

# Mango Fund Annual Investment Plan 2023/24



## Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Mango Fund in 2023/24 can be found below. Each year, mango industry representatives meet as advisory panels to discuss investment recommendations in line with the mango 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 mango advisory panel met on May 10, 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 mango Annual Investment Plan (AIP) 2024/25.*

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

Priority	Investment	Outcome	Strategy
1	2024 Australian Mango Conference	2. Industry supply, productivity and sustainability 3. Extension and capability	2. Improve yield 1. Extension capability 2. Engagement
2	Mangoes Cubery creative testing	1. Demand creation	1. Consumer demand
3	Mango foodservice research & strategy FY23 R&D	1. Demand creation	1. Consumer demand

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

Priority	Investment	Outcome	Strategy
1	Mango marketing program FY24	1. Demand creation	1. Consumer demand

## Current contracted R&D and marketing projects

Current contracted projects in the Mango Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the mango 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
<a href="#">FF20000</a>	National Fruit Fly Council - Phase 4	4,000	8,000	8,000	8,000
HA19007	PBRI Phase 2	715			
<a href="#">MG16004</a>	Mango minor use permits	375	4,400	4,400	4,400
<a href="#">MG21001</a>	Mango industry communications program	136,008	136,008	136,008	136,008
<a href="#">MG21002</a>	Building the Australian mango industry's innovative and culture capability	367,389	267,118	267,118	238,271
<a href="#">MG21004</a>	Investigating the control of fruit drop in mango to support innovative solutions for Australian growers	54,700	40,000	13,000	27,000
<a href="#">MG22000</a>	Managing mangoes for future climates	40,000	40,000	20,000	19,858
MG23000	Mangoes Cubery creative testing		20,000		
MG23001	2024 Australian Mango Conference		60,000		
<a href="#">MT14052</a>	Essential market access data packages	63,517			
<a href="#">MT17003</a>	Review of the biosecurity plan - avocado and mango	13,694			
<a href="#">MT18018</a>	Generation of data for pesticide applications in horticulture crops - 2019/20	38,043			
<a href="#">MT20007</a>	Regulatory support & response co-ordination	3,251	1,625	2,438	
<a href="#">MT21003</a>	Consumer demand spaces for horticulture	3,158			
<a href="#">MT21004</a>	Consumer behavioural retail data	19,709	19,304	19,304	19,304
<a href="#">MT21005</a>	Strategic agrichemical review process	4,750			
<a href="#">MT21006</a>	Horticulture Statistics Handbook	6,944	6,944	25,278	
MT21007	Seasonal horticulture labour	2,566			

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
	accommodation study				
<a href="#">MT21008</a>	National bee pest surveillance: transition program	-	13,900	13,900	
<a href="#">MT21010</a>	Economic contribution of Australian horticulture	249			
<a href="#">MT21015</a>	Horticulture impact assessment program 2020/21 to 2022/23	2,060	2,060	2,471	
MT21019	Ehrenberg-Bass capability program	17,500			
<a href="#">MT21201</a>	Pilot program - consumer usage & attitude and brand tracking - 55-5	252			
<a href="#">MT21202</a>	Consumer usage & attitude tracking - FY22/23	7,736	6,176		
<a href="#">MT22005</a>	Horticulture trade data 2022-2025	1,457	1,509	1,561	
<a href="#">MT22200</a>	Comms evaluation modules - FY23	9,600	2,400		
<a href="#">ST17000</a>	Generation of data for pesticide applications in horticulture crops	-22,500			
ST18003	Plant Biosecurity Research Initiative - PBRI program	-	1,000	1,000	1,000
<a href="#">ST21007</a>	Australian horticulture international demand creation	7,313			
<a href="#">ST22001</a>	Generation of data - crop protection 2022	23,720	5,930	5,930	5,930
<b>Total</b>		<b>806,206</b>	<b>636,374</b>	<b>520,408</b>	<b>459,771</b>

