Hort Innovation

Final Report

Passionfruit industry communications program

Project leader:

Dennis Chant

Report authors:

Hanna Millard, Heidi Nash

Delivery partner:

Passionfruit Australia Incorporated

Project code:

PF22001

Project:

Passionfruit industry communications program (PF22001)

Disclaimer:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in this Final Report.

Users of this Final Report should take independent action to confirm any information in this Final Report before relying on that information in any way.

Reliance on any information provided by Hort Innovation is entirely at your own risk. Hort Innovation is not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way (including from Hort Innovation or any other person's negligence or otherwise) from your use or non-use of the Final Report or from reliance on information contained in the Final Report or that Hort Innovation provides to you by any other means.

Funding statement:

This project has been funded by Hort Innovation, using the passionfruit research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Publishing details:

Published and distributed by: Hort Innovation

Level 7
141 Walker Street
North Sydney NSW 2060

Telephone: (02) 8295 2300

www.horticulture.com.au

© Copyright 2026 Horticulture Innovation Australia Limited

Contents

Public summary 4

Keywords 4

Introduction 5

Methodology 6

Results and discussion 6

Outputs 8

Table 1.1- Magazine Summary 8

Table 1.2 - E Newsletter Summary 9

Table 1.3 - Field Day Summary 10

Table 1.4 - Passionfruit Australia Industry Website Summary 11

Outcomes 12

Monitoring and evaluation 144

Recommendations 17

References 18

Appendices 19

Public summary

The development and delivery of the Passionfruit Industry Communication Program (PF22001) was necessary in continuing to deliver an efficient and effective approach across all members of the Australian passionfruit industry. This included communication within and between grower groups, supply chain members, and key stakeholders.

The program's target audience included passionfruit growers (levy payers), vine nurseries, retailers, wholesale agents, supply chain participants, researchers, and representatives from both federal and state government departments.

Currently there are approximately 100 growers ranging from small-medium (1000-10000 vines) farms to larger enterprise up to 100,000.

Effective communication across all national growers and industry is essential to ensure that all key stakeholders can receive consistent, timely information that enhances their understanding of the industry. It also plays a vital role in fostering greater unity across the sector as the vast geographical nature and small size of our industry makes communication and cohesiveness difficult.

The PF22001 project focused on delivering relevant and timely information on a range of topics, including levy-funded research and development (R&D) projects, Hort Innovation marketing and promotional activities, pest and disease management, and biosecurity.

Given the diverse nature of the Australian passionfruit industry, it was critical to use a mix of communication channels and media formats—digital, printed, and face-to-face—to maximise reach and ensure accessibility for all stakeholders. To further support information uptake, many key messages were delivered in multiple formats, allowing stakeholders—particularly growers—to access information through their preferred channels.

Key project outputs included regular written communications such as a bi-monthly e-newsletter, an annual printed journal, and timely email updates as required. Additionally, the industry website was regularly updated to serve as the central hub for all project communications, featuring archives of newsletters and magazines, as well as a new resource library.

In recent years, the industry has welcomed several new growers, particularly in northern Queensland. These growers produce primarily Panama passionfruit with large volumes being sold in recent years.

In contrast, there has been a significant shift among purple passionfruit growers as they seek new varieties, driven by declining fruit quality and supply. These challenges have resulted in reduced productivity for many growers. Combined with rising input costs and an ageing farming population, several growers in southern Queensland and New South Wales have exited the industry.

Keywords

Passionfruit, pest and disease management, tropical fruit, field days, supply chain. E-newsletter, annual magazine

Introduction

The project followed on from communications programs for the Passionfruit Industry (PF13004 and PF16003) and has defined and altered its outputs to reflect feedback and data from these programs.

The Australian Passionfruit Industry primarily produces two main varieties:

- Panama – A large tropical variety with a thick rind, commercially grown from the Bundaberg region through to northern Queensland.
- Purple/Black – Typically smaller than Panama but with a higher pulp content. These varieties are usually grafted and can produce fruit for up to 10 months of the year.

According to the *Australian Horticulture Statistics Handbook 2023–2024*, the industry produced 5,654 tonnes of passionfruit in the last financial year, valued at $28.9 million. Of this, 92% was sold to the fresh market, while 8% was processed.

Of the four priority outcomes that were identified in the Strategic Industry Plan for Passionfruit 2022-2026, the outcomes in this project to be addressed were:

Outcome 1: Industry supply, productivity and sustainability

- *By providing structured communication mechanisms to accelerate widespread use of existing and new R&D findings and proven management practices that will help growers reduce the costs associated with pests, weeds and diseases*

Outcome 3: Extension and capability

- *To manage knowledge, relationships, systems and processes required to communicate and collaborate effectively with internal and external stakeholders*

"Building capability and an innovative culture in the Australian passionfruit industry maximises investments in productivity and demand." This strategy aimed to be achieved by delivering communication and extension capability to support positive changes in areas such as new varieties, pest and disease management, and demand creation, as well as providing opportunities for engagement within the industry and across industry members and stakeholders.

Efforts under these outcomes aim to accelerate the adoption of R&D and best-practice management to reduce pest, weed, and disease costs, while strengthening communication and collaboration across the industry. This included improved access to timely, relevant information, consistent and unified messaging, and easier access to resources for new growers via a self-service model on the industry website. Additionally, levy-funded projects are being better controlled through regular updates and repacking of key information into accessible formats, such as the minor permit and pest and disease posters featured in the yearly journal.

Stakeholder feedback gathered during the program evaluation strongly supports continuing a similar communication initiative. The most valued aspects of the program included the printed annual journal, face-to-face events such as Field Days, and regular e-news updates. These components were considered essential for keeping the industry well-informed and connected.

Methodology

The communications program adopted a structured, multi-channel approach to deliver practical, relevant and timely information to growers and stakeholders. Understanding the audience and their preferred communication style is key to delivery of this project.

The first stage was to devise a plan to deliver information in a multi-platform structure. (*See Appendix A1-Communication Method Activities and Platform Plan – Delivery Completion*)

This plan was developed with a core focus of providing consistent and coherent visual delivery of information with simple language and clear messaging. The magazine, e-newsletter and website have continued to provide the target audience with industry developments and information.

The field days are a welcomed event with many farmers valuing the learning opportunities these days provide. Many growers give feedback that face to face communication and peer events are crucial to developing relationships and learning from each other.

After an intermediate review, it was decided that more social channels of communication and information become available and to also promote Australian grown passionfruit in the advancing likelihood of Vietnamese passionfruit entering the domestic market.

To compliment to the project was a recommendation PAI – Social Media Investment Recommendation (*refer Appendix 6.1*). This recommendation was to explore the outcomes of a small number of advertised posts on the Passionfruit Australia Facebook social media Page. At the beginning of the project, the page had 25 followers and that increased to 386 over the 4 month period. Posts included growing tips, short information videos developed from the "Passionfruit problem Solver Field Guide" (currently out of print) and regular updates on passionfruit production statistics and Hort Innovation information.

Results and discussion

The program has been increasingly recognized as a valuable source of industry-specific information, raising levy payers' awareness of key issues, accelerating the adoption of successful R&D outcomes, and enhancing growers' capacity for problem-solving and decision-making. It has strengthened connections across the industry, improving communication and collaboration. Overall, PF22000 has contributed to the profitability and sustainability of the Australian passionfruit industry by supporting professional development, encouraging best management practices, and fostering industry-wide advancement.

Outputs

Table 1.1 Magazine Summary

Output	Description	Detail
Annual Industry Journal	Annual editions of *The Passionvine* have been produced and distributed.	Each issue was distributed to all known levy payers, supply chain stake holders, and researchers. This was also made available via our website. Email recipients also received a link to the digital version of the magazine via a direct email advertising the magazine and a link via the e-newsletter. A link to the latest edition of *The Passionvine*, Winter 2025 was also advertised on the industry Facebook page
	 Winter 2023 – Printed on and dispatched by post. Published online via website at https://issuu.com/janerichter/docs/the_passion_vine_winter_2023?fr=xKAE9_zU1NQ	**The Passion Vine Winter 2023** Magazine was released digitally on Friday July 28th, 2023, to 439 recipients. **Reach of this edition**: 439 successful deliveries, 187 unique opens, 399 total opens and 121 clicks. 157 hard copies of the magazine were posted out to members. 43 hard copies remained in storage to be posted to new members. The Passion Vine Winter 2023 by Passionfruit Australia - Issuu
	 Winter 2024 – Printed and dispatched by post to members Published online via website at https://issuu.com/janerichter/docs/the_passion_vine_winter_24?fr=xKAE9_zU1NQ	**The Passion Vine Winter 2024 Magazine** was uploaded to the Passionfruit Australia website on 31st July 2024. And released digitally on Thursday 1st August to 468 recipients. The printed journal was posted out to 150 recipients and 30 sent to PAI to be distributed at events. **Reach of this edition:** Winter 2024 edition, 89% of the readers have come from links to the TPV (website, e-newsletter, social media) and the average reading time is 14.39. It has been read 437 times. The Passion Vine Winter 2024 by Passionfruit Australia - Issuu

	 Winter 2025 Printed and Dispatched post to members on 2-8-2025 https://issuu.com/janerichter/docs/the_passion_vine_winter_25?fr=sODA4Mzg3MTI2Nj k	Winter 2025 – Printed and to be dispatched to Members August 2nd 2025 Published online 1/8/25 at: This link was also updated on the website. **Reach of this edition in a week via mail chimp:** Winter 2025 edition, 490 successful deliveries, 36.9% opens – 181.

