

Final Report

Mango Industry Communication Program 2016-2017

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Delivery partner:

Australian Mango Industry Association

Project code:

MG15006

Project:

Mango Industry Communication Program 2016-2017 – MG15006

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Contents

Contents	3
Summary	4
Keywords.....	5
Introduction	6
Methodology	7
Outputs	9
Outcomes	12
Monitoring and evaluation.....	13
Recommendations	16
Refereed scientific publications.....	17
Intellectual property, commercialisation and confidentiality	18
Appendices	19

Summary

The objective of the MG15006 Mango Industry Communication Program 2016-2017 was to maintain and improve communication to all mango industry stakeholders. Key industry stakeholders (the target audience) include growers (levy payers), retailers, wholesalers, industry organisations, researchers, industry media and federal and state government departments.

Communication is important as it provides the opportunity for key industry stakeholders to receive information and gain knowledge and it also builds a sense of industry unity.

The project utilised resources, skills and expertise both within and outside of the Australian Mango Industry to deliver relevant information on topics such as; research and development (R&D), marketing and promotion, market development and access, and biosecurity. It should also be noted that communication activity uses information from Mango Capacity Building Program—Stage 2 (MG13017), Data Collection to Facilitate Supply Chain Transparency—Stage 3 (MG15003) and The 11th Australian Mango Conference (MG16001).

As the Australian Mango Industry is very diverse (both geographically and demographically) it was important to deliver communication using a variety of methods, to ensure reach of communication was maximised. To deliver communication effectively, efficiently and strategically some information was also delivered in multiple formats, so that the target audience could access information from a range of sources.

Key outputs (activities) included:

- The publication of regular communication materials—including a quarterly magazine style publication, a weekly in-season e-newsletter and a monthly out-of-season e-newsletter.
- Regular updates to an industry website.
- Production of best practice guides, webinars and videos.

Key outcomes included:

- Improving access to emerging technologies to improve industry productivity, sustainability and fruit quality.
- Ensuring the overall range of mango industry communication activities were coordinated and managed effectively.
- Continued improvement of communication with all sectors of the industry, including through print and electronic communications.
- Improving access to information delivered through multiple mediums, leading to the increased uptake of new knowledge and technologies across industry—with the objective of improving grower profitability.
- Through ensuring the delivery of accurate and timely information, ensuring all Australian mango growers and others through the supply chain have equitable access, through a range of media, to the most up to date information on production, post harvest and market practices and issues.

From reviewing the feedback as part of measurement and evaluation, it is recommended that a similar program be put in place to ensure key industry stakeholders are kept up to date with relevant information. An upgrade to the industry website <http://www.industry.mangoes.net.au> and an update to branding of communication materials would be of value to the next program.

Keywords

Mango; Australia; communication; magazine; newsletter; best practice guides; webinars; videos.

Introduction

This project was previously part of a larger project MG13017 where communication and industry development was combined. During 2015, an independent mid-term review of the project (MG13017) was conducted to assess and measure industry adoption and what impact the project was having on different industry sectors. The review also looked at the extension component of the project and assessed the value of this component of the project. The review had multiple recommendations; those concerned with the communication component were that extension activities were difficult to distinguish from those of communication in the project documentation. Therefore, it was decided through internal processes to separate the communication component from the industry development activities within MG13017.

The MG15006 Mango Industry Communication Program 2016-2017 commenced in February 2016 and was due to finish in December 2017, however the project was extended by Hort Innovation until May 2018.

During the program, there were several project leaders due to staff changes. Industry Development Manager Trevor Dunmall managed the project from February 2016-June 2017, Supply and Communications Manager Jessica Mitchell managed the project from June 2017-April 2018 and Industry Development Manager Samantha Frolov managed the project during May 2018. Supply and Communications Manager Jessica Mitchell compiled this report, having supported Trevor Dunmall on the project since August 2016.

The Program supported the Mango Strategic Investment Plans by facilitating, maintaining and improving access to information.

The Australian Mango Industry comprises of approximately 800 growers, a wide cross section of wholesalers and many food retailers, including larger retailers, through to specialist green grocers and many family operated businesses. Mango production is principally located in northern Australia but there are smaller, yet significant production regions throughout Australia. Key industry stakeholders are therefore from a wide geographic and social cross section and there are varying levels of business maturity throughout the industry. Due to these factors, it was important to develop a communication program that utilised different methods to deliver information.

Traditionally, the mango harvest season commences in August/September and runs until February/March. Although there are mangoes harvested outside of this production period, 90% of production occurs during this period. The Australian Mango Industry is also characterised by seasonal fluctuation in supply and peaks in supply during the season when demand does not match supply. Delivering strategic communication to key industry stakeholder both in and out of season is important to ensure information is disseminated effectively.

Communication activity collates information from a range of sources as well as Mango Capacity Building Program—Stage 2 (MG13017), Data Collection to Facilitate Supply Chain Transparency—Stage 3 (MG15003) and The 11th Australian Mango Conference (MG16001).

Methodology

Communication focused on ensuring the industry understands and knows how to support the industry's programs; understands the factors that impact productivity and quality; understands the improved production and supply chain management practices and how they can be applied to achieve improved outcomes; and ensuring the industry understands and knows how to access information and obtain required knowledge.

The Australian Mango Industry is a relatively young industry with varying levels of business maturity throughout the industry and a diverse range of people from wide geographic and social backgrounds. Key industry stakeholders (the target audience) include growers (levy payers), retailers, wholesalers, industry organisations, researchers, industry media and federal and state government departments.

