

Passionfruit Fund

Annual Investment Plan

2025/26



September 2025

Hort
Innovation

PASSIONFRUIT
FUND

Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Passionfruit Fund in 2025/26 can be found below. Each year, passionfruit industry representatives meet as advisory panels to discuss investment recommendations in line with the Passionfruit 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 passionfruit R&D and marketing advisory panels met on April 16, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendation is listed in Table 1 and the marketing investment recommendation is 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 Passionfruit Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Passionfruit R&D advisory panel new investment recommendation in 2025/26

Priority	Investment	Outcome	Strategy
1	Passionfruit industry communications and extension program	3. Extension and capability	3.1 Extension capability

Table 2. Passionfruit marketing advisory panel new investment recommendation in 2025/26

Priority	Investment	Outcome	Strategy
1	Passionfruit marketing campaign FY25	2. Demand creation	2.1 Consumer demand



Current contracted R&D and marketing projects

Current contracted projects in the Passionfruit Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the Passionfruit 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 passionfruit 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 \$
MT18006	Biosecurity plan for the lychee, papaya and passionfruit industries	7,519	-	-	-
MT20007	Regulatory support and response co-ordination (pesticides)	469	-	-	-
MT21004	Consumer behavioural data program	3,517	2,532	3,049	-
MT21008	National Bee Pest Surveillance Program: Transition program	1,567	-	-	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	426	-	-	-
MT23201	Strategic Agrichemical Review Process (SARP) 2023 updates	3,614	-	-	-
MT23007	M&E Dashboard Automation test	119	-	-	-
MT23201	Consumer usage and attitude tracking 2023/24	673	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	211	141	176	-
MT24008	Regulatory support and response co-ordination (pesticides)	780	520	520	780
MT24201	Consumer usage and attitude tracking 2025/26	245	489	489	-
PFI6000	Passionfruit industry minor use program	463	-	-	-
PF22000	National passionfruit breeding and evaluation program 2022-2027	80,989	80,989	80,989	141,732
PF22001	Passionfruit industry communications program	27,991	20,993	-	-
PF24910	Industry and grower consultation including SIAPs and EAPs	320	-	-	-
Total		128,903	105,664	85,224	142,512



Table 4. Current contracted passionfruit marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
PF245OI	Passionfruit industry-led social media program – growers content	2,000	-
PF246OI	Passionfruit social media campaign FY25	40,500	4,500
PF249IO	Industry and grower consultation including SIAPs and EAPs	80	-
Total		42,580	4,500

Financial statements

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

Table 5. Passionfruit 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	207,831	259,198	206,479	197,262
Levies from growers	122,989	115,000	115,000	115,000
Commonwealth funds	75,731	169,892	125,934	161,513
Other income	8,777	6,982	6,671	5,098
Total income	207,497	291,874	247,605	281,611
Project funding ¹	128,903	209,190	134,365	194,928