Table 1.2. E-newsletter Summary

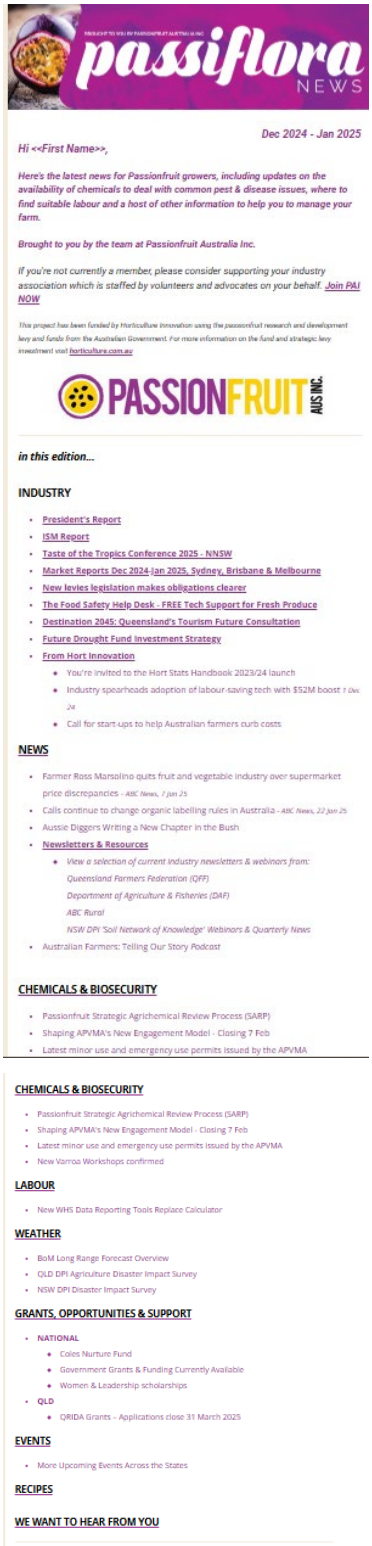
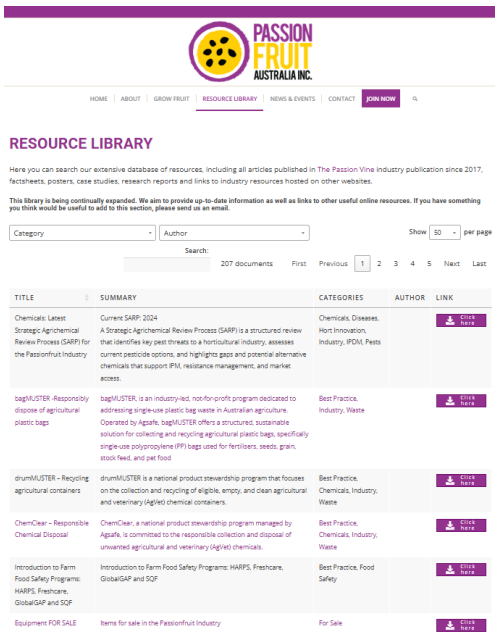
Output	Description	Detail
18 editions Bi-Monthly e-Newsletter	A comprehensive e-newsletter sent to all subscribers of Passionfruit Australia.  passiflora NEWS Dec 2024 - Jan 2025 Hi <<First Name>>, Here's the latest news for Passionfruit growers, including updates on the availability of chemicals to deal with common pest & disease issues, where to find suitable labour and a host of other information to help you to manage your farm. Brought to you by the team at Passionfruit Australia Inc. If you're not currently a member, please consider supporting your industry association which is staffed by volunteers and advocates on your behalf. Join PAI NOW This project has been funded by Horticulture Innovation using the passionfruit research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au PASSIONFRUIT AUS INC. in this edition... INDUSTRY President's Report ISM Report Taste of the Tropics Conference 2025 - NNSW Market Reports Dec 2024-Jan 2025, Sydney, Brisbane & Melbourne New levies legislation makes obligations clearer The Food Safety Help Desk - FREE Tech Support for Fresh Produce Destination 2045: Queensland's Tourism Future Consultation Future Drought Fund Investment Strategy From Hort Innovation You're invited to the Hort Stats Handbook 2023/24 launch Industry spearheads adoption of labour-saving tech with $52M boost ↑ Dec 24 Call for start-ups to help Australian farmers curb costs NEWS Farmer Ross Marsolino quits fruit and vegetable industry over supermarket price discrepancies - ABC News, 7 Jan 25 Calls continue to change organic labelling rules in Australia - ABC News, 22 Jan 25 Aussie Diggers Writing a New Chapter in the Bush Newsletters & Resources View a selection of current industry newsletters & webinars from: Queensland Farmers Federation (QFF) Department of Agriculture & Fisheries (DAF) ABC Rural NSW DPI 'Soil Network of Knowledge' Webinars & Quarterly News Australian Farmers: Telling Our Story Podcast CHEMICALS & BIOSECURITY Passionfruit Strategic Agrichemical Review Process (SARP) Shaping APVMA's New Engagement Model - Closing 7 Feb Latest minor use and emergency use permits issued by the APVMA CHEMICALS & BIOSECURITY Passionfruit Strategic Agrichemical Review Process (SARP) Shaping APVMA's New Engagement Model - Closing 7 Feb Latest minor use and emergency use permits issued by the APVMA New Varroa Workshops confirmed LABOUR New WHS Data Reporting Tools Replace Calculator WEATHER BoM Long Range Forecast Overview QLD DPI Agriculture Disaster Impact Survey NSW DPI Disaster Impact Survey GRANTS, OPPORTUNITIES & SUPPORT NATIONAL Coles Nurture Fund Government Grants & Funding Currently Available Women & Leadership scholarships QLD QRIDA Grants - Applications close 31 March 2025 EVENTS More Upcoming Events Across the States RECIPES WE WANT TO HEAR FROM YOU	Regular industry communication highlighting latest R& D outcomes, industry updates, pest and disease management events and information. Titled "*Passiflora*", these e-newsletters were distributed to growers and industry stakeholders bimonthly. All editions of the e-newsletter are available via our website https://passionfruitaustralia.org.au/news/e-newsletter/ 3 Editions of Passiflora News e-newsletter published and documented in Milestone Report 102. 3 Editions of Passiflora News e-newsletter published and documented in Milestone Report 103. 3 Editions of Passiflora News e-newsletter published and documented in Milestone Report 104. 3 Editions of Passiflora News e-newsletter published and documented in Milestone Report 105: 3 Editions of Passiflora News e-newsletter published and documented in Current reporting period: Feb March April to May Here is the link to the latest e-newsletter June-July 2025: https://mailchi.mp/c7e2e1e6bda2/pai_news_jun_jul_25-14185067 Each Newsletter features: • **Industry News** – President's report, ISM report, market reports, events and news from Hort Innovation, Event reviews • **News** – links to relevant articles from Queensland Farmers Federation, Department of Agriculture and Fisheries, Department of Primary Industries, • **Chemicals and biosecurity** - Passionfruit Strategic Agrichemical Review Process (SARP), APVMA, Latest minor use and emergency use permits issued by the APVMA, Varroa mite and Fire Ant information • **Weather -** BoM Long Range Forecast Overview, Agriculture Disaster Impact Surveys • **Labour** - Fair Work Australia (FWO) guidelines and updates, changes to state employment laws, Workplace Health and Safety regulations • **Grants, Opportunities & Support -** Government grants and funding currently available, scholarships, government assistance and relief loans • **Events** - Upcoming events across the states

Table 1.3 Field Day Summary

Output	Description	Detail
6X Field Days 1 X joint Industry Field Day	Field days are designed to help growers connect, understand fruit production, network and discover various farming techniques across the industry.	Face-to-face field day events have been well attended throughout the three-year program. Designed to engage growers from all regions, these events have been hosted in Far North Queensland, the Sunshine Coast/Wide Bay region, and Northern New South Wales. Field days provide valuable opportunities for growers to come together, fostering the exchange of knowledge and skills both from experienced industry professionals and through peer-to-peer learning. Continuous evaluation and refinement of event strategies were undertaken throughout the program, informed by feedback collected via evaluation forms. A new and welcomed change was made in February 2025, where Passionfruit Australia and Custard Apples teamed up and hosted a two day event for growers and industry members. This had a strong emphasis on grower feedback, Hort Innovation consultation, and pest and disease management. Many field days are held in conjunction with our AGM giving growers an opportunity hear how the association is running and to have their say in representation for the industry. For Field day programs flyers, summary and feedback forms please refer to *Appendix 4.1and appendix 4.2*

Table 1.4 Passionfruit Australia Inc Website

Output	Description	Detail
Regular updates on the Passionfruit Australia Website	The Passionfruit Industry Website functions as a central hub for news, resources, and articles from levy-funded projects, providing a comprehensive source of information on all aspects of the passionfruit industry.	 https://passionfruitaustralia.org.au/ Since its launch in November 2017, the Passionfruit Australia website has been continuously updated and enhanced to better serve the industry. Recent updates include the addition of a dedicated Resource Library, offering easy access to factsheets, posters, case studies, research reports, and links to relevant external resources. This library is regularly updated as new materials become available, ensuring growers and stakeholders have access to the latest information.  All new e-newsletters, magazine and information and photographs from field days are added to website. The website also offers information on Hort Innovation Projects and levy information for growers to easily access.

Outcomes

Table 2. Outcome summary.

Outcome 1: Industry supply, productivity and sustainability

- *By providing structured communication mechanisms to accelerate widespread use of existing and new R&D findings and proven management practices that will help growers reduce the costs associated with pests, weeds and diseases*

Outcome 3: Extension and capability

- *To manage knowledge, relationships, systems and processes required to communicate and collaborate effectively with internal and external stakeholders*

Outcome	**Alignment to fund outcome, strategy and KPI**	**Description**	**Evidence**
Increase in reach of communication strategies across the passionfruit industry, creating effective collaboration with internal and external stakeholders.	OUTCOME 3: Extension and capability.	A stronger connection between industry stakeholders, PAI and growers.	• Since funding was provided in August 2022, there was a dramatic increase in subscribing members to PAI's mailing list to include industry stakeholders. This has continued to increase slowly by an average rate of 1.3% over the past three years.
Improvement in knowledge, attitudes and skills of growers.	Outcome 3: Extension and capability.	Knowledge gained through field days, e-newsletters and *The Passion Vine.*	• An improvement in knowledge, attitudes and skills of growers has been demonstrated consistently in field day feedback forms. With many growers' indicating that field day presentations have improved their knowledge on topics such as pest and disease management. This has also been noticed anecdotally through conversations on field walks. • The 2026 Annual Grower's Survey indicated that all growers found topics in the e-newsletter relevant.
Structured communication mechanisms to accelerate widespread use of existing and new R&D findings and proven management practices that will help growers reduce the costs associated with pests, weeds and diseases.	Outcome 1: Industry supply, productivity and sustainability.	Field days, e-newsletters and *The Passion Vine* provided resources for sustainability, productivity and information on industry supply.	• PF22001 field day presentations provided topics to help growers reduce the costs associated with pests, weeds and diseases. Presenters were specifically chosen to present ideas regarding sustainable and environmentally friendly approaches to these issues. • Field walks allowed growers to view ways other farmer's produce and manage their fruit in an efficient and sustainable manner. • Regular communications through e-newsletters

