

Final Report

Communicating with the Australian Table Grape Industry

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Project:

Communicating with the Australian Table Grape Industry – TG15008

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Summary

Background

The project was implemented across 3 years from May 2016 to April 2019. The Australian Table Grape Association (ATGA) Communications Manager, Rowena Norris (May 2016 to August 2017) and subsequently Rebecca Wells (August 2017 to April 2019) were the designated industry representative and tasked with implementation of the project.

In the years preceding this project, the ATGA had had an *Industry Needs Assessment* undertaken and a review by Currie Communications. These both identified the importance of having ATGA delivering the project. In this instance an ATGA employee has greater capacity to be a primary link to all key stakeholders. This is critical because it enables a two way platform for access and delivery to key information. As proven by the success of this project, the ATGA is the cornerstone that enables a high level of communication to table grape levy payers and other key stakeholders.

Objectives

The objective of the project *Communicating with the Australian Table Grape Industry - TG15008*, was to maintain and improve communication to all sectors of the Australian table grape industry. While the project's communication objectives had a primary focus on levy payers, the project aims to communicate with all sectors of the industry. The target audience includes growers, service and support services of the industry, associated businesses, federal and state government departments and associated agencies.

There were five main objectives underlining this project. They were:

- 1 To facilitate the effective and efficient communication between all participants within the table grape industry, either as individuals or as members of participant groups.
- 2 To assist industry managers to provide reliable and timely access to information.
- 3 To identify communication methods that enhance the potential for research outcomes to be adopted.
- 4 To identify communication links that support the industry through changes associated with global competition.
- 5 To define a communication method through which members of the public can access information about the industry.

The project was successful in meeting all five objectives of the project. See the table below.

Objective	
1	This was achieved through the outputs of emails directly to individuals, <i>The Vine</i> magazine, the eNewsletter <i>Pick of the bunch</i> , the ATGA website and ATGA social media platforms.
2	The introduction of an eNewsletter compliments <i>The Vine</i> magazine and assists with further providing reliable information in a timely manner.
	Further to this, emails are sent directly to key stakeholders. The website and social media platforms are also touch points for timely information.
3	The introduction of an eNewsletter was seen as a communication tool that would enhance potential for research outcomes. As the newsletter is electronic, it can link to websites, articles and further information when readers click on a link. This broadens the audiences knowledge base, consideration of and application of new ideas.
	The eNewsletter and <i>The Vine</i> magazine can also be used in tandem together to highlight content and engage stakeholders. An example of this is <i>The Vine</i> magazine survey which was promoted through both platforms. There are also other examples of key information that was highlighted between the two platforms or provided further information in follow up. A recent example of this was the article that appeared in <i>The Vine</i> magazine about the Bureau of Meteorology, with a follow up article, link to a clip and document in the eNewsletter.
	As an outcome of <i>The Vine</i> Readership survey, the editorial committee adapted a more strategic use of Hort Innovation logos to promote research and development to readers.
4	Identified communication links that support sourcing content that supports the industry to understand changes associated with global competition include updates and newsletters from other organisations, media output of various publications in print, radio and electronic formats, establishing and maintaining relationships with key stakeholders inside and outside of the industry.
5	There are many methods through which members of the public can access information about the industry. This includes directly contacting the ATGA through the ATGA website, phoning or emailing the organisation. Or sending a direct message via social media platforms or commenting on a social media post.
	Members of the public can easily access information on the ATGA website.
	Members of the public can access industry information through the ATGA Facebook, Twitter and LinkedIn platforms.
	Members of the public can subscribe to the eNewsletter <i>Pick of the bunch</i>

Hort Innovation Strategic Plans

Communications was ranked as a high priority in the Hort Innovation Table Grape Industry Strategic Investment Plan (2012-17) and is also ranked as a high priority in the current Table Grape Strategic Investment Plan (2017-2021).

These plans both listed a key object directly related to communication. In the 2012-17 plan Objective 4 was to *Provide an enabling operating environment (skills and communication) to improve industry stakeholder participation and awareness of industry programs - to enhance skills and capacity to support current and future industry needs and to facilitate the two way flow of information through the value chain.*

In the 2017-21 plan Objective 4 was to *Improve capacity across the industry to implement in improvements in supply and quality.* (See Table 1 below.) Read further about *Outcomes* on page 17.

The communication objectives were previously ranked as a high priority by the (former) Industry Advisory Committee, whom determined the primary focus would be the provision of a broad range of timely information to table grape industry stakeholders and interested parties. The current table grape SAIP committee also rank communications to the industry and key stakeholders as a high priority.

Table 1 – Table Grape Strategic Investment Plan 2017 -2021, p. 31

SECTION 4: TABLE GRAPE INDUSTRY MONITORING AND EVALUATION

Outcomes	Strategies	KPIs	Data collection methods and sources
OUTCOME 4: Improved capability across the industry to implement improvements in supply and quality	4.1 Enhance skills and capacity to support current and future industry needs – permanent and casual	<ol style="list-style-type: none"> 1. Targets for industry skills and capability 2. Attendance at extension events and level of satisfaction 3. Change in KASA (knowledge, attitudes, skills and aspirations) as a result of attending extension/training events 4. Access to and take-up of leadership and professional development programs, including internships 5. Number of growers undertaking export registrations 6. Ability to access skilled staff 	<ul style="list-style-type: none"> • Grower/industry survey • Number of supported positions • Number of export registrations • Grower/industry surveys
	4.2 Ensure growers and other members of the value chain are fully aware of industry developments (through communication channels such as <i>The Vine</i> magazine, ATGA website, e-newsletters and social media)	<ol style="list-style-type: none"> 1. Communication plan developed and successfully implemented 2. Increased confidence of growers in the positioning of the Australian table grape industry and access to information on best practice/R&D outcomes 3. Majority of producers are satisfied or very satisfied with their knowledge of industry developments about this SIP 	<ul style="list-style-type: none"> • Communication research reports and M&E • Grower/industry surveys • Grower surveys

The Australian table grape industry communication strategies continue to play a key role in the industry's adoption of world's best practices, implementation and consideration of new technology and practices, positively supporting the industry levy payers and Hort Innovation, research and development entities, and participants of the industry to make better business decisions. See Appendix S - *The Vine Readership survey* report which clearly supports this assertion.

There continues opportunities for strengthening and growth associated with the continued development and use of standard communication platforms, including an ATGA website, ATGA Facebook, ATGA Twitter and ATGA LinkedIn. Social media channels can be used to push recipients through to content housed on the website or like information centres.

With the rise of social media, target audiences have high expectations about organisational presence on such platforms and the quality of the content they receive on. Since the commission of this project, the communications industry has seen a significant rise in the expectation and use of receiving content not only visually through images but through the use of clips.

However, as also noted in *The Vine Readership report* (Appendix S) the use of electronic and 'newer' communication platforms need to be balanced with and complement traditional communication mediums. There is still a requirement for the availability of hard copy/print materials like *The Vine* magazine. The ATGA supports a range of information sources and dissemination methods to ensure multiple touch points to access to information.

Recommendations

At project end, the ATGA is able to put forward a number of recommendations. These recommendations are supported by the data collected in *The Vine Readership survey* and the in-depth data collection of communication activities.

The Vine Readership survey report (See Appendix S) which details data that supports the following recommendations in relation to *The Vine* magazine, including:

- *The Vine* magazine continues to have a print version of each edition
- That *The Vine* magazine remains a joint publication with Dried Fruits Australia (DFA)
- That in conjunction with DFA, the ATGA undertake a redesign of the publication and review of the operations of publication.
- That a review includes scoping the costings and process for implementation of an online (flipbook) version of *The Vine* publication, to complement the print version and allow for future transitioning to an online environment.

(An online version of *The Vine* magazine has the potential to introduce a paid subscription and create further income for the publication.)

A critical success factor in this project is the emphasis of ATGA as the role of knowledge broker. As a knowledge broker the ATGA interpret, adapt and shape content into forms more appropriate for each target audience and platform. We also work with communication professionals from other organisations, Hort Innovation projects and the media to disseminate content. An essential part of this project is the ability to provide linkages and facilitate access to information, through a range of mediums. In addition to the current project activities and to enable enhanced application and deliver of

them, the ATGA has the following recommendations to strengthen the next communications project:

- A new website for ATGA
- Redevelopment of content and images for a new website
- Development of a photo/clip library
- Development of further governance framework around communications
- Invest in additional tools, resources and subscriptions
- Increase the hours of the role of Communications Manager to enable better quality, more frequent, and what would be considered standard of communications outputs for an organisations, including maintenance and updating the website, maintenance and growth of social media channels (Facebook, Twitter & LinkedIn), coordination of photos shoots, eNewsletter preparation and delivery, more time to produce enhanced content for The Vine magazine and increase the output of media releases.

Keywords

Australian Table Grape Association; ATGA; table grapes; australiangrapes; The Vine magazine; Pick of the bunch; Jeff Scott; AustralianTableGrapeAssociaton;

Introduction

Effective communication and industry knowledge play a vital role in ensuring growers have the information and tools available to make critical decisions. While the industry is geographically widespread, all participants within the industry must be provided the same opportunities to either gain or contribute information to the industry. This two-way flow of information is essential to the future of the Australian table grape industry.

The Australian table grape industry is vibrant and has a solid communication strategy which continues to play a key role in the industry adopting world's best technology, positively supporting the industry levy payers and Hort Innovation, research and development entities, and participants of the industry to make better business decisions.

The objective of this project is to maintain and improve communication to all sectors of the Australian table grape industry. While the project's communication objectives will have a primary focus on levy payers, the project aims to communicate with all sectors of the industry. The target audience therefore consists of members from several sectors of the table grape industry and supply chain including growers, local, federal and state government departments, research agencies and consultants, trained crop monitors, exporters and associated viticultural agencies.

It is well recognised that there are varying degrees of capability and capacity within the table grape industry. Many have adopted new technology to grow their businesses; while others have been slower in making such changes. For some, English is the second spoken language which is a significant consideration when planning communication activities and events.

Through the various platforms and channels of communication, the ATGA is delivering the latest information, on a timely basis to all stakeholders of the table grape industry, including levy payers, government agencies, crop monitors, marketers, distributors, exporters and other interested parties.

The levy payers have benefited by being informed on current industry issues and how their levy funds are being allocated and spent on beneficial outcomes for their industry. Examples of communication outcomes can be seen in the Appendix section of the report.

Communication of information enables levy payers to be more informed and to be able to investigate the latest research and technology to improve growing practices, have an understanding of their requirements for market access for exports to various protocol countries, compliance requirements (e.g. labelling, HARPS, Heavy Vehicle Regulations) and know what promotional activities are taking place on a domestic and international basis.

Without this communication the levy payers would not be able to comply with the requirements of the protocol countries they intend to export to. This has been achieved via the production of *The Vine* magazine, e-Newsletters, industry forum/ workshops, social media engagement and daily communication with levy payers.

The website keeps growers and stakeholders informed of the latest current news and events within the table grape industry.

The strategy by which this project was delivered was tailored to ensure the target audience could access the same information by a number of resources and mediums. Offering a range of resources such as *The Vine* magazine; ATGA website www.australiangrapes.com.au; Horticulture Industry Network website; our eNewsletter *Pick of the bunch*; information sessions; Facebook; Twitter; LinkedIn and direct email and/or phone communication ensures the Australian Table Grape Association (ATGA) is able to provide sound communication in a timely and effective manner to all audience members.

The ATGA is well positioned to undertake future industry communications as it has developed a strong strategy and templates for communications activities. The ATGA has a 12-month Communications Plan which details the full list of communication activities, including the timeline of when these activities should occur. The plan is updated and adjusted as needs be as the year progresses. (See Appendix A & Appendix B)

As the ATGA does not employ an Industry Development Officer (IDO), the role of the Communications Manager is vital towards cementing solid relationships with growers and industry stakeholders. TG15008 follows on from the previous communications projects TG11000 and TG08001.

The table grape industry continues to evolve and grow as new varieties enter the market and access to markets open the door to opportunities, enabling access to a wider potential pool of consumers, through Free Trade Agreements and the demand for a “cleaner and greener” product.

The successful implementation of this project has been essential in the growth of the industry. The industry has been cohesive in approaching export market access, improvement and maintenance as a priority, essential for its growth. The strength of the industry, which is its ability to appropriately respond to export issues and opportunities is clearly demonstrated through the substantial outcomes achieved in this project.

Methodology

The Communications Manager was tasked with producing the determined deliverables for the project. These were established in firstly tendering for the project, and then secondly after confirmation of project allocation.

From January 2018 and January 2019, the ATGA implemented a 12 month Communication Plan. This plan scheduled all the known deliverables for the coming year. The plan became a timetable for delivery of content. This included media releases, content for *The Vine* magazine, social media content, website content and maintenance and eNewsletter content. (See Appendix A and Appendix B)

End of project deliverables and use of platforms included:

- ATGA website
- ATGA Facebook
- ATGA Twitter
- ATGA LinkedIn
- ATGA eNewsletter *Pick of the bunch*
- ATGA joint quarterly publication - *The Vine* magazine
- Email communications
- *The Vine* readership survey

From late 2017, the ATGA progressively set in place a frame work to gather data through analytical tools for various communication platforms.

Platform	Data collected from
Website	Google Analytics & Word Press analytics
Facebook	Facebook analytics
Twitter	Twitter analytics
LinkedIn	LinkedIn analytics
eNewsletter	Mail Chimp
The Vine magazine	SurveyMonkey

Outputs

Outputs of the project are listed in the table below. Detailed are the determined deliverables of the project, with a name of the output, a description of the output, the target audience and the frequency or distribution details.

