

Macadamia Fund Annual Investment Plan 2025/26



September 2025

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FUND

Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Macadamia Fund in 2025/26 can be found below. Each year, macadamia industry representatives meet as advisory panels to discuss investment recommendations in line with the Macadamia Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The macadamia R&D advisory panel met on October 10, 2024, March 13, 2025 and out of session on June 16, 2025, and the marketing advisory panel met on January 30, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the Macadamia Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Macadamia R&D advisory panel prioritised investment recommendations in 2025/26

Priority	Investment	Outcome	Strategy
1	Macadamia crop forecasting 2026-28	4. Business insights	4.3 Benchmarking
2	Macadamia international retail data FY25-28	4. Business insights	4.2 Export development opportunities
3	Code of sound orchard practice (FY24/25)	3. Extension and capability	3.3 Extension and capability
4	Nut biosecurity and implementation plan	3. Extension and capability	3.3 Extension and capability
5	Innovation and adoption in macadamias	3. Extension and capability	3.3 Extension and capability
6	Mid-term review: Independent evaluation of project MC21000	5. Enabler	5.1 Enabler
7	Independent review of the macadamia industry innovation and adoption project	3. Extension and capability	3.3 Extension and capability
8	National Bee Pest Surveillance Program	2. Supply, productivity and sustainability	2.11 Pollination
*	Measurement and evaluation dashboard and assessments	4. Business insights	4.1 Consumer insights

Note:

* This is a foundational investment required to address principle 5 of the Statutory Funding Agreement Guidelines, by conducting an ongoing ex-post evaluation of Hort Innovation's R&D investment program, sampled across all horticulture levy funds to inform the overall impact of the investment program and therefore does not require advice.

Table 2. Macadamia marketing advisory panel prioritised investment recommendations in 2025/26

Priority	Investment	Outcome	Strategy
1	Macadamia domestic consumer media campaign FY26-28	1. Demand creation	1.2 Consumer demand
2	Japan/Korea trade acquisition and consumer digital campaign	1. Demand creation	1.1 Export markets
3	Trade acquisition (China/Taiwan) and consumer digital campaign (China)	1. Demand creation	1.1 Export markets
4	Macadamia marketing support services FY26-28	1. Demand creation	1.2 Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Macadamia Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Macadamia SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted macadamia R&D project actuals at 2024/25 and forecast to 2027/28

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MC16002	Macadamia industry minor use program	785			
MC17006	Macadamia regional variety trials series 4	170,000	90,000	25,572	239,546
MC19000	National macadamia breeding and evaluation program [†]	638,369	-	-	-
MC19001	Macadamia grower guide	80,195	-	-	-
MC20000	Macadamia industry innovation and adoption	421,242	572,114	-	-
MC21000	An integrated systems-based approach for pest management in Australian macadamia	231,469	206,344	434,433	-
MC21001	An integrated disease management approach for the Australian macadamia Industry	131,083	178,749	417,082	-
MC21002	Macadamia industry communications program	167,350	137,350	304,700	-
MC22000	Macadamia industry benchmarking and industry sustainability insights 2022-2027	154,488	154,488	154,488	231,732
MC22001	Macadamia crop forecasting 2023-2025 [†]	66,575	-	-	-
MC22002	Macadamia international insights data	145,109	38,292	-	-
MC23001	Masterclass in macadamia management	22,800	22,800	22,800	22,800
MC23002	Macadamia industry crisis and risk management	12,493	40,493	28,000	26,996
MC23910	Industry and grower consultation including SIAPs and EAPs	355	-	-	-
MC24001	Macadamia usage and attitude research study	179,900	-	-	-
MC24002	Macadamia pollination gap analysis and industry opportunities	35,496	-	-	-
MC24003	Maximising macadamia yield	418,296	376,466	250,977	250,977

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MC24005	Mid-term review: Independent evaluation of project MC21000	18,375	4,594	-	-
MC24007	Mid-term review project MC22000	24,750	-	-	-
MC24008	Independent review of the macadamia industry innovation and adoption project	24,855	-	-	-
MC24910	Industry and grower consultation including SIAPs and EAPs	17,959	-	-	-
MT20007	Regulatory support and coordination (pesticides)	5,051	-	-	-
MT21004	Consumer behavioural data program	-17,342	12,324	14,842	-
MT21008	National Bee Pest Surveillance Program: Transition program	20,000	-	-	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	4,653	-	-	-
MT21017	Improving fruit and banana spotting bug control	20,159	33,013	36,176	-
MT22005	Horticulture trade data	8,614	-	-	-
MT22011	Horticulture National Lean Leaders Program	-10,000	-	-	-
MT23001	Strategic Agrichemical Review Process (SARP) 2023 updates	5,838	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	8,261	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	4,209	2,806	3,508	-
MT24008	Regulatory support and coordination (pesticides)	8,393	5,596	5,596	8,393
MT24201	Consumer usage and attitude tracking 2025/26	2,243	4,486	4,486	-
MC24006	Co-design of an integrated online Code of Sound Orchard practice (COSOP) framework	-	30,000	-	-
Total		3,022,023	1,909,915	1,702,660	780,445

Note:

† This project will be reinvested in 2025/26 under new investment name as indicated in Table 1.



