)	MT16018	1
	Safeguarding the future of Australia's potato industry	PT16004	1
	The art of learning and collaboration explored at potato conference	PT15007	1
	Make potatoes great again: Examining the industry's biggest issues	PT15007	1
	Gaining an insight into global potato seed certification standards	PT15007	1
	Psyllids and zebra chip take centre stage at potato conference	PT15007	1
	Potato processing – Potato processors welcome Alistair Walmesley-Cotham to the industry	PT15007	1
	Common scab control: A 20-year evolution	PT96010	1
	Ask the industry – Beware the pitfalls of herbicide carryover	PT15007	1
	Vegetable industry grower tour visits key New Zealand potato grower	VG15703	1
	The Fresh Potato R&D levy at work	PT15007	1
	Modern slavery laws drive transparency push in fresh produce chains	PT15007	1
	Building consumer confidence among Australians	Hort Frontiers Health, Nutrition and Food Safety Fund	1.5

Edition	Article Title	Project code	Pages
	Project investigates potato pests affecting the west	PT00021	2
	Biosecurity brief – On-farm biosecurity: Preventing the (seemingly) inevitable	PT15007	1
December 2018/ January 2019	Coordinating potato pest and disease R&D to benefit growers	PT17002	1
	The Fresh Potato R&D levy at work	PT15007	1
	Potato mop-top virus found in New Zealand	PT15007	1
	Forging a relationship to deliver outcomes for potato growers	PT15007	1.5
	Annual report now available for the fresh potato industry	PT15007	0.5
	Reflecting on the tomato-potato psyllid incursion in WA	PT15007	1
	Biosecurity brief – Grower lessons learnt from an exotic plant pest incursion	PT15007	1
	Project reflection: Two decades of integrated pest management	PT00656	1
	National TPP Coordinator – TPP business continuity arrangements in NSW, QLD, SA and VIC	MT16018	1
	International R&D: Trail of tagged slugs identifies consistent hotspots in potato crops	PT15007	1.66
	Potato processing – The importance of communication to improve yield and quality in potato crops	PT15007	1
	Ask the industry – Get SMART with potato crop desiccation	PT15007	1
	The journey to potato seed certification	PT15007	2
	Investigating PVY control measures in Australian-grown potato varieties	PT15007	1.5
	Fair Farms training and certification program to be launched in 2019	PT15007	1
	The Front Line – State biosecurity update: NSW Department of Primary Industries	PT15007	1.5
	Demonstrating TPP area freedom for market access and trade	PT15007	0.5
February/ March 2019	Developing a taste for potatoes in the name of science	PT15007	1
	Cultivating innovation in Australian horticulture	LP16002	0.75
	Research uncovers opportunities to improve potato seed quality and management	PT16000	4
	Developing relationships between processors and the horticulture industry	PT15007	1
	Wayne Tymensen: A trailblazer in potato pest management	PT15007	2
	Biosecurity brief – Final farewell, and an invaluable biosecurity message	PT15007	1
	Supervisors and leading hands play key roles in fair farms	PT15007	1
	International R&D: Fine-tuning nitrogen applications in potato crops	PT15007	1.5
	Mapping Tasmanian potato producers	PT15007	0.5
	National TPP Coordinator – TPP surveillance during the 2018-19 potato growing season	MT16018	2
	Serpentine leafminer: A threat to the potato industry	MT16004	2
	Ask the industry – How to resist herbicide resistance	PT15007	1
	The Fresh Potato R&D Levy at work	PT15007	1
	The Front Line – State biosecurity update: Biosecurity Queensland	PT15007	2

Edition	Article Title	Project code	Pages
	Advancing production across the Australian horticulture industry	Hort Frontiers Advanced Production Systems Fund	1.5
	Update on fresh potato levy investment	PT15007	0.5
April/May 2019	Soil testing service continues to evolve for potato growers	PT15008	2
	Potato exports bounce back in 2018	PT15007	1
	National TPP Coordinator: Keep the TPP conversation going	MT16018	1
	Psyllid takes centre stage on Australian potato grower tour	PT15007	2.5
	Reviewing best practice for potato soft rot and blackleg	PT18000	1.5
	Exploring the secret life of worms	PT15007	1.5
	'Spudologist' returns to Australia to share knowledge	PT15007	1
	Ask the industry: Crop establishment basics for success	PT15007	1
	The Front Line: State biosecurity update – Western Australia	PT15007	2
	Woolworths announces new labour hire requirements	PT15007	1
	The Fresh Potato R&D Levy at work	PT15007	1
	Tomato spotted wilt virus: A very sporadic, but destructive potato disease	PT00019	2
June/July 2019	Developing a plan to protect Australia's potato industry	PT16004	1
	Potato industry works together to develop a crop monitoring strategy	PT15007	1.5
	Improving detection of CLso in potato plants	PT17000	2
	The Fresh Potato R&D Levy at work	PT15007	1
	Student profiles: Mee-Yung Shin and Varun Iyer – Where are they now?	PT15007	1
	Potato dips, buns and ice cream: A way of the (waste-free) future?	PT15007	1.5
	National TPP Coordinator: Industry seeks regulatory assurance should TPP spread	MT16018	1
	Changes to horticultural masterclass introduced	LP15001	1
	Sensory and consumer testing benefits potato producers	PT15007	1.5
	Western Australian seed potatoes open for business	PT15007	2
	Fair Farms: Managing a young workforce	PT15007	1
	No quick fix for acrylamide in processing potatoes	PT15007	1.5
	Managing surface water in potato crops	PT15007	1
	Ask the industry: Paddock rotation a cornerstone of disease management	PT15007	1
	The Front Line: State biosecurity update – Tasmania	PT15007	1
	The Potato – Fresh Fund has a new website	PT15007	1

Appendix Three – List of AUSVEG Weekly Update Potato Feature articles communicating industry research, news and events

Appendix Three – Weekly Update Potato Feature articles by date

These articles are accessible on the AUSVEG website at ausveg.com.au/news-media/weekly-update/

- 23 February 2016 – Use of IPM to manage Potato Tuber Moth
- 1 March 2016 – Levy financial statements and R&D levy fund project summaries
- 8 March 2016 – Finding the cause of Silver scurf transmission
- 15 March 2016 – Use of drones to study crop development during breeding
- 22 March 2016 – Data on Australian fresh potato exports
- 29 March 2016 – Update on potato leafroll virus
- 5 April 2016 – Review and update of seed potato standards
- 12 April 2016 – Seed potato certification projects
- 19 April 2016 – Environmental sustainability of potato crops
- 26 April 2016 – Issues with visual grading of seed potatoes
- 3 May 2016 – Occupational health and safety in potato farms
- 10 May 2016 – Seed potato certification projects
- 17 May 2016 – Resistance management strategies for Green peach aphid
- 24 May 2016 – Investment of the National Potato Levy
- 31 May 2016 – Parasitic wasps for aphid control
- 7 June 2016 – Seed potato certification projects
- 14 June 2016 – Improving potato yield and production efficiency with spatial variability
- 28 June 2016 – DNA sequencing to isolate Late potato blight resistance genes
- 5 July 2016 – Update on Zebra chip and Tomato potato psyllid
- 12 July 2016 – Potato breeding program at Cornell University
- 19 July 2016 – Update on root-knot nematode
- 26 July 2016 – The impact of international trade on the Australian potato industry
- 2 August 2016 – 2016 Potato Industry Conference
- 9 August 2016 – Submitting R&D concepts to Hort Innovation - from idea to investment
- 16 August 2016 – Tomato potato psyllid plant hosts
- 23 August 2016 – Profile of the AgriBrio Facility
- 30 August 2016 – Draft National Standard for Certification of Australian Seed Potatoes available for industry comment
- 6 September 2016 – Pest profile on the Colorado potato beetle
- 13 September 2016 – Diffusive Gradients in Thin-Films test
- 20 September 2016 – Disease profile on Bacterial wilt
- 27 September 2016 – Australian potato industry extension needs
- 4 October 2016 – New soil projects for the potato industry
- 11 October 2016 – Potato Strategic Investment Plan roadshow
- 18 October 2016 – Targeting potatoes to younger consumers for long-term growth
- 25 October 2016 – Managing white-fringed weevils
- 2 November 2016 – Improving marketable yields of processing potatoes in Canada
- 8 November 2016 – Disease profile on Blackleg in potatoes in the United Kingdom
- 15 November 2016 – Producing premium potato foods in New Zealand
- 22 November 2016 – Supporting Tasmania's potato industry
- 29 November 2016 – Disease profile on Powdery scab

