

MEDIA RELEASE

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Horticulture growers to steer innovation investment

Horticulture Innovation Australia (Hort Innovation) today announced that representatives of industry have been tasked with the role of advising it on the investment strategy for levy funds, as it moves to future-ready the nation's horticulture sectors.

Hort Innovation Chief Executive Officer John Lloyd said the completion of nine new Strategic Investment Advisory Panels marks the next phase in the Corporation's strategy to bolster industry output and returns.

"These panels will provide strategic advice to Hort Innovation on its investments in research and development, trade and marketing to increase productivity, farm gate profitability and the global competitiveness of Australian horticulture industries," he said.

"With a strong mix of skills and experience, the panellists are well positioned to help ensure industry has access to the tools it needs to ensure the health of some of the nation's key horticultural sectors for generations to come."

The following industry panels have been established:

- [Almond](#)
- [Citrus](#)
- [Nursery](#)
- [Apple and Pear](#)
- [Macadamia](#)
- [Olive](#)
- [Banana](#)
- [Mushroom](#)
- [Onion](#)

The Panels are tasked with overseeing the industry's strategic investment plan, and providing advice to Hort Innovation.

Mr Lloyd said the application process was open to all growers and thorough: "Following a nationally advertised expression of interest process, successful applicants were determined through interviews conducted by a panel including a Hort Innovation director, a peak industry body representative, and an independent third party representative".

He said each panel includes a mix of levy paying growers, supply-chain representatives, one or two representatives of the relevant peak industry body, and an independent chair. There is also scope for further expertise to be brought in as needed, in line with the needs of the industry program.

Mr Lloyd said Hort Innovation is systematically working to appoint panels for each industry, with additional panels currently going through the interview phase and advertising for others to commence within the next two weeks. Any growers wishing to express interest in joining the remaining panels should contact Hort Innovation or visit the website.

For more details on the Strategic Investment Advisory Panels, go to the [Hort Innovation website](#).

MEDIA CONTACT: Kelly Vorst-Parkes, Communications Manager – Media on 0447 304 255 or kelly.vorst-parkes@horticulture.com.au