Table 4. Current contracted macadamia marketing project actuals at 2024/25 and forecast to 2027/28

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast	2027/28 Forecast \$
MC185O7	Australian Macadamia Marketing Manager	73,703	-	-	-
MC215O4	Macadamia marketing support services	203,805	-	-	-
MC215O5	Marketing coordination project management services	44,689	-	-	-
MC225O1	Macadamia domestic consumer digital campaign	55,960	-	-	-
MC225O2	Macadamia Trade Editor and content development	39,764	-	-	-
MC225O3	Macadamia trade customer acquisition and consumer digital campaign – Japan and South Korea	434,580	36,160	-	-
MC225O4	Macadamia trade customer acquisition and consumer digital campaign – China and Taiwan	365,264	151,847	-	-
MC235O3	Macadamia Application Solutions Guide	31,996	95,987	-	-
MC239IO	Industry and grower consultation including SIAPs and EAPs	631	-	-	-
MC245O1	Macadamia trade acquisition and consumer awareness campaign – India	326,000	334,000	-	-
MC245O2	Macadamia Marketing Management and Coordination	366,500	440,000	445,000	445,000
MC245O3	Nuts for Life annual contribution fee (FY25 and FY26)	74,842	74,843	-	-
MC245O4	Macadamias Trade Editor and content development	141,467	152,500	41,033	-
MC245O5	Macadamia domestic consumer digital campaign	176,130	234,840	58,710	-
MC245O6	Macadamia marketing support services FY26-28	122,460	64,880	230,000	194,660
MC245O7	Macadamia technical resources – Trade media campaign	45,500	19,500	-	-
MC246O1	Macadamia partnership with Australian Women's Weekly FY25	95,000	-	-	-

Table 4. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast	2027/28 Forecast \$
MC246O2	Macadamia domestic campaign FY25 – 'Makes it special' (ATL) – Paid media	153,723	-	-	-
MC246O3	Macadamia domestic campaign FY25 – 'Makes it special' (ATL) – Creative, strategy, earned media and AM head hours	146,277	-	-	-
MC249IO	Industry and grower consultation including SIAPs and EAPs	8,436	-	-	-
Total		2,906,727	1,604,557	774,743	639,660

Financial statements

Financial statements for the macadamia R&D levy fund can be seen in Table 5 below and the marketing levy fund can be seen in Table 6.

Table 5. Macadamia R&D levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	1,038,151	1,047,667	120,505	323,238
Levies from growers	1,723,907	1,160,000	2,100,000	2,370,000
Commonwealth funds	1,775,438	2,079,830	1,891,077	2,184,647
Other income	72,122	4,075	5,559	8,689
Total income	3,571,467	3,243,905	3,996,636	4,563,335
Project funding ¹	3,022,023	3,540,286	2,918,991	2,318,706
Available for investment	-	-	300,000	1,400,000
Service delivery	528,854	619,373	563,163	650,588
Total matched expenditure	3,550,877	4,159,659	3,782,154	4,369,294
Federal Government levy collection costs	11,075	11,407	11,749	12,102
Annual levy cash movement	9,516	-927,162	202,733	181,940
Closing balance	1,047,667	120,505	323,238	505,178

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

Table 6. Macadamia marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	810,076	636,401	71,893	189,403
Levies from growers	3,220,508	2,165,000	3,900,000	4,400,000
Other income	46,271	12,728	2,157	5,682
Total income	3,266,779	2,177,728	3,902,157	4,405,682
Project funding ¹	2,906,727	2,312,962	2,198,653	1,967,060
Available for investment	-	-	1,000,000	1,700,000
Service delivery	513,037	408,170	564,468	647,128
Total expenditure	3,419,764	2,721,132	3,763,121	4,314,188
Federal Government levy collection costs	20,690	21,104	21,526	21,957
Annual levy cash movement	-173,675	-564,508	117,510	69,537
Closing balance	636,401	71,893	189,403	258,940

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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