

Final Report

Australian Dried Fruit Industries Communications Program

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Australian Dried Fruit Industries Communications Program – MT15031

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Summary

Communicating important developments in research to dried fruit producers, including items such as new technology, extension activities, progress of new varieties and market understandings has been the primary focus of this project. Commencing in 2016, communication outputs included a fortnightly email news update, a quarterly journal known as The Vine, website development and updates along with social media posts. This project was inclusive of all dried fruits, including dried grapes, prunes and tree fruits. The overall aim was to ensure that stakeholders across the dried fruits value chain received key information on research, development, extension and industry best practice, to assist with on farm and industry productivity gains.

Since the development of the Hort Innovation Dried Grape Strategic Investment Plan 2017-2021, this project has subsequently aligned closely with Outcome 3: *The capacity of industry participants is increased*.

Key communication activities, such as the e-news fortnightly delivery, social media posts and reports contained with The Vine were strongly linked to two Hort Innovation Dried Grape R&D projects focusing on industry development (DG13001 & DG17001) and one Hort Innovation Prune R&D project also focusing on industry development (DP15002).

While the primary audience for this information transfer were dried fruit producers, communication mediums also enabled dried fruit processors and marketers the opportunity to both relate and discover relevant information to progress the sector and work collaboratively across these industries.

Developing a Communications Plan was key to the successful delivery of this project, ensuring that communication channels were examined to discern key methodologies for the passing on of relevant information to dried fruit producers. Dried Fruits Australia, as the project manager responsible for delivery supported by sub-contractor Paula Smith, worked closely with Hort Innovation, horticultural researchers, dried fruit producers and processors along with other relevant bodies and organisations, to present, provide and promote the most recent scientific and production information to encourage uptake across all dried fruit industry sectors.

Overall the outcome of increasing information flow promoting the goal of increasing quality production has been successfully delivered, with dried fruit producers having access to a range of information in hard copy and online, providing them with proven best practice recommendations along with reports on important research and development initiatives.

There are three key recommendations coming from this project:

1. The dried grape communications role is integral to the uptake of best practice on farm and for the promotion and distribution of information on key events for producers.
2. The dried grape communications role must work in collaboration and very closely with Hort Innovation and the dried grape industry development project officer.
3. With growing demand of online readership, in future projects, The Vine magazine will need to include a more accessible and online friendly design and format for accessibility by industry participants

Keywords

Communication; dried grapes; prunes; dried tree fruits; sultanas; Sunmuscat; Sunglo; currants; vineyard; production

Introduction

Communicating important developments in research to dried fruit producers, including items such as new technology, extension activities, progress of new varieties and market understandings has been the primary focus of this project. Commencing in 2016, communication outputs included a fortnightly email news update, a quarterly journal known as *The Vine*, website development and updates along with social media posts. This project was inclusive of all dried fruits, including dried grapes, prunes and tree fruits. The overall aim was to ensure that stakeholders across the dried fruits value chain received key information on research, development, extension and industry best practice, to assist with on farm and industry productivity gains. Since the development of the Hort Innovation Dried Grape Strategic Investment Plan 2017-2021, this project has subsequently aligned closely with Outcome 3: *The capacity of industry participants is increased.*

Delivering key R,D & E information and reiterating best practice on farm for the dried fruits industries, utilising a variety of communication methods, has been important to build capacity of stakeholders with the goal of increasing both productivity and production. While there have been some severe climate issues occurring over the three years of the project, which took its toll on yield in both dried grapes and prunes, there has been a greater level of awareness of managing on farm through these conditions, as well as a strong awareness of adoption of best practice on farm, which has enabled quality production to continue. This awareness is in strong part linked to the way in which the communications program effectively provided key information at key seasonal times to dried fruit producers.

Dried Fruits Australia (DFA) has been ensuring best practice and research and development projects have been communicated effectively to dried fruit producers for many years. DFA was formed more than 100 years ago, as the key organisation regulating the flow of dried fruits from producers, processors and marketers, to buyers. Throughout its history Dried Fruits Australia has remained committed to the objective of seeking to maximise returns to producers from all markets. With the focus changing over the past 100 years from regulation to representation, DFA has renewed its vision to one of being *'a profitable industry delivering innovative growth, superior quality, healthy dried grapes to the world.'*

DFA has excellent networks across the dried vine fruits industry sector, globally and locally, enabling information exchange and technology transfer discussions along with the implementation of new innovative practices and methodologies to improve yield and vine performance. DFA also works collaboratively with the Australian Table Grape Association and has strong linkages with the Australian Prune Industry Association and Dried Tree Fruits, which enabled a combined approach to developing and publishing the quarterly journal *The Vine*.

Over the course of the last three years DFA has developed an Annual Communications Plan, working in consultation with industry and ensuring that communication strategies were developed that best suited the target audience, that being dried fruit producers. By working with industry, DFA has been able to continuously improve the delivery of this Hort Innovation funded communication program over the three years of the project.

Methodology

In line with the Dried Grape Strategic Investment Plan, DFA prepared a communications strategy which was revised and updated annually over the course of the three-year project.

The plans considered important engagement strategies with producers, processors and other dried grape industry stakeholders, which aimed to refresh perceptions about the industry and its participants. All objectives and strategies, as outlined in the 2016, 2017 and 2018 plans (see Appendix 1, 2 and 3), were delivered.

As part of the communications plan, the following areas were identified and managed in line with the project objectives:

- Project management: The DFA Board, with oversight by the DFA CEO, and delivery by a Communications Officer.
- Target audience: Primarily dried fruit producers, dried fruit processors/marketers, and consumers. The project also targeted service providers, R&D institutions, all levels of government and government agencies, investors, and other horticultural and agricultural organisations.
- Project reach: About 95 per cent of dried grape growers are based in the Sunraysia region of northwest Victoria and southwest New South Wales and the Riverland of South Australia, so the project focused on local/regional communications. However, communications extended nationally and internationally, primarily through Australian news and industry publications and social media.
- Project delivery activities:
 - The Vine:
 - Each edition of the quarterly magazine (four per year) was prepared by an editorial committee, made up of Lauren Roden, Anne Mansell, Phil Chidgzy and John Hawtin (DFA current and former staff); Rebecca Wells, Jeff Scott and Rowena Norris (ATGA current and former staff); and Paula Smith (freelance journalist).
 - Written and visual content was produced by the editorial team (or submitted by researchers, project managers and other stakeholders and edited by the team), and advertisements were arranged to meet the deadlines laid out on the production timeline (see Appendix 4).
 - The page layout was done by Sunnyland Press and overseen by the editorial team. Sunnyland also printed, packaged and distributed the magazine following approval.
 - The print edition was distributed to about 600 dried grape, prune and dried tree fruit levy payers, and was also made available on the [DFA](#) and [ATGA](#) websites.
 - After publication, DFA was also responsible for depositing The Vine to the [National Library of Australia](#).
 - The Vine Readership Survey
 - The survey was developed in 2018 by DFA and ATGA communications staff. It was created using online survey development software SurveyMonkey and distributed to levy payers and industry stakeholders via DFA's email newsletter and social media channels.
 - A report was submitted to Hort Innovation in 2019 outlining the key findings and recommendations that came out of the survey (see Appendix 5).
 - DFA newsletter
 - Each edition of DFA's email newsletter [Currant News](#) (at least one every fortnight) was prepared by Communications Officer Lauren Roden with regular contributions from IDO Stuart Putland and CEO Anne Mansell.

- For the first year of the project, the e-newsletter was created in a Microsoft Word document, converted into PDF, and distributed to dried grape growers and other stakeholders as an email attachment. In 2018, Lauren designed a new email template using MailChimp and began distributing the newsletter using the digital marketing service.
- It goes out to about 250 people, most of whom are located in the growing region of Sunraysia. Contacts are usually added manually after they have been in communication with DFA.
- MailChimp campaign distribution reports are reviewed by Lauren to ensure the newsletter continues to meet growers' needs and determine ways to improve its reach and engagement levels.
- Social media
 - DFA's Facebook, YouTube and LinkedIn pages, as well as the Australian Sultanas Facebook and Instagram, are managed by Communications Officer Lauren Roden.
 - Content targeted at growers, consumers and other industry stakeholders living in Australia and overseas is created several times a week and communicated in a shorter format and more conversational style than that used on other platforms.
 - DFA responds to comments on social media posts and private messages as soon as possible, and regularly reviews and reports on post reach and engagement in line with DFA's social media policy.
- Media releases
 - News stories were sourced (at least one a month) by DFA staff and board members and written by Communications Officer Lauren Roden.
 - [Media releases](#) were distributed by email to journalists at regional, industry and national publications with the aim of reaching growers, investors and consumers. They were also uploaded to the DFA website and shared through social media.
 - In 2019, a new media release template was created in MailChimp to improve distribution and tracking.
 - A spreadsheet of media contacts, and the MailChimp distribution list, is reviewed regularly to ensure contact information is up to date.
- DFA website
 - Website content was updated weekly by Communications Officer Lauren Roden with news (media releases; Currant News; The Vine), events and other information for dried grape growers, consumers and other industry stakeholders.
 - The website is maintained and content added through the WordPress CMS and checked on the front (user) end for appearance and accuracy.
- Dried Fruit Investment Guide
 - The guide was prepared by Wayne Street and Associates after significant research and consultation with the industry sector, including producers, processors and marketers.
 - A soft launch of the investment guide was held at Bakery China in May 2017. It has also been distributed to potential investors at trade shows and through enquiries made to the DFA CEO.

Outputs

Communications strategies

- A communications strategy was developed for every year of the project (see appendix 1, 2 and 3).

The Vine

- Quarterly magazine for the dried fruits and table grape industries, featuring articles demonstrating best practice, providing production advice, and communicating project updates, technical information, trade mission news and other important industry information.
- Twelve print editions were published over the course of the project. These were distributed quarterly to dried grape, table grape, prune and dried tree fruit levy payers.
- The Vine is also available to read on the [DFA website](#).

Currant News

- Email newsletter communicating important and timely news, events and information for dried grape growers and other industry stakeholders.
- From start July 2016 to end December 2017, weekly newsletters (72 in total) were distributed to DFA members via email with a PDF attachment.
- In 2018, DFA began using MailChimp to distribute the newsletter and measure its success. It was also rebranded as Currant News and its frequency changed to fortnightly. From start January 2018 to end May 2019, there have been 37 editions.
- Currant News is distributed to about 250 people and is also available on the [DFA website](#).

Media releases

- Publication-ready articles about marketing and R&D activities, industry news and events, innovations and success stories, and seasonal updates.
- Since October 2016, 34 media releases were written and distributed to regional, industry and national media. All received good coverage, particularly in print, online and broadcast media in Sunraysia (where DFA is located and 95 per cent of dried grapes are grown).
- Media releases can be viewed on the [DFA media centre](#).

DFA website

- The [DFA website](#) has been updated weekly (at least) with the latest media releases, newsletters, events, editions of The Vine, grower and consumer resources, and member information.
- The site was also redeveloped in 2018 and launched in February 2019. It was updated with a simplified, contemporary design featuring high quality, impactful imagery and greater functionality.

Social media

- The [Dried Fruits Australia](#) and [Australian Sultanas](#) Facebook pages were updated several times a week with content aimed at dried fruit growers and consumers.
- DFA's [YouTube channel](#) has been updated regularly with videos of field walks and workshop presentations for access by producers and other stakeholders.
- An Instagram account for [Australian Sultanas](#) was also introduced in 2018 and updated weekly with content to encourage consumption and industry awareness.
- DFA also established a [LinkedIn page](#) in late 2018 to update and connect with the business community.
- Dried grape growers, including some DFA Board members, launched a Facebook messenger group in 2017 to discuss issues and share ideas. It is also utilised for communicating details of producer events. (see Appendix 6)

Dried Fruit Investment Guide

- An investment guide was launched in 2017 to underpin confidence in future growth of dried vine fruits.
- It was distributed to investors at select trade shows and through contact with the DFA CEO.

The Vine readership survey

- DFA, in partnership with the Australian Table Grape Association, surveyed readers of The Vine magazine in 2018 to ensure the publication was meeting the needs of levy payers and help determine the future direction of the magazine (see Appendix 5).

Outcomes

At the outset of the communications project, some immediate and end-of-program outcomes were developed as part of the monitoring and evaluation plan. These outcomes (outlined below) were incorporated into the delivery of the project and aligned with the program outputs, as detailed in the annual communications strategy.

Immediate outcomes

1. Increased grower knowledge and efficiency:

Communication with dried grape growers occurred predominantly through The Vine magazine, Currant News, media releases, social media, and the DFA website. Each platform was used to deliver information regarding best practice, R&D and marketing activities, biosecurity, training events, and more.

A survey of The Vine readership in 2018 (see Appendix 5) revealed the magazine is a valuable resource, providing levy payers with detailed stories and a lasting record of industry trends and progress. The survey asked how stories in the magazine impact and contribute to a reader's decision to use a new method, growing technique or idea. Most responses were very positive, saying the magazine had introduced them to new ideas and prompted them to do further research.

Introducing a fortnightly newsletter and using MailChimp to create a more engaging, easy-to-read email improved the flow of information to growers. They received more regular knowledge updates from industry and were kept up to date with important information from Hort Innovation and related industry organisations.

Grower communications, particularly Currant News, were essential for making growers aware of industry events and growing attendance (see Appendix 7). We also live streamed grower events on Facebook to reach those who couldn't attend, and/or posted event presentation videos to Facebook and YouTube afterwards. [Video posted to Facebook](#) were particularly successful.

Growers also made good use of the Facebook Messenger group to share information and ideas and communicate with DFA staff like they have never done before.

2. Boosted grower and consumer enthusiasm for the industry:

The industry's main points of contact with consumers are the website, social media and articles in traditional media publications. A key focus of the project was developing more and improved content for consumers, particularly through social media. We began sharing modern recipes and photos as well as interesting facts and industry information on the Australian Sultanas Facebook and Instagram pages, and refreshed the [nutritional information](#) and [consumer resources](#) on the DFA website. As a result, we have grown our community on social media and continue to reverse the perception of a 'struggling' industry. We have also engaged more with consumers through social media, particularly through private messages on the DFA and Australian Sultanas Facebook pages. People visiting the Sunraysia region also stop into the DFA office (at least once a week) to pick up a list of dried fruit suppliers, which is also on the resources page of the website.

Additionally, the investment guide was prepared and distributed to attract corporate and other investment to dried grape production.

End-of-program outcomes

1. A proactive and efficient organisation engaging all stakeholders in the communications network:

Through the communications project, the dried grape industry regularly corresponds with a range of stakeholders, including growers; consumers; dried fruit processors/marketers; investors; Hort Innovation, local, state and federal governments and agencies; media; other horticulture industry bodies; and R&D institutions.

The project utilised a number of platforms (see outputs section for details) to communicate with all stakeholders. Information and key messages about the dried grape sector, related industries and Hort Innovation was also tailored to suit each audience's needs.

Each edition of The Vine magazine was distributed to about 600 dried fruit levy payers and industry staff

and reached other interested stakeholders through its online presence.

Currant News was primarily targeted at dried grape growers and processor/marketers, but also informed media, government and other horticulture organisations about industry activity. It was sent out to two audiences – growers and other stakeholders – and engagement rates for both were well above average (72% of grower subscribers and 56% of stakeholder subscribers are highly engaged and often open and click emails).

The DFA website and social media channels reach a wider audience, located across Australia and overseas. Content is tailored to reach our key audiences (growers and consumers), which we can identify and analyse using Facebook Insights (see Appendix 8 and 9).

2. Increased adoption of best practice in the growing, processing and marketing of Australian dried fruits:

Detailed articles promoting the adoption of best practice in dried grape production were included in each edition of The Vine, while stories reinforcing these messages were posted on social media, in Currant News, and published on the website and in external publications. DFA also introduced a 'best practice in action' column to every edition of The Vine to highlight relevant and timely advice from the DFA and Hort Innovation-funded Best Practice Guides and encourage growers to use them. We have almost run out of the printed copies of the guides and have been encouraging growers to access them online (on the [resources page](#) of the DFA website) through Currant News. When the story ran on 28 Feb 2019, the links to the best practice guide had the highest number of clicks (see Appendix 10).

Grower and processor members also have access to DFA's online library, which houses technical research reports and is promoted regularly through The Vine and Currant News. Since launching the new website, there has been an increase in the number of people being granted access to the library. During the two weeks when the old website was down and we were working to launch the new site in 2019, we also received daily phone calls from growers needing access to the resources, proving its importance.

Monitoring and evaluation

The Communications Program's performance has been measured through the DFA & AusPrunes Steering Groups and Boards of Management. DFA had overall management responsibility for the project and the steering group comprised the DFA Chairman, CEO DFA, Communications Officer and Board Director Jenny Treeby, who has a range of experience in communications with Agriculture Victoria.

Monitoring and evaluation of the program was facilitated through the following:

- Annual Communications Strategy: this was updated each year of the project via consultation with industry and provided a framework including timelines and indication of interest in industry activities. Communication Officer reports were provided to both the Steering Committee and the Board of DFA in terms of promotional activities undertaken, communication methodologies and response rates.

- The Vine: In 2018, the two industry representative bodies conducted a survey of The Vine readership to help determine the future direction of the magazine. The survey was created using online survey development software SurveyMonkey and distributed to levy payers and industry stakeholders via the DFA email newsletter and social media accounts. The main respondents, as shown below in question 1, were table grape levy payers, dried grape levy payers and other stakeholders (some of whom identified as dried grape growers). Other stakeholders included agronomists, former growers and communications professionals. **(Refer Appendix 5)**

- Mailchimp Currant News: measures for interest in e-news (renamed at commencement of 2018 as Currant News) has been monitored. It was sent out to two audiences – growers and other stakeholders – and engagement rates for both were well above average (72% of grower subscribers and 56% of stakeholder subscribers are highly engaged and often open and click emails).

- Social media: Facebook insights have been monitored by the Communications Officer. These have been reported on in earlier milestone reports and are included in **Appendix 11**.

- Industry Development: field walk events and R&D information provided by the IDO is assisted through the Communications project and monitored by reports to the Steering Committee and the DFA Board. It is very important that these two projects work in tandem for promotion of events; live broadcasting of events and writing up of information from events for producer knowledge. IDO & Communications projects are integral to each other for information collation & producer uptake of new/innovative/best practice knowledge to assist productive capacity on farm.

- More than 250 media stories mentioned DFA or the dried grape industry since October 2016. Online media coverage was tracked with the assistance of Google Alerts, and print and broadcast media was self-monitored by DFA. No external media monitoring service was used, so coverage is certainly higher than the DFA record.

Overall the outcome of increasing information flow promoting the goal of increasing quality production has been successfully delivered, with dried fruit producers having access to a range of information in hard copy and online, providing them with proven best practice recommendations along with reports on important research and development initiatives.