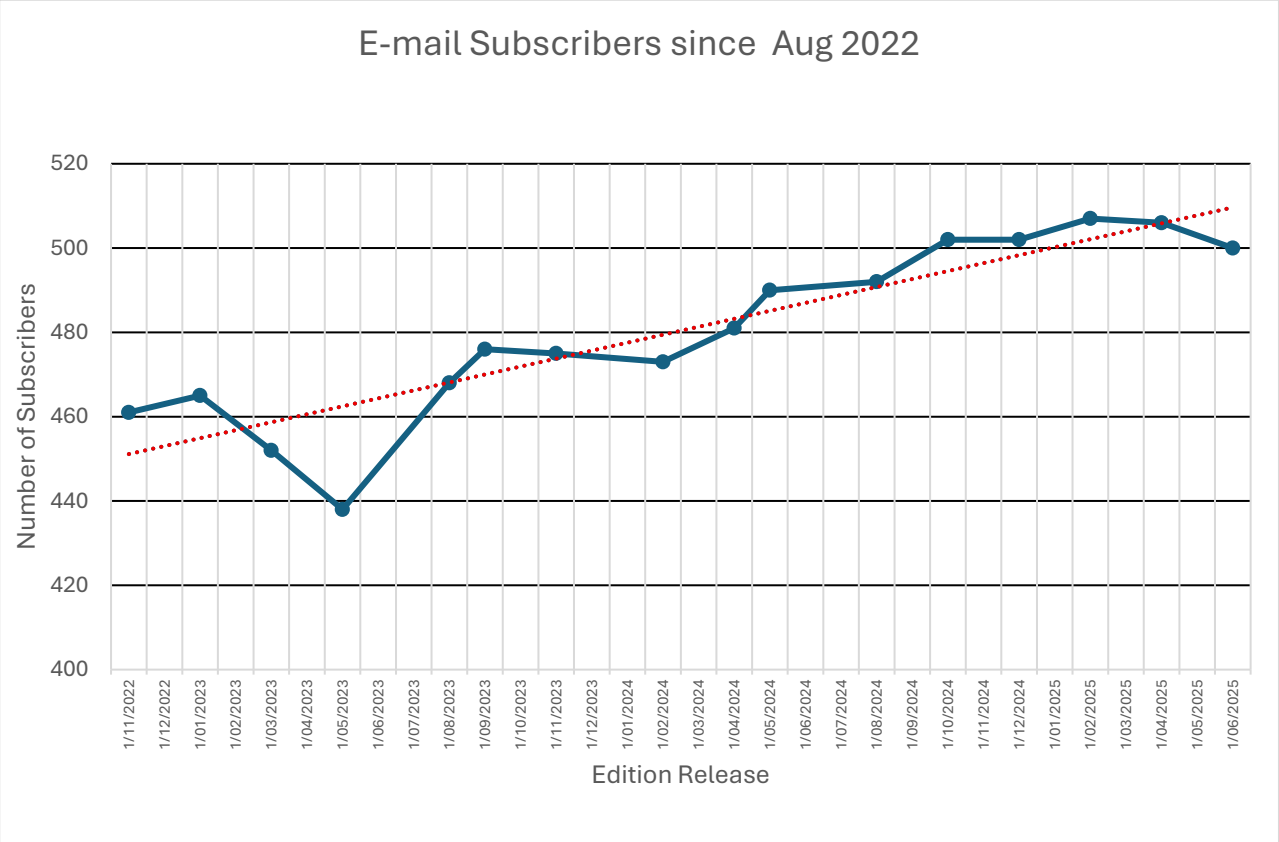
			demonstrated industry supply through market reports from Sydney, Brisbane and Melbourne markets. • Hort Innovation presentations at field days shared valuable insights on current R & D projects. • Inclusion of sustainable projects such as "Big Bag Recovery" "Drum Muster" and "Chem Clear" in *The Passion Vine* provide resources to growers to safely dispose of chemicals and recycle other products used on their farms.
Improved data base of grower contacts.	Outcome 3: Extension and capability	Limited bounce backs and unsubscribes	*Refer Graph 1.1 page 12 and graph 1.2 page 13*
Growers increasingly willing to adopt new projects to combat pests, weeds and disease.	Outcome 1: Industry supply, productivity and sustainability	Growers engaging and showing an interest in best practice.	This can be seen in grower's responses to field day feedback surveys. With consistent responses indicating that "Growers intend on making changes to their farms based on knowledge they have learnt today" *See A2.1- A2.4 Field Day Responses*

Monitoring and evaluation

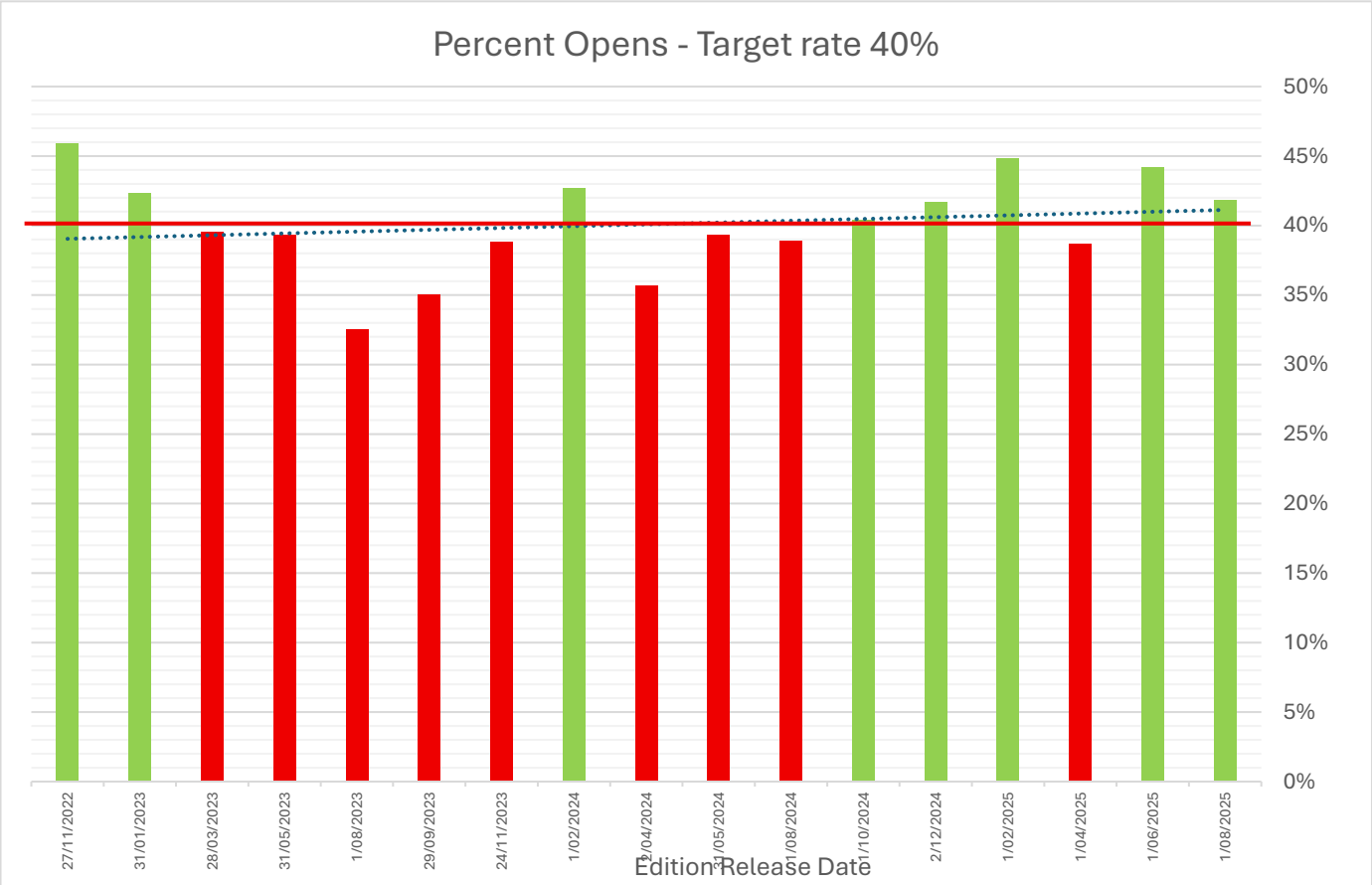
Through continuous evaluation of feedback received, the program has continued to evolve the content and timeliness of the 4 major outputs across the three-year period.

In-person events have consistently proven to be the most effective in driving learning and practice change across horticulture, and the Regional Field Day component of this program has been particularly well received. Respondents identified Regional Field Days as one of the most valuable program outputs, with many emphasizing the significance of farm visits, where growers have the opportunity to observe and learn from the practices implemented on other farms.

Digital communications are highly valuable also. The data reflects that our email subscriber base and percent of emails opened is gradually increasing as noted in tables below (*graph1.1*):



Graph 1.1



Graph 1.2

A key performance indicator for e-newsletters was an open rate of greater than 40%. Delivery rates have remained high and consistently above 95%. We also see a trend in the gradual increase of open rates over the past three years indicating that communication delivery is becoming more predictable and useful for readers (*graph 1.2*).

In verbal conversations with growers, some noted that they don't always read communications if they know it's there. When they need to find it and someone is adding information to the platforms so they can access.

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent has the project achieved its expected outcomes?	Grower surveys and one on one discussion All outcomes were achieved on time and through various combined communication methods *Refer Appendix A1*	Strengthen data collection and recording through pre and post engagement benchmarking to track changes in knowledge and practice over time. Send out paper questionnaire with option for paper delivery or link to online.
How relevant was the project to the needs of intended beneficiaries?	From grower surveys and feedback at field days and online surveys, most of the responses to relevance were positive with only a few over the years saying neutral. Topics covered in all communications were designed to be diverse and reflective of all areas of the industry	Engaging with other industries and learning from their successes. Reviewing similar industries and the topics covered in their communications and field days to find beneficial information and industry professionals to deliver talks at field days
How well have intended beneficiaries been engaged in the project?	Intended beneficiaries have been actively involved in the project. This has been seen in increased e-newsletter subscribers, growers receiving *The Passionvine* and a reasonable attendance rate field days	Expand use of interactive tools – surveys, feed back forms, SMS polls to measure depth and preferences. Although the email open rates are achieving close to target, on close analyzing of the data and unopened emails, many of the unopened emails are those of growers. This indicates that growers just simply aren't engaging digitally still. In regards to the field day events, shorter presentations and more time to chat in groups, focus on farming practices, use a venue to allow for parallel sessions, more help for the effort to increase consumer awareness, and more involvement of growers in the program was some of the feedback given throughout the project. An Annual grower survey was distributed via email in June 2025 with only 12 responses. https://uk.surveymonkey.com/results/SM-SjQK8cuXbLGqOLwVyI8WwQ_3D_3D/# From some feedback in the annual grower survey, there was a mention of

		more posted communication to be delivered. Given the aging farmer population and lack of technological skill, it could be derived that many farmers simply are not engaging in on-line forums, preferring written paper format communication and face to face interactions. Since the adoption of the combinations program in 2022, the only postal communication has been the annual magazine. This was done mainly to reduce costs with postage and handling. *Annual Grower Survey June 2025 results– see Appendix 3.1*
What efforts did the project make to improve efficiency?	Social Media Investment Recommendation Program – Dec 2024	The project proved successful with some posts reaching over 700 views and 50 shares. Before the campaign, many posts struggled to gain a single like. Now, engagement has surged. The standout success was an educational video on *Mealy Bug*, which reached new heights with 35,000 views and 69 likes and 46 shares. This clearly highlighted a trend: posts with useful, informative content—particularly videos—resonated most with the audience. https://www.facebook.com/passionfruitausinc/videos/1300430384577669 Similar videos can be produced and uploaded not only to Facebook but to the website.

Recommendations

- Continuing with field days as a two-day annual event, potentially in collaboration with other small tropical industries to improve economic viability, generate greater interest among growers, and offer a refreshing change of scenery. A two-day event may encourage more to travel further as a "working holiday"
- More video information/ resources for growers to access via website and Facebook – industry professionals, grower profiles,
- Committee suggested return to more frequent magazines – going from quarterly to annual has seen growers wanting more physical copies of information. More farmers are likely to read something at the kitchen table, not always a computer or mobile device. Production for these magazines is expensive – e-newsletters contain vital and regular information and only costs the subscription fee. But are growers opening them or is it just industry? More analysis of the data may be required to redefine the results
- There are still many growers in our data base not opening emails – how to we target these? Are they going to spam or are growers just not interested anymore? A recommendation would be to contact these growers directly and gain more feedback on communication preferences and engagement
- Improved pre and post program evaluation from growers – perhaps an incentive for answering questions to target a larger audience to gather more accurate data
- Facebook – social media – Spend more time and funding on boosting engagement on the Facebook site. Growers may find interacting with that type of media more effective and interesting.