- 6 December 2016 – 2016 Plant Biosecurity Cooperative Research Centre (PBCRC) Science Exchange discussion of the Tomato-potato psyllid
- 13 December 2016 – Soil health in the Tasmanian potato industry
- 20 December 2016 – Disease profile on Black dot
- 3 January 2017 – Trapping efforts for the Tomato-potato psyllid
- 10 January 2017 – NSW Quality Assurance program for potato seed
- 17 January 2017 – 2016 Potato Grower Success Stories
- 24 January 2017 – Potato Industry Extension Program
- 31 January 2017 – Potato Strategic Investment Plan survey
- 7 February 2017 – Gaining an insight into Powdery scab suppressive soils
- 14 February 2017 – Fight against Golden nematode intensifies in U.S.
- 21 February 2017 – Collaborating with potato growers to deliver long-term, sustainable results
- 28 February 2017 – Request for quotation – Extension activities for the Australian potato industry
- 7 March 2017 – Pest profile on black bean aphid
- 14 March 2017 – Dr Steve Johnson visits Australia
- 21 March 2017 – Potato Strategic Investment Plan survey
- 28 March 2017 – Managing common scab in potatoes
- 4 April 2017 – Managing white mold in potatoes
- 11 April 2017 – Potato Industry Extension Program forum
- 18 April 2017 – Gaining an understanding of verticillium wilt
- 26 April 2017 – Processing potato Strategic Investment Plan
- 2 May 2017 – Post-grad students studying potato diseases
- 9 May 2017 – Fair Farms Initiative Workplace Relations Workshop
- 23 May 2017 – Using an Integrated Pest Management strategy to manage psyllids
- 30 May 2017 – Tomato-potato psyllid surveillance
- 6 June 2017 – InfoVeg TV – First episode now live!
- 13 June 2017 – Latest edition of Hortlink now available
- 20 June 2017 – IPM on Kangaroo Island
- 27 June 2017 – Potato processors update
- 4 July 2017 – Controlling pink rot in Australian potatoes
- 11 July 2017 – PreDicta Pt Accreditation course
- 18 July 2017 – Seed potato certification update
- 25 July 2017 – AUSVEG seeking National Tomato Potato Psyllid Program Coordinator
- 1 August 2017 – Investigating *Dickeya dianthicola* in the Australian potato industry
- 8 August 2017 – Extended surveillance for TPP incursions in eastern Australia by the Tasmanian Institute of Agriculture
- 15 August 2017 – Examining *Rhizoctonia solani* in Australian potato crops
- 22 August 2017 – Promoting beetle cannibalism to protect potato crops
- 29 August 2017 – New project to drive potato industry productivity and profitability
- 5 September 2017 – Taking the heat out of potato crops in Scotland
- 12 September 2017 – TPP update – Transition to management plan for TPP, AUSVEG hires TPP Coordinator
- 19 September 2017 – Grower case study – Stuart Jennings bringing Young Potato People together

- 26 September 2017 – Project update – Soil Wealth and Integrated Crop Protection for potato crops
- 3 October 2017 – Potato grower case study – John McKenna laying the groundwork for controlled traffic farming
- 10 October 2017 – Industry update – New export market opportunities for seed potatoes
- 17 October 2017 – Potato grower case study – Nathan Daly finds inspiration overseas
- 24 October 2017 – Industry update – Management plan for *Dickeya dianthicola*
- 31 October 2017 – Event – TIA open day and potato diseases forum (Forthside, TAS)
- 8 November 2017 – Potato R&D case study – Simplot sees certainty with PreDicta Pt
- 14 November 2017 – Resource – Strategic investment plan for potato growers released by Hort Innovation
- 21 November 2017 – Industry update – UK potato expert gives growers international perspective
- 28 November 2017 – Industry update – The impact of higher energy prices on potato processors
- 5 December 2017 – Resource – How to use the InfoVeg database
- 12 December 2017 – Workshops – TPP update for growers
- 19 December 2017 – Industry update – Potential benefits of urban biosecurity for potato industry
- 9 January 2018 – Resource – 2017 *Potato Grower Success Stories* showcase benefits of research
- 16 January 2018 – Potato grower case study – International collaboration to combat TPP continues to pay dividends
- 23 January 2018 – Potato grower case study – Aaron Haby sizes up overseas industries through study tour
- 30 January 2018 – Update – Objection period for EPPR levy increase proposal now open (29 January-14 March 2018)
- 6 February 2018 – New edition of InfoVeg TV investigates fresh potato investment plan
- 14 February 2018 – Progress update on TPP transition to management plan)
- 20 February 2018 – Huge range of R&D content in newest edition of *Potatoes Australia*
- 27 February 2018 – New UK research to help early identification of soft rots in potato stores
- 6 March 2018 – Latest update from AUSVEG National TPP Coordinator
- 13 March 2018 – SA potato grower Tim Heysen breaks new ground in water management project
- 20 March 2018 – Potatoes SA partners with researchers to get into spirit of reducing waste
- 27 March 2018 – Postcard from the VegDoctor – Insights into European vegetable retail and production
- 3 April 2018 – See your levy at work with the latest edition of Hortlink!
- 10 April 2018 – Tasmanian growers invited to TAPG Precision Ag EXPO
- 17 April 2018 – Learn how your potato levy is invested with new InfoVeg TV video
- 24 April 2018 – Get the latest TPP updates in the newest edition of *Potatoes Australia*
- 1 May 2018 – Have a spuddy good time at the 2018 Crookwell Potato Festival
- 8 May 2018 – Feedback sought on Eastern Bloc approach to tomato potato psyllid detection
- 15 May 2018 – PREDICTA Pt training and accreditation course scheduled for July 2018
- 22 May 2018 – International research investigates how to live with salinity in potato crops

- 29 May 2018 – Latest InfoVeg TV episode looks at TPP Transition to Management Plan
- 5 June 2018 – The Spud Diaries – Ashley Walmsley's dispatches from the World Potato Congress
- 12 June 2018 – *Potato Growers' Biosecurity Manual* to be released with upcoming edition of *Potatoes Australia*
- 26 June 2018 – New fact sheets summarising preliminary TPP research and development
- 3 July 2018 – New research investigates soil health for potato production
- 10 July 2018 – Research looks at how potato-growing soils can suppress powdery scab
- 17 July 2018 – Latest Hortlink offers updates on fresh potato levy investment
- 24 July 2018 – Hort Innovation projects turning potato industry research into extension activities
- 31 July 2018 – Hort Innovation project supporting IPM adoption in potato and onion industries
- 7 August 2018 – Celebrate the art of growing potatoes at the 2018 ViCSPA Conference
- 14 August 2018 – Project funding TPP surveillance in eastern states publishes final report
- 21 August 2018 – 2018 Potato Industry Conference helps industry learn and collaborate
- 28 August 2018 – Latest edition of *Potatoes Australia* covers global potato news
- 4 September 2018 – Levy-funded project gives insight into Spongospora root diseases
- 11 September 2018 – Important changes to vegetable and unprocessed potato levies from 1 October 2018
- 18 September 2018 – New project puts Tassie potato growers on the map
- 25 September 2018 – Get free soil DNA testing as part of soil fumigation research
- 2 October 2018 – NSW grower Chris Gibbins delivers from paddock to plate
- 9 October 2018 – Research finds communication is key to fostering trust in potato industry supply chain
- 16 October 2018 – Levy-funded project navigates the wealth of potato soil health information
- 23 October 2018 – Catch up on potato industry news and research with new edition of *Potatoes Australia*
- 30 October 2018 – Learn about fresh potato levy investment from 2017/18 with new annual report
- 7 November 2018 – Ryan Densley leads Virginia Farm Produce into the future
- 13 November 2018 – New TIA video talks to potato grower James Addison about controlled traffic farming
- 20 November 2018 – TIA soil health video looks at cover cropping with potato grower James Addison
- 27 November 2018 – VIC potato grower Hamish Henke talks soil health in new TIA video
- 4 December 2018 – Latest TIA video discusses soil health with Tasmanian potato grower Leigh Elphinstone
- 11 December 2018 – Bryan Hart fights the powdery scab battle in levy-funded project
- 18 December 2018 – December/January edition of *Potatoes Australia* dives deep into seed potato production
- 8 January 2019 – Levy-funded research reports on impact of potato seed quality and handling on production
- 15 January 2019 – Levy-funded project looks to help stop the rot with research into bacterial blackleg diseases
- 22 January 2019 – Powdery scab research produces pointers for potato production

- 29 January 2019 – TPP enterprise management plans available on TPP Portal
- 5 February 2019 – Hill Family Farming introduces the next generation of potato growers
- 12 February 2019 – Family ties bind Troy ‘Fred’ Bensley’s potato-growing operation
- 19 February 2019 – Nellie Malseed succeeding in the potato industry
- 26 February 2019 – Case studies of seed potato production showcased in latest *Potatoes Australia*
- 5 March 2019 - Upcoming webinar to cover strip tillage for vegetables and potatoes with Steve Peterson and Ben Poglioli
- 12 March 2019 – Bright ideas for tomato potato psyllid seen during Australian potato industry tour of New Zealand
- 19 March 2019 – Ben Walter is a young gun with a bright future in the potato industry
- 26 March 2019 – Have your say – National Potato Industry Biosecurity Surveillance Strategy workshop expressions of interest now open
- 2 April 2019 – Brittney Caruana’s next-generation research hits the laboratory
- 9 April 2019 – Fine-tuning nitrogen applications in potato crops
- 16 April 2019 – Plenty of potato industry news and research featuring in the new edition of *Potatoes Australia*!
- 23 April 2019 – Renee Pye provides a fresh outlook for the family business
- 30 April 2019 – Bugs & biosecurity workshops to help WA growers prepare for incursions
- 7 May 2019 – SA growers learn the importance of staying alert and aware of pests and diseases
- 14 May 2019 – Reviewing best practice for potato soft rot and blackleg
- 21 May 2019 – Research report looks at effects of *Spongospora* infection on potato roots
- 28 May 2019 – Tomato spotted wilt virus – A very sporadic, but destructive potato disease
- 4 June 2019 – Program announced for Potato Industry R&D forum
- 11 June 2019 – Jessica Page’s research proves beneficial to horticulture industry
- 18 June 2019 – Workshop to help SA potato growers understand their soil’s DNA
- 2 July 2019 – Potato growers learn about managing pests and diseases at Potato Industry R&D Forum (Weekly Update delayed due to Hort Connections conference)

Appendix Four – AUSVEG Communication Strategy for PT15007

Appendix Three: Australian Vegetable and Potato Industry Communications Strategy 2016-2019



Australian vegetable and potato industry Communications Strategy

2016-2019

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Australian vegetable and potato industry Communications Strategy

Summary

The purpose of the Horticulture Innovation Australia Limited (Hort Innovation) funded Vegetable and Potato Communications programs is to effectively communicate the findings of levy-funded R&D to growers and industry, and ensure that levy payers throughout Australia are aware of the outcomes from the investment of their levies.

