

OLIVE INDUSTRY COMMUNICATION



Hort Innovation



E-Newsletter

September 2017



Welcome

Grove Innovation is your fresh, new monthly e-newsletter on the latest R&D projects and industry updates happening under the Hort Innovation Olive fund.

Hort Innovation partners with leading service providers to complete a range of levy-funded R&D projects aimed at helping to ensure the long-term sustainability and profitability of the Australian olive industry.

In this first edition, we go back to basics to find out more about the olive levy collection and investment process.

We focus on two levy funded R&D projects, a benchmarking project working to identify the strengths and weakness of the industry, and the minor use program, working to strategically support the industry's position on pesticide usage.

Finally, we share the details on Hort Innovation presence at the 2017 National Olive Industry Conference and Trade Exhibition.

Magazine Insert

R&D INSIGHTS

THE LATEST UPDATES ON R&D WITHIN THE OLIVE INDUSTRY | SEPTEMBER 2017



Welcome

R&D Insights is a new insert to keep you up to date with the latest levy-funded R&D projects within the Australian olive industry, which happen under the Hort Innovation Olive Fund. It will also include info on other research and resources to help the industry remain strong and vibrant.

Back to basics

What is the olive levy?

The olive levy is payable on olives that are produced in Australia and either sold by the producer, or used by the producer in the production of other goods. The levy rate on olives is \$2.10 per tonne.

Agricultural levies are set by the Australian Government at the request of industry in order to collectively fund R&D, biosecurity, residue testing and, in some cases, marketing programs.

In 2015/16 total olive R&D levy receipts were approximately \$322,000.

Who manages the olive levy?

The olive levy is collected by the Department of Agriculture and Water Resources, which is also responsible for administration and disbursement of levies, on behalf of agricultural industries.

The investment of R&D funds (\$3 per tonne) is managed by Hort Innovation, the not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9.5 billion horticulture industry.

Here, olive levy funds are invested into industry-specific research programs alongside financial contributions from the Australian Government.

Separately, Plant Health Australia (PHA) manages certain plant health programs on behalf of industry (using a \$0.10 per tonne component of the levy).

How are R&D levy funds invested?

Firstly, olive growers and other industry stakeholders are always encouraged to submit ideas for potential investment via Hort Innovation's Concept Proposal Form at www.horticulture.com.au/concept-proposal-form, providing a simple summary of the aims and outcomes.

To help ensure R&D investment decisions are balanced and prioritised by the current needs of the industry, Hort Innovation has established an olive Strategic Investment Advisory Panel (SIAP). The SIAP is skills-based and comprises levy-paying growers, processors and technical experts. The make-up of the current SIAP can be found on Hort Innovation's

Olive Fund page at www.horticulture.com.au/grower-focus/olive. It is the role of the SIAP to provide advice on potential investment opportunities, always being guided by the industry's Strategic Investment Plan (read on for more on this).

Project ideas are filtered and shaped into full proposals by Hort Innovation based on SIAP advice and to ensure that they align with strategic priorities. If a concept proposal is successful, a Request for Proposal document is drafted and Hort Innovation notifies prospective service providers using a limited or open procurement process, depending on the project requirements. Prospective service providers then have a bid period in which they can submit their response. After the bid period has ended, Hort Innovation convenes an evaluation panel to review the responses and then Hort Innovation works to contract the service provider it approves to undertake the work. [continue on p22](#)

Have your say!

To submit a project idea, visit www.horticulture.com.au/concept-proposal-form

COMMUNICATIONS STRATEGY

1

Informed by survey of
industry

2

Communicates R&D
projects and outcomes

3

Information to improve your
business



PRELIMINARY FINDINGS

1

Mixed response to current awareness of projects

2

Key themes include pest management, marketing, EVOO education, olive waste

3

Prefer technical articles delivered electronically



WHY WE NEED YOU

1

Understand level of awareness

2

Identify what information is most valuable to industry

3

Make sure we're delivering information effectively



www.surveymonkey.com/r/olivecomms

**Come see us at the
Hort Innovation stand!**

Hort
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Strategic levy investment

OLIVE
FUND