

Final Report

Table grape industry communications program

Project leader:

Jeff Scott

Report authors:

Terryn Milner

Delivery partner:

Australian Table Grape Association

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Table grape industry communications program (TG22001)

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Level 7

141 Walker Street

North Sydney NSW 2060

Telephone: (02) 8295 2300

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Public summary

A vibrant, resilient and globally competitive sector, Australia's table grape industry continues to demonstrate leadership across horticulture. The industry's strong export focus, commitment to sustainability and innovation, and its broad national footprint have shaped a fast-moving environment in which timely, trusted communication is essential.

From November 2022 to November 2025, the Table Grape Industry Communications Program (TG22001) delivered a coordinated, multi-channel communications program to some 800 producers, exporters and supply chain stakeholders Australia-wide. Building on earlier communications projects (TG1000, TG15008 and TG18004), TG22001 evolved the industry's communication capacity by expanding the use of written, visual, video and experiential content, and by strengthening the digital foundations laid in previous programs.

During the life of TG22001, table grape businesses faced significant challenges: agrichemical availability pressures, rising production costs, extreme weather events, international trade complexities, and increasing expectations around provenance, sustainability and regulatory compliance. There were also exciting developments for industry – like expanded varietal access for Japan, and an industry-first five-year international marketing program – which generated optimism and opportunity. In this context, industry needed communications that were responsive, coordinated, accurate and easy to access.

Throughout this period, ATGA's communications remained a constant. Information was delivered through the industry's flagship *Vine* magazine, the fortnightly *Pick of the Bunch* newsletter, three social media channels, an enhanced industry website, short-form video content, direct email, media outreach and in-person engagement. These channels provided levy payers with timely updates on R&D, biosecurity, production, export registration, market intelligence, regulatory changes, and industry programs.

Engagement strengthened across all channels. Website usage reached more than 370,000 pageviews and 160,654 users across the project, with returning users more than doubling over three years. *Pick of the Bunch* averaged approximately 55 per cent open rates and consistently high click-through engagement. Social audiences expanded across Facebook, Instagram and LinkedIn, while survey results showed that 80 per cent of growers found ATGA communications useful to their business.

Growers reported accessing information through multiple channels, with comments such as: *"I take information from multiple places – I see it a few different ways"* and *"There have been things that I've read that have made me try something a different way."*

TG22001 also broadened the industry's use of video, producing 14 completed videos – with two more in production at project's end. These videos strengthened accessibility for diverse audiences and supported best practice adoption through clear and engaging visual instruction.

Driven by the 2022–26 *Table Grape Strategic Investment Plan (SIP)*, TG22001 focused on lifting capability, supporting knowledge transfer, improving industry cohesion, and ensuring equitable access to information regardless of location, language or technical capacity. This was supported by annual communications planning, consistent monitoring and evaluation, and strong integration with Hort Innovation levy-funded projects such as extension (TG19000, TG23001), trade and market access (TG23000) and international marketing (TG24501).

Through its multi-platform, grower-centred approach, TG22001 delivered a communications program that enhanced knowledge, awareness, skills and aspiration (KASA), strengthened two-way information flow across the supply chain and helped unify producers, exporters and service providers during a period of rapid industry change.

Keywords

Table grapes, table grape industry, horticulture, Australian Table Grape Association, industry communications, knowledge transfer, best practice, stakeholder engagement, *Vine* magazine, *Pick of the Bunch*, social media, website, video content, digital communications, Queensland fruit fly

Introduction

The Australian table grape industry operates across multiple regions, cultures and business types, making clear, coordinated communication essential for supporting growers and exporters.

The 2022–26 Table Grape Strategic Investment Plan identified strong opportunities to further strengthen industry cohesion, expand access to information, and enhance the adoption of RD&E by improving the way information is shared across the value chain.

Building on the success of earlier communications programs, TG22001 was established to modernise and expand the industry's communication capacity.

The project aimed to ensure levy-funded information was timely, accurate, relevant and accessible as well as delivered through a mix of formats suited to the industry's diverse audience. This included written, visual, video and experiential communication, as well as improved digital capability through the industry website, social media channels and targeted updates.

TG22001 was designed to help growers and exporters stay informed during a period of evolving production challenges, increasing regulatory expectations, and significant market dynamics. A coordinated communications program was essential to support best practice adoption, strengthen industry connectivity, and provide equitable access to information regardless of region, language or technical capacity.

Methodology

TG22001 was delivered through a coordinated suite of written, visual, video and experiential communications, designed to evolve and elevate industry engagement while building on the success of previous communications programs. The project methodology was guided by the 2022–26 *Table Grape Strategic Investment Plan*, industry consultation, insights from TG18004 evaluation, and ATGA’s established communications experience.

Multi-channel communications approach

The communications methodology centred on the principle that growers access and absorb information in different ways. TG22001 therefore combined a diverse mix of content formats and delivery platforms to ensure equitable, frequent and reliable access to industry information. Content types included:

- written (*Vine* magazine, digital newsletters (including *Special Release*, *Marketing Update*, *Export Snapshot* and *China Market Insights*), website posts, fact sheets, catalogues),
- visual (infographics, social media explainers and tiles, promotional graphics),
- video (short-form instructional explainers, graphic-based informative videos and industry engagement videos),
- experiential (producer events, technical sessions, field days, and direct engagement and consultation opportunities).

Using this mix ensured that information remained accessible to growers with varying backgrounds, technical abilities, digital accessibility, and time availability. Each format reinforced the others, enabling key messages to be understood regardless of channel preference.

Evolving communications content and sophistication

As the industry continued to evolve in a post-Covid environment, TG22001 strengthened its focus on elevating communication outputs. This included delivering faster, more polished and targeted content through expanded video production, short-form digital and newsletter posts, and a greater emphasis on visual and graphic-based materials. Better integration and reuse of content amplified reach and enhanced platform-to-platform continuity.