References

Australian Horticulture statistics Handbook 2023-2024

https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/grower-resources/mt21006-assets/australian-horticulture-statistics-handbook/

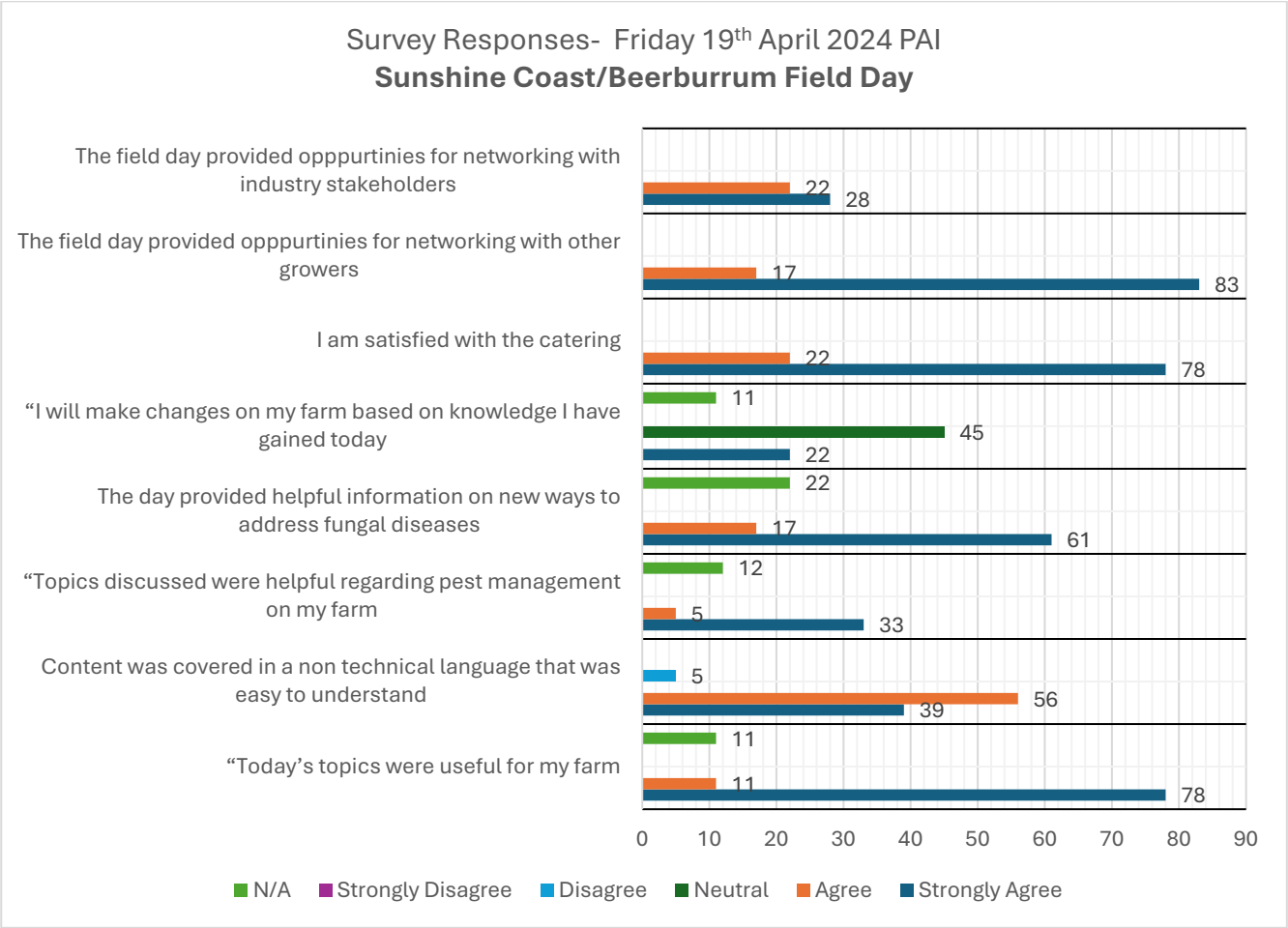
Rigden, P & Newett, S, (2005) *Passionfruit Problem Solver Field Guide*, The State of Queensland Department of Primary Industries and Fisheries, Brisbane.

Appendices

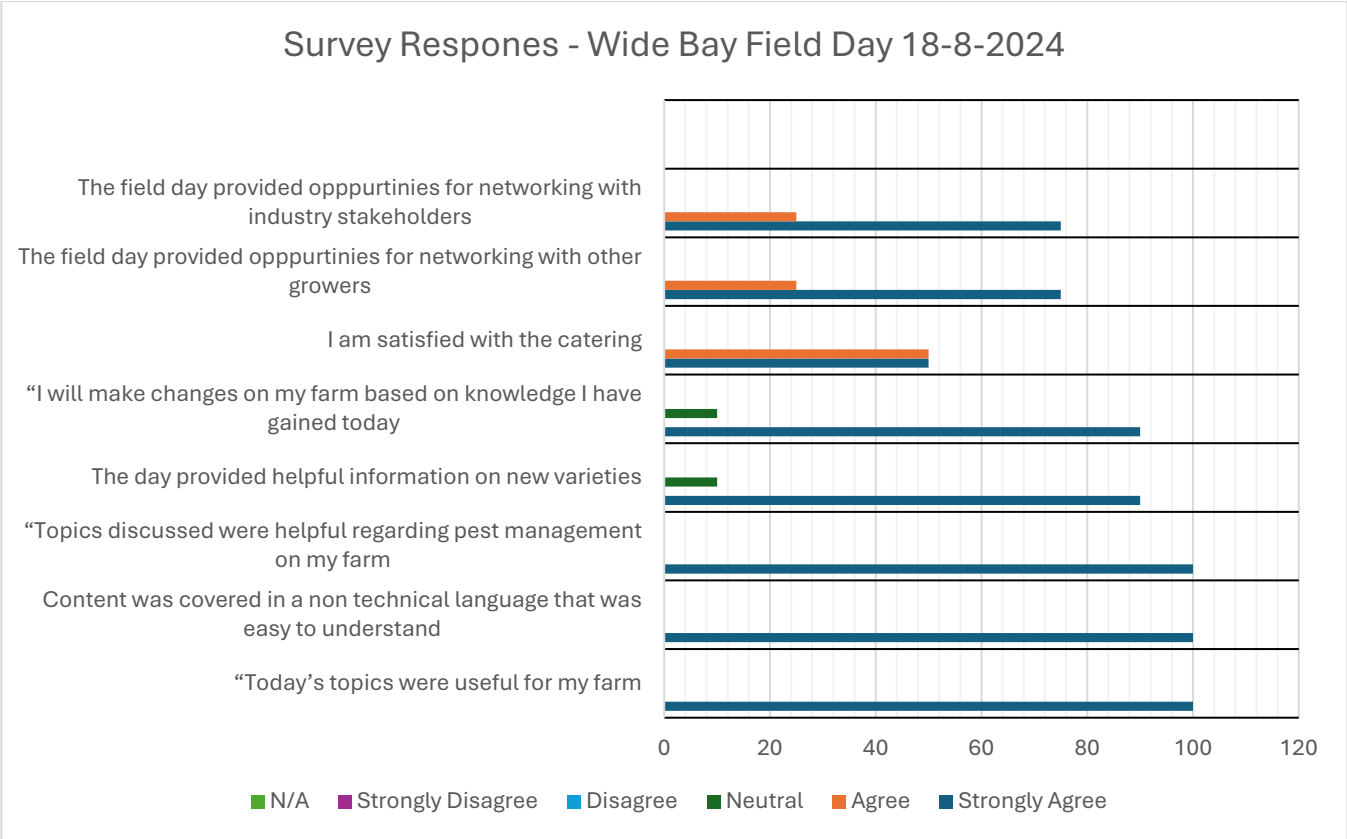
A1- Communication Method Activities and Platform Plan – Delivery Completion

Recommended Date	Announcement/ opportunity	Communication method	Who was responsible?	Date delivered	Milestone Report
8 February 2023	3 Editions of the e-Newsletter	Email	Project Team Member	30/9/22 27/11/22 31/1/23	102
8 February 2023	1 x regional field day Woombye, QLD	In person, email, web, phone	Project Administrator	2/12/2022	103
8 August 2023	3 Editions of the e-Newsletter	Email	Project Team Member	28/3/23 31/5/23 1/8/23	103
8 August 2023	1 edition of Passion Vine Journal	Email, print, web	Project Administrator	28/7/23	103
8 August 2023	1 x regional field day Atherton. QLD	In person, email, web, phone	Project Administrator	16/6/2023	104
8 February 2024	3 Editions of the e-Newsletter	Email	Project Team Member	29/9/23 24/11/2 31/2/24	104
8 February 2024	1 x regional field day Dulgaigun, NSW	In person, email, web, phone	Project Administrator	20/10/2023	104
8 August 2024	3 Editions of the e-Newsletter	Email	Project Team Member	2/4/24 31/5/24 1/8/24	105
8 August 2024	1 edition of Passion Vine Journal	Email, print, web	Project Administrator	1/8/24	105
8 August 2024	1 Regional Field Day Beerburum, QLD	In person, email, web, phone	Project Administrator	19/4/2024	105
8 February 2025	3 Editions of the e-Newsletter	Email	Project Team Member	27/9/2024 2/12/2024 1/2/2025	106
8 February 2025	1 Regional Field Day Beenham Valley, QLD	In person, email, web, phone	Project Administrator	16/4/2024	106
8 August 2025	3 Editions of the e-Newsletter	Email	Project Team Member	1/4/25 1/6/25 1/8/25	Final
8 August 2025	1 Regional Field Day Bundaberg, QLD	In person, email, web, phone	Project Administrator	23/5/2025	Final
8 August 2025	1 edition of Passion Vine Journal	Email, print, web	Project Administrator	1st August, 2025	Final
8 August 2025	1 x Joint Industry Field Day Tropical World NSW Joint with Custard Apples Australia	In person, email, web, phone, communications with other industry bodies	Project Administrator	7th February, 2025	Final

