

## Banana Marketing Strategic Investment Advisory Panel meeting summary

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**Date:** 6 May 2016

**Location:** Inchcolm Hotel

**Next Meeting:** via teleconference June 30

**Attendance:**

Andrew Serra

Chaise Pensini

Daniel Mackay

Gary Fattore

Peter Molenaar

Elisa King

Astrid Hughes

Apology – Paul Inderbitzin

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### Overview

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The inaugural meeting of the Banana Marketing Strategic Investment Advisory Panel included the induction of the group with governance, Hort Innovation funding model, innovation process and the operations and role of the group.

The following points were discussed during the meeting –

- Presentation on the campaign for 2015/16 including discussion points against the program KPIs
- Nielsen banana account managers presented the data collected for the banana industry and responded to questions and feedback that the panel provided on the reports
- Robust discussion on the sponsorship and industry events and parameters
- Presentation on the 2016/17 proposed campaign and budget
- Next steps – meetings with tentative dates proposed

A full list of projects and the financials for the marketing levy program are available on the Horticulture Innovation website page for bananas.

### Next steps

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To meet with the panel to progress action items and provide further information on the marketing program before the end of June.

### Contact

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