Platform-specific delivery

TG22001 delivered content across the industry’s core communications platforms:

- *Vine* magazine: continued as the industry’s flagship publication, providing long-form articles, R&D updates, grower stories, biosecurity information, and trade and marketing insights. 12 editions were produced, 11 published and one due for release.
- *Pick of the Bunch* e-newsletter: issued fortnightly, offering timely updates on industry news, events, technical resources and market information. Content was refined throughout the project to increase clarity, improve readability and reflect grower feedback.
- Social media: maintained across Facebook, Instagram and LinkedIn, supporting rapid dissemination of updates, videos, graphics and event promotions (ceased using Twitter and online grower community established as part of TG22001, to focus on other social media and engagement priorities).
- Website (australiangrapes.com.au): expanded to include additional R&D, vine health, best practice, and exporter resources. Website enhancements improved accessibility and functionality and served as a central repository for project outputs.
- Direct communication: used to deliver urgent or sensitive information, respond to grower enquiries, support levy-payer engagement and maintain database accuracy.

Increased attention to video content

Reflecting strong engagement with video in TG18004, TG22001 committed to investing in more sophisticated, topic-specific video resources. These videos provided accessible, practical guidance on topics such as fruit fly management, sprayer optimisation, export registration processes, and workforce communication.

Videos were designed to:

- simplify complex topics,

- support growers with varying capacity (technical, language proficiency)
- reinforce best practice, and
- enable on-demand learning.

Although not all planned videos were fully completed by project end, those produced achieved strong engagement and improved the accessibility of technical information.

Integration with events and experiential learning

TG22001 complemented digital communications with in-person grower events, technical sessions and producer meetings. These engagements provided opportunities for informal discussion, clarification and two-way information exchange. ATGA collaborated closely with the industry development team (TG19000/TG23001) and other R&D project teams to integrate communications support with technical extension, aligning messaging and ensuring growers received consistent, unified information across projects.

Adaptive annual communications planning

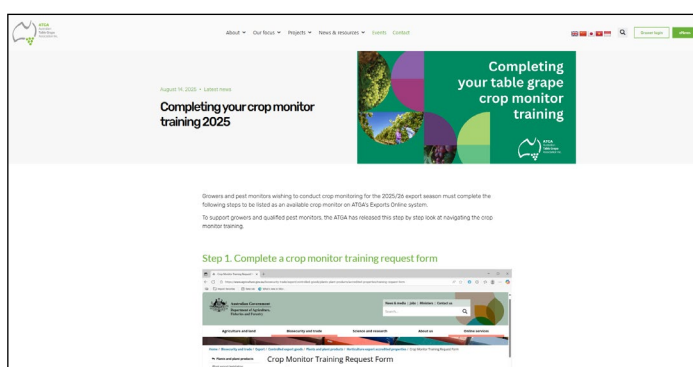
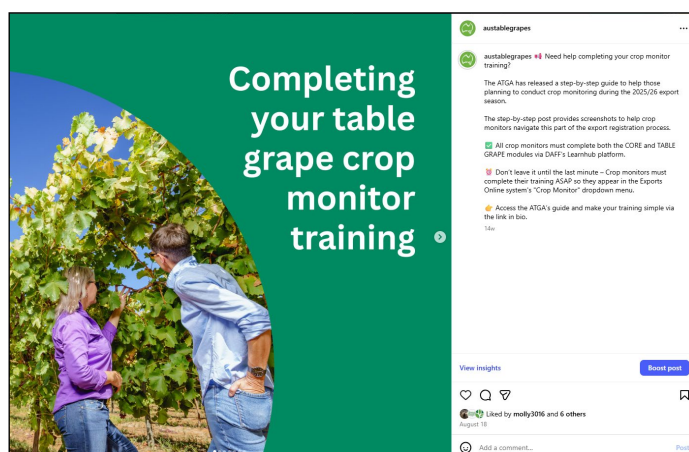
A communications strategy and annual communications plan were developed annually during TG22001. Plans were continuously improved, adaptive, balancing scheduled activities (e.g. magazine production and newsletter cycles) with rapid-response communications required for biosecurity alerts, seasonal reminders, regulatory updates or emerging issues. This adaptive planning ensured flexibility and responsiveness, allowing ATGA to address changing industry needs throughout the project period.

Data-driven refinement and continuous improvement

The project's methodology incorporated formal and informal evaluation through analytics, surveys, consultations and grower feedback. Engagement metrics from the website, newsletters, social media, and video platforms informed ongoing adjustments to content format, tone, structure and delivery timing. Grower insights – such as preferences for visual content or receiving information multiple ways – were used to refine communication approaches and guide the development of new outputs.

Photos/images/other audio-visual material

The following Instagram, website and newsletter items demonstrate the multi-channel approach. Driven by emerging challenges related to the export registration process, we created a step by step guide to support growers to complete this mandatory training. Photos: Social, web and newsletter screenshots.



Results and discussion

TG22001 delivered a streamlined and effective multi-channel communications program that maintained timely flow of information to growers, exporters and industry stakeholders, while adapting delivery methods to reflect increasing digital capability across the industry.

Across the project, ATGA produced 12 editions of the *Vine* magazine (11 released and one due to be released), continued fortnightly delivery of the *Pick of the Bunch* newsletter (76 during the life of the project), and expanded the use of targeted communications including 12 *Special Releases*, 39 *Export Snapshots*, 15 *China Market Insights*, and 6 *Marketing Updates*. This broad range of publications ensured quick dissemination of critical technical, regulatory and trade information, often in response to emerging issues. Engagement with the *Pick of the Bunch* (and other digital newsletters) remained strong, with average unique open rates of approximately 55%, while the *Vine* digital amassed an average of 1800 reads per edition across TG22001.