Activity	Description	Target Audience	Frequency & Distribution
<p><i>The Vine</i> magazine</p> <p>See Appendix D for further information.</p>	<p>Quarterly publication to communicate project results and funding activities which benefit growers and levy payers.</p> <p>While the target audience are the Australian table grape growers, we cater to the broader supply chain and key industry stakeholders throughout Australia and overseas.</p> <p>Format: A4 booklet, approx 36-40 pages per edition. On average, a minimum of 24 pages per edition would cover R&D and Marketing initiatives and relative communications. Regular updates from HIA, PHA, Biosecurity Australia, HIN (Vic DPI) and Fruit Fly researchers are included in each edition.</p> <p>No agri-political content is included in this publication.</p>	<p>Levy Payers Research Partners Government Agri-chemical Suppliers Agronomists Crop Monitors Corporate Growers Exporters</p>	<p>Quarterly publication, editions completed annually as follows:</p> <p>4 x editions for 2016 4 x editions for 2017 4 x editions for 2018 2 x editions for 2019</p> <p>The magazine is distributed by postal service to industry stakeholders and growers and is also made publicly available via the ATGA website as a PDF.</p> <p>Click here to view.</p> <p>COMPLETED FOR EACH PUBLISHED EDITION</p>
<p>Emails</p> <p>See Appendix N.</p>	<p>Emails are primarily distributed to ATGA growers, exporters and crop monitors. Contains critical information and issues arise.</p>	<p>Levy Payers Exporters Crop Monitors</p>	<p>Emails are circulated by the CEO as required when critical information is required to be distributed to growers and exporters. Generally circulated weekly and more often during the peak export season.</p> <p>COMPLETED</p>
<p>E-Newsletter</p> <p>See Appendix L and Appendix M.</p>	<p>The E-Newsletter <i>Pick of the bunch</i> is distributed to ATGA growers, government, exporters, researcher partners and crop monitors. This communication tool allows ATGA to communicate information between editions of <i>The Vine</i> Magazine.</p>	<p>Growers Research Partners Government Crop Monitors Corporate Exporters</p>	<p>Since the eNewsletter was first sent out in December 2017, it has been sent out 14 times.</p> <p>The eNewsletter is put together using the Mail Chimp platform. The platform enables ATGA to monitor the effectiveness and engagement of subscribers.</p>

Activity	Description	Target Audience	Frequency & Distribution
	<p>ATGA now uses the Mail Chimp platform to distribute the E-Newsletter.</p> <p>The newsletter uses visual cues to signal topics of information. For example, the beginning of the newsletter has a picture of parliament house. The topic listed in most often a federal government related issue. Labour hire is flagged with a picture of a working in table grape vines, heavy vehicles are flagged through the use of picture of trucks, air freight through a picture of a plane, the Bureau of Meteorology update uses images of clouds and sky to flag the weather update.</p> <p>See examples of these in Appendix C</p>		<p>The platform also gives an indication of the geographical locations that the eNewsletter is opened. Mail Chimp shows that this is not only across Australia, but the world. From the data gathered it is inferred that subscribers can be travelling overseas when they open it.</p> <p>Click here to view current and past editions of the newsletter.</p>
<p>ATGA Website</p> <p>See Appendix E and Appendix R.</p>	<p>www.australiangrapes.com.au</p> <p>Regular updating of information for growers and the public.</p> <p>General updates include loading the latest edition of <i>The Vine</i> magazine, ATGA Media Releases, Marketing brochures, industry photos, export registration data / information.</p> <p>Google Analytics is used to monitor engagement with the ATGA website.</p>	<p>Levy Payers Research Partners Government Agri-chemical Suppliers Agronomists Crop Monitors Corporate Growers Exporters</p>	<p>The Vine is uploaded quarterly.</p> <p>ATGA Media Releases are uploaded when issued.</p> <p>Export Registration information is regularly updated between July and March.</p> <p>Website is maintained fortnightly. This includes observation to the "Contact Us" section which receives direct queries / requests from the public.</p>
<p>Social Media</p> <ul style="list-style-type: none"> - Facebook - Twitter - LinkedIn <p>See Appendix F, Appendix G, Appendix H, Appendix I, Appendix J and Appendix K.</p>	<p>Social Media - These communication platforms has seen growth in the past 18 months but requires consist work to maintain the engagement.</p> <p>Posts are targeting growers, however many industry participants such as consultants and agronomists regularly engage with the</p>	<p>Growers Agri-Chemical Suppliers Research Partners Government Crop Monitors Corporate Growers Exporters</p>	<p>PEAK SEASON (Harvest): December to May Updates can be quite frequent, weekly or daily.</p> <p>MID SEASON: June to August Updates will be less frequent due to growers winding down from Harvest. Posts on average will be shared fortnightly and be focused on the</p>

Activity	Description	Target Audience	Frequency & Distribution
	<p>platforms. As these are public platforms, we are mindful of the content being made available.</p> <p>Content generally includes updates from around the globe relating to new technology; irrigation; grant funding; packaging; and events.</p>		<p>export season results and global commodity updates from Fresh Plaza and other media sources.</p> <p>EXPORT SEASON: September to November Updates will generally take place on a weekly or fortnightly basis due to growers being focused on their export registrations and Government audits.</p> <p>ATGA monitor the engagement of their social media channels/platforms through Facebook, Twitter and LinkedIn Analytics data.</p>
<p>Media Releases See Appendix O.</p>	<p>Media releases are sent out via an extensive media distribution list. As the ATGA are a national peak body, releases to have the potential to reach a wide audience across the country.</p> <p>Once the releases are on the website, they are also used in social media posts to push people through to the ATGA website.</p>	<p>Media outlets (print, radio, newsletters)</p> <p>Levy Payers Growers Research Partners Government Corporate Exporters</p>	<p>Over the 3-year period of the project there have been 27 media releases.</p> <p>Click here to view the media releases.</p>
<p>Hort Innovation Reports/updates/events and information.</p>	<p>ATGA disseminate Hort Innovation information through a variety of channels.</p> <p>This includes <i>The Vine</i> magazine, ATGA website, E-Newsletter, emails and social media.</p> <p>This makes the information available Levy payers, growers and other key stakeholders.</p> <p>ATGA where possible also link directly to or make available to download Hort Innovation directly.</p>	<p>Levy Payers Growers Research Partners Government Crop Monitors Corporate Exporters</p>	<p>ATGA distribute information via all communications channels as when information is distributed by Hort Innovation. Examples include strategic planning workshops, annual report, professional development opportunities and board nominations.</p>
<p>Levy payer forums, seminar/workshops (3 forums & 1 field day per year)</p>	<p>Over the course of the project, ATGA has held many grower forums, workshops and field days.</p>	<p>Growers Agri-Chemical Suppliers</p>	<p>A list of these can be found in Appendix Q.</p>

Activity	Description	Target Audience	Frequency & Distribution
See Appendix Q.	These connect growers with industry specific information. Examples of this include workshops on Export registration, R&D projects and fruit fly.	Research Partners Crop Monitors Exporters	
Communication with levy payers, Hort Innovation, R&D entities and industry stakeholders, including government authorities on information requirements.	Each of the outputs above list the target audiences that ATGA have communicated with through our various channels.	Levy Payers Growers Hort Innovation Agri-Chemical Suppliers Research Partners Government Crop Monitors Corporate Exporters	As and when scheduled or required. For example, the eNewsletter comes out most months, The Vine magazine comes out quarterly, emails when required, social media as required.

Outcomes

Through the various platforms and channels of communication, the ATGA is delivering the latest information, on a timely basis to all stakeholders of the table grape industry, including levy payers, government agencies, crop monitors, marketers, distributors, exporters and other key stakeholders and interested parties.

The levy payers benefit by being informed on current industry issues and how their levy funds are being allocated and spent on beneficial outcomes for their industry. Examples of such communication can be seen in the *Outputs* listings provided in the sections in previous pages.

Communication of information enables levy payers to be more informed and to be able to investigate the latest research and technology to improve growing practices, have an understanding of their requirements for market access for exports to various protocol countries, compliance requirements and know what promotional activities are taking place on a domestic and international basis.

Facebook

As previously reported, ATGA has reviewed all the settings of our Australian Table Grape Association Facebook page and has made several changes. This includes verifying the page, activating our preferred page audience settings by adding in geo-targeting in the settings for areas that our growers live in and has again continued to like other relevant Facebook pages. This will further assist in sharing and highlighting content relevant to the ATGA audience and assist to ensure they see the content.

ATGA subscribes to various organisational and government online newsletters, which are monitored daily for any articles which may be deemed relevant for Australian table grape growers and industry stakeholders. Relevant articles and updates are subsequently shared via Facebook and/or Twitter, the ATGA e-Newsletter and in some cases linked to the ATGA website when required.

eNewsletter

ATGA continues to send out a monthly eNewsletter *Pick of the bunch* through the platform Mail Chimp. The eNewsletter has articles that have links through to the ATGA website, online publications, news items and government and agency information where possible.

As previously reported, the first issue was sent out in late December 2017 and has been followed up with issues in February, March, April, May, June, July, August, September, October, November 2018 and February, March and April 2019. See the Appendix L and Appendix M for metrics and topics reported in this eNewsletter.

Subscribers to the eNewsletter *Pick of the Bunch* can Unsubscribe from the it at any time.

The e-Newsletter content is information or news of a 'non-commercial in confidence' nature. Any commercial in-confidence or industry sensitive information is distributed through email to appropriate defined target audiences.

As previously reported, the eNewsletter now has a page on the ATGA website from which interested parties can be directed to or sent a link which enables them to subscribe to the eNewsletter. Once a new subscriber receives their first eNewsletter, they can choose to also view it online, which gives access to previous issues of the newsletter.

Security and spam measures have been included in signing up for the eNewsletter. This includes interested parties having to click on images and tick they are not a robot. The following images which illustrate this process.

Issue Details

The breath of industries that subscribers come from has grown since the eNewsletter was established. The metrics from Mail Chimp indicate subscribers that have selected the following categories to best describe them: grower, exporter, media, service industry, agent, researcher and other (board member from another industry). Further to this, those that have selected the category of 'other' have described themselves as Agricultural Investment firm, Professor of Viticulture from Portugal, machinery supplier, recent masters graduate in soil science and plant

nutrition, Dept Ag & Water Resources, Hort Innovation, trellis systems, consultant, training provider, university representative and Citrus Australia.

Mail Chimp also provides detailed reporting back on each campaign. See Appendix L and M.

Since inception of the eNewsletter, its template has had much refinement and some conventions set up regarding font, size of text, colour of text, headers for the stories and order of the stories that appear in it. Through engagement in individual links, stories, click throughs and opens, it has been established that our key target audience prefer to have the information in front of them to read and are only likely to click through to further read information if it is a highly critical matter for their business. An example of the is the work protocols for exporting. This has lead to providing greater text in the eNewsletter than would be found in industry standard equivalents.

As can be seen from the data in the See Appendix L and M. The e-Newsletter has a high opening and ‘click on link’ rate. Please note the *Percentage of Unique Openings* for a first time send in December was 58.7%, in comparison with an industry opening rate (Agriculture and Food Services) of 13.1%. The table below shows the overall subscriber opening rate.

Month	Percentage newsletter opened
December 17	74.20%
February 18	68.64%
March 18	58.80%
April 18	65.00%
May 18	70.45%
June 18	68.83%
July 18	66.50%
August 18	63.90%
September 18	65.59%
October 18	59.86%
November 18	64.10%
February 19	66.74%
March 19	60.72%
April 19	Data not available at time of writing report.

The issues were released and re-released to subscribers on the following dates. The re-send was to subscribers who had not opened it the first time it was sent out.

Issue No.	Date sent & resent
1 – December 17	21 December 2017
	23 January 2018 (resent)
2 - February 18	28 February 2018
	5 March 2018 (resent)
3 – March 18	27 March 2018
	2 April 2018 (resent)
4 – April 18	26 April 2018
	29 April 2018
5 – May 18	29 May 2018
	4 June 2018 (resent)
6 – June 18	30 June 2018
	7 July 2018 (resent)
7 – July 18	30 July 2018
	8 August 2018 (resent)
8 – August 18	29 August 2018
	4 September 2018 (resent)
9 – September 18	30 September 2018
	9 October 2018 (resent)
10 – October 18	31 October 2018
	5 November 2018 (resent)
11 – November 18	30 November 2018
	10 December 2018 (resent)
12 – February 19	2 March 2019
	11 March 2019 (resent)
13 – March 19	31 March 2019
	8 April 2019 (resent)
14 – April 19	30 April 2019
	Data not available at time of writing report (resent)

Each edition has a CEO introduction, a weather section, industry news from around the globe, state governments and federal government information relevant to levy payers, Hort Innovation updates and links to information. Other content provided in the e-Newsletter varies each issue. See the list of content that appeared in each issue can be seen in Appendix L.

Twitter

The ATGA logo as a profile picture on the ATGA twitter account gives a clearer and more immediate recognition to other twitter users of who the account belongs to.

In line with previous reports, the ATGA continues to see stronger engagement with the ATGA tweet account from other organisation’s and individuals. This includes links and retweets from organisation’s like Foundation for Region and Rural Renewal, Growcom, Good Fruit and Veg, Department of Agriculture and Water and Hort Innovation. Further to this organisations continue to tag us in their tweets. Journalists are now also liking and retweeting our tweets.

Further information about *Outcomes* of the project can be viewed in the *Monitoring and Evaluation* section of the report. See from page 21.

Levy Production Forums

ATGA hosted sessions for Levy payers throughout the project.

These sessions presented information of world’s best technical table grape production knowledge, critical industry research, development and other relevant information.

Further to this we have helped facilitate invitations for levy payers to specific organisational events. Examples of this include the workshop on Hort Innovation's Strategic Plan, fruit fly AWM road show events, post hail management and the Bureau of Meteorology's meeting about the location of a new radar in North West Victoria. See Appendix Q for further documentation.

Date	Location	Topic
2016		R&D
2016	Irymple	Export registration
2016	Euston	Export registration
2016	Brisbane	Export registration
2016	Perth	Export registration
24 October 2016	Irymple	Fruit fly workshop
25 October 2016	Euston	Fruit fly workshop
1 February 2017	Mildura	R&D - spray applications
2017		R&D

2017		R&D
2017	Irymple	Export registration
2017	Euston	Export registration
2017	Brisbane	Export registration
2017	Perth	Export registration
29 November 2017	Irymple	R&D
30 November 2017	Euston	R&D
6 March 2018	Euston	R&D
7 March 2018	Irymple	R&D
24 May 2018	Euston	R&D
25 May 2018	Irymple	R&D
3 June 2018	Euston	R&D
4 June 2018	Irymple	R&D
3 July 2018	Euston	R&D
15 August 2018	Euston	Export registration
16 August 2018	Irymple	Export registration
22 August 2018	Brisbane	Export registration
24 August	Perth	Export registration
18 October 2018	Irymple	Fruit fly - grower feedback
19 October 2018	Swan Hill	Fruit fly - grower feedback
10 December 2018		Fruit fly
January 2019		Fruit Fly
1 May 2019	Woorinen	Fruit fly spraying
1 May 2019	Tooleybuc	Fruit fly spraying
2 May 2019	Euston	Fruit fly spraying
2 May 2019	Cardross	Fruit fly spraying
3 May 2019	Yelta	Fruit fly spraying
3 May 2019	Colignan	Fruit fly spraying

<p>Levy payer forums, seminar/workshops (3 forums & 1 field day per year) See Appendix Q.</p>	<p>Over the course of the project, ATGA has held many grower forums, workshops and field days. These connect growers with industry specific information. Examples of this include</p>	<p>Growers Agri-Chemical Suppliers Research Partners Crop Monitors Exporters</p>	<p>A list of these can be found in Appendix Q.</p>
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	workshops on Export registration, R&D projects and fruit fly.		
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Monitoring and evaluation

Successful delivery of the five project objectives are supported through the engagement of the determined deliverables, monitoring and evaluation of data collected through analytics. The ATGA for last year and a half of the project has had 12 Communication Plan of scheduled outputs. See Appendix A & B.

Further to this a specific survey was undertaken of *The Vine* readership to establish the effectiveness of this communication tool.

Objectives

There were five main objectives underlining this communications project. They were:

- 1 To facilitate the effective and efficient communication between all participants within the table grape industry, either as individuals or as members of participant groups
- 2 To assist industry managers to provide reliable and timely access to information
- 3 To identify communication methods that enhance the potential for research outcomes to be adopted
- 4 To identify communication links that support the industry through changes associated with global Competition
- 5 To define a communication method through which members of the public can access information about the industry.

The project was successful in meeting all five objectives of the project. See details in below outlining examples of success.

