

SME Export Hubs Initiative - Statement of Activities

The Statement of Activities is a public document that provides an overview of your proposed project. This statement is required to be updated with your annual report

Grantee name	Fruit Growers Tasmania Inc.
Project title	Tasmanian Horticulture Export Hub
Project number	SMEXBII000003
Project period	15 May 2020 – 30 June 2022

1. Public description

From business.gov.au – CSM to complete prior to sending to grantee

Fruit Growers Tasmania Inc will establish a horticulture Export hub for Tasmania. This multi-sector hub will provide export support services and foster collaboration between SME producers of fruit, vegetables, nuts, salad greens and other horticultural products, and build upon the strengths of the Tasmanian brand. In addition, it will operate as a receiving and meeting area for inbound trade delegations and buyer meetings, showcasing strong export culture and commitment to quality of Tasmanian horticulture.

2. Proposed activities

a. List key activities that your export hub has proposed to undertake and provide a brief overview

Activity title	Activity overview	Start date:	End date:
Tasmanian Horticulture Trade Hub Strategy	To develop a strategy which underpins the hubs activities and articulates purpose, outcomes and KPI's for project.	08/06/20	01/09/20
Website design and development	Consultant agreement in place for the establishment of the stand-alone Tasmanian Horticulture Trade Hub website.	28/06/20	30/12/20
Cyber security plan	Consultant agreement in place for the development of a cybersecurity resilience improvement plan for the project and web portal.	14/09/20	30/12/20
Project Officer - Trade	Identify and engage a Project Officer – Trade to undertake activities.	1/9/20	30/10/20

Activity title	Activity overview	Start date:	End date:
Guided pathway	Develop an online easy to navigate pathway for growers to understand exporting requirements and where to get assistance	10/08/20	30/11/20
Case studies	Prepare 4 written / video case studies of successful SMEs demonstrating benefits of the trade hub.	1/11/20	31/3/22
Registration for growers	Develop a registration process including identifying business information needs and tracking participation in activities	1/11/20	30/12/20
Export pathway workshops	Deliver targeted workshops and materials - export readiness, regulations, marketing & branding, ecommerce, cyber security, food safety, QA, risk management, etc.	1/11/20	30/06/22
Export e-learning modules	Evaluate and potentially make available, via the web portal, the AUSVEG e-learning modules (under licence) to improve Tasmanian SME's export capability. In addition, develop some Tasmanian specific content addressing issues such as export market compliance.	1/11/20	30/6/22
Market trends	Workshops and videos on global market trends in fresh produce.	1/6/20	30/06/22
Key market reports	Provide timely market intelligence on key markets.	1/6/20	30/06/22
Market insight tours	Market insight activities to accompany trade show events. Dependent on ability to travel.	tbc	tbc
Export compliance support	Updates and support with export compliance requirements.	22/05/20	30/06/21
Showcase horticulture	Create an online showcase of Tasmanian horticulture – images, video and content detailing products and exporters to attract potential buyers.	10/11/20	30/04/21
Testimonials	Prepare testimonials from buyers regarding quality of Tasmanian produce to attract other potential buyers (in language).	10/11/20	30/04/21

Activity title	Activity overview	Start date:	End date:
Tasmanian stories of exporters	Prepare stories of Tasmanian exporters and unique advantages of Tasmania's pest and disease-free status. Purpose is to market Tasmanian products and for other growers to learn.	10/11/20	30/04/21
Trade missions and trade shows	In collaboration with strategic partners, participate in relevant trade missions and tradeshows.	tbc	tbc
Virtual inward buyer visits and promotions	Work with FIAL & Austrade to deliver virtual inward buyer events and in market promotion activities.	1/11/20	30/3/22
Register of buyers	Develop an online register to link Tasmanian exporters with buyers.	1/12/20	30/6/22
Review	Review activities and outcomes to reassess activities for 1/7/21 – 30/6/22.	14/6/21	30/6/21

A. Provide an overview of how the proposed activities align with the Industry Growth Centres Initiative and other government programs

The Tasmanian Horticulture Trade Hub will support the strategic objectives of Food Innovation Australia Pty Ltd in sharing knowledge, building businesses capability and creating connections.

