

Passionfruit Fund Annual Investment Plan 2023/24



Proposed investments in 2023/24

A list of proposed R&D and marketing investments in the Passionfruit Fund in 2023/24 can be found below. Each year, passionfruit industry representatives meet as an advisory panel to discuss investment recommendations in line with the passionfruit Strategic Investment Plan (SIP). At these meetings, the panel is 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 met on May 2, 2023, to discuss, provide advice on, and prioritise recommendations on investments in 2023/24. The investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed 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) 2024/25.

Table 1. Passionfruit SIAP prioritised R&D investment recommendations in 2023/24

Priority	Investment	Outcome	Strategy
*	Strategic Agrichemical Review Process (SARP) 2023 updates	1. Industry supply, productivity and sustainability	O1S3 SARP

Note * This is a Foundational investment required to support data generation of agricultural permits and therefore does not required advice

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

Priority	Investment	Outcome	Strategy
1	Passionfruit Marketing Plan FY24-25	2. Demand creation	O2S1 Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Passionfruit Fund as at July 1, 2023, which are aligned to the respective outcomes and strategies in the passionfruit SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted R&D project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT18006	Biosecurity Plan Review and Update for the Lychee, Papaya and Passionfruit Industries	2,890	10,409		
HA19007	PBRI Phase 2	150			
MT20007	Regulatory Support & Response Coordination	626	313	469	
MT21003	Consumer Demand Spaces for Horticulture	730			
MT21004	Consumer Behavioural Retail Data	2,588	2,533	2,533	2,533
MT21008	National Bess Pest Surveillance: Transition Program	1,567	1,566	1,567	
MT21013	Fund Impact assessment 2020/21	5,370			
MT21015	Horticulture Impact Assessment Program	476	476	571	
MT21201	Pilot Program - Consumer Usage & Attitude and Brand Tracking - 55-5	58			
MT21202	Consumer Usage & Attitude Tracking - FY22/23	362	454		
MT23001	Strategic Agrichemical Review Process (SARP) 2023 updates		7,150		
PF16000	Passionfruit Minor Use Permits	700	4,750	4,750	4,750
PF22000	National Passionfruit Breeding and Evaluation Program 2022-2027	40,495	80,989	80,989	80,989
PF22001	Passionfruit Industry Communications	27,991	13,995	27,991	20,993
ST17000	Generation of data for pesticide application in horticulture crops	-26,400			

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
ST18003	Plant Biosecurity Research Initiative - PBRI Program		250	250	250
<u>ST22004</u>	Generation of Data - Crop Protection 2022 – Agreco	11,400	13,675	12,692	
Total		69,003	136,560	131,812	109,515

Table 4. Current contracted marketing project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT20600	Media Strategy, Planning & Buying Services (Retainer)	493			
MT20600	Media Strategy, Planning & Buying Services (Performance)	104			
MT21600	FY22 Small Tropicals Media	2,317			
MT22600	FY23 Small Tropicals Social Media & Creative	10,000			
PF22620	Passionfruit FY23 Plan	85,000			
Total		97,914			

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 2022/23 and forecast to 2025/26 (as at July 1, 2023)

	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
Opening Balance	98,746	177,377	200,832	189,216
Levies from growers	113,926	113,000	113,000	115,000
Commonwealth funds	40,281	89,045	124,166	119,898
Other Income	5,269	2,000	2,100	2,205
Total Income	159,476	204,045	239,266	237,103
Project funding ¹	69,000	145,592	155,375	148,110
Available for Investment	-	-	50,000	50,000
Grower consultation and advice	-	5,980	5,980	5,980
Service delivery	11,561	26,518	36,977	35,706
Total matched expenditure	80,561	178,090	248,332	239,796
Closing Balance	177,377	200,832	189,216	183,923
Federal Government levy collection costs	284	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 2022/23 and forecast to 2025/26 (as at July 1, 2023)

	2022/23	2023/24	2024/25	2025/26
	Actual	Forecast	Forecast	Forecast
Opening Balance	60,373	55,082	63,846	72,460
Levies from growers	113,899	113,000	113,000	115,000
Other Income	1,871	300	315	331
Total Income	115,770	113,300	113,315	115,331
Project funding ¹	97,915	60,000	60,000	-
Available for Investment	-	20,000	20,000	100,000
Grower consultation and advice	-	1,495	1,495	1,495
Service delivery	22,863	19,741	19,741	24,586
Total expenditure	120,778	101,236	101,236	126,081
Closing Balance	55,082	63,846	72,460	58,072
Federal Government levy collection costs	283	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.

DISCLAIMER:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of any information published or made available by Hort Innovation in relation to this publication. Your access, use and reliance on any information published or made available by Hort Innovation is entirely at your own risk. The information published or made available by Hort Innovation does not take into account your personal circumstances and you should make your own independent enquiries before making any decision concerning your interests or those of another party or otherwise relying on the information. Hort Innovation is not responsible for, and will not be liable for, any loss (including indirect or consequential loss), damage, claim, expense, cost (including legal costs) or other liability arising in any way, including from any Hort Innovation or other person's negligence or otherwise from your use or non-use of this publication, or from reliance on information contained in the material or that Hort Innovation makes available to you by any other means.

COPYRIGHT NOTICE:

Copyright © Horticulture Innovation Australia Limited 2023

Copyright subsists in this publication. Horticulture Innovation Australia Limited (Hort Innovation) owns the copyright in the publication, other than as permitted under the Copyright Act 1968 (Cth). Copying in whole or in part of this publication is prohibited without the prior written consent of Hort Innovation.

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
Phone: 02 8295 2300