

# Mango Fund

## Annual Investment Plan

### 2024/25



## Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Mango Fund in 2024/25 can be found below. Each year, mango industry representatives meet as advisory panels to discuss investment recommendations in line with the mango 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 Mango advisory panel met on May 9, 2024, to discuss, provide advice on, and prioritise recommendations on investments in 2024/25. No R&D investments recommendations were prioritised; the marketing investment recommendations are listed in Table 1.

*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 mango Annual Investment Plan (AIP) 2025/26.*

**Table 1. Mango advisory panel prioritised marketing investment recommendations in 2023/24**

Priority	Investment	Outcome	Strategy
1	Mango marketing program FY24/25	1. Demand creation	1. Consumer demand 2. Consumer awareness

## Current contracted R&D and marketing projects

Current contracted projects in the Mango Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the Mango SIP, can be seen in Tables 2 and 3. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

**Table 2. 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="#">FF20000</a>	National Fruit Fly Council – Phase 4	8,000	8,000	8,000	14,000
<a href="#">MG16004</a>	Mango minor use permits	1,768	2,000	2,000	2,000
<a href="#">MG21001</a>	Mango industry communications program	136,008	136,008	136,008	238,020
<a href="#">MG21002</a>	Building the Australian mango industry's innovative and culture capability	307,118	267,118	238,271	351,907
<a href="#">MG21004</a>	Investigating the control of fruit drop in mango to support innovative solutions for Australian growers	40,000	13,000	27,000	
<a href="#">MG22000</a>	Managing mangoes for future climates	40,000	20,000	19,858	
<a href="#">MG23000</a>	Mangoes Cubery creative testing	17,600			
<a href="#">MG23001</a>	2024 Australian Mango Conference	48,000	12,000		
<a href="#">MG23002</a>	Mango foodservice research and strategy	91,000	32,550		
<a href="#">MT20007</a>	Regulatory support and response co-ordination	1,625	2,438		
<a href="#">MT21004</a>	Consumer behavioural retail data	9,614	28,906	19,271	23,208
<a href="#">MT21006</a>	Australian Horticulture Statistics Handbook 2021/22 to 2023/24	13,888	25,278		
<a href="#">MT21008</a>	National bee pest surveillance: transition program	13,900	13,900		
<a href="#">MT21010</a>	Economic contribution of Australian horticulture	848			
<a href="#">MT21015</a>	Horticulture impact assessment program 2020/21 to 2022/23	2,221	1,919		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
<a href="#">MT21202</a>	Consumer usage and attitude tracking FY22/23	6,176			
MT22000	Hort Innovation Fund Annual Reports 2021/22	806			
<a href="#">MT22005</a>	Horticulture trade data 2022-2025	1,508	1,561		
<a href="#">MT22200</a>	Communications evaluation modules FY23	2,400			
MT23002	Hort Innovation Fund Annual Reports 2022/23	489			
MT23006	Independent mid-term review of VG21000, MG21002 and BA20002 projects	6,935	16,182		
MT23007	Marketing impact M&E dashboard automation test	2,191			
<a href="#">MT23201</a>	Consumer usage and attitude tracking FY23/24	4,374	1,092		
MT23202	Communications evaluation deep dive modules 2023/24	6,000	6,000		
ST18003	Plant Biosecurity Research Initiative (PBRI) program		1,000	1,000	1,000
<a href="#">ST22001</a>	Generation of data – crop protection 2022		5,930	5,930	5,930
<b>Total</b>		<b>762,469</b>	<b>594,882</b>	<b>457,338</b>	<b>636,065</b>



**Table 3. Current contracted marketing project actuals at 2023/24 and forecast to 2026/27**

<b>Project code</b>	<b>Project title</b>	<b>2023/24 Actual</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>	<b>2026/27 Forecast</b>
MG22500	Mango Supply Chain Engagement Manager FY23	20,000			
MG22600	Mango media FY23	-2,414			
MG23500	Mango POS FY24/FY25	12,075	30,000		
MG23501	Mango Supply Chain Engagement Manager FY24/25	89,200	100,000		
MG23502	Mango creative: Taste the Sunshine campaign (expenses only)	26,500			
MG23600	Mango media: domestic including retail media and NZ	269,501			
MG23610	Mango public relations FY24	100,000			
MG23640	International mango marketing program FY24	55,000			
MG24501	Brisbane Markets PR sponsorship (expenses only)		4,000		
MG24601	Mango marketing program FY25		352,000		
MT20600	Media retainer	21,585			
MT20600	Media incentive	1,307			
<b>Total</b>		<b>592,754</b>	<b>486,000</b>		

## Financial statements

Financial statements for the R&D levy fund can be seen in Table 4 below, and the marketing levy fund can be seen in Table 5.

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

**Table 4: Mango 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	200,287	227,856	225,624	281,771
Levies from growers	475,747	525,000	525,000	525,000
Commonwealth funds	451,446	519,232	460,753	565,751
Other income	6,624	2,000	2,100	2,205
<b>Total income</b>	<b>933,817</b>	<b>1,046,232</b>	<b>987,853</b>	<b>1,092,956</b>
Project funding <sup>1</sup>	762,469	669,337	519,793	698,521
Available for investment	0	200,000	250,000	250,000
Grower consultation and advice	5,946	14,500	14,500	14,500
Service delivery	134,467	154,627	137,212	168,481
<b>Total matched expenditure</b>	<b>902,882</b>	<b>1,038,464</b>	<b>921,505</b>	<b>1,131,502</b>
<b>Closing balance</b>	<b>227,856</b>	<b>225,624</b>	<b>281,771</b>	<b>232,821</b>
Federal Government levy collection costs	3,366	10,000	10,200	10,404

Note:

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

**Table 5: Mango 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	295,471	191,914	254,307	225,164
Levies from growers	634,327	700,000	700,000	700,000
Other income	1,158	1,000	1,050	1,103
<b>Total income</b>	<b>635,485</b>	<b>701,000</b>	<b>701,050</b>	<b>701,103</b>
Project funding <sup>1</sup>	592,754	486,000	0	0
Available for investment		0	560,000	560,000
Grower consultation and advice	7,325	19,340	19,340	19,340
Service delivery	134,479	113,267	129,853	129,853
<b>Total expenditure</b>	<b>734,558</b>	<b>618,607</b>	<b>709,193</b>	<b>709,193</b>
<b>Closing balance</b>	<b>191,914</b>	<b>254,307</b>	<b>225,164</b>	<b>195,023</b>
Federal Government levy collection costs	4,484	20,000	21,000	22,050

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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Any request or enquiry to use this publication should be addressed to:

Communications Manager

Hort Innovation

Level 7, 141 Walker Street

North Sydney NSW 2060

Australia

Email: [communications@horticulture.com.au](mailto:communications@horticulture.com.au)

Phone: 02 8295 2300