

# Macadamia Fund Annual Investment Plan 2024/25



## Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Macadamia Fund in 2024/25 can be found below. Each year, macadamia industry representatives meet as advisory panels to discuss investment recommendations in line with the macadamia Strategic Investment Plan (SIP). At these meetings, the panels are 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.

The macadamia R&D advisory panel met on March 8, 2024 and the marketing committee met on May 27, 2024 to discuss, provide advice on, and prioritise recommendations on investments in 2024/25. 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 macadamia Annual Investment Plan (AIP) 2025/26.*

**Table 1. Macadamia R&D advisory panel prioritised investment recommendations in 2024/25**

Priority	Investment	Outcome	Strategy
1	Macadamia industry crisis and risk management*	3. Extension and capability	O3S2 Engagement to innovate
2	Maximising macadamia yield	2. Industry supply, productivity and sustainability 2. Industry supply, productivity and sustainability	O2S1 Resource efficiency O2S3 Orchard intensification
3	Australian macadamia breeding and evaluation program	2. Industry supply, productivity and sustainability	O2S2 New genetics
4	Consumer usage and attitude tracking FY23/24	1. Demand creation	O1S2 Consumer demand
5	Macadamia pollination gap analysis and industry opportunities	2. Industry Supply, productivity and sustainability	O2S11 Pollination
6	Technical review of the national macadamia breeding and evaluation program*	2. Industry supply, productivity and sustainability	O2S2 New genetics
7	Masterclass in macadamia management	3. Extension and capability	O3S2 Engagement to innovate
8	Strategic Agrichemical Review Process (SARP) 2023 updates**	2. Industry supply, productivity and sustainability	O2S7 SARP
9	Macadamia usage and attitude research study	1. Demand creation	O1S1 Export markets
10	Macadamia MC18507 M&E with Clear Horizon**	1. Demand creation	O1S2 Consumer demand
11	Supporting the development of an Australian National Pollination Strategy**	2. Industry supply, productivity and sustainability	O2S11 Pollination
12	Marketing impact M&E dashboard automation test	1. Demand creation	O1S1 Consumer demand

\*Project brought forward and funded In 2023/24

\*\*Foundational investment funded In 2023/24

**Table 2. Macadamia marketing committee prioritised investment recommendations in 2024/25**

Priority	Investment	Outcome	Strategy
1	Macadamia domestic campaign FY24	1. Demand creation	OIS2 Consumer demand
2	Macadamia application solutions guide	1. Demand creation	OIS4 Food manufacturers
3	Macadamia marketing program FY24/25*	1. Demand creation	OIS2 Consumer demand
4	Macadamia domestic campaign FY24 – additional media funds	1. Demand creation	OIS2 Consumer demand
5	Macadamia partnership with Australian Women's Weekly FY25	1. Demand creation	OIS2 Consumer demand
6	Nuts for Life annual contribution fee FY24	1. Demand creation	OIS2 Consumer demand
7	Macadamia consumer digital campaign (Australia) – continuation of MC22501 for another 2 years	1. Demand creation	OIS2 Consumer demand
8	Trade Editor/content development – continuation of MC22502 for another 2 years	1. Demand creation	OIS2 Consumer demand
9	Macadamia domestic campaign FY25	1. Demand creation	OIS2 Consumer demand

\*Project covers annual marketing plan supported for FY24/25

## Current contracted R&D and marketing projects

Current contracted projects in the Macadamia Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the macadamia 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 2023/24 and forecast to 2026/27**

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
<a href="#">MC16002</a>	Macadamia industry minor use program	350	1,138	700	
<a href="#">MC17005</a>	The effect of macadamia nuts on cardiometabolic risk factors	67,613			
<a href="#">MC17006</a>	Macadamia regional variety trials: Series 4	85,000	170,000	90,000	25,572
<a href="#">MC19000</a>	National macadamia breeding and evaluation program	364,780	638,369		
<a href="#">MC19001</a>	Macadamia grower guide	42,514	80,195		
<a href="#">MC20000</a>	Macadamia innovation and extension program	381,242	421,242	572,114	
<a href="#">MC21000</a>	IPM program for the macadamia industry	244,190	231,469	206,344	434,433
<a href="#">MC21001</a>	IDM program for the macadamia industry	143,000	131,083	178,749	417,082
<a href="#">MC21002</a>	Macadamia communication program	137,350	137,350	137,350	274,700
<a href="#">MC22000</a>	Benchmarking for the macadamia industry	154,488	154,488	154,488	154,488
<a href="#">MC22001</a>	Macadamia crop forecasting 2023-2025	33,288	66,576		
<a href="#">MC22002</a>	Macadamia Nielson International insights data	139,842	145,109		
<a href="#">MC23001</a>	Masterclass in macadamia management	22,800	22,800	22,800	22,800
<a href="#">MC23002</a>	Macadamia industry crisis and risk management	26,996	24,986	28,000	28,000

