

Passionfruit Strategic Investment Advisory Panel Meeting Summary

Date: 15th March 2017

Location: Novotel, Brisbane Airport

Next Meeting: To be confirmed

Attendance:

Ross Brindley

Jim Gordon

Tina McPherson

Keith Paxton

Melissa Smith

Eoin Wallis – Chair

Marilyn Hill – Stenographer

Astrid Hughes – Hort Innovation

Monique Emmi – Hort Innovation

Kelly McGuinness – Hort Innovation

Overview

The purpose of this meeting was to update and refine the Strategic Investment Plan (SIP), provide an update on the 2016/17 marketing investment program and to outline the financial position for the passionfruit levy program – with future investment needs to be prioritised for the industry.

The newly appointed Chair – Eoin Wallis, outlined the governance requirements and role of the Strategic Investment Advisory Panel (SIAP) and highlighted the importance of the SIP. The passionfruit SIP was presented and discussed with the improvements on the plan and feedback from the SIAP to be incorporated into the final document.

The marketing program to date was presented by Marketing Manager - Monique Emmi with the upcoming plan for the year and next steps with the development of the next three-year marketing strategy presented by Marketing Manager – Kelly McGuinness. The key event for sampling and raising awareness is the collaborative efforts across persimmon, passionfruit and custard apple with the upcoming Royal Easter Show in Sydney.

The panel thanked Elisa King and Monique Emmi for their work and the development of the three-year marketing plan and the SIAP is looking forward to working with Kelly McGuinness.

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

Next steps

The SIAP agreed to meet later in the year face to face as needed or alternatively via email or teleconference for the remainder of the year. Dates to be confirmed at a later stage.

Contact

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