

Final Report

Australian table grape industry communications program

Project leader:

Jeff Scott

Delivery partner:

Australian Table Grape Association

Project code:

TG18004

Project:

Australian table grape industry communications program (TG18004)

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Level 7

141 Walker Street

North Sydney NSW 2060

Telephone: (02) 8295 2300

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Public summary

A vibrant, resilient, and determined industry with geographical footprints in almost every state and territory, the Australian table grape industry is looked upon as a leader in the horticulture sector.

The industry's export success and its commitment to sustainability and innovation continue to cement its value globally.

For the industry to continue to prove itself on a national and global stage, it must be ever evolving, and one way it must do this is through fluid, responsive, and sophisticated industry communications.

The *Table Grape Industry Communications Program (TG18004)* delivered communications to industry from 7 November 2019 to 6 November 2022.

More than 800 table grape producers across the country have relied on the Australian Table Grape Association (ATGA) as a delivery partner to keep them informed and engaged, help build their capacity, and provide them with tools and resources to foster enlightened decision-making.

The challenges producers have faced over the past few years are unlike any they have ever been dealt: global trade challenges, shortage of seasonal labour, environmental pressure, regulatory changes, rising production costs, and reduced availability of agrichemical products.

Throughout this period, the ATGA's communications have been a constant – news, information, and resources developed and/or distributed in a timely fashion through its enduring communications channels; its flagship magazine, the *Vine*, fortnightly enewsletter, *Pick of the Bunch*, three social media networks, redeveloped website, events, direct email and face-to-face communication and more.

The objectives set out for TG18004 were:

- To facilitate effective and efficient communication between all participants within the table grape industry, either as individuals or as members of participant groups
- To assist industry managers to provide reliable and timely access to information
- To identify communication methods that enhance the potential for research outcomes to be adopted
- To identify communication links that support the industry through changes associated with global competition
- To define a communication method through which members of the public can access information about the industry

ATGA as the peak industry body for the Australian table grape industry delivered the following activities:

- Develop a communications strategy and M&E framework (program logic, stakeholder engagement plan, risk management plan) to serve the project (adapted as required)
- Create 3 annual communications plans to manage scheduled releases and spontaneous content requirements
- Industry website, australiangrapes.com.au: redesign to enhance functionality, accessibility and visual appeal, update and maintain, including uploading research posts, tools, resources and industry publications
- *Vine* magazine: redesign in 2019/early 2020, as well as develop and source content, edit, publish, distribute and promote 12 quarterly editions over the life of the project
- *Pick of the Bunch* newsletter: create, edit, publish, distribute and promote more than 70 fortnightly issues and special releases
- Grower forums: facilitate and promote a minimum of 3 grower forums and workshops in each growing region per year
- Media releases as required: developed as well as news articles, circulated to media via email, social media and through *Pick of the Bunch*
- Communication with levy payers, Hort Innovation, R & D entities and industry stakeholders, including government authorities, on a daily basis on information requirements

In November 2019 when the communications program was contracted, it was impossible to know that a global pandemic was set to parallel the length of the project.

Travel restrictions meant the delivery of some grower forums and industry events was postponed, however the ATGA has

successfully made up for this over the past 12 months.

Stakeholder surveys, consultation with industry, and a comprehensive suite of monitoring tools have allowed us to evaluate the strength of each of the industry's communication channels.

Reviewing the verbal feedback from grower consultation along with the feedback from surveys and monitoring results, the ATGA has delivered a successful communications project, with overwhelming support for grower events and direct communication, the continued strength of industry flagship publication the *Vine* and fortnightly enewsletter, and engagement with social media and website outputs among some highlights.

A strong communications program has allowed producers and wider industry to build KASA (knowledge, awareness, skills, and aspiration), increase industry cohesion, and ensure equitable access to information regardless of cultural and linguistic background, technical capacity or geographical location.

Keywords

Australian Table Grape Association; ATGA; table grapes; industry communications, *Pick of the Bunch*, *Vine* magazine

Introduction

The Australian table grape industry is the nation's most highly valued fresh fruit exporter, valued at more than \$450 million in 2022.

The geographical spread of Australia's table grape industry, cultural and linguistic diversity of its members, varying degrees of technical capacity and capability, size of businesses, and geographical isolation from key trade countries have had a longstanding impact on how communications are developed, received, and interpreted.

Some of the challenges identified in the *Table Grape Industry Strategic Investment Plan (SIP) 2022-26* that affect communications engagement and adoption of research outcomes include:

- Lack of industry cohesion: fragmented industry; no sharing of information among producers; lack of industry data restricts market development, and
- Lack of data intelligence on production, capability, markets.

Additionally, the industry has felt the pinch – as many others have – over the past few years, particularly as a result of the global pandemic.

Environmental factors, evolving production practices, global trade challenges, shifting international regulations and consumer attitudes surrounding provenance, sustainability, and environmental and social responsibility have all placed further pressure on producers to know everything, be everywhere, do everything.

Despite these long- and short-term challenges, the industry continues to grow, adapt and embrace change.

As the peak industry body for the Australian table grape industry, the ATGA has demonstrated its commitment to the growth of industry, supporting growers as they navigate this ever-changing and transformative phase of industry.