Due to the diverse nature of the Australian Mango Industry it was important to develop a communication program that would benefit the whole industry and consider the way different people absorb information. Therefore, a range of communication methods were utilised for this project. To deliver communication effectively, efficiently and strategically there was the opportunity to share some information in multiple formats, so that the target audience could access information from a range of sources.

With the traditional mango season running from around August/September to February/March it was also important to consider timing of communication. During the season, weekly communication is required to keep key industry stakeholders updated. Out of season it is just as important to communicate regularly (though not as frequently) to ensure the target audience remains engaged and informed.

The project utilised resources, skills and expertise both within and outside of the Australian Mango Industry to deliver relevant information on topics such as; research and development (R&D), marketing and promotion, market development and access, and biosecurity.

It should also be noted that communication activity utilises information from Mango Capacity Building Program—Stage 2 (MG13017), Data Collection to Facilitate Supply Chain Transparency—Stage 3 (MG15003) and The 11th Australian Mango Conference (MG16001).

The following key communication activities were delivered as part of the program:

- *Mango Matters* is a quarterly magazine style publication distributed to approximately 800 key industry stakeholders throughout Australia in hard copy, and electronically distributed (and hosted on the industry website) to another several hundred industry stakeholders. This publication is usually 20 to 30 pages full colour.

The Industry Development Manager was responsible for editing and producing the magazine from February 2016-July 2016. After this time, the Supply and Communications Manager was responsible for this process. The Industry Development Manager and Chief Executive Officer both contributed regularly to the publication by providing direction on pertinent industry information and preparing and approving articles.

The publication relies on contributions from several industry stakeholders to report on activities such as current R&D projects and industry marketing and PR. After editing of these articles, final approval is sought from contributors. Some advertising supports an AMIA component of the quarterly magazine.

- *My Mango* is the weekly in-season e-newsletter, due to the harvest season starting at different times each year, the number of editions is somewhat variable each season, however it is usually distributed between August and March on a Tuesday. It is distributed to approximately 1,000 industry stakeholders and is also hosted on the industry website. The e-newsletter reports on the crop forecast (part of MG13017), provides regional reports on how the harvest is progressing in each key production region, features objective (quality) reporting and weekly wholesale prices (part of MG15003). It also provides regular updates on industry marketing and PR, but these articles are usually shorter than the ones that appear in the magazine. Events, industry opportunities and relevant news are also shared via this platform.

As with *Mango Matters* several staff members have been responsible for the curation of the newsletter, due to staff changes. However, the Supply and Communications Manager was responsible for collating and editing articles from August 2016. The approval committee consists of the Industry Development Manager, Chief Executive Officer, Marketing Manager Treena Welch and Hort Innovation Acting

Marketing Lead Elisa King (Craig Perring was also part of this process while he was Marketing Manager).

- *The Slice* is the monthly out-of-season e-newsletter and is distributed once a month during the off season (depending on content). It is released to the same database that subscribes to *My Mango* and is managed in a similar way, however, the approval committee is usually only the Industry Development Manager and Chief Executive Officer (and other contributors if necessary). *The Slice* focuses on keeping the industry engaged out of season and shares information on events, industry opportunities and relevant news; such as chemical updates.
- www.industry.mangoes.net.au provides a platform to host information and is accessible to all key industry stakeholders (whether they subscribe to the above publications or not). Information from the above publications is regularly posted to the website to keep it up to date. It also hosts several resources that anyone can access; such as downloadable quality standards posters. The Supply and Communications Manager is responsible for keeping the website up to date with input from the wider AMIA team.
- To support regular communication best practice guides, webinars and videos were also delivered electronically. Usually this activity took place out-of-season, when key industry stakeholders would be more likely to utilise this information. These resources were shared in the regular communication materials listed above. The Supply and Communications Manager and the Industry Development Manager, with input from the wider AMIA team were responsible for development and execution of these materials. Input was sought from key industry stakeholders where applicable.

Outputs

- *Mango Matters* was produced quarterly from February 2016 until May 2018. It is a magazine style publication distributed to approximately 800 key industry stakeholders throughout Australia in hard copy, and electronically distributed (and hosted on the industry website) to another several hundred industry stakeholders. This publication is usually 20 to 30 pages full colour.

Although the style and content of the magazine has changed somewhat over the project lifetime, the publication usually consists of CEO & Chairman reports, Director reports, industry news, updates about industry PR and marketing, updates on research and development (R&D) and a people and events section.

It should be noted that the Autumn 2018 edition of *Mango Matters* was only produced electronically due to limited funding. Key industry stakeholders that normally receive a printed edition only, where we had appropriate contact details, were sent the electronic version as a one off.

Copies of *Mango Matters* can be found at: <https://www.industry.mangoes.net.au/mango-matters/>.

- *My Mango*, the weekly in-season e-newsletter, was produced on a weekly basis during the 2015/16 (end of season only applicable to this reporting period), 2016/17, and the 2017/18 mango season.

Due to the harvest season starting at different times each year, the number of editions is somewhat variable each season, however it is usually distributed between August and March on a Tuesday. It is distributed to approximately 1,000 industry stakeholders and is also hosted on the industry website. The e-newsletter reports on the crop forecast (part of MG13017), provides regional reports on how the harvest is progressing in each key production region, features objective (quality) reporting and weekly wholesale prices (part of MG15003). It also provides regular updates on industry marketing and PR, but these articles are usually shorter than the ones that appear in the magazine. Events, industry opportunities and relevant news are also shared via this platform.