Recommendations

1. The dried grape communications role is integral to the uptake of best practice on farm and for the promotion and distribution of information on key events for producers. The role is also essential across the entire value chain, providing key information to processor/marketers, promotional messaging to consumers, and news stories that engage government, government agencies and the wider community.
 - During this project, the hours accorded to the Communications Officer role was .4 EFT (2 days/week). In future projects, if possible, the role should be expanded to at least .6 EFT (3 days/week) in line with the expanded delivery of communication mediums to more effectively create and distribute content and key information to the dried grape industry.
2. The dried grape communications role must work in collaboration and very closely with Hort Innovation and the dried grape industry development project officer to ensure:
 - Messaging to producers on R&D & E is framed within an appropriate context;
 - Key events are promoted through all appropriate channels for ease of access by producers;
 - Stories for Currant News, The Vine and media releases are communicated to producers, media and the wider community;
 - Best practice issues focusing on yield are interpreted for a wide distribution to all networks and stakeholders, including investors.
3. The Vine
 - With growing demand of online readership, in future projects, The Vine magazine will need to include a more accessible and online friendly design and format for accessibility by industry participants.
 - To improve engagement in future surveys of the Vine readership (and other communications surveys), other members of the value chain (particularly the dried fruit processors) could help to promote the survey through their channels. A hard copy survey (or simplified version) could also be distributed at grower events. Responses would need to be manually entered into the online survey delivery platform (Survey Monkey), but the method would produce a higher number of responses.

Conclusion

The dried grape communications role needs to be strongly linked and networked to both the Hort Innovation Dried Grape Strategic Advisory Panel and the peak industry body to fully appreciate the nuances of dried grape production and processing. Understanding the strategic objectives of the industry is crucial to being able to communicate effectively to all stakeholders.

Refereed scientific publications

N/A

Intellectual property, commercialisation and confidentiality

No IP, commercialisation or confidentiality issues to report.

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Phil Chidgzy – Former CEO Dried Fruits Australia

Ann Furner – former IDO Australian Prune Industry Association

John Hawtin – former IDO Dried Fruits Australia

Appendices

Appendix 1:

Communications Plan 2016

Appendix 2:

Communications Plan 2017

Appendix 3:

Communications Plan 2018

Appendix 4:

The Vine production timeline

Appendix 5:

The Vine Readership Survey report

Appendix 6:

Messenger group screenshot

Appendix 7:

Grower event evaluation data

Appendix 8:

Australian Sultanas Facebook audience

Appendix 9:

DFA Facebook audience

Appendix 10:

Best practice guide in MailChimp

Appendix 11:

Social media reports



Dried Fruits Australia Annual Communications Strategy

Created: November 2016

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Introduction

This document outlines the communications objectives and activities of Dried Fruits Australia (DFA) for 2016–17.

Although DFA already directs effort and resources into communications, the organisation has committed to focusing more attention on this area. Effective communications and stakeholder engagement strategies will allow DFA to modernise the sector's image and refresh perceptions about the industry and its participants.

DFA has recently employed a part-time Communications Officer to oversee all communications-related activities, as outlined below. This position will develop base communications, including media releases, newsletters, social media and website content, promotional material, etc.) and help to manage any outsourced communications.

This is a working document to be reviewed and updated every 12 months or as the need arises.

Our Vision

A sustainable and innovative horticultural industry consistently supplying superior quality dried grapes to consumers.

Our Mission

Building a production base capable of supporting efficient growers and processors to supply markets with quality Australian fruit.

Our Stakeholders

- Consumers (local and international/various types)
- Grower members
- Grower non-members
- Processor members
- Service providers (Elders, banks, consultants)
- Investors
- Local, state and federal governments and agencies
- Other horticulture industry bodies
- Horticulture agencies (HIA)
- National Farmers Federation (NFF)
- R and D institutions (CSIRO, DPI, universities)
- International organisations

Communications messages

We have a good story to tell, but to better engage existing growers and recruit more industry participants we must work to ensure the prevailing perception of the dried fruit sector is of a vibrant, profitable and progressive industry.

We need to rebuild the industry image and messaging:

- Dried grape production is a sustainable, profitable and growing horticultural sector.
- It is a clean, green and healthy product that is lifestyle-friendly for the 21st century.
- An industry ripe for expansion – with production that is technologically-advanced and mechanised.
- It is a vibrant industry looking ahead, working with other horticultural industries on common goals and with active involvement from innovative participants and leaders.
- Dried grape production is an industry on the rebound – with internal and external opportunities for growth.

Communications tools

To tell our story – and for it to be heard – we need to deliver our key messages using a range of communications tools:

- Media coverage (consistent, ongoing, and on-message in local and industry publications)
- Website development
- Magazine (*The Vine*, quarterly)
- E-News (weekly)
- Social media (Facebook/Twitter)
- Advertising
- Information sessions (costings/returns/practices)
- Partnerships (LMW/RDV/Council/MDC)
- Showcasing best practice or topical information forums
- Sponsorships and partnerships
- In-store campaigns

Strategies

General

1. Develop a timeline to ensure all activities, as outlined below, are delivered in a timely and strategic way.
2. Conduct a survey of DFA members and other key stakeholders to determine the most effective communications strategies and glean ideas for future projects and activities.
3. Engage a photographer once a season, and create a bank of professional photographs that can be used to keep all communications platforms fresh and up to date.

The Vine

Aims

- Deliver useful and engaging news and information to growers, and promote adoption of best practice in the growing, processing and marketing of Australian dried grapes.
- Promote and encourage industry collaboration.
- Encourage participation and representation in industry projects and groups.

Activities

1. When each new edition comes out, upload the previous one to the website. However, should consider making the latest issues of *The Vine* available on the online public library (activity also included in website section).
2. Work with freelance journalist to produce DFA's quarterly articles and photos.
3. Investigate whether *The Vine's* current format is the most effective method of delivery.

Member e-News

Aims

- To create engaging and timely email newsletters that effectively communicate important and interesting DFA and industry news, events and information to members.
- To demonstrate the value of DFA membership and increase grower expertise and knowledge.

Activities

1. Aim to produce a Member e-News weekly, or fortnightly at least.
2. Add a description to all e-News editions on file to make searching for past issues easier.
3. Create an archive for e-News editions in the online library and link to it from the public latest news page and member news page (activity also in website section).
4. Bring subscribers new and interesting content (DFA and industry initiatives, developments, achievements, photos, events, opportunities, warnings and advice, and other vital information) to increase member engagement, and attract more outside subscribers.
5. Use this platform to promote the website (particularly online library), social media page/s, and *The Vine*.
6. Investigate new ways of distributing e-News (e.g. MailChimp) in order to monitor subscriber interest and deliver more engaging content.

Website

Aims

- To act as a key source of information for members, growers, and other stakeholders.
- To present DFA and the dried grape industry in a positive way by maintaining a fresh, modern look and up-to-date content.

Activities

1. Review website for outdated and missing content and incorrect spelling/grammar.
2. Make website updates, and consult with web designers for any major changes.
3. Set up Google Analytics to track website traffic and success of online communications activities and campaigns.
4. Set goals for website visits based on past statistics and achievements of similar websites.

5. Regularly create fresh content by updating photos, recipes, grower profiles, interesting facts, and member and public news pages.
6. Consider making the latest issues of *The Vine* available on the online public library.
7. Create an archive for Member e-News in the online library and link to it from the public latest news page and member news page (activity also included in Member e-News section).
8. Create instructions for adding new items to the online library.
9. Create an open notice/discussion board, where DFA and growers can communicate and share ideas.

Media

Aims

- Raise the profile of DFA and create a positive image of the organisation and dried grape industry for investment opportunity/profitability.
- Increase coverage of DFA and wider industry in the local and industry media.

Activities

1. Review and update media templates and documents, including the news release template and media contact list.
2. Cultivate relationships with local and industry media contacts through regular, meaningful contact.
3. Find and create newsworthy stories (events, projects, achievements, research and statistics, significant staff and board appointments, grower and industry successes) to pitch to local and industry media.
4. Produce one to two media releases/pitches a month.
5. Take photos to accompany media releases where possible to increase chances of media coverage.
6. Track 2016-17 media coverage as accurately as possible to determine a benchmark for future coverage.
7. Create a Google Alert for Dried Fruits Australia to monitor online organisational and industry coverage.
8. Investigate employing a media monitoring and analytics service to accurately monitor print, online, broadcast (and potentially social) media channels and track results.
9. If previous strategy isn't in the budget, develop a system for recording and storing media efforts and results (clippings), and add any new coverage weekly.

Social media

Aims

- To build DFA's online presence and engage with a wider audience in a more informal way.

Activities

1. Investigate whether creating a Twitter page would be beneficial.
2. Follow industry and industry-related social media pages for content inspiration and material to share on own page/s.
3. Attend a social media (or Facebook specific) training workshop for inspiration to make our page more effective.
4. Update the DFA Facebook page at least twice a week with engaging and relevant content and images.
5. Implement strategies to increase Facebook page 'likes', including inviting staff and board member friends to join the page, paying to 'boost' posts and reach more people, testing new content to see what our audience responds to best, cross-promotion with other industry pages, competitions and other encouragement to share posts and page, etc.
6. Develop a system for recording progress, and create quarterly reports.

Evaluation

Effective communication and stakeholder engagement strategies will allow Dried Fruits Australia to modernise the sector's image and refresh perceptions about the industry and its participants.

Indicators of the plan's success will include:

- Communications officer/agency employed
- 2016–17 communications timeline established and actioned
- Communications on the Board of Management agenda
- Greater appreciation and understanding of the industry
- A perception of the industry in terms of progress and opportunity
- Increased confidence and a reinvigoration of the industry
- A growing perception that dried grape production is a sustainable, profitable and growing horticultural sector
- Growing interest in expansion or investment in the industry
- Increased interest and membership in DFA activities and initiatives
- Increased consumer awareness and domestic consumption of Australian dried grapes

Timeline

| Activity | Strategy | Timeline | Responsibility | Status |
|-----------------|--|--|--|----------|
| The Vine | Produce quarterly publication | Jan–Mar 2017 Apr–Jun 2017 Jul–Sep 2017 Oct–Dec 2017 | Comms Officer CEO Freelance journalist | Underway |
| | Review content and format | March 2017 | Comms Officer CEO Freelance journalist | Pending |
| e-News | Produce regular e-newsletter | Weekly (fortnightly at least) | Comms Officer | Underway |
| | Add descriptions to past e-news issues | Feb 2017 | Comms Officer | Underway |
| | Review format and distribution method | Feb 2017 | Comms Officer CEO | Pending |
| Website | Maintain DFA website and update with fresh content regularly | Weekly (fortnightly at least) | Comms Officer | Underway |
| | Review for outdated, missing, and incorrect content | Feb–March 2017 | Comms Officer | Underway |
| | Online library instructions | January 2017 | Comms Officer | Underway |

| | | | | |
|---------------------|---|---|--------------------------------|-----------|
| | Implement Google Analytics and use to set goals for development | January–Feb 2017 | Comms Officer Web developer | Underway |
| | e-News archive | Feb–March 2017 | Comms Officer Web developer | Pending |
| | Notice/discussion board | Feb–March 2017 | Comms Officer Web developer | Pending |
| Media | Produce media releases detailing industry activities and events | At least one per month | Comms Officer | Underway |
| | Media documents | October 2016 (ongoing for distribution lists) | Comms Officer | Completed |
| | Media monitoring | As it happens | Comms Officer CEO | Underway |
| Social media | Update DFA Facebook page | At least twice per week | | Underway |
| | Investigate whether a DFA Twitter page would be beneficial | March 2017 | Comms Officer | Pending |
| | Social media training | Ongoing | Comms Officer | Pending |
| | Strategy testing | Ongoing | Comms Officer | Underway |

| | | | | |
|------------------------------|--|-----------------|----------------------|---------|
| Photography | Employ photographer to create a usable bank of photos | Once per season | Comms Officer | Pending |
| Communications survey | Conduct survey of stakeholders to determine future communications strategies | March 2017 | Comms Officer CEO | Pending |



Dried Fruits Australia
Annual Communications Strategy

Updated: May 2017

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Introduction

This document outlines the communications objectives and activities of Dried Fruits Australia (DFA) for 2017–18.

Effective communications and stakeholder engagement strategies will allow DFA to modernise the sector's image and refresh perceptions about the industry and its participants.

DFA employed a part-time Communications Officer in 2016 to oversee all communications-related activities, as outlined below. This position will develop base communications, including media releases, newsletters, social media, website content and promotional material, and help manage any outsourced communications.

This is a working document to be reviewed and updated every 12 months or as the need arises.

Our Vision

A sustainable and innovative horticultural industry consistently supplying superior quality dried grapes to consumers.

Our Mission

Building a production base capable of supporting efficient growers and processors to supply markets with quality Australian fruit.

Our Stakeholders

- Consumers (local and international/various types)
- Grower members
- Grower non-members
- Processor members
- Service providers (Elders, banks, consultants)
- Investors
- Local, state and federal governments and agencies
- Other horticulture industry bodies
- Horticulture agencies (HIA)
- National Farmers Federation (NFF)
- R and D institutions (CSIRO, DPI, universities)
- International organisations

Communications messages

We have a good story to tell, but to better engage existing growers and recruit more industry participants we must work to ensure the prevailing perception of the dried fruit sector is of a vibrant, profitable and progressive industry.

We need to rebuild the industry image and messaging:

- Dried grape production is a sustainable, profitable and growing horticultural sector.
- It is a clean, green and healthy product that is lifestyle-friendly for the 21st century.
- The industry is ripe for expansion, with production that is technologically-advanced and mechanised.
- It is a vibrant industry, working with other horticultural industries on common goals and with active involvement from innovative participants and leaders.
- Dried grape production is an industry on the rebound – with internal and external opportunities for growth.

Communications tools

To tell our story – and for it to be heard – we need to deliver our key messages using a range of communications tools:

- Media coverage
- Website development
- *The Vine* magazine
- E-news
- Social media (Facebook/You Tube)
- Advertising
- Information sessions
- Best practice and topical information forums
- Sponsorships and partnerships

Strategies

The Vine

Aims

- Deliver useful and engaging news and information to growers, and promote adoption of best practice in the growing, processing and marketing of Australian dried grapes.
- Promote and encourage industry collaboration.
- Encourage participation and representation in industry projects and groups.

Activities

1. Work with freelance journalist to produce articles and photos on a quarterly basis.
2. Update website with latest edition and promote on social media and in newsletter.
3. Seek regular feedback from stakeholders to evaluate the magazine's success.

E-news

Aims

- Create engaging and timely newsletters that effectively communicate important DFA and industry news, events and information.
- Demonstrate the value of DFA membership and increase grower expertise and knowledge.

Activities

1. Produce a newsletter weekly, or fortnightly at least.
2. Bring subscribers new and interesting content (DFA and industry initiatives, developments, achievements, photos, events, opportunities, warnings and advice, and other vital information) to increase member engagement, and attract more outside subscribers.
3. Use platform to promote DFA website (particularly online library), social media pages and *The Vine*.
4. Design and launch new newsletter template through MailChimp to monitor subscriber interest and deliver more engaging content.

Website

Aims

- Act as a key source of information for members, growers and other stakeholders.
- Present DFA and dried grape industry in a positive way by maintaining a fresh, modern look and up-to-date content.

Activities

1. Maintain website and update weekly–fortnightly with news and photos.
2. Review and refresh or redesign sections/pages on a quarterly basis, consulting with a web designer for major changes.
3. Use Google Analytics to track website traffic and success of online communications activities and campaigns.

Media

Aims

- Raise the profile of DFA and create a positive image of the organisation and dried grape industry for investment opportunity/profitability.
- Increase coverage of DFA and wider industry in the local and industry media.

Activities

1. Find/create newsworthy stories (events, projects, achievements, research and statistics, significant staff and board appointments, grower and industry successes) to pitch to local and industry media.
2. Produce a media release/pitch monthly, including photos where possible to increase chance of media coverage.
3. Cultivate relationships with local and industry media through regular, meaningful contact.
4. Track and save DFA media coverage by monitoring local and industry news and using Google Alerts.
5. Monitor media for industry news and use relevant content for social media, e-news and *The Vine*.

Social media

Aims

- Build DFA's online presence and engage with a wider audience in a more informal way.

Activities

1. Update the DFA Facebook page at least twice a week with engaging and relevant content and images.
2. Implement strategies to increase Facebook page likes and post engagements, including paying to 'boost' posts and reach more people, testing new content to see what our audience responds to best, cross-promotion with other industry pages, and running competitions/other encouragements to share posts and page.
3. Use Facebook Insights to record and report on activities.
4. Update YouTube channel regularly, and continue to share on other communications platforms to increase views/subscribers and promote DFA and industry.

Other

Activities

1. Conduct evaluation of stakeholders on an ongoing basis to continue to update communications strategies.
2. Engage a photographer quarterly, or when the need arises, to create a bank of professional photographs that can be used to update and refresh all communications platforms.
3. Undertake regular professional development to stay current in an ever-changing industry.

Evaluation

Effective communications and stakeholder-engagement strategies will allow Dried Fruits Australia to modernise the sector's image and refresh perceptions about the industry and its participants.

Indicators of the plan's success will include:

- Communications officer employed
- 2017–18 communications timeline established and actioned
- Communications on the Board of Management agenda
- Greater appreciation and understanding of the industry
- A positive perception of the industry in terms of progress and opportunity
- Increased confidence and a reinvigoration of the industry
- A growing perception that dried grape production is a sustainable, profitable and growing horticultural sector
- Growing interest in expansion or investment in the industry
- Increased interest in DFA activities and initiatives
- Increased consumer awareness and domestic consumption of Australian dried grapes

Timeline

| Activity | Strategy | Timeline | Responsibility | Status |
|-----------------|--|--|--|----------|
| The Vine | Produce joint DFA and ATGA magazine | Quarterly | Comms Officer CEO Freelance journalist | Ongoing |
| e-News | Produce regular e-newsletter | Weekly–fortnightly | Comms Officer | Ongoing |
| | Launch new format and distribution method | July 2017 | Comms Officer CEO | Underway |
| Website | Maintain DFA website and update with fresh content | Weekly-fortnightly | Comms Officer | Ongoing |
| | Produce Google Analytics reports and set goals for development | Biannually, or to coincide with a campaign | Comms Officer CEO | Ongoing |
| | Review and potentially redesign sections/pages | Quarterly | Comms Officer CEO Web developer | Ongoing |
| Media | Produce media releases to promote industry news | Monthly | Comms Officer | Ongoing |
| | Media monitoring | As it happens | Comms Officer | Ongoing |

| | | | | |
|---|---|--|----------------------|---------|
| Social media | Update DFA Facebook page | Daily–weekly | Comms Officer | Ongoing |
| | Produce Facebook insights reports and set goals for development | Biannually, or to coincide with a campaign | Comms Officer CEO | Ongoing |
| Photography | Employ photographer to help build bank of photos | Quarterly, or when required | Comms Officer CEO | Ongoing |
| Communications monitoring and evaluation | Conduct consistent evaluation of stakeholders | Quarterly | Comms Officer CEO | Ongoing |
| Professional development | Social media training | 17 July 2017 | Comms Officer CEO | Ongoing |
| | Digital marketing training | 3 November 2017 | Comms Officer CEO | Ongoing |



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Introduction

This document outlines the communications objectives and activities of Dried Fruits Australia (DFA) for 2018–19.