AUSVEG uses an extensive range of both traditional and contemporary communication tools to ensure that the communication strategy devised is implemented effectively and utilised to maximise the reach of our communications to the widest possible audience.

Communication activities conducted by AUSVEG include:

- Publication of the weekly e-newsletter, the Weekly Update.
- Publication of the annual vegetable and potato *Grower Success Stories* publications, the bi-monthly *Vegetables Australia* and *Potatoes Australia* magazines, and *Vegenotes*.
- Media relations for R&D-related news, including media releases, interaction with journalists and contributions to external publications.
- Publication of information explaining the National Vegetable Levy and National Potato Levy systems.
- Digital communications including social media activities, and producing InfoVeg Radio and InfoVeg TV content.
- Stakeholder relations, including attending relevant industry seminars and forums.
- Economic analysis, provision of data and statistics to key stakeholders, and production of a variety of publications utilising economic information relevant to vegetables and potatoes.
- Establishment and maintenance of an industry R&D database and photographic library.

As there are over 150 different levied vegetable types that are covered by this project, it is imperative that communications activities account for the various issues affecting the broadest possible range of vegetable types. Key outcomes of past communications projects include:

- The continuation of a strong media presence in both metropolitan and regional/rural Australia, which has resulted in the ability for widespread penetration and awareness of key issues and outcomes relating to the Australian vegetable and potato industries, which has been essential to ensuring cost-effective coverage of R&D-related news.

- High level of grower participation in vegetable industry workshops, seminars and forums.
- Increasingly positive feedback about the weekly e-newsletter, the Weekly Update, which regularly features important news and information for members of the vegetable and potato industries and is now distributed to more than 3,500 growers and relevant stakeholders.
- Positive feedback from growers and industry regarding the annual *Grower Success Stories* publications and Vegetable and Potato Levy brochures.
- Positive results from the independent review of the communications program undertaken in 2015.

Background

AUSVEG

AUSVEG is the national peak industry body representing the interests of Australian vegetable and potato growers and is committed to securing the industry's future. We represent the interests of growers to government and assist growers by making sure the National Vegetable and Potato Levies are invested in R&D that best meets the needs of the industry and that growers have access to the research outcomes of these projects to get benefit from levy investment.

AUSVEG is also a service provider for a number of levy-funded research projects that are funded by Hort Innovation using levy and government funds. Ensuring the results from these research projects are made available to Australian vegetable and potato growers is vital for the vegetable and potato industries to remain on the forefront of global horticulture production and for local growers to be able to operate an efficient, productive and profitable growing operation.

AUSVEG has completed the following levy-funded communications projects for the vegetable and potato industries:

- VG12014 Vegetable Industry Communications Strategy
- VG12006 Production of Vegetable Industry *Vegenotes* series
- VG12033 *Vegetables Australia*
- VG12071 Coordinated Knowledge and Industry Development Program
- PT12004 Potato Industry Communications Strategy
- PT12019 *Potatoes Australia*

These projects have been combined into two new communications projects for the vegetable and potato industries:

- VG15027 Vegetable Industry Communications Program
- PT15007 Potato Industry Communications Program

These two new communications projects are effectively an amalgamation of the six previous projects.

Current communications – Grower Feedback

Grower Feedback survey

During the final year of the above projects, AUSVEG conducted an online survey for growers and industry members to evaluate the different components of both the AUSVEG Vegetable and Potato Communications programs and provide feedback on their effectiveness.

Results from the *entire survey* sample of 91 indicated:

- 73.63 per cent ‘agreed’ or ‘strongly agreed’ that the Weekly Update kept them informed of current events and R&D projects (19.78 per cent somewhat agreed).
- 66.67 per cent ‘agreed’ or ‘strongly agreed’ that the *Grower Success Stories* publication was entertaining and informative (26.67 per cent somewhat agreed).
- 60.67 per cent ‘agreed’ or ‘strongly agreed’ that AUSVEG information (including flyers and brochures) were useful (25.84 per cent somewhat agreed).
- 62.50 per cent believed AUSVEG’s media and communications activities were ‘good’ or ‘very good’ (27.27 per cent indicated they were adequate).
 - Of those active in social media, 62.16 per cent believed AUSVEG’s social media presence was ‘adequate’.

Feedback for this survey included responses from 35 vegetable and potato growers. Results from grower respondents indicated that the preferred methods of R&D information delivery were email, the magazine publications and the website, while the least preferred were social media, USB and text. This may be due to a low recognition of these services, as there was a high number of respondents who did not select any of these methods.

Further feedback from *growers* also indicated that:

- 65.72 per cent of growers either ‘agree’ or ‘strongly agree’ that the Weekly Update kept them informed of current events and R&D information (25.71 per cent somewhat agreed).
- 54.29 per cent ‘agree’ or ‘strongly agree’ that information on the AUSVEG website is easy to navigate (40 per cent somewhat agreed).
- 65.72 per cent ‘agree’ or ‘strongly agree’ that *Grower Success Stories* is entertaining and informative (28.57 per cent somewhat agreed).
- 54.29 per cent believe AUSVEG brochures and flyers keep them informed about R&D activities (31.49 per cent somewhat agreed).
- 34.29 per cent believed AUSVEG’s social media presence was ‘adequate’ or ‘fairly strong’, but 62.86 per cent were not active on social media.

Overall, 65.71 per cent of growers rate AUSVEG Communications performance as ‘good’ or ‘very good’, while 17.14 per cent indicated it was adequate and only 14.29 per cent rated it negatively.

Communications objective

The objective of the Vegetable and Potato Communications Programs is to deliver information on the outcomes of levy-funded R&D to growers and industry stakeholders in an easily accessible format to increase the adoption of these outcomes.

Target audience

The primary audience for the Vegetable and Potato Communications Programs are **levy paying vegetable and potato growers**.

A varied technology mix will be needed to communicate with this audience as the average age in Australian farming is still 57 years of age (see Figure 1 below), and there are differing levels of technological ability and adoption within the industry. Many growers still prefer to receive communications via hard copy formats like printed magazines.

Figure 1. Demographics in Farming

	FARM MANAGEMENT, year ended 30 June 2015								
	Aust.	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT
Average age of respondent (yrs)	57	58	58	56	55	57	57	52	57
Average time respondent involved in farming (yrs)	34	33	35	35	33	34	34	25	25
Male respondents (%)	77	76	79	71	81	81	81	66	81
Female respondents (%)	23	24	21	29	19	19	19	34	19

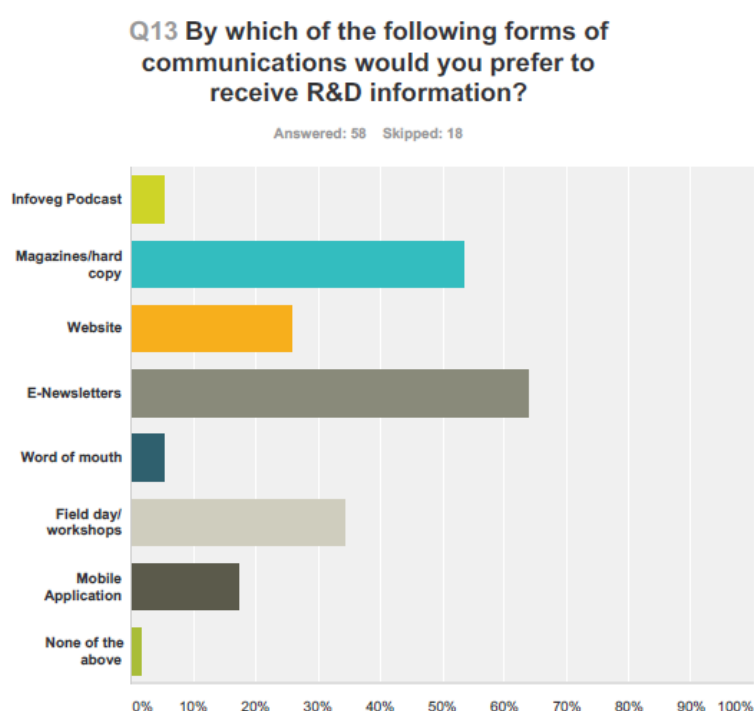
Source: ABS Catalogue 7121.0 - *Agricultural Commodities, Australia, 2014-15*.