The australiangrapes.com.au website usage exceeded 370,000 pageviews during TG22001, with more than 17,000 users of 160,000 total returning. While the website is viewed much more widely than just industry, the increase in returning users indicates there is growing confidence in australiangrapes.com.au as a central repository for tools, resources and information.

The project also broadened the use of video to improve accessibility and understanding, delivering 14 completed videos with two more underway. The *Bait Like a Boss* series – initially developed as a rapid-response tool to support area-wide management of Queensland fruit fly (Qfly) in Sunraysia – offered practical, visually led guidance in an engaging and sometimes humorous way. It was viewed thousands of times by industry and shared extensively across local and state governments and other horticulture industries. The approach was influential enough that several industries adopted the idea and produced their own adaptations. The greatest success was demonstrated through growers' practice change, with many adopting bait spraying as a core component of their Qfly management programs.

Informal and formal feedback confirmed growers access information through multiple channels, valuing the reinforcement of key messages. Many survey respondents reported that communication products helped them refine practices or access emerging industry information. While digital engagement increased, growers continued to identify direct communication and face-to-face events as highly influential for practice change, reinforcing the importance of maintaining a balanced mix of delivery methods.

TG22001 represented a meaningful step forward in refining the industry's communication assets. Looking ahead, there is an opportunity for future programs to further improve continuity and strengthen the value of the materials. This greater alignment will support clearer, more seamless engagement for growers, making information easier to find, understand, and act upon.

Overall, TG22001 successfully delivered the planned communications activities, expanded the sophistication and responsiveness of outputs, and supported the industry through a period of significant regulatory, seasonal and market challenges.

Photos/images/other audio-visual material

Photos: Top left: Vines at bud burst, taken to show seasonal progression (2025); Top middle: US entomologist David Haviland with growers Rocky Mammone and Jordan Adams, talking managing mealybug, for the *Vine* magazine (2025); Top right: Grower Mario Cordoma with his grapes at harvest (2025); Bottom left: Talia Farms innovative waste system (2025); Bottom middle: Hort Innovation's Nicole Dimos-Byrnes and ATGA communications manager Terryn Milner on shoot in Irymple (2025); Bottom right: Tereena and John Marlais with their grapes at harvest (2025). Photos: David Sickerdick.



Outputs

Table 1. Output summary

Output	Description	Detail
<i>Vine</i> magazine	<p>12 editions of the quarterly industry magazine were developed, edited, and published, with the November 2025 edition set to be released and promoted just after the completion of the final report.</p> <p>The publication is a joint communications output with the dried grape industry.</p> <p>Each edition is 40 pages, with approximately 18-20 pages dedicated table grape or industry relevant content.</p> <p>Approximately 600 copies of the magazine are sent to table grape levy payers in print, and the digital edition reaches an average of</p>	<p>The <i>Vine</i> magazine is the industry's flagship publication. During TG22001, the ATGA undertook a consolidation of its contact list, removing a good number of retired producers or duplicates from the <i>Vine</i> distribution list. This was a conscious effort to reduce the environmental footprint of the magazine through returned and wasted magazines.</p> <p>The print magazine still has a readership of roughly the same number, as for every one print copy produced, roughly 3-4 people read the magazine.</p> <p>The feedback through annual TG22001 surveys demonstrates producers still value the <i>Vine</i> magazine as a source of information.</p> <p>There is a delicate balance between the print magazine and the digital friendly components of the magazine that translate to its online version – links, QR codes etc. – and accessibility is always front of mind when creating content for the magazine.</p> <p>The digital edition allows for the addition of links, enhancing the functionality of the magazine for those who want to explore further information, and allows for easier evaluation given the availability of digital statistics. Relying on grower communication surveys doesn't give an accurate representation of the magazine's value.</p> <p>Each edition of the <i>Vine</i> is promoted with social tiles on the ATGA social media networks, in <i>Pick of the Bunch</i> newsletter, and on the ATGA website.</p> <p>See <i>Appendix 1</i> for publications links.</p>
<i>Pick of the Bunch</i> newsletter	<p><i>Pick of the Bunch</i> newsletter has been published fortnightly across TG22001, with almost 600 subscribers now receiving the industry news.</p>	<p><i>Pick of the Bunch</i> has become a well-read source of timely and relevant information since its launch in 2018.</p> <p>The newsletter has evolved since 2018, with structure and frequency changes. During TG22001, a new two-column format was introduced.</p> <p>The newsletter communicates R&D and marketing levy-funded projects, best practice and seasonal production recommendations and reminders, Hort Innovation news, event coverage, market access and trade updates and more.</p> <p>ATGA continues to drive subscribership and reach, ensuring levy payers are aware of the importance of reading the newsletter every fortnight, not just sporadically.</p> <p>Subscriber numbers have increased since the end of TG18004/beginning of TG22001, from 550 (November 2022) to almost 600 (November 2025). Average open rate currently sits at 54.5%, up from 49% (November 2022). However, MailChimp open and click rates have some challenges with accuracy due to Apple MPP inflating open rates.</p> <p>Click-through rates sit around 6.8 per cent. The average for this</p>