Copies of *My Mango* can be found at: <https://www.industry.mangoes.net.au/my-mango/>.

Date / time	Topic Presented	Presenter/s	Target Audience	Participants
Thursday 22 June 2017, 1pm-2pm	Preparing to export to markets with specific on farm phytosanitary requirements	Trevor Dunmall - AMIA	All key industry stakeholders	1* Due to lack of interest, this was conducted as a telephone call instead.
Wednesday 28 June 2017, 1pm-2pm	Freshcare: Quality Assurance –Update and Outlook	Clare Hamilton-Bate– Freshcare	All key industry stakeholders	8
Wednesday 14 February 2018, 3pm-3.40pm	GS1—DataBar	Melanie Wishart—GS1	All key industry stakeholders	7
Thursday 15 February 2018, 3pm-3.40pm	GS1—DataBar	Melanie Wishart—GS1	All key industry stakeholders	6 (Also recorded 22 views)
Wednesday 21 February 2018, 3pm-4pm	Update on HARPS	Belinda Millard / Tristan Kitchener—HARPS project team	All key industry stakeholders	11 (Also recorded 24 views)

Thursday 12 April 2018, 3pm-4pm	National Mango Breeding Program	Samantha Frolov—AMIA, Ian Bally —QDAF, Ben Reilly— Steritech	All key industry stakeholders	18
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- *The Slice*, the monthly out-of-season e-newsletter, was distributed once a month during the off season (depending on content) during 2016, 2017 and 2018 (April and May only applicable for this reporting period). It is released to the same database that subscribes to *My Mango*. *The Slice* focuses on keeping the industry engaged out of season and shares information on events, industry opportunities and relevant news; such as chemical updates.

Copies of *The Slice* can be found at: <https://www.industry.mangoes.net.au/the-slice/>.
- The website (<http://www.industry.mangoes.net.au>) and database have been maintained and reviewed regularly, with new material loaded onto the website as and when required. Industry website analytics provided in measurement and evaluation section.
- Six webinars (web meetings) were organised on a variety of topics. The table below provides a summary of the webinars conducted. It should be noted that there were more participants registered for most webinars than dialed into the meetings. Where participants were not able to join, they were sent copies of slides afterwards. Two webinars were also recorded and uploaded to AMIA’s YouTube channel to extend the reach of these meetings (YouTube views are noted below and can be seen in Appendix One). Appendix Two provides screenshots of the web meetings conducted.
- Three Best Practice Guides were developed as part of this project and are provided on the industry website (links provided below):
 - **Understanding crop nutrition - a guide for Australian mango growers** was developed with a focus on new mango growers and new orchard managers who need a guide to crop nutrient requirements and the most appropriate timing of fertiliser application.
 - **Export market requirements – a guide for Australian mango growers and exporters** was developed to provide growers, exporters and importers with information that will assist them with understanding export market requirements for the range of target countries. It is the first guide specifically developed for the mango industry.
 - **Using the Felix F-750 Produce Quality Meter – a guide for users** was developed to facilitate the adoption of the Felix F-750 Produce Quality Meter as a tool to non-destructively measure mango dry matter in the orchard, packing shed and market. The meter provides the user with the ability to quickly measure dry matter without destructive sampling. This system replaces the traditional method of cutting and weighing a sample of flesh, drying the sample and weighing again to calculate dry matter.
- Six videos were created as part of this project and can be accessed on the industry website and also AMIA’s YouTube channel (links provided below; YouTube views can be seen in Appendix One):
 - Sprayer calibration and Sprayer application were created to allow growers who were unable to attend the orchard sprayer calibration workshops see the presenter (Dr David Manktelow) demonstrate the key aspects of calibration and application for orchard sprayers. This was a two part video due to the duration.
 - Four videos were produced from the 11th Australian Mango Conference, providing key industry stakeholders who couldn’t attend an opportunity to watch some of the presentations. The first video discusses mango marketing and growing demand. The second video discusses understanding the application of new technology in the orchard and packing shed. The third video discusses mapping horticulture tree crops in Australia. The fourth video discusses managing magpie geese. Video links can be accessed below:
 - [Mango Conference—Treena Welch, Robert Gray and Elisa King.](#)
 - [Mango Conference—Jesse Reader Bosch.](#)
 - [Mango Conference—Craig Shephard DSITI.](#)
 - [Mango Conference—Amelie Corriveau CDU.](#)

- Other activity included (note-these activities where listed are part of other projects and are presented in more detail within these projects):
 - Attendance at meetings and industry workshops (as well as assisting with preparation for these meetings):
 - Orchard sprayer calibration and maximizing sprayer application (part of MG13017).
 - Crop monitor training workshops (part of MG13017).
 - Pre-season workshops 2016/2017 season and 2017/2018 season (part of MG13017).
 - The 11th Australian Mango Conference (part of MG16001).
 - Attendance at a cross-industry meeting (notes provided—see Appendix Three)
 - Assistance with the development of new quality posters (part of MG13017).
 - Industry survey conducted (more detail provided in measurement and evaluation section).

Outcomes

This project has a primary focus on supporting the adoption of research and development as well as communicating with all sectors of industry on all aspects of industry development. Key outcomes facilitated by the mango industry communication program aimed to ensure key industry stakeholders were well informed and armed with reliable industry data, so they could feel empowered to make more effective decisions and support the strategic vision for the industry.

