

Apple & Pear Strategic Investment Advisory Panel meeting summary

Date: 2nd November 2016

Location: Hort Innovation office (Sydney)

Attendance: Craig Chester, Robert Green, Peter Hall, Kevin Sanders, James Walters, John Power, Barney Hyams, David Williams (National Horticulture Research Network), Mark Spees (Hort Innovation), Lisa Troy (Hort Innovation), Graeme Yardy (Hort Innovation), Stuart Burgess (Hort Innovation), Richard de Vos (Chair-Interim)

Additional attendees: David McKinna, Catherine Wall (McKinna et al), John Halpin, Natalie Musico, Rob Martin Murphy, Karyn Smith (IKON), Professor Salah Sukkarieh, Dr James Underwood (Australian Centre for Field Robotics)

Apology: Phil Pyke, Scott Dunk, Olivia Tait

Overview

The Strategic Investment Advisory Panel (SIAP) meeting was held on November 2, 2016 with a focus on the apple and pear Strategic Investment Plan (SIP), Marketing Plan, Finances and new R&D concepts.

The SIAP welcomed two new panel members Craig Chester and Olivia Tait.

David McKinna and Catherine Wall presented the initial SIP draft with discussions centred on the key strategic objectives.

Lisa Troy, apple and pear marketing manager, lead discussions on marketing covering:

- Recap of the four (4) apple and four (4) pear strategic marketing pillars
- 2016 pear marketing campaigns; Hailstorm Hero (Consumer reach 14.8 million), Facebook (Reach to date 349,800), My Foodbook (125,664 views), Canada promotion (758 tonnes exported)
- 2016 apple campaigns: Run for Kids (Reach 30,000) State shows (Sydney Royal, Brisbane Ekka, Royal Adelaide, Perth Royal and Royal Melbourne – Direct engagement 94,285), Facebook (Reach to date 625,700) and Aussie Apple Lunch Box shopping centre activations (57,216 apple samples handed out)
- 2017 pear activities; consumer education, web site refresh, everyday food partnerships, health and export.
- 2017 apple activities; Aussie Apples brand campaign, Netball Australia sponsorship, TV & digital, retail engagement, brand ambassador, social media, state shows, retail merchandising and export
- IKON presented the initial creative concept for the re-launch of “Aussie Apples” brand campaign 2017 season and beyond
- Discussions on apple varieties, branding and utilising Netball Australia sponsorship
- Deliberation on the pear exports to Canada 2017 project

- Conceptualisation on the development of a new Category Management Plan.

The following R&D concepts were discussed along with finances:

- Enhanced National Bee Surveillance Program 2016-2021 – Pool 2 project initiative, multi industry project
- Variety Evaluation, Tree Certification and Quarantine Liaison services
- New heat-tolerant apple cultivars for higher fruit quality in Australia
- Reducing heat-related risk to high quality fruit in Australian orchards
- Scoping Data Analysis of CSRIO Health and Well Being Diet
- Data to Decision and Robotics Pome Fruit.

Anyone seeking further information on Hort Innovation's apple and pear investments should note that a full list of projects, together with an overview of the program financials are available on the apple and pear webpage of the Hort Innovation website.

Next steps

- Draft SIP will be made available for further industry validation and feedback in the coming month before the final plan is launched
- Reference group will be created for scoping the development of a category management plan
- It was agreed that the next SIAP meeting would be a teleconference for additional deliberation on several concepts from this meeting
- 2017 SIAP meetings are proposed to be held post-harvest and pre-harvest months with an additional ideation session for the new SIP.

Contact

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