A survey undertaken for the Vegetable Industry Development Survey (VG12071) in 2015 confirmed that a diverse communications mix is vital for the target audience, with a variety of channels preferred by the 76 growers who responded (see Figure 2 below). Therefore, AUSVEG's strategy will continue to provide growers with a range of different communications channels for R&D information, including both digital and hard copy formats.

This is important as 62 per cent of growers who responded to the survey indicated they are not active on social media and more than half of the respondents said the main reason they don't use InfoVeg is because they don't have enough time. As such, utilising different modes of delivery that suit different people's timetables and technological capacity is imperative. It is worth noting that some rural areas have poor internet connectivity for instance.

It is also important to note that the native language of many vegetable and potato growers is a language other than English (LOTE), with a 2007 report into communications in the vegetable industry (VG03094) showing that LOTE growers make up around 40 per cent of industry members. It is essential to take this into consideration in order to effectively communicate with the wider vegetable growing community, as this group requires a different approach to communicate the outcomes of research and development projects.

Figure 2. Preferred communication formats of growers



Source: Industry Development Survey, 2015.

The secondary audiences for the Vegetable and Potato Communications Programs are as follows:

- Industry stakeholders
- Researchers
- Political representatives
- Media representatives
- General public

Input from secondary audiences will be sought in accordance to the Stakeholder Engagement Plan, which identifies the importance of feedback from each group.

Key messages

Investment in industry research occurs through levy funds from growers and contributions from the Australian Government. This means that there is both public investment through taxpayer funds and private investment by way of the statutory levies paid by vegetable and potato growers, and the messaging must be targeted accordingly.

The image of the Australian vegetable and potato industries must be portrayed in a positive light that enhances its reputation and promotes the key innovation initiatives being undertaken by levy payers. To achieve this goal, AUSVEG will communicate the following messages to growers and other key industry stakeholders.

Grower / Industry Messages:

- Investment through Hort Innovation using levy funds and contributions from the Federal Government provides growers with the latest information regarding consumer trends, domestic and export markets and on-farm productivity enhancements that will benefit their business;
- Growers can embrace emerging industry-funded research initiatives to improve the productivity and viability of their growing operations and remain competitive;
- Constant innovation and technological advancement is central to achieving tangible benefits in a grower's business;
- Australian growers who have implemented the latest research are seeing beneficial results and tangible outcomes in their businesses;
- As levy payers, vegetable and potato growers can seek information about new research through AUSVEG.

Stakeholder Messages:

- Australian growers produce high quality, clean, green and fresh vegetables and potatoes;
- The Australian vegetable industry is a modern, innovative and agile industry;
- Australian growers are leaders in implementing new cutting-edge research which allows them to deliver the best quality products to consumers;
- Australian vegetable growers are highly efficient resource users and are regarded as custodians of the land;
- The Australian industry is strengthening its capability to export local produce to neighbouring markets which are increasingly seeking high quality Australian vegetables.

Key strategies

As discussed, AUSVEG will use a range of communications channels to convey its key messages to both growers and other key stakeholders. The ultimate objective is to construct a positive narrative

around the vegetable and potato industries, in particular those research projects that have been commissioned by Hort Innovation to advance the industry and have produced tangible results.

As outlined above, messages will be tailored depending on the audience.

The following are some key objectives of the project:

- Increase awareness of new research findings;
- Highlight tangible implementation of actual research outcomes being adopted in vegetable and potato growing businesses so that growers can appreciate the benefits through their industry peers;
- Frame the vegetable and potato industries as modern, cutting-edge industries that are innovative and agile, and provide strong contributors to the Australian economy.

Delivery

AUSVEG can deliver its key messages through already established communications channels, including:

- *Vegetables Australia* and *Potatoes Australia* magazines;
- Weekly Update e-newsletter;
- Media relations;
- InfoVeg services (including the InfoVeg database, InfoVeg Radio and InfoVeg TV);
- Social Media;
- *Vegenotes*; and
- *Grower Success Stories* (Vegetable and Potato).

Outputs

The outputs of the vegetable and potato industry communications programs are as follows:

Vegetable Industry Communications Program

***Vegetables Australia* magazine**

- Production of at least 22 R&D pages
- Production of at least one page on levy information
- Make available on the AUSVEG website

E-newsletter

- Distribution of E-newsletter
- One Vegetable R&D feature article

Media relations

- Production of up to 12 media releases per year

InfoVeg services

- Quarterly InfoVeg Radio podcasts
- InfoVeg YouTube videos – three per annum
- Promotion of InfoVeg services

Social media

- Content creation – five tweets per week
- Responding to twitter activity on an ad hoc basis

Communications strategy / program evaluation

- Annual Communications Strategy, including Logic Framework
- Annual Communications survey (phone, online or focus groups)
- Mid-term review

Stakeholder Engagement

- Develop Stakeholder Engagement Plan
- Regular communication with stakeholders
- Booth at the National Horticulture Convention

Vegetable Grower *Success Stories*

- Publish and Distribute – one per annum

Vegenotes

- Publish and Distribute – six per annum

Economics

- Veggie Stats published with each edition of *Vegetables Australia*
- Economic Discussion Papers – two per year
- Quarterly Economic Confidence Survey
- Commentary on topical economic issues
- Feature article in *Vegetables Australia* magazine
- Production of up to four media releases per year
- Respond to ad hoc requests from media, growers and stakeholders
- Stakeholder Engagement

Potato Industry Communications Program

***Potatoes Australia* magazine**

- Production of at least 15 R&D pages
- Production of at least one page on levy information
- Regional updates
- Make available on the AUSVEG website

E-newsletter

- Distribution of E-newsletter
- One Potato industry news article

Media relations

- Production of up to 12 media releases per year

InfoVeg services

- InfoVeg YouTube videos – three per annum
- Promotion of InfoVeg services

Social media

- Content creation – five tweets per week
- Responding to twitter activity on an ad hoc basis

Communications strategy / program evaluation

- Annual Communications Strategy, including Logic Framework
- Annual Communications survey (phone, online or focus groups)
- Mid-term review

Stakeholder Engagement

- Develop Stakeholder Engagement Plan
- Regular communication with stakeholders
- Booth at the National Horticulture Convention

Potato Grower Success Stories

- Publish and Distribute – one per annum

Stakeholder Engagement

The aim of AUSVEG's stakeholder engagement program is to ensure vegetable and potato related communications material addresses the most appropriate issues and is being delivered in the most effective method.

AUSVEG's Stakeholder Engagement Plan has been created to drive engagement activities with interested industry members, including vegetable and potato growers, Hort Innovation, state-based extension personnel, journalists, researchers and other industry associates.

AUSVEG has created the Vegetable Industry Communications Stakeholder Engagement Committee (VICSEC) and the Potato Industry Communications Stakeholder Engagement Committee (PICSEC), which will meet on a quarterly basis to gain feedback on AUSVEG communications and ascertain the relevancy of the content communicated and the effectiveness of the mode of delivery.

The Stakeholder Engagement Plan can be found at Appendix 1.

Review

To measure the effectiveness of the Vegetable and Potato Industry Communications Program, AUSVEG will conduct an annual survey of growers and other industry members. This survey will include questions on all aspects of the vegetable and potato communications projects, including the rate of R&D adoption as a result of AUSVEG communications. This data will allow AUSVEG to determine changing industry needs and alter practices if required.

In addition, AUSVEG will continue to monitor and evaluate the adoption of R&D outcomes and recommendations as communicated through AUSVEG's communications strategy, utilising feedback from growers and industry stakeholders, including the VICSEC and PICSEC.

AUSVEG has demonstrated its capacity to evaluate project performance and use feedback for the purpose of continuous improvement of its national publications and communications programs. AUSVEG will continue to regularly source feedback from levy payers on an annual basis through online surveys, phone surveys and focus groups (where appropriate) regarding its communications activities, so that improvements can be made to further meet the needs of the target audience.

Appendix Four: Australian Vegetable and Potato Industry Social Media Strategy 2016-2019



Australian vegetable and potato industry Social Media Strategy



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Australian vegetable and potato industry

Social Media Strategy



For AUSVEG to continue to foster its reputation for being the national Peak Industry Body for growers, it must maintain a presence on social media. By using social media, AUSVEG can quickly update the public on important grower-related issues, stir up debate and comment on government policy affecting growers.

AUSVEG currently employs the Twitter and YouTube social media platforms for these aims. Other channels will be explored and potentially incorporated into the 2016 Social Media Strategy.

Relevant content should continually be created and shared on our official social media channels. Regular sharing of information keeps the AUSVEG name in the public sphere and builds on our existing reputation of being the official representation of Australian vegetable and potato growers.

One of the major aims of the AUSVEG social media strategy going forward will be to build up a following of journalists interested in issues related to AUSVEG. This will improve the distribution of our media releases through re-tweeting by journalists looking to share developments with their followers, as well as their uptake by journalists that we may otherwise miss through traditional media distribution. AUSVEG anticipates that Twitter is the platform that will best help it to achieve this aim, with YouTube helping to a lesser degree.

Background

AUSVEG

AUSVEG is the national peak industry body representing the interests of Australian vegetable and potato growers and is committed to securing the industry's future. We represent the interests of growers to government and assist growers by making sure the National Vegetable and Potato Levies are invested in research and development (R&D) that best meets the needs of the industry and that growers have access to the research outcomes of these projects to get benefit from levy investment.

