

2017–2021 PF16003: PASSIONFRUIT INDUSTRY COMMUNICATION PROGRAMME

BY JANE RICHTER

I simply don't know where the last four years has gone! It feels like just yesterday that I was asked by then-President of PAI, Tina McPherson, to help the Association put in a response to the Hort Innovation competitive tender for the Passionfruit Industry Communication Programme. Luckily, we won the tender against five other respondents, several of whom are professional communication agencies. And as we near the end of the four-year project, I'd like to look back on what we have delivered to the industry in that time.

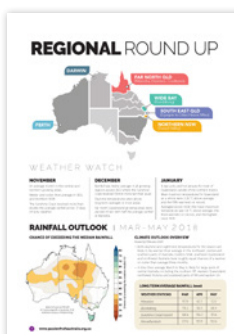
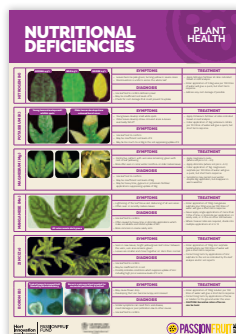
16 EDITIONS of *The Passion Vine*



- **24 TO 32 PAGES**
in length published with the turn of the seasons
- **PRINTED COPIES**
sent to all levy paying growers and all editions published digitally via our website

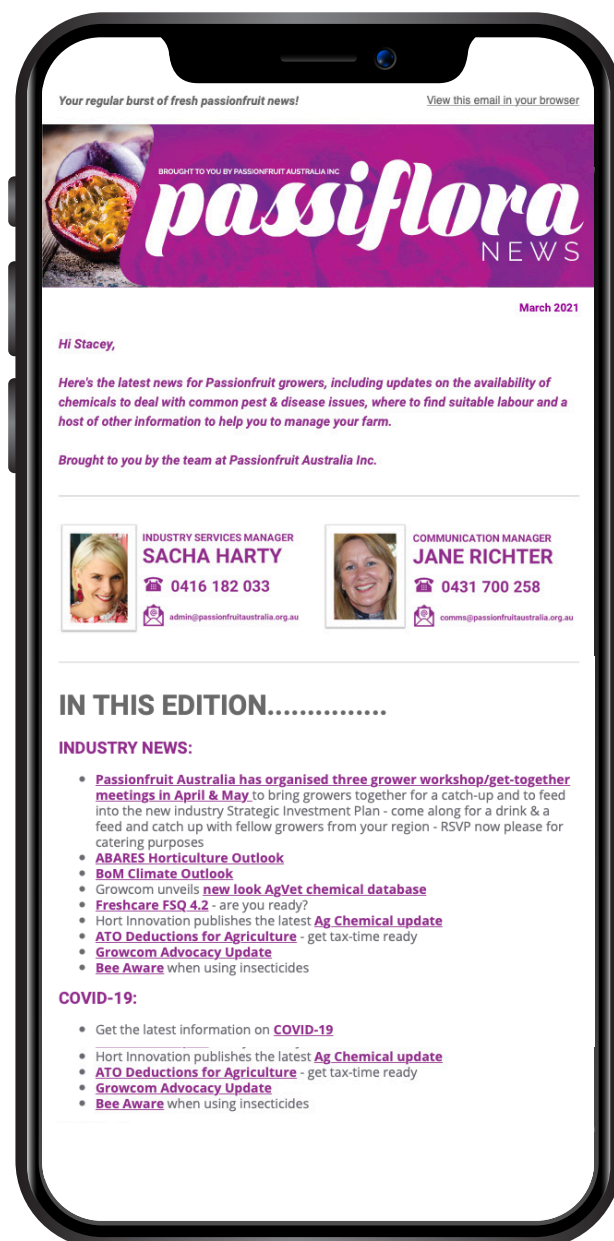
FEATURING

- **SHED POSTERS** highlighting the common pest & disease issues and how to manage them
- **CONVENIENT MINOR USE PERMIT POSTERS** providing the latest information in a simple to use format
- **REGULAR UPDATES FROM THE PASSIONFRUIT MARKETING CAMPAIGNS** managed on behalf of levy payers by the team at Hort Innovation
- **A ROUND UP OF WEATHER CONDITIONS** and grower reports from each major growing region
- **USEFUL ARTICLES** on everything from fertigation, soil testing and understanding water quality to the latest changes to labour pay and conditions
- **PROFILES OF GROWERS** from every growing region helping farmers to get to know each other virtually
- **REPORTS FROM OTHER RESEARCH PROJECTS** funded by the Passionfruit Fund



43 EDITIONS of *Passiflora News*

Latest news from your levy investments and from other interesting topic areas



IN THIS EDITION.....

INDUSTRY NEWS:

- **Passionfruit Australia has organised three grower workshop/get-together meetings in April & May** to bring growers together for a catch-up and to feed into the new industry Strategic Investment Plan - come along for a drink & a feed and catch up with fellow growers from your region - RSVP now please for catering purposes
- **ABARES Horticulture Outlook**
- **Bom Climate Outlook**
- **Growcom unveils new look AgVet chemical database**
- **Freshcare FSQ 4.2 - are you ready?**
- **Hort Innovation publishes the latest Ag Chemical update**
- **ATO Deductions for Agriculture** - get tax-time ready
- **Growcom Advocacy Update**
- **Bee Aware** when using insecticides

COVID-19:

- Get the latest information on **COVID-19**
- Hort Innovation publishes the latest **Ag Chemical update**
- **ATO Deductions for Agriculture** - get tax-time ready
- **Growcom Advocacy Update**
- **Bee Aware** when using insecticides



11 REGIONAL FIELD DAYS / WORKSHOPS & 1 WEBINAR

SEQ: October 2017 at Brisbane Markets, March 2018 Beerwah, March 2019 Glass House Mountains, May 2021 Palmwoods

NSW: December 2018 Mooball, July 2019 Alstonville, May 2021 Murwillumbah

BUNDABERG: July 2018, September 2019

FNQ: June 2019 Dimbulah, May 2021 Mareeba



7 WRITTEN MILESTONE REPORTS *submitted to Hort Innovation*



Thank you

It's been a great pleasure to work with the Passionfruit industry for the last four years. As my husband and I have now moved out of the industry it is time for some new blood to take industry communication forward. The PAI Management Team are in discussions with Hort Innovation about what a new program might look like — if you'd like to get involved then please contact:

Sacha Harty | 0416 182 033
admin@passionfruitaustralia.org.au