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Hort industry seeks your say on new strategic direction

As Hort Innovation leads the way into a new age of horticultural research and development, they have called out to industry stakeholders to get involved and provide their input on the direction of the new corporate strategy.

Under the leadership of CEO Matt Brand, a national roadshow of consultation workshops will kick off in New South Wales at the end of this month, visiting all states and territories, concluding in April.

Mr Brand said these workshops will offer the opportunity to learn more about how Hort Innovation currently works to invest levy funds, and to freely discuss views and ideas on how it can be done better in the future to meet the needs and priorities of the sector.

“We are inviting our members, levy payers, industry bodies and horticultural growers nationwide to take part in consultation workshops that will help to determine our new strategic direction,” he said.

“As the grower-owned Research and Development Corporation for the Australian horticulture industry, it is the task of Hort Innovation to invest levy funds into research, industry development and marketing projects that will grow the hort industry in both domestic and international markets.

“The new strategic plan will strengthen the way our organisation works from the top down – and we want to ensure that our growers are at the forefront of the new strategy.”

The workshops are free to attend but registration is required.

An online ideas portal has also been set up to allow anyone who cannot physically attend to provide insight and ideas into the strategy process.

The new corporate strategy will come into effect around mid-year, following the face to face workshops with growers, industry bodies, and incorporating online feedback.

All growers and industry stakeholders are encouraged to get involved and contribute.

For more information or to register for a workshop, go to: www.yourlevy.com

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