AUSVEG is also a service provider for a number of levy-funded research projects that are funded by Hort Innovation using levy and Government funds. Making the information that results from these research projects available to Australian vegetable and potato growers is vital for the vegetable and potato industries to remain at the forefront of global horticulture production and for local growers to be able to operate an efficient, productive and profitable growing operation.

Industry demographics

The primary audience members for social media activities that are funded by the Vegetable and Potato Communications Programs are **levy-paying vegetable and potato growers**.

A varied technology mix is needed to communicate with this audience, as the average age in Australian farming is still over 50 years of age (see Figure 1 below), and there are differing levels of technological ability and adoption within the industry. Many growers still prefer to receive communications via hard copy formats like printed magazines; however, exploring online communication platforms is important.

Figure 1. Demographics in Farming

FARM MANAGEMENT, year ended 30 June 2015									
	Aust.	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT
Average age of respondent (yrs)	57	58	58	56	55	57	57	52	57
Average time respondent involved in farming (yrs)	34	33	35	35	33	34	34	25	25
Male respondents (%)	77	76	79	71	81	81	81	66	81
Female respondents (%)	23	24	21	29	19	19	19	34	19

Source: ABS Catalogue 7121.0 - Agricultural Commodities, Australia, 2014-15

It is important to note that 62 per cent of growers have indicated they are not active on social media (as per AUSVEG Industry Development Survey, 2015); as such, reaching a majority of growers in the vegetable industry through social media is unlikely. However, there are some growers and companies that are heavily active on social media, and it is likely that this trend will only increase as more and more young people become involved in the industry.

The secondary audiences for social media activities funded through the Vegetable and Potato Communications Programs include the following:

- Industry stakeholders;
- researchers;
- political representatives;
- media representatives; and
- the general public.

Input on how to improve the adoption of social media activities in the industry will be sought from secondary audiences in accordance to the Stakeholder Engagement Plan, which identifies the importance of feedback from each group.

Project requirements

The following requirements for social media activities are outlined in the Vegetable and Potato Industry Communications Programs.

Twitter

- Content creation – 10 tweets per week (five for vegetable levy-funded content and five for potato industry content)
- Responding to Twitter activity

Podcast (Vegetables only)

- InfoVeg Radio podcasts – four per annum

YouTube

- InfoVeg YouTube videos – six per annum (three for vegetables and three for potatoes)

Social media goals

Aim

Social media is by its nature highly participatory; therefore, to build a strong social media presence for the industry, users must not only be content generators but also content sharers. A strong presence on social media is essential to build the public image of the Australian vegetable industry and to provide a public face to the vegetable industry and its growers. The need to bolster the image of the industry is becoming more pressing as more and more consumers are becoming disconnected from where their food comes from.

To ensure we meet our requirements for social media activities in the Vegetable and Potato Industry Communications Programs, AUSVEG will undertake the following level of output for AUSVEG social media channels:

Twitter

Relevant tweets must be created and shared daily.

- **A quota of at least four tweets per day (20 per week) of original content will be met (two for vegetable levy-funded activities and two for potato industry news)**
 - These tweets must be created by AUSVEG with original content sourced from AUSVEG or online sources.

- Re-tweets are allowed but should not count towards the daily quota.
- Tweets relating to AUSVEG media releases do not count towards the daily quota and are considered bonus/supplementary.
- *PLEASE NOTE: All tweets that relate to vegetable or potato levy-funded material must acknowledge Hort Innovation by tagging @Hort_Au.*

All tweets should tag major agriculture Twitter users and use appropriate #hashtags to further reach potential followers when appropriate. Combined with regular tweets, this should result in an increase in awareness of AUSVEG's Twitter presence and will lead to more followers.

The major agriculture Twitter users and #hashtags relevant to AUSVEG are:

Hashtags:

1. #agchatoz
2. #agriculture
3. #auspol
4. #vegetable
5. #potato
6. #InfoVeg

Users:

1. @abcrural – 28.1K followers.
2. @Hort_Au – 1,516 followers.
3. @weeklytimesnow – 8,158 followers.
4. @GoodFruitandVeg – 1,474 followers.

InfoVeg Radio podcast

- InfoVeg Radio podcasts – four per annum (only applicable for vegetables)
 - Podcasts are to be compiled from interviews relating to levy-funded activities, such as project researchers, growers or other industry members. These are to be promoted using existing AUSVEG communications and social media channels.
 - Levy-funded activities, including industry seminars and research papers and reports (such as Project Harvest), should be considered for the podcasts.
 - Podcasts should be no longer than 10-15 minutes.

InfoVeg TV YouTube videos

- InfoVeg YouTube videos – six per annum (three for vegetables and three for potatoes)
 - Videos are to be compiled from materials from levy-funded activities, such as seminars, and are to be considered for publication on the official AUSVEG YouTube channel and promoted on other social media channels.
 - Levy-funded activities, including research papers and reports (such as Project Harvest), should be considered for publication. Interviews with researchers should be sought for these videos.
 - Videos should be no longer than 4-5 minutes.

Content Creation

In order to develop appropriate content for our key audiences, AUSVEG will include the following materials for consideration for its social media activities:

- official AUSVEG announcements, events and media releases;
- online agriculture sources (such as information on in-season vegetables, import/export statistics, and other topics);
- economic data relevant to growers;
- news stories relevant to the local and international industry; and
- re-tweets.

In order to increase engagement with audiences and help AUSVEG tweets to stand out from the crowd by increasing their value to readers, it is intended that these tweets will incorporate (where possible) images, links, hashtags and the tagged usernames of relevant users.

Key messages (as detailed in the Communications Strategy)

Social media is an important tool in communicating the benefits of investment in industry research that occurs through levy funds from growers and Federal Government funding. This message can be communicated more widely to growers using social media, but also to the identified secondary audiences mentioned above to highlight the volume of levy-funded initiatives taking place in the industry and the benefits that the levies provide growers.

The image of the Australian vegetable industry must be portrayed in a positive way that enhances its reputation and promotes the key innovations and initiatives being undertaken using levy funds. To achieve this goal, the following messages will be communicated by AUSVEG to growers and other key industry stakeholders:

Grower / Industry Messages

- Investment through Hort Innovation using levy funds and matched Federal Government funds provides you with the latest information regarding consumers, markets and on-farm productivity enhancements that will benefit your business.
- Growers can embrace emerging industry-funded research initiatives to improve the productivity and viability of their growing operations and remain competitive.
- Constant innovation and technological advancement is central to achieving tangible benefits in your business.
- Australian growers who've implemented the latest research are seeing beneficial results and tangible outcomes in their businesses.

- As levy payers, growers can seek information about new research through AUSVEG.

Stakeholder Messages

- Australian growers produce high quality, clean, green and fresh vegetables and potatoes.
- The Australian vegetable industry is a modern, innovative, and agile industry.
- Australian growers are at the cutting edge in implementing new research which allows them to deliver the best quality products to consumers.
- Australian vegetable growers are highly efficient resource users and are regarded as custodians of the land.
- The Australian industry is strengthening its capability to export local produce to neighbouring markets which are increasingly seeking high quality Australian vegetables.

Review

Much like the Vegetable and Potato Industry Communications Programs, in order to measure the effectiveness of the projects' social media activities, AUSVEG will incorporate an annual survey of growers and industry members to measure the effectiveness of the programs' social media content and delivery.

AUSVEG will continue to monitor and evaluate the adoption of R&D outcomes and recommendations as communicated through AUSVEG's communications strategy, utilising surveys and feedback from growers and industry stakeholders. AUSVEG will conduct surveys that provide data on adoption rates and determine changing industry needs.

Potential alternate social media channels for consideration

Given that most AUSVEG staff not only network with growers and other industry members but are also highly visible in local, international and online media, it is vital that the industry has a professional image. Given the prominence of LinkedIn as a professional social networking platform in horticulture and wider agriculture, it is recommended that AUSVEG staff maintain up-to-date and professional-quality profiles, including professional photos (if available) and current and accurate working titles, job descriptions and job histories.

Other social media channels will be investigated by AUSVEG as required on a case-by-case basis.

Appendix Five: Vegetable and Potato Industry Stakeholder Engagement Plan 2016-2019

Vegetable and Potato Industry Communications Program Stakeholder engagement plan



AUSVEG

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Australia**

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Overview

Project background

The levy-funded projects VG15027 *Vegetable Industry Communications Program 2016-2019* (VICP) and *Potato Industry Communications Program 2016-2019* (PICP) aims to foster increased awareness (and on-farm adoption) of the results of levy-funded projects within the Australian vegetable and potato industries. This goal will be achieved through the delivery of communications materials that highlight the valuable work being undertaken in the industry, explore the possibilities for on-farm application of research outcomes, and highlight the successes of growers and industry members who have adopted the results of levy-funded R&D in their own growing operations.

These communications materials include:

- *Vegetables Australia* and *Potatoes Australia* magazines;
- *Weekly Update* e-newsletter;
- External communications to the media;
- InfoVeg services, including the InfoVeg database, InfoVeg Radio podcasts and an InfoVeg YouTube series;
- Social media communications;
- *Vegetable and Potato Grower Success Stories*, highlighting the results of on-farm application of R&D outcomes;
- *Vegenotes*, an in-depth exploration of levy-funded R&D projects;
- *Veggie Stats*, providing a snapshot of the financial performance of individual vegetable commodities;
- Economic discussion papers, which provide a detailed analysis of economic trends and issues relevant to the vegetable industry; and
- Commentary on topical economic and business issues.