		<p>has decreased overall due to <i>Export Snapshot</i> and <i>China Market Insights</i> newsletters using the same audiences, featuring more self-contained information and requiring fewer external clicks.</p> <p>See <i>Appendix 1</i> for publication links.</p>
australiangrapes.com.au website	Maintenance and update of industry website	<p>There have been more than 370,000 pageviews, 160,654 total users, and 17,897 returning users over the life of TG22001, demonstrating the continued and improved use and engagement, with returning users more than doubling from year 1 on TG22001 (4335 from November 2022 to October 2023) to 8572 in year 3 (November 2024 to October 2025).</p> <p>More than 180 new posts and hundreds of updates were added to the industry website during the life of TG22001.</p> <p>Major updates to the website included the introduction of a vine health section, to enhance information delivery and resource availability on vine health topics of interest. During the project the exporter directory also became an interactive section of the website.</p> <p>The varieties page was improved and better integrated with the Exporter Directory and availability calendar, increasing traffic and usability. It now supports growers' planning, exporters' marketing decisions and customer understanding of grape varieties and harvest windows.</p>
Social media	<p>Three social media channels managed, with content updates regularly targeted at the primary audience</p> <p>Facebook (1900 followers)</p> <p>Instagram (800 followers)</p> <p>LinkedIn (1825 followers)</p>	<p>Social media remained a valuable communications channel throughout TG22001, enabling ATGA to reach growers and broader industry members regardless of location. Content shared included R&D progress, best-practice guidance, industry development updates, event promotions and coverage, business support information, industry news, and the release of <i>Pick of the Bunch</i>, <i>Vine</i> magazine, and Hort Innovation updates.</p> <p>Across the program, ATGA's social channels showed steady growth. Facebook increased from 1794 to 1,900 followers; Instagram, launched in June 2023 at @austablegrapes, grew to almost 800 followers; and LinkedIn increased from 563 to 1825 followers, gaining almost 1300 new followers over the life of the project. More than 720 posts were published across the three platforms between November 2022 and November 2025.</p> <p>Engagement patterns were channel-specific: Facebook and Instagram performed strongly with video content, seasonal updates and event coverage, while LinkedIn followers engaged more with business, trade and project-focused posts.</p> <p>Post volumes remained broadly consistent with TG18004, with only a small variation in average monthly posts (LinkedIn: 7.4 to 6.3).</p> <p>While engagement fluctuated across platforms, this reflects broader shifts in social media algorithms rather than reduced audience interest. Growers' preferred platforms vary – with some active only on Facebook, and others using multiple channels – meaning combined reach across all social media continues to broaden overall visibility and engagement.</p>

		Findings from the 2025 Communications Survey confirm that some growers engage infrequently with social media, reinforcing that consistent multi-channel content is essential. Efforts to improve access to social media content included the development of a “Stay up to date” video demonstrating how to add the ATGA to followers’ favourites lists, and step by step instructions in the <i>Vine</i> magazine multiple times.
Media releases & media liaison	Media releases and media liaison	<p>Media coverage stemmed from media releases and news items distributed directly to media or through ATGA’s digital channels, website and newsletter.</p> <p>Coverage occurred consistently throughout TG22001 in a diverse range of media, with radio, print and online articles highlighting industry best practice efforts, events, innovation, projects, and trade.</p> <p>Key media highlights included table grapes’ expanded varietal access into Japan, the five-year industry led international marketing program, five-year trade and market access program, new varieties, and Qfly area-wide management efforts.</p> <p>Table grape industry news is often reported in <i>Fresh Plaza</i>, <i>Fruitnet</i>, <i>Fresh Fruit Portal</i>, <i>Produce Plus</i>, <i>Sunraysia Daily</i>, <i>Robinvale Sentinel</i>, <i>Packaging News</i>, <i>The Weekly Times</i>, ABC (Mildura/Swan Hill local radio), and <i>North West Farmer</i>.</p>
Direct communication	Face-to-face, email and phone communications are sent from the ATGA team and CEO to all levy payers on a regular basis.	<p>Topics include labour, trade, export requirements (audits and compliance, export registration) biosecurity, best practice management, pest and disease management, chemical use, MRLs & MRL app, Hort Innovation projects, and more.</p> <p>Direct communication is a highly valued source of information for levy payers, though engagement levels are difficult to ascertain.</p> <p>Email and SMS communications reach hard-to-reach or time-poor growers, and drive traffic to website, newsletter and social media, however ATGA teams continue to urge growers to interact with all ATGA communications on a regular basis (i.e. at every grower event, during each phone call or grower visit, in magazine and newsletter articles and graphics).</p>
Grower events/ forums/workshops	Event communication	<p>As part of TG22001, ATGA delivered more than 30 events, ranging from industry-facing sessions to targeted activities for agronomic service providers, breeders and researchers.</p> <p>Event communication requirements were extensive and included developing social media tiles and banners, promotional copy, website posts, newsletter and <i>Vine</i> magazine articles, as well as creating feedback mechanisms such as surveys, polls and QR codes.</p> <p>The project also supported events with presentation development, event photography and videography where required, and the preparation of post-event summaries and wrap-ups. See event examples here.</p>
Video content	6 videos produced annually	Across TG22001, ATGA produced 14 completed videos, with three additional videos in production at the time of reporting (against a planned 18) – two more <i>Bait Like a Boss</i> videos and

		<p>one seasonal progression video, which will stitch vision from each stage of production (currently at flowering and pre-berry set).</p> <p>While the full target was not reached, the suite of completed videos had strong reach and engagement, and growers identified video content as a valued and convenient format.</p> <p>2023 Table Grape Export Registration Guide for Use</p> <p>Managing Fruit Fly in Table Grape Vineyards – Timelapse</p> <p><i>Optimising Spray Application</i> series:</p> <ul style="list-style-type: none"> • P1: Basic Principles • P2: Targets • P3: Droplets <p>Stay Up to Date on Table Grape Industry Communications – Facebook (671 views on FB)</p> <p><i>Bait Like a Boss</i> series:</p> <ul style="list-style-type: none"> • What's in Fruit Fly Bait? (1500 views across socials & YouTube) • Recognising Fruit Fly (900 views across socials & youtube) • Where to Land Bait (1000 views across socials & YouTube) • Growers and Their Baiting Journeys (1500 views across socials & YouTube) • Busting Fruit Fly Myths (<i>in production</i>) • Make it, Bait It, Show It Off (<i>in production</i>) <p>Australian Grapes: Nature's Sweetest Gem Video</p> <p>Vine Magazine Teaser Video: November 2025 (2600 views across Facebook and Instagram)</p> <p><i>A Year in the Vines</i> seasonal progression video – partially shot</p>
Additional outputs not included in RFP	Presentations, factsheets, catalogues	<p>Additional materials developed under TG22001 included factsheets (e.g. <i>Using MAT to Manage Queensland Fruit Fly</i>), industry and community presentations, and catalogues such as the <i>Varieties Catalogue</i>.</p> <p>These outputs aligned with the <i>SIP</i> Outcome 3 (Extension & Capability), related to multiple strategies and KPIs and benefiting growers, exporters and supply chain partners in their production and marketing planning.</p> <p>Newsletters such as <i>Export Snapshot</i> and <i>China Market Insights</i> were designed and distributed by TG22001 but delivered under TG23000 and TG24501. TG22001's integration with these levy-funded projects is essential for ensuring cohesive, timely and responsive communication across the program portfolio.</p>