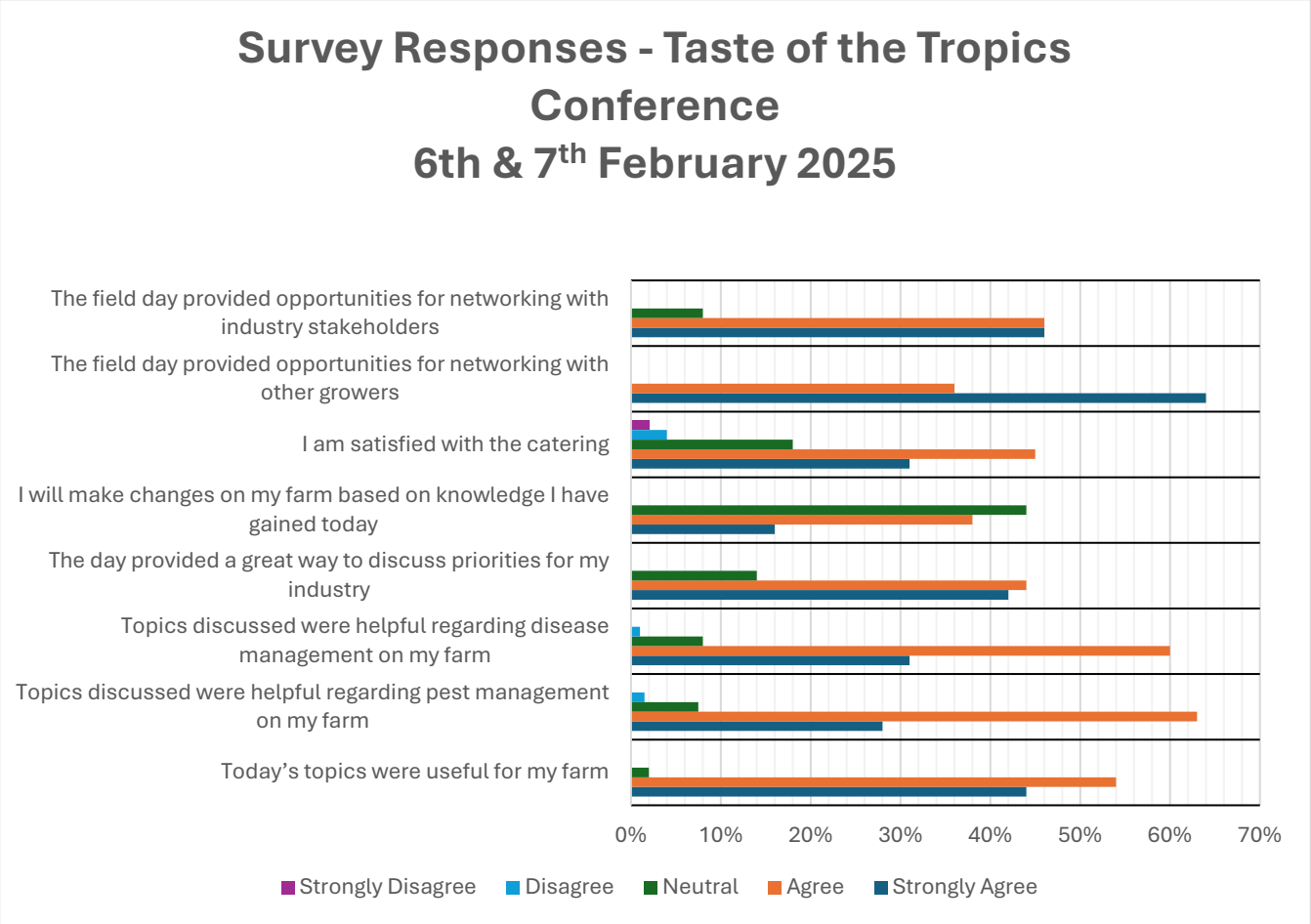
A2.1 Survey Responses- Friday 19th April 2024 PAI Sunshine Coast/Beerburrum Field Day



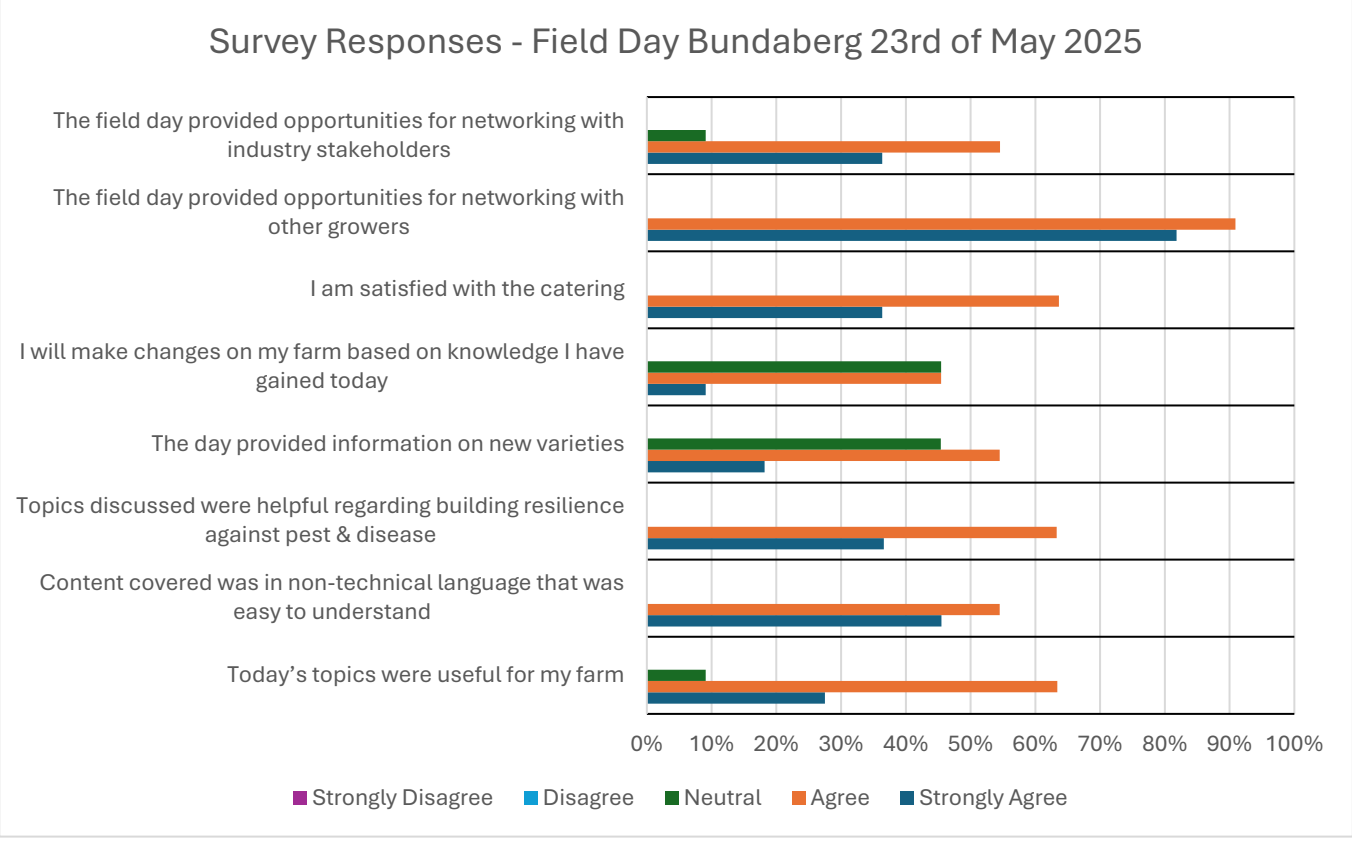
A2.2 Survey Responses - Wide Bay Field Day 18-8-2024



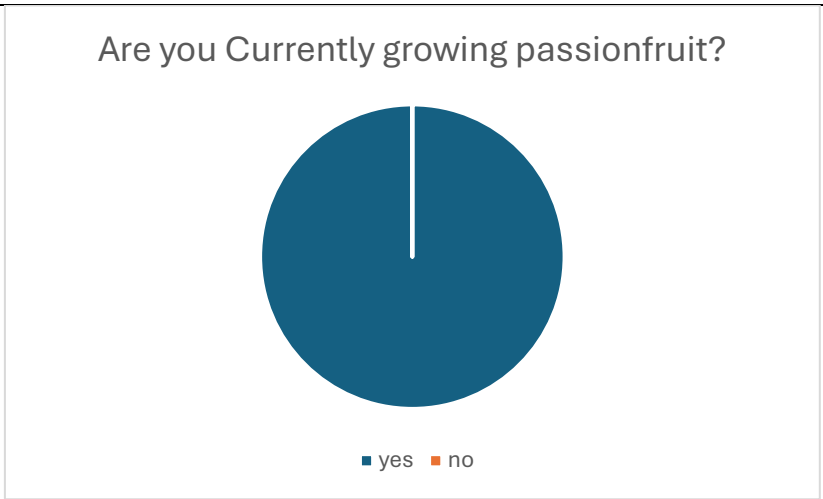
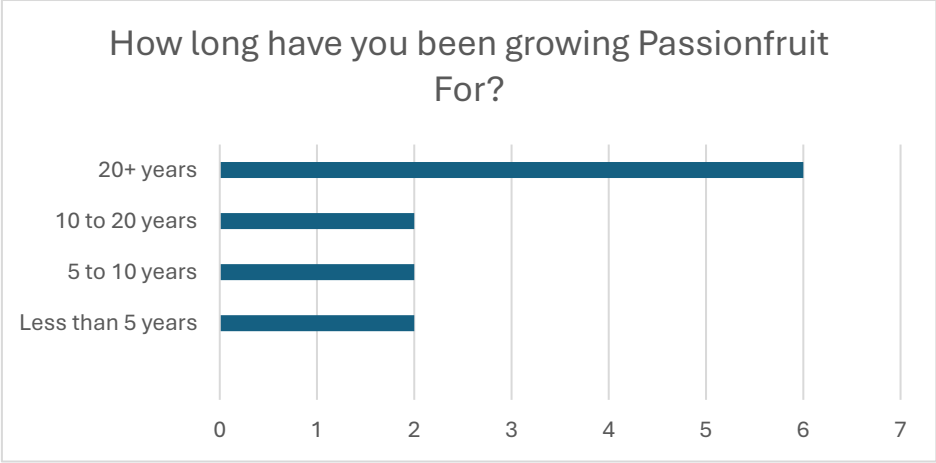
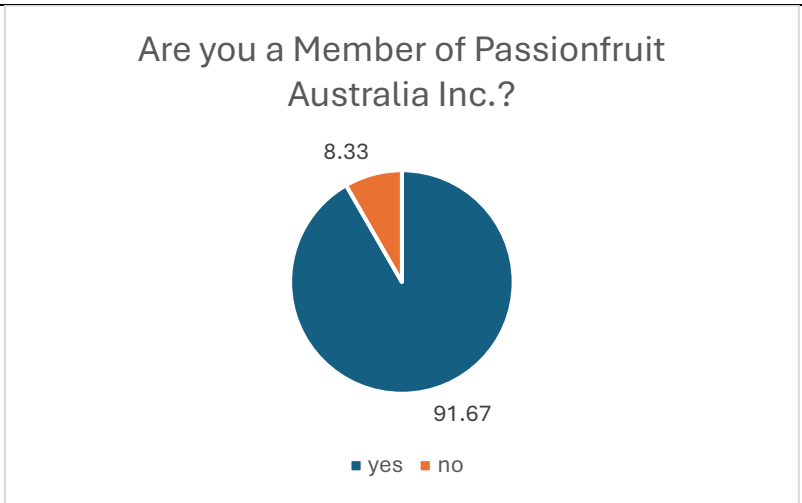
A2.3 Survey Responses - Taste of the Tropics Conference 6th & 7th February 2025



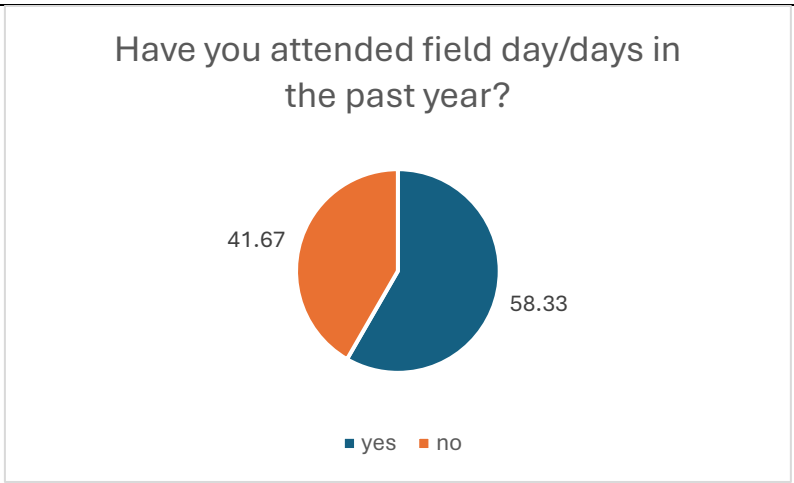
A2.4 Survey Responses - Field Day Bundaberg 23rd of May 2025