By tailoring these communications to cover issues of importance to the Australian vegetable and potato industries and respond to short-, medium- and long-term industry concerns, the VICP and PICP will be able to provide ongoing benefits to the industry and ensure that levy-funded research translates into tangible outcomes on-farm.

Stakeholder engagement plan

This plan aims to clearly define the principles behind stakeholder engagement for the VICP and PICP and establish a coherent, consistent strategy for stakeholder engagement over the life of the program. A communications strategy for the VICP and PICP will be delivered as a separate document.

With the VICP PICP looking to build on the success of previous communications programs delivered by AUSVEG, it is important that the service provision for this program includes consistent stakeholder engagement that can provide guidance and direction for VICP and PICP outputs over the life of the project.

As such, this document:

- Identifies the key stakeholder groups with which this program will come into contact, and acknowledges each group's core goals as they relate to the program and its outputs;
- Assesses these groups based on their interest in the project and potential influence on the overall success of the program in achieving its goals;
- Plans future engagement activities to inform, consult and collaborate with these groups, as appropriate, to ensure that VICP and PICP communications are relevant and effective; and
- Proposes methods to assess the ongoing success of engagement efforts.

The high-level goals of the VICP and PICP are to foster increased awareness (and on-farm adoption) of the results of levy-funded projects. As such, the core issues to be considered by all engagement activities are:

- Whether or not the format of the communications delivered by the project are appropriate to achieving this goal; and
- Whether or not the information being communicated is relevant for the purposes of achieving this goal.

It is anticipated that this stakeholder engagement plan, while being intended as a guide for ongoing stakeholder engagement activities by VICP and PICP staff, will remain flexible to respond to any change in priorities or stakeholder relationships within AUSVEG or within the Australian vegetable and potato industries. This document therefore also contains provisions for a mid-term review of the plan to ensure it remains appropriate and relevant to the work of the VICP and PICP.

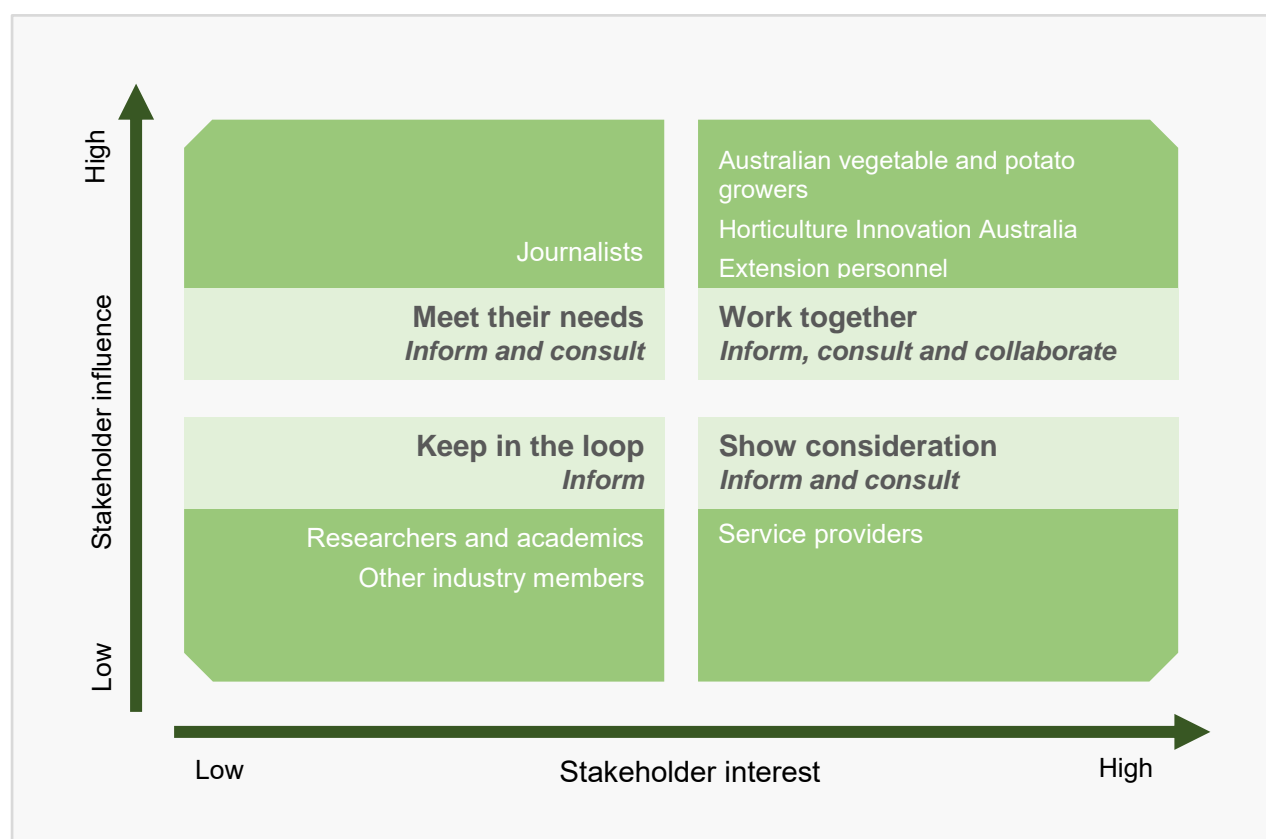
Stakeholder assessment

Stakeholder matrix

	Stakeholder goals	Stakeholder concerns	Prioritisation
Australian vegetable and potato growers	<ul style="list-style-type: none"> Learning about and understanding the results of levy-funded R&D. Applying results of levy-funded R&D to their growing operations. 	<ul style="list-style-type: none"> Lack of tangible outcomes from levy-funded R&D. Lack of detailed understanding of levy investment and its outcomes. 	High importance Levy-funded communications should be tailored to helping growers meet their goals. Consult with growers to ensure communications are appropriate, relevant and informative.
Horticulture Innovation Australia (Hort Innovation)	<ul style="list-style-type: none"> Promoting the results of levy-funded R&D to industry and other stakeholders. Receiving value for the investment of levy funds. 	<ul style="list-style-type: none"> Lack of industry awareness of levy-funded programs. Not receiving value for money from investment of levy funds. 	High importance Service provision of the communications projects should be delivered in collaboration with the investor. Consult with representatives to ensure service provision is meeting Hort Innovation's needs.
State-based extension personnel, agronomists and consultants	<ul style="list-style-type: none"> Learning about the results of levy-funded R&D. Communicating these results to growers and the industry. 	<ul style="list-style-type: none"> Lack of tangible outcomes from levy-funded R&D. Need to improve productivity and alleviate other concerns in growing operations. 	High importance These stakeholders are a vital channel for R&D outcomes to achieve on-farm application. Consult with individuals to ensure communications are appropriate and relevant.
Service providers	<ul style="list-style-type: none"> Disseminating the outcomes of their levy-funded projects. Ensuring that stakeholders perceive them as having delivered value for money. 	<ul style="list-style-type: none"> Potential failure to build upon the outcomes of their projects. External perceptions of lack of value in their service provision of projects. 	Medium importance Valuable to have their insight and contributions into communications about their projects. Seek contributions and guidance for communications, but retain independence when developing and delivering outputs.

Journalists	<ul style="list-style-type: none"> Developing media content for their own organisations. 	<ul style="list-style-type: none"> Lack of interest from readers in vegetable and potato industry-related stories. Time-poor work environment reducing the amount of time that can be spent on a story. 	Medium importance Valuable channel for communicating to a broader audience, so ensuring stories suit their goals will deliver benefits. Assist with requests where possible to ensure a good relationship.
Researchers and academics	<ul style="list-style-type: none"> Learning about the results of levy-funded R&D. 	N/A	Low importance End users of communications. No input required.
Other industry members, including consumers	<ul style="list-style-type: none"> Learning about the results of levy-funded R&D. 	N/A	Low importance End users of communications. No input required.

Engagement grid



Engagement plan

High priority

Engagement with stakeholders in this category will include structured, formal consultations and collaboration involving VICP and PICP staff.

Australian vegetable and potato growers

Engagement goal: To ensure that communications achieve the core goals of helping growers to understand the results of levy-funded R&D and encouraging growers to adopt the benefits of R&D investment on-farm.

National Horticulture Convention

The annual National Horticulture Convention is the largest gathering of growers, researchers and other industry representatives in Australia. Booths hosted by other projects for which AUSVEG has been the service provider have, historically, been highly successful in communicating directly with growers about important industry information. By hosting a booth at the Convention every year for the life of the project, VICP and PICP staff will be able to make themselves available for discussion with Australian vegetable and potato growers who would like to engage with the program.

The development of a proposal for the VICP and PICP booth each year, including considerations about attracting foot traffic from Convention attendees and initiatives to promote the outputs of the VICP, PICP and levy-funded R&D, will be undertaken internally by VICP and PICP staff.

The core goal of this engagement will be to ensure that growers are aware of the communications outputs being produced by the VICP and PICP. This will have a direct impact on the overall success of the VICP and PICP's communications material in raising industry-wide awareness about R&D outcomes from levy investment.

Annual survey

As identified during AUSVEG's delivery of previous projects, including VG12071 *Coordinated Knowledge and Industry Development Program*, annual surveys are a successful method of obtaining feedback from growers and other industry members that can be referred to when considering improvements to project activities.