Photos/images/other audio-visual material

A selection of digital tiles for newsletter and social media. Images: ATGA

Managing mealybug: Insights from the U.S.

GROWER SESSION

Morning session:
8.30–9.30am
David & Robert Albanese's property
282 Malay Road, Robinvale
Breakfast provided

Afternoon session:
2–3pm
Tim Milner's property
27 Roberts St, Irymple
Light refreshments

Guest speaker
DAVID HAVILAND
Entomology and Pest
Management Advisor,
University of Davis,
Kern County, California

**Tuesday
14 OCTOBER
Robinvale &
Irymple**

ATGA Australian Table Grape Association Inc.
Hort Innovation TABLE GRAPE FUND

Exploring dormancy breakers in table grapes: Sharing trial results

GROWER SESSION

14 May Online

ATGA Australian Table Grape Association Inc.
Hort Innovation TABLE GRAPE FUND

Export registration sessions

Wednesday 30 &
Thursday 31 July 2025

Euston/Robinvale
& Mildura

ATGA Australian Table Grape Association Inc.
Hort Innovation TABLE GRAPE FUND

GROWERS AND THEIR BAITING JOURNEY

BAIT *like a* BOSS

EXPLORING DORMANCY BREAKERS IN TABLE GRAPES 2025 SESSION

Scan the QR code to complete
our 2-minute survey

ATGA Australian Table Grape Association Inc.
Hort Innovation TABLE GRAPE FUND

SEND HELP! (AND OPINIONS)

HAVE YOUR SAY ON
WHAT'S BEEN...AND
WHAT'S TO COME.

Closing 10 November.

Hort Innovation TABLE GRAPE FUND

PICK OF THE bunch
Vine MAGAZINE
EXPORT SNAPSHOT

out now

Reimagining the packhouse

ATGA Australian Table Grape Association Inc.
Hort Innovation TABLE GRAPE FUND

Project updates • Events • Industry news

LATEST PICK OF THE bunch OUT NOW!

ATGA Australian Table Grape Association Inc.
Hort Innovation TABLE GRAPE FUND

Outcomes

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
More informed stakeholders (M&E outcome 1)	<p><i>SIP</i> outcome 3 – Extension & Capability</p> <p>Strategy 1 – Create positive change in the priority areas</p> <p>Strategy 2 – Provide opportunity for engagement between industry, producers and relevant stakeholders</p>	<p>TG22001 significantly improved stakeholder awareness and access to best practice, R&D outputs, seasonal information, and market insights. ATGA increased both the frequency and accessibility of communications, ensuring producers received information consistently across channels regardless of geographic location or digital capability. Information was delivered via newsletters, the Vine magazine (digital and print), factsheets, social media, direct email, and a revitalised website that served as a high-value, centralised knowledge base.</p>	<p>Website: 370,000+ pageviews, 160,654 total users, 17,897 returning users, with returning users more than doubling between Years 1 and 3 of TG22001.</p> <p>Newsletter: POTB unique open rates averaged roughly 55%, up from 49% in 2022; click-through stabilised around 6–7%, with several editions exceeding 10%.</p> <p>Surveys & feedback: Growers consistently indicated the <i>Vine</i> magazine, text messages, and newsletters were their most valued information sources.</p> <p>Content volume: 180+ new posts published on the website, plus hundreds of updates across R&D, events, trade, vine health, and best-practice areas.</p> <p>Growers commented that:</p> <p><i>“Having different topics makes communications interesting.”</i></p> <p><i>“There have been things that I’ve read that have made me try something a different way.”</i></p> <p><i>“I watch videos, I read the magazine.”</i></p> <p><i>“We keep the magazine for a while, we’ve usually got one laying around.”</i></p> <p>These statements demonstrate tangible influence on awareness and practice review, reinforcing that communications products were not only accessed but used.</p>
Enhanced opportunities (M&E outcome 2)	<p><i>SIP</i> outcome 3 – Extension and Capability</p> <p>Strategy 2 (Provide opportunity for engagement between industry, producers and relevant stakeholders)</p> <p>Strategy 3 – Strengthen table grape industry leadership through</p>	<p>The project substantially broadened opportunities for growers to engage with information, raise concerns, and provide feedback. Two-way communication was strengthened through direct communication, social media dialogue, and event-based consultation.</p> <p>Collaboration with TG19000/TG23001/TG23000 and TG24501 expanded opportunities for growers to</p>	<p>Event coverage and co-delivery with TG19000 brought more growers into conversations about practice change, biosecurity, chemical use, and seasonal risk.</p> <p>Feedback channels expanded to include QR-linked surveys, newsletter-embedded surveys, and direct conversations at events.</p> <p>“Top 3 links” data from newsletters demonstrated strong grower interest in:</p> <ul style="list-style-type: none"> • industry events, • crop monitor resources, • regulatory updates,