The Tasmanian Horticulture Trade Hub aims to support the key activity areas of FIAL:

Sharing Knowledge

By creating opportunities for Tasmanian growers to share information through provision of case studies on successful exporters, regular market intelligence updates on key fresh produce markets and consumer trends in potential markets as well as creating opportunities to connect and learn from other producers and supply chain members. In addition, supporting exporters with information on issues impacting their decision making such as regulatory changes, bio security, freight capacity and market requirements.

Building Capabilities

By developing a digitally based guided pathway to export readiness focused on the critical success factors in becoming a sustainably profitable exporter. It will demystify the challenges of exporting in a format that farmers can relate to and engage with. Importantly this guided pathway will link to trade information and support activities of organisations such as Austrade and FIAL. The content will also address the challenges growers may have in meeting phytosanitary requirements, maintaining quality standards, freight and logistics, marketing and addressing product perishability issues, etc.

Creating connections

By promoting the breadth of Tasmanian horticultural produce to new and existing buyers on a digital platform and create opportunities for producers to engage with their existing customers,

establish new relationships and diversify their customer base. This will be further supported by participation in trade events and inward buyer events as normal trade activities begin to resume.

3. Key performance indicators

Provide an overview of your export hub's key performance indicators (KPIs) and progress against.

- A. Increase by 20 percent the number of horticulture SMEs which are export ready.
- Currently, FGT is responding to trade-related enquires, primarily in the fruit sector. In the period from 15/5/20 to 30/8/20 it has dealt with 3 new export related inquiries from growers and a further 12 enquires from potential overseas buyers. When the Tasmanian Horticulture Trade Hub is established it will register all new SME enquires, existing exporters and potential overseas buyers.
- B. Increase by 20 percent the productivity and export capacity of horticulture SMEs
- FGT is supporting Tasmanian fruit exporters through a number of measures including:
- Assisting with the completion of orchard export registrations for export markets - 41 businesses registered (51 properties),
 - Coordination of international auditing requirements with Department of Agriculture
 - Responding to enquiries regarding international market requirements - 4 businesses
 - Assisting businesses by liaising with Austrade and IFAM regarding the industry's airfreight capacity requirements for upcoming stone fruit season.
- C. Commercial risk reduction by undertaking market research and regular market intelligence reports
- FGT is providing regular market research reports to industry in order to better understand global market trends during Covid-19, analysis on the season and export activities of their competitors (e.g. Chile) and on market requirements to deal with risks associated with food tampering. The video reports include:
- Tasmanian Fresh Produce Exports – Fresh Intelligence Consulting
 - Global retail trends for fresh produce and COVID-19 - Professor David Hughes
 - Global Cherry Export Trends 2019-20 – Fresh Intelligence Consulting
 - Global Apple Export Trends 2019 -20 – Fresh Intelligence Consulting
 - Food defence for Tasmanian horticulture producers
- D. Increase international awareness of horticulture in Tasmania
- When the Tasmanian Horticulture Trade Hub platform is established it will raise awareness of Tasmanian horticulture by digitally showcasing high quality Tasmanian products and producers on the global stage. And further promoted through marketing, media stories and trade events.
- E. Advancing the Tasmanian brand increasing market awareness, presence and value
- When the Tasmanian Horticulture Trade Hub is established it will digitally showcase Tasmanian products and facilitate linkages between exporters and potential overseas buyers. FGT will work with Brand Tasmania to create stories of successful exporters which will further the Tasmanian brand and create value.
- F. Demonstrate hubs impact for the industry

Throughout the course of the project FGT will identify suitable candidates to demonstrate the Hubs benefits and business impact.

Participant statistics

	2019-20	2020-21	2021-22
Current number of participants:	-	-	-
Number of participants currently exporting:	-	-	-
Average employees (FTE)* of participants:	-	-	-

*FTE denotes Full-time equivalent

Note: once the Tasmanian Horticulture Trade Hub website is established, FGT will be in a position to record details of participants.