As such, VICP and PICP staff will conduct annual surveys to receive feedback from growers and assess the ongoing success of the program's communications efforts. These surveys will be conducted in January of each year, using an appropriate platform to ensure the broadest possible reach – it is anticipated that this will likely involve the use of an online survey system.

These surveys will assess the effectiveness of each individual communications channel used by the VICP and PICP in communicating with growers, their usefulness as perceived by growers, and their impact on on-farm practices as assessed by growers.

Industry forums and seminars

VICP and PICP staff will attend industry forums and seminars. Attendance at these seminars will ensure that VICP and PICP staff are kept up-to-date on the latest developments of R&D projects and levy investment, while also providing opportunities for VICP and PICP staff to meet face-to-face with growers and industry members to discuss program activities and any issues and concerns facing these growers and the industry.

Horticulture Innovation Australia

Engagement goal: To ensure that communications are meeting the required standard and that stakeholders are satisfied that they are receiving value for levy investment, and to remain abreast of industry concerns.

Consultation meetings

As the service providers for this levy-funded project, senior VICP and PICP personnel will consult with representatives of Hort Innovation regularly to ensure that delivery of the project requirements is being performed to Hort Innovation's satisfaction. These consultations will include feedback and guidance on the communications material being produced by the VICP and PICP, with amendments or modifications made as is considered appropriate.

Senior VICP and PICP personnel will also communicate regularly with Hort Innovation staff throughout the life of the project for informal discussions on the direction of the program's communications.

Industry forums and seminars

VICP and PICP staff will attend relevant industry forums and seminars, including those coordinated by Hort Innovation. Attendance at these seminars will ensure that VICP and PICP staff are kept up-to-date on the latest developments of R&D projects and levy investment, as well as providing opportunities for VICP and PICP staff to meet face-to-face with growers, Hort Innovation staff and industry members to discuss program activities and any issues and concerns facing these growers and the industry.

State-based extension personnel, agronomists and consultants

Engagement goal: To ensure that outputs are helping extension personnel communicate the results of levy-funded R&D to growers and the industry, and to ensure that VICP and PICP staff remain informed about concerns or issues in the Australian vegetable and potato industries.

Consultation meetings

State-based extension personnel are a vital channel for the extension of the outcomes of levy-funded R&D to Australian vegetable and potato growers. As such, AUSVEG will conduct regular meetings with extension personnel throughout the year to engage with them and solicit feedback on the communications delivered by the program – specifically, on its suitability for their purposes, and any suggestions or advice they may have to improve the effectiveness of these communications in achieving the goals of the project.

These meetings will also allow VICP and PICP staff to communicate directly with industry participants with on-the-ground knowledge of industry concerns and issues facing growers. This exchange of information will allow VICP and PICP staff to develop relevant, timely communications for the benefit of the entire industry.

Given the geographical dispersal of these extension officers, the most effective way of conducting these meetings will be through teleconferencing. AUSVEG has the appropriate resources and administrative infrastructure to conduct these teleconferences.

These teleconferences be held quarterly and will include (where possible) state-based extension personnel, agronomist representatives and consultant representatives. Records will be kept of the participants in each consultation for reporting purposes.

Annual survey

As noted above, surveys have historically been a successful method of obtaining feedback on project activities from industry members. The VICP and PICP annual surveys will also be distributed to state-based extension personnel, agronomists and representatives from other industry organisations to receive their feedback on VICP and PICP activities and subsequently incorporate suggestions where appropriate.

Medium priority

Engagement with stakeholders in this category will include as-needed consultation and discussions involving VICP and PICP staff.

Service providers

Engagement goal: To ensure that communications about levy-funded projects are well-informed and accurately reflect their outcomes and results.

The R&D conducted by service providers for levy-funded projects and the outputs produced by these projects are central to the communications developed by the VICP and PICP.

Therefore, in line with the assessment of this group noted above, engagement with service providers will be limited to consulting with them to source material and information for communication. This will be undertaken on an as-needed basis during the production of VICP and PICP communications, including the *Weekly Update*, *Vegetables Australia*, *Potatoes Australia*, vegetable and potato *Grower Success Stories*, *Vegenotes*, *InfoVeg Radio* and *InfoVeg TV*.

Journalists

Engagement goal: To ensure that external communications are appropriate and relevant to a broader, non-industry audience.

Journalists are a valuable channel to help VICP and PICP communications reach a broader audience than the industry members and stakeholders to which AUSVEG can directly communicate. It is therefore important to maintain a good relationship with journalists and media organisations who report on the vegetable and potato industries (or the horticulture or agriculture industries).

For these purposes, engagement will centre on the distribution of communications such as media releases (as laid out in the communications strategy for the VICP and PICP), but will also include responses to media requests for information and other relationship-building as considered appropriate by VICP and PICP staff.

Low priority

Engagement with stakeholders in this category will be limited to communications or potential briefings by VICP and PICP staff.

Other industry members

Engagement goal: To inform other industry members about levy-funded R&D being undertaken in the vegetable and potato industries.

There is a wide range of other individuals and organisations who are involved in the Australian vegetable and potato industries, but who are not covered in any of the other stakeholder groups considered above. These other members include (but are not limited to) supply chain participants and members of State and Federal Government Departments. Where possible, AUSVEG will look to ensure these industry members receive the communications material produced by the VICP and PICP and are aware of the levy-funded R&D being undertaken in the Australian vegetable and potato industries. This will be covered further in the communications strategy for the VICP and PICP.

Researchers and academics

Engagement goal: To inform researchers and academics about levy-funded R&D being undertaken in the vegetable and potato industries.

It is important that researchers and academics who work in the vegetable, potato, horticulture or agriculture sectors – or may do so in the future – are aware of existing and ongoing R&D being undertaken to avoid duplication of work and wasted investment. Where possible, AUSVEG will therefore look to ensure they receive the communications material produced by the VICP and PICP. This will be covered further in the communications strategy for the VICP and PICP.

Measuring the effectiveness of stakeholder engagement

Health check/review

The VICP and PICP include proposals for a mid-term reviews, the details of which will be agreed upon between Hort Innovation and AUSVEG closer to the time of the reviews.

During this review, the VICP and PICP's stakeholder engagement efforts will be assessed to determine their strengths and weaknesses, and to identify any potential opportunities or threats to these efforts that may arise following the review period.

The overall effectiveness of the program's stakeholder engagement will also be assessed. To this end, AUSVEG will endeavour to track and record instances of engagement and any tangible results of this engagement, such as changes to internal practices, modifications to the format or delivery of communications materials, or any other amendments to the program's activities in response to key stakeholders. These records will be used to gauge the ongoing impact and value of the program's stakeholder engagement.

As the landscape of the Australian vegetable and potato industries may have changed in the period between the formulation of the programs' stakeholder engagement plans and the mid-term reviews, the plans will also be reviewed to identify any possible amendments or modifications that could be made to improve their effectiveness in directing engagement efforts.

Key questions to be considered at the time of these reviews could include:

- Are the core goals and concerns of stakeholders still accurately represented by the stakeholder matrix?
- Is the prioritisation of stakeholders in the stakeholder matrix still appropriate for the programs' goals?
- Do any changes need to be made to overall or specific engagement principles for particular stakeholder groups?

The engagement goals for each stakeholder group as listed in the stakeholder engagement plan (see above) will also be considered in these review.

Other potential aspects of a review of the VICP and PICP's stakeholder engagement work will be agreed to between Hort Innovation and AUSVEG.



The Vegetable and Potato Industry Communications Programs are funded by Horticulture Innovation Australia using the National Vegetable and Potato Levies and funds from the Australian Government.

**Horticulture
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POTATO INDUSTRY COMMUNICATIONS PROGRAM

(PT15007)

Monitoring and Evaluation Plan



This project has been funded by Hort Innovation, using the fresh potato industry research and development levies and contributions from the Australian Government.

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

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Purpose

The Monitoring and Evaluation Plan (M&E plan) for PT15007 Potato Industry Communications Program has been developed to evaluate the effectiveness, relevance and reach of the project following a recommendation from the Mid-Term review conducted by Clear Horizon. While previous M&E of the project has focused on the quality of the project outputs and meeting the contractual obligations between AUSVEG Ltd (the service provider) and Hort Innovation, this plan has a particular focus on ensuring effective evaluation of program outcomes in relation to the broader fresh potato research and development (R&D) levy investment landscape. This plan lays out the methodology of the continuous monitoring and evaluation feedback which will ensure the effective monitoring of project outputs in achieving the desired project outcomes.