Some of the strengths of industry identified in the *SIP* included the industries strongly supported peak industry body, with significant experience in working collaboratively, especially in market development, the broad range of communications and extension products to keep producers informed, and how successfully the industry works collaboratively with public (federal and state) organisations/agencies and other private bodies.

The strength of the table grape industry communications program hinges on several significant factors:

- addressing the challenges growers have endured and continue to face
- providing equitable access to information and knowledge transfer which respects the varying technical skill and capacity
- increasing industry cohesion and connectedness while understanding that producers and exporters are in competition with each other.

The ATGA has a proven record of table grape industry communications project success, having delivered previous Hort Innovation-funded industry communications programs (TG1000, TG15008), as well as a working with Hort Innovation's predecessor Horticulture Australia Limited.

TG18004 followed on from previous communications programs, and provided the opportunity for the ATGA, as delivery partner, to enhance industry communications outputs, building on the engagement of previous projects, through the development and use of elevated, timely, responsive and fluid information transfer to industry stakeholders.

Communications was ranked as a high priority in both the 2012-2017 and 2017-2021 *SIPs*, and the current 2022-2026 *SIP* aims to drive broader industry engagement and amplify grower reach.

The project success hinges on its ability to meet the end-of-project outcomes, as detailed in the project's program logic:

- enhance skills and capacity to support current and future industry needs, and
- facilitate and support the two-way flow of information through the value chain.

Through timely delivery of information, increased accessibility to communications and extension products, collaborative and increased engagement, the ATGA has achieved these outcomes.

Methodology

TG18004 was underpinned by a comprehensive suite of communication types and delivery platforms: written, visual, video, and experiential.

By focusing on the development of written, visual, video, and experiential content, and selecting multiple delivery platforms, the ATGA has been equipped to connect growers, engage them through their preferred channel, and amplify the reach of industry research, development and extension activities, agricultural technology and innovation advances, trade and marketing outputs, and much more.

Exploring all these content types not only allows for greater levels of engagement, but also helps future-proof industry.

The communications activities included:

- *Vine* magazine
- *Pick of the Bunch* enewsletter
- Social media content development and maintenance
- Australiangrapes.com.au website
- Facilitation and promotion of grower events
- Direct communication and industry database maintenance
- Media relations, including media liaison and development of media releases

In addition to activities covered by TG18004, the ATGA communications team and extension team co-developed video content to enhance R&D and industry best practice adoption (e.g. early monitoring for mealybug, sprayer maintenance awareness), brochures and tools.

The levy-funded communications activities were underpinned by a sound communications strategy integrated with the enlightenment of previous communications programs, experienced staff, and informed by industry consultation and a well-developed M&E framework.

Results and discussion

- ATGA successfully delivered achievement criteria and outputs as part of the *Table grape industry communications program*, TG18004.
- ATGA produced and published 12 editions of the *Vine* magazine (11 released to date), as well as conducted a redesign and developed a digital edition through the ISSUU platform.
- ATGA published fortnightly editions of the industry newsletter, *Pick of the Bunch*.
- Direct email, face-to-face and phone communication actioned as well as media relations.
- A redesign of the website took place, which significantly improved access to, functionality and appeal of the industry website.
- ATGA facilitated and promoted a large number and broad type of events, including online and face-to-face, despite the challenges faced by industry due to Covid.
- Produced several videos
- Planned and actioned social media activity.

Due to the imbalance in capacity and capability of the target audience, a wide range of content types and methods was delivered as part of TG18004 to ensure equitable access to information and opportunities for RD&E adoption.

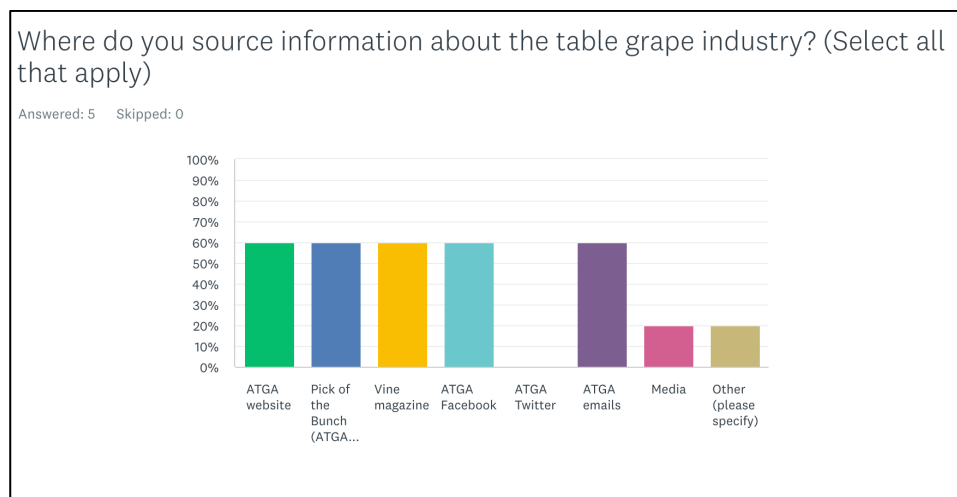
Informal and formal communications feedback demonstrates that stakeholders receive information in a variety of ways (integral for information recall), most effectively through *Vine* magazine, and direct communication. The most influential way to empower growers to adopt new practices is through events, feedback suggests.