Effective communications and stakeholder engagement strategies will allow DFA to refresh perceptions about the industry and its participants.

DFA employed a part-time communications officer in 2016 to oversee all communications-related activities, as outlined below. This position will develop base communications, including media releases, newsletters, social media, website content and promotional material, and help manage any outsourced communications.

This is a working document to be reviewed and updated every 12 months or as the need arises.

Our vision

A sustainable and innovative horticultural industry consistently supplying superior quality dried grapes to consumers.

Our mission

Building a production base capable of supporting efficient growers and processors to supply markets with quality Australian fruit.

Our stakeholders

- Consumers
- Growers (members and non-members)
- Dried fruit processors
- Investors
- Service providers
- Local, state and federal governments and agencies
- Other horticulture industry bodies
- Horticulture agencies (HIA)
- National Farmers Federation (NFF)
- R&D institutions (CSIRO, DPI, universities)
- International organisations

Communications messages

We have a good story to tell, but to better engage existing growers and recruit more industry participants we must work to ensure the prevailing perception of the dried fruit sector is of a vibrant, profitable and progressive industry.

We need to rebuild the industry image and messaging:

- Dried grape production is a sustainable, profitable and growing horticultural sector.
- It is a clean, green and healthy product that is lifestyle-friendly for the 21st century.
- The industry is ripe for expansion, with production that is technologically-advanced and mechanised.
- It is a vibrant industry, working with other horticultural industries on common goals and with active involvement from innovative participants and leaders.
- Dried grape production is an industry on the rebound – with internal and external opportunities for growth.

Communications tools

To tell our story – and for it to be heard – we must deliver our key messages using a range of communications tools:

- Website
- *The Vine* magazine
- Newsletter (Currant News)
- Social media (Facebook; YouTube)
- Traditional media
- Advertising
- Information sessions
- Best practice and topical information forums
- Sponsorships and partnerships

Strategies

The Vine magazine

Aims

- Deliver useful and engaging news and information to growers, and promote adoption of best practice in the growing, processing and marketing of Australian dried grapes.
- Promote and encourage industry collaboration.
- Encourage participation and representation in industry projects and groups.

Activities

1. Work with freelance journalist to produce articles and photos on a quarterly basis.
2. Update website with latest edition and promote on social media and in newsletter.
3. Survey readers and evaluate the results to determine future direction of magazine.

Newsletter

Aims

- Create engaging and timely newsletters that effectively communicate important DFA and industry news, events and information.
- Demonstrate the value of DFA membership and increase grower expertise and knowledge.

Activities

1. Produce fortnightly newsletter, *Currant News*, with extra special editions if needed.
2. Deliver subscribers new and interesting content (DFA and industry initiatives, developments, achievements, photos, events, opportunities, warnings and advice, and other vital information) to increase member engagement and attract more stakeholder subscribers.
3. Use it to promote DFA website, social media pages and *The Vine*.
4. Report regularly on data gathered through newsletter distribution platform, MailChimp.

Website

Aims

- Act as a key source of information for growers (members and non-members), consumers and other stakeholders.
- Present DFA and dried grape industry in a positive way by maintaining a fresh, modern look and up-to-date content.

Activities

1. Redevelop website to improve its appearance and make it more user friendly.
2. Maintain website and update weekly–fortnightly with news and photos.
3. Use Google Analytics to track website traffic and success of online communications activities and campaigns.

Media

Aims

- Raise the profile of DFA and create a positive image of the organisation and dried grape industry for investment opportunity/profitability.
- Increase coverage of DFA and wider industry in the local and industry media.

Activities

1. Find/create newsworthy stories (events, projects, achievements, research and statistics, significant staff and board appointments, grower and industry successes) to pitch to local and industry media.
2. Produce at least one media release/pitch per month. Include photos where possible to increase chance of media coverage.
3. Cultivate relationships with local and industry media through regular, meaningful contact.
4. Track and save DFA media coverage by monitoring local and industry news and using Google Alerts.
5. Monitor media for industry news and use relevant content for social media, e-news and *The Vine*.

Social media

Aims

- Build DFA's online presence and engage with a wider audience (growers and consumers) in a more informal way.

Activities

1. Update the DFA Facebook page at least twice a week with engaging and relevant content and images.
2. Update the Aussie Sultanas Facebook page at least once a week.
3. Implement strategies to increase Facebook page likes and post engagements, including paying to 'boost' posts and reach more people, cross-promotion with other industry pages, and running competitions/encouragements to share posts and page.
4. Use Facebook Insights to record and report on activities.
5. Update YouTube channel regularly, and continue to share on other communications platforms to increase views/subscribers and promote DFA and industry.

Other

Activities

1. Conduct evaluation of stakeholders on an ongoing basis to continue to update communications strategies.
2. Engage a photographer quarterly, or when the need arises, to create a bank of professional photographs that can be used to update and refresh all communications platforms.
3. Undertake regular professional development to stay current in an ever-changing industry.

Evaluation

Effective communications and stakeholder-engagement strategies will allow Dried Fruits Australia to modernise the sector's image and refresh perceptions about the industry and its participants.

Indicators of the plan's success will include:

- Communications officer employed
- 2018–19 communications timeline established and actioned
- Communications on the DFA Board agenda
- Greater appreciation and understanding of the industry
- A positive perception of the industry in terms of progress and opportunity
- Increased confidence and a reinvigoration of the industry
- A growing perception that dried grape production is a sustainable, profitable and growing horticultural sector
- Growing interest in expansion or investment in the industry
- Increased interest in DFA activities and initiatives
- Increased consumer awareness and domestic consumption of Australian dried grapes

Timeline

| Activity | Strategy | Timeline | Responsibility | Status |
|----------------------------------|--|---|--|----------|
| The Vine | Produce joint DFA and ATGA magazine | Quarterly | Comms Officer CEO Freelance journalist | Ongoing |
| | Conduct and review reader survey | June–July 2018 | DFA Comms Officer ATGA | Underway |
| Newsletter (Currant News) | Produce regular online newsletter | Fortnightly | Comms Officer | Ongoing |
| | Use MailChimp reports to determine success | To coincide with board meetings | Comms Officer CEO | Ongoing |
| Website | Maintain DFA website and update with fresh content | Weekly-fortnightly | Comms Officer | Ongoing |
| | Produce Google Analytics reports and set goals for development | To coincide with board meetings or a campaign | Comms Officer CEO | Ongoing |
| | Redevelop DFA website using Webdivision | May–July 2018 | Comms Officer CEO | Underway |
| Media | Produce media releases to promote industry news | Monthly | Comms Officer | Ongoing |

| | | | | |
|----------------------------------|---|---|----------------------|---------|
| | Media monitoring | As it happens | Comms Officer | Ongoing |
| Social media | Update DFA Facebook page | Daily–weekly | Comms Officer | Ongoing |
| | Update Aussie Sultanas Facebook page | Weekly | Comms Officer | Ongoing |
| | Produce Facebook insights reports and set goals for development | To coincide with board meetings/big campaigns | Comms Officer CEO | Ongoing |
| Photography | Employ photographer to help build bank of photos | Quarterly, or when required | Comms Officer | Ongoing |
| Monitoring and evaluation | Conduct consistent evaluation of stakeholders | As necessary | Comms Officer CEO | Ongoing |



2019/20 Deadlines and Release Dates QUARTERLY

| Edition | Editorial & advertising booking deadline | Advertising material deadline | Start sending material to Sunnyland | Final sign off of finished artwork by C.O.B | Make Plates and sent to Print | Dry, Collate, Bind | Bagging | Mailout date, if not earlier |
|-----------------------|--|-------------------------------|-------------------------------------|---|-------------------------------|------------------------|---------------------|------------------------------|
| January-March 2019 | Tuesday 28 November | Wednesday 6 December | Wednesday 6 December | Friday 15 December | Monday 18 December | Wednesday 20 December | Friday 22 December | |
| April-June 2019 | Tuesday 26 February | Wednesday 6 March | Wednesday 6 March | Friday 15 March | Monday 18 March | Wednesday 20 March | Friday 22 March - | Wednesday 27 March |
| July-September 2019 | Tuesday 4 June | Wednesday 12 June | Wednesday 12 June | Friday 21 June | Monday 24 June | Wednesday 26 June | Friday 28 June | Wednesday 3 July |
| October-December 2019 | Tuesday 27 August | Wednesday 4 September | Wednesday 4 September | Friday 13 September | Monday 16 September | Wednesday 18 September | Friday 20 September | Wednesday 25 September |
| January-March 2020 | Tuesday 26 November | Wednesday 4 December | Wednesday 4 December | Friday 13 December | Monday 16 December | Wednesday 18 December | Friday 20 December | Tuesday 7 January |

NOTE: Content to be supplied NO LATER THAN required date, preferably earlier, and can be supplied in sections. If the finished artwork is not signed off by the required date, an extra day will be added to the delivery date for each day late

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2019

Report

The Vine readership survey



OVERVIEW

The Vine is a magazine for the Australian table grape and dried fruits industries, produced quarterly by Dried Fruits Australia (DFA) and the Australian Table Grape Association (ATGA). For DFA, *The Vine* is a deliverable component of project MT15031.

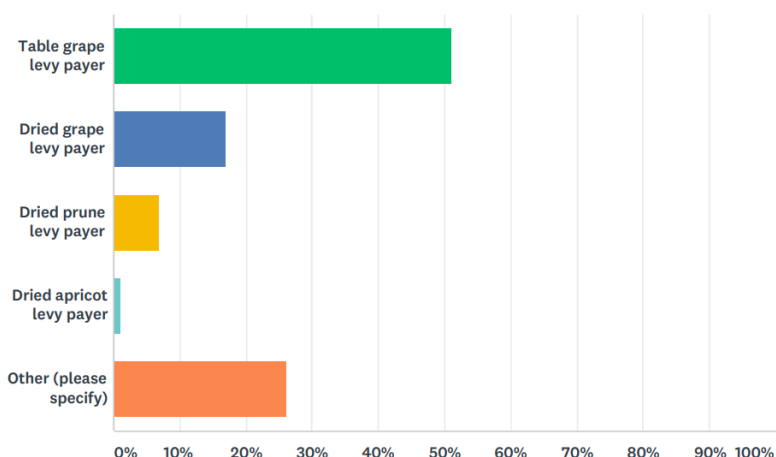
In 2018, the two industry representative bodies conducted a survey of *The Vine* readership to help determine the future direction of the magazine. The survey was created using online survey development software SurveyMonkey and distributed to levy payers and industry stakeholders via the DFA email newsletter and social media accounts.

The main respondents, as shown below in question 1, were table grape levy payers, dried grape levy payers and other stakeholders (some of whom identified as dried grape growers). Other stakeholders included agronomists, former growers and communications professionals.

Results: Question 1

Q1 Which of the following best describes you?

Answered: 88 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--------------------------|-----------|----|
| Table grape levy payer | 51.14% | 45 |
| Dried grape levy payer | 17.05% | 15 |
| Dried prune levy payer | 6.82% | 6 |
| Dried apricot levy payer | 1.14% | 1 |
| Other (please specify) | 26.14% | 23 |
| Total Respondents: 88 | | |

KEY FINDINGS

- 1) *The Vine* is one of the main sources of industry news and information for dried grape levy payers. It provides them with detailed stories and a lasting record of industry trends and progress. DFA also distributes a well-read fortnightly email newsletter, and there are other good agriculture-related news websites and newsletters available to growers. However, these mostly include shorter pieces with more urgent and timely information.

The survey showed that *The Vine* is a valuable resource, particularly for growers. In question 12, we asked how stories in the magazine impact and contribute to a reader's decision to use a new method, growing technique or idea. Most responded very positively, saying the magazine had introduced them to new ideas and prompted them to do further research. Many also applauded *The Vine* for keeping them up-to-date with happenings in the industry. See below for a selection of unedited responses to question 12.

Results: Question 12

- "Helps to keep you exposed and thinking about all the different facets involved in production and marketing."
- "Big impact in decisions."
- "I'm always interested in what other farmers are doing and see if I can manage my farming practices better."
- "Starts the research/exploring process to possible on farm application."
- "Very important information to know and implement if possible."
- "The stories widen my thinking, I may not implement the changes but I think about how I can improve by reducing costs."
- "Not. Just want to know what's going on."
- "Introduction to a new technique, food for thought."
- "It is always good to see what other growers are doing we are always trying new things good to hear hat (sic) other growers are doing."
- "The (sic) give me ideas and contact details in case I need to clarify."
- "Just knowing what others are doing is very valuable."

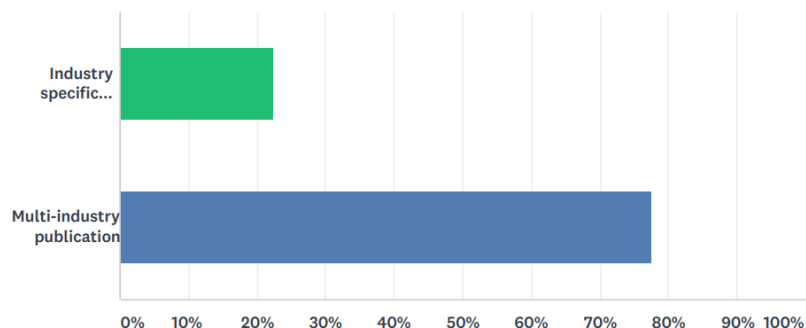
- 2) As shown below in question 11, most respondents (78%) want the magazine to remain a multi-industry publication, covering both dried fruits and table grape stories.

Readers also value the content included about other horticulture industries and organisations, particularly Hort Innovation and Plant Health Australia (see question 10 below). There is less interest in dried prune and apricot news, which is likely due to the low take-up of the survey in those sectors and having fewer growers overall. Dried grapes and table grapes also have more commonalities and growers within each industry are interested in what the other is doing.

Results: Question 11

Q11 Would you prefer for the magazine to be industry specific (e.g. table grapes or dried fruit) or remain as a multi-industry publication?

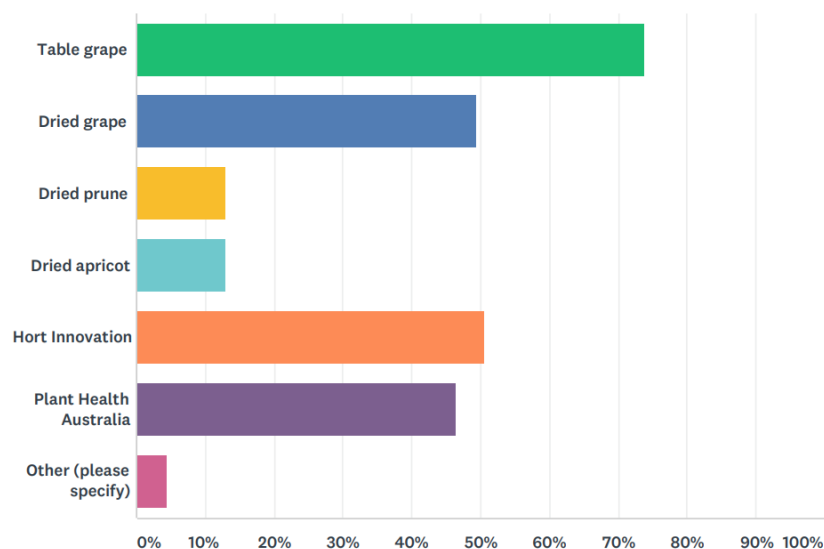
Answered: 67 Skipped: 21



Results: Question 10

Q10 The Vine includes content from multiple horticulture industries and organisations. Please select those of most interest you?

Answered: 69 Skipped: 19

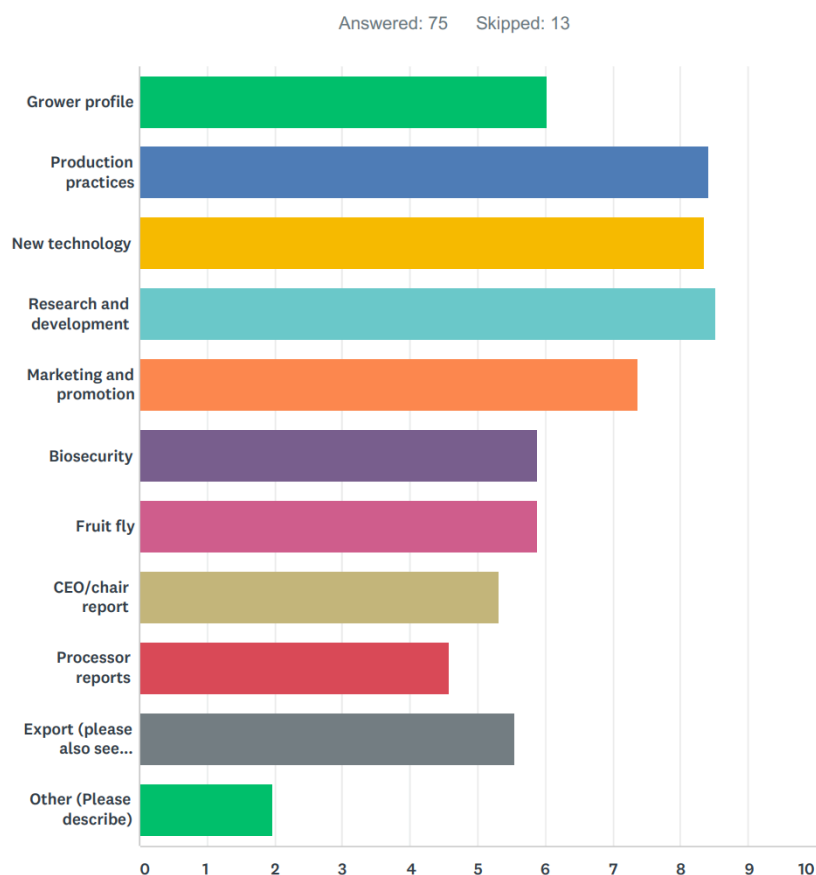


- 3) The top three topics readers are interested in are production practices, research and development and new technology. The survey also revealed there is a strong interest in marketing and promotion, grower stories, biosecurity, fruit fly and export. While readers are least interested in the chief executive, chair and processor reports, these topics still scored well.

Responses to questions 4 and 5 (see below) also confirmed that export information is more important to table grape growers than other growers and stakeholders. Question 5 was answered by 53 people and skipped by 35, which lines up with the breakdown of respondent types in question 1.

