

Sweet Potato Strategic Investment Advisory Panel meeting summary

Date: 16 August 2016

Location: Bundaberg

Next Meeting: 30 November 2016

Attendance: Christian Patterson (Hort Innovation), Monique Emmi, Rigas Harbilas, Linda and Darren Zunker, Eric Coleman, Matthew Prichard, Rodney Wolfenden, Sam Tully, Troy Prichard and John Maltby

Overview

Hort Innovation provided the panel members with an induction outlining the objectives, governance and scope of operation of the panel. Included in this session was an overview of the Hort Innovation funding model, innovation process and procurement framework.

There was a number of presentations on the current sweet potato state of play and the direction that we can take the sweet potato industry.

This discussion framed the level of input from the Strategic Investment Advisory Panel (SIAP) into the development of the marketing program with Hort Innovation as the driving force.

There is also further discussion required about the Strategic Investment Plan (SIP).

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

Next steps

The panel will meet again in late 2016 to further the strategic marketing planning process.

Anyone seeking information about the Strategic Investment Plan (SIP) or SIAP should contact Christian Patterson at Hort Innovation on the details below.

Contact

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