The challenges faced by industry over the project period are unlike any they have ever been dealt. The industry has shown resilience and an ability to adapt to digital and interactive formats more than previously thought possible.

More interactive engagement must be considered in future research projects, including grower communities and focus groups (young growers, women in industry, etc.), to enhance industry cohesion and connectedness.

Photos/images/other audio-visual material

Question from 2022 Communications Survey on delivery methods.



Outputs

Table 1. Output summary

Output	Description	Detail
<i>Vine</i> magazine	12 editions of the quarterly industry magazine were developed, edited, and published, with the November 2022 edition set to be released and promoted just after the completion of the final report. The publication is a joint communications output with the dried grape industry. Each edition is 40 pages, with approximately 18-20 pages dedicated table grape or industry relevant content. 800-900 copies of the magazine are sent to table grape levy payers in print, and the digital edition reaches an average of 767 reads per edition (53,661 impressions, 8447 total reads since February 2020, 11 editions)	The <i>Vine</i> magazine is the industry's flagship publication. During TG1804, the <i>Vine</i> underwent a redesign, modernising design and layout to optimize the visual dissemination of information and ensure cohesion across industry content. A digital edition was also implemented as part of the project to ensure greater accessibility for levy payers and the wider industry. The <i>Vine</i> had undertaken a readership survey as part of TG15008, and the results showed that the magazine was still a valuable addition in its print format. This is still evident given the range of demographics reading the magazine, however the digital edition allows for the addition of links, enhancing the functionality of the magazine for those who want to explore further information, and allows for easier evaluation given the availability of digital statistics. Each edition of the <i>Vine</i> is promoted with "social tiles" on the ATGA social media networks, <i>Pick of the Bunch</i> enewsletter, and ATGA website. These posts all link to the ISSUU platform where the digital edition is housed, meaning all reads and impressions are aggregated within ISSUU's statistics. February 2020 edition (2294 impressions, 741 reads, all time): issuu.com/vine-magazine/docs/2020_vol16_iss1_feb__vine_master May 2020 edition (1939 impressions, 1088 reads, all time): issuu.com/vine-magazine/docs/2_vinemag_vol16iss2_fin_digital2 August 2020 edition (1792 impressions, 610 reads, all time): issuu.com/vine-magazine/docs/3_vinemag_vol16iss3_findigital November 2020 edition (7827 impressions, 1142 reads, all time): issuu.com/vine-magazine/docs/4_vinemag_fin2 February 2021 edition (1727 impressions, 703 reads, all time): issuu.com/vine-magazine/docs/17_4_vinemag_fin2lr May 2021 edition (2319 impressions, 806 reads, all time): issuu.com/vine-magazine/docs/17_2_vinemag_fin August 2021 edition (1968 impressions, 635 reads, all time): issuu.com/vine-magazine/docs/vine_magazine_august_2021 November 2021 edition (4428 impressions, 322 reads, all time) issuu.com/vine-magazine/docs/17_4_vinemag_lr_digital February 2022 edition (5441 impressions, 379 reads, all time) issuu.com/vine-magazine/docs/18_1_vinemag_fin3 May 2022 edition (9504 impressions, 714 reads, all time): issuu.com/vine-magazine/docs/18_2_vinemag_fin2_digital August 2022 edition (6307 impressions, 466 reads, all time):

		issuu.com/vine-magazine/docs/18_3_vinemag_fin4digital November 2022 edition: In progress at time of reporting
<i>Pick of the Bunch</i> newsletter	<i>Pick of the Bunch</i> newsletter has been published fortnightly across TG18004, with almost 550 subscribers now receiving the industry news.	<i>Pick of the Bunch</i> has become a well-read source of timely and relevant information since its launch in 2018. The newsletter has evolved over the past few years. One key change that occurred as part of TG18004 was that the frequency increased from monthly to fortnightly. The newsletter communicates R&D and marketing levy-funded projects, best practice and seasonal production recommendations and reminders, Hort Innovation news, event coverage, market access and trade updates and more. ATGA continues to drive subscribership and reach, ensuring levy payers are aware of the importance of reading the newsletter every fortnight, not just sporadically. Subscriber numbers have increased since the conclusion of TG15008 by 20 per cent, from 450 (May 2019) to 550 (November 2022). Open rates have consistently been above 50 per cent since October 2021 (industry average 34.5 per cent), and click-through rates sit around 9 per cent (industry average 6.4 per cent). See <i>Appendix 2: Pick of the Bunch</i> campaign URLs for TG18004.
australiangrapes.com.au website	New website developed and implemented; maintenance and update of industry website	A recommendation in the final report of TG15008 stated that a new website be implemented to enhance industry and broader stakeholder engagement. This process began early in 2020, with the new website implemented by December 2020. From 2020 to 2022, there was a 105 per cent increase in pageviews of the australiangrapes.com.au website, which illustrates a high level of engagement with the new website. There have been almost 140,000 pageviews, 42,995 total users, and 6000 returning users over the life of TG18004, demonstrating the continued and improved use and engagement, with return users increasing by 60 per cent from 2020 to 2022. Informal feedback from levy payers and industry has been that the new website is easy to use and navigate, looks great and is very informative.
Social media	Three social media channels managed, with content updates regularly targeted at the primary audience Facebook (1806 followers, 1642 likes) Twitter (1080 followers) LinkedIn (542 followers)	Social media is a valuable communications tool, allowing ATGA to reach growers and wider industry members regardless of geographical spread. Content varies from R&D progress, event coverage, best practice and industry development updates, industry news, business support, promotion of <i>Pick of the Bunch</i> newsletter releases and <i>Vine</i> magazine editions, and more. From the start of TG18004 to now, Facebook likes have increased from 1576 to 1642 likes. More than 370 posts were communicated on Facebook to the