Objective	
1	This was achieved through the outputs of emails directly to individuals, <i>The Vine</i> magazine, the eNewsletter <i>Pick of the bunch</i> , the ATGA website and ATGA social media platforms.
2	The introduction of an eNewsletter <i>Pick of the bunch</i> compliments <i>The Vine</i> magazine and assists with further providing reliable information in a timely manner.
	Further to this, emails are sent directly to key stakeholders. The website and social media platforms are also touch points for timely information.
3	The introduction of an eNewsletter was seen as a communication tool that would to enhance potential for research outcomes. As the newsletter is electronic, it can link to websites, articles and further information when readers click on a link. This broadens the audiences knowledge base, consideration of and implementation of ideas and research.
	The eNewsletter and <i>The Vine</i> magazine can also be used in tandem together to highlight content and engage stakeholders. An example of this is <i>The Vine</i> magazine survey which was promoted through both platforms. There are also other examples of key information that was highlighted between the two platforms or provided further information in follow up. A recent example of this was the article that appeared in <i>The Vine</i> magazine about the Bureau of Meteorology, with a follow up article, link to a clip and document in the eNewsletter.
	As an outcome of <i>The Vine</i> Readership survey, the editorial committee adapted a more strategic use of Hort Innovation logos to promote research and development to readers.
4	Identified communication links that support sourcing content that supports the industry to understand changes associated with global competition include updates and newsletters from other organisations, media output of various publication in print, radio and electronic formats, establishing and maintaining relationships with key stakeholders inside and outside of the industry.
5	There are many methods through which members of the public can access information about the industry. This includes directly contacting the ATGA through the ATGA website, phoning or emailing the organisation or through the ATGA social media platforms.
	Members of the public can easily access information on the ATGA website.
	Members of the public can access industry information through the ATGA Facebook, Twitter and LinkedIn platforms.
	Members of the public can subscribe to the eNewsletter <i>Pick of the bunch</i>

Key evaluation questions

Data to evaluate the effectiveness of ATGA communications is sourced from a range of analytic tools. See below for a listing of these tools. For a full list of key analytics for ATGA communication platforms see Appendix F to M and Appendix R and Appendix S.

Platform	Data collected from	Achievements
Website	Google Analytics & Word Press	<p>The use of social media as a referrer to the website has increased significant since November 2017. It is now a regular top three referrer.</p> <p>The number of return visitors % has remained constant, usually between 12% and 14%. There was a low of 11% and a high of 29%. There was a notable increase between August 2017 to January 2018.</p>

		The tools and resource table grape fact sheet page has remained the top visited page since Google Analytics was implemented. Duration of visits has run between 1 minutes and 7 seconds to high of 1 minute 52 seconds.
Facebook	Facebook analytics	From when data was recorded an engagement percentage low of 3.10% in July 2017 to high of 25.20% in October 2018. * Organic reach has changed significantly due to review of FB settings but conversely engagement has grown significantly, and followers have remained constant.
Twitter	Twitter analytics	A following of 705 in November 2017 to an increase of 830 in March 2019. Examples of impressions - 4,369 for ATGA trade seminars, 7,192 The Vine magazine, WLA Scholarship 2,173, National Heavy Vehicle workshop 3,197, CEO Jeff Scott radio interview 2,686,
LinkedIn	LinkedIn analytics	Since the company page was established in January 2018, followers have increased over 350%. Engagement has rise from 3.73% to 18.59%.
eNewsletter	Mail Chimp	The eNewsletter has had a growth of 242% since the first issue with 183 successful delivers in December 2017 to 443 in March 2019. The eNewsletter has had an opening rate low of 60.72% and high of 74.20%. This is significantly above the industry (Agriculture and Food Services between 13.1% and 15.7%) percentage.
The Vine magazine	SurveyMonkey	Key results Key results included the following: <ul style="list-style-type: none"> • 51.14% of survey respondents identified themselves as from the Table Grape industry. • 68.29% of those surveyed didn't read the magazine online at either the Australian Table Grape Associations or Dried Fruits Australia website. • 31.71% did read the magazine online. It could be suggested that this percentage of respondents is mostly made up of non-levy payers who do not receive a print copy of the magazine. (26.14% of those surveyed selected the category of 'Other'. Some examples of those that selected other described themselves as consultant, research and development, agronomist, fertiliser or chemical representatives and former levy payer.) • 77.61% of respondents want <i>The Vine</i> to be a multi-industry publication. • 71.43% of respondents do not receive other industry association publications. • 84.38% of respondents did not read any other publications – agriculture or otherwise. This means that

		<p><i>The Vine</i> and ATGA eNewsletter <i>Pick of the bunch</i> are vital communication tools for table grape levy payers.</p> <ul style="list-style-type: none"> • 73.91% of respondents when asked said that of the following industries table grapes, dried grapes, dried prune, dried apricot, Hort Innovation, Plant Health Australia and Other, table grapes were of 'most interest' to them. • Of those that answered the question about how the magazine contributes or impacts on decisions of method, growing techniques or ideas, 46.59% choose to comment and 85% of those comments were positive. (See Appendix S - Refer to Question 12 in Results)
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Key evaluation questions	Relevant?	Project-specific questions
Effectiveness		
<p>1. To what extent has the project achieved its expected outcomes?</p>	<p>YES</p>	<p>The project outcomes include greater engagement from target audiences. This is illustrated in the data analytics collected for the platforms of Facebook, Twitter, LinkedIn, the ATGA website and the eNewsletter.</p> <p>Prior to this project there was no collection of analytics from these platforms.</p> <p>The Vine Readership survey also provides data on the consideration and implementation of new techniques and consideration of research outcomes. Respondents to the survey were specifically asked a question about this how they considered the content that was provided to them.</p> <p>See key analytics in the Appendix F through to M and Appendix R and S.</p> <p>In <i>The Vine</i> readership survey, respondents were asked as a grower - <i>How do the stories in the magazine contribute to and impact how you decide to use a new method, growing technique or idea.</i> This was an open question. See some of the responses below.</p> <ul style="list-style-type: none"> • <i>indicator to follow up on more information</i> • <i>take on board new or better ideas</i> • <i>very important information know and implement if possible</i>

- *you never stop learning and it can reinforce your ideas*
- *you never stop learning*
- *big impact in decisions*
- *seeing other people’s experiences*
- *introduction to a new technique, food for thought*
- *market information*
- *good to know what else is happening*
- *they are taking into consideration and seeing new things*
- *helps keep you exposed and thinking about all the different facets involved in production and marketing*
- *innovation new ideas*
- *give you ideas and insight*
- *They keep us updated and in the loop, as to what is happening in the industry*
- *Starts the research and exploring process on farm application*
- *They influence my decision making*
- *Freshens the mind*
- *It is always good to see what other growers area doing we are always trying new things good to hear what other growers are doing*
- *Just knowing what others are doing is very valuable*
- *I’m always interested in what other farmers are doing and see if I can manage my farming practices better*
- *The stories widen my thinking, I may not implement the changes but I think about how I can improve by reducing costs*
- *They give me ideas and contact details in case I need to clarify*
- *They prompt further research*

Relevance

2. How relevant was the project to the needs of intended beneficiaries? Yes

The project has meet the needs of many target audiences. This again is demonstrated by the increase in engagement and growth of communication platforms, including the ATGA social media channels of Facebook, Twitter, LinkedIn and the ATGA eNewsletter.

See key analytics in the Appendix F through to M and Appendix R and S.

Process appropriateness

3. How well have intended beneficiaries been engaged in the project? Yes

Key stakeholders of levy payers have been enthusiastically engaged with the project outcomes. This is again demonstrated through the analytics for the

		<p>ATGA communication channels.</p> <p>Another key indicator was the participation rate of levy payers in <i>The Vine Readership</i> survey. The survey was undertaken by respondents across the country and by a percentage of the levy payers that enabled the results to be valid.</p> <p>See key analytics in the Appendix F through to M and Appendix R and S.</p>
<p>4. To what extent were engagement processes appropriate to the target audience/s of the project?</p>	<p>Yes</p>	<p>Key to the delivery of the project was engaging levy payers through their preferred communication platform. We know the industry has a wide range literacy and computer literacy skills, and that levy payer also have a wide range of preferences for receiving and putting into practice learnings. Key to this is presenting the information in multiple touch points, with frequency, and in a format that they will engage with.</p> <p>See key analytics in the Appendix F through to M and Appendix R and S.</p>
<p>Efficiency</p>		
<p>5. What efforts did the project make to improve efficiency?</p>	<p>Yes</p>	<p>The project sought to improve communications through introducing an eNewsletter. This would complement the print publication <i>The Vine</i> magazine and allow for more timely delivery of information to levy payers.</p> <p>An ATGA LinkedIn company page was also established. This now presents an opportunity for further growth on an international platform.</p> <p>The project set up a framework to record the analytics communication channels, including recording data of Facebook, Twitter, LinkedIn, the ATGA website and eNewsletter.</p> <p>See key analytics in the Appendix F through to M and Appendix R and S.</p>

Recommendations

There are many learnings and identified opportunities through the data collected and used to evaluate the project. From this a list of recommendations can be made for a future table grape communications project. Implementing these would allow not only a better access to information and materials but also strengthen the outputs.

Expectations of communications today are that target audiences will receive information quickly, that it is professional looking, on a platform/medium environment that they engage in. This can be across multiple touch points. With communications in general, as an organisation the ATGA are competing with significant outputs of a range of organisations and information providers that also want to engage with our target audiences. The challenge to cut through to sustain and grow engagement is real. Tools, resources and additional hours to execute deliverables are key to enabling effect project outcomes.

Please see recommendations from The Vine survey below and separate to this

Table grape levy holders still favour a print edition of *The Vine* magazine. In the most part, they don't seek out or currently read information from other sources. This supports ATGA's belief that levy payers are time poor. This is also supported by analysis of behaviours of readers of the ATGA e-Newsletter *Pick of the bunch*. Click rates vary from issue to issue. Through experimenting with content, it appears that the readers of the ATGA e-Newsletter prefer to have the information presented to them and do not (for the most part unless it is critical, eg China work plans) want to click a link through to read more.

However, it must be noted that there is evidence that nearly a third (31.71%) of readers prefer to read *The Vine* online. The interest in reading material online is also supported by the opening rate of subscribers to the e-Newsletter. When respondents were asked - *When accessing news online, please select the device you prefer to use?*, 75% of respondents said they preferred Computer (69.70%), Tablet (13.64%) and Smart phone (50%).

With this evidence, ATGA in conjunction with DFA, need to explore the opportunity to extend the offering of *The Vine* magazine to an alternative format, that is a 'proper' online publication. Not a PDF. This would possibly take the form of a 'flipbook' format. This would complement the print version of the magazine and future years allow for a transition to a fully online format for the magazine. An online version has the potential to be able to have videos and other interactive content.

The Vine Survey Recommendations

The ATGA recommend the following:

- That *The Vine* magazine remain as a print version
- That in conjunction with DFA, the ATGA undertake a redesign of the publication and review of the operations of publication.
- That this includes looking at a complimentary online (flipbook) version of the publication.
An online version is supported by the data collected and is in line with trends across industry publications. For example – *Fresh Source* by Brisbane Markets Limited.

An online version to compliment the print version would allow for future transitioning of the publication to an online environment. An online version has the potential allow for paid subscribers and create an income for the publication. Some of the feedback about content has begun to be already addressed through the now monthly e-Newsletter – *Pick of the bunch*.

The Vine Survey Conclusion

In conclusion, *The Vine* magazine will remain an important information source for levy payers and other key stakeholders of the table grape industry. Levy payers see value in the information and the format,

however there is evidence that supports some modernisation of the publication. Full details of the survey can be seen in Appendix S.

Project recommendations include:

- a new website
- photography budget (four shoots a year)
- Subscription to Shutterstock and like subscription services
- Adobe Pro software
- Budget for graphic design (Exports Directory, modernizing the online offering of The Vine magazine to complement the print version)
- Camera
- Two computer screens
- Additional hours for Communication Managers role to execute the project
- Reviewing operations of The Vine magazine
- Investigate an online flipbook of The Vine magazine to complement the print edition

Refereed scientific publications

None to report.

Intellectual property, commercialisation and confidentiality

Appendix N of the report remain confidential. The information provided in these emails is confidential to the industry and recipients. Some content may be sensitive to the industry's export competitive countries.

Appendices

Appendix A - Communications Plan 2018

Appendix B - Communications Plan 2019

Appendix C - Examples of topic headers for eNewsletter *Pick of the bunch*

Appendix D - *The Vine* magazine

Appendix E - ATGA website

Appendix F - Social Media: Facebook

Appendix G - Facebook analytics

Appendix H - Social Media: Twitter

Appendix I - Twitter Analytics

Appendix J - LinkedIn

Appendix K - LinkedIn Analytics

Appendix L - ATGA eNewsletter *Pick of the bunch*

Appendix M - *Pick of the bunch* analytics

Appendix O - Media releases

Appendix P - ATGA Communication with growers and interested parties

Appendix Q - Levy Payer Forums

Appendix R - ATGA website Google analytics

Appendix S - *The Vine Readership survey* report

Appendix A Communications Plan 2018

2018 TABLE GRAPE INDUSTRY COMMUNICATIONS PLAN (TG 15008)							
What	When	Action	Key messages/What for	Owner/Implemented By	Action Owner	Measure	Target Audience
Monthly Stats	5-Feb-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	5-Mar-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	2-Apr-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	1-May-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	4-Jun-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	2-Jul-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	6-Aug-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	3-Sep-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	1-Oct-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	5-Nov-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	3-Dec-18	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation

Meri Report	30-May-18	Update first 6 months of year - get relevant info from monthly stats, media releases, Jeff, Enews, member emails	Fill in template	RW	RW	Relevant information documented for reporting in November	Hort Innovation
Meri Report	29 October (start)	Complete Meri Report for submission - get relevant info from monthly stats, media releases, Jeff, Enews, member emails	Fill in template	RW	RW	Relevant information documented for report submission in November	Hort Innovation
Milestone report	28-May-18	Update first 6 months of year - get relevant info from monthly stats, media releases, Jeff, Enews, member emails	Fill in template	RW	RW	Relevant information documented for reporting in November	Hort Innovation
Milestone report	29 October (start)	Complete milestone report for submission - get relevant info from monthly stats, media releases, Jeff, Enews, member emails	Fill in template	RW	RW	Relevant information documented for report submission in November	Hort Innovation
MERI Report	29 October (start)	Complete MERI Report for submission - get relevant info from monthly stats, media releases, Jeff, Enews, member emails	Fill in template	RW	RW	Relevant information documented for report submission in November	Hort Innovation
Innogrape session	6-Mar	Get info/flyer from Rowena -write social media posts - schedule them - update website - get images of session	When, where, how much	RW	RW	Attendance at session	Levy payers (growers in Sunraysia)
Innogrape session	7-Mar	Get info/flyer from Rowena -write social media posts - schedule them - update website - get images of session	When, where, how much	RW	RW	Attendance at session	Levy payers (growers in Sunraysia)
Innogrape session	31-May	Get info/flyer from Rowena -write social media posts - schedule them - update website - get images of session	When, where, how much	RW	RW	Attendance at session	Levy payers (growers in Sunraysia)
Innogrape session	1-Jun	Get info/flyer from Rowena -write social media posts - schedule them - update website - get images of session	When, where, how much	RW	RW	Attendance at session	Levy payers (growers in Sunraysia)
Fruit Fly workshops - part 1	11-Dec	Info to growers	When, where, what	RW	RW	Attendance at session	Levy payers (growers in Sunraysia)

