

Cherry Fund Annual Investment Plan 2023/24



Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Cherry Fund in 2023/24 can be found below. Each year, cherry industry representatives meet as advisory panels to discuss investment recommendations in line with the cherry Strategic Investment Plan (SIP). At these meetings, the panel is provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The cherry R&D and marketing advisory panel met on 27 April 2023, to discuss, provide advice on, and prioritise recommendations on investments in 2023/24. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the cherry Annual Investment Plan (AIP) 2024/25.

Table 1. Cherry R&D advisory panel prioritised investment recommendations in 2023/24

Priority	Investment	Outcome	Strategy
1	Cherry Trade show (AFL)	1. Demand creation	O1S1. Market Access
2	Trade outbound Missions	1. Demand creation	O1S1. Market Access
3	Export Launch Event	1. Demand creation	O1S1. Consumer demand
4	Understanding Barriers for Non and Light Buyers	1. Demand creation 4. Business insights	O1S1. Consumer demand O4S1. Consumer insights

Table 2. Cherry marketing advisory panel prioritised investment recommendations in 2023/24

Priority	Investment	Outcome	Strategy
1	Domestic Cherry Marketing Program FY23	1. Demand creation	O1S1. Consumer demand
2	Export Market Development Program FY23	1. Demand creation	O1S1. Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Cherry Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the cherry SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted R&D project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/2023 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
CY16005	Cherry Industry Minor Use Program		2,000	2,000	
CY19001	National Cherry Conference	10,000			
CY21001	Cherry Trade Development Project 2022-2025	542,462	339,800	375,068	
CY21002	Project eval of CY18002	30,000			
CY22000	Supporting pollination dependence assessment and incursion response communications		10,000		
CY22002	Extension and communications for the Australian Cherry industry	225,000	100,000	100,000	100,000
CY22003	Understanding barriers of non and light buyers	42,800	10,700		
FF18003	SITplus: Port Augustus Qfly SIT factory pilot operation	74,107			
FF20000	National Fruit Fly Council	2,000	4,000	4,000	4,000
HA19007	Plant Biosecurity Research Initiative PBRI Program	553			
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk)		10,780		
MT20007	Regulatory Support & response Coordination	4,047	2,024	3,035	
MT21003	Consumer Demand Spaces for Horticulture	2,666			
MT21004	Consumer Behavioural Retail Data	15,407	15,090	15,090	15,090
MT21005	Strategic agrichemical review process	4,750			

Project code	Project title	2022/2023 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT21006	Horticulture Statistics Handbook 2021/22 to 2023/24	2,083	4,167	7,583	
MT21007	Seasonal Horticulture Labour Accommodation Study	2,166			
MT21008	National Bee Pest Surveillance Program	12,200	14,500	14,538	
MT21010	Economic Contribution of Australian Horticulture	210	715		
MT21012	Creative campaign evaluation	2,824			
MT21013	Industry specific impact assessment	26,848			
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	1,738	1,738	2,086	
MT21201	Pilot program - consumer usage and attitude and brand tracking	212			
MT21202	Consumer usage & attitude research program	1,321	1,669		
MT22001	Asia fruit logistica	50,000			
MT22005	Horticulture Trade Data 2022-2026	2,403	2,486	2,573	
ST21007	Australian horticulture international demand creation	7,313			
Total		1,063,110	519,669	525,973	119,090

Table 4. Current contracted marketing project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/2023 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT20600	Media Strategy Planning & Buying Services (Retainer Payments)	3,585			
CY22500	Cherry State Based Promotions FY23	24,545			
CY22501	Radio campaign Cherries - Talent, dispatch, posters	3,960			
CY22600	Radio Campaign Cherries FY23	36,040			
CY22620	Cherry FY24 Paid social media and influencer	5,000	40,000		
CY22641	International Cherry Marketing Program Vietnam FY23	100,000			
CY23640	International Cherry Program FY24		100,000		
Total		173,130	140,000		

Note * This is a foundational investment required to support data generation of agricultural permits and therefore does not require advice.

Financial statements

Financial statements for the R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

View the current and most up-to-date financial statements for the Cherry Fund at the Hort Innovation website [here](#).

Table 5. Cherry R&D levy fund actuals at 2022/23 and forecast to 2025/26 (as at July 1, 2023)

	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
Opening Balance	1,022,159	1,079,526	674,659	356,688
Levies from growers	705,270	700,000	700,000	700,000
Commonwealth funds	641,190	1,086,908	991,124	751,850
Other Income	32,061	21,591	13,493	7,134
Total Income	1,378,521	1,808,499	1,704,617	1,458,984
Project funding ¹	1,063,110	732,744	569,910	163,145
Available for Investment	-	1,100,000	1,100,000	1,100,000
Grower consultation and advice	30,532	15,000	15,000	15,000
Service delivery	188,738	326,072	297,337	225,555
Total matched expenditure	1,282,380	2,173,816	1,982,247	1,503,700
Closing balance	1,079,526	674,659	356,688	270,824
Federal Government levy collection costs	38,774	39,549	40,340	41,147

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

Table 6. Cherry marketing levy fund actuals at 2022/23 and forecast to 2025/26 (as at July 1, 2023)

	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
Opening Balance	527,163	434,412	344,061	244,547
Levies from growers	141,175	140,000	140,000	140,000
Other Income	20,321	8,688	6,881	4,891
Total Income	161,496	148,688	146,881	144,891
Project funding ¹	173,130	165,000	-	-
Available for Investment	-	-	170,000	170,000
Grower consultation and advice	16,668	10,000	10,000	10,000
Service delivery	41,353	39,540	40,669	40,669
Total expenditure	231,151	214,540	220,669	220,669
Closing balance	434,412	344,061	244,547	141,758
Federal Government levy collection costs	23,096	24,500	25,725	27,011

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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