	<p>initiatives and training</p> <p>KPI 2 – Producers’ satisfaction with growth in co-operation within industry, across industries and with other stakeholders leading to business and industry innovations (i.e., survey data)</p>	<p>interact with other industry participants, cross-industry producers, researchers and service providers, improving opportunities related to production, trade and marketing, business and other key priority areas.</p>	<ul style="list-style-type: none"> market access and trade content. <p>Survey responses consistently reported that growers were more motivated to change practices following in-person events than written material alone – highlighting the value of multi-channel engagement.</p> <p>Growers valued receiving information through multiple channels and seeing it reiterated in different formats. As one respondent noted:</p> <p><i>“I don’t know what would reach the most people, but I take information from multiple places – I see it a few different ways.”</i></p> <p>This confirms ATGA’s multi-channel strategy is appropriate and increases the likelihood that growers will receive key messages regardless of channel preference, literacy, or digital skill level.</p>
Increased industry unity (M&E outcome 3)	<p>SIP Outcome 3 – Extension and Capability</p> <p>Strategy 1 – Create positive change in the priority areas, high-quality production, biosecurity/plant protection, climate variability and exports through delivery of communications and extension capability)</p> <p>Strategy 2 – Provide opportunity for engagement between industry, producers and relevant stakeholders</p> <p>KPI 2 – Producers’ satisfaction with growth in co-operation within industry, across industries and with other stakeholders leading to business and industry innovations (i.e., survey data)</p>	<p>The project supported a more connected and unified industry through consistent communication, streamlined information access, and improved accuracy of industry databases (Mailchimp, Vine distribution list, Exporter Directory, contact management system).</p> <p>Consolidating communication channels and maintaining high-frequency updates helped growers feel connected to levy-funded and other projects.</p>	<p>Engagement with ATGA’s digital channels grew strongly:</p> <ul style="list-style-type: none"> Facebook followers increased from 1794 in 2022 to 1900 followers in November 2025 LinkedIn increased significantly from 563 in 2022 to 1825 followers in November 2025 Instagram launched in 2023, growing to 800 followers by November 2025 <p>Industry information became easier to navigate due to significant improvements in the australiangrapes.com.au website.</p> <p>Consolidation of R&D content, a new vine health section, interactive Exporter Directory and enhanced varieties catalogue, broadened grower access to production planning information.</p> <p>Direct communication (email, phone, face-to-face) remained a critical connector, especially for hard-to-reach growers.</p> <p>Events and face-to-face communication drove connection through shared experiences and challenges, uniting industry against common threats and through collective opportunities.</p>

<p>Improved networks (M&E outcome 4)</p>	<p><i>SIP outcome 3 – Extension and Capability</i></p> <p>Strategy 2 – Provide opportunity for engagement between industry, producers and relevant stakeholders</p> <p>Strategy 3 – Strengthen table grape industry leadership through initiatives and training</p> <p>KPI 2 – Producers' satisfaction with growth in co-operation within industry, across industries and with other stakeholders leading to business and industry innovations (i.e., survey data)</p>	<p>The breadth and depth of communication channels under TG22001 strengthened the networks between growers, exporters, service providers, researchers, and industry bodies. By diversifying content and leveraging cross-project collaboration, ATGA supported more connected supply chain participation and greater awareness of support programs and industry issues.</p>	<p>Social media content reached a broader, more diverse professional audience, particularly on LinkedIn where engagement favoured business and trade updates.</p> <p>Newsletter click-through analysis demonstrated repeated engagement in:</p> <ul style="list-style-type: none"> • ATGA website & event links (resources, especially crop monitoring, vine health, and exporter resources) <p>Event attendance and feedback surveys showed growers intended to review or change practices after workshops, indicating strengthened knowledge and network pathways.</p>
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Monitoring and evaluation

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
<p>1. To what extent has the project achieved its expected outcomes?</p> <p>Has the table grape industry communications program achieved its objectives and goals?</p>	<p>TG22001 achieved strong measurable improvements across all core communication channels.</p> <p>Survey data indicated that 80% of growers said ATGA communications had helped them in their business (“Yes”: 4 of 5 non-placeholder responses).</p> <p>Four respondents described ATGA communications as “very useful”, representing the most common rating in the usefulness scale.</p> <p>Digital analytics reinforced this: <i>Pick of the Bunch</i> averaged approximately 55% unique open rates, the website recorded 370,000+ pageviews and significant increases in returning users, and ATGA’s social media audience grew substantially across Facebook, Instagram and LinkedIn.</p> <p>Grower feedback demonstrated application of knowledge:</p> <p><i>“There have been things that I’ve read that have made me try something a different way.”</i></p> <p><i>“I watch videos, I read the magazine.”</i></p> <p>Practice change – supported by SMS, newsletters and videos – showed growers were engaging with key outputs and applying them.</p>	<p>While the project delivered all planned outputs and achieved its objectives and goals, future programs would benefit from additional resourcing to manage increasing content demands and maintain consistency across channels. Strengthening delivery capacity would improve timeliness and help accommodate emerging industry needs.</p>
<p>2. How relevant was the project to the needs of intended beneficiaries?</p> <p>Was project content relevant to industry needs? Were key outputs and messages not only received but relevant and timely to the target audience/s?</p>	<p>Relevance was consistently high across the project’s communication channels.</p> <p>While survey participation was modest, the feedback received aligned with strong behavioural indicators, including regular multi-channel engagement, high newsletter open rates, significant website traffic and returning users, and extensive viewing and sharing of video content.</p> <p>Grower comments confirmed that</p>	<p>Given low survey participation, exploring shorter pulse surveys, embedded micro-polls, or event-based feedback (extended throughout TG22001 anyway) could help capture a broader range of grower input. This would strengthen ongoing relevance and responsiveness under <i>SIP</i> Outcome 3.</p>