Key outcomes included:

- Improving access to emerging technologies to improve industry productivity, sustainability and fruit quality.
 - Information about emerging technologies was a focus of several activities produced as part of the mango industry communication program. For example the article '[Monitoring the temperatures of your fruit—what system to use?](#)' discusses the technology available to exporters.
- Ensuring the overall range of mango industry communication activities were coordinated and managed effectively.
 - Mango industry communication activities were coordinated and managed effectively. All outputs were completed and measurement and evaluation (detailed in the measurement and evaluation section below) indicates that the activities were of a high professional standard. For example, 95% of survey respondents rated *My Mango* as very good or good.
- Continued improvement of communication with all sectors of the industry, including through print and electronic communications.
 - Both formal and informal feedback was collected to measure effectiveness of communication activity. Improvements were made to communication material where appropriate. For example, upon discussion that a grower said they would like to see a workplace health and safety section included in *Mango Matters*, this was implemented. *"The workplace health and safety section was a good addition (to Mango Matters), came from our recommendation and something AMIA implemented straight away."*
- Improving access to information delivered through multiple mediums, leading to the increased uptake of new knowledge and technologies across industry—with the objective of improving grower profitability.
 - Information was delivered through multiple mediums, aiming to lead to the increased uptake of new knowledge and technologies. For example NIR technology was widely promoted in [publications](#) and a [best practice guide](#) was developed to assist growers with using the technology themselves. NIR technology aims to give growers a tool to assess their dry matter (one of the indicators of fruit maturity). By using this tool (alongside others) growers can pick fruit at the right time, leading to an increase in fruit quality and ultimately profitability.
- Through ensuring the delivery of accurate and timely information, ensuring all Australian mango growers and others through the supply chain have equitable access, through a range of media, to the most up to date information on production, post harvest and market practices and issues.
 - Mango industry communication activities were delivered in an accurate and timely manner. For example, one survey respondent said that, *"(the) email comes through, (it's) relevant happening right there and then, (and I) don't need to go looking for the information."*

Monitoring and evaluation

Monitoring and evaluation was primarily conducted over the project lifetime via surveys, interviews and informal feedback received by key industry stakeholders. Discussions with other horticulture associations were also conducted to review what other industry organisations are doing with their communication programs.

Overall results indicate that desired outcomes were achieved and the Mango Industry Communication Program 2016-2017 was of an excellent standard. There were a few recommendations from the evaluation collected which should be incorporated into the next mango industry communication program.

Communication Survey

A communication survey was conducted in May / June 2017 to monitor communication activity effectiveness from 2016 to 2017, but a poor response rate (only three responses) was received despite circulating the link to the survey twice (both in the May and June 2017 editions of *The Slice*). These results have not been included in the final report because of the low response rate (but were reported at MS105). To counteract this lack of feedback it was decided that another survey should be conducted in early 2018 both online and via interviews.

As part of the survey in 2018, 28 people participated in the online survey and 11 key industry stakeholders were formally interviewed. The online survey was open during February and March 2018 (the deadline was extended several times to collect more responses), and an invitation to complete the survey was advertised weekly in *My Mango*. It was placed at the top of the newsletter to maximise exposure, which seemed to assist in collecting responses.

A summary of combined feedback recorded from the second review in early 2018 has been noted below (total 39 respondents).

Feedback from retailers was also collected to gain insights from the entire industry; comments have been included below.

- *Mango Matters*:
 - 90% of survey respondents rated *Mango Matters* as very good or good. This is an excellent result and indicates that our key industry stakeholders find this resource to be relevant and informative.
- *My Mango*:
 - 95% of survey respondents rated *My Mango* as very good or good. This is also an excellent result and indicates that our key industry stakeholders find this resource to be relevant and informative.
- *The Slice*:
 - 72% of survey respondents rated *The Slice* as very good or good. This is a good result, but indicates that perhaps we can do more to grab people's attention. Though it may also be not as widely read because it is produced in the off-season, when key industry stakeholders aren't as engaged with the industry (13% of survey respondents said that the out-of-season e-newsletter wasn't applicable to them). One survey participant that rated the publication as average (3) had this to say: "Can't really judge out of season as don't pay much attention to it." A branding refresh may be of value to draw key industry stakeholder's attention to this resource.
- The website (<http://www.industry.mangoes.net.au>):
 - 61% of survey respondents rated the website as very good or good. This is a good result, but indicates that there are some barriers to key industry stakeholders using the website (26% of survey respondents said that this resource wasn't applicable to them). Some comments from survey participants included:
 - "Industry Resources section is poorly structured and random. Needs better categories and simple headings..."
 - "Been on there occasionally; difficulty navigating and finding things..."
 - This feedback indicates that the main barrier to using the website is that items are hard to find.

An upgrade to the website would therefore be of benefit.