Media Release	23-Mar	Quality harvest promotes interest - 2018 harvest - trade seminars Korea and Japan - from Jeff - write release - put up on website - distribute to media - schedule on social media	Who, what, when, where, why	RW	RW	Use of media release - appearance in newsletters, papers, website etc - request for media interviews - engagement online	General community
Media Release	9-Apr-18	Table grape and dried fruits industry survey open	Who, what, when, where, why	RW	RW	Use of media release - appearance in newsletters, papers, website etc - request for media interviews - engagement online	General community
Media Release	18-May-18	Innogrape celebrates research and development	Who, what, when, where, why	RW	RW	Use of media release - appearance in newsletters, papers, website etc - request for media interviews - engagement online	
Media Release	15-Jul-18	Export registrations open - grower meeting details	When, where, what	RW	RW	Attendance at session & Use of media release - appearance in newsletters, papers, website etc - request for media interviews - engagement online	Growers
Media Release (DIDN'T PUT OUT A RELEASE. INFORMATION WAS COVERED IN THE OCT TO DEC EDITION OF THE VINE MAGAZINE & MEDIA CONTACTED ATGA FOR INFORMATION)	23-Jul-18	2017/2018 Harvest wrap up - get information from Jeff - write release - put up on website - distribute to media - schedule on social media	Outcomes, exports figures, comparisons, successes	RW	RW	Use of media release - appearance in newsletters, papers, website etc - request for media interviews - engagement online	General community

eNewsletter - Pick of the bunch	20-Feb-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	Growers, Keystake holders, service industries
eNewsletter - Pick of the bunch	20-Mar-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	Growers, Keystake holders, service industries
eNewsletter - Pick of the bunch	24-Apr	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	Growers, Keystake holders, service industries
eNewsletter - Pick of the bunch	29-May-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	26-Jun-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	24-Jul-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	21-Aug-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	25-Sep-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	23-Oct-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	22-Nov-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch (Decided not to do a December issue)	18-Dec-18	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	holders, service industries

The Vine Magazine (April - June Edition)	20-Feb-18	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - grower profile - news - updates on research and development - marketing projects & production tips	RW	PS/RW	Content produced, all permissions sort and given	
	7-Mar-18	Send content to Sunnyland		RW	PS/RW/LR	Content sent to Sunnyland	
	16-Mar-18	Sign off		RW	PS/RW/LR	Magazine sent out to levy payers	
	29-Mar-18	Mail out		RW	PS/RW/LR	Feedback in surveys, engagement in social media, verbal feedback	Lew payers
The Vine Magazine (July - September Edition)	28-May-18	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - grower profile - news - updates on research and development - marketing projects & production tips	RW	PS/RW	Content produced, all permissions sort and given	
	13-Jun-18	Send content to Sunnyland		RW	PS/RW/LR	Content sent to Sunnyland	
	22-Jun-18	Sign off		RW	PS/RW/LR	Magazine sent out to levy payers	
	6-Jul-18	Mail out		RW	PS/RW/LR	Feedback in surveys, engagement in social media, verbal feedback	Lew payers
The Vine Magazine (October - December Edition)	22-Aug-18	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - front page /feature story - news - updates on research and development - marketing projects & production tips	RW	PS/RW	Content produced, all permissions sort and given	
	5-Sep-18	Send content to Sunnyland		RW	PS/RW/LR	Content sent to Sunnyland	
	14-Sep-18	Sign off		RW	PS/RW/LR	Magazine sent out to levy payers	
	28-Sep-18	Mail out		RW	PS/RW/LR	Feedback in surveys, engagement in social media, verbal feedback	Lew payers
The Vine Magazine (January - March Edition)	12-Nov-18	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - front page /feature story - news - updates on research and development - marketing projects & production tips	RW	PS/RW/RN	Content produced, all permissions sort and given	
	5-Dec-18	Send content to Sunnyland		RW	PS/RW/LR	Content sent to Sunnyland	
	14-Dec-18	Sign off		RW	PS/RW/LR	Magazine sent out to levy payers	
	11-Jan-19	Mail out		RW	PS/RW/LR	Feedback in surveys, engagement in social media, verbal feedback	Lew payers

Social Media Scheduling							
Facebook & Twitter	TBC	Office closed days - Create a graphic that we're closed, write content, schedule posts & tweets - 1-Jan Office closed - New Years Day 26-Jan Office Closed - Australia Day 12-Mar Office closed - Labour Day 30-Mar Office closed Good Friday (Easter) 2-Apr Office closed Easter Monday 25-Apr Office closed - ANZAC day 11-Jun Office closed - Queens Birthday 28-Sep Office Closed - AFL Grand Final 6-Nov Office Closed - Melbourne Cup 25-Dec Office closed - Christmas Day 26-Dec Office Closed - Boxing Day	We are closed	RW	RW	Complete set	Those that follow us on Facebook & Twitter & receive our eNewsletter - Pick of the Bunch
Ongoing Regular Social Media Content	12-Feb-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	26-Feb-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	12-Mar-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	26-Mar-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	9-Apr-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	23-Apr-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	7-May-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	21-May-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	Facebook, Twitter & Google analytics	Growers, general public, businesses

LinkedIn	26-Feb-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	26-Mar-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	23-Apr-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	21-May-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	18-Jun-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	30-Jul-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)

LinkedIn	27-Aug-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	24-Sep-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	22-Oct-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	19-Nov-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	17-Dec-18	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)

Website review	Ongoing	Review page by page, update information, add new pages as required, retire obsolete pages, check functionality	As determine by review	RW	RW	Pages reviewed	Growers, service industries, researchers, general public
Survey - Readership of The Vine	February	Meet with Lauren (DFA) - method of survey (handout paper, survey monkey) - due date - confirm survey questions	To do the survey	RW/LR	RW/LR	Survey sent out	Readership of The Vine - Levy payers, service industry
June - STILL WORKING THROUGH THE SURVEY RESULTS WITH DRIED FRUITS AUSTRALIA		Review survey data - analysis data - write up data - determine changes (if any) to the publication	N/A	RW/LR	RW/LR	Report written	ATGA & DFA boards & Hort Innovation

Appendix B Communications Plan 2019

What	When	Action	Key messages/What for	Owner/Implemented By	Action Owner	Measure	Target Audience
Monthly Stats	4-Feb-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	4-Mar-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	1-Apr-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	6-May-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	3-Jun-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	1-Jul-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	5-Aug-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	2-Sep-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	7-Oct-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	4-Nov-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation
Monthly Stats	2-Dec-19	Review and document website, Facebook, Twitter and Google Analytics statistics	WHAT FOR - As per requirements for Hort project reporting & assist ATGA in providing content to audiences.	RW	RW	Comparison to previous months	CEO ATGA, ATGA Board, Hort Innovation

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End of project report	30-May-19	End of project report - get relevant info from monthly stats, media releases, Jeff, Enews, member emails & other key sources of information	Write report	RW	RW	Relevant information documented for report	Hort Innovation
Fruit Fly workshops - part 1	9 & 10 January	Info to growers	When, where, how much	RW	RW	Attendance at session	Levy payers (growers in Sunraysia)
Fruit Fly workshops - part 2	<p>1-3 May</p> <p>•Woorinen 1st May 12.30 pm – 2.30 pm Lunch at 12.00 pm</p> <p>•Tooleybuc 1st May 4.00 pm – 6.00 pm Dinner 6.00 pm</p> <p>•Euston 2nd May 8.00 am – 10.00 am Breakfast 7.30 am</p> <p>•Cardross 2nd May 4.00 pm – 6.00 pm Dinner 6.00 pm</p> <p>•Yelta 3rd May 8.00 am – 10.00 am Breakfast 7.30 am</p> <p>•Colignan 3rd May 1.00 pm – 3.00 pm Lunch 12.30 pm</p>	<p>Get info & do up flyers</p> <p>-write social media posts</p> <p>- schedule them</p> <p>- update website</p> <p>- get images of session</p>	When, where, what	RW	RW	Attendance at session	Levy payers (growers in Sunraysia)

Media Release	26-Feb	<p>Vietnam & trade</p> <p>- 2018 harvest</p> <p>- trade seminars</p> <p>Korea and Japan</p> <p>- from Jeff</p> <p>-write release</p> <p>- put up on website</p> <p>- distribute to media</p> <p>- schedule on social media</p>	Who, what, when, where, why	RW/Hort	RW/Hort	<p>Use of media release</p> <p>- appearance in newsletters, papers, website etc</p> <p>- request for media interviews</p> <p>- engagement online</p>	General community
Media Release	17-Apr-19	Fruit fly field days	Who, what, when, where, why	RW	RW	<p>Use of media release</p> <p>- appearance in newsletters, papers, website etc</p> <p>- request for media interviews</p> <p>- engagement online</p>	General community
Media Release	18/05/2019 (TBC)	End of harvest	Who, what, when, where, why			<p>Use of media release</p> <p>- appearance in newsletters, papers, website etc</p> <p>- request for media interviews</p> <p>- engagement online</p>	
Media Release	16/07/2019 (TBC)	<p>Export registrations open</p> <p>- grower meeting details</p>	When, where, what			<p>Attendance at session & Use of media release</p> <p>- appearance in newsletters, papers, website etc</p> <p>- request for media interviews</p> <p>- engagement online</p>	Growers

eNewsletter - Pick of the bunch	28-Feb-19	<ul style="list-style-type: none"> - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back 	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	Growers, Keystake holders, service industries
eNewsletter - Pick of the bunch	31-Mar-19	<ul style="list-style-type: none"> - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back 	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	Growers, Keystake holders, service industries
eNewsletter - Pick of the bunch	30-Apr	<ul style="list-style-type: none"> - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back 	News & updates for growers, industry & gov updates, including distribution of Hort info, events info	RW	RW	Mail Chimp & Google analytics data	Growers, Keystake holders, service industries
eNewsletter - Pick of the bunch	31-May-19	<ul style="list-style-type: none"> - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back 	News & updates for growers, industry & gov updates, including distribution of Hort info, events info			Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	30-Jun-19	<ul style="list-style-type: none"> - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back 	News & updates for growers, industry & gov updates, including distribution of Hort info, events info			Mail Chimp & Google analytics data	holders, service industries

eNewsletter - Pick of the bunch	31-Jul-19	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info			Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	31-Aug-19	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info			Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	30-Sep-19	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info			Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	31/10/2019	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info			Mail Chimp & Google analytics data	holders, service industries
eNewsletter - Pick of the bunch	30-Nov-19	Each issue - write & source content - take & source images - collate and layout - send out & resend out to unopened - manage subscriptions - collate statistical data - report back	News & updates for growers, industry & gov updates, including distribution of Hort info, events info			Mail Chimp & Google analytics data	holders, service industries

The Vine Magazine (April - June Edition)	26-Feb-18	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - grower profile - news - updates on research and development - marketing projects & production tips	RW	PS/RW	Content produced, all permissions sort and given	
	6-Mar-19	Send content to Sunnyland		RW	PS/RW/L R	Content sent to Sunnyland	
	15-Mar-19	Sign off		RW	PS/RW/L R	Magazine sent out to levy payers	
	27-Mar-19	Mail out		RW	PS/RW/L R	Feedback in surveys, engagement in social media, verbal feedback	Levy payers
The Vine Magazine (July -September Edition)	27-May-19	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - grower profile - news - updates on research and development - marketing projects & production tips		PS/??	Content produced, all permissions sort and given	
	12-Jun-19	Send content to Sunnyland			PS/??/LR	Content sent to Sunnyland	
	21-Jun-19	Sign off			PS/??/LR	Magazine sent out to levy payers	
	3-Jul-19	Mail out			PS/??/LR	Feedback in surveys, engagement in social media, verbal feedback	Levy payers
The Vine Magazine (October - December Edition)	19-Aug-19	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - front page /feature story - news - updates on research and development - marketing projects & production tips		PS/??	Content produced, all permissions sort and given	
	5-Sep-19	Send content to Sunnyland			PS/??/LR	Content sent to Sunnyland	
	13-Sep-19	Sign off			PS/??/LR	Magazine sent out to levy payers	
	25-Sep-19	Mail out			PS/??/LR	Feedback in surveys, engagement in social media, verbal feedback	Levy payers
The Vine Magazine (January - March Edition)	11-Nov-19	Start writing, sourcing, getting permission for content & images, work out ATGA stories & other possible content	Edition contains - - ATGA Chairman report - CEO report - front page /feature story - news - updates on research and development - marketing projects & production tips		PS/??/RN	Content produced, all permissions sort and given	
	4-Dec-19	Send content to Sunnyland			PS/??/LR	Content sent to Sunnyland	
	13-Dec-19	Sign off			PS/??/LR	Magazine sent out to levy payers	
	7-Jan-20	Mail out			PS/LR	Feedback in surveys, engagement in social media, verbal feedback	Levy payers

Social Media Scheduling							
Facebook & Twitter	TBC	Office closed days - Create a graphic that we're closed, write content, schedule posts & tweets - 1-Jan Office closed - New Years Day 26-Jan Office closed - Australia Day 12-Mar Office closed - Labour Day 30-Mar Office closed Good Friday (Easter) 2-Apr Office closed Easter Monday 25-Apr Office closed - ANZAC day 11-Jun Office closed - Queens Birthday 28-Sep Office Closed - AFL Grand Final 6-Nov Office Closed - Melbourne Cup 25-Dec Office closed - Christmas Day 26-Dec Office Closed - Boxing Day	We are closed			Complete set	Those that follow us on Facebook & Twitter & receive our eNewsletter - Pick of the Bunch
Ongoing Regular Social Media Content		For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	11-Feb-19	off			RW	RW	
Facebook & Twitter	25-Feb-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	11-Mar-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	25-Mar-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	8-Apr-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	22-Apr-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			Facebook, Twitter & Google analytics	Growers, general public, businesses

Facebook & Twitter	6-May-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	20-May-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	3-Jun-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	17-Jun-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	1-Jul-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	15-Jul-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	29-Jul-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	12-Aug-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	26-Aug-19	off For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses

Facebook & Twitter	9-Sep-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	23-Sep-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	7-Oct-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	21-Oct-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	4-Nov-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	18-Nov-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	2-Dec-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses
Facebook & Twitter	16-Dec-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage				Facebook, Twitter & Google analytics	Growers, general public, businesses

LinkedIn	25-Feb-19	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	25-Mar-19	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	22-Apr-19	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off		RW	RW	LinkedIn analytics	general public, businesses (Global audience considerations)
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LinkedIn	17-Jun-19	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage off				LinkedIn analytics	general public, businesses (Global audience considerations)

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LinkedIn	15-Jul-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	26-Aug-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	23-Sep-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			LinkedIn analytics	general public, businesses (Global audience considerations)
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LinkedIn	26-Aug-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	23-Sep-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			LinkedIn analytics	general public, businesses (Global audience considerations)
LinkedIn	21-Oct-19	off	For coming weeks - Write, source, share, schedule content, including copyright free images. - ongoing check for comments and engagement, mentions to leverage			LinkedIn analytics	general public, businesses (Global audience considerations)

Appendix C

Examples of topic headers from the eNewsletter *Pick of the bunch*



Authorised Officer Program

ONSHORE COLD TREATMENT JOB FUNCTION 2018



100% piece-level examination for all outbound international cargo

FROM 1 MARCH 2019

Labour Hire Licence Update - QLD, VIC & SA



**Hort
Innovation**
Strategic levy investment

**TABLE GRAPE
FUND**

Strategic Plan Consultation - you can still contribute



Climate & Water Outlook - April to June

Appendix D

The Vine Magazine

Historically *The Vine* magazine has been the primary method of communication (and only print industry publication) for the Australian Table Grape industry. This is now complemented by the monthly eNewsletter – Pick of the bunch.

