

Summerfruit Fund Annual Investment Plan 2023/24



Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Summerfruit Fund in 2023/24 can be found below. Each year, summerfruit industry representatives meet as advisory panels to discuss investment recommendations in line with the summerfruit 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.

Both the summerfruit R&D and marketing advisory panels met on May 4, 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 summerfruit Annual Investment Plan (AIP) 2024/25.

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

Priority	Investment	Outcome	Strategy
1	Summerfruit trade development project	1. Demand creation	O1S1. Market access
2	Precision Summerfruit orchards	1. Industry supply, productivity, and sustainability	O1S5. Fruit quality and sustainability of orchards systems

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

Priority	Investment	Outcome	Strategy
1	International marketing FY23/24	1. Demand creation	O1S1. Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Summerfruit Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the summerfruit 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
FF18003	SITplus: Port Augusts Qfly SIT factory pilot operation	74,107			
FF20000	National Fruit Fly Council	4,000	\$8,000	8,000	8,000
HA19007	Plant Biosecurity Research Initiative PBRI Program	697			
MT14052	Essential Market Access Data Packages	95,262			
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 Co-ordination	\$3,075	1,537	2,306	
MT21003	Consumer Demand Spaces for Horticulture	\$3,348			
MT21004	Consumer Behavioural Retail Data	46,902	45,974	45,974	45,974
MT21006	Horticulture Statistics Handbook 2021/22 to 2023/24	2,083	4,166	7,583	
MT21007	Seasonal Horticulture Labour Accommodation Study	2,720			
MT21008	National Bee Pest Surveillance Program	44,137	44,139	44,137	
MT21010	Economic Contribution of Australian Horticulture	264	899		
MT21015	Horticulture impact assessment program 2020/21 to 2022/23	2,183	2,183	2,617	
MT21201	Pilot program - consumer usage and attitude and brand tracking	266			
MT21202	Consumer usage & attitude research	1,658	2,098		

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
	program				
MT22005	Horticulture trade data 2022-2025	2,794	2,892	2,993	
SF16001	Summerfruit minor use program	1,225	1,500	1,500	
SF17005	National Biosecurity Plan for the Summerfruit Industry	11,400			
SF17006	Experimental Summerfruit orchard – phase II	109,000	60,000		
SF19000	Market access and trade development	212,544	279,112		
SF22000	Summerfruit export strategy		86,169		
ST19018	Xyella Vectors	20,000			
ST21007	Australian horticulture international demand creation	7,313			
ST21001	Generation of data and delivery partners in Eurofins		3,222	6,444	6,449
Total		644,978	552,671	121,554	60,423

Table 4. Current contracted marketing 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
MT20600	Media Strategy, Planning & Buying Services (Retainer & Incentives Payments)	\$5,975			
MT22641	Asia Fruit Logistica - FY24		\$30,000		
SF20610	Summerfruit Content Adaptions	\$(4,400)			
SF22500	International summerfruit Vietnam FY23	\$275,518			
Total		\$277,093	\$30,000		

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

Table 5. Summerfruit 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	49,885	195,966	200,966	184,434
Levies from growers	521,862	900,000	900,000	900,000
Commonwealth funds	379,152	888,869	910,300	897,989
Other Income	13,195	3,919	4,019	3,689
Total Income	914,209	1,792,789	1,814,319	1,801,678
Project funding ¹	644,978	1,099,989	636,515	615,533
Available for Investment		400,000	900,000	900,000
Grower consultation and advice	1,552	15,000	15,000	15,000
Service delivery	111,773	262,750	269,085	265,446
Total matched expenditure	758,303	1,777,739	1,820,600	1,795,979
Closing Balance	195,966	200,966	184,434	179,678
Federal Government levy collection costs	9,824	10,050	10,251	10,456

Note:

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

Table 6. Summerfruit 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	503,141	601,583	3,096	3,096
Levies from growers	427,128			
Other Income	19,794	12,032		
Total Income	446,922	12,032		
Project funding ¹	277,093	180,000		
Available for Investment		315,000		
Grower consultation and advice	2,443	3,000		
Service delivery	60,905	112,519		
Total expenditure	340,441	610,519		
Closing Balance	601,583	3,096	3,096	3,096
Federal Government levy collection costs	8,039			

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
Phone: 02 8295 2300