		target audience, an average of 10 posts per month. ATGA has maintained its presence on Twitter, and grown its presence on LinkedIn, pivoting to reach a growing number of target audience members who now engage with LinkedIn. LinkedIn has gained more than 350 new followers over the past year. Engagement on both Facebook and LinkedIn favours best practice and R&D videos and event coverage.
Media releases & media liaison	Media releases and media liaison	Media coverage stemmed from media releases and news items distributed directly to media or through ATGA's digital channels, website and newsletter. Coverage occurred consistently across TG18004 in a diverse range of media, with radio, print and online reports highlighting industry best practice efforts, events, innovation, projects, and trade. Table grape industry news is often reported in <i>Fresh Plaza</i>, <i>Fruitnet</i>, <i>Fresh Fruit Portal</i>, <i>Produce Plus</i>, <i>Sunraysia Daily</i>, <i>Robinvale Sentinel</i>, <i>Packaging News</i>, <i>The Weekly Times</i>, ABC (Mildura/Swan Hill local radio), and <i>North West Farmer</i>.
Direct communication	Face-to-face, email and phone communications are sent from the ATGA team and CEO to all levy payers on a regular basis.	Topics include: labour, trade, export requirements (audits, export registration) biosecurity, best practice management, pest and disease management/chemical usage, Hort Innovation projects, biosecurity, and more. Direct communication is a highly valued source of information for levy payers, though engagement levels are difficult to ascertain. Emails from the CEO and ATGA team are important for engaging hard-to-reach growers who only read <i>Pick of the Bunch</i> sporadically, however it is important to note that significant communication has been made to encourage levy payers to read both emails from the CEO and newsletters to ensure comprehensive information delivery and opportunities to learn of research outcomes and event notices, for example. Survey feedback suggests many growers have either been reminded about or hear about events from direct communications (face-to-face/email/phone) more successfully.
Grower events/forums/workshops	3 grower workshops and 1 forum per region per year.	Covid travel restrictions severely limited events in 2020 and 2021, however there were still several well-attended events facilitated and promoted during this time. 2022 saw a strong return to grower events, with survey feedback reporting no negative responses to events, and many suggesting that "more events like this should be held". ATGA communicated about levy-funded projects at these events, including TG17002 (Table grape supply chain quality 2017-2021), TG19000 (Extension) & TG19004 (Minimum Maturity Standards Adoption), TG20000 (Table grape market access and trade development). See <i>Appendix 1: list of events</i>

Photos/images/other audio-visual material



Images from recent grower sessions (Above left and right: Spray Application Workshop, Mildura; below left and right: Dormancy breaker demonstration trial site walkthrough)

Below: Social media tile for May 2022 *Vine* magazine edition (cover story communicated about one of the industry focuses: vine health / restricted spring growth).



Outcomes

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
Improved access by growers to industry best practices and available programs (M&E outcome 1)	Improving access to best practice resources and research programs enables greater adoption across industry. This aligns with Outcomes 3 & 4 from the <i>Table Grape Strategic Investment Plan 2017-21</i> and Outcome 3 from the <i>Table Grape Strategic Investment Plan 2022-26</i> , particularly “Enhance skills and capacity to support current & future industry needs”.	ATGA increased the frequency, access points, and range of content types to ensure improved access to information regardless of geographical spread, cultural or linguistic diversity, capacity or capability. The reach of communications outputs was leveraged through multiple content types and methods of delivery, access to a range of industry and supply chain networks, and broader industry and community reach through media relations.	Evidence of success of reach was determined in the M&E plan as being: Increased traffic to website and reduced bounce rates; increase average open rate of newsletter; social media reach increased and engagement level by levy payers improved; increased number of levy payers participating in forums / grower sessions; number of growers responding and providing feedback increased Website engagement has increased significantly over the project life, with a 105 per cent increase in pageviews, and 60 per cent increase in returning users, from 2020 to 2022. Session times have increased from an average of 1:28 in 2019 to 1:44 in 2022. Open rates for the newsletter have increased from an average open rate of 49.35 in 2021 to 55.6 per cent in 2022 (up to October). Social media reach has increased significantly across Facebook and LinkedIn, with average Facebook engagement rates by reach increasing from 8.85 per cent in 2020 to 10.61 per cent in 2022. Survey responses in 2020 suggested the <i>Vine</i> was the most valued form of communications, followed by direct emails, <i>Pick of the</i>