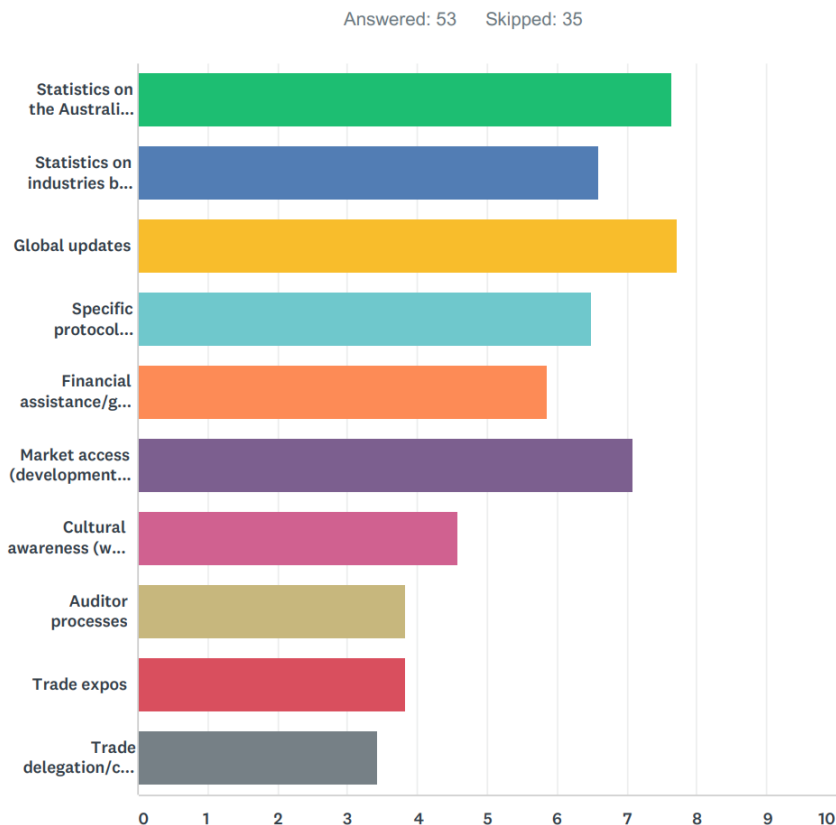
Results: Question 4

Q4 On a scale of one to eleven, which topics are of most interest to you (1 being the most important, eleven being the least important)?



Results: Question 5

Q5 If the topic of exports was high on your list in the previous question (important to you), on a scale of one to ten, what export topics below are of most interest to you? (1 being the most important and 10 being the least important). Please continue to question 6 if the topic of exports is not of interest to you.



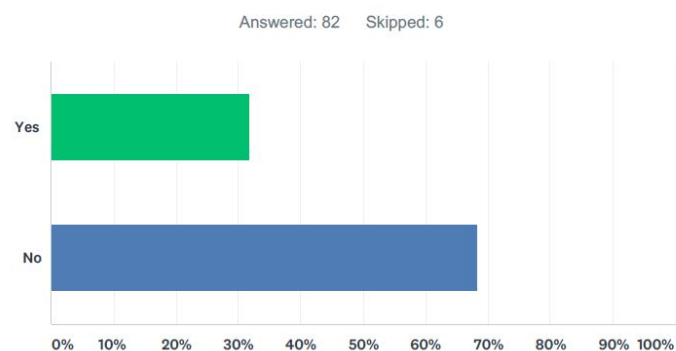
- 4) We can conclude that most readers are happy with the topics currently covered in *The Vine*, given that the majority of survey respondents chose not to answer question 6: 'Are there any other topics you would like featured?'. Only 21 people suggested other topics, such as water, dried fruit export data, domestic marketing activities, industry membership, and new R&D.

DFA has since distributed information about these topics in *The Vine*, *Currant News*, and at grower events. We will also continue to cover them and consider other new topics for inclusion in the future.

- 5) There is still a need for a traditional print magazine for the dried grape and table grape industries. Considering the industry demographics, it is not surprising that the majority of respondents (68%) choose to read *The Vine* in print form, rather than online (see question 3). However, it is worth noting that a third of people are accessing the magazine on the DFA or ATGA websites even though it is not designed or properly optimised to be read online. There would be some levy payers within this percentage of respondents, but it would be mostly people who don't receive a print copy of the magazine.

Results: Question 3

Q3 Do you read The Vine online on the Dried Fruits Australia or Australian Table Grape Association website?



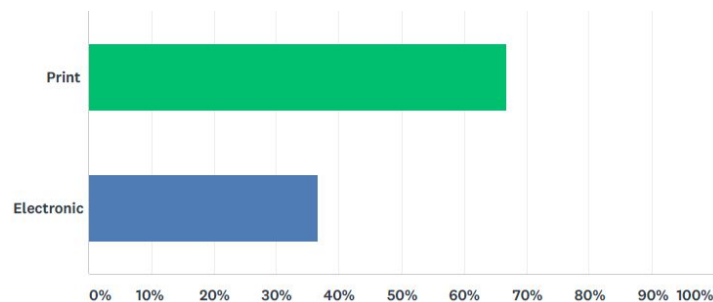
| ANSWER CHOICES | RESPONSES | |
|-----------------------|-----------|----|
| Yes | 31.71% | 26 |
| No | 68.29% | 56 |
| Total Respondents: 82 | | |

- 6) The number of online readers is likely to be higher if the magazine was in a format that could be easily read online. While two thirds of respondents said they would rather read *The Vine* in print (see question 16), about the same percentage choose to receive other news online (see question 14). This interest in accessing information online is backed up by the high open rates and engagement with our fortnightly email newsletter, *Currant News*.

Results: Question 16

Q16 Would you rather read The Vine in print or an electronic form?

Answered: 63 Skipped: 25

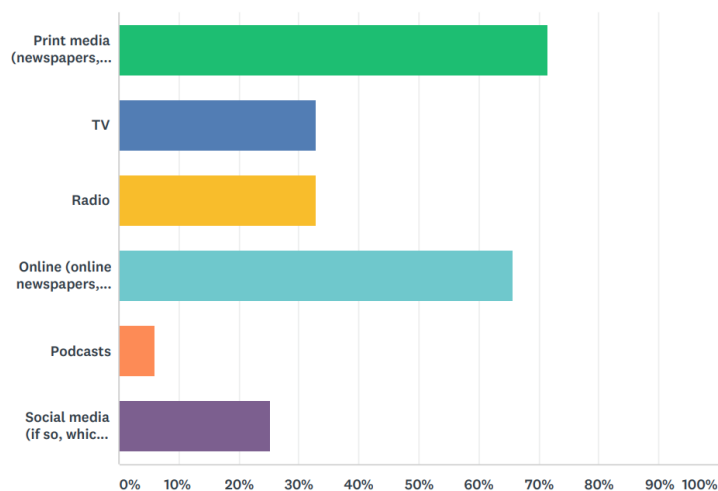


| ANSWER CHOICES | RESPONSES |
|-----------------------|-----------|
| Print | 66.67% 42 |
| Electronic | 36.51% 23 |
| Total Respondents: 63 | |

Results: Question 14

Q14 Where do you prefer to get most of your news? Please select from the list below.

Answered: 67 Skipped: 21



CONCLUSION & RECOMMENDATIONS

The Vine is a valuable source of information for table and dried grape levy payers and other industry stakeholders. While most prefer the printed magazine, a large percentage of readers are likely to embrace an online version. The magazine has not been updated for some years and would benefit from a redesign to better showcase the industry through engaging stories and photographs.

Our recommendations for *The Vine* going forward are:

- Continue to produce a joint quarterly magazine for the dried grape and table grape industries, featuring content from related industries and stakeholder organisations.
- Continue to provide a print version of the magazine to levy payers.
- Explore the possibility of offering a proper online magazine to complement the print version. Instead of a downloadable PDF, it could take the form of a flipbook and enable 'click throughs' to other information and videos to be embedded in the publication. Readers could then choose to receive the magazine via email, which would reduce the cost of printing.
- Work with ATGA on a redesign of the magazine and a review of its operations.

APPENDICES

Appendix A: The Vine Readership Survey

The Australian Table Grape Association (ATGA) and Dried Fruits Australia (DFA) are surveying readers of *The Vine* magazine to learn more about your level of engagement and satisfaction with the publication. The feedback you provide will be used to review and improve the content or implement changes to the magazine.

Each reader may only undertake the survey once. Where households and businesses have multiple readers of the magazine, we encourage each person to undertake the survey. For those that have not received the link to the survey via email, they can access it on the [ATGA](#) or [DFA](#) websites.

How will my information be stored? Click the link to view information on the [SurveyMonkey Privacy Policy](#) (see the section Privacy for Survey Respondents).

The information collected by ATGA and DFA will be collating and it will be incorporated in a non-identified format for reporting purposes.

The survey will take about 10 minutes to complete.

The survey is open now until close of business on Friday 1 June 2018.

If you have any questions, please contact Rebecca at ATGA on (03) 5021 5718 or at rwells@atga.net.au or Lauren at DFA on (03) 5023 5174 or at communications@driedfruitsaustralia.org.au

* 1. Which of the following best describes you?

- ☐ Table grape levy payer
- ☐ Dried grape levy payer
- ☐ Dried prune levy payer
- ☐ Dried apricot levy payer
- ☐ Other (please specify)

2. Do you receive a print copy of *The Vine* magazine?

- ☐ Yes
- ☐ No

*If you are a levy payer and do not receive a print copy and would like to, please contact your industry association. 

3. Do you read *The Vine* online on the Dried Fruits Australia or Australian Table Grape Association website?

- ☐ Yes
- ☐ No

4. On a scale of one to eleven, which topics are of most interest to you (1 being the most important, eleven being the least important)? 

| | | |
|---|----------------------|-------------------------------------|
| ⋮ | <input type="text"/> | Grower profile |
| ⋮ | <input type="text"/> | Production practices |
| ⋮ | <input type="text"/> | New technology |
| ⋮ | <input type="text"/> | Research and development |
| ⋮ | <input type="text"/> | Marketing and promotion |
| ⋮ | <input type="text"/> | Biosecurity |
| ⋮ | <input type="text"/> | Fruit fly |
| ⋮ | <input type="text"/> | CEO/chair report |
| ⋮ | <input type="text"/> | Processor reports |
| ⋮ | <input type="text"/> | Export (please also see question 4) |
| ⋮ | <input type="text"/> | Other (Please describe) |

5. If the topic of exports was high on your list in the previous question (important to you), on a scale of one to ten, what export topics below are of most interest to you? (1 being the most important and 10 being the least important). Please continue to question 6 if the topic of exports is not of interest to you. 

| | | |
|---|----------------------|--|
| ⋮ | <input type="text"/> | Statistics on the Australian industry |
| ⋮ | <input type="text"/> | Statistics on industries by country |
| ⋮ | <input type="text"/> | Global updates |
| ⋮ | <input type="text"/> | Specific protocol information |
| ⋮ | <input type="text"/> | Financial assistance/grant programs |
| ⋮ | <input type="text"/> | Market access (development and maintenance) |
| ⋮ | <input type="text"/> | Cultural awareness (what growers need to keep in mind when conducting business with other countries) |
| ⋮ | <input type="text"/> | Auditor processes |
| ⋮ | <input type="text"/> | Trade expos |
| ⋮ | <input type="text"/> | Trade delegation/conference experiences |

6. Are there any other topics you would like featured? Please list below. 

7. Do you receive other industry association publications? (e.g. citrus, stone fruit)




- ☐ Yes
- ☐ No
- ☐ Other (please specify)


8. Are there any standout publications you are currently reading? They do not have to be agriculture related. 

- ☐ Yes
- ☐ No

If Yes, please list

9. Would you prefer to see more, less or the same amount of advertising in the magazine? 


- ☐ More
- ☐ Less
- ☐ Same

10. *The Vine* includes content from multiple horticulture industries and organisations. Please select those of most interest you? 

- ☐ Table grape
- ☐ Dried grape
- ☐ Dried prune
- ☐ Dried apricot
- ☐ Hort Innovation
- ☐ Plant Health Australia
- ☐ Other (please specify)

11. Would you prefer for the magazine to be industry specific (e.g. table grapes or dried fruit) or remain as a multi-industry publication? 

- ☐ Industry specific publication
- ☐ Multi-industry publication

12. As a grower, how do the stories in the magazine contribute to and impact how you decide to use a new method, growing technique or idea? 

13. How else can we improve the magazine for you? You might like to comment below on the publication frequency, size, format, content and images, and story length. 

14. Where do you prefer to get most of your news? Please select from the list below. 

- ☐ Print media (newspapers, magazines, etc.)
- ☐ TV
- ☐ Radio
- ☐ Online (online newspapers, newsletters)
- ☐ Podcasts
- ☐ Social media (if so, which platforms):

If you ticked any of the boxes above, please list some examples to the questions - e.g. name the newsletter, name the social media platform, name the radio stations

15. When accessing news online, please select the device you prefer to use? 

- ☐ Computer
- ☐ Tablet
- ☐ Smart phone

16. Would you rather read *The Vine* in print or an electronic form? 

- ☐ Print
- ☐ Electronic

17. What is your post code? 

Thank you!!!

Thank you for participating in this survey. We appreciate your time and thoughtful responses. The information you have provided will be used to review, improve and plan future editions of *The Vine* magazine.

If you have any questions about the survey, please contact Rebecca at ATGA on (03) 5021 5718 or Lauren at DFA on (03) 5023 5174.

Returning hard copy surveys

Hard copies of the survey can be emailed or returned to:

ATGA
Rebecca Wells
rwells@atga.net.au

33 Madden Avenue
Mildura 3500

DFA
Lauren Roden
communications@driedfruitsaustralia.org.au

54 Lemon Avenue
Mildura 3500

PO Box 5042
Mildura VIC 3502

The Vine publication is funded by [Hort Innovation](#) using the table grape and dried grape levies and funds from the Australian Government. 

Appendix B: Example of survey promotion

Currant News, 29 March 2018

<https://mailchi.mp/683656a94b18/currant-news-29-march-429537>



The Vine readership survey now open

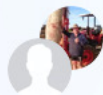
Do you read *The Vine*, the quarterly magazine for the dried fruits and table grape industries?

Dried Fruits Australia and the Australian Table Grape Association are conducting a survey to find out what you think of the magazine.

Your feedback will be used to review and improve the content or implement changes to the publication.

The online survey will take about 10 minutes to complete and closes on Friday 1 June 2018.

[Begin survey](#)



Dried Fruit Grower...



MON 8:33 AM

Stuart

DFA irrigation workshop for all dried grape growers as part of its Hort Innovation-funded industry development program. Tonight (Monday) 4:00 pm - 7:00 pm, Daryn Gardner's 181 Euston Avenue, Irymple

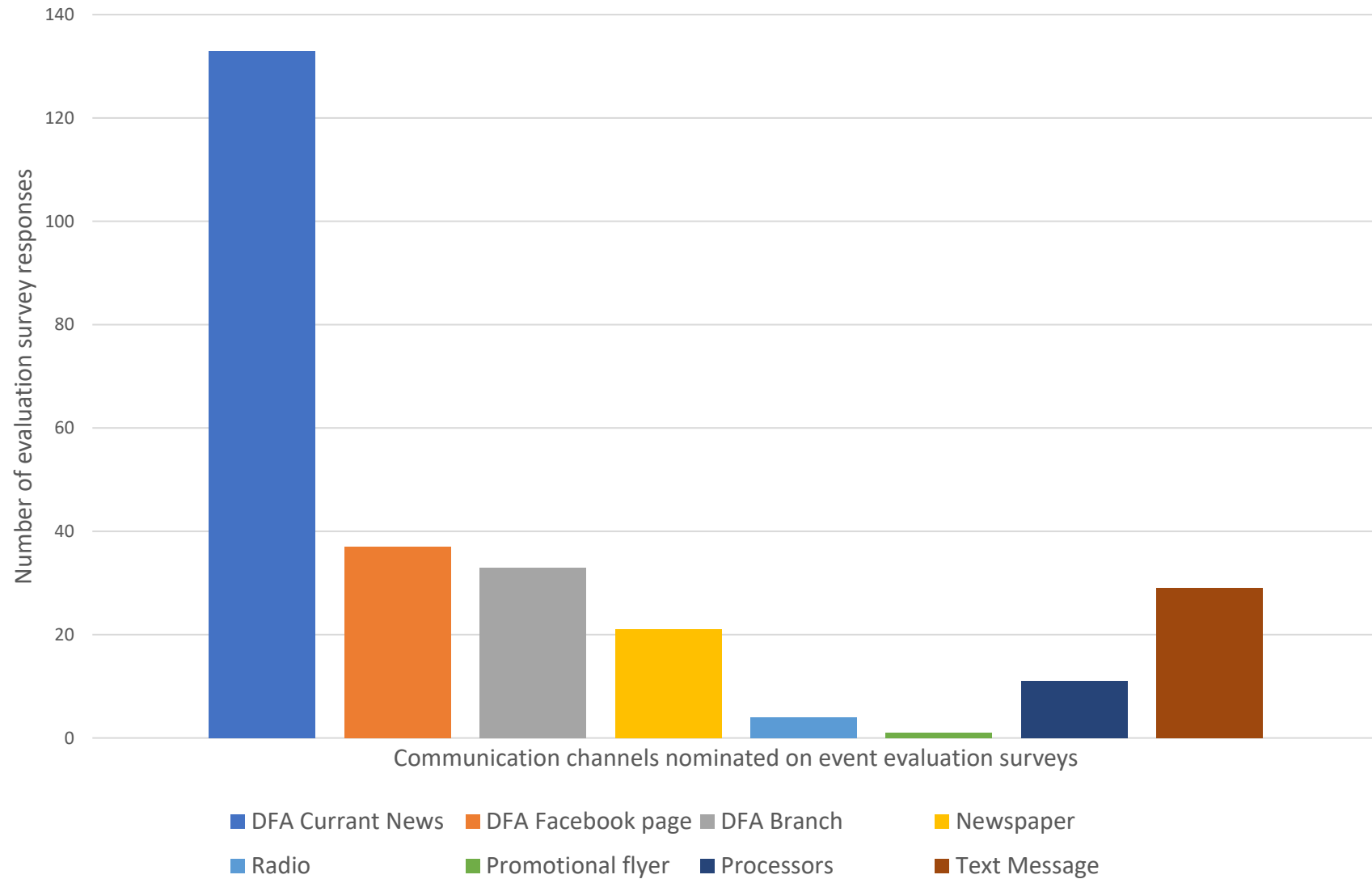
- Matching soil, plants and water: Kym Luitjes, Sunraysia Environmental
- 2019–20 season allocation outlook: Tyson Milne, Lower Murray Water
- Current water market trends: Phil Grahame, Ruralco Water
- Planning decisions for a low allocation season: Jeremy Giddings, Agriculture Victoria



Information in the graphs is taken from 230 evaluation surveys filled out at 19 Dried Grape events across 2.5 years. During this period there were 147 people that participated. This is nearly 50% of the total number of people estimated to be in the industry.