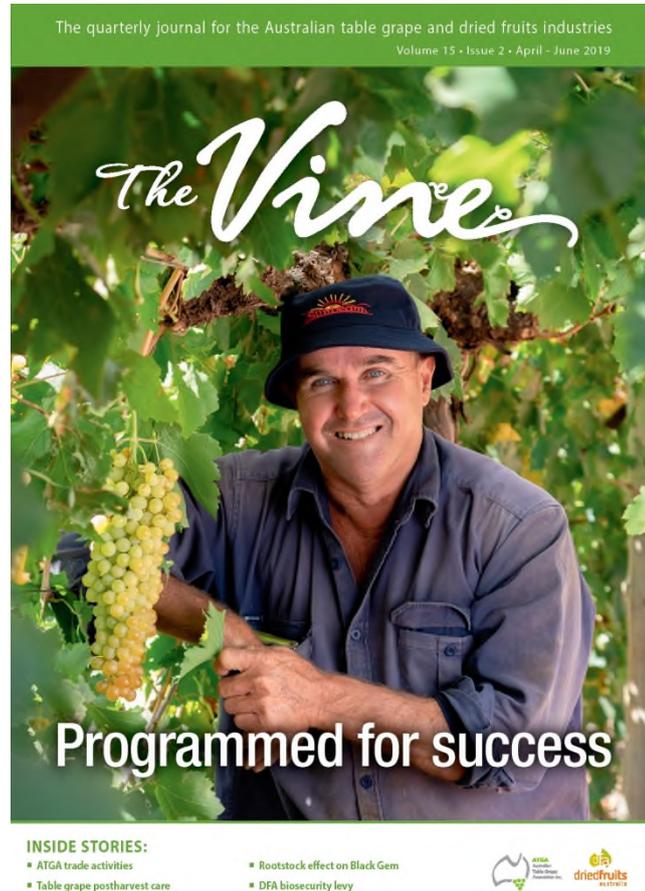


Image 1 - Cover of The Vine magazine April - June 2019 edition

Putting an edition together includes sourcing of content / articles of relevance to table grape growers and levy payers, including the Cover Story; preparation, editing and writing of articles and sourcing images or obtaining permission from copyright owner to reprint; finalization before print.

Details for The Vine industry magazine are listed on the next page.

<i>Publication Information: The Vine magazine</i>	
Title of role and name of persons employed from this proposal	Communications Manager, Rebecca Wells Freelance Journalist, Paula Smith CEO, Jeff Scott
Types of audience being targeted by the publication	The target audience are the Australian table grape growers, however we cater to the broader supply chain and key industry stakeholders throughout Australia and overseas
Format (A4/A3/A5)	A4 booklet
No of pages in publication and regularity of production	Quarterly production containing approximately 36 to 44 pages on average. Distributed to growers and industry partners in January, April, July & October
No of pages with R&D/M&P initiatives communication	On average, a minimum of 24 pages per edition would cover R&D and Marketing initiatives and relative communications. Regular updates from HIA, PHA, Biosecurity Australia, HIN (Vic DPI) and Fruit Fly researchers are included in each edition.
No of pages with Agri political /membership communication	Content for <i>The Vine</i> is not agripolitical or membership based – it is strictly general interest, and R&D / Marketing specific
No of pages with advertisements	Generally 2 full pages being back and inside covers and up to 4 other pages – although this fluctuated greatly from one edition to the next
B/W or colour	Full Colour
Copies per issue	800 copies printed per issue – this number was revised in 2015 due to a number of property consolidations and grower retirement / property sales.
Distribution method (i.e. post, email, website)	Mailed to all recipients via Australian Post and distributed via the Australian Grapes Website. Electronic copies may also be obtained from the ATGA Office, as well as printed copies
Cost per copy	\$7.51 printing plus \$ 1.10 postage = \$8.61/copy
Advertising revenue per copy	Approximately \$1,000/issue or \$1.11/copy
Cost per copy net of advertising revenue	\$7.50/copy NET

Appendix E

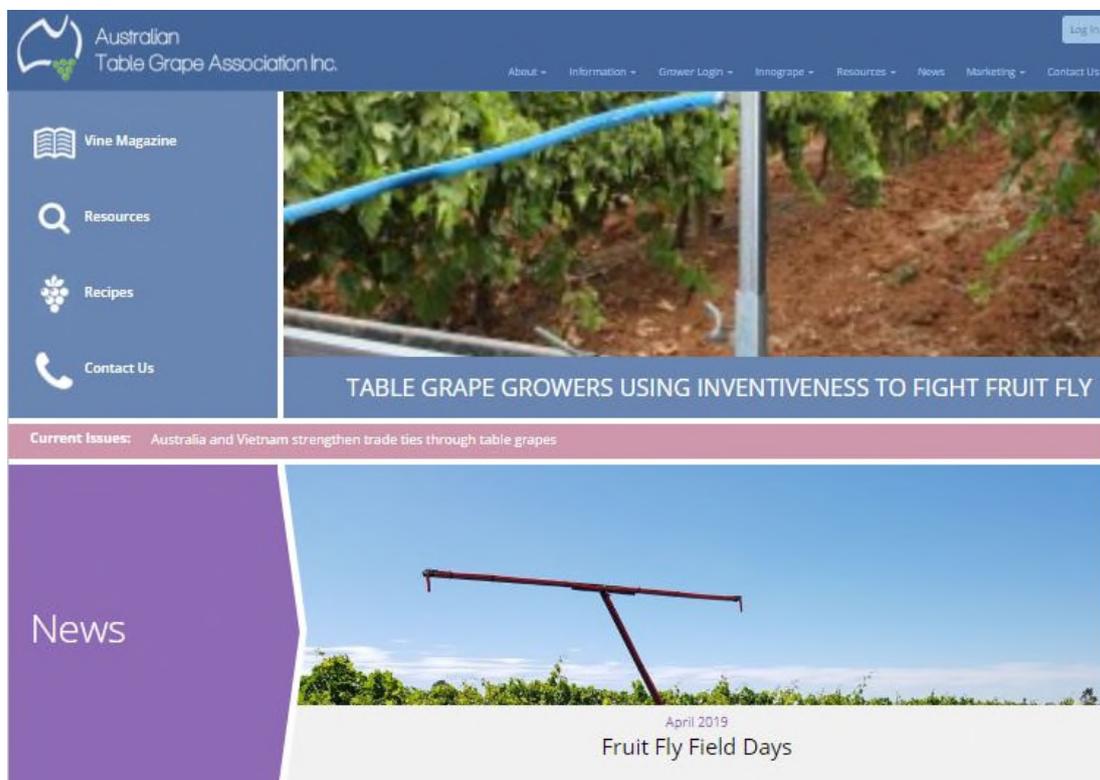
ATGA Website – <http://www.australiangrapes.com.au/>

ATGA have continued to update content; analytics continue to function, some minor updates and plugins have been installed; and linkage between the website, social media and the e-newsletter are utilized to complement communications to growers.

With Google Analytics has now activated, it provides additional data for reporting and analysis of the ATGA website activities.

Please see Appendix 5 for the latest (date period ends 31 October 2018) combined data from Google Analytics and the ATGA website Monster Insights. ATGA can now use this information to help inform how our website is used, where it is accessed from and what information is most useful. This can help identify gaps in the information currently available online, and any additional resources which may be required.

Through Google Analytics, a linkage between the Mail Chimp e-newsletter ‘Pick of the bunch’ and ATGA website can be seen. The e-newsletter has been a tool which has referred traffic to the website.



Front page of ATGA website

The “Contact Us” portal on our website is regularly monitored. This page continues to regularly receive messages which can be considered spam (e.g. marketing companies wanting to redo the ATGA website, raise ATGA rankings in website searches and selling adult products or services). In addition to this, ATGA receives requests from illegitimate overseas “buyers” looking for table grape growers or product.

As highlighted in our previous reports, the ATGA have begun an informal review our website. Initial indications of this have highlighted areas that require attention. When time allows, work continues on updating content.

Appendix F

Social Media: Facebook

Revision of the content is assessed using data collected through the “Insights” functionality on the Facebook page, in conjunction with the “notifications” received following each post. This enables the Communications Manager to analyse the performance of the page each quarter (or thereabouts). Please see some examples below of posts.

Australian Table Grape Association
Published by Rebecca Wells [?] · April 22 at 2:53 PM · 🌐

Read in Freshplaza about Sunraysia grower Peter Argiro and his prototype spray rig that he has built to bait for fruit fly.

Under a Hort Innovation funded table grape project, the ATGA are collaborating with the Greater Sunraysia Pest Free Area to run a field day for growers all about spraying and baiting options for fruit fly. The field day will be repeated six times across the region.

Come and find out what growers are already doing and see an emerging innovation to combat ... See More



FRESHPLAZA.COM
Table grape growers using inventiveness to fight fruit fly
Sunraysia table grape grower Peter Argiro has built a new spray rig to...

650 People Reached 160 Engagements [Boost Post](#)

👍 4 5 Comments 3 Shares

Australian Table Grape Association
Published by Rebecca Wells [?] · March 1 · 🌐

Have a listen to Rural Reporter Eddie Summerfield, have a chat with Acting Trade Lead Dianne Phan from Hort Innovation, about one of Australia's priority markets for table grapes.



Australian table grapes Vietnam bound Australian table grapes Vietn...

630 People Reached 37 Engagements [Boost Post](#)

👍 Good Fruit and Vegetables, Kelly Wandel and 2 others 2 Shares

Australian Table Grape Association shared a post.
Published by Rebecca Wells [?] · May 22 · 🌐

It's our last InnoGrape sessions!!! 🎉👏 Have you registered?
Find out all the details below. Including the "Pot n Pami" deal to celebrate this last session.
In Euston and Mildura the workshop will cover... See More

Hit99.5 Sunraysia
May 22 · 🌐

Sunraysia producers set to flock to Robinvale and Mildura meetings with ATGA.
See how you can register your place at our website:



HIT.COM.AU
Australian Table Grape Association holds sessions for local growers!

40 People Reached 28 Engagements [Boost Unavailable](#)

👍 FRRR and Nicholas Christoffel

👍 Like 💬 Comment ➦ Share 🗨️

Australian Table Grape Association
Published by Rebecca Wells [?] · June 4 · 🌐

In case you missed this piece in the Sunraysia Daily last week, a wrap up of our last InnoGrape workshop.
FRRR #WilliamBucklandFoundation The University of Adelaide



SUNRAYSIADAILY.COM.AU
Workshop success: Table grape growers learn innovation practices

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$28 to reach up to 14,000 people.

157 People Reached 19 Engagements [Boost Post](#)

👍 Paul Mobilo

👍 Like 💬 Comment ➦ Share 🗨️

Australian Table Grape Association
Published by Rebecca Wells [?] · October 13 at 7:46 PM · 🌐

CEO Jeff Scott recently had a chat with Alexandra Laskie from the The Weekly Times. They discussed the export markets of Japan, Korea, China and the Philippines. Read more below.

THEWEEKLYTIMES.COM.AU WEDNESDAY OCTOBER 10 2018

JAPAN MARKET

Grape haul grows

By ALEXANDRA LASKIE

1716 Japanese appear to be developing a taste for Australian table grapes as exports to that country climb 30 per cent.

Australian Table Grape Association chief executive Jeff Scott said trade to Japan had increased so significantly it had become the nation's third biggest market, with 30,852 tonnes exported this year, accounting for almost 10 per cent of all offshore sales.

The increasing demand in Japan follows investments in promotional events in Japan and Korea before the season kicked off in early January.

"We've been doing a bit of work in Japan in terms of gaining market share," Mr Scott said.

"It's a very mature market that recognises good quality and is prepared to pay for it. Korea is another market we've been working on and where exports have increased quite significantly."

China remains Australia's strongest export market for table grapes taking 45,668 tonnes, or 30 per cent, Indonesia is the second biggest market, accounting for almost 15 per cent of market share with 20,140 tonnes.

Australia's table grape export season runs from January to early June.

Mr Scott said this year was another "good one", with 183,291 tonnes exported, a rise of 14 per cent on last year.

Prices almost rose in step with exports valued 51 per cent higher at \$247 million.

"This was a pleasing result given most growers were expecting their Chinese yield was down nearly half that of the previous season," Mr Scott said.

He said there was an annual trend of a per cent growth across all export markets over the past five years.

Trade to the Philippines also jumped significantly this year, up 44 per cent to 5100 tonnes.

Volumes to the UAE were down 50 per cent, but up 97 per cent to Qatar.

The average price paid across all markets was \$5.64/kg, which remained unchanged on the previous year.

NSW table grape grower Philip Brantzen, who grows on 486ha in Easton, 7km north of Berrigal, said he had a strong season with exports to Japan and Korea almost doubling, despite total exports being down about 4 per cent. He said prices had been steady across the board.



Hanger grows Grape exports to Japan have climbed 30 per cent in just a year. Picture: WA MEDIA/NEWS

Australian Table Grape Association
Published by Rebecca Wells [?] · August 12 · 🌐

In case you missed it, our CEO Jeff Scott and grower Nick Muraca had a chat with Alexandra Laskie from The Weekly Times last week.

Asia niche for table grapes

By ALEXANDRA LASKIE

Australian Table Grape Association chief executive Jeff Scott and grower Nick Muraca had a chat with Alexandra Laskie from The Weekly Times last week.

Mr Scott said China is doing well in terms of demand for table grapes, but it's not the only market in Asia that's growing.

"There is now export volume to the Philippines, Vietnam and Indonesia," he said.

"We've been doing a bit of work in Japan in terms of gaining market share," Mr Scott said.

"It's a very mature market that recognises good quality and is prepared to pay for it. Korea is another market we've been working on and where exports have increased quite significantly."

China remains Australia's strongest export market for table grapes taking 45,668 tonnes, or 30 per cent, Indonesia is the second biggest market, accounting for almost 15 per cent of market share with 20,140 tonnes.

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👍 Get More Likes, Comments and Shares
Boost this post for \$28 to reach up to 14,000 people.

190 People Reached 30 Engagements [Boost Post](#)

👤 Chris Lloyd, Nicholas Christoffel and 2 others

👍 Like 💬 Comment ➦ Share

Appendix G

Facebook analytics

2017

Month	Posts (total per month)	Followers	Organic reach	Paid reach	Engagement (%)	Negative feedback
Jun-17	5	1385	28428	0	4.50%	0
Jul-17	5	1419	31183	0	4.49%	0
Aug-17	4	1442	22063	0	3.10%	1
Sep-17	11	1442	39481	0	8.88%	5
Oct-17	13	1434	14038	0	9.40%	0
Nov-17	13	1427	32472	0	14.85%	1
Dec-17	10	1437	18345	0	15.34%	0

2018

Month	Posts (total per month)	Followers	Organic reach	Paid reach	Engagement (%)	Negative feedback
Jan-18	8	1438	34056	0	15.90%	2
Feb-18	8	1437	11825	0	15.67%	1
Mar-18	6	1437	15556	0	14.22%	1
Apr-18	11	1435	17242	0	15.00%	1
May-18	9	1435	8793	0	15.26%	0
Jun-18	5	1431	6471	0	17.01%	0
Jul-18	9	1433	8740	0	10.93%	1
Aug-18	9	1435	12975	0	12.47%	0
Sep-18	4	1436	12884	0	12.59%	0
Oct-18	8	1438	12058	0	25.20%	1
Nov-18	6	1441	11749	0	21.15%	1
Dec-18	1	1443	6131	0	7.56%	1

2019

Month	Posts (total per month)	Followers	Organic reach	Paid reach	Engagement (%)	Negative feedback
Jan-19	6	1446	7972	0	14.30%	1
Feb-19	6	1442	18570	0	15.29%	0
Mar-19	5	1446	16019	0	6.16%	0
Apr-19				0		

May-19						
Jun-19						
Jul-19						
Aug-19						
Sep-19						
Oct-19						
Nov-19						
Dec-19						

Appendix H Social Media: Twitter

Revision of the content takes place prior to each Report using data collected through the “Twitter Analytics” functionality on the Twitter account, in conjunction with the “notifications” received following each post.



Aus Table Grapes @ATGAHortnetwork · Jun 29

This week the #Australian Table Grape Association welcomed Tatsuya Inoue from Japan's Ministry of Agriculture, Forestry and Fisheries to the Mildura region. While here he toured Wakefield's Transport at Merbein.