			<i>Bunch</i>, media, and ATGA Facebook. In 2022, survey respondents shared that the ATGA website, ATGA newsletter, ATGA emails and ATGA Facebook page all equally served them. Grower attendance at events has increased, however Covid did challenge attendance levels in 2020/21 and at times during 2022. Event feedback tools have demonstrated the value in grower events, with an average of 65 per cent across three workshops saying they would review current practices, and a further 35 per cent saying they would change practices.
A better understanding of growers' needs and issues (M&E outcome 2)	Creating a two-way flow of information allows ATGA to understand grower needs and issues. This aligns with Outcomes 3 & 4 from the <i>Table Grape Strategic Investment Plan 2017-21</i> and Outcome 3 from the <i>Table Grape Strategic Investment Plan 2022-26</i>	Growers are given opportunities to raise their issues, through feedback tools, social media, face-to-face, phone or email interactions. Close collaboration with TG19000, including co-facilitation of events, and event coverage by communications, allows for greater access to growers to speak informally about their needs and issues. However, implementing more effective feedback methods, such as online surveys accessed through QR codes at events, survey links in newsletters and on social media, greater face-to-face consultation and engagement with growers at events and at optimal times, would also provide more quantitative data.	Collaboration with TG19000 and responsive communication outputs such as <i>Pick of the Bunch</i>, the <i>Vine</i>, and social media, shows that growers are more willing to speak face-to-face about their needs, concerns and industry issues. 2022 survey data suggested that grower events are the best way to engage with growers. Additional feedback showed that growers are more motivated to change practices by events than by stories in the <i>Vine</i>, and that they want: - more industry statistics - "general industry info and summaries" from publications - "the good and the bad", - more information relevant to WA & Queensland - a focus on industry The measure for

			performance was “number of growers responding and providing feedback increased”. In retrospect, a survey is not the most appropriate feedback tool for this purpose, as it can be challenging to engage growers for the “communications survey”. Growers are more likely to give feedback informally, from event supplementary surveys, industry consultation and face-to-face interactions.
A current and comprehensive cache of industry information (M&E outcome 3)	Strengthening industry information helps future-proof industry and aligns with Outcomes 3 & 4 from the <i>Table Grape Strategic Investment Plan 2017-21</i> and Outcome 3 from the <i>Table Grape Strategic Investment Plan 2022-26</i>. Outcomes 1 & 2 are supported by and also support the success of Outcome 3.	A revitalised ATGA website enabled a more effective repository of information for growers to access. Industry information is also housed in the Export Registration system, <i>Vine</i> mailing list, and MailChimp database and regularly updated to ensure Outcome 1 (improved access) can be achieved.	Engagement levels with the new ATGA website have shown it is regularly used and referred to as a source of industry information, including resources, tools, news and information. As ATGA continues to build R&D project data, industry intelligence and news the website continues to be updated.
Better informed stakeholders through timely delivery of information (M&E outcome 4)	Informed growers are empowered to make smart business decisions, which helps align with Outcomes 3 & 4 from the <i>Table Grape Strategic Investment Plan 2017-21</i> and Outcome 3 from the <i>Table Grape Strategic Investment Plan 2022-26</i>.	ATGA increased the frequency, access points, and range of content types to ensure improved access to information regardless of geographical spread, cultural or linguistic diversity, capacity or capability. The reach of communications outputs was leveraged through multiple content types and methods of delivery, access to a range of industry and supply chain networks, and broader industry and community reach through media relations.	Increasing the frequency of <i>Pick of the Bunch</i>, as well as introducing responsive Special Messages and Covid Updates, along with an increase in average open rate, suggested this outcome has been met. Improvements can still be made to ensure growers are engaging with social media and newsletter content, and that ATGA is communicating RD&E information more frequently, rather than cautiously publishing once all checks and balances have been made.

Monitoring and evaluation

There were a number of key evaluations questions and project performance measures assigned to evaluate the success of the project. Through monitoring, survey data and consultation, these measures have been met, however one area of improvement could be improving stakeholder consultation to inform content type and delivery platform.

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent has the project achieved its expected outcomes?	Monitoring data collected from MailChimp, ISSUU, Google, Twitter and LinkedIn, as well as survey data and informal feedback, demonstrate the project has achieved: 1. Improved access by growers to industry best practices and available programs 2. Greater awareness about grower needs and issues 3. A current and comprehensive cache of industry information 4. Better informed growers due to timely delivery of information	Engage in more direct consultation, such as online grower communities, focus groups with growers in each growing region, and targeted groups (women in industry, young growers) to ensure content types and information meet the needs of growers in all regions and demographics
How relevant was the project to the needs of intended beneficiaries?	The project relevance is cemented by the increase in traffic to ATGA website, increased open rates on newsletters and increased level of engagement on Facebook and LinkedIn. In evaluating the performance, it could be useful to interview and consult with industry and review the relevance of content types and information after the project's end, ahead of further industry communications projects. Relevance is a subjective point, and some growers may find certain information more valuable than others, depending on the size and scale of business, etc.	Adapt survey questions to request focus topics for communications. Engage in more direct consultation with growers and industry stakeholders in each growing region to ensure content type, method of delivery and information meets the needs of growers in that region.
How well have intended stakeholder communities been engaged in the project?	Informal and formal feedback suggests the most valued methods of communication are through events, <i>Vine</i> magazine, and direct communications. Stakeholders have been given multiple opportunities to give feedback on content and delivery of information – both surveys and click-	2022 survey data suggested that not all growers read <i>Pick of the Bunch</i> each fortnight, or engage with ATGA Facebook regularly, so there is some way to go in changing the mindset about the importance of these communications outputs. Improvements could be sought through targeted focus groups