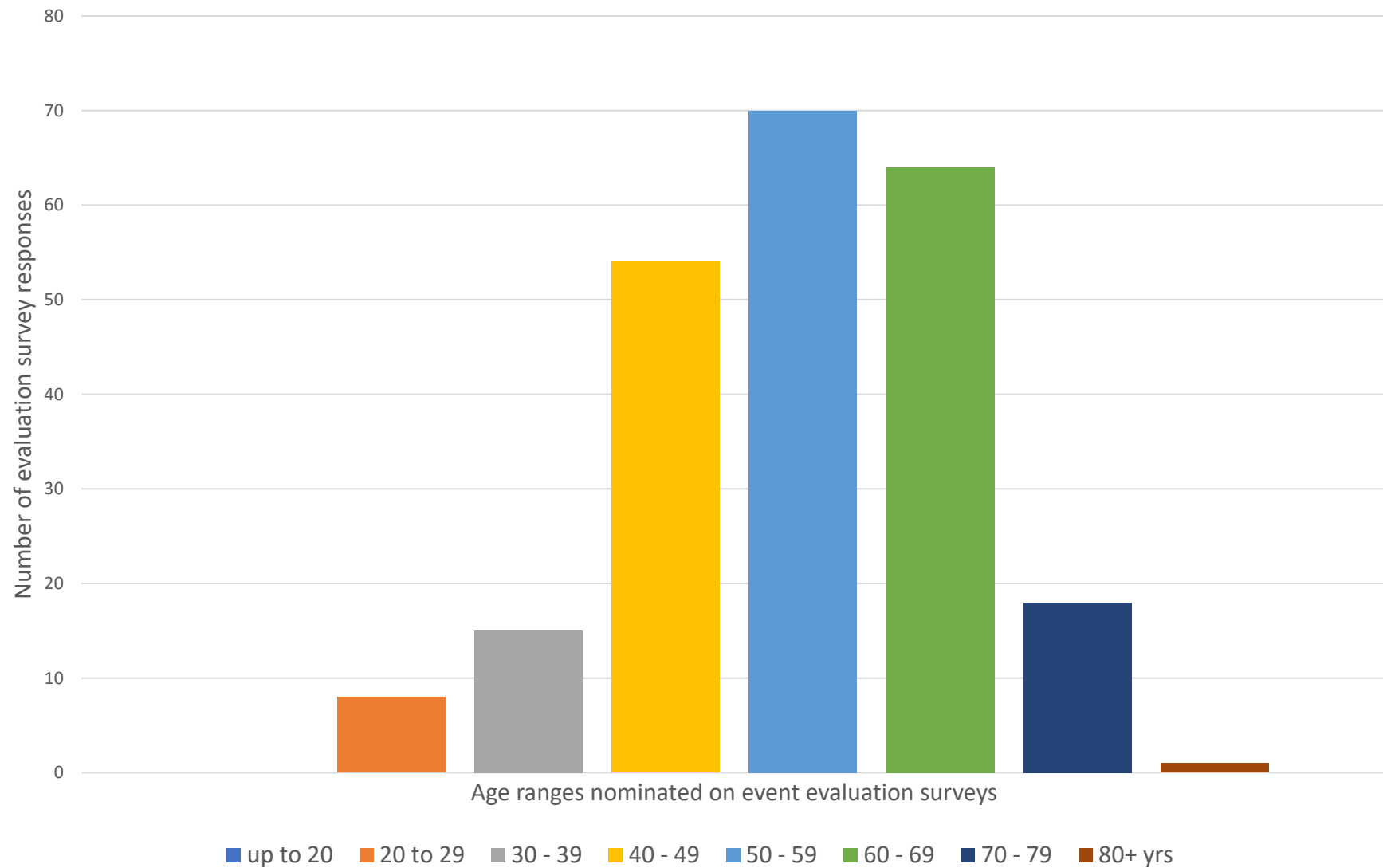
Dried Grape event participants' (2017-2019) recall of event notifications.

(DG 17001, DG 13001)



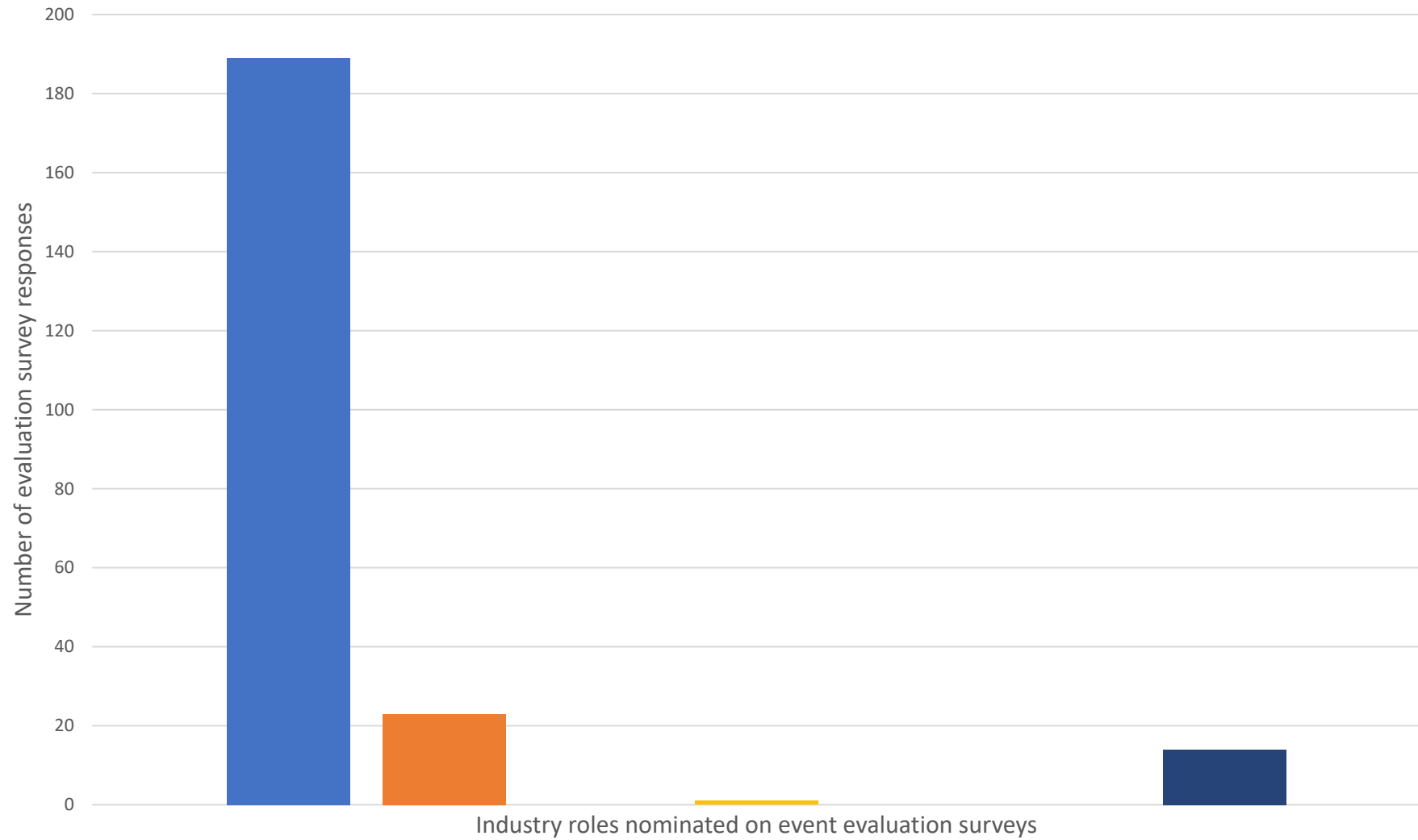
Accumulate age profile of dried grape event participants (2017-2019).

(DG 17001, DG 13001)



Dried Grape event participants' (2017-2019) nominated industry role.

(DG 17001, DG13001)



■ Grower ■ Processor Field Officer ■ Agronomist ■ Government ■ Banking ■ Accounting ■ Other

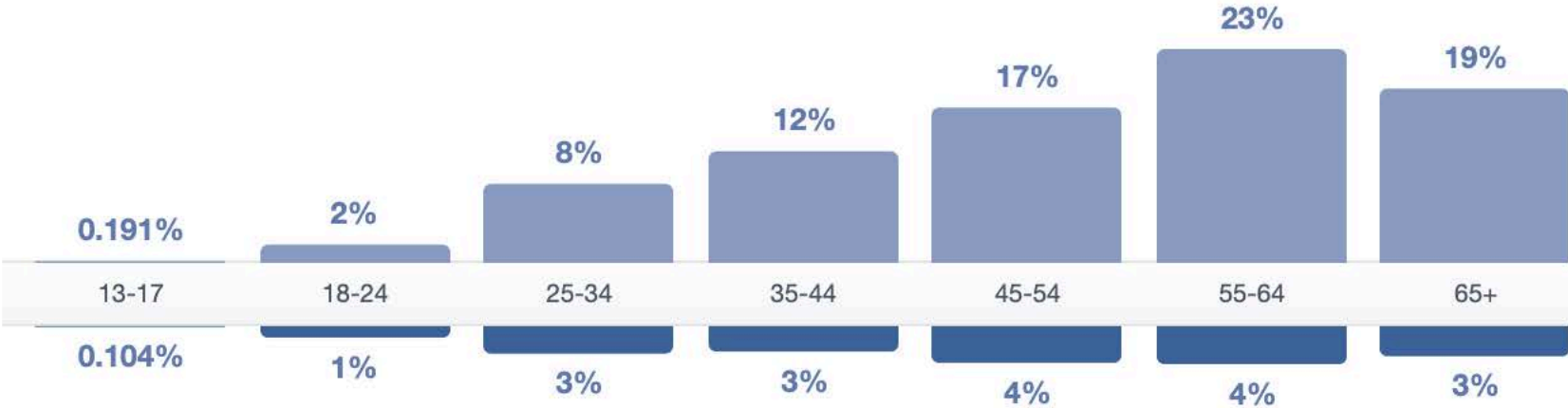
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women

81%
Your Fans

Men

18%
Your Fans



| Country | Your Fans | City | Your Fans | Language | Your Fans |
|--------------------------|-----------|---------------------------|-----------|---------------------|-----------|
| Australia | 11,661 | Melbourne, VIC, Australia | 1,867 | English (US) | 8,496 |
| United States of America | 365 | Sydney, NSW, Australia | 1,521 | English (UK) | 3,875 |
| New Zealand | 54 | Adelaide, SA, Australia | 1,118 | Spanish | 13 |
| United Kingdom | 47 | Brisbane, QLD, Australia | 1,077 | Vietnamese | 13 |
| India | 33 | Perth, WA, Australia | 825 | Arabic | 11 |
| Canada | 30 | Newcastle, NSW, Austr... | 253 | English (Pirate) | 11 |
| Pakistan | 20 | Gold Coast, QLD, Aust... | 247 | Turkish | 11 |
| Malaysia | 17 | Hobart, TAS, Australia | 151 | Indonesian | 9 |
| Germany | 15 | Geelong, VIC, Australia | 149 | Portuguese (Brazil) | 9 |

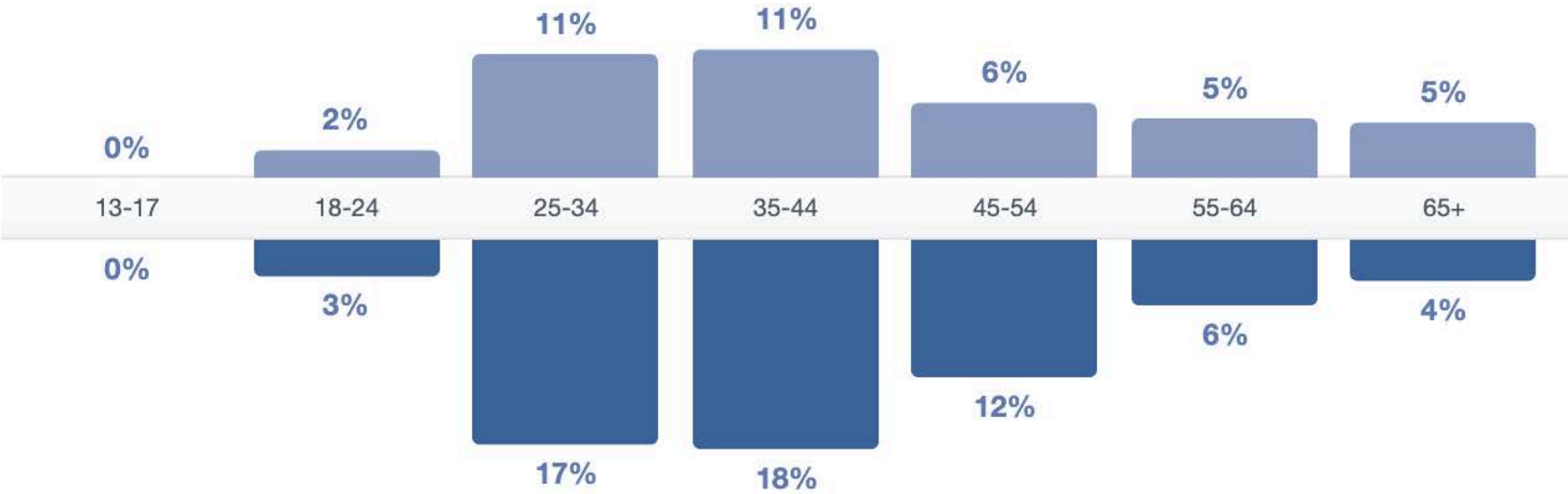
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women

40%
Your Fans

Men

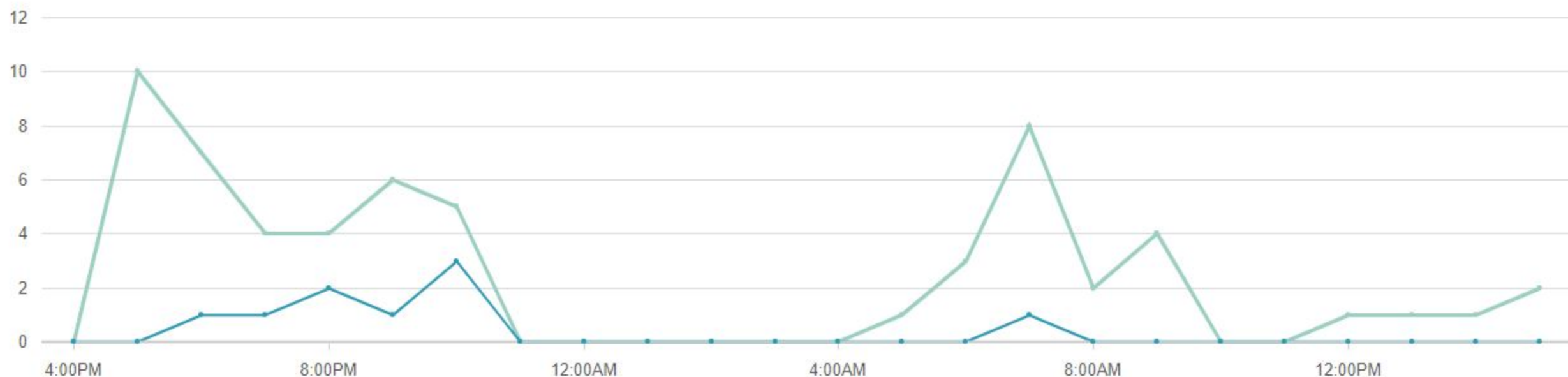
59%
Your Fans



| Country | Your Fans | City | Your Fans | Language | Your Fans |
|-----------|-----------|---------------------------|-----------|----------------------------|-----------|
| Australia | 449 | Mildura, VIC, Australia | 202 | English (US) | 401 |
| Turkey | 83 | Melbourne, VIC, Australia | 71 | English (UK) | 196 |
| India | 46 | Adelaide, SA, Australia | 31 | Turkish | 80 |
| Egypt | 21 | Sydney, NSW, Australia | 27 | Vietnamese | 17 |
| Vietnam | 17 | Manisa, Turkey | 21 | Arabic | 15 |
| Malaysia | 14 | Izmir, Turkey | 13 | Spanish | 11 |
| China | 11 | Perth, WA, Australia | 11 | Simplified Chinese (Chi... | 6 |
| Pakistan | 11 | Alasehir, Turkey | 11 | French (France) | 4 |

24-hour performance

Opens Clicks



Top links clicked

| | |
|---|----|
| https://www.driedfruitsaustralia.org.au/wp-content/uploads/2018/03/bestpracticeguide-part1.pdf | 14 |
| https://www.premier.vic.gov.au/making-things-fairer-for-labour-hire-workers/ | 3 |
| https://www.ruralfinance.com.au/uploads/grant_files/On-Farm-Drought-Infrastructure-Support-Grant-Guidelines.pdf | 3 |
| https://www.driedfruitsaustralia.org.au/wp-content/uploads/2018/03/bestpracticeguide-part2.pdf | 3 |
| https://www.driedfruitsaustralia.org.au/about/resources-and-links/ | 2 |

[View more](#)

Social media report: June–November 2017

Facebook

Overview

Page likes grew from 430 to 510 from June 1 to November 28. The following post analysis will refer to this key:

Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

June

Of the 12 posts created in June, three were sponsored. They reached the most amount of people and had some of the highest engagement rates. The highest performing organic post was about a pruning field day organised for growers.