1

You Retweeted

Hort Innovation @Hort_Au · Jun 22

Want to join Hort Innovation's Board? In 2018, there are 3 positions open. For more info, go to bit.ly/2K9naA1 Applications close July 16. @AUSVEG @AUSVEG_SA @TasFruit @onionsaust @QldFarmers @NGI_NEWS @NationalFarmers @FruitGrowersVic @applestnearsAU @bananan growers

Aus Table Grapes @ATGAHortnetwork · Aug 10

Our Export Registration sessions are on at Euston, Wed 15 Aug 7pm & Mildura - Thurs 16 Aug 7pm. If a rep of your biz is unable to attend a session, please ensure you contact us. Attendance is mandatory for TG growers wanting to export fruit. Details here bit.ly/2MAMfoK



1 2

Aus Table Grapes @ATGAHortnetwork · Oct 12

A pool of funding is currently available for women working in the horticulture sector to enable access to a range of leadership development courses. The scholarship grants are administered by @WLASocial Find out more & register your interest here: wla.edu.au/horticulture



7 8



Appendix I Twitter analytics

	Industry	Tweet theme	Followers	New followers	Impressions	Engagement	Engagement rate
Nov-16	Table Grapes	Scholarships for Women in Ag - WLA			271	5	1.8
	Table Grapes	New South African Table Grape deal			139	5	3.6
	Table Grapes	The US Department of Ag released draft pest risk assessment on Indian table grapes			145	12	8.3
	Table Grapes	Sharing image George the Farmer			192	1	5
	Table Grapes	RIRDCR Award			194	0	0
	Table Grapes	Hail storm image			923	63	6.8
	Table Grapes	Hail Storm			336	5	1.5
	Table Grapes	Freak storm ABC			227	5	2.2
	Table Grapes	Suicide prevention			311	4	1.3
	Table Grapes	Grants affected farmers			428	3	0.7
	Table Grapes	Murray Valley Vine growers Post hail session			265	5	1.9
	Table Grapes	Vic Disaster assistance MR			236	11	0.6
	Table Grapes	Ministerial visit - hail storm			1937	11	0.6
	Table Grapes	ATGA estimate 10-15% loss to tornado			680	30	4.4
	Table Grapes	New packing			285	13	4.6

Jan-17	Table Grapes	Mildura Living Magazine featuring Table Grapes			336	13	3.6
	Table Grapes	Japanese Table Grapes expenditure			594	33	5.6
	Table Grapes	Jan- March edition of the Vine Magazine			546	18	3.3
	Table Grapes	South African grape growers invest late in season			243	11	4.5
	Table Grapes	Innogrape meeting		15	963	79	8.2

	Industry	Tweet theme	Followers	New followers	Impressions	Engagement	Engagement rate
Feb-17	Table Grapes	Innogrape meeting			561	19	3.4
	Table Grapes	Diversity of landscape			391	43	11
	Table Grapes	Grape season back on track			958	70	7.3
	Table Grapes	Grapes and Alzheimer's			361	9	2.5
	Table Grapes	Food network recipe			469	13	2.8
	Table Grapes	Mildura Living Magazine Roast and grapes			425	7	1.6
	Table Grapes	Meet George			999	12	1.2
	Table Grapes	March grape month		13	407	4	1
March	Table Grapes	Snakes			360	8	2.2
	Table Grapes	Table Grape Strategic Industry Plan			673	26	3.9
	Table Grapes	Season Update			479	16	3.3
	Table Grapes	Irradiation service provider in Melb			428	9	2.1
	Table Grapes	Support Aust Farmers		11	610	27	4.4
April	Table Grapes	Japan Aust Economic Partnership agreement			348	3	0.9
	Table Grapes	E-Trading of produce			377	3	0.8
	Table Grapes	Farm safety			411	0	0
	Table Grapes	Food source Vic Scholarship			805	8	1
	Table Grapes	Aust grapes on show in Korea			392	8	2
	Table Grapes	Weather conditions monitoring		3	612	13	2.1
May	Table Grapes	Tams Gold in South Korea			652	28	4.3
	Table Grapes	Summer			474	18	3.8
	Table Grapes	Aust grapes go for gold in Korea		651	368	6	1.6

Sep-17	Table Grapes	BOM Climate & Water outlook			346	3	0.9
	Table Grapes	Crime Research Survey			348	3	0.9
	Table Grapes	Fruit fly			238	5	2.1
	Table Grapes	Weather - heatwave QLD & NSW		9	356	2	0.6
Oct-17	Table Grapes	The Vine			1248	24	1.7
	Table Grapes	Agri Future Aust Women's award			494	24	2.4
	Table Grapes	Fruit Fly meeting			237	9	3.8
	Table Grapes	WLA & Hort Scholarship			702	12	1.7
Nov-17	Table Grapes	European season		8	271	25	9.2
	Table Grapes	8ITGS Italy			205	23	11.2
	Table Grapes	On farm survey electricity			344	5	1.5
	Table Grapes	Start of the harvest			428	41	9.6
	Table Grapes	Start of the harvest & China protocol revisions			241	6	2.5
	Table Grapes	Innogrape meeting			133	3	2.3
	Table Grapes	National Ag Day			215	6	2.8
	Table Grapes	Innogrape meeting			248	9	3.6
	Table Grapes	Severe weather warning			202	2	1
Dec	Table Grapes	Innogrape meeting	705	9	208	23	11.1
	Industry	Tweet theme	Followers	New followers	Impressions	Engagement	Engagement rate
Jan-18	Table Grapes	Weekly Times interview with Nick Muraca			534	10	1.9
	Table Grapes	Grapes taken over Apples UK	707	2	342	6	1.8
	Table Grapes	The Australian interview with Nick Muraca			547	4	0.7
	Table Grapes	Innogrape date change			408	15	3.7
	Table Grapes	Jeff Scott in Japan			475	15	3.2
Feb-18	Table Grapes	The Vine Jan - March edition out now	723	14	2646	53	2
	Table Grapes	ABC Catalyst - Farming tech			464	12	2.6
	Table Grapes	Fresh Fruit Portal - how crop is looking			387	3	0.8
	Table Grapes	ABC Robots and Ag			332	3	0.9
	Table Grapes	Sunraysia Daily - How season is shaping up			599	10	1.7
	Table Grapes	ATGA at Gulfood			871	9	1
	Table Grapes	ABS stats fresh fruit			369	15	4.1
	Table Grapes	Sunraysia Daily - grower talking harvest	730	7	202	12	5.9
Mar-18	Table Grapes	Inn grape sessions			1811	4	0.2
	Table Grapes	Euston Innogrape session			757	33	4.4
	Table Grapes	Irymple Innogrape session			256	14	5.5
	Table Grapes	Out in field, work for next edition of Vine			1454	12	0.8
	Table Grapes	Weekly Times - fab five, table grapes			1173	14	1.2
	Table Grapes	ATGA trade seminars	734	4	4369	28	0.6

Apr-18	Table Grapes	Hort Strat book out			2908	43	1.5
	Table Grapes	April – June edition The Vine out			7192	46	0.6
	Table Grapes	CEO Jeff Scott & Mark Krstic at FFFR talking Innogrape			696	15	2.2
	Table Grapes	The Vine survey			650	16	2.5
	Table Grapes	Chris & Neville Crook as appeared in the Vine			203	1	0.5
	Table Grapes	GSPFA proposed order - vote			217	5	2.3
	Table Grapes	Exporting to China – CEO Jeff Scott & Charlie Costa			222	6	2.7
	Table Grapes	South Korea – Hort Media release	746	11	105	4	3.8
May-18	Table Grapes	Farmer Health photo competitio			367	2	0.5
	Table Grapes	EOI Hort Innovation Director Nomination Committee			511	3	0.6
	Table Grapes	FRRR InnoGrape meeting			724	15	2.1
	Table Grapes	Murray Darling Basin Royal Commission			391	0	0
	Table Grapes	InnoGrape Workshop			792	8	1
	Table Grapes	EOI closing Hort Innovation Director Nomination Committee			338	1	0.3
	Table Grapes	Last InnoGrape workshop			766	6	0.8
	Table Grapes	InnoGrape Workshop - trends in canopy			664	32	48
Jun-18	Table Grapes	HARPS information session		8	590	10	1.7
	Table Grapes	Wrap up of Innogrape program			309	17	5.5
Jul-18	Table Grapes	Aerial view of canopy			1,138	48	4.2
	Table Grapes	Nuffield scholarship			384	1	0.3
	Table Grapes	July to Sept Vine released		5	452	11	2.4
	Table Grapes	Japanese inspector tours Warrambool		7	378	11	3.1
	Table Grapes	Country of Origin labelling			1064	11	1
	Table Grapes	Australian handbook for the ID of Fruit Fly			17708	47	0.3
	Table Grapes	Backroads ABC TV Robinvale - table grapes			718	24	3.3
	Table Grapes	National Heavy Vehicle Regulator workshop			3197	10	0.3
Aug-18	Table Grapes	Grape slicer			292	2	0.7
	Table Grapes	Export Registration sessions		13	931	22	2.4
	Table Grapes	Export Registration sessions			370	8	2.2
	Table Grapes	Fruit fly survey			315	10	3.2
	Table Grapes	CEO Jeff Scott talks to Weekly Times			512	28	5.5
	Table Grapes	ABC Landline podcasts			361	0	0
	Table Grapes	Grape season Sichuan China			353	13	3.7
	Table Grapes	Fruit Fly symposium			525	3	0.6
Sep-18	Table Grapes	Clip of fruit fly			472	23	4.9
	Table Grapes	BOM monthly climate water outlook	784	7	737	4	0.5
Oct-18	Table Grapes	October to December Vine edition out			531	28	5.3
	Table Grapes	WLA Scholarship	797	13	2173	32	1.5
	Table Grapes	CEO Jeff Scott Vic Country Hour interview			524	34	6.5
	Table Grapes	California table grapes market			260	11	4.2
	Table Grapes	Spain chasing new markets			164	7	4.3
	Table Grapes	California table grapes market - 5 week			173	3	1.7

Appendix J LinkedIn

Our LinkedIn company page was established in April 2018 and it now has 50 followers. ATGA will continue to refine the page and appropriate content. There is great potential to raise the profile internationally of the ATGA and hence the Australian table grape industry. Through analytics of the page, indications of the type of content that is engaging for followers is emerging. See an example below where ATGA has posted content that reports on our activities.





Appendix K
LinkedIn analytics

LinkedIn

Month	LinkedIn post	Followers	Impressions	Clicks	Engagement	Negative feedback
Jan-18	Jeff Scott Japan trade seminars	14	477	13	3.37%	2
Feb-18	Forecast ripe for growers	14	145	4	2.61%	1
	Middle East in Australian sights	14	154	3	2.37%	
Mar-18		14				
Apr-18	Korean trade seminar	14	100	6	5.00%	1
May-18		15	0	0		
Jun-18	Innogrape Final session	22	305	29	12.62%	

Jul-18		23	0	0	
Aug-18		29	0	0	
Sep-18		31	0	0	
Oct-18	Overview of AFL Jeff Scott Weekly Times	33	233	35	15.45%
Nov-18		35			
Dec-18		40			
Jan-19		43			
Feb-19	Gulfood Trade fairs	47	199	30	18.59%
Mar-19		53	0	0	
Apr-19		50			

Initially when the page was established, analytics showed that the page has a following from these countries - Australia, China, the United States, Portugal and India. The latest analytics show (see Table 1) the reach has now grown and other countries that can be added to this list include South Africa, Italy, United States various locations in China.

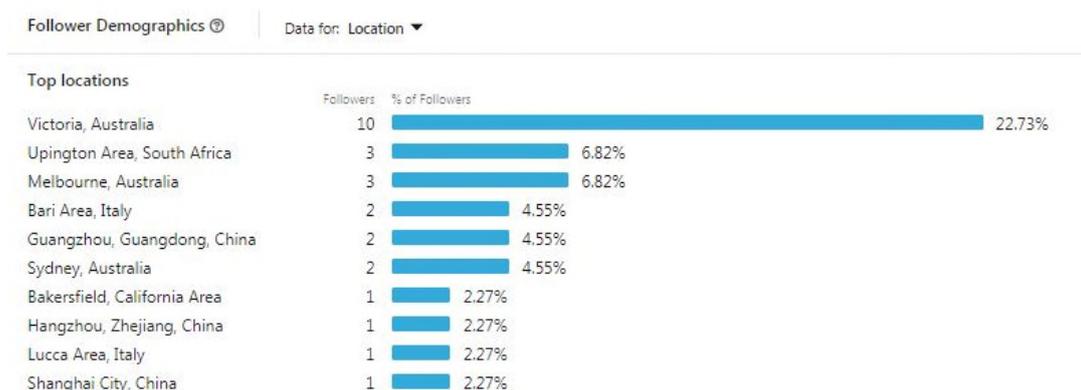


Table 1 Follower demographics

Aggregated demographics of LinkedIn members who follow your page. % shown is calculated as: Followers with this demographic / Total followers with standardized demographics.

Appendix L

ATGA eNewsletter – *Pick of the bunch*

Content details for each issue

Issue	Date Sent	Topic in edition
1	22 December 2017	CEO introduction
		ACCC online reporting tool allows anonymity for horticulture and viticulture industries
		New Permit for the control of Rust Mite and Two Spotted Mite issues
		Implementation of new horticulture inspection policy
		Farm crime under-reporting an issue
		ATTENTION SUNRAYSIA GROWERS – InnoGrape session
		The Vine magazine

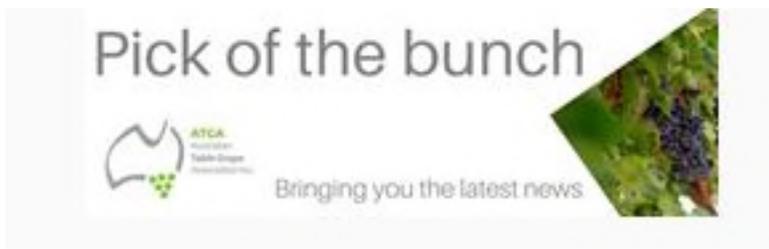
		R U Ok - Help start more conversations
		ATGA New Chairman sees success through collaboration
		Revised China table grape protocol to yield dividends
		Grapes overtake apples to become Britain's best-selling fruit.
		NEW LAWS TO MAKE THINGS FAIR FOR LOCAL LABOUR HIRE WORKERS
		The Bureau of Meteorology's Climate - Change and Weather Outlook
		Are you social – ATGA social media accounts
2	20 March 2018	CEO introduction
		Hort Code of Conduct
		The Bureau of Meteorology's Climate - Change and Weather Outlook
		InnoGrape Sessions
		Public Consultation - Draft Plant Export CRIS
		Australia-China Agricultural Cooperation Agreement (ACACA) Program
		Vine Readership Survey - Help Us, Help You
		Revised HARPS definitions bring clarity to industry
		Australian fresh fruit exports exceed A\$1bn
		Energy Investment Plan Survey Results
		The Australian Farmer
		IRRIGATION AUSTRALIA - CONFERENCE AND TRAINING
		ATGA LinkedIn Company Page
3	27 March 2018	CEO introduction
Issue	Date Sent	Topic in edition
3	27 March 2018	The Hort Innovation Review of Performance
		Climate Water Outlook for April to June
		The Vine Readership Survey Open Now
		Horticulture Code - Do you use or operate a packing house?
		Scholarship Opportunities - Applications Open Now
		Churchill Fellowships
		Diversity in Ag Leadership Program
		Flavour of the month- industry news from around the globe