	through email links – in <i>Pick of the Bunch</i>, social media, <i>Vine</i> magazine and website. Low engagement with surveys does not align with monitoring data and engagement rates on each communications activity, suggesting that surveys aren't the most effective evaluation method for this purpose.	and/or an online grower community. Industry consultation at multiple points through a stakeholder engagement group would allow for greater opportunity for evaluation.
To what extent were engagement processes appropriate to the target audience/s of the project?	Increases in engagement as per monitoring and evaluation framework suggest the delivery processes are appropriate.	A focus on a wide range of content types and delivery methods ensured growers have access to information in myriad ways. More emphasis on video content – sharp, short videos – and events – sharp, short events – would ensure growers can be engaged for shorter bursts of time, with consultation informing content and topic ideas.
What efforts did the project make to improve efficiency?	In adapting to Covid travel restrictions, ATGA communications enhanced responsiveness, publishing Special Messages and Covid Updates to ensure the timely delivery of information in addition to <i>Pick of the Bunch</i>, social media activity and <i>Vine</i> magazine releases. The redesign and implementation of a digital edition of the <i>Vine</i>, meant that growers could refer to stories online as well as link out to research projects, Hort Innovation and much more. The challenges in delivering events meant several events were postponed, but in 2021 several online events enhanced the opportunity of industry to build resilience and adaptability. This led to be better informed growers due to timely delivery of information.	The project implemented several initiatives to improve efficiency and efficacy, including online delivery methods of events during Covid travel restrictions, implementation of a digital <i>Vine</i> magazine edition which can link out. Further opportunities for improvement could be: continuous evaluation of project relevance and success at grower events (short interviews, interactive tablets, prizes for engagement, etc.)

Recommendations

Recommendations for future table grape industry communications programs include:

- Ensuring the communications program continues to provide relevant, quality and timely information to engage industry, build industry trust and cohesion, and enhance adoption of available programs.
- Broaden the scope of industry consultation for future communications programs to ensure content remains relevant and consider alternative feedback tools to encourage stakeholder responsiveness – develop a communications project stakeholder engagement group, online grower community and/or targeted focus groups to inform content and delivery methods for communications activities.
- Expand on the benefits of levy-funded projects through case studies (video, written or audio), and integrate a “projects at a glance” graphic page in the *Vine* and on the ATGA website which shows levy funds in action, encouraging engagement with Hort Innovation content in an appealing and informative way.
- Introduce additional video and audio content to allow growers to access information in a variety of ways. These would be short, sharp video and audio bursts which provide information on best practice management, R&D projects, biosecurity, export / market access and more.
- Promote close collaboration between industry communications and industry extension programs. ATGA’s communications and extensions teams have a strong relationship and future extension programs and communications programs should consider how to leverage this relationship to optimise adoption of best practices and available programs.

Refereed scientific publications

Nil

Intellectual property

No project IP or commercialisation to report

Appendices

Appendix 1: List of events promoted or facilitated in conjunction with TG19000 during TG18004

January 2020: Grapevine Pinot gris virus workshop, Mildura

January 2020: Grapevine Pinot gris virus workshop, Robinvale

December 2020: Grower forum, Mildura (Maturity, export, MRL compliance, Hort Innovation)

December 2020: Grower forum, Robinvale (Maturity, export, MRL compliance, Hort Innovation)

19 April 2021: Emerald growers, regional meeting, Emerald

20 April 2021: Mundubbera growers, regional meeting, Mundubbera

21 April 2021: St George growers, regional meeting, St George, Qld

10 May 2021: Swan Valley growers, regional meeting, Swan Valley, Qld

12 May 2021: Carnarvon growers, regional meeting, Carnarvon, Qld

10 August 2021: Frost, Farm Tech and Fruit Fly, Mildura (promoted and planned event, postponed until 31 August 2021 and then postponed until 2022 due to Covid restrictions)

7 September 2021: Becoming an Approved Employer (online)

14 October 2021: RSG workshop with Dr Fiona Constable (online)

6 December 2021: RSG findings workshop, Merbein

13 December 2021: Grower forum (maturity, export, MRL compliance, Hort Innovation), Euston

14 December 2021: Grower forum (maturity, export, MRL compliance, Hort Innovation), Mildura

26 April 2022: New technologies, vine health, MRL compliance, maturity project update, Emerald

28 April 2022: New technologies, vine health, MRL compliance, maturity project update, Mundubbera

19 May 2022: Restricted spring growth update, Mildura

20 May 2022: Restricted spring growth update, Euston

15 June 2022: Vine health session, Swan Valley, WA

15 June 2022: Vine health session, Carnarvon, WA

26 July 2022: AgTech Session (Recirculated sprayer and autonomous tractor), Mildura

27 July 2022: AgTech Session (Recirculated sprayer and autonomous tractor), Euston

8 August 2022: Pre-season export session (maturity, export system upgrades, trade insights, MRL compliance, traceability), Euston

