

# Hort Innovation Strategy Year 2: FY25



## OUR VISION

# A prosperous and sustainable Australian horticulture industry built on innovation

## OUR STRATEGIC IMPERATIVES

### Enhance and safeguard supply

- **PRIORITY 1.1**  
Lead world-class innovation to ensure Australian horticulture is globally competitive
- **PRIORITY 1.2**  
Partner with industry on their sustainability priorities and research needs to support social and environmental stewardship
- **PRIORITY 1.3**  
Excel in breakthrough research to strengthen industry's readiness for existing and emerging opportunities and threats
- **PRIORITY 1.4**  
Collaborate with industry to bolster resilience and future-proof supply chain disruptions

### Accelerate local and global demand

- **PRIORITY 2.1**  
Access and expand high-value markets to deliver profitability and sustainability for industry
- **PRIORITY 2.2**  
Drive consumption through high-impact, evidence-based domestic and export marketing campaigns
- **PRIORITY 2.3**  
Deliver valuable data and insights that transform decision making
- **PRIORITY 2.4**  
Advance solutions to reduce and utilise waste to deliver new revenue streams for growers

### Maximise and diversify investments

- **PRIORITY 3.1**  
Partner with industry to deliver Annual Investment Plans ensuring industry levy-funded projects deliver impact at scale
- **PRIORITY 3.2**  
Build strategic partnerships to deliver bigger, bolder investments in innovation for Australian horticulture
- **PRIORITY 3.3**  
Create a flexible investment framework attracting new partners and alternative funding resources

### Make the culture thrive

- **PRIORITY 4.1**  
Collaborative and customer focused
- **PRIORITY 4.2**  
High performance, inclusive culture
- **PRIORITY 4.3**  
Empower our people
- **PRIORITY 4.4**  
Invest in industry capability

### Work simply and effectively

- **PRIORITY 5.1**  
Quality compliance and governance
- **PRIORITY 5.2**  
Transparent relationships
- **PRIORITY 5.3**  
Minimise complexity

## OUR ROLE

We advance Australia's \$16.3 billion horticulture industry by investing in research and development, marketing and trade to build a prosperous and sustainable future for growers.

We partner with Australian and international co-investors including government, leading science, technology, and consumer strategy experts to anticipate future challenges and opportunities.

Our role is to capture value from the investments we make to benefit all levy payers.

## OUR GOALS

- **Foster collaborative relationships** – stakeholder engagement  $\geq 66$  per cent
- **Strong teamwork and shared purpose** – employee engagement  $\geq 80$  per cent
- **Deliver real impact for growers** – Benefit Cost Ratio  $> 5:1$
- **Live our values** – focus on our customers and innovation
- **Satisfaction with service** – partner rating  $\geq 68$  per cent
- **Execute for industry** – Strategic Investment Plans delivered on time and on budget
- **Help grow value** – preference for Australian horticulture in key markets
- **Be ambitious** – 100 per cent annual investment target and attract new partners

## OUR GUIDING VALUES

- We are focused on the future
- We work as one team
- We act with respect and integrity
- We make a positive difference