	<p>communications addressed the topics they value most, such as production, vine health, trade, biosecurity and R&D.</p> <p>These behavioural patterns demonstrate that the content was both timely and relevant to the needs of growers.</p>	
<p>3. How well have intended beneficiaries been engaged in the project?</p> <p>Did the project show increased engagement levels across none, some or all communications channels?</p> <p>To what extent did engagement levels demonstrate appropriateness and timeliness of project content?</p>	<p>Engagement increased across all major communication channels.</p> <p>Survey data indicated most respondents access multiple formats: <i>Vine</i> magazine, website, direct email, newsletter and social media.</p> <p>One grower noted:</p> <p><i>"I take information from multiple places – I see it a few different ways."</i></p> <p>Comments like this validate the project's multi-channel strategy, with repeated exposure strengthening information recall.</p> <p>High engagement with key newsletter links, and the strong interaction rates on social media, further demonstrate growers are interacting with communications regularly.</p>	<p>There is an opportunity to further streamline communication assets across formats to improve consistency, recognisability and ease of navigation for growers.</p> <p>Clearer templates, a unified visual style and a more coordinated design system would support faster production and provide growers with a more seamless experience across channels.</p> <p>Given low survey participation, exploring shorter pulse surveys, embedded micro-polls, or event-based feedback could help capture a broader range of grower input. This would strengthen ongoing relevance and responsiveness under <i>SIP</i> Outcome 3.</p>
<p>4. To what extent were engagement processes appropriate to the target audience/s of the project?</p> <p>How suitable were communications methods, outputs and activities for the intended audience/s?</p> <p>How were barriers to engagement overcome? If they weren't, what could be done differently to engage effectively with the target audience/s?</p>	<p>A mix of print, digital, video, events and direct communication ensured suitability across a wide range of growers, digital skill levels and communication preferences. <i>Vine</i> magazine continues to have long-tailed reach, with growers reporting:</p> <p><i>"We keep the magazine for a while, we've usually got one laying around."</i></p> <p>Video content and increased frequency of SMS messages expanded accessibility for time-poor growers and for those who prefer visual learning.</p> <p>Survey responses and analytics show that growers actively engage through whichever channels best suit their operation, confirming that the project's approach was well-matched to audience needs.</p>	<p>There is an opportunity to further streamline communication assets across formats to improve consistency, recognisability and ease of navigation for growers.</p> <p>Clearer templates, a unified visual style and a more coordinated design system would support faster production and provide growers with a more seamless experience across channels.</p> <p>Given low survey participation, exploring shorter pulse surveys, embedded micro-polls, or event-based feedback could help capture a broader range of grower input. This would strengthen ongoing relevance and responsiveness under <i>SIP</i> Outcome 3.</p>

<p>5. What efforts did the project make to improve efficiency?</p> <p>What efforts were made to improve efficiency over the life of the project?</p>	<p>TG22001 improved efficiency through several system and workflow refinements:</p> <ul style="list-style-type: none"> • Consolidation of <i>Vine</i> and Mailchimp lists reduced duplication and waste. • Website updates reduced the time needed to publish and find information. • Videos – though fewer than the planned 18 – were strategically prioritised for topics with the highest extension impact. • Modular content creation (e.g., <i>Vine</i>, website, social media snippets) reduced duplication of effort. <p>Automated analytics from Mailchimp and website tools improved the speed and accuracy of reporting.</p>	<p>Opportunity to continue building automated dashboards for communications metrics.</p> <p>Automate information delivery (SMS service, extended integration with MailChimp/CMS).</p> <p>Further integrate content pipelines with other projects (TG23001, TG23000 and TG24501) to minimise duplication of effort.</p>
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Recommendations

The findings of TG22001 highlight several priority actions that will strengthen future communications delivery and ensure the industry continues to benefit from levy-funded RD&E, marketing and trade programs.

1. Develop and implement a refreshed suite of branded communication assets

A modern, cohesive visual identity across newsletters, videos, social media tiles, factsheets and website elements will improve accessibility, readability and recognition of levy-funded content.

2. Create a centralised, searchable online resource hub (including improved search and digital architecture)

A comprehensive resource hub could be developed within the industry website to house 20+ years of industry materials, including *Vine* articles, factsheets, videos, project outputs, market reports and technical tools.

This hub should incorporate enhanced search, topic filtering, metadata tagging and intuitive navigation to maximise usability and extend program outcomes that align with the *SIP* and TG22001 outcomes.

3. Expand structured production of targeted video content

Video was one of the most engaged formats during TG22001. Structured annual planning, hybrid in-house/external production models, and integration with other levy-funded projects should continue (e.g. collaboration with TG23001 on the *Bait Like a Boss* series ensured information accuracy, industry response to emerging issues and encouragement of best practice management).

4. Increase communications staffing capacity to reduce loss of personnel risk

To maintain responsiveness and ensure continuity across communications, digital content, website management and engagement functions, an additional dedicated staff resource is recommended.

Refereed scientific publications

Nil

Intellectual property

No project IP or commercialisation to report

Appendices

1. List of all publications produced & released during TG22001

Type of release	Link
Pick of the Bunch	1 December 2022
Pick of the Bunch	15 December 2022
Pick of the Bunch	12 January 2023
Pick of the Bunch	26 January 2023
Pick of the Bunch	9 February 2023
Pick of the Bunch	23 February 2023
Pick of the Bunch	9 March 2023
Pick of the Bunch	24 March 2023
Pick of the Bunch	6 April 2023
Pick of the Bunch	20 April 2023
Pick of the Bunch	4 May 2023
Pick of the Bunch	18 May 2023
Pick of the Bunch	1 June 2023
Pick of the Bunch	15 June 2023
Pick of the Bunch	29 June 2023
Pick of the Bunch	13 July 2023
Pick of the Bunch	27 July 2023
Pick of the Bunch	10 August 2023
Pick of the Bunch	24 August 2023
Pick of the Bunch	7 September 2023
Pick of the Bunch	21 September 2023
Pick of the Bunch	6 October 2023
Pick of the Bunch	19 October 2023
Pick of the Bunch	2 November 2023
Pick of the Bunch	16 November 2023
Pick of the Bunch	30 November 2023
Pick of the Bunch	13 December 2023
Pick of the Bunch	18 January 2024
Pick of the Bunch	1 February 2024
Pick of the Bunch	15 February 2024
Pick of the Bunch	29 February 2024
Pick of the Bunch	14 March 2024