9 August 2022: Pre-season export session (maturity, export system upgrades, trade insights, MRL compliance, traceability), Mildura

19 September 2022: Dormancy breaker demonstration trial site walk-through

10 October 2022: Spray application workshop, Mildura

11 October 2022: Spray application workshop, Euston

19 October 2022: Spray application workshop, Swan Valley, WA

Appendix 2: List of and links to Pick of the Bunch newsletters

Date released	Campaign URL	Type of release
17 December 2019	https://mailchi.mp/0f6e72a00ad2/pick-of-the-bunch-christmas-edition	Special release
10 February 2020	https://mailchi.mp/660c684bfd09/hey-heres-your-pick-of-the-bunch	POTB
24 February 2020	https://mailchi.mp/597ba0b5daba/hey-its-your-pick-of-the-bunch-for-24-february	POTB
9 March 2020	https://mailchi.mp/c2de460ecc19/hey-its-your-pick-of-the-bunch-for-9-march	POTB
23 March 2020	https://mailchi.mp/63208c6096a9/hey-its-your-pick-of-the-bunch-for-23-march	POTB
6 April 2020	https://mailchi.mp/ba921cd1550f/hey-its-your-pick-of-the-bunch-for-6-april	POTB
20 April 2020	https://mailchi.mp/256bf53f92e8/hey-heres-your-pick-of-the-bunch-for-20-april	POTB
4 May 2020	https://mailchi.mp/b33e00601728/hey-heres-your-pick-of-the-bunch-for-4-may	POTB
18 May 2020	https://mailchi.mp/03b8f8e70a98/hey-heres-your-pick-of-the-bunch-for-18-may	POTB
22 May 2020	https://mailchi.mp/d0da08246683/atga-special-release-22-may	Special release
1 June 2020	https://mailchi.mp/8b004152e862/hey-heres-your-pick-of-the-bunch-for-1-june	POTB
15 June 2020	https://mailchi.mp/2869924b4347/pickofthebunch-15-june	POTB
29 June 2020	https://mailchi.mp/ab217ff6fa9e/pickofthebunch-29june	POTB
13 July 2020	https://mailchi.mp/cdc2a8376966/pickofthebunch-13july	POTB
27 July 2020	https://mailchi.mp/ec3d974bac0e/pickofthebunch-27july	POTB
6 August 2020	https://mailchi.mp/2b6477f95f69/atga-special-release-6-august	Special release
10 August 2020	https://mailchi.mp/69021ddcb85a/pickofthebunch-10-august	POTB
24 August 2020	https://mailchi.mp/5a06b4df891d/pickofthebunch-24-august	POTB
7 September 2020	https://mailchi.mp/55ef94f8e91b/pickofthebunch-7-september	POTB
21 September 2020	https://mailchi.mp/ffa394e22420/pickofthebunch-21-september	POTB
5 October 2020	https://mailchi.mp/7409302a0b86/pickofthebunch-5-october	POTB
19 October 2020	https://mailchi.mp/e65d2e0e1411/pickofthebunch-19-october	POTB

2 November 2020	https://mailchi.mp/168866147665/pickofthebunch-2-november	POTB
16 November 2020	https://mailchi.mp/f5ffb8f29cb7/pickofthebunch-16-november	POTB
30 November 2020	https://mailchi.mp/870204722839/pickofthebunch-30-november	POTB
14 December 2020	https://mailchi.mp/9e649b5a716f/pickofthebunch-14-december	POTB
14 January 2021	https://mailchi.mp/1a8cbcd32853/pickofthebunch-14-january	POTB
28 January 2021	https://mailchi.mp/6bde3fce7c55/pickofthebunch-28-january	POTB
11 February 2021	https://mailchi.mp/2ba8995c1add/pickofthebunch-11-feb	POTB
25 February 2021	https://mailchi.mp/7d6e4ffc0a2a/pickofthebunch-25-february	POTB
11 March 2021	https://mailchi.mp/980f83d8517c/pickofthebunch-11-march	POTB
25 March 2021	https://mailchi.mp/c795d978398c/pickofthebunch-25-march	POTB
8 April 2021	https://mailchi.mp/407a6b2396c1/pickofthebunch-8-april	POTB
22 April 2021	https://mailchi.mp/32d2c248bec0/pickofthebunch-22-april	POTB
6 May 2021	https://mailchi.mp/90a01b7e2ad8/pickofthebunch-6-may	POTB
20 May 2021	https://bit.ly/2ZZoqm7	POTB
3 June 2021	https://mailchi.mp/51fd8ebb8caf/pickofthebunch-3-june	POTB
17 June 2021	https://mailchi.mp/8098d48f3d44/pickofthebunch-17-june	POTB
1 July 2021	https://mailchi.mp/ccca14bd680c6/pickofthebunch-1-july	POTB
15 July 2021	https://mailchi.mp/91bf213396d4/pickofthebunch-15-july	POTB
29 July 2021	https://mailchi.mp/ff78ca4b8102/pickofthebunch-29-july	POTB
12 August 2021	https://mailchi.mp/17d79ed662be/pickofthebunch-12-august	POTB
26 August 2021	https://mailchi.mp/5862f88d844b/pickofthebunch-26-august	POTB
9 September 2021	https://mailchi.mp/2c033dcf4ae1/pickofthebunch-9-september	POTB
23 September 2021	https://mailchi.mp/1621c6fea764/pickofthebunch-23-september	POTB
7 October 2021	https://mailchi.mp/15363d52367d/pickofthebunch-7-october	POTB
21 October 2021	https://mailchi.mp/d16a7d58f5c4/pickofthebunch-21-october	POTB
4 November 2021	https://mailchi.mp/0c4a0c296e37/pickofthebunch-4-november	POTB
18 November 2021	https://bit.ly/3kCsWOC	POTB

