

Banana Marketing Strategic Investment Advisory Panel (SIAP)

Date: 31st October 2017

Location: Cairns

Next Meeting: 1st March 2018

Attendance:

Leon Collins

Paul Inderbitzen

Gary Fattore

Peter Molenaar – apology

Andrew Serra

Chaise Pensini – apology

Daniel Mackay

Astrid Hughes – Hort Innovation

Elisa King – Hort Innovation

Peter O’Brien – Chair

Marilyn Hill – Stenographer

Chanel Day – Nielsen

Emile van Schalkwyk - IKON

Overview

The purpose of this meeting was to update the panel on the progress of the banana marketing campaign and refine the key performance indicators that underpin the delivery of the campaign.

The Chair opened the meeting with Acknowledgement of Country and the governance and meeting objectives outlined.

The minutes and actions were discussed with progress since the previous meeting and reports on campaign activity presented by Marketing Manager, Elisa King. A further presentation on the media and promotional strategy was delivered by IKON with Nielsen account management also presenting an update and report on key performance indicators.

Advice was sought from the panel on additional components of the investment program including the necessary research for the new three-year marketing plan, export activity, retailer engagement and other tactical elements.

The meeting concluded with the budget and financials.

Anyone seeking further information on Hort Innovation’s banana R&D investments should note that a full list of projects, together with an overview of the program financials are available on the banana webpage of the Hort Innovation website.

Next steps

The SIAP agreed to meet face to face 1st March 2018 in Cairns followed by August in Brisbane and as needed via email or teleconference for the next twelve months.

Contact

Astrid Hughes: Tropical Relationship Manager: 0405 306 334 astrid.hughes@horticulture.com.au