



*Know-how for Horticulture™*

## **Summerfruit Export Co-operative Program 2009-2010 Guidelines**

### **Export Co-operative Program (ECP)**

On behalf of the Australian Summerfruit Industry, Horticulture Australia Limited (HAL) has allocated a budget for co-operative export market promotional activities with the following objectives:

- To build awareness of quality Australian summerfruit in international markets
- To increase sales of Australian summerfruit in international markets

Note: Summerfruit includes Australian peaches, nectarines, plums and apricots.

The ECP is open to applications from Australian summerfruit exporters only (ECP Participant). Where appropriate, in-country customers (importers/wholesalers/retailers) of the ECP Participant may also contribute funds to the program.

All application details will be held by HAL in confidence.

### **Funding Criteria**

HAL will fund up to 50% of the agreed costs of summerfruit retail promotions in export markets. Each application will be evaluated on its own merit and judged against the following criteria:

- Retail focused
- Shared objectives as outlined above
- Extent of exporter contribution to the proposed activity
- Extent of exporter support to the Australian summerfruit export programs
- Longevity of exporter relationship with participating in-market customers
- Overall benefit to the summerfruit levy payers

Other funding considerations include:

- Early submissions of the completed ECP application form will have priority in the application process.
- HAL requires that summerfruit be identified as Australian in all promotions.
- HAL will not co-fund any activity which it believes will result in disruption to an existing Australian summerfruit supply chain, as these activities are not consistent with the objectives of the ECP.
- Any cost not included in the approved application which are payable must be paid by the ECP Participant.
- Any cost that exceeds the approved and agreed amount (without prior notification and agreement) will be excluded from funding support.
- HAL will not co-fund business expenses such as travel, accommodation, meals and incidentals for ECP participant staff or associates.

- ECP co-funding will not be used to subsidise the offer/purchase/retail price of Australian summerfruit.
- Preference will be given to applications that DO NOT include product costs (eg. samples used in store demonstrations).
- Activities should cover the 2009-2010 summerfruit season.
- No product other than Australian summerfruit will be featured in the proposed activity. Should the activity be shared, the application must clearly state the funding contributions provided by the other product(s) and the rationale as to how the inclusion of the other product(s) is beneficial to the Australian summerfruit industry.

It is HAL's preference that program activities are owned and controlled by the ECP applicant.

### **Funding Cap**

There will be an AU\$20,000 cap on HAL matching contributions to each ECP participant (approved ECP applicant). This cap will be applied across associated companies. Multiple applications may be submitted by the ECP participant and the funding cap will be applied to the total funding requirements across all applications.

### **Application Procedure**

- To receive funding under the HAL Summerfruit ECP, exporters must submit a completed Summerfruit ECP application form to HAL.
- A Summerfruit ECP application form is provided with this guideline. Additional application forms may be downloaded from [www.summerfruitaustralia.com.au](http://www.summerfruitaustralia.com.au) or by contacting the Summerfruit Australia CEO by email at [ceo@summerfruit.com.au](mailto:ceo@summerfruit.com.au)
- Submissions of the completed ECP application form must be sent to Agnes Barnard [agnes.barnard@horticulture.com.au](mailto:agnes.barnard@horticulture.com.au)
- Funds are not retrospective. Activities related to the application must be approved in advance.
- The final date for submission of ECP applications is Monday, 4 January 2010. Additional submissions may be considered after this date subject to budget availability at the time of submission.
- Submission dates will be considered when processing applications. Earlier application submissions MAY be given priority to funding.

### **ECP Activity Outcome Report**

HAL will require the ECP participant to provide information after the activity using the Summerfruit ECP Activity Outcome Report form. This report will be submitted to HAL. The reporting and analysis requirements to be documented in this report will conform to the agreed outcome measures in the relevant ECP Application.

The report should include outcomes against specific measures related to the activity, as specified in the ECP application, such as:

Survey results

Comparative sales volume by account

Change in volume and value of products using account sales data (including retail scan data if available)

Other outcomes (e.g. activity participant survey data, established new account for the industry)

The ECP Activity Outcome Report must be provided to HAL within two months of the conclusion of the specific activity. HAL acceptance of the report will only be provided in writing should the report conform to all report requirements.

**All information supplied will be held in STRICT CONFIDENCE.** In some circumstances the information will be aggregated with other ECP outcome data to be used to report on HAL's broad return on investment on ECP activities over the course of the season.

### **ECP Invoices**

Summerfruit ECP activities must be completed by the end of the financial year ending 30 June 2010. Any ECP funding allocation not fully expended by this date will be forfeited.

The ECP participant will pay the costs of the approved activity in full and, subsequently, at the completion of the activity, invoice HAL in AU\$ for the agreed HAL contribution. HAL contribution will not be paid unless there is proof of expenditure, proof of completion of the activity and the provision and acceptance of the Summerfruit ECP Activity Outcome Report.

In special cases, there may be a need for the ECP participant and HAL to separately pay their contributions to the cost of a specific activity or vary the payment method outlined above. An agreement in writing from HAL will be required in this situation prior to the commencement of the activity.

### **Amendments to ECP Applications**

All funds which are not utilised for specified activities in the 2009-2010 fiscal year will be forfeited. Where an ECP Participant becomes aware that a particular activity will not proceed, HAL must be advised at the earliest opportunity that the funds will not be utilised. Failure to notify HAL of these situations may result in a reduction of HAL's contributions to future ECP activities involving the ECP Participant.

There is the provision for the ECP participant to negotiate amendments to their approved ECP application due to changes in market circumstances. ECP Participants should, at the earliest opportunity, advise HAL in writing highlighting the specific market changes and consequential changes to the activity. A written approval on the amendments must be obtained before such changes to the activity are made.