| | | | | | | | | | |
|------------------------|---|---|---|---|------|---|-----------|---|--------------------------------|
| 06/30/2017 4:34 pm |  | We received so many fantastic entries for our Harvest 2017 photo competition that we |  |  | 1.8K | <div><div style="width: 100%;"></div></div> | 99 44 | <div><div style="width: 100%;"></div></div> | View Promotion |
| 06/30/2017 2:25 pm |  | Great initiative from Horticulture Innovation Australia and the CSIRO – turning imperfect- |  |  | 72 | <div><div style="width: 100%;"></div></div> | 10 2 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/29/2017 5:02 pm |  | The latest edition of The Vine magazine will soon be making its way out to dried grape, |  |  | 230 | <div><div style="width: 100%;"></div></div> | 13 4 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/23/2017 3:34 pm |  | Find out more about our Merbein field walk in today's Sunraysia Daily. Mildura Weekly also |  |  | 453 | <div><div style="width: 100%;"></div></div> | 18 19 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/22/2017 4:45 pm |  | About 35 people turned out for yesterday's field walk, which marked the start of pruning |  |  | 516 | <div><div style="width: 100%;"></div></div> | 135 17 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/21/2017 5:47 pm |  | Dried Fruits Australia's cover photo |  |  | 115 | <div><div style="width: 100%;"></div></div> | 9 6 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/20/2017 5:15 pm |  | Dried Fruits Australia has received a funding grant of more than \$11,500 to expand export |  |  | 417 | <div><div style="width: 100%;"></div></div> | 29 10 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/15/2017 4:30 pm |  | Australian exports have started flourishing again. Larger volumes were exported in |  |  | 84 | <div><div style="width: 100%;"></div></div> | 5 2 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/14/2017 5:04 pm |  | Can we fight the mindset that healthy foods are not tasty by changing the way we label |  |  | 262 | <div><div style="width: 100%;"></div></div> | 12 8 | <div><div style="width: 100%;"></div></div> | Boost Post |
| 06/10/2017 10:16 am |  | Here's a sweet treat that you don't have to feel guilty about eating! Made from dried |  |  | 1.8K | <div><div style="width: 100%;"></div></div> | 84 56 | <div><div style="width: 100%;"></div></div> | View Promotion |
| 06/09/2017 4:30 pm |  | Winter is here, which means it's time for dried fruit growers to start pruning their vines. |  |  | 1.9K | <div><div style="width: 100%;"></div></div> | 155 59 | <div><div style="width: 100%;"></div></div> | View Promotion |
| 06/08/2017 5:12 pm |  | A sweet treat invented a century ago to promote the dried fruits industry in its infancy |  |  | 177 | <div><div style="width: 100%;"></div></div> | 14 3 | <div><div style="width: 100%;"></div></div> | Boost Post |

APPENDICE 3

July

A post about an upcoming irrigation field day was the best performing post in July. It was sponsored, but more than half of its 2.2K reach was organic. This month clearly showed the value of creating original content – shared posts had much lower views and engagement rates. The exception is online news stories with a special comment from DFA.

| | | | | | | | | | |
|-----------------------|---|---|---|---|------|---|-----------|---|--------------------------------|
| 07/28/2017 5:48 pm |  | Mildura Rural City Council has released a study looking at how our region can maintain |  |  | 206 |  | 33 5 |  | Boost Post |
| 07/19/2017 4:30 pm |  | Dried grape growers, interested in visiting California this year to learn from the |  |  | 217 |  | 8 2 |  | Boost Post |
| 07/18/2017 4:53 pm |  | Dried grape grower Tony Martin is featured in today's Sunraysia Daily. He reflects on the |  |  | 344 |  | 23 9 |  | Boost Post |
| 07/13/2017 4:51 pm |  | A recent US study into dry-on-the vine raisin grape varieties has found that leaving fewer |  |  | 107 |  | 9 0 |  | Boost Post |
| 07/13/2017 7:19 am |  | Dried fruit production in 2017/18 is expected to reach 3 million metric tons – an increase of |  |  | 64 |  | 1 0 |  | Boost Post |
| 07/12/2017 4:51 pm |  | Dried grape exports increased by 29 per cent in the first quarter of 2017, compared with the |  |  | 142 |  | 5 4 |  | Boost Post |
| 07/11/2017 9:04 pm |  | Congratulations to dried grape grower Fabian Chevlin and Murray River Organics on the |  |  | 150 |  | 35 1 |  | Boost Post |
| 07/07/2017 4:40 pm |  | Irrigation is the biggest – and arguably the most important – input growers have into the |  |  | 2.2K |  | 114 59 |  | View Promotion |
| 07/06/2017 5:39 pm |  | Congratulations to Irymple dried grape grower Owen Lloyd, who has been |  |  | 206 |  | 9 8 |  | Boost Post |
| 07/05/2017 5:01 pm |  | New research shows regional cities generate national economic growth and jobs at the |  |  | 70 |  | 0 0 |  | Boost Post |
| 07/04/2017 3:59 pm |  | The CSIRO is calling on people with strong, long-term relationships with the land to take |  |  | 86 |  | 0 0 |  | Boost Post |
| 07/01/2017 8:00 am |  | Whether you're celebrating Christmas in July or you're just craving something sweet, this |  |  | 72 |  | 3 1 |  | Boost Post |

APPENDICE 3

August

True to form, we posted 12 times in August. This month's sponsored post, asking people to join the DFA board, got more paid views than original. We usually boost posts that are performing well in an effort to grow page likes and increase engagement, but this was a case of needing to spread the word.

| | | | | | | | | |
|------------------------|---|---|---|-----|---|----------|---|--------------------------------|
| 08/31/2017 6:00 am |  A national study has found that farmers rank highly against other professions for their |  |  | 100 |  | 7 5 |  | Boost Post |
| 08/30/2017 5:11 pm |  Vines are busting into life as spring draws near! This means that growers should almost |  |  | 204 |  | 5 9 |  | Boost Post |
| 08/30/2017 3:02 pm |  People interested in the future of the dried fruit industry are welcome to attend Dried |  |  | 0 |  | 0 0 |  | |
| 08/30/2017 12:03 pm |  Congratulations to Murray River Organics, but also to all the dried fruit lovers out there |  |  | 103 |  | 13 4 |  | Boost Post |
| 08/29/2017 4:58 pm |  The Federal Government's draft Export Control Bill aims to make the rules for |  |  | 65 |  | 0 0 |  | Boost Post |
| 08/24/2017 4:57 pm |  Are you interested in joining the Dried Fruits Australia Board? Four grower positions will |  |  | 831 |  | 31 39 |  | View Promotion |
| 08/20/2017 10:06 am |  Congratulations to all the winners! |  |  | 109 |  | 11 1 |  | Boost Post |
| 08/16/2017 5:27 pm |  Do you use any smartphone apps for help on the farm? The Ag Excellence Alliance Inc |  |  | 153 |  | 9 1 |  | Boost Post |
| 08/11/2017 4:57 pm |  Were your vines damaged in last year's Remembrance Day storm? Agriculture |  |  | 175 |  | 11 3 |  | Boost Post |
| 08/10/2017 4:45 pm |  Making just one mistake in disease management can have devastating results at |  |  | 214 |  | 6 3 |  | Boost Post |
| 08/09/2017 4:10 pm |  Looking for a different gift idea? What about an edible arrangement using local fruit and |  |  | 142 |  | 8 4 |  | Boost Post |
| 08/03/2017 5:14 pm |  Hort Innovation has unveiled a new brand as part of the biggest trade push in Australian |  |  | 117 |  | 5 2 |  | Boost Post |

APPENDICE 3

September

September was a busy month, and we doubled the usual number of posts. We boosted two posts – one about a cordon bunch removal field day and one about our upcoming annual grower forum. While these did well, a number of unpaid posts also had high views and engagement levels – those detailing the activities of our US study tour group and the adventures of farm dog Spud.

| | | | | | | | | |
|------------------------|--|---|---|------|---|-----------|---|--------------------------------|
| 09/29/2017 4:27 pm |  What a week our study tour group had in California! One of the highlights was the visit |  |  | 316 |  | 11 3 |  | Boost Post |
| 09/28/2017 4:20 pm |  Some top speakers are lined up for our annual forum on Tuesday 3 October. This |  |  | 150 |  | 10 6 |  | Boost Post |
| 09/27/2017 5:03 pm |  Have an idea that could benefit rural and regional Australia? The AgriFutures Rural |  |  | 269 |  | 5 4 |  | Boost Post |
| 09/26/2017 5:37 pm |  Our annual growers' forum is coming up on Tuesday 3 October. The event will cover key |  |  | 1.7K |  | 44 36 |  | View Promotion |
| 09/25/2017 12:04 pm |  Great news - can't wait! |  |  | 76 |  | 8 0 |  | Boost Post |
| 09/24/2017 4:31 pm |  Today was the last day of the US study tour. They kicked off the day with a visit to Sun |  |  | 352 |  | 58 16 |  | Boost Post |
| 09/23/2017 2:34 pm |  Irrigation was on the agenda today for our California tour group. Fresno Irrigation |  |  | 243 |  | 26 9 |  | Boost Post |
| 09/22/2017 4:30 pm |  Today our Californian tour group was hosted by Sun-Maid Growers of California. After a |  |  | 521 |  | 109 21 |  | Boost Post |
| 09/21/2017 5:04 pm |  Our study tour group spent some time out under the Fresno sun today. Harvest is well |  |  | 517 |  | 73 27 |  | Boost Post |
| 09/20/2017 4:53 pm |  Our study tour crew has arrived safely in the USA! Their first official stop was the |  |  | 846 |  | 175 30 |  | Boost Post |
| 09/19/2017 7:04 pm |  Great read from National Farmers' Federation president Fiona Simson. |  |  | 82 |  | 1 0 |  | Boost Post |
| 09/19/2017 5:07 pm |  Our group of Aussie dried grape growers has arrived in California, USA for an industry |  |  | 271 |  | 27 10 |  | Boost Post |

APPENDICE 3

| | | | | | | | |
|------------------------|---|---|---|---|--|---|--------------------------------|
| 09/19/2017 12:39 pm |  | We had a great turnout for Friday's cordon bunch removal field day. Good Fruit and |  |  | 431  | 35 12  | Boost Post |
| 09/15/2017 6:36 pm |  | Dried Fruits Australia's cover photo |  |  | 122  | 10 7  | Boost Post |
| 09/14/2017 5:30 pm |  | Spud is doing a bit of trellis work this week. His mate Chicko is giving him a hand – can |  |  | 686  | 190 38  | Boost Post |
| 09/13/2017 4:58 pm |  | Check out these massive shears for vineyard reworking! Thoughts? |  |  | 162  | 21 2  | Boost Post |
| 09/12/2017 4:06 pm |  | Farmers, take a bowl! Agriculture is Australia's fastest growing sector, with |  |  | 75  | 1 0  | Boost Post |
| 09/07/2017 4:12 pm |  | Dried grape growers need to start thinking about how they will deal with cordon bunches |  |  | 1K  | 36 24  | View Promotion |
| 09/07/2017 11:36 am |  | Dried Fruits Australia shared Agriculture Victoria's post. |  |  | 53  | 0 0  | Boost Post |
| 09/06/2017 4:34 pm |  | Spud is back! This time he's helping to spray weeds in his Pomona vineyard. Looks like a |  |  | 529  | 21 18  | Boost Post |
| 09/06/2017 2:46 pm |  | Dried Fruits Australia is bringing a group of industry experts together to discuss cordon |  |  | 0  | 0 0  | |
| 09/02/2017 12:38 pm |  | Sunbeam Foods growers are receiving record prices for top-grade dried grapes. |  |  | 305  | 20 8  | Boost Post |
| 09/01/2017 7:18 pm |  | Dried fruit growers are receiving record prices for their sultanas. See the Sunraysia Daily |  |  | 120  | 15 0  | Boost Post |
| 09/01/2017 4:48 pm |  | Dried grape growers have one week left to apply for a position on the DFA Board. Four |  |  | 46  | 0 0  | Boost Post |











































APPENDICE 3

October

Of the 23 posts in October, one was sponsored. This post and another about farm dog Spud were the two best performers this month – his popularity has made him a regular feature on the page. Overall, there was a good mix of original content, which our community is responding well to.

| | | | | | | | | | | |
|------------------------|---|---|---|---|------|---|-----------|---|---|--------------------------------|
| 10/31/2017 7:34 pm |  | We were in the Riverland today visiting the Lory family. The Loxton dried grape growers |  |  | 156 |  | 18 18 |  |  | Boost Post |
| 10/26/2017 4:33 pm |  | Couldn't make it to our cordon bunch removal demonstration day? A video of the event is |  |  | 170 |  | 9 6 |  |  | Boost Post |
| 10/24/2017 4:04 pm |  | A delegation from Dried Fruits Australia is in the USA for the International Seedless Dried |  |  | 414 |  | 70 56 |  |  | Boost Post |
| 10/19/2017 5:24 pm |  | Are you a dried grape producer? Not a member of Dried Fruits Australia? There's |  |  | 412 |  | 50 17 |  |  | Boost Post |
| 10/18/2017 5:14 pm |  | Lots of benefits to eating grapes in all forms – dried, fresh, and as wine! |  |  | 140 |  | 7 5 |  |  | Boost Post |
| 10/17/2017 5:20 pm |  | Spud and his human friend Patty have been hard at work checking irrigation on the block. |  |  | 696 |  | 105 36 |  |  | Boost Post |
| 10/16/2017 10:08 pm |  | Dried Fruits Australia's cover photo |  |  | 55 |  | 7 3 |  |  | Boost Post |
| 10/13/2017 4:15 pm |  | Behind the scenes of our cover story shoot for The Vine magazine. David Sickerdick |  |  | 195 |  | 13 9 |  |  | Boost Post |
| 10/12/2017 5:31 pm |  | Cordon bunch removal demonstration day. |  |  | 293 |  | 48 11 |  |  | Boost Post |
| 10/11/2017 5:38 pm | | Check out the latest climate outlook for Victoria. |  |  | 99 |  | 0 2 |  |  | Boost Post |
| 10/11/2017 12:57 pm |  | Dried Fruits Australia is holding a demonstration of spray techniques and |  |  | 0 |  | 0 0 |  |  | |
| 10/11/2017 10:30 am |  | Spud has been busy spraying cordon bunches on the block. Removing these |  |  | 1.7K |  | 119 27 |  |  | View Promotion |
| 10/10/2017 4:34 pm |  | Dried grape growers Stephen and Malcolm Bennett are trialling an autonomous weed |  |  | 457 |  | 14 11 |  |  | Boost Post |

APPENDICE 3

| | | | | | | |
|------------------------|--|---|---|---|--|----------------------------|
| 10/08/2017 11:43 am |  Got an idea to make farming easier? Apply for a Dried Fruits Australia Innovation Grant, |  |  | 191  | 24 5  | Boost Post |
| 10/06/2017 4:40 pm |  The latest edition of The Vine magazine is out now. The October–December issue |  |  | 313  | 25 14  | Boost Post |
| 10/05/2017 5:30 pm |  There has been a reduction in thefts on horticulture properties since a crackdown two |  |  | 158  | 8 4  | Boost Post |
| 10/05/2017 2:30 pm |  The number of days over 35C in Mildura have almost doubled over the past three |  |  | 155  | 5 4  | Boost Post |
| 10/05/2017 12:49 pm |  It was great to see a turnout of about 60 growers and industry staff at the DFA forum |  |  | 485  | 98 15  | Boost Post |
| 10/03/2017 2:17 pm |  Bureau of Meteorology senior climatologist Darren Ray delivering the keynote speech at |  |  | 159  | 15 7  | Boost Post |
| 10/03/2017 7:00 am |  Today is the day! Our annual growers' forum kicks off at 2pm at Quality Hotel Mildura |  |  | 59  | 1 3  | Boost Post |
| 10/02/2017 4:06 pm |  Murray River Organics has launched its online store! Better still, place an order this |  |  | 78  | 3 0  | Boost Post |
| 10/02/2017 2:58 pm |  Interested to learn more about important industry issues? The Dried Fruits Australia |  |  | 365  | 9 2  | Boost Post |
| 10/01/2017 3:00 pm |  Imagine putting on a VR headset and finding yourself in a supermarket. You can point to |  |  | 319  | 1 0  | Boost Post |

APPENDICE 3

November

The November insights below were captured before the end of the month, so may not be complete. Post views are lower than other months, with a couple performing better than others – a reminder to growers to apply for a DFA Innovation Grant and a notice about a vineyard redevelopment field day (sponsored).

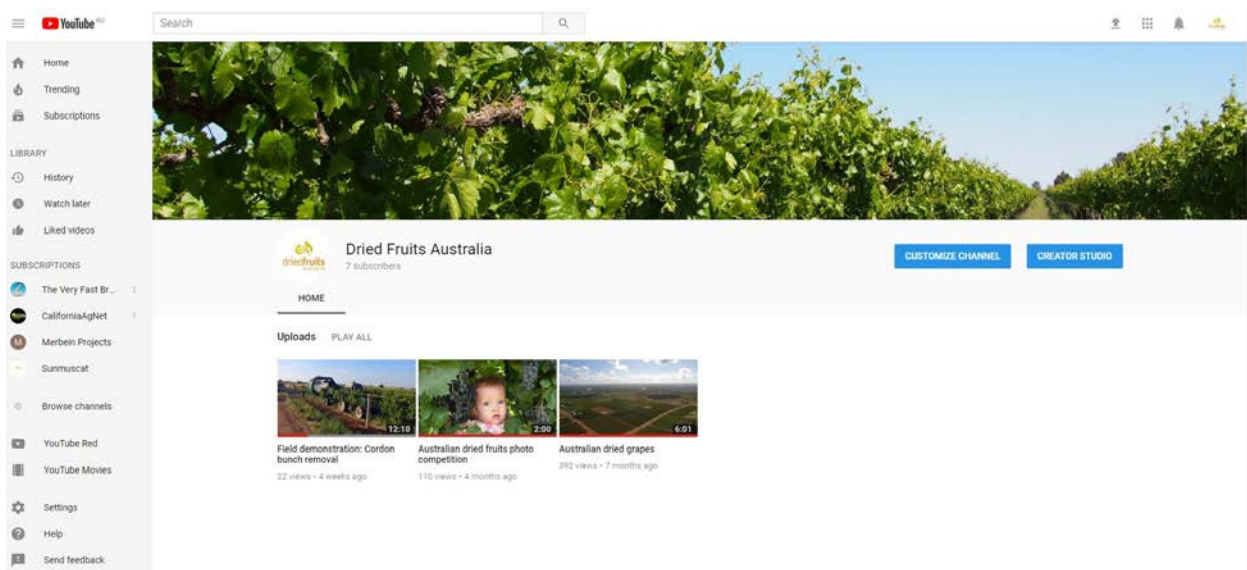
| | | | | | | | | |
|------------------------|--|---|---|-----|---|----------|---|--------------------------------|
| 11/22/2017 12:51 pm |  Dried Fruits Australia's cover photo |  |  | 85 |  | 5 5 |  | Boost Post |
| 11/21/2017 5:42 pm |  Vineyard redevelopment field day and #AgDay BBQ |  |  | 143 |  | 34 6 |  | Boost Post |
| 11/21/2017 3:15 pm |  Check out the top 10 finalists in the national #AgDay photo competition. |  |  | 107 |  | 3 3 |  | Boost Post |
| 11/21/2017 11:03 am |  Happy #AgDay! How are you celebrating? |  |  | 81 |  | 1 0 |  | Boost Post |
| 11/19/2017 11:11 am |  As seasoned cooks know, November is the perfect time to |  |  | 132 |  | 6 3 |  | Boost Post |
| 11/17/2017 4:34 pm |  We are gearing up to celebrate the first National Agriculture Day on |  |  | 90 |  | 2 1 |  | Boost Post |
| 11/16/2017 5:18 pm |  The Dried Grape Fund annual report is out now. In 2016/17, Hort |  |  | 95 |  | 6 2 |  | Boost Post |
| 11/16/2017 2:15 pm |  Regional road users can help make a case for the reform of heavy farm |  |  | 109 |  | 3 0 |  | Boost Post |
| 11/15/2017 4:32 pm |  The latest climate update for Victoria is out now. Check out the |  |  | 94 |  | 2 1 |  | Boost Post |
| 11/14/2017 5:04 pm |  Growers have about a week left to apply for a Dried Fruits Australia |  |  | 210 |  | 29 11 |  | Boost Post |
| 11/14/2017 12:41 pm |  Dried Fruits Australia is running a field day to assist dried grape |  |  | 0 |  | 0 0 |  | |
| 11/09/2017 4:56 pm |  Vineyard redevelopment is a vital part of running a successful dried |  |  | 544 |  | 31 33 |  | View Promotion |
| 11/08/2017 5:01 pm |  Dried fruits industry representatives have returned from one of the most |  |  | 124 |  | 20 7 |  | Boost Post |
| 11/02/2017 5:33 pm |  Our recent study tour to California, USA uncovered lots of new ideas to |  |  | 148 |  | 26 9 |  | Boost Post |

YouTube

Overview

We uploaded two videos to our YouTube channel in this time period – one in June showcasing the best DFA photo competition entries, and one in October of a cordon bunch removal field demonstration.