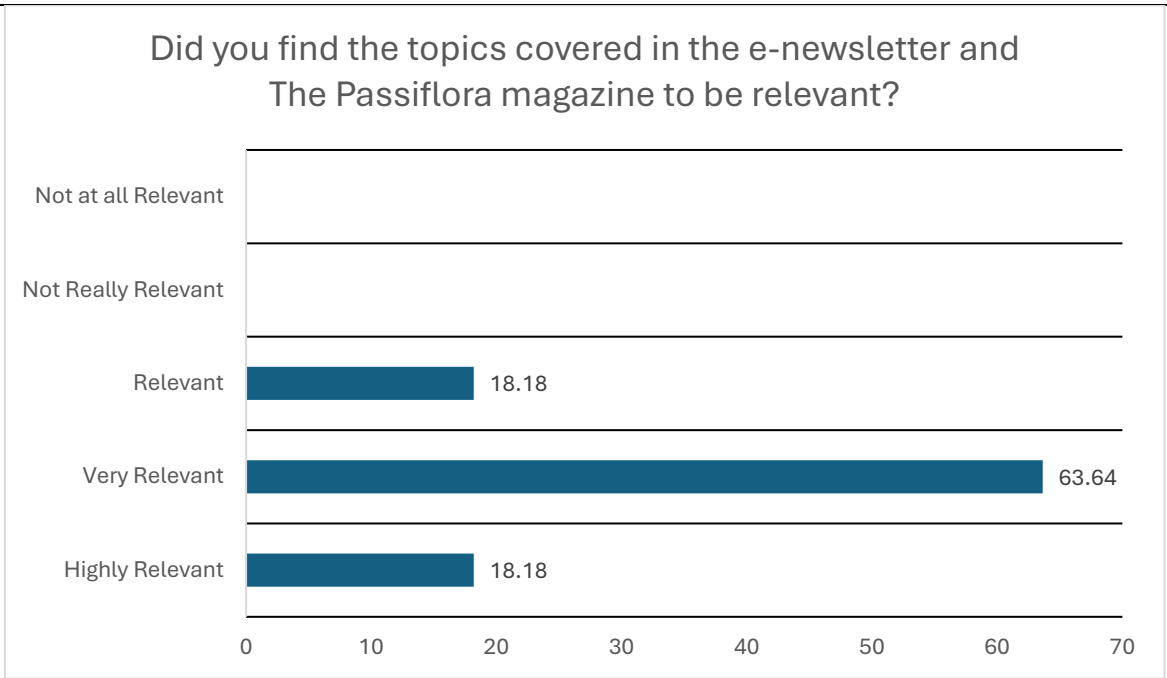
A3.1 Annual Grower Survey Responses – June 2025 via Survey Monkey – digital survey

Question Number	Responses - Survey Response link
Q.1	
Q.2	
Q.3	

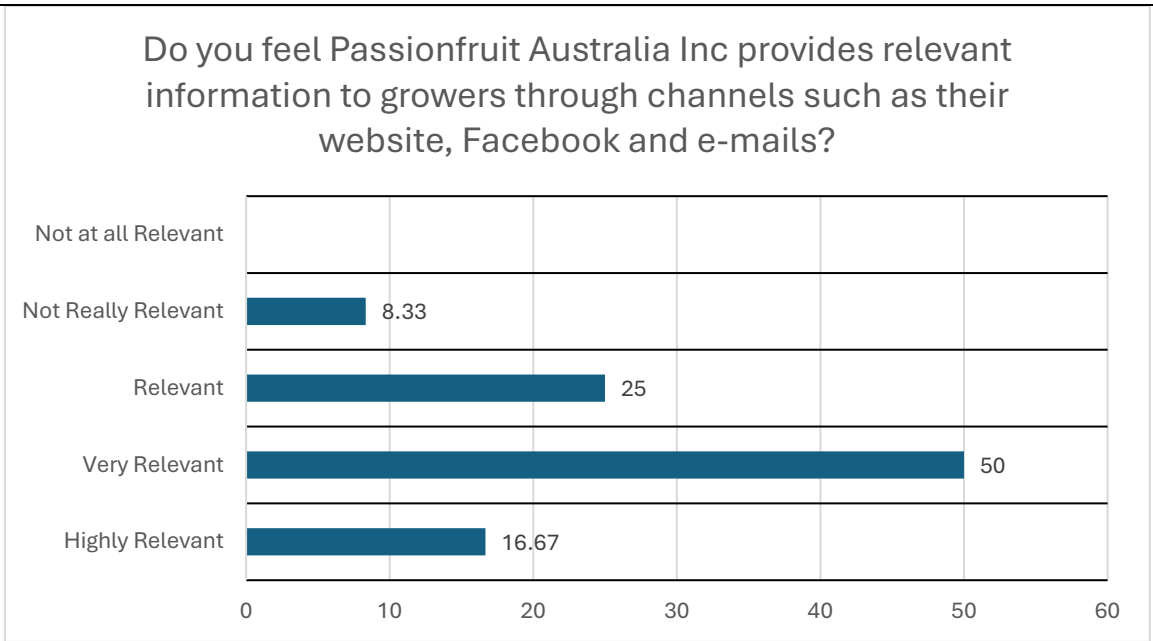
Q.4


Have you attended field day/days in the past year?
41.67
58.33
yes
no

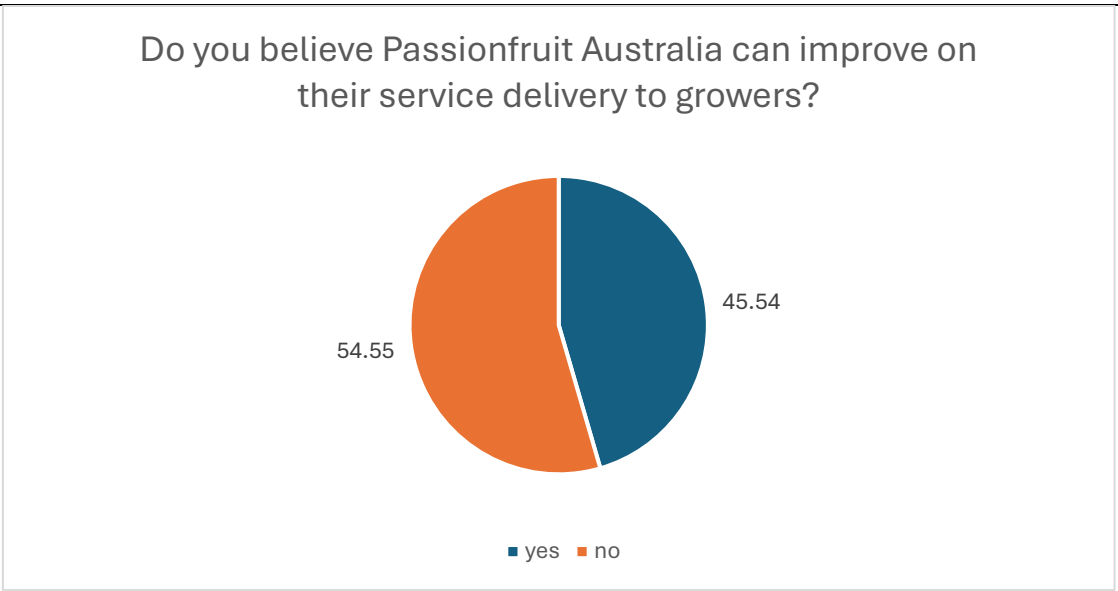
Q.5


Did you find the topics covered in the e-newsletter and The Passiflora magazine to be relevant?
Not at all Relevant
Not Really Relevant
Relevant
Very Relevant
Highly Relevant
18.18
63.64
18.18
0
10
20
30
40
50
60
70

Q.6


Do you feel Passionfruit Australia Inc provides relevant information to growers through channels such as their website, Facebook and e-mails?
Not at all Relevant
Not Really Relevant
Relevant
Very Relevant
Highly Relevant
8.33
25
50
16.67
0
10
20
30
40
50
60

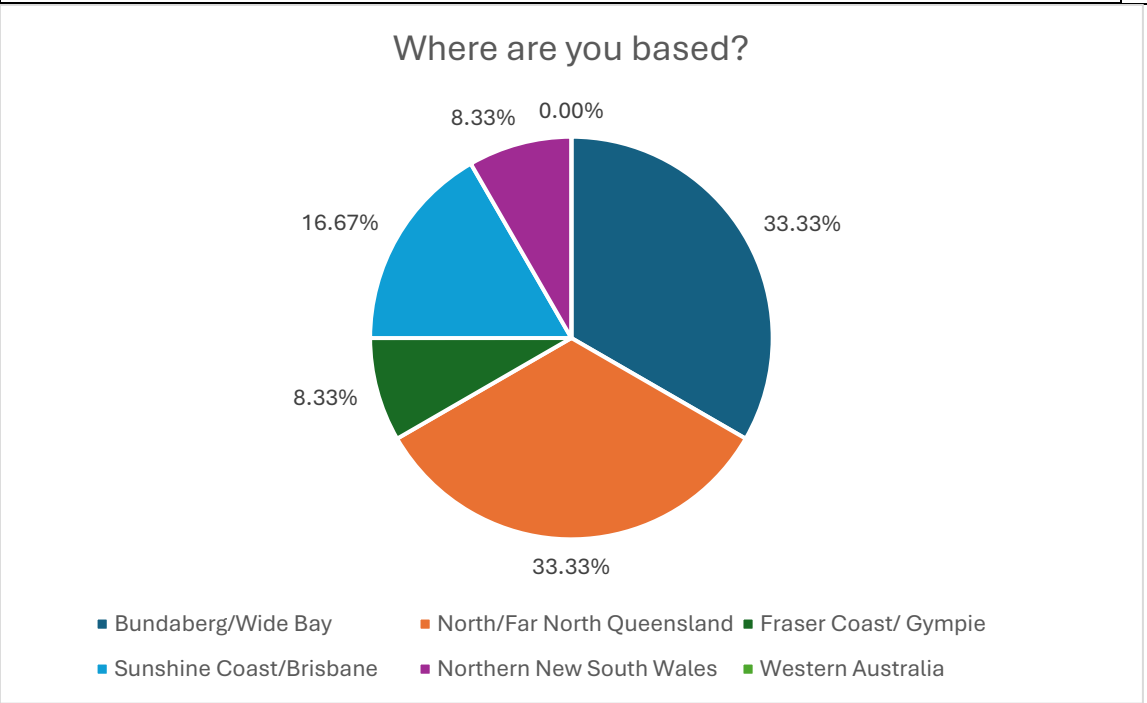
Q.7



The written responses were:

"We are very satisfied with the service."
"Market feedback"
"I feel a certain amount of isolation and just distance I think with emails and the like .a good old fashioned letter or brochure or a package in the mail gives me a more connected sense about the group"
"I don't know"
"Maybe a few technical tips for newer growers. Possible spray and fert advice. Planting and Vine training suggestions."