2 December 2021	https://bit.ly/3w1u1o1	POTB
16 December 2021	https://bit.ly/3LHGVyd	POTB
13 January 2022	https://bit.ly/3MIC6ow	POTB
27 January 2022	https://bit.ly/3FegAii	POTB
10 February 2022	https://bit.ly/37cUI0S	POTB
24 February 2022	https://bit.ly/3LEClvn	POTB
10 March 2022	https://bit.ly/37cUpDg	POTB
24 March 2022	https://bit.ly/3KxFhOk	POTB
7 April 2022	https://bit.ly/3w2byrG	POTB
21 April 2022	https://bit.ly/3vElx7F	POTB
29 April 2022	https://mailchi.mp/9511df7e9806/atga-update-29-april	Special release
5 May 2022	Bit.ly/3zWlUvV	POTB
14 May 2022	https://mailchi.mp/2eda38e6a3bf/atga-update-14-may	Special release
19 May 2022	https://mailchi.mp/4abbc0f15e07/pickofthebunch-19-may	POTB
2 June 2022	https://mailchi.mp/6c70bb1b832e/pickofthebunch-2-june	POTB
16 June 2022	https://mailchi.mp/c22ef36784fc/pickofthebunch-16-june	POTB
30 June 2022	https://mailchi.mp/339401662b26/pickofthebunch-30-june	POTB
14 July 2022	https://mailchi.mp/166333f22081/pickofthebunch-14-july	POTB
22 July 2022	https://mailchi.mp/2b58ccdf93a9/atga-update-22-july	Reminder
28 July 2022	https://mailchi.mp/aff2ce0a4385/pickofthebunch-28-july	POTB
11 August 2022	https://mailchi.mp/f1b8b52b6ded/pickofthebunch-11-august	POTB
25 August 2022	https://mailchi.mp/e5ad72a21cf3/pickofthebunch-25-august	POTB
6 September 2022	https://mailchi.mp/bd2ad50dcd6d/atga-update-6-september	Special release
8 September 2022	https://mailchi.mp/022395b85d85/pickofthebunch-8-september	POTB
22 September 2022	https://mailchi.mp/7e3e42c1a89d/pickofthebunch-22-september	POTB
6 October 2022	https://mailchi.mp/67394d58c2a3/pickofthebunch-6-october	POTB
20 October 2022	https://mailchi.mp/7b1c2b09351e/pickofthebunch-20-october	POTB

3 November 2022	https://mailchi.mp/3ec3fb6c1155/pickofthebunch-3-november	POTB
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Appendix 3: M&E dashboard

What is it?	Performance measure	Outcome				Year 1	Year 2	Year 3	End-of-project
		1	2	3	4	2020	2021	2022	
Website	Increase pageviews (average per month over 12 months prior)	x	x	x	x	3744	5040	7605	Completed
	Increase return users		x			263	246	419	Completed
	Reduce bounce rates		x			71.13%	60.15%	64.09%	Completed
Pick of the Bunch newsletter	Produce fortnightly	x			x	x	x	x	Completed
	Increase average open rate	x	x		x	45.40%	47.60%	49.10%	Completed
	Increase subscriber numbers	x	x			514	520	547	Completed
Facebook	Increase likes	x	x		x	1548	1579	1640	Completed
	Increase engagement (average p/m for 12 month block)*		x			8.85%	7.40%	10.61%	Completed
	Increase posts (average p/m for 12 month block)	x	x		x	6.33	12.91	11.83	Completed
LinkedIn	Increase followers	x	x		x	-	190	542	Completed
	Increase posts (average p/m for 12 month block)	x	x		x	-	2.25	7.3	Completed
	Increase followers	x	x		x	912	1000	1080	Completed
Twitter	Increase engagement (average p/m for 12 month block)*		x			0.08%	4.12%	5.89%	Completed
	Increase posts (average p/m over 12 month block)	x	x		x	2.5	3.08	4.6	Completed
Vine magazine	Produce quarterly	x			x	x	x	x	Completed
	Launch digital edition	x			x	x	x	x	Completed
Communications strategy	Develop		x						Completed
M&E plan	Develop		x						Completed
Direct communication with growers	Ongoing communication via email, phone, face-to-face	x	x		x				Completed
Media relations	Ongoing development of media releases, news items, for circulation by media	x			x				Completed
	*Engagement rate calculation has changed, as has Facebook algorithm								