Background

The Potato Industry Communications Program is a three year project funded by Hort Innovation using the Hort Innovation Fresh Potato Fund. The project commenced on 20 February 2016 and is due for completion on 20 February 2019. The project was an outputs-based project focusing on communicating levy-funded R&D outcomes to levy payers using a combination of traditional and online media. The outputs of the project included:

1. *Potatoes Australia* and *Grower Success Stories* publications
2. Weekly Update e-newsletter
3. Media relations
4. Social media
5. InfoVeg services (podcasts and videos)
6. Communications strategy and Stakeholder Engagement

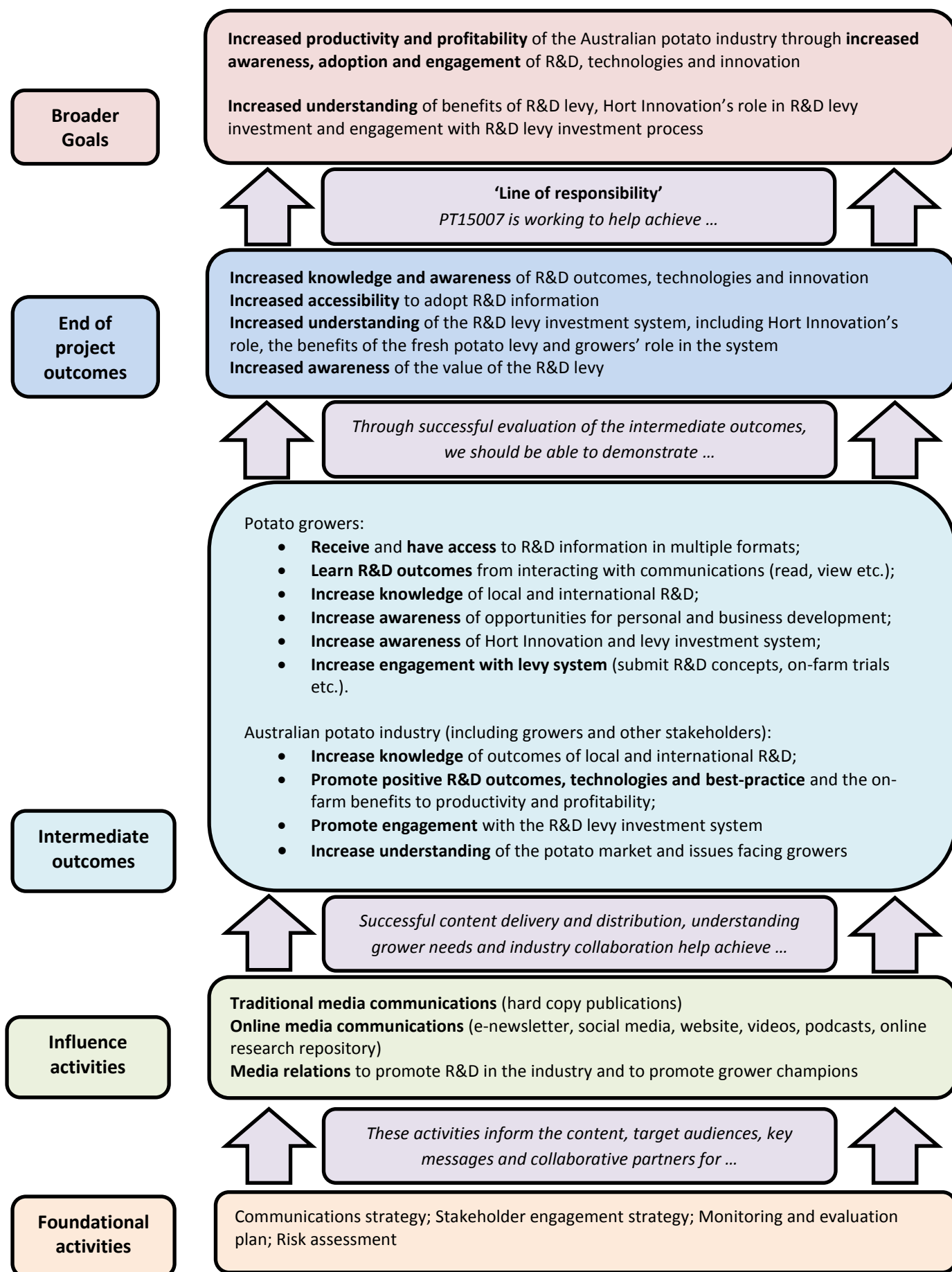
The program originally included a sub-program for economic activities for the potato industry, but following the Mid-Term review it was agreed by AUSVEG and Hort Innovation that this component of the program would provide more value to levy payers if it was separated from the communications program and re-scoped.

Scope

The M&E plan has been developed with the intent of:

- Measuring the success of the project against the contracted project evaluation metrics and its impact on achieving the desired industry outcomes;
- Ensuring accountability and best practice in measuring the success of PT15007; and
- Providing regular assessment and feedback on the ongoing success and legacy of the project, and opportunities to assess program design to successfully continue to deliver the current project and future communications projects.

Program logic



Project outputs

Activity	Output	KPI
Potatoes Australia magazine	Production of at least 15 R&D pages Production of at least 1 page on levy information Regional update Deadlines for publishing met Upload PA on website	At least 15 R&D pages per edition At least 1 levy page per edition (included in 15 R&D pages) Emphasis on R&D articles, including 'regional updates' in every edition 1 edition every 2 months All editions of PA available to access on AUSVEG website
E-newsletter	Distribution of E-newsletter One Potato industry news article Upload newsletter on AUSVEG website	50 Weekly Update e-newsletters per year A specific news item related to the potato industry in each edition, including weather/climate information from key areas including regions upload each edition of Weekly Update
Media relations	Monitor and collate media mentions (by project)	3 mentions per month related to levy-funded R&D
InfoVeg services	Regular Updates to InfoVeg portal Re-Development of InfoVeg database Removal of password restriction InfoVeg YouTube videos	Website redeveloped Password removed At least 50 views per edition
Social media	Annual social media strategy Content creation	Annual strategy produced At least 5 tweets per week on AUSVEG channel
Communications strategy / program evaluation	Annual Communications Strategy Logic Framework	Include trends, distribution data and impact where possible Ongoing logic framework to drive communications strategy and monitor success

Stakeholder Engagement	Annual Communications survey (phone, online or focus groups)	At least 80 respondents (combined Veg and Potato survey)
	Develop Stakeholder engagement Plan Regular communications with stakeholders	Stakeholder plan produced
Potato Grower Success Stories	Identify grower case studies Organise freelance journalists Commission freelance photographers Organise freelance designer	6 growers identified per edition Freelance journalists commissioned Freelance photographers commissioned Freelance designer commissioned

Project outcomes

Key evaluation questions

1. *Effectiveness*
 - a. How effective was the project in increasing knowledge and awareness of R&D outcomes, technologies and innovation?
 - b. How effective was the project in increasing the accessibility of R&D information?
 - c. How effective was the project in increasing the understanding of the R&D levy investment system, including Hort Innovation's role in levy investment?
 - d. How effective was the project in increasing awareness of the value of the fresh potato R&D levy?
2. *Sustainability*
 - a. Will the project have an enduring legacy regarding awareness and promotion of R&D, technologies and innovation in the potato industry?
3. *Reach*
 - a. Did the project reach all of the intended audiences, including growers, researchers, media and other industry stakeholders?

Monitoring and evaluation questions*Effectiveness*

1. How effective was the project in knowledge and awareness of R&D outcomes, technologies and innovation?
 - a. To what extent did Australian growers and the wider industry increase knowledge and awareness of R&D outcomes, technologies and innovation?
 - b. To what extent did Australian growers and the wider industry want to find out more information about R&D as a result of the communications from this program?
2. How effective was the project in increasing the accessibility of R&D information?
 - a. To what extent were Australian growers and the wider industry able to access R&D information?
3. How effective was the project in increasing the understanding of the R&D levy investment system, including Hort Innovation's role in levy investment?
 - a. To what extent did Australian growers increase their understanding of the R&D levy system?
 - b. To what extent did Australian growers increase their awareness of Hort Innovation's role in R&D levy investment?
4. How effective was the project in increasing awareness of the value of the fresh potato R&D levy?
 - a. To what extent did Australian growers understand the value of fresh potato R&D levy investments for their businesses and the wider industry?

Sustainability

5. Will the project have an enduring legacy regarding awareness and promotion of R&D, technologies and innovation in the potato industry?
 - a. What was the legacy of the project – was there ongoing practice change in how industry seeks and receives R&D as a result of the promotion of R&D outcomes communicated through PT15007?

Reach

6. Did the project reach all of the intended audiences, including growers, researchers, media and other industry stakeholders?
 - a. To what extent did the project reach its intended audiences?

Evaluation plan

Question
1. To what extent did Australian growers and the wider industry increase knowledge and awareness of R&D outcomes, technologies and innovation?
2. To what extent did Australian growers and the wider industry want to find out more information about R&D as a result of the communications from this program?
3. To what extent were Australian growers and the wider industry able to access R&D information?
4. To what extent did Australian growers increase their understanding of the R&D levy investment system?
5. To what extent did Australian growers increase their awareness of Hort Innovation's role in R&D levy investment?
6. To what extent did Australian growers understand the value of fresh potato R&D levy investments for their businesses and the wider industry?
7. What was the legacy of the project – was there practice change in the industry as a result of the promotion of R&D outcomes communicated through PT15007?
8. To what extent did the project reach its intended audiences?

Methods	When/How
Annual online survey Questions 1, 2, 3, 4, 5, 6, 7, 8	Annual
Stakeholder Engagement Committee Questions 1, 2, 3, 4, 5, 6, 7, 8	Quarterly
Stakeholder consultation Questions 1, 2, 3, 4, 5, 6, 7, 8	Ongoing
Data collection (incl media monitoring, web analytics) Questions 1, 2, 3, 8	Ongoing
Milestone reporting – through the above evaluation methods Questions 1, 2, 3, 4, 5, 6, 7, 8	Biannually