

Apple & Pear Strategic Investment Advisory Panel meeting summary

Date: 16th May 2016

Location: Melbourne Airport Hotel

Next Meeting: 14th June 2016

Attendance: **SIAP:** Robert Green, Peter Hall, Kevin Sanders, James Walters, John Power, Scott Dunk, Barny Hyams, Phil Pyke, John Dollisson.

Hort Innovation: Mark Spees, Lisa Troy, Graeme Yardy, David Moore, Sam Lawrence, Brenda Kranz.

Overview

Hort Innovation's apple & pear industry Strategic Investment Advisory Panel (SIAP) met at Melbourne airport on May 16, 2016.

Hort Innovation provided an induction for panel members outlining the objectives, governance and scope of operation of the panel. An overview of the Hort Innovation funding model, innovation process and procurement framework was also provided.

The panel also discussed requirements for the upcoming Strategic Investment Planning (SIP) process, which is beginning in July 2016. Emphasis was made on the need for broad industry input from varying regions across Australia.

Discussion was held on marketing including:

- ✓ The Australian media landscape
- ✓ apple & pear landscape, research and insight
- ✓ An issues and opportunities prioritisation workshop was conducted with the strategic marketing pillars presented.

Trade discussion covered the following:

- ✓ Industry involvement in Australia Fresh Program (Asia Fruit Logistica, China FVF, World of Perishables) and
- ✓ Now in Season program.

Research and development discussion on concepts on top of the current existing projects included prioritising crop forecasting. Additional discussions covered Novel technology opportunities and managing climate variability.

A full list of projects and financial information for the apple & pear levy program is available online through the Horticulture Innovation website.

Next steps

The Strategic Investment Plan (SIP) is now being drafted and will be made available for further industry comment and feedback in coming months. The roll out of SIP engagement with growers will commence from July 2016. SIP meeting with the SIAP will be planned for June 24, 2016 at the National Apple & Pear Conference.

It was agreed that the next SIAP meeting would be a marketing focused teleconference on June 14, 2016.

Contact

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