Q.8



A4.1 Field Days

Date	Flyer Invitation	Summary
02-12-2023		The first regional field day under the program was held on 2 December at the Sunshine Coast. There was a total of 23 attendees, representing 8 farms and two market agents. Other attendees were from the Dept AWE, HIA, UQ, Biohub Solutions and Passionfruit Australia Inc. The turnout was considered excellent given there had not been a field day in over three years and the weeks preceding the event were exceedingly wet. Several growers we contacted had intended to attend, however needed to attend their farms due to the wet weather. The decision to hold the event indoors was made in conjunction with growers due to inclement weather leading up to the event, and during the week of the event. There were 23 attendees, with 15 growers from the Sunshine Coast and Norhern Rivers areas. In addition, two market agents attended, as well as representates from HIA, UQ, Dept AWE, and Biohub Solutions. One grower RSVP'd didn't attend due to inclement weather, and ABC Rural also sent along a journalist to interview Dennis Chant, President of PAI. The field day provided an opportunity for growers to learn more about the technical process behind Vietnam's application to export fresh passionfruit to Australia, the next iteration of the passionfruit breeding program, and keys to maintaining excellent soil health.

16/6/23	PASSIONFRUIT Atherton Field Day 10.15am to 3pm, Friday 16 June 313 Shead Road, Kairi for a farm walk at A & A Farming, followed by lunch and presentations at Atherton Coordination Centre Conference Room Proudly supported by: E.E. Muir & Sons AUSTRALIAN OWNED • SINCE 1927 Campbells FERTILISERS AUSTRALASIA Program: 10.15am - Registrations Open - A & A Farming 10.30am - Morning Tea 11am - Field Walk 11.45am - Farm walk concludes, participants make thei way to Atherton Coordination Centre 12pm Lunch 12.30pm - Presentations - Soil Health, Fusarium, Vietnamese Passionfruit 3pm - Close of Session and afternoon tea This field day is free, open to all passionfruit levy payers and members of Passionfruit Australia Inc RSVP to admin@passionfruitaustralia.org.au or 0419 719 820 Hort Innovation Strategic levy investment PASSIONFRUIT FUND 	**Atherton Field Day: Friday 16th June** The field day in Atherton was a success, with attendees mentioning how enjoyable it was months later. 36 people attended. 28 of which were growers, the remaining 8 being Industry stakeholders including Hort Innovation, QFEG and Campbells Fertilisers Australasia and E. E. Muir and Sons. Information on soil health, Fusarium and Passionfruit from Vietnam was provided through presentations. A field walk was also on the agenda. The field day was successful in bringing together growers from various regions, market agents and industry partners, thus increasing industry knowledge and assisting growers in adopting best practice methods. Bruce Scott, National Nutrition Agronomist, Campbells Fertilisers Australasia, gave a presentation on soil health. The presentation focused on the important aspects within the root zone that help to maintain crop health, growth and production. The key features of discussion were the physical, chemical, and biological influences promoting an environment that supports desirable crop outcomes of yield and quality while meeting the goals of sustainability. Dr Jay Anderson from Southern Cross University pre-recorded a session on Fusarium in passionfruit to share on the day. Dr Anderson also collaborated with Passionfruit Australia on an article on the same topic, which was included in the Passion Vine Winter Magazine. Gemma Burger the new Hort Innovation Industry Service & Delivery Manager for Passionfruit introduced herself to growers. QFVG spoke about upcoming events and services. DAFF joined the workshop via Zoom to discuss the technical aspects of Vietnam's application to export Passionfruit to Australia.

20/10/23	 2023 AGM & Field Day Friday 20 October Field Walk Location: Ian & David Constable's Farm, Dulguigan, NSW Workshop Location: Tumbulgum Hall, Tumbulgum, NSW **You are warmly invited to attend the Field Walk, Workshop and Annual General Meeting** **Updated Agenda** **10am** Meet at **Ian & David Constable's Farm at** 266 Boyds Lane, Dulguigan, for a Field Walk. At **12:30pm** head to **Tumbulgum Hall**, Corner Riverside Dr. & Government Tumbulgum, NSW, for lunch and presentations by Dr Mobashwer Alam, UQ N Passionfruit Breeding Program and Steve Fuller from Bee Services Australia, di alternative crop pollination. **2:30-3:30** PAI AGM, **Tumbulgum Hall** After the AGM, PAI members are welcome to join us for networking, refreshme and dinner at the **Tumbulgum Tavern**, 124/136 Riverside Dr, Tumbulgum, N **As this is a FREE catered event, we would kindly ask tha register so we know how many attendees to plan fo**	The **Northern Rivers field day** was held on October 20th 2023 in Tumbulgum, NSW. The day commenced with association members and industry associates gathering at a local member's farm in Dulguigan, NSW. A representative from Nufarm spoke to attendees about Intervene, a new fungicide being trialed for use on passionfruit. Arbour Grove talked about their new varieties and morning tea was enjoyed. This was followed by a gathering at the Tumbulgum Hall for lunch and presentations for the afternoon from two speakers. Dr. Mobashwer Alam from the UQ Passionfruit National Breeding Program shared insights into the current breeding program and advancements shaping the future of passionfruit farming. Steve Fuller from Bee Services Australia spoke on alternative crop pollination, a topic of growing importance in the industry. The day was completed with the PAI AGM and refreshments at the Tumbulgum Tavern. Twenty-nine guests attended the field day. Nineteen of which were passionfruit growers and ten were industry partners from Hort Innovation, University of Queensland, TenFarms and JetBest. A feedback survey was completed. Responses indicated that the folowing topics were helpful in assisting growers on their farms: pest management and new varieties. Responses also strongly agreed that the field day provided oppurtunites for networking with growers and industry stakeholders.

<table>
<tr>
<td>19-4-2024

Beerburrum</td>
<td>
PASSIONFRUIT AUS INC.
Sunshine Coast Field Day
Friday 19th April 2024
PAI warmly invite you to a field walk at the Agostinelli's farm, 154A Endeavour Road, Beerburrum, followed by lunch and presentations at Beerwah Meeting Place, 25 Peachester Road, Beerwah and a visit to the breeding program's trial site, the Paxton's farm, 31 Atkinson's road, Woombye.
Program
9:30am - Registrations Open – The Agostinelli's farm, Beerburrum, QLD
9:45am - Farm walk and Morning Tea – Come join us for homemade scones and a cuppa!
11:30am - Farm walk concludes, attendees make their way to Beerwah Meeting Place.
12 pm - Lunch
12:30-3pm - We will have a great line up of speakers including Dan Papacek from Bugs for Bugs, Dr Anne Sawyer, UQ, presenting her research using new technology to address fungal viruses, an update on the National Passionfruit Breeding Program and Megan from Arbour grove will be there with an update on what's happening at the nursery.
3pm – Presentations conclude and you are welcome to join us for a visit to the Paxton's farm in Woombye, to see the trial vines for the National Passionfruit Breeding Program.

This is a free catered event,
open to all passionfruit levy payers and members.
Please send your RSVP to:
admin@passionfruitaustralia.org.au , Ph: 0412 762 728
Hort Innovation PASSIONFRUIT FUND
This project has been funded by Hort Innovation using the passionfruit research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au
</td>
<td>
On Friday 19th April 2024 PAI Held our Sunshine Coast/Beerburrum Field Day at the Agostinelli's Farm in Beerburrum.

The Sunshine Coast Beerburrum Field Day was held on April 19th 2024. Twenty-nine participants, including growers and industry stakeholders attended the day.

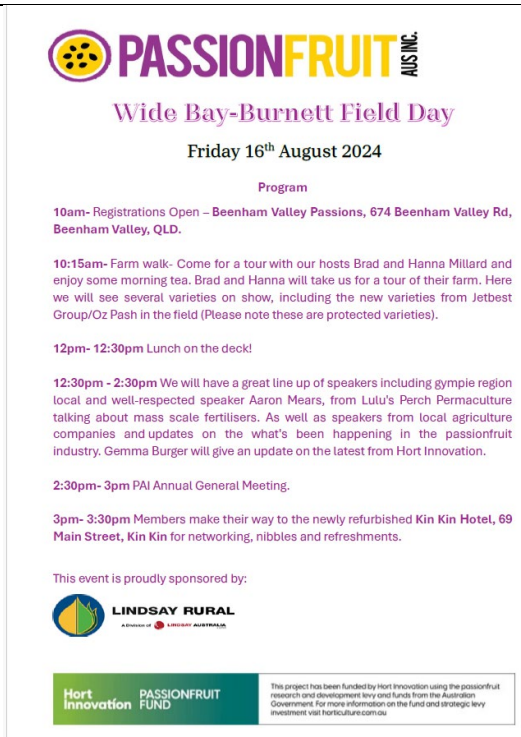
Host Jarod Agostinelli gave growers an idea of how much passionfruit was being produced as well as talking about how they had dealt with concerning environmental factors.

Growers came from the Sunshine Coast, Gympie, NSW and Western Australia. A workshop was held in Beerwah. Reannan from Nufarm presented on a new fungicide, Intervene® being trialled for use on passionfruit. Dan Papacek from Bugs for Bugs spoke to growers about beneficial bugs and integrated pest management. Dr Anne Sawyer presented her research using RNA interference in plants to protect them from fungal viruses.

Megan and Dave Crowhurst from Arbour Grove shared some information on their varieties.

The day concluded at Keith and Judy Paxton's farm in Woombye. At the Paxton's farm, Dr Mobashwer Alam took the group around to see the vines he has been working on through the National Passionfruit Breeding program.

Evaluation surveys were conducted at the end of the day. Please see Appendix 2
</td>
</tr>
</table>

<table>
<tr>
<td>16-8-2024</td>
<td> 
</td>
<td>The Wide Bay–Burnett Regional Field Day took place on Friday, 16 August, at Beenham Valley Passions in Beenham Valley. Hosts Brad and Hanna Millard welcomed attendees with a morning tea featuring homemade passionfruit slice, followed by a guided walk through their passionfruit farm.

Guest speaker Aaron Mears from Lulu's Perch Permaculture presented strategies for managing fungal issues, large-scale fertiliser production, and introduced his inoculated biochar product for growers to trial. The event was well attended with 28 long-standing industry participants and new growers.

The Passionfruit Australia Inc. Annual General Meeting was also held during the day, during which the Management Committee was appointed: Dennis Chant (President), Cynthia Barbagallo (Secretary), Aidan Hutton (Treasurer), along with Brad Millard, Jarod Agostinelli, Megan Crowhurst, and Jason Miles as committee members</td>
</tr>
<tr>
<td>6-2-2025
and

7-2-2025</td>
<td>
</td>
<td>A collaborative event between Custard Apples Australia and Passionfruit Australia Inc. held at Tropical Fruit World, Duranbah, NSW.

Seventy participants attended the event. Fifty-three attendees completed evaluation forms. Twenty-eight of which were from the custard apples industry, sixteen the passionfruit industry, two grew both passionfruit and custard apples and seven were industry stakeholders.

Of these attendees, nine participants had farmed for 0-5 years, thirteen had farmed for 5-10 years, twenty- four had been farming for over 10 years and seven didn't grow fruit but were in the industry.