4	29 April 2018	CEO introduction
		Aussie table grapes prove sweetest in Korea
		Biosecurity Legislation Update
		Climate Water Outlook for May to July
		Farm Business Concessional Loans Scheme
		Brown Marmorated Stink Bug
		The Vine Readership Survey Open Now
		Greater Sunraysia Pest Free Area Industry Development Order
		Greater Sunraysia Pest Free Area Activities Update
		Horticulture Statistics Handbook
		ACCC moves to improve quad bike safety
		Victorian Young Farmers Advisory Council
		Biosecurity Matters
		See your levy at work with the latest HORTLINK
		Flavour of the month – industry news from around the globe
5	May 2018	CEO introduction
		Are you HARPS ready?
		Federal budget – Agricultural Councilors
		Climate and Water outlook for June to August
		FREE TAFE for priority course
		Closing soon – The Vine Magazine survey
		Greater Sunraysia Pest Free Area Industry Development Order
		Hort Innovation – Find out how our levies are used
Issue	Date Sent	Topic in edition
		Nuffield scholarship – Applications pen until 15 June
		Flavour of the month
6	June 2018	CEO introduction
		Are you ready for Australia’s new food and labelling laws?
		Climate and water outlook for July to September
		Hort Innovation Directors sought
		Modern Slavery bill 2018
		Numbering and barcode training
		New fruit fly identification tool
		How to view past issues
		Hort 90-day regulatory mapping and reform – Western Australia

		What's in the Vine
		We need to check your details
		Hort Frontiers – area wide management guidelines
		Flavour of the month
7	July 2018	CEO introduction
		Authorised Officer Program
		Climate and water outlook for August to October
		Farm Safe
		Quad bikes are never safe for kids
		Victorian Labour Hire License Scheme
		Report into inquiry into Labour hire and Insecure work
		100% piece level examination for all outbound international cargo
		Chain of responsibility
		Chain of responsibility advice and primary industry producers
		Qld and NSW – Have your say – Finding affordable electricity solutions
		Victorian Energy Assessment open now
		Flavour of the month
		Events
		Training
8	August 2018	CEO introduction
		Export registration – What you need to know
		Climate and water outlook for September to November
Issue	Date Sent	Topic in edition
		Hort Innovation Review
		New Qantas freight service directly links Darwin to Hong Kong
		Review of delivery share in Northern Victoria
		Events
		Training
		Flavour of the month
9	September 2018	CEO introduction
		Export registration – What you need to know
		Tokuthion product alert notice
		Climate and water outlook for October to December
		South Australian labour hire license laws to be repealed
		Queensland -Affordable Energy Plan

		IAN – Horticulture Exports Program commenced of Export Control Accredited Properties Order 2018
		ABARES – Australian Bureau of Agriculture and Resource Economics and Sciences
		Events
		Training
		Flavour of the month
10	October 2018	CEO introduction
		Export registration – What you need to know
		Tokuthion Update
		Climate and water outlook for November to January
		Farmhouse Allowance
		The Very Fast Break SA & Vic
		Labour shortage – what you can do
		National Farmers Federation
		Table Grape Fund – Annual Report
		Events
		Training
		Flavour of the month
11	November 2018	CEO introduction
		Export registration - IAN notification, audits and other useful information
		Labour requirements - requires your action now - register
		The Bureau of Meteorology weather outlook
		Important changes to export air cargo screening
		Food and Grocery Code of Conduct Review
		Ask BOM - How does a weather radar work?
		National Heavy Vehicle Regulator - Vehicle Technology Survey
		Technology - Grape Assess App
		HAPRS
		Flavour of the month - a roundup of media that may be of interest to you
12	February 2019	CEO introduction
		Queensland Fruit Fly Lifecycle
		Export resources and helpful documents

		Victorian Labour Hire Authority
		The Bureau of Meteorology weather outlook
		Air cargo screening requirements start now
		Queensland Fruit Fly newsletter
		Japan Shine Musket farm & harvest - Milk grape
		National Heavy Vehicle Regulator- Chain of responsibility training
		Agriculture remains ACCC priority in 2019
		Training opportunities - HAPRS & Irrigation Australia
		Flavour of the month - a roundup of media that may be of interest to you
13	March 2019	CEO introduction
		Hort Innovation Strategic Plan Consultation
		Interview I did with the Vietnamese media
		IAN details for the change to irradiation treatment and options in New Zealand
		Victorian Labour Hire Licensing Scheme (It comes into effect on 29 April)
		The Bureau's April to June Climate and weather update
		Australian Horticultural Statistics Handbook released
		Bureau of Meteorology tool - MetEye
		National Heavy Vehicle Regulator- fatigue, new registration portal and vehicles as a workplace
		Table grape trade mentoring program
		Events
		Images from recent ATGA activities
		Flavour of the month - a roundup of media that may be of interest to you
14	April 2019	CEO introduction
		The Bureau's Climate and weather update
		Flavour of the month - a roundup of media that may be of interest to you



The header of the e-newsletter features the title "Pick of the bunch" in a large, grey font. Below the title is the ATGA logo, which consists of a stylized green leaf and a bunch of purple grapes, with the text "ATGA Association of Table Grape Growers" to its right. To the right of the logo is a photograph of a bunch of dark purple grapes on a vine. Below the logo and photo is the tagline "Bringing you the latest news".

Issue 13 March 2019

We've got the pick of the bunch sorted for you

Hi Rebecca,

Welcome to the March issue of *Pick of the bunch*.

The latest edition of *The Vine* magazine comes out this week. There are some great articles in it that will keep you up to date with what is going on in the industry.



This includes information on labour hire, a seasonal update & global overview, new varieties & export opportunities, post harvest care, tips on tools from the Bureau of Meteorology and the trade related activities that I mentioned last month. And to compliment this, if you scroll down to the bottom of the eNewsletter, you'll see photos from the ATGA activities in Japan, South Korea, United Arab Emirates and Vietnam.

This month we also had a delegation from Thailand visit to meet with growers and exporters. ATGA helped to arrange a networking session for the local industry. This provided a valuable opportunity for discussions and now possibly new business relationships.

In the meantime if you are keen to have a read of April to June edition of *The Vine* magazine, [click here](#).

Hort Innovation is consulting with industry to gather feedback for their new strategic plan. If weren't able to attend a session (there is one in Mildara on 1 April) then make sure you submit your feedback online. See information below.

Also there is an Expression of Interest open now for the Hort Innovation Table Grape Trade Mentoring Program. If you are interested, please check out all the details below.

In this month's eNewsletter you can read about:

- Hort Innovation Strategic Plan Consultation
- View an interview I did with the Vietnamese media
- IAN details for the change to irradiation treatment and options in New Zealand
- Victorian Labour Hire Licensing Scheme (It comes into affect on 29 April)
- The Bureau's April to June Climate and weather update
- Australian Horticultural Statistics Handbook released
- Bureau of Meteorology tool - MetEye
- National Heavy Vehicle Regulator- fatigue, new registration portal and vehicles as a workplace
- Table grape trade mentoring program
- Events
- Images from recent ATGA activities
- Flavour of the month - a round up of media that may be of interest to you

Image 23 – March 2019 ATGA E-Newsletter – *Pick of the bunch*

Appendix M

Pick of the bunch eNewsletter analytics

Pick of the Bunch - eNewsletter Statistics																					
Issue No.	Date sent	Time sent	Receptants (Sent to no.)	Successful Delivery (no.of)	Bounced	Opens (Unique)	% Opens (Unique)	Total Opens	% List open rate (average)	% Open Rate for our industry	Click rate	% Click rate	Total Clicks	% Clicks per unique opens	List average %	% Industry click rate	Countries where opened	Top three clicked on links	Top no. of times opened by an individual		
1	Dec-17	Sent	21-Dec	4.12pm	296	283	13	166	58.70%	521	41.7	13.1	38	13.40%	84	23.20%	8.6	1.5	Australia - USA	https://www.youtube.com/watch?list=PLbKujrA7Vp7naJL31deES8QAV5E0q6U_H&v=3YpFBdT-Zfs - https://www.premier.vic.gov.au/wp-content/uploads/2017/12/171213-New-Laws-To-Make-Things-Fair-For-Local-Labour-Hire-Workers.pdf - https://portal.apvma.gov.au/permits	29
		Re-sent	23-Jan	2.09pm	123	117	6	44	37.60%	84	41.7	13.1	6.00%	6.00%	9	15.60%	8.6	1.5	Australia - USA - China	https://portal.apvma.gov.au/permits - http://www.agriculture.gov.au/export/controlled-goods/plants-plant-products/ian/2017/2017-34#implementation-of-new-horticulture-inspection-policy--what-it-means-for-exporters-and-registered-establishments - http://www.australiangrapes.com.au/innogrape/	8
N/A	Jan-18				N/A																
2	Feb-18	Sent	28-Feb	6.15pm	293	287	6	153	53.30%	377	41.7	13.1	31	10.80%	44	20.60%	8.6	1.5	Australia - USA - Cech Republic - New Zealand	https://www.youtube.com/watch?v=Sgpl2SDmCAA - http://www.australiangrapes.com.au/the-vine-magazine/ - https://youtu.be/7JW5ul-G0Xw	17
	March	Re-sent	3-Mar	6.39pm	146	140	6	24	17.10%	60	41.7	13.1	6	2.10%	6	12.50%	8.6	1.5	Australia - Japan - USA	https://www.accc.gov.au/business/industry-codes/horticulture-code-of-conduct - http://www.frrr.org.au/ - http://www.coie.com.au/component/splms/event/irrigation-essentials-school-1	6

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3	Mar-18	Sent	27-Mar	7.30pm	301	295	6	148	50.20%	353	42.2	13.5	45	15.30%	83	30.40%	10.6	1.5	Australia - USA - New Zealand - Russia	https://youtu.be/UixttaA-nNU - http://www.freshplaza.com/article/171728/AU-Demand-for-Cotton-Candy-and-Sweet-Sapphire-is-phenomenal - http://www.freshplaza.com/article/190983/Year-round-table-grapes-from-Australia - http://www.abc.net.au/news/2018-03-14/cotton-candy-grapes-taste-fairy-floss-australian-supermarket/9538720?use_r_id=f81b4c5b5a2ac866f30a4b1568f56b4010be124f0e128053a1f0c8caed83f0e6&WT_src=email&WT_mc_id=Email%7C%5Bnews_sfmtc_16_03_18_rural-roundup_df_%21n1%5D%7C125	14
		Re-sent	2-Apr	8.50pm	158	152	6	29	19.10%	66	42.2	13.5	7	4.60%	15	24.10%	10.6	1.5	Australia	https://youtu.be/UixttaA-nNU - http://www.freshplaza.com/article/171728/AU-Demand-for-Cotton-Candy-and-Sweet-Sapphire-is-phenomenal - http://www.freshplaza.com/article/190983/Year-round-table-grapes-from-Australia - http://www.abc.net.au/news/2018-03-14/cotton-candy-grapes-taste-fairy-floss-australian-supermarket/9538720?use_r_id=f81b4c5b5a2ac866f30a4b1568f56b4010be124f0e128053a1f0c8caed83f0e6&WT_src=email&WT_mc_id=Email%7C%5Bnews_sfmtc_16_03_18_rural-roundup_df_%21n1%5D%7C125 - https://acc.us10.list-manage.com/track/click?u=2d4af35bb8308428c89cac9a4&id=eec6f2109&e=b6243985d6	24
4	Apr-18	Sent	26-Apr	9.32pm	300	300	0	159	53.00%	316	42.2	13.5	47	15.70%	77	29.10%	10.6	1.5	Australia, USA, New Zealand, Cech Republic, China	http://www.freshplaza.com/special-article/190879/Argentina-Four-new-varieties-of-table-grapes - https://youtu.be/-hwTVtdvs_4 - https://horticulture.com.au/aussie-table-grapes-prove-sweetest-in-korea/	12
		Re-sent	29-Apr	8.35pm	143	143	0	28	19.60%	150	40.3	13.6	5	3.50%	5	16.70%	10	1.6	Australia, Qatar, Thailand	https://youtu.be/-hwTVtdvs_4 - http://agriculture.gov.au/ag-farm-food/drought/assistance/farm-business-concessional-loans-scheme - https://horticulture.com.au/aussie-table-grapes-prove-sweetest-in-korea/	110
5	May-18	Send	29-May	7.30pm	308	307	1	175	57.00%	450	41.7	14.9	49	16.00%	104	28.00%	10.5	1.8	Australia, New Zealand, United States	http://www.fruitnet.com/fpj/article/175437/new-grapes-to-challenge-thompson-and-crimson-in-greece https://youtu.be/ZwEKu0XmvMQ http://www.freshplaza.com/article/194901/InnoGrape-celebrates-putting-research-and-development-front-and-centre	16
		Re-sent	4-Jun	10.33am	136	136	0	42	30.90%	85	41.7	14.9	8	5.90%	9	19.00%	10.5	1.8	Australia, France, Russia, USA	http://www.freshplaza.com/article/194901/InnoGrape-celebrates-putting-research-and-development-front-and-centre https://www.surveymonkey.com/r/vinereadersurvey	19
6	Jun-18	Send	30-Jun	7.30pm	401	400	1	229	57.30%	665	41.7	14.9	54	13.50%	212	23.60%	10.5	1.8	Australia, Colombia, USA, New Zealand, India	http://fruitflyidentification.org.au/wp-content/uploads/2018/05/The-Australian-Handbook-for-the-Identification-of-Fruit-Flies-Version-3.0-1.pdf https://youtu.be/3D836Gdqpmo https://acc.us10.list-manage.com/track/click?u=2d4af35bb8308428c89cac9a4&id=55b5b94050&e=36d1a3499a http://fruitflyidentification.org.au/360-fruit-fly/	40
		Re-sent	7-Jul	9.42pm	185	185	0	47	25.40%	79	41.7	14.9	14	4.90%	14	19.10%	10.5	1.8	Australia, United Kingdom, United States	https://acc.us10.list-manage.com/track/click?u=2d4af35bb8308428c89cac9a4&id=ca12dd15ad&e=36d1a3499a https://www.homeaffairs.gov.au/consultations/Documents/modern-slavery/modern-slavery-reporting-requirement.pdf#search=FACT%20SHEET%3A%20 https://www.business-humanrights.org/en/inquiry-into-establishment-of-a-modern-slavery-act-in-australia http://www.bom.gov.au/climate/ahead/ 77 https://acc.us10.list-manage.com/track/click?u=2d4af35bb8308428c89cac9a4&id=55b5b94050&e=36d1a3499a	8