- This activity was also monitored by reviewing website analytics. Over the project lifetime the website had almost 58,000 unique visitors (37.1% year on year growth), 72,000 visits (21.5% year on year growth) and 142,000 page views (19.6% year on year growth).
- Retailer feedback:
 - *“My Mango is a terrific medium that engages the industry and includes useable information for retailers, cross referencing with feedback that we receive from key growers. This information helps us plan seasonal events including promotions, point of sale and more. All information and opportunities to engage the industry community across multiple platforms and includes all elements of the supply chain from grower through to consumer should be encouraged. The information provided is informative, timely and user friendly.”*
 - *“The 2017/18 Australian Mango season has proven to be a very successful one for Metcash and IGA. The planning out of our promotional package and sharing of information with our retailers was made simpler thanks to the information contained with the weekly My Mango email. From a category manager perspective, I was able to clearly articulate to our state teams what was taking place in the growing regions. The crop estimates forecast enabled us to plan our catalogues, with a surety that stock would be plentiful for those periods. Understanding and having clear visibility of what was happening within each growing region was again, an excellent communication tool to help us drive the right behaviors within our state buying teams and ultimately giving our retailers the confidence to support Australian Mangoes. The inclusion of dry matter and brix measurements was a key to better engagement with our suppliers to ensure we had the right fruit at the right time. With respect to the market pricing, it would be beneficial to get more information into this, as at times some of this pricing could be a little out of date or inaccurate. Having said all that, I look forward to next season and once again being able to draw on the exceptional content of information to help Metcash and IGA drive sales to a new high.”*
 - *“My Mango is useful for crop forecasting information to track forecast vs actual so we can see the trend of what's coming to the markets. Objective reporting is useful to understand where maturity is across the market place, and assists in looking at who's doing the right thing for maturity (for conversation with supplier not for ceasing their supply unless it continues). Also, good to look at the short descriptions about what's going on in each region (as in rain in Bowen stopped picking for a few days but will start again etc.) The Slice is good for knowing what's going on in regions and in the industry off season as a lot of things go on in growing regions that we wouldn't know otherwise, as we only visit during the season. Also, good for marketing updates on what's going on. Mango Matters provides information similar to the above. Good if you couldn't make events such as the biannual conference etc.”*
 - *“The AMIA market and information resources have provided guidance and support for both strategic and tactical activities to drive mango sales across the season. The weekly “My Mango” email assisted on a week to week basis with planning for the regional and varietal transitions across the season. The sharing of industry forecasts and consumer data assisted with total season set up planning and category review activities. In addition to this, having a central point for industry engagement was invaluable, both providing a forum for direct contact and feedback from growers at regional road shows, as well as connecting us with industry experts when we need technical advice. Thank you”*

Webinars

After each webinar, a short survey was distributed to those that attended. 14 respondents completed these surveys. 100% of survey respondents rated the webinars as very good or good. This is an excellent result, however participation at webinars (number of attendees listed in outputs section) was quite small. It should be considered whether this is an effective communication method to include as part of the next mango industry communication program.

Videos

YouTube views can be seen in Appendix One. More views were recorded on the more practical videos (sprayer application and calibration) indicating that this type of videos is of more value to key industry stakeholders. It

should be considered whether this is an effective communication method to include as part of the next mango industry communication program.

Other activity

Surveys were conducted following the 2017/2018 pre-season roadshows. Results from these surveys can be viewed as part of the relevant project (part of MG13017).

Attendance records from meetings can also be viewed in the relevant project report (MG13017).

Discussions with other horticulture associations revealed that they ran similar communication programs, but they also had more resource available to them to conduct these programs.

Recommendations

The recommendations for the next mango industry communication program are as follows:

- A similar program should continue to ensure key industry stakeholders are kept up to date with relevant information.
- Conduct a branding refresh of *The Slice* (and *My Mango* and *Mango Matters* for consistency) to capture key industry stakeholder's attention.
- Upgrade the industry website <http://www.industry.mangoes.net.au>.

Refereed scientific publications

None to report.

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report.