Attendees were asked to indicate their level of agreement with eight statements. They were asked to mark either "Strongly agree", "Agree", "Neutral", "Disagree", "Strongly Disagree" to the following statements: Please see Appendix 2.3</td>
</tr>
</table>

23-5-2025	PASSIONFRUIT AUS INC. BUNDABERG **Friday 23rd May 2025** ***Program*** ***9:30am*** *- Registrations Open – the Cameron's passionfruit farm, 349 North Bucca Road, Bucca,* *9:30 am. (via Abbotsford Mountain Rd)* ***10:00am- 11:45*** *Farm walk- Come for a tour with our hosts Dean Cameron and enjoy some* *tea. Dean will take us for a tour of his farm and discuss his growing techniques, challenges and w* ***12pm Drive to Venue – takes approx. 30 minutes*** *The Young Australian Hotel and Function Centre, 59 Perry St, Bundaberg North QLD.* ***Lunch at 12:30pm*** *at the Young Australian* ***Speakers*** *1pm – 1:15pm President's address and updates from the industry - Dennis Chant* *1:15-2:15 Liam Reidy from Metagen will be discussing DNA soil profiling and how to tackle c* *pathogens in your soil and diseases on your vines* *2:15 2:45 – Dr Mobashwer Alam will be delivering some results from the Passionfruit Trials and dis* *possible variety contenders* *2:45-3pm – Holly Jackson will be joining us via zoom to discuss upcoming plans for the Pass* *Winter Marketing Project* *Afternoon tea and networking from 3pm.* *Thank you all for attending. We hope you found the day useful and informative.* Hort Innovation PASSIONFRUIT FUND This project has been funded by Hort Innovation using the possi research and development levy and funds from the Australian Government. For more information on the fund and strategic le investment visit horticulture.com.au	The Bundaberg Field Day was held on 23 May 2025, with over 40 growers and industry representatives in attendance. The event included a farm tour hosted by Dean and Chenna Cameron, who as a new grower provided insights into growing Panama passionfruit. Presentations featured Dr Mobashwer Alma (University of Queensland) on current passionfruit variety trials—who is also seeking additional trial sites—Liam Reidy (Metagen) on the role of soil DNA and soil biology in crop productivity, and Holly Jackson (Hort Innovation) on the Winter Passionfruit Marketing Program. The marketing campaign, funded by Hort Innovation, ran for seven weeks across June and July under the tagline "Burst of flavour in every bite." Forty guests attended the field day. Twenty -five of which were passionfruit growers and fifteen were industry partners from Hort Innovation, University of Queensland, TenFarms and JetBest. This has been the largest attendance of local growers to a Bundaberg event for a few years.

A4.2 Field Day Survey Flyers

PASSION FRUIT AUSTRALIA INC.

Hort Innovation

Thank you for attending the PAI Field Day in **Beerburrum, Sunshine Coast, April 19th 2024**

To help us to continually improve the content and delivery of our workshops please take a moment to complete this Participant Feedback Sheet. All responses are anonymous and we really appreciate your frank and constructive feedback.

Objective 1: Deliver communication and extension capability to support positive change in the areas of new varieties, trial sites, pest and disease management.
Objective 2: Provide opportunity for engagement between industry, members and stakeholders.

Please indicate your level of agreement with the statements by marking ONE circle for each statement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Today's topics were useful for my farm	◯	◯	◯	◯	◯
Content was covered in non-technical language that was easy to understand	◯	◯	◯	◯	◯
Topics discussed were helpful regarding pest management on my farm	◯	◯	◯	◯	◯
The day provided helpful information on new ways to address fungal diseases	◯	◯	◯	◯	◯
I will make changes on my farm based on knowledge I have gained today	◯	◯	◯	◯	◯
I am satisfied with the catering	◯	◯	◯	◯	◯
The field day provided opportunities for networking with other growers	◯	◯	◯	◯	◯
The field day provided opportunities for networking with industry stakeholders	◯	◯	◯	◯	◯

If I could change one thing it would be _____

_____

_____

On a scale from 0 to 10, how likely would you be to recommend attending a Passionfruit Australia event to other growers?

0 1 2 3 4 5 6 7 8 9 10

Least likely **Circle one number only** *Most likely*

I have been growing passionfruit for: ◯ 0-5 YRS ◯ 5-10 YRS ◯ 5-10 YRS ◯ DON'T GROW

Thank you for your feedback

TASTE OF THE TROPICS CONFERENCE 2025

Custard Apples Australia

PASSION FRUIT AUSTRALIA INC.

Thank you for attending the **'Taste of the Tropics Conference' on 6th & 7th February 2025**

To help us to continually improve our workshops please take a moment to complete this Participant Feedback Sheet. All responses are anonymous and we really appreciate your frank and constructive feedback.

Please indicate your industry:	Passionfruit ◯ Custard Apple ◯ Industry Stakeholder ◯

Please indicate your level of agreement with the statements by marking ONE circle for each statement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Today's topics were useful for my farm	◯	◯	◯	◯	◯
Topics discussed were helpful regarding pest management on my farm	◯	◯	◯	◯	◯
Topics discussed were helpful regarding disease management on my farm	◯	◯	◯	◯	◯
The day provided a great way to discuss priorities for my industry	◯	◯	◯	◯	◯
I will make changes on my farm based on knowledge I have gained today	◯	◯	◯	◯	◯
I am satisfied with the catering	◯	◯	◯	◯	◯
The field day provided opportunities for networking with other growers	◯	◯	◯	◯	◯
The field day provided opportunities for networking with industry stakeholders	◯	◯	◯	◯	◯

What topics would you like presented at the next event?

_____

What could we improve on? _____

On a scale from 0 to 10, how likely would you be to recommend attending a PAI/CAA event to other growers?

0 1 2 3 4 5 6 7 8 9 10

Least likely **Circle one number only** *Most likely*

I have been growing for: ◯ 0-5 YRS ◯ 5-10 YRS ◯ >10 YRS ◯ DON'T GROW

Thank you for your feedback

PASSION FRUIT AUSTRALIA INC.

Hort Innovation

Thank you for attending the PAI Field Day in **Wide Bay-Burnett Region, 16th August 2024**

To help us to continually improve the content and delivery of our workshops please take a moment to complete this Participant Feedback Sheet. All responses are anonymous and we really appreciate your frank and constructive feedback.

Objective 1: Deliver communication and extension capability to support positive change in the areas of new varieties, trial sites, pest and disease management.
Objective 2: Provide opportunity for engagement between industry, members and stakeholders.

Please indicate your level of agreement with the statements by marking ONE circle for each statement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Today's topics were useful for my farm	◯	◯	◯	◯	◯
Content was covered in non-technical language that was easy to understand	◯	◯	◯	◯	◯
Topics discussed were helpful regarding building resilience against pest & disease	◯	◯	◯	◯	◯
The day provided information on new varieties	◯	◯	◯	◯	◯
I will make changes on my farm based on knowledge I have gained today	◯	◯	◯	◯	◯
I am satisfied with the catering	◯	◯	◯	◯	◯
The field day provided opportunities for networking with other growers	◯	◯	◯	◯	◯
The field day provided opportunities for networking with industry stakeholders	◯	◯	◯	◯	◯

If I could change one thing it would be _____

_____

_____

On a scale from 0 to 10, how likely would you be to recommend attending a Passionfruit Australia event to other growers?

0 1 2 3 4 5 6 7 8 9 10

Least likely **Circle one number only** *Most likely*

I have been growing passionfruit for: ◯ 0-5 YRS ◯ 5-10 YRS ◯ 5-10 YRS ◯ DON'T GROW

Thank you for your feedback

PASSION FRUIT AUSTRALIA INC.

Hort Innovation

Thank you for attending the PAI Field Day in **Bundaberg, 23rd May, 2025**

To help us to continually improve the content and delivery of our workshops please take a moment to complete this Participant Feedback Sheet. All responses are anonymous and we really appreciate your frank and constructive feedback.

Objective 1: Deliver communication and extension capability to support positive change in the areas of new varieties, trial sites, pest and disease management.
Objective 2: Provide opportunity for engagement between industry, members and stakeholders.

Please indicate your level of agreement with the statements by marking ONE circle for each statement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Today's topics were useful for my farm	◯	◯	◯	◯	◯
Content was covered in non-technical language that was easy to understand	◯	◯	◯	◯	◯
Topics discussed were helpful regarding building resilience against pest & disease	◯	◯	◯	◯	◯
The day provided information on new varieties	◯	◯	◯	◯	◯
I will make changes on my farm based on knowledge I have gained today	◯	◯	◯	◯	◯
I am satisfied with the catering	◯	◯	◯	◯	◯
The field day provided opportunities for networking with other growers	◯	◯	◯	◯	◯
The field day provided opportunities for networking with industry stakeholders	◯	◯	◯	◯	◯

If I could change one thing it would be _____

_____

_____

On a scale from 0 to 10, how likely would you be to recommend attending a Passionfruit Australia event to other growers?

0 1 2 3 4 5 6 7 8 9 10

Least likely **Circle one number only** *Most likely*

I have been growing passionfruit for: ◯ 0-5 YRS ◯ 5-10 YRS ◯ 5-10 YRS ◯ DON'T GROW

Thank you for your feedback

A5.1 – Magazine Data Summary

Issue	Winter 2023	Winter 2024	Winter 2025
Production Date	28/07/2023	31/7/24	24/7/25
Number of Pages	60	48	56
Number of Articles	23	21	22
Number of Hort Innovation associated articles	10	10	10
Number Of recipients	439	468	495

A6.1 – PAI Social Media Investment Recommendation

Investment Recommendation: REC-0002678	
Title: Industry-led social media program - growers content	**Priority:** Medium
Process owner: Joanna Krol-Slocombe	**Funding type:** Levy Fund (Single)
SIP Alignment Passionfruit SIP 2022-2026	
Outcome PF-Outcome 2-Demand creation	
Strategy PF - O2S1 Consumer demand	
Consultation: The project was created in consultation with the peak industry body (Passionfruit Australia Inc) how expressed a desire to test and learn a PAI led social media campaign in a cost effective manner. It will be shared more broadly with the Passionfruit SIAP for their endorsement out-of-session.	
Strategy Background: This initiative aims to raise a profile of the industry-led Passionfruit Australia Inc. (PAI) Facebook page (https://www.facebook.com/passionfruitausinc) by broadening its reach (through boosted content) and appeal (by including growers content and industry updates). The content development requirements will be handled by PAI project team, along with boosting to secure incremental reach beyond its existing following (currently 116 followers). The project will activate during the summer flush (1 Dec - 31 March 2025) and aim to deliver to the following objectives: • A 20 % increase in new followers to the page. • A 20 % increase in likes per post. • A 20% increase in views per post. • A 5% increase in followers sharing posts. Note: PAI are comfortable to share their growers content with Hort Innovation marketing team to repurpose across consumer-facing social channels (under the Aussie Passionfruit brand) to strengthen the paddock-to-plate narrative. With the influx of the Vietnamese imports reaching the Australian shores, it is important that we look to protect the domestic market and dial up the paddock-to-plate content. This will reinforce the care and dedication of local growers to deliver the best quality produce.	
Linked Research: N/A	
Business Objectives: To raise awareness of Australian passionfruit and drive preference for local produce given increased competition from Vietnam	**Considerations for industry collaboration:** N/A

<table>
<tr><td>To broaden the Australian Passionfruit Inc Facebook page reach and appeal.</td><td></td></tr>
<tr><td colspan="2">Deliverables (outputs):

Content development

• a suite of assets including photos and videos covering grower profiles and industry updates Media boosting budget - to stretch across the duration of the campaign (17 weeks, allowing around $100/week for boosting)</td></tr>
<tr><td>Budget estimates:

$2,000.00 Budget Justification</td><td>Timing estimates:

4 Months</td></tr>
</table>