Pick of the Bunch	<u>28 March 2024</u>
Pick of the Bunch	<u>9 April 2024</u>
Pick of the Bunch	<u>26 April 2024</u>
Pick of the Bunch	<u>9 May 2024</u>
Pick of the Bunch	<u>23 May 2024</u>
Pick of the Bunch	<u>6 June 2024</u>
Pick of the Bunch	<u>20 June 2024</u>
Pick of the Bunch	<u>4 July 2024</u>
Pick of the Bunch	<u>18 July 2024</u>
Pick of the Bunch	<u>1 August 2024</u>
Pick of the Bunch	<u>15 August 2024</u>
Pick of the Bunch	<u>30 August 2024</u>
Pick of the Bunch	<u>13 September 2024</u>
Pick of the Bunch	<u>26 September 2024</u>
Pick of the Bunch	<u>10 October 2024</u>
Pick of the Bunch	<u>24 October 2024</u>
Pick of the Bunch	<u>7 November 2024</u>
Pick of the Bunch	<u>21 November 2024</u>
Pick of the Bunch	<u>5 December 2024</u>
Pick of the Bunch	<u>19 December 2024</u>
Pick of the Bunch	<u>16 January 2025</u>
Pick of the Bunch	<u>30 January 2025</u>
Pick of the Bunch	<u>14 February 2025</u>
Pick of the Bunch	<u>28 February 2025</u>
Pick of the Bunch	<u>14 March 2025</u>
Pick of the Bunch	<u>27 March 2025</u>
Pick of the Bunch	<u>10 April 2025</u>
Pick of the Bunch	<u>24 April 2025</u>
Pick of the Bunch	<u>9 May 2025</u>
Pick of the Bunch	<u>22 May 2025</u>
Pick of the Bunch	<u>6 June 2025</u>
Pick of the Bunch	<u>19 June 2025</u>
Pick of the Bunch	<u>4 July 2025</u>
Pick of the Bunch	<u>17 July 2025</u>
Pick of the Bunch	<u>31 July 2025</u>
Pick of the Bunch	<u>15 August 2025</u>
Pick of the Bunch	<u>28 August 2025</u>

Pick of the Bunch	12 September 2025
Pick of the Bunch	25 September 2025
Pick of the Bunch	9 October 2025
Pick of the Bunch	23 October 2025
Pick of the Bunch	6 November 2025
Pick of the Bunch	21 November 2025
Special Release	Special Release 28 February 2023
Special Release	Special Release 10 January 2024
Special Release	Special Release 31 May 2024
Special Release	Special Release 30 July 2024
Special Release	Special Release 9 October 2024
Special Release	Special Release 3 December 2024
Special Release	Special Release 6 May 2025
Special Release	Special Release 10 June 2025
Special Release	Special Release 5 September 2025
Special Release	Special Release 31 October 2025
Vine Magazine	February to April 2023
Vine Magazine	May to July 2023
Vine Magazine	August to October 2023
Vine Magazine	November 2023 to January 2024
Vine Magazine	February to April 2024
Vine Magazine	May to July 2024
Vine Magazine	August to October 2024
Vine Magazine	November 2024 to January 2025
Vine Magazine	February to April 2025
Vine Magazine	May to July 2025
Vine Magazine	August to October 2025
Vine Magazine	November 2025 to January 2026 *IN PROOF*

Appendix 2: Project dashboard

The following dashboard displays how the project collected data to achieve measurable results against intended project outcomes (short, medium and end-of-project).

What is it?	Performance measure	Outcome				Year 1	Year 2	Year 3	End-of-project
		1	2	3	4	2023	2024	2025	
Website	Increase pageviews (average per year) (TG18004 end = 7605)	x	x	X	x	9433	10,383	11,042	Completed
	Increase return users (TG18004 end = 419)	x	x		x	345	431	714	Completed
	Reduce bounce rates (TG18004 end = 64.09%)				x	55.4%	41.4%	47.62%	Completed
Pick of the Bunch newsletter	Produce fortnightly	x	x		x	x	x	x	Completed
	Increase average open rate	x	x		x	49.1%	52.7%	54.5%	Completed
	Increase subscriber numbers	x	x	X	x	527	591	595	Completed
Facebook	Increase likes	x	x	x	x	1825	1873	1900	Completed
	Increase reach (average p/m each year)	x	x	x		547	635	540	Incomplete
	Increase posts & stories (average p/m each year) (TG18004 end = 11.83)	x	x		x	10.6	20.6	12.3	Completed
LinkedIn	Increase followers	x	x	x	x	824	1456	1825	Completed
	Increase posts (average p/m each year) (TG18004 end = 7.4)	x	x		x	5.9	6.15	6.3	Incomplete
Instagram	Increase followers (new platform)	x	x	x	x	266	593	795	Completed
	Increase reach (average p/m each year) *not measured previously	x	x	x	x	169	569	403	Completed (new platform)
	Increase posts & stories (average p/m each year) *build phase mid-2023 post frenzy*	x	x		x	19.4*	17.6	12	Complete
Vine magazine	Produce quarterly	x	x		x	x	x	x	Completed
	Improve digital reads	x	x		x	x	x	x	Completed
Communications strategy	Develop	x	x	x	x				Completed
M&E plan	Develop	x	x	x	x				Completed
Direct communication	Ongoing via email, SMS, phone, face-to-face	x	x	x	x				Completed
Media relations	Ongoing development of media releases, news items, for circulation by media	x	x	x	X				Completed