Appendices

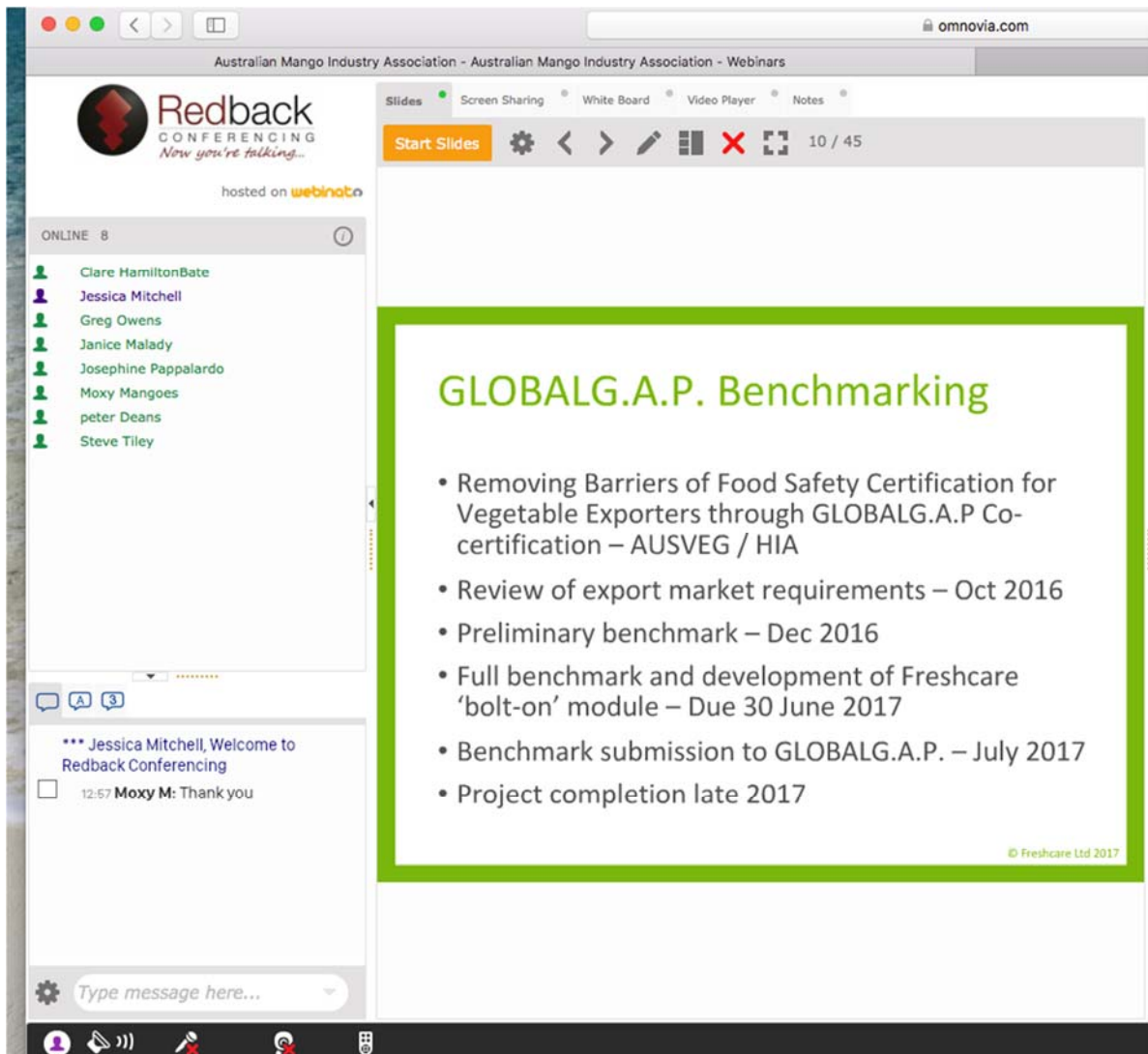
- Appendix One – Webinar screenshots
- Appendix Two – Notes from cross-industry meeting
- Appendix Three—Supporting pictures

Appendix One AMIA MG15006 23.04.18

Webinar screenshots

Note: Webinar 1 was conducted as a telephone call instead.

Webinar 2 (Freshcare)



The screenshot shows a web browser window displaying a Redback Conferencing webinar. The browser address bar shows 'omnia.com'. The page title is 'Australian Mango Industry Association - Australian Mango Industry Association - Webinars'. The Redback Conferencing logo is visible, along with the text 'hosted on uwebinar'. The webinar interface includes a toolbar with 'Start Slides', 'Screen Sharing', 'White Board', 'Video Player', and 'Notes'. A list of online participants is shown on the left, including Clare HamiltonBate, Jessica Mitchell, Greg Owens, Janice Malady, Josephine Pappalardo, Moxy Mangoes, peter Deans, and Steve Tiley. A chat window shows a message from Jessica Mitchell: '*** Jessica Mitchell, Welcome to Redback Conferencing' and a response from Moxy M: 'Thank you'. The main content area displays a slide titled 'GLOBALG.A.P. Benchmarking' with a list of bullet points: 'Removing Barriers of Food Safety Certification for Vegetable Exporters through GLOBALG.A.P Co-certification – AUSVEG / HIA', 'Review of export market requirements – Oct 2016', 'Preliminary benchmark – Dec 2016', 'Full benchmark and development of Freshcare ‘bolt-on’ module – Due 30 June 2017', 'Benchmark submission to GLOBALG.A.P. – July 2017', and 'Project completion late 2017'. The slide is framed in green and includes a copyright notice '© Freshcare Ltd 2017' in the bottom right corner.

Australian Mango Industry Association - Australian Mango Industry Association - Webinars

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ONLINE 8

- Clare HamiltonBate
- Jessica Mitchell
- Greg Owens
- Janice Malady
- Josephine Pappalardo
- Moxy Mangoes
- peter Deans
- Steve Tiley

*** Jessica Mitchell, Welcome to Redback Conferencing

12:57 Moxy M: Thank you

Type message here...

GLOBALG.A.P. Benchmarking

- Removing Barriers of Food Safety Certification for Vegetable Exporters through GLOBALG.A.P Co-certification – AUSVEG / HIA
- Review of export market requirements – Oct 2016
- Preliminary benchmark – Dec 2016
- Full benchmark and development of Freshcare ‘bolt-on’ module – Due 30 June 2017
- Benchmark submission to GLOBALG.A.P. – July 2017
- Project completion late 2017

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Webinar 3 (GS1 Databar)

GS1 Australia

The Global Language of Business

GS1 DataBar for the Australian Mango Industry Association

Melanie Wishart – Senior Advisor, Fresh Foods
14th February 2018

AUSTRALIAN MANGOES

GoToMeeting

Webinar 4 (GS1 Databar)

Questions

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GS1 Australia

The Global Language of Business

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GoToMeeting

Webinar 5 (HARPS)

Is HARPS required for my business?

HARPS is a retailer-led scheme designed to assist with compliance to food safety, legal and trade legislation for suppliers to the major grocery retailers in Australia.