The channel has only seven subscribers and we don't have a large number of video views, but we will be working to create content more regularly for this platform (and to push out through the DFA Facebook page and website).



Social media report

December 2017 – May 2018

DFA Facebook page

Page likes grew from 511 (on 1 December 2017) to 601 (on 22 May 2018). Page followers (during the same time period) grew from 511 to 610.

December 2017

Post views in December were lower than usual, following the trend from November. One of the 12 posts were sponsored, including the furthest-reaching post about an interstate research tour.

| | | | | | | | |
|------------------------|--|---|---|-----|--|----------|--|
| 12/30/2017 11:49 am |  Engineers at MIT have developed a luminescent plant. Th |  |  | 124 | | 0 0 | |
| 12/22/2017 4:15 pm |  Dried grape growers took part in an industry research tou |  |  | 170 | | 55 6 | |
| 12/21/2017 5:14 pm |  A beautiful sunny day in Sun raysia, and the Sun Muscat i |  |  | 128 | | 7 4 | |
| 12/21/2017 3:16 pm |  Wishing you a safe and happy Christmas and a great start |  |  | 113 | | 0 3 | |
| 12/20/2017 4:45 pm |  Dried grape growers have reported damage to their prope |  |  | 159 | | 26 2 | |
| 12/14/2017 5:00 pm |  Spud has been replacing broken posts under a clear blue |  |  | 146 | | 16 8 | |
| 12/13/2017 4:41 pm | A new report has estimated that production across the ma |  |  | 112 | | 1 1 | |
| 12/10/2017 12:01 pm |  The special December edition of Agriculture Victoria's Th |  |  | 73 | | 2 1 | |
| 12/09/2017 9:09 am |  The discovery of the brown marmorated stink bug in Aus |  |  | 106 | | 11 0 | |
| 12/08/2017 4:09 pm |  Innovations in the dried fruit industry often begin with gro |  |  | 576 | | 51 33 | |
| 12/08/2017 11:20 am |  An enormous amount of work on the part of Lower Murr |  |  | 114 | | 3 0 | |
| 12/07/2017 5:05 pm |  Congratulations to our chairman Mark King, who has be |  |  | 166 | | 15 15 | |

January 2018

Following the office closure over Christmas, five posts were created. The highest performing post was a DFA YouTube video of a grower innovation. No posts were boosted.

| | | | | | | | | |
|------------------------|---|--|---|---|-----|---|---------|---|
| 01/30/2018 11:51 am |  | Want to travel overseas to investigate practices that will b |  |  | 134 |  | 0 4 |  |
| 01/25/2018 4:43 pm |  | Australian dried grape growers are known for their ability t |  |  | 357 |  | 49 8 |  |
| 01/17/2018 4:54 pm |  | Here's a little story that didn't make it into the grower profil |  |  | 147 |  | 18 1 |  |
| 01/10/2018 3:19 pm |  | Merbein growers affected by the December storm might li |  |  | 113 |  | 4 1 |  |
| 01/08/2018 5:00 pm |  | The latest issue of The Vine i s on its way out to dried grap |  |  | 181 |  | 10 9 |  |




February 2018

We kicked off a better-performing month with a boosted post about DFA's expectations for the dried grape harvest. The highest performing organic post was a DFA YouTube video of a robot built by growers.

| | | | | | | | | |
|------------------------|---|---|---|---|------|---|-----------|---|
| 02/28/2018 4:49 pm |  | Merbein growers Stephen and Malcolm Bennett have ma |  |  | 359 |  | 46 18 |  |
| 02/21/2018 5:12 pm |  | We love seeing your harvest photos! This one is from Red |  |  | 291 |  | 31 19 |  |
| 02/15/2018 4:33 pm |  | When developing new vines, growers need to use tradition |  |  | 330 |  | 43 21 |  |
| 02/13/2018 4:09 pm |  | Dried Fruits Australia is part of the new Horticulture Coun |  |  | 141 |  | 2 3 |  |
| 02/08/2018 3:49 pm |  | Summer pruning has already begun in Pomona, NSW. Cur |  |  | 96 |  | 20 8 |  |
| 02/08/2018 1:57 pm |  | Growers out near Sunnyciffs might like to take advantage |  |  | 196 |  | 9 4 |  |
| 02/07/2018 4:27 pm |  | Spud has been out in the vineyard checking maturity level |  |  | 268 |  | 15 14 |  |
| 02/07/2018 10:43 am |  | Sunraysia fruit growers have poured thousands of litres of |  |  | 347 |  | 46 8 |  |
| 02/06/2018 4:30 pm |  | Catalyst is talking all things farming and robotics tonight. |  |  | 133 |  | 5 5 |  |
| 02/06/2018 11:27 am |  | Have you got a bright idea that will make a difference to a |  |  | 97 |  | 2 1 |  |
| 02/02/2018 4:54 pm |  | See how the 2018 dried grape crop is developing in this r |  |  | 279 |  | 34 9 |  |
| 02/01/2018 4:37 pm |  | The 2018 dried grape harvest is expected to be strong! D |  |  | 1.7K |  | 129 72 |  |

March 2018

Of the 10 posts this month, one was boosted and reached a very high number of people. This post about the first harvest of grapes planted as part of an industry sustainability initiative also achieved good engagement numbers. The best performing organic post was photos of Sunmuscat grapes before and after summer pruning, submitted by a grower.

| | | | | | | | | |
|------------------------|---|---|---|---|------|---|------------|---|
| 03/31/2018 2:02 pm |  | Easter is always a busy time of year for the Australian drier |  |  | 179 |  | 6 2 |  |
| 03/27/2018 10:39 am |  | In the lead up to Easter every year, Banjo's Bakery Cafe |  |  | 205 |  | 5 8 |  |
| 03/22/2018 5:06 pm |  | Happy World Water Day! About 95% of Australia's dried |  |  | 160 |  | 7 1 |  |
| 03/20/2018 10:22 pm |  | Spud is keeping a eye on the 2018 harvest. Look out for hi |  |  | 335 |  | 19 14 |  |
| 03/18/2018 9:37 pm |  | Congratulations to all the students and their teachers! Su |  |  | 157 |  | 2 5 |  |
| 03/14/2018 4:47 pm |  | Sunmuscats drying under the Red Cliffs sun ✨ David Lyo |  |  | 444 |  | 86 28 |  |
| 03/13/2018 4:50 pm |  | The Comprehensive and Progressive Agreement for Tran |  |  | 156 |  | 3 3 |  |
| 03/13/2018 10:24 am |  | Dried fruit growers are expecting a successful year, with n |  |  | 198 |  | 13 11 |  |
| 03/03/2018 11:45 am |  | The first crop of dried grapes planted as part of the Dried |  |  | 6.7K |  | 750 173 |  |
| 03/01/2018 12:40 pm |  | Is the future of farming completely automated? A barley c |  |  | 133 |  | 1 1 |  |

April 2018

There were 13 posts made this month, one of which was boosted. The highest performing organic post had behind the scenes photos from a cover shoot for The Vine. It reached more people than the boosted post about a dehydration systems field walk. This month had a good amount of diverse content and attracted strong numbers overall – best reach so far this year.

| | | | | | | | |
|------------------------|---|---|---|------|--|-----------|---|
| 04/29/2018 10:30 am |  Have you read the latest edition of The Vine magazine? |  |  | 2.1K |  | 92 18 |  |
| 04/28/2018 4:48 pm |  We had a great week at Food and Hotel Asia showcasin |  |  | 206 |  | 20 10 |  |
| 04/26/2018 1:19 pm |  It's been an ideal harvest season for dried grape grower |  |  | 199 |  | 11 6 |  |
| 04/24/2018 4:45 pm |  Dried Fruits Australia is at the largest business event for |  |  | 365 |  | 36 21 |  |
| 04/24/2018 9:44 am |  We had a great turnout for our first grower event of the y |  |  | 263 |  | 7 9 |  |
| 04/18/2018 5:42 pm |  Dehydration block walk |  |  | 413 |  | 126 22 |  |
| 04/18/2018 12:41 pm |  The dried grape industry features regularly in the history |  |  | 179 |  | 7 1 |  |
| 04/17/2018 9:52 am |  A robot developed by dried grape growers Stephen and |  |  | 277 |  | 22 11 |  |
| 04/13/2018 4:39 pm |  Dehydration occurs at the end of a busy harvest, so the |  |  | 1.5K |  | 121 52 |  |
| 04/11/2018 4:30 pm |  This drone footage captured the harvest of 18-year-old su |  |  | 173 |  | 28 3 |  |
| 04/10/2018 3:38 pm |  Women are underrepresented in the leadership ranks of |  |  | 175 |  | 6 0 |  |
| 04/06/2018 5:14 pm |  The Vine magazine is now on its way out to dried fruit gr |  |  | 218 |  | 16 11 |  |
| 04/04/2018 10:17 am |  Does anyone have one of these old tins that once contai |  |  | 164 |  | 14 2 |  |

May 2018

As of the date the report was compiled, seven posts had been created. A post promoting a reader survey for The Vine was boosted, allowing it to reach the most people. Reach and engagement overall this month was high. A post sharing a news article about a dried fruit processor reached the most people organically.

| | | | | | | | |
|------------------------|--|---|---|-----|---|----------|---|
| 05/21/2018 1:43 pm |  Congratulations to the recipients of this year's dried grape |  |  | 224 |  | 40 10 |  |
| 05/16/2018 8:25 pm |  The results are in for the 2018 Dried Fruit Quality Awards! |  |  | 218 |  | 41 9 |  |
| 05/10/2018 5:12 pm |  Spud has been getting all his friends' advice on whether h |  |  | 348 |  | 75 22 |  |
| 05/08/2018 4:30 pm |  Do you read our industry magazine, The Vine? Dried Fru |  |  | 906 |  | 33 44 |  |
| 05/03/2018 2:39 pm |  We love a harvest video – grower David Lyons coming thr |  |  | 70 |  | 44 15 |  |
| 05/02/2018 4:51 pm |  Murray River Organics is on the home stretch, having har |  |  | 551 |  | 40 16 |  |
| 05/01/2018 11:15 am |  Valentina Tripp recently started as the new chief executiv |  |  | 219 |  | 26 9 |  |

Aussie Sultanas Facebook page

DFA Communications Officer took over management of the Aussie Sultanas Facebook page in April to reach dried grape consumers.

The page hadn't been updated regularly previously, so post reach isn't as strong as it once was. This year's focus is to create varied original content to post at least once a week.

The best-performing post so far was a recipe on Anzac Day, followed by an Easter Sunday post.

| | | | | | | | | | |
|------------------------|---|---|---|---|-----|---|----------|---|---|
| 05/11/2018 6:07 pm |  | Australia's first sultana vines were planted in 1890. It became the |  |  | 406 |  | 11 11 |  |  |
| 05/03/2018 7:23 am |  | Did you know that 95% of Australia's sultanas are grown in Sunra |  |  | 383 |  | 8 10 |  |  |
| 04/28/2018 9:00 am |  | The sun is setting (literally and figuratively) on another harvest se |  |  | 418 |  | 8 5 |  |  |
| 04/24/2018 4:05 pm |  | Making Anzac biscuits is one tradition Australians use to comme |  |  | 801 |  | 51 11 |  |  |
| 04/14/2018 9:00 am |  | Colours of autumn starting to appear in the vineyard |  |  | 327 |  | 6 5 |  |  |
| 04/07/2018 9:00 am |  | Aussie growers are well into the dried grape harvest. In this vide |  |  | 263 |  | 25 8 |  |  |
| 04/05/2018 10:01 am |  | In the early 1900s, Aussie sultanas, raisins and currants were sol |  |  | 404 |  | 10 6 |  |  |
| 04/01/2018 9:00 am |  | Happy Easter and April Fool's Day to all the Aussie sultana lover |  |  | 642 |  | 22 14 |  |  |
| 03/31/2018 1:45 pm |  | For the chocolate lover who has eaten too many hot cross buns - |  |  | 520 |  | 21 3 |  |  |
| 03/27/2018 5:17 pm |  | Easter is only a few days away 🐰 It's the perfect time to enjoy h |  |  | 166 |  | 6 7 |  |  |
| 03/22/2018 4:16 pm |  | Aussie Sultanas |  |  | 0 |  | 0 0 |  |  |

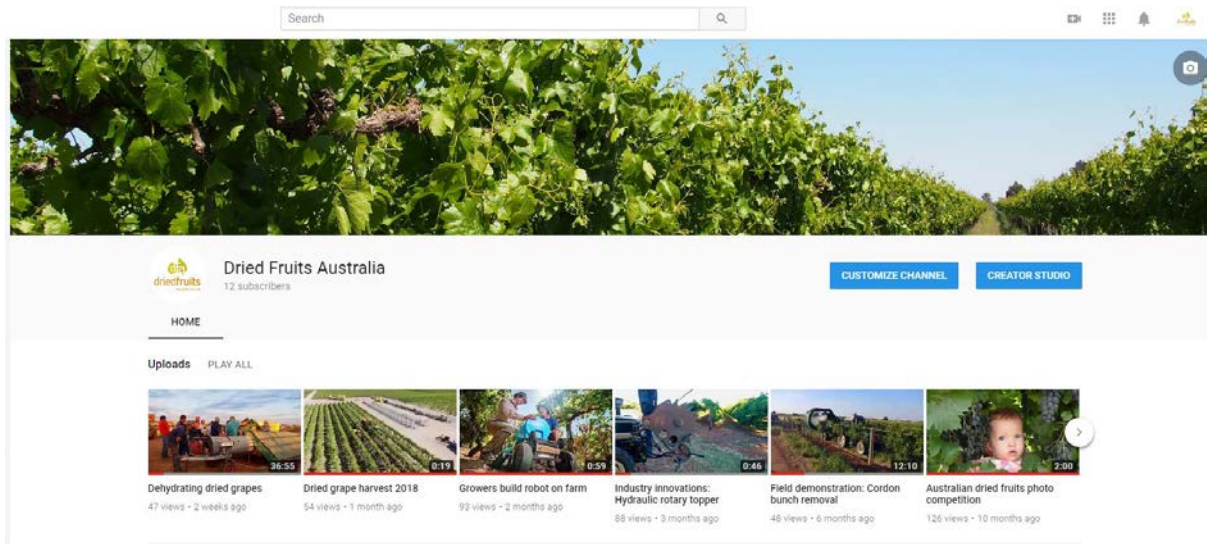
* The post analysis for the Dried Fruits Australia and Aussie Sultanas Facebook pages used this key:

 Reach: Organic / Paid 
 Post Clicks
  Reactions, Comments & Shares 

YouTube

Four videos have been uploaded to YouTube this year. They cover various topics – two grower innovations (a hydraulic rotary topper and autonomous weed sprayer), drone footage of dried grape harvest, and a DFA field day on dehydrating fruit.

Our aim this year is to continue creating more video content, particularly at grower events to allow those who couldn't make it to access the information.



Social media report

June – November 2018

DFA Facebook page

Page likes grew from 601 (on 23 May 2018) to 693 (on 22 November 2018). Page followers (during the same time period) grew from 610 to 708.

