

Banana Marketing Strategic Investment Advisory Panel meeting summary

Date: 7 November 2016

Location: Teleconference

Next Meeting: TBC - likely March 2017

Attendance: Gary Fattore, Paul Inderbitzen, Daniel Mackay, Peter Molenaar, Andrew Serra, Chaise Pensini, Elisa King (Hort Innovation)

Apology: Astrid Hughes (Hort Innovation)

Overview

The purpose of this meeting was to re-convene and provide an additional update on the marketing plan for 2016/17 due to time constraints curtailing the previous meeting. The key points discussed by the panel include clarification of the media burst timing for 2017, TV partnerships, opportunities for a retail partnership promotion for back to school and the Summer Fruit festival and Feast for the Senses.

Other key discussion points included further detail of the support from the ambassador Susie Burrell, Bounty Bags and Dietitians Association of Australia with the final session analysis of the financials and key performance indicators for the marketing program.

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. Please also register your interest to be involved with the strategic investment plan.

Next steps

The next face to face meeting will be scheduled for the first quarter of 2017.

Contact

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