

Citrus Industry Strategic Investment Advisory Panel – meeting summary

Date: 20th December 2016

Attendees: David Arnold, Judith Damiani, Allen Jenkin, Dean Morris, Wayne Parr, Gavin Porter, Richie Roberts, Danny Thornton, Stuart Burgess (Hort Innovation), Michael Rogers (Hort Innovation), Brad Wells (Hort Innovation), Russell Pattison (Consultant) and Scott Williams (Consultant)

Apologies: Tania Chapman

Location: Teleconference

Next Meeting: 1st and 2nd February, 2017

Overview

The Strategic Investment Advisory Panel (SIAP) reviewed two concepts concerning trade data which will be part of a larger, multi-industry investment. The SIAP also discussed the Export Marketing, especially the multi-industry Now In Season project (activities in Thailand, Malaysia, UAE, Philippines, Vietnam and China) and the more mature and sophisticated activity in Japan. The panel supported the identified activities in the knowledge that there will be opportunities for the industry to participate in these trade events.

The panel then participated in an independently facilitated, strategic planning workshop to assist with the development of the citrus industry DRAFT Strategic Investment Plan (SIP). The workshop built on the advice received through workshops in the key growing regions as well as one-on-one discussions with growers over the past three months. The review also looked at the ranking of the priorities, currently showing that maintaining market access, biosecurity (prevention and response) and skills development were currently the top three priorities for levy investment.

The panel was briefed on the current financial status of the R&D and Marketing levies.

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

Next steps

Feedback from this SIAP teleconference will be included in the Draft Citrus SIP. The draft will be presented to the SIAP on the 1st and 2nd February where further refinement, including performance indicators, will be undertaken. The SIP document will be placed onto the Hort Innovation website for comment before being presented at the Citrus Technical Forum on March 1, 2017 at Mildura.

Anyone wishing to comment on the plan should contact Brad Wells at Hort Innovation on the details below.

The panel will meet in Ourimbah on February 1 and 2, 2017.

Contact

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