

## Banana Marketing Strategic Investment Advisory Panel meeting summary

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**Date:** 1 November 2016

**Location:** Cairns, Novotel

**Next Meeting:** TBC - likely March 2017

**Attendance:** Gary Fattore, Paul Inderbitzen, Daniel Mackay, Peter Molenaar, Andrew Serra, Elisa King (Hort Innovation), Astrid Hughes (Hort Innovation), Andy Harvey (Consultant), Emile van Schalkwyk (Ikon), Vincent Usher (Ikon)

**Apology:** Chaise Pensini

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### Overview

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The purpose of this meeting was to work through the development of the Strategic Investment Plan (SIP) and to provide an update and review of the banana marketing program. Particular emphasis was also spent to provide the panel with in-depth understanding of the digital media, data analysis and media results for the year to date. The panel also identified media scenarios that would be implemented dependent on trigger points with the supply for the first quarter of 2017.

The 'always on' was worked through in detail and the facilitated workshop session at the beginning of the day highlighted the vision of success and further gaps on consumer insights to be addressed with the development of the next SIP.

The workshop sessions and the deep dive into the digital media meant that a subsequent teleconference was scheduled to cover details of the marketing plan not covered on the day.

Anyone seeking further information on Hort Innovation's banana 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

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A teleconference is scheduled for November 7, 2016 from 12.00 – 1.30pm Eastern Standard Time.

### Contact

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For more information please contact:

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