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MC23003	Technical review of the National Macadamia breeding and evaluation program	10,830			
MC23004	Macadamia MC18507 M&E	23,776			
MC24001	Macadamia usage and attitude research study		179,900		
<a href="#">MT20007</a>	Regulatory support and response co-ordination	3,368	5,051		
<a href="#">MT21004</a>	Consumer behavioural retail data	6,131	18,486	12,324	14,841
<a href="#">MT21008</a>	National bee pest surveillance program	15,000	20,000		
<a href="#">MT21015</a>	Horticulture impact assessment program 2020/21 to 2022/23	5,610	4,847		
<a href="#">MT21017</a>	Improving fruit and banana spotting bug control	29,958	20,159	33,013	36,176
<a href="#">MT21202</a>	Consumer usage and attitude research program	5,248			
MT22000	Hort Innovation Fund Annual Reports 2021/22	2,069			
<a href="#">MT22005</a>	Horticulture trade data 2022-2025	8,322	8,614		
<a href="#">MT22011</a>	Lean leaders	10,000	10,000		
<a href="#">MT23001</a>	Strategic Agrichemical Review Process (SARP) 2023 updates	5,837	5,838		
<a href="#">MT23002</a>	Fund Annual Reports 2022/23	489			
<a href="#">MT23201</a>	Consumer usage and attitude tracking FY23/24	11,217	2,817		
<b>Total</b>		<b>1,981,308</b>	<b>2,500,517</b>	<b>1,435,882</b>	<b>1,408,092</b>

**Table 4. Current contracted marketing project actuals at 2023/24 and forecast to 2026/27**

<b>Project code</b>	<b>Project title</b>	<b>2022/24 Actual</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>	<b>2026/27 Forecast</b>
MC18507	Macadamia Marketing Manager	402,618	73,703		
MC21504	Macadamia marketing support services	202,434	203,805		
MC21505	Marketing coordination project management services	89,376	44,689		
MC22501	Macadamia consumer digital campaign (Australia)	273,065	55,960		
MC22502	Trade: Editor/content development	162,875	43,690		
MC22503	Macadamia trade customer acquisition and consumer digital campaign (Japan and South Korea)	434,580	470,740		
MC22504	Macadamia trade customer acquisition and consumer digital campaign (China and Taiwan)	365,264	365,264	151,847	
MC23500	Nuts for Life annual contribution fee FY24	71,286			
MC23501	Macadamia domestic campaign FY24 – Creative and PR	313,250			
MC23502	Macadamias domestic campaign FY24 – Media extension of MC23600	4,488			
MC23503	Macadamia application solutions guide	31,996	31,995	95,987	
MC23600	Macadamia domestic campaign FY24 – Media	275,000			
MC24501	Macadamia India trade acquisition and consumer awareness campaign		326,000	334,000	
MT20600	Media retainer and incentive	19,178			
<b>Total</b>		<b>2,645,410</b>	<b>1,615,846</b>	<b>581,834</b>	

## Financial statements

Financial statements for the macadamia R&D levy fund can be seen in Table 5 below, and the marketing levies fund can be seen in Table 6.

View the current and most up-to-date financial statements for the Macadamia Fund at the Hort Innovation website [here](#).

**Table 5: Macadamia R&D levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)**

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	691,530	1,038,154	270,737	314,545
Levies from growers	1,475,954	1,444,000	1,850,000	1,850,000
Commonwealth funds	1,182,585	2,234,315	1,805,903	1,768,119
Other Income	61,339	31,145	8,122	9,436
<b>Total Income</b>	<b>2,719,878</b>	<b>3,709,460</b>	<b>3,664,025</b>	<b>3,627,555</b>
Project funding <sup>1</sup>	1,981,308	3,508,251	2,429,007	2,364,692
Available for Investment	0	250,000	600,000	600,000
Grower Consultation & Advice	31,180	45,000	45,000	45,000
Service delivery	352,681	665,379	537,798	526,546
<b>Total matched expenditure</b>	<b>2,365,169</b>	<b>4,468,630</b>	<b>3,611,805</b>	<b>3,536,238</b>
<b>Closing balance</b>	<b>1,038,154</b>	<b>270,737</b>	<b>314,545</b>	<b>397,282</b>
Federal Government levy collection costs	8,085	8,247	8,412	8,580

Note:

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



**Table 6: Macadamia marketing levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)**

	<b>2023/24 Actual</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>	<b>2026/27 Forecast</b>
Opening Balance	1,748,246	209,898	294,977	358,303
Levies from growers	4,000,000	6,600,000	5,600,000	7,300,000
Other Income	8,000	7,200	6,480	5,832
<b>Total Income</b>	<b>4,008,000</b>	<b>6,607,200</b>	<b>5,606,480</b>	<b>7,305,832</b>
Project funding <sup>1</sup>	2,202,039	21,420	0	0
Available for Investment	2,400,000	5,400,000	4,600,000	5,100,000
Grower consultation and advice	25,000	25,000	20,000	20,000
Service delivery	868,909	1,022,781	867,588	961,482
<b>Total expenditure</b>	<b>5,495,948</b>	<b>6,469,201</b>	<b>5,487,588</b>	<b>6,081,482</b>
<b>Closing balance</b>	<b>209,898</b>	<b>294,977</b>	<b>358,303</b>	<b>1,524,309</b>
Federal Government levy collection costs	50,400	52,920	55,566	58,344

Note:

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

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