May/June

The 10 posts created in June are listed below, as well as the five May posts that weren't included in the last report. A boosted post about a history grant awarded to DFA was the highest performing post for May. The two best performing posts in June featured dried fruit processor Sunbeam Foods.

| | | | | | | | | |
|------------------------|---|--|---|---|------|---|-------|---|
| 06/28/2018 4:59 PM |  | As sure as the sun rises, the time will come to get your |  |  | 156 |  | 90 |  |
| 06/28/2018 10:55 AM |  | Processing lines are operating at full capacity at |  |  | 430 |  | 3218 |  |
| 06/27/2018 11:24 AM |  | Nominations for the Hort Innovation Board are now |  |  | 46 |  | 50 |  |
| 06/21/2018 2:15 PM |  | The release of an updated handbook for the |  |  | 141 |  | 30 |  |
| 06/20/2018 11:07 AM |  | DFA chief executive Anne Mansell and board member |  |  | 49 |  | 43 |  |
| 06/15/2018 2:30 PM |  | Winter weather calls for warming foods like this |  |  | 131 |  | 21 |  |
| 06/14/2018 4:54 PM |  | Dried grape growers can see how their fruit is |  |  | 1.1K |  | 7826 |  |
| 06/08/2018 2:05 PM |  | Loxton growers John, Jennie and Luke Lory have |  |  | 387 |  | 9417 |  |
| 06/06/2018 12:00 PM |  | Spud has made a start on pruning, removing the old |  |  | 182 |  | 56 |  |
| 06/05/2018 4:06 PM |  | It would be great to see the dried fruits industry |  |  | 40 |  | 61 |  |
| 05/31/2018 1:45 PM |  | Dried grape industry photographs, newspaper |  |  | 1.6K |  | 11893 |  |
| 05/29/2018 1:46 PM |  | Have you seen the latest Australian Horticulture |  |  | 480 |  | 2410 |  |
| 05/25/2018 2:08 PM |  | Great write-up in today's Mildura Weekly about |  |  | 44 |  | 24 |  |
| 05/24/2018 3:13 PM |  | Before we move into winter, let's have one last look at |  |  | 619 |  | 17436 |  |














































July

A total of 15 posts were created this month. They had mixed results, which showed that our audience responds best to original content specific to the dried grape industry and the production region.

| | | | | | | | | |
|------------------------|---|---|---|---|-----|---|-----------|---|
| 07/31/2018 4:44 PM |  | It's a tough job waiting for the tank to fill up with |  |  | 350 |  | 8 7 |  |
| 07/25/2018 3:57 PM |  | Farmers have been urged to look out for suspicious |  |  | 268 |  | 36 4 |  |
| 07/24/2018 7:21 PM |  | The agriculture industry needs strong, smart, |  |  | 40 |  | 2 2 |  |
| 07/20/2018 7:28 PM |  | Dried Fruits Australia shared a video. |  |  | 51 |  | 3 0 |  |
| 07/20/2018 4:09 PM |  | Australian dried fruit growers are revelling in higher prices |  |  | 290 |  | 48 14 |  |
| 07/20/2018 11:23 AM |  | Lots of promise for the year ahead! |  |  | 51 |  | 54 11 |  |
| 07/19/2018 2:28 PM |  | Dried Fruits Australia shared a photo. |  |  | 41 |  | 1 3 |  |
| 07/17/2018 12:22 PM |  | How do you stay safe on the farm? Take some time to |  |  | 62 |  | 1 1 |  |
| 07/17/2018 10:54 AM |  | Thanks to everyone who has registered for the water |  |  | 169 |  | 0 0 |  |
| 07/13/2018 6:38 PM |  | Watch part of our winter pruning workshop, which |  |  | 292 |  | 20 5 |  |
| 07/12/2018 4:44 PM |  | Dried grape growers might like to apply for Hort |  |  | 43 |  | 13 2 |  |
| 07/10/2018 3:56 PM |  | Hear from some of the people who make up |  |  | 141 |  | 2 0 |  |
| 07/05/2018 10:25 AM |  | Dried Fruits Australia shared a post. |  |  | 78 |  | 2 1 |  |
| 07/02/2018 7:50 PM |  | Farmer of the year applications close July 31. |  |  | 50 |  | 10 1 |  |
| 07/01/2018 11:00 AM |  | A new issue of The Vine is out now. The July– |  |  | 685 |  | 208 52 |  |

August

There were 9 posts this month. The one boosted post, about a DFA field walk, was also the best performing post.

| | | | | | | | |
|------------------------|---|---|---|-----|---|----------|---|
| 08/30/2018 4:34 PM |  How incredible are these mosaics created by the |  |  | 84 |  | 20 9 |  |
| 08/29/2018 5:30 PM |  Have your say on local jobs and skills needed to help |  |  | 150 |  | 3 6 |  |
| 08/17/2018 11:31 AM |  A dog's work is never done on the farm! Spud is off to |  |  | 202 |  | 0 7 |  |
| 08/12/2018 5:45 PM |  Almond trees are flowering, telling us vine bud burst isn't |  |  | 215 |  | 0 2 |  |
| 08/11/2018 7:05 PM |  Dried Fruits Australia shared a photo. |  |  | 167 |  | 7 0 |  |
| 08/09/2018 5:12 PM |  A small group of growers were lucky to hear industry |  |  | 365 |  | 18 6 |  |
| 08/06/2018 2:52 PM |  A big shoutout to our growers producing world- |  |  | 81 |  | 11 3 |  |
| 08/02/2018 12:01 PM |  About 30 Sunraysia growers met with Murray River |  |  | 233 |  | 31 7 |  |
| 08/01/2018 12:33 PM |  Interested to see how your viticulture practices stack |  |  | 686 |  | 75 27 |  |

September

There were 8 posts made this month. Again, the mixed results showed that our audience responds best to original content specific to the dried grape industry and the production region. The best performing post was a photo taken of Sunraysia from a plane.

| | | | | | | | | |
|------------------------|---|--|---|---|-----|---|----------|---|
| 09/26/2018 6:46 PM |  | Nominations are open for the Dried Fruits Australia |  |  | 192 |  | 9 2 | |
| 09/20/2018 7:32 PM |  | Sunraysia - a view from above. The best dried |  |  | 617 |  | 68 38 |  |
| 09/15/2018 8:59 PM |  | Did you take the Greater Sunraysia Pest Free Area |  |  | 56 |  | 9 2 | |
| 09/13/2018 4:18 PM |  | Check in with your family and friends today #RUOK |  |  | 48 |  | 6 5 | |
| 09/09/2018 7:11 PM |  | If you have an initiative to help you to drought proof |  |  | 217 |  | 12 3 | |
| 09/08/2018 10:02 AM |  | A beautiful photo of some new shoots on old sultana |  |  | 197 |  | 8 7 | |
| 09/07/2018 3:26 PM |  | Climate outlook for September to November - |  |  | 56 |  | 21 3 | |
| 09/06/2018 6:10 PM |  | Thanks to everyone who joined us in Pomona for last |  |  | 397 |  | 40 15 |  |

October

There were 11 posts made this month, two of which were boosted. Overall, this month was strong in terms of content and numbers. A video of a grower-developed robot, promoting DFA's Innovation Grants, was the best performing post with high reach and engagement.

| | | | | | | | |
|------------------------|--|---|---|------|---|-------|---|
| 10/30/2018 7:38 PM |  Don't forget – our spray application workshop is on |  |  | 191 |  | 140 |  |
| 10/28/2018 3:20 PM |  Every year, the world's dried grape industries unite to |  |  | 403 |  | 10931 |  |
| 10/23/2018 6:13 PM |  Australian dried fruits are on show this week at the |  |  | 277 |  | 3418 |  |
| 10/21/2018 2:53 PM |  Take a peek into the life of a cover model ... here's a |  |  | 565 |  | 6311 |  |
| 10/21/2018 8:13 AM |  Congratulations to dried fruit grower Stephen Bennett for |  |  | 55 |  | 285 |  |
| 10/17/2018 7:15 PM |  Merbein grower Stephen Bennett has developed an |  |  | 3.4K |  | 35467 |  |
| 10/11/2018 5:38 PM |  Spotted: a volunteer to keep insects down in the |  |  | 267 |  | 1211 |  |
| 10/07/2018 11:00 AM |  Calling all dried fruits industry innovators! |  |  | 1K |  | 4432 |  |
| 10/05/2018 2:30 PM |  Lower Murray Water is hosting its first conference |  |  | 171 |  | 23 |  |
| 10/03/2018 5:38 PM |  A new edition of The Vine is out now! Our cover features |  |  | 230 |  | 3110 |  |
| 10/02/2018 10:05 AM |  Dried grape grower Owen Lloyd was one of 47 Mallee |  |  | 608 |  | 5215 |  |

November

As of the date the report was compiled, 10 posts had been created. A news article about the future of Sunraysia agriculture reached the most people, however a gallery of photos from DFA's grower forum had the highest engagement numbers.

| | | | | | | | |
|------------------------|---|---|---|-----|---|-----------|---|
| 11/22/2018 11:30 AM |  The second annual National Agriculture Day has been |  |  | 96 |  | 0 5 |  |
| 11/18/2018 2:19 PM |  Congratulations to dried grape grower and DFA |  |  | 280 |  | 66 13 |  |
| 11/16/2018 4:30 PM |  For a region boasting 98% of Australia's dried fruit, 74% |  |  | 863 |  | 39 36 |  |
| 11/15/2018 2:00 PM |  Our annual grower forum brings industry people |  |  | 294 |  | 145 13 |  |
| 11/11/2018 4:03 PM |  Our annual grower forum last week addressed some |  |  | 247 |  | 16 7 |  |
| 11/08/2018 7:58 PM |  Thanks to everyone who attended our annual general |  |  | 219 |  | 13 13 |  |
| 11/08/2018 4:36 PM |  2018 Grower Forum with guest speaker Vinay Pagay |  |  | 224 |  | 41 7 |  |
| 11/08/2018 6:00 AM |  TODAY The 2018 dried grape grower forum starts at |  |  | 301 |  | 3 11 |  |
| 11/06/2018 3:45 PM |  Our annual grower forum is on this Thursday. Anyone |  |  | 202 |  | 3 2 |  |
| 11/02/2018 2:04 PM |  Feeling creative? Enter the #AgDay photo competition! |  |  | 53 |  | 6 3 |  |

Aussie Sultanas Facebook page

Page likes as of Tuesday 26 November are 12,625 and there are 12,250 followers. Now we are posting regularly, we will begin tracking these numbers and working to boost them.

The consumer audience loves recipes, produce images, and insights into the world of dried fruit growers.

| | | | | | | | | |
|------------------------|---|---|---|---|------|---|------------|--|
| 11/21/2018 12:00 PM |  | Farmers are the reason Australians enjoy safe, |  |  | 583 |  | 11 14 | |
| 11/20/2018 12:30 PM |  | Sultanas, spice and all things nice! This Sunbeam Foods |  |  | 1.1K |  | 83 39 | |
| 11/13/2018 12:00 PM |  | 'Tis the season for planning your Christmas cakes, puddings and |  |  | 3K |  | 683 123 | |
| 10/18/2018 4:23 PM |  | Spring is a beautiful time in the vineyard. See the new bunches |  |  | 546 |  | 8 6 | |
| 10/02/2018 2:20 PM |  | Aussie sultanas and other dried grapes are transported to the |  |  | 1.1K |  | 76 21 | |
| 09/27/2018 6:33 PM |  | A good one for sharing this AFL Grand Final weekend! Who will |  |  | 163 |  | 2 0 | |
| 09/18/2018 12:58 PM |  | YUM! If you're visiting Brisbane, stop in at La Macelleria for |  |  | 387 |  | 39 23 | |
| 09/08/2018 12:28 PM |  | Aussie sultanas on sale at Coles this week ✓ |  |  | 250 |  | 10 5 | |
| 09/06/2018 6:33 PM |  | The first signs of life are appearing in the vineyard. |  |  | 819 |  | 27 31 | |
| 08/26/2018 9:16 PM |  | Happy National Dog Day from all of us at Aussie Sultanas. Life |  |  | 898 |  | 13 17 | |
| 08/23/2018 7:19 PM |  | We are now on Instagram! Please head over and join us! | |  | 599 |  | 6 4 | |
| 08/06/2018 12:46 PM |  | A muesli loaf recipe for your Monday. Healthy and delicious! |  |  | 347 |  | 20 3 | |
| 08/02/2018 6:33 PM |  | Our fellow farmers around the country are doing it tough. In |  |  | 440 |  | 83 11 | |
| 08/01/2018 2:02 PM |  | One month of winter left! Aussie dried fruit growers will finish |  |  | 543 |  | 12 8 | |

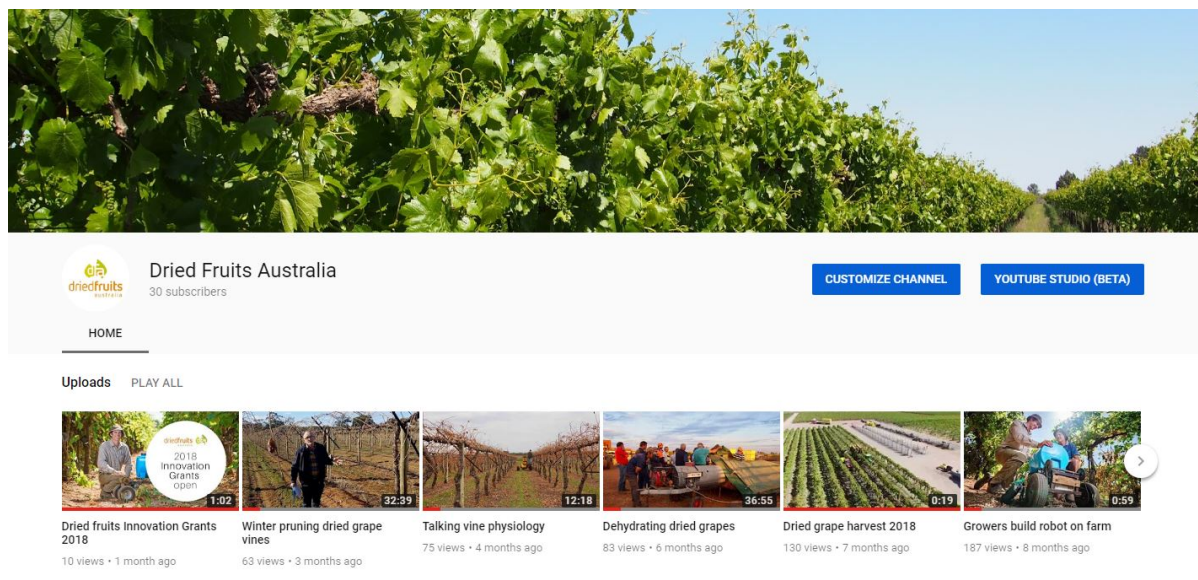
| | | | | | | | |
|------------------------|---|---|---|------|---|----------|--|
| 07/25/2018 2:14 PM |  We know many hard-working, innovative sultana growers who |  |  | 502 |  | 15 5 | |
| 07/18/2018 3:13 PM |  Yep. |  |  | 583 |  | 29 29 | |
| 07/12/2018 12:08 PM |  This looks amazing! We'll be making it for sure. To receive |  |  | 229 |  | 22 3 | |
| 07/11/2018 5:19 PM |  What's your favourite way to eat sultanas? Tell us in the |  |  | 1.1K |  | 38 36 | |
| 07/04/2018 12:21 PM |  We made this at Aussie Sultanas HQ this week, and |  |  | 996 |  | 46 13 | |
| 06/28/2018 11:21 AM |  Spare a thought for Aussie sultana growers who are |  |  | 727 |  | 40 17 | |
| 06/20/2018 1:55 PM |  Take a peek inside the state-of-the-art processing facility where |  |  | 785 |  | 60 13 | |
| 06/14/2018 3:38 PM |  Fudge brownies made with Aussie sultanas and raisins? |  |  | 279 |  | 5 3 | |
| 06/06/2018 7:00 PM |  This sign has welcomed people to Sunraysia for more than 10 |  |  | 619 |  | 26 13 | |
| 05/31/2018 4:00 PM |  Beautiful Aussie golden sultanas straight off the vine ... |  |  | 503 |  | 10 11 | |
| 05/24/2018 2:29 PM |  Yum! Who's a fan of boiled fruit cake? If you're looking for a |  |  | 420 |  | 95 9 | |

* The post analysis for the Dried Fruits Australia and Aussie Sultanas Facebook pages used this key:

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares ■

YouTube

Three videos have been shared on YouTube since the May report – a talk on vine physiology, a talk on pruning, and a video encouraging growers to apply for an Innovation Grant.



Statement of Receipts and Expenditures

MT15031

From

20/06/2016

To

30/06/2019

Project Title

Australian Dried Fruits Industries Communications Program

Is this a final Statement of Receipts and Expenditure?

(Yes)

| | Budget (LOP) | Budget (to date) | Actual | Variance |
|--|-------------------|-------------------|-------------------|-------------|
| Receipts | | | | |
| HIA Managed Funds | 238,500.00 | 214,650.00 | 214,650.00 | - |
| Funds not managed by HIA | | | | - |
| Receipts from use/disposal of Assets/Capital Item(s) | | | | - |
| Total Receipts | \$ 238,500 | \$ 214,650 | \$ 214,650 | \$ - |

| | | | | |
|-----------------------------|-------------------|-------------------|-------------------|------------------|
| Expenditures | | | | |
| <u>Funds managed by HIA</u> | | | | |
| The Vine Magazine | 105,000.00 | 105,000.00 | 123,450.00 | - 18,450.00 |
| Enews service | 25,500.00 | 25,500.00 | 28,555.00 | - 3,055.00 |
| Office Costs | | | 1,274.00 | - 1,274.00 |
| Investment Guide | 31,500.00 | 31,500.00 | 7,200.00 | 24,300.00 |
| Websites | 35,250.00 | 35,250.00 | 28,615.00 | 6,635.00 |
| Social Media | 36,500.00 | 36,500.00 | 20,845.00 | 15,655.00 |
| Evaluation | 4,750.00 | 4,750.00 | 4,750.00 | - |
| Sub-total | \$ 238,500 | \$ 238,500 | \$ 214,689 | \$ 23,811 |

Funds not managed by HIA

| | | | | |
|--------------------------|-------------------|--------------------|-------------------|--------------------|
| Item 1 | - | - | - | - |
| Item 2 | | | | - |
| Item 3 | | | | - |
| | | | | \$ - |
| Sub-total | \$ - | \$ - | \$ - | \$ - |
| Total Expenditure | \$ 238,500 | \$ 238,500 | \$ 214,689 | \$ 23,811 |
| Surplus/(Deficit) | \$ - | \$ (23,850) | \$ (39) | \$ (23,811) |

Notes:

Reasons for material expenditure variance (budget minus actual)

Additional Disclosure(s)

| In-Kind Contribution | |
|--------------------------|-----------|
| Description | Amount |
| Office Provision | 33000 |
| Management and reporting | 20000 |
| IT Systems | 5200 |
| Total | \$ 58,200 |

Capital Item(s)/Project Asset(s)

| | |
|---|-----------|
| Cost of asset at the time of purchase: | \$ - |
| If known, provide estimated Market Value of the asset at disposal or at the end/termination of the project: | \$ - |
| Book Value of assets as of the cut off date as per your books of account: | \$ - |
| Revenue,if any, from assets: | \$ - |
| Proceeds from Sale/Disposal of assets: | \$ - |
| Proposed Fate of Asset: | e.g. Sell |

Notifiable Sub-contractor

| Name of Supplier | ABN |
|------------------|----------------|
| ABC Pty Ltd | 19 566 233 123 |
| XYZ Ltd | 19 755 233 123 |

Declaration of Authorised Person

I/We Certify that:

- The expenditure included in the statement of expenses and the additional disclosure for capital items (if any) were for the purpose stated and agreed in the Project/ Study Tour / Conference Fund Agreement;
- All invoices, receipts or other records relating to the expenses of the Project have been obtained and will be retained for at least 7 years from the date in which this project expires or terminates
- This statement of receipts, expenditure and the additional disclosure for asset/capital items (if any) are accurate and true records of our Project/Study Tour/Conference; and
- The funds have not been used for any marketing, internal or external agri political activity.

Signature of Authorised Person / Date

Name

| On Milestone payment | | | Action Required (HIA PM to fill up): | | |
|--|-----------|-------------|--|---|--|
| Budget (LOP) | \$ | 238,500 | <input type="checkbox"/> Pay next milestone | <input type="checkbox"/> Others, please provide details below | |
| Budget (start to cut-off date) | \$ | 238,500 | | | |
| Actual Funds Received from HIA | \$ | 214,650 | <input type="checkbox"/> Issue invoice on unspent fund | | |
| Actual Expenditure (to date) | \$ | 214,689 | | | |
| Actual Expenditure/Actual Funds received | | 1.000181691 | | | |
| On Asset(s) | | | | | |
| Book Value | \$ | - | | | |
| Market Value | \$ | - | | | |
| Proceeds of disposal of Asset | \$ | - | | | |
| Revenue from the use of Asset | \$ | - | | | |
| Fate of Asset | e.g. Sell | | | | |
| PM Signature/date: | | | | | |