

Lychee Fund Annual Investment Plan 2023/24



Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Lychee Fund in 2023/24 can be found below. Each year, lychee industry representatives meet as advisory panels to discuss investment recommendations in line with the lychee Strategic Investment Plan (SIP). At these meetings, the panels are 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 lychee advisory panel met on April 26, 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 lychee Annual Investment Plan (AIP) 2024/25.

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

Priority	Investment	Outcome	Strategy
*	Strategic Agrichemical Review Process (SARP) 2023 updates	2. Industry supply, productivity and sustainability	5. SARP

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

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

Priority	Investment	Outcome	Strategy
1	Lychees Marketing Plan FY24	1. Demand creation	1. Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Lychee Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the Lychee 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	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
HA19007	PBRI Phase 1	125			
LY16000	Lychee minor use permits	375	4,050	4,050	4,050
LY20000	Lychee industry communications program	50,374	41,980		
LY20001	Scale and mealybug management options for lychee growers - An extension toolkit	30,546			
MT18006	Biosecurity plan review and update for the lychee, papaya and passionfruit industries (estimated costs)	2,890	2,890	7,520	
MT20007	Regulatory support & response coordination	669	335	502	
MT21003	Consumer demand spaces for horticulture	474			
MT21004	Consumer behavioural retail data	2,460	2,409	2,409	2,409
MT21008	National bee pest surveillance: transition program	2,500	2,000	2,895	
MT21013	Fund impact assessment 2020/21	5,370			
MT21015	Horticulture impact assessment program	309	309	371	
MT21201	Pilot program - consumer usage & attitude and brand tracking - 55-5	38			
MT21202	Consumer usage & attitude tracking - FY22/23	235	334		
MT23001	Strategic agrichemical review process (SARP) 2023 updates		7,150		
ST17000	Generation of data for pesticide application in horticulture	-24,000			
ST18003	Plant Biosecurity Research Initiative (PBRI Program)	0	150	150	150

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
ST21007	Australian horticulture international demand creation	7,313			
ST22004	Generation of data - crop protection 2022 - Agreco	8,190	10,000	9,064	
Total		87,868	71,607	26,961	6,609

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
LY22621	Lychee FY23 marketing program	25,000			
LY22622	Lychees marketing plan FY24		27,000		
MT20600	Media strategy, planning & buying services (retainer)	493			
MT20600	Media strategy, planning & buying services (performance)	104			
MT21600	FY22 small tropicals media	732			
Total		26,329	27,000		

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 Lychee Fund at the Hort Innovation website [here](#).

Table 5. Lychee 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	206,524	318,383	237,808	174,670
Levies from growers	153,017	95,000	95,000	95,000
Commonwealth funds	51,610	172,575	155,108	137,225
Other Income	7,295	1,000	1,050	1,103
Total Income	211,922	268,575	251,158	233,328
Project funding ¹	87,866	127,472	122,852	117,527
Available for Investment	-	150,000	125,000	100,000
Grower consultation and advice	1,420	15,180	15,180	15,180
Service delivery	13,933	52,497	47,184	41,744
Total matched expenditure	103,219	345,149	310,216	274,451
Closing balance	318,383	237,808	174,670	129,386
Federal Government levy collection costs	-3,156	4,000	4,080	4,162

Note:

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

Table 6. Lychee 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	1,591	38,949	34,583	19,958
Levies from growers	69,475	41,000	41,000	41,000
Other Income	324	100	105	110
Total Income	69,799	41,100	41,105	41,110
Project funding ¹	26,330	27,000	-	-
Available for Investment	-	-	35,000	30,000
Grower consultation and advice	608	6,900	6,900	6,900
Service delivery	6,942	9,066	11,205	9,868
Total expenditure	33,880	42,966	53,105	46,768
Closing balance	38,949	34,583	19,958	11,544
Federal Government levy collection costs	-1,439	2,500	2,625	2,756

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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