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

<b>Project code</b>	<b>Project title</b>	<b>2022/23 Actual</b>	<b>2023/24 Forecast</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>
MG21500	Mango marketing FY22- supply chain engagement	20,000			
MG21501	Mango FY22 - printing and storage	648			
MG21503	Mango FY22 South Korea / US export	300			
MG22500	Mango FY23 Supply Chain Engagement Manager	80,000	20,000		
MG22501	Mango FY23 POS printing, storage, distribution	43,968			
MG22502	Mangoes FY23 POS	25,000			
MG22503	Mango FY23 USA export marketing program	10,003			
MG22600	Mangoes FY23 media	276,671			
MG22602	Mango FY23 public relations	70,000			
MG22610	Mangoes FY23 creative	20,000			
MG23500	Mango POS FY24/FY25		30,000	30,000	
MG23502	Exp Only: Mango creative: Taste the Sunshine campaign		30,000		
MG23600	Mango media: domestic including retail media and NZ		270,000		
MG23610	Mango public relations FY24		100,000		
MG23640	International mangos marketing program - FY24		55,000		
MT20600	Media retainer	14,435	18,103		
MT20600	Media incentive	1,911	4,787		
<b>Total</b>		<b>562,936</b>	<b>527,890</b>	<b>30,000</b>	<b>-</b>

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

**Table 5. Mango 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	87,762	200,286	224,037	240,349
Levies from growers	586,471	525,000	525,000	525,000
Commonwealth funds	474,410	493,249	500,588	467,547
Other Income	7,014	2,000	2,100	2,205
<b>Total Income</b>	<b>1,067,895</b>	<b>1,020,249</b>	<b>1,027,688</b>	<b>994,752</b>
Project funding <sup>1</sup>	806,205	779,126	791,618	525,376
Available for Investment	-	50,000	50,000	260,000
Grower consultation and advice	5,727	10,483	10,483	10,483
Service delivery	136,888	146,890	149,075	139,236
<b>Total matched expenditure</b>	<b>948,820</b>	<b>986,499</b>	<b>1,001,176</b>	<b>935,095</b>
<b>Closing balance</b>	<b>200,286</b>	<b>224,037</b>	<b>240,349</b>	<b>289,602</b>
Federal Government levy collection costs	6,551	10,000	10,200	10,404

**Note:**

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

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

	<b>2022/23 Actual</b>	<b>2023/24 Forecast</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>
Opening Balance	219,347	295,471	111,829	108,176
Levies from growers	781,982	700,000	700,000	700,000
Other Income	5,781	1,000	1,050	1,103
<b>Total Income</b>	<b>787,763</b>	<b>701,000</b>	<b>701,050</b>	<b>701,103</b>
Project funding <sup>1</sup>	562,936	627,890	130,000	-
Available for Investment	-	40,000	390,000	500,000
Grower consultation and advice	14,993	36,802	36,802	36,802
Service delivery	124,977	157,950	124,802	120,319
<b>Total expenditure</b>	<b>702,906</b>	<b>862,642</b>	<b>681,604</b>	<b>657,121</b>
<b>Closing balance</b>	<b>295,471</b>	<b>111,829</b>	<b>108,176</b>	<b>127,902</b>
Federal Government levy collection costs	8,733	22,000	23,100	24,255

**Note:**

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

DISCLAIMER:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of any information published or made available by Hort Innovation in relation to this publication. Your access, use and reliance on any information published or made available by Hort Innovation is entirely at your own risk. The information published or made available by Hort Innovation does not take into account your personal circumstances and you should make your own independent enquiries before making any decision concerning your interests or those of another party or otherwise relying on the information. Hort Innovation is not responsible for, and will not be liable for, any loss (including indirect or consequential loss), damage, claim, expense, cost (including legal costs) or other liability arising in any way, including from any Hort Innovation or other person's negligence or otherwise from your use or non-use of this publication, or from reliance on information contained in the material or that Hort Innovation makes available to you by any other means.

COPYRIGHT NOTICE:

Copyright © Horticulture Innovation Australia Limited 2023

Copyright subsists in this publication. Horticulture Innovation Australia Limited (Hort Innovation) owns the copyright in the publication, other than as permitted under the Copyright Act 1968 (Cth). Copying in whole or in part of this publication is prohibited without the prior written consent of Hort Innovation.

Any request or enquiry to use this publication should be addressed to:

Communications Manager  
Hort Innovation  
Level 7, 141 Walker Street  
North Sydney NSW 2060  
Australia  
Email: [communications@horticulture.com.au](mailto:communications@horticulture.com.au)  
Phone: 02 8295 2300