

# Passionfruit Fund Annual Investment Plan 2024/25



## Proposed investments in 2024/25

A list of proposed R&D and marketing investments in the Passionfruit Fund in 2024/25 can be found below. Each year, Passionfruit industry representatives meet as a strategic investment advisory panel to discuss investment recommendations in line with the passionfruit Strategic Investment Plan (SIP). At these meetings, the panel are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The passionfruit Strategic Investment Advisory Panel (SIAP) met on May 16, 2024, to discuss, provide advice on, and prioritise recommendations on investments in 2024/25. R&D investment recommendations for FY24/25 are listed in Table 1. The marketing investment recommendations are listed in order of priority in Table 2.

*Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the passionfruit Annual Investment Plan (AIP) 2025/26.*

**Table 1. Passionfruit R&D prioritised investment recommendations in 2024/25**

Priority	Investment	Outcome	Strategy
*	Impact assessment program FY24-FY26	5. Enabler	
*	Industry-specific impact assessment	5. Enabler	
**	Biosecurity Plan renewals	1. Industry supply, productivity and sustainability	2. Improve industry preparedness and resilience to biosecurity threats
***	Regulatory support and response co-ordination	1. Industry supply, productivity and sustainability	4. Support crop protection regulatory activities

\* This is a foundational investment required to address principle 5 of the Statutory Funding Agreement Guidelines, by conducting an ongoing ex-post evaluation of Hort Innovation's R&D investment program, sampled across all horticulture levy funds to inform the overall impact of the investment program and therefore does not require advice.

\*\*This is an anticipated renewal cost for the current biosecurity plan

\*\*\* This is a foundational investment required to support the crop protection regulatory activities and therefore does not require advice.

**Table 2. Passionfruit marketing prioritised investment recommendations in 2023/24**

Priority	Investment	Outcome	Strategy
1	Social media marketing project FY24/25	2. Demand creation	1. Consumer demand



## Current contracted R&D and marketing projects

Current contracted projects in the Passionfruit Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the passionfruit SIP, can be seen in Table 3. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink. There are no current contracted marketing projects.

**Table 3. Current contracted R&D project actuals at 2023/24 and forecast to 2026/27**

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
<a href="#">MT18006</a>	Biosecurity Plan review and update for the lychee, papaya and passionfruit industries	2,890	7,519		
<a href="#">MT20007</a>	Regulatory support and response co-ordination	313	469		
<a href="#">MT21004</a>	Consumer behavioural retail data	1,262	3,798	2,532	3,049
<a href="#">MT21008</a>	National Bee Pest Surveillance: Transition Program	1,566	1,567		
<a href="#">MT21015</a>	Horticulture impact assessment program	513	443		
<a href="#">MT21202</a>	Consumer usage and attitude tracking FY22/23	454			
MT22000	Fund Annual Reports 2021/22	169			
<a href="#">MT23001</a>	Strategic Agrichemical Review Process (SARP) 2023 updates	3,614	3,614		
<a href="#">MT23002</a>	Fund Annual Reports 2022/23	489			
MT23007	M&E dashboard automation test	478			
<a href="#">MT23201</a>	Consumer usage and attitude tracking FY23/24	913	229		
<a href="#">PFI6000</a>	Passionfruit minor use permits	776	1,000	1,000	1,200
<a href="#">PFI9000</a>	National Passionfruit Breeding and Evaluation Program	20,762			
<a href="#">PF22000</a>	National Passionfruit Breeding and Evaluation Program 2022-2027	80,989	80,989	80,989	80,989
<a href="#">PF22001</a>	Passionfruit industry communications	27,990	27,991	20,993	

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
ST18003	Plant Biosecurity Research Initiative – (PBRI) program		250	250	250
<a href="#">ST22004</a>	Generation of data – Crop protection 2022 – Agreco	26,675			
Total		169,853	127,869	105,764	85,488



## Financial statements

Financial statements for the R&D levy fund can be seen in Table 5 below, and the marketing levy fund can be seen in Table 6.

View the current and most up-to-date financial statements for the Passionfruit Fund at the Hort Innovation website [here](#).

**Table 5: Passionfruit R&D levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)**

	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
Opening Balance	177,377	207,837	196,860	187,169
Levies from growers	125,712	113,000	113,000	115,000
Commonwealth funds	101,102	123,477	122,241	97,111
Other Income	7,776	2,000	2,100	2,205
<b>Total Income</b>	<b>234,590</b>	<b>238,477</b>	<b>237,341</b>	<b>214,316</b>
Project funding <sup>1</sup>	169,853	150,183	143,078	100,302
Available for Investment	0	55,000	60,000	60,000
Grower consultation and advice	400	5,000	5,000	5,000
Service delivery	31,945	36,772	36,403	28,920
<b>Total matched expenditure</b>	<b>202,198</b>	<b>246,955</b>	<b>244,481</b>	<b>194,222</b>
<b>Closing Balance</b>	<b>207,837</b>	<b>196,860</b>	<b>187,169</b>	<b>204,662</b>
Federal Government levy collection costs	1,932	2,500	2,550	2,601

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

**Table 6: Passionfruit marketing levy fund actuals at 2023/24 and forecast to 2026/27 (as at July 1, 2024)**

	<b>2023/24 Actual</b>	<b>2024/25 Forecast</b>	<b>2025/26 Forecast</b>	<b>2026/27 Forecast</b>
Opening Balance	55,082	183,247	148,733	116,078
Levies from growers	125,673	113,000	115,000	115,000
Other Income	4,548	500	525	551
<b>Total Income</b>	<b>130,221</b>	<b>113,500</b>	<b>115,525</b>	<b>115,551</b>
Project funding <sup>1</sup>	0	0	0	0
Available for Investment	0	115,000	115,000	115,000
Grower consultation and advice	100	1,495	1,495	1,495
Service delivery	24	28,219	28,219	28,219
<b>Total matched expenditure</b>	<b>124</b>	<b>144,714</b>	<b>144,714</b>	<b>144,714</b>
<b>Closing Balance</b>	<b>183,247</b>	<b>148,733</b>	<b>116,078</b>	<b>83,277</b>
Federal Government levy collection costs	1,932	3,300	3,465	3,638

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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Any request or enquiry to use this publication should be addressed to:

Communications Manager

Hort Innovation

Level 7, 141 Walker Street

North Sydney NSW 2060

Australia

Email: [communications@horticulture.com.au](mailto:communications@horticulture.com.au)

Phone: 02 8295 2300