

## Avocado Strategic Investment Advisory Panel meeting summary

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**Date:** 20 October 2016

**Attendance:** Daryl Boardman, Jim Kochi, Cormac te Kloot, Stewart Ipsen, Jennie Franceschi, John Walsh, Simon Grabbe, Simon Newett, Kylie Collins, Richard de Vos (Chair), Astrid Hughes (Hort Innovation), Claire Tindale-Penning (Hort Innovation), Tim Archibald (Hort Innovation), Philippa Lorimer (Hort Innovation), Kathryn Young (Hort Innovation), Brian Ramsey (Innovact Consulting)

**Apology:** Neil Delroy

**Location:** Brisbane, Novotel Airport

**Next Meeting:** 12 December 2016

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### Overview

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The inaugural Avocado Strategic Investment Advisory Panel (SIAP) meeting addressed the governance requirements of the new advisory mechanism that Hort Innovation works within.

An induction into the new model and robust discussion about the role of the SIAP and appropriate communication avenues were held.

The financial position of the Avocado levy program was presented with all the information available on the Hort Innovation website.

The meeting then progressed to an update and workshop session on the Strategic Investment Plan (SIP) – covering topics such as:

- Exports
- Irregular bearing
- Quality
- Consistent supply, data collation and productivity.

Concepts submitted through the Hort Innovation were also covered including: Infocado, Orchardinfo and cover crops.

Finally, the marketing plan for 2016/17 was presented, including the review details of the previous iteration and timeline of activities such as the TV Campaign and social media pillars.

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

### Next steps

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Submission of reviews on the marketing program and final reports in key investment areas has raised the need to have the next meeting in December.

This face to face meeting will generate ideas for future investment in alignment with the Strategic Investment Plan (SIP). To get involved with the plan please register your interest through the Hort Innovation website.

## Contact

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