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7	Jul-18	Send	30-Jul	8.15pm	409	409	0	233	57.00%	580	41.7	14.9	47	11.50%	74	20.20%	10.5	1.8	Australia, New Zealand, United States, India, China	https://youtu.be/pufd3jj10D0 http://www.hortidaily.com/article/44664/Australia-WA-Horticulture-Update-to-highlight-new-industry-trends http://www.bom.gov.au/climate/ahead/ https://youtu.be/mliDetereiY https://economicdevelopment.vic.gov.au/what-we-do/industrial-relations/victorian-labour-hire-licensing-scheme	12
		Re-sent	8-Aug	12.33pm	189	189	0	39	20.60%	57	41.7	14.9	10	5.30%	23	25.60%	10.5	1.8	Australia, Fiji, New Zealand, Russia	https://youtu.be/mliDetereiY https://youtu.be/g-gN0K5V17Q https://youtu.be/g-gN0K5V17Q https://economicdevelopment.vic.gov.au/__data/assets/pdf_file/0020/1470206/Response-to-labour-hire_inquiry.pdf http://www.agriculture.gov.au/export/controlled-goods/plants-plant-products/ao/ao-app-form https://youtu.be/OxFG9Xc7eJU	4
8	Aug-18	Send	29-Aug	9.43pm	410	409	1	231	56.50%	570	41.7	14.9	61	14.90%	171	26.40%	1.5	1.8	Australia, United States, New Zealand, India, Spain	http://tablegrape.geometryit.com/ATGA/login%3bjsessionid=1E5787F6F88B442DC8D483982AA29549 http://www.agriculture.gov.au/export/controlled-goods/plants-plant-products/ian/2018/2018-37 https://micor.agriculture.gov.au/Plants/Pages/Documents.aspx http://www.agriculture.gov.au/SiteCollectionDocuments/biosecurity/export/plants-plant-products/plant-exports-manual/mgt-horticulture-export-acc	19
		Re-sent	4-Sep	9.12pm	189	189	0	30	15.90%	60	41.7	14.9	12	6.30%	19	40.00%	10.5	1.8	Australia, United States, Indonesia	https://youtu.be/OxFG9Xc7eJU https://iorder.com.au/publication/publicationdetails.aspx?pid=75057-07.2018 https://horticulture.com.au/wp-content/uploads/2018/08/2127005_REP_Independent-Performance-Review-of-Hort-Innovation_Final-Report.pdf https://www.freshfruitportal.com/news/2018/08/13/u-s-california-grape-season-turning-a-corner-says-sun-world/	6
9	Sep-18	Send	30-Sep	11.15am	411	409	2	197	48.20%	629	41.7	14.9	66	16.10%	174	33.50%	10.5	1.8	Australia, United States, New Zealand, Spain, India	https://micor.agriculture.gov.au/Plants/Pages/Documents.aspx https://youtu.be/1nJutskhloQ http://www.agriculture.gov.au/export/controlled-goods/plants-plant-products/ian/2018/2018-37 https://www.afr.com/real-estate/commercial/investment/rising-water-prices-to-hit-almond-avocado-citrus-and-grape-farm-values-warn-valuers-20180 https://apvma.gov.au/news-and-publications/publications/gazette	133
		Re-sent	9-Oct	10.14am	219	218	1	72	33.00%	120	41.7	14.9	7	3.20%	10	9.70%	10.5	1.8	Australia, United States, Indonesia	https://micor.agriculture.gov.au/Plants/Pages/Documents.aspx http://www.agriculture.gov.au/SiteCollectionDocuments/biosecurity/export/plants-plant-products/plant-exports-manual/mgt-horticulture-export-accredited-properties.pdf https://apvma.gov.au/news-and-publications/publications/gazette http://www.bom.gov.au/climate/ahead/ http://www.agriculture.gov.au/SiteCollectionDocuments/biosecurity/import/general-info/qtfp/afas-fumi-standard.pdf	10

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10	Oct-18	Send	31-Oct	7.30pm	426	424	2	202	47.60%	526	41.7	14.9	61	14.40%	189	30.20%	10.5	1.8	Australia, United States, New Zealand, India, United Kingdom	https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/1c128f53-6e8a-4f13-a0eb-4404986f39ad/China_Pack_House_Check_List_2018.docx https://micor.agriculture.gov.au/Plants/Pages/Documents.aspx https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/276a2dfc-096f-450a-bcc2-5c8bd42a4103/Pest_Monitoring_A4.pdf https://horticulture.com.au/annual-general-meeting-2018/ https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/86512bec-7c66-4c3e-ae2f-3a35061b67fb/ATGA_chemical_compliance_Tokuthion_s	28
		Re-sent	5-Nov	7.30pm	226	224	2	39	17.40%	63	41.7	14.9	14	6.30%	26	35.90%	10.5	1.8		https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/1c128f53-6e8a-4f13-a0eb-4404986f39ad/China_Pack_House_Check_List_2018.docx https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/276a2dfc-096f-450a-bcc2-5c8bd42a4103/Pest_Monitoring_A4.pdf https://micor.agriculture.gov.au/Plants/Pages/Documents.aspx http://www.agriculture.gov.au/export/controlled-goods/plants-plant-products/ian/2018/2018-37 https://youtu.be/q3lWfhY7Uuw	6
11	Nov-18	Send	30-Nov	7.30pm	430	429	1	218	50.80%	514	40.7	15.7	39	9.10%	90	17.90%	10.2	1.9	Australia, New Zealand, USA, Japan & China	https://youtu.be/vOZE5ycwg0g http://www.freshplaza.com/article/9043526/costa-announces-agreement-for-acquisition-of-nangilocolignan-farm/ http://www.agriculture.gov.au/export/controlled-goods/plants-plant-products/plantexportsmanual	18
		Re-sent	10-Dec	8.27pm	222	221	1	57	26%	102	40.7	15.7	6	2.70%	8	10.50%	10.2	1.9	Australia, Russia, United States	https://youtu.be/vOZE5ycwg0g https://harponline.com.au/wp-content/uploads/2018/07/4.-HARPS-Example-Label-Check-Record.xlsx http://www.freshplaza.com/article/9043526/costa-announces-agreement-for-acquisition-of-nangilocolignan-farm/ https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/b00e9ae8-4989-43d5-8ab0-346bcd39abd/MADEC_Harvest_Form_1.pdf	6
	Dec-18	Send	N/A																		
		Re-sent	N/A																		
####																					
Issue No.			Date sent	Time sent	Receiptants (Sent to no.)	Successful Delivery (no.of)	Bounced	Opens (Unique)	% Opens (Unique)	Total Opens	% List open rate (average)	% Open Rate for our industry	Click rate	% Click rate	Total Clicks	% Clicks per unique opens	List average %	% Industry click rate	Countries where opened	Top three clicked on links	Top no. of times opened by an individual
12	Feb-19	Sent	2-Mar	7.45pm	444	442	2	255	57.70%	627	40.7	15.7	79	17.90%	169	31.00%	10.2	1.9	Australia, United States, New Zealand, India, Hong Kong	https://youtu.be/stLzgaFKaL8 http://www.fruitnet.com/asiafruit/artide/177799/vietnam-grape-taste-changes https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/276a2dfc-096f-450a-bcc2-5c8bd42a4103/Pest_Monitoring_A4.pdf https://youtu.be/stLzgaFKaL8	14
	March	Re-sent	11-Mar	10.00am	192	191	1	40	20.90%	75	40.7	15.7	8	4.20%	9	20.00%	10.2	1.9	Australia, United States, Chile, Portugal	http://www.agriculture.gov.au/SiteCollectionDocuments/biosecurity/import/general-info/qtfp/afas-fumi-standard.pdf https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/276a2dfc-096f-450a-bcc2-5c8bd42a4103/Pest_Monitoring_A4.pdf	2

Hort Innovation – Final Report: ATGA Communications Project TG15008

13	Mar-19	Sent	31-Mar	10.00pm	444	443	1	215	48.50%	562	40.7	15.7	65	14.70%	140	30.20%	10.2	1.9	Australia, New Zealand, United States, India, Canada	https://portal.vtc.gov.vn/chitiet/48299-viet-nam-goc-nhin-cua-ban-11-03-2019.html http://www.australiangrapes.com.au/the-vine-magazine/ https://gallery.mailchimp.com/bcf746efe568603d71ee771d2/files/ea678d86-d2d3-490b-ba29-44b35715294f/Making_Every_Drop_Count_irrigation_session.pdf?_ga=2.210727698.607056489.1556344420-2123718754.1532852351&_gac=1.204154148.1556194222.EAlalQobChMI8NpQmZvr4QIV0hrCh2BIAIBEAAYASAAEglEv_D_BwE		
		Re-sent	8-Apr	10.22pm	234	233	1	54	23.20%	130	40.7	15.7	15	6.40%	20	27.80%	10.2	1.9	Australia, United States, Chile	http://www.australiangrapes.com.au/the-vine-magazine/ https://youtu.be/4urB12Sem8Q https://www.horticulture.com.au/hort-innovation/the-company/corporate-governance/hort-innovation-new-strategic-plan/	12	
14	Apr-19	Sent																				
		Re-sent																				
15	May-19	Sent																				
		Re-sent																				
16	Jun-19	Sent																				
		Re-sent																				
17	Jul-19	Sent																				
		Re-sent																				
18	Aug-19	Sent																				
		Re-sent																				
19	Sep-19	Sent																				
		Re-sent																				
20	Oct-19	Sent																				
		Re-sent																				
21	Nov-19	Sent																				
		Re-sent																				
	Dec-19	Sent																				
		Re-sent																				

Appendix O Media releases

A full list of media releases can be found below. Formal media releases are circulated according to the ATGA media distribution list. The media distribution list is consistently updated to reflect changes as contacts move on from postings and organisations. Keeping our media distribution list up to date ensures that ATGA media releases are reaching a wide section of media, across the platforms of print, online, radio and television. The media have also contacted ATGA and have requests to be added to our distribution list.



The ATGA has established a successful relationship with the media and is often contacted for comments or updates about the table grape industry. Further to the media generated from media releases, please see below for some examples of media coverage from the media approaching ATGA.

DATE	MEDIA OUTLET	Title	PLATF ORM
27 December 2017	The Weekly Times	Bumper season looms for table grapes	Print, online & social media
9 January 2018	The Australian (The Nation)	Chinese hunger for grapes feeds export boom	Print, online & social
14 February 2018	The Weekly Times	Japan’s grape potential	Print, online
14 March 2018	The Weekly Times	Horti’s fab five are flying high - A bunch of buyers come to the table	Print, online, social
11 April 2018	The Weekly Times	Grapes help turn the table for unique operation	Print, online
22 May 2018	ABC Mildura Swan Hill	Fruit fly vote	Radio
29 May 2018	Sunraysia Daily	Last Innogrape workshop	Print, online & social
1 August 2018	The Weekly Times	Asia niche for table grapes	Print, online & social
2 October 2018	ABC Country hour	Asia Fruit Logistica Hong Kong trade expo	Radio, online

10 October 2018	The Weekly Times	Grape haul grows	Print, online & social
12 October 2018	Vic Country Hour	Asia Fruit Logistic attendance	Radio and podcast
22 January 2019	2GB 873 Sydney	Bumper grape harvest on the cards	Radio, website and podcast
1 February 2019	Mildura Weekly	Table grape season outlook positive says ATGA CEO	Print & online
12 February 2019	Fresh Plaza	New varieties and Chinese export opportunities driving strong table grape season	Electronic newsletter and Facebook
17 April 2019	Fresh Plaza	Table grape growers using inventiveness to fight fruit fly	Electronic newsletter and Facebook
23 April 2019	Sunraysia Daily	Farming: Fast spray for fruit fly pest	Print & online

Separate to this listing are any media engagement on overseas trade seminars or trade fairs. On example of this is the media coverage out of Vietnam in 2019. Hort Innovation has a comprehensive list of these.

Please see below for a list of media releases

SUBJECT / CONTENET	DATE
Asia Fruit: Grapes showing growth in Japan	1 July 2016
Phenomenal export season sees Australian table grape boom in Japan	22 July 2016
2016 Export registration dates announced	2 August 2016
2016 Export registration open now!	26 August 2016
2016 Export registration closed	19 October 2016
Backpacker tax – largest hort players call for compromise	30 November 2016
Recovery grants of up to \$25,000 for storm affected growers	3 January 2017
ATGA domestic maturity recommendations	6 January 2017
Grower feedback welcomed on industry strategic plan	5 March 2017
Table grapes leading hort export charge	7 March 2017
JAPEA: Aussie farmers reaping rewards	4 April 2017
CSIRO welcomes grower feedback on Qfly AWM and SIT	6 April 2017
Climate update: the very fast break	6 April 2017
Australian grapes launched with a new brand name in Korea – <i>Tams Gold</i>	20 April 2017
Aussie grapes on show in Korea	22 April 2017
New table grape strategic investment plan complete	26 June 2017
8ITGS Expression of interest closed	3 July 2017
Dates set for annual grower export meetings	4 August 2017
Grower export registration now closed	25 October 2017
Sweet start to the season	8 November 2017
Revised China table grape protocol to yield dividends	10 November 2017
ATGA new Chairman sees success through collaboration	14 December 2017
Quality Harvest Promote Interest	23 March 2018
Table Grape and dried fruits survey open now	9 April 2018
InnoGrape celebrates research and development	18 May 2018
Export registration sessions	2 August 2018
Australia and Vietnam strengthen trade ties through table grapes	26 February 2019
Table grape growers using inventiveness to fight fruit fly	17 April 2019

Appendix P

ATGA Communication with Growers / Interested Parties

Grower enquiries in the last few months have picked up as they register for export and prepare to undertake their audits for exports. The enquiries received throughout May to October were varied. Growers sought clarification from ATGA towards the following subjects / issues:

- tokuthion
- labour hire licensing
- labour shortages
- Modern Slavery bill
- 100% piece level examination for all out bound international cargo
- pest monitoring
- registering & uploading issues to the export registration system
- labels for export & domestic markets
- requirements for shed / facility audits
- requirements for consignments other markets, such as Indonesia, Malaysia, Singapore
- MRL's and relevant withholding periods for China
- fruit fly concerns & GSFA order
- timing of implementation for revised China protocols
- Additional varieties to Japan
- New Zealand access
- Export registration
- Access to the United States
- Access to India
- Trade Seminars in Japan and Korea
- New legislation on Accredited Properties
- Registration for on-shore cold treatment for Exporting to China
- Audit requirements for fumigation chambers
- China suspension of air freight from the protocol
- Immigration raids
- Permits for chemical use
- Spray drift damage
- Import permits for Bangladesh, Vietnam, Indonesia
- New varieties
- Non-payment of levies by exporters
- Thailand verification audits for on shore cold treatment facilities
- Korean inspector logistics
- Major retail chain price offers
- Countries that have market access for grapes to Australia

- Study tours to countries such as China
- Innogrape activities
- International Symposium in Italy

Appendix Q

Levy Production Forums

ATGA hosted sessions for Levy payers throughout the project.

These sessions presented information of world's best technical table grape production knowledge, critical industry research, development and other relevant information.

Further to this we have helped facilitate invitations for levy payers to specific organisational events. Examples of this include the workshop on Hort Innovation's Strategic Plan, fruit fly AWM road show events, post hail management and the Bureau of Meteorology's meeting about the location of a new radar in North West Victoria.

Date	Location	Topic
2016		R&D
2016	Irymple	Export registration
2016	Euston	Export registration
2016	Brisbane	Export registration
2016	Perth	Export registration
24 October 2016	Irymple	Fruit fly workshop
25 October 2016	Euston	Fruit fly workshop
1 February 2017	Mildura	R&D - spray applications
2017		R&D
2017	Irymple	Export registration
2017	Euston	Export registration
2017	Brisbane	Export registration
2017	Perth	Export registration
29 November 2017	Irymple	R&D
30 November 2017	Euston	R&D
6 March 2018	Euston	R&D
7 March 2018	Irymple	R&D
24 May 2018	Euston	R&D
25 May 2018	Irymple	R&D

3 June 2018	Euston	R&D
4 June 2018	Irymple	R&D
3 July 2018	Euston	R&D
15 August 2018	Euston	Export registration
16 August 2018	Irymple	Export registration
22 August 2018	Brisbane	Export registration
24 August	Perth	Export registration
18 October 2018	Irymple	Fruit fly - grower feedback
19 October 2018	Swan Hill	Fruit fly - grower feedback
10 December 2018		Fruit fly
January 2019		Fruit Fly
1 May 2019	Woorinen	Fruit fly spraying
1 May 2019	Tooleybuc	Fruit fly spraying
2 May 2019	Euston	Fruit fly spraying
2 May 2019	Cardross	Fruit fly spraying
3 May 2019	Yelta	Fruit fly spraying
3 May 2019	Colignan	Fruit fly spraying

Examples of levy payer workshops and events