Tier 1	Tier 2	Tier 3	Out of Scope
<p>Your business has a Vendor or Supplier Number for one of the HARPS Participating Retailers*.</p> <p>Action Required</p> <p>If you have not yet achieved HARPS approval go to www.harpsonline.com.au to register your interest in achieving HARPS approval.</p> <p>Consult your respective retailer customer(s) for further information.</p>	<p>Your business packs or re-packs:</p> <ul style="list-style-type: none"> Loose product with PLU/Customer stickers applied as specified by a HARPS Participating Retailer**; Retail-branded pre-packs; or Proprietary-branded pre-packs; or Loose product in retail retail packaging, packed to a retail specification destined for a HARPS Participating Retailer***; or Your business is part of an Approved Supplier Program for your Tier 1 customer, who supplies to a HARPS Participating Retailer****; or Your business provides Ancillary Services****. <p>Action Required</p> <p>Your business may require HARPS approval (this includes contribution to an Approved Base Scheme****) and the HARPS requirements) by 30th January 2019.</p> <p>Notify HARPS of your interest in achieving approval by registering at www.harpsonline.com.au by 30th June 2018.</p>	<p>Your business supplies bulk produce (not in retail retail packaging) for further packing to a Tier 1 or Tier 2 supplier.</p> <p>You are a bulk volume producer supplying a total of 30 pallets or less per calendar year per site. This is a cumulative total across all HARPS Participating Retailers*.</p> <p>(NB: Suppliers of retail-branded pre-packs are excluded from this rule as they qualify as a Tier 1 or Tier 2 supplier).</p> <p>Action Required</p> <p>Your business may be required to be certified to an Approved Base Scheme**** by 30th January 2019.</p>	<p>Your business processes fresh produce (e.g. value adding such as bagged salads, fresh cuts, sliced mushrooms/tomatoes, chilled nuts etc.)</p> <p>Virtual brokers that do not qualify as a Tier 1, 2 or 3 supplier.</p> <p>Action Required</p> <p>No action required for HARPS.</p>

HARPS
Harmonised Australian Retail Produce Scheme

Version 1.0 January 2018

* HARPS Participating Retailers: ALDI, Coles, Costco, Makash, OGA, Woolworths
 ** Approved Base Schemes: BRC, Freshcare, GLOBALG.A.P., SQF
 *** Ancillary Services: Supporting or additional services including opening, invoice activities, storage and loading, online product handling and flexibility are the responsibility of the Ancillary Service supplier.

Webinar 6 (National Mango Breeding Program)

**Yield – NMBP-1243
Kununurra Western Australia**

Kununurra Western Australia	NMBP-1243 Yield				KP Yield
	FWRS per tree (kg)	Farm plot per tree (kg)	FWRI 185 trees per ha ⁻¹ (9 X 6 M) (tons)	FWRI 312 trees ha ⁻¹ (8 X 4 M) (tons)	
2 year old	10.21	15.1	1.9	3.2	4.6
3 year old	36.95	2.8	6.8	11.5	5.5
4 year old	31.17	4.3	5.8	8.7	7.7
5 year old	18.02	19.9	3.39	5.6	5.9
6 year old	22.74		4.21	7.1	1.2
7 year old	54.40		10.1	17.0	16.8

Appendix Two AMIA MG15006 23.04.18

Notes from cross-industry meeting

The Supply and Communications Manager attended a cross-industry meeting on August 9 2017 at Primary Producers House, Level 3, 183 North Quay, Brisbane. This meeting provided an opportunity for communications staff to meet with other horticulture organisations and hear about their communication programs. A summary of notes taken at this meeting is included below.

Agenda

Welcome and introduction

Current communication activities-what's working well (pick some highlights from your communication program and discuss how/why they work well for your industry):

- *Publications (mangoes)*
- *E-newsletters / EDMs (mangoes)*
- *Website (mangoes)*
- *Social media*
- *SMS (mangoes)*
- *Other e.g. podcasts, webinars, apps etc.*

Content curation-what is everyone currently doing in this area? My Mango, Mango Matters, The Slice

Media and PR: Brief overview of your current structure, what's working well and why:

- *Media engagement (outsourced during season)*
- *Monitoring (outsourced but looking into)*
- *Crisis management (reviewed once a year)*

Events: using communication to get people to your events (at least six months before / newsletters)

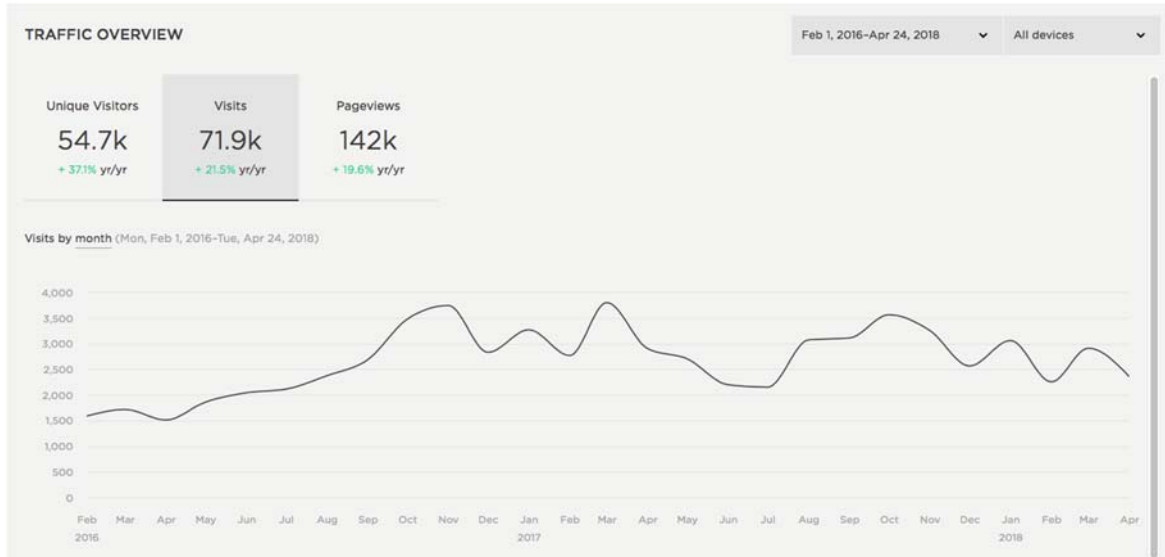
Community engagement: who is working in this space and can we share some ideas? (internal mango community)

Monitoring and evaluation (surveys after events / interviews with growers)

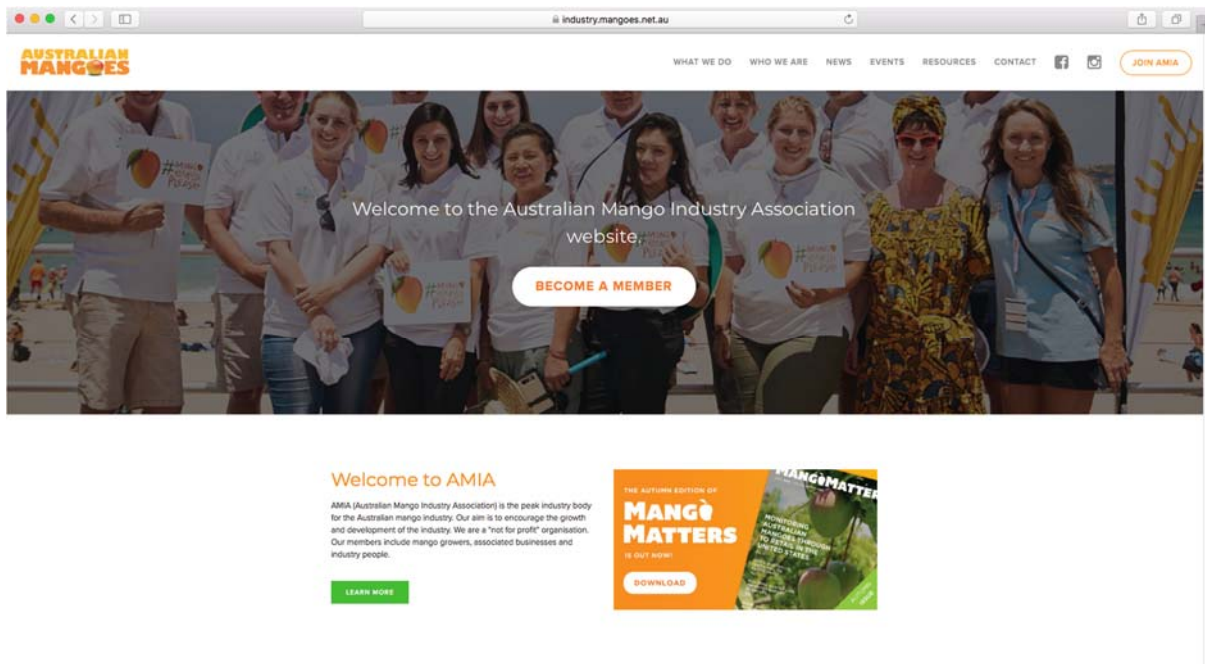
How can we all work together to save time and resource?

Appendix Three AMIA MG15006 23.04.18

Supporting pictures



Copy of website analytics



Industry website

The Slice - the latest in mango industry news and events.

[View this email in your browser](#)



APRIL EDITION 2018

Hi Jessica,

Welcome to the April edition of *The Slice*, your monthly roundup of AMIA and industry news, published throughout the off season.

The Slice



27 March 2018

Hi Jessica,

Welcome to the latest edition of AMIA's *My Mango*. *My Mango* is your weekly roundup of the latest industry forecasts, wholesale prices and marketing activities, delivered to your inbox every Tuesday throughout the season.

As the season is finishing up, this will be the last edition of *My Mango*.

Look out for our quarterly magazine *Mango Matters* (which will be an online only edition) on Wednesday 4 April, and our monthly newsletter *The Slice* in mid-April.

We wish you a happy Easter and congratulations to everyone involved for a massive mango season!

From the team at AMIA.

My Mango

MANGO MATTERS

APRIL 2018 / VOLUME THIRTY-ONE

MONITORING AUSTRALIAN MANGOES THROUGH TO RETAIL IN THE UNITED STATES

Page 20

TASTE AUSTRALIA
INVITE YOU TO
PARTICIPATE!

Page 11

BUILDING AUSTRALIAN
MANGOES EXPORT
PRESENCE

Page 12

MORE PROFIT FROM
NITROGEN—PROJECT
UPDATE

Page 18

AUTUMN
ISSUE

Mango Matters



Front page of handout at pre-season roadshow promoting industry communication



Supply and Communications Manager Jessica Mitchell presenting at the Mareeba 2017 pre-season roadshow

Have Your Say! Deadline Extended

Think this newsletter is great!? Would you like to see more articles on research and development in our quarterly magazine *Mango Matters*? Let us know!

We are currently conducting a quick two-minute survey on our communication activity and need your feedback. The deadline for this survey has been extended until Friday 2 March. [Click here](#).

Call to action to complete industry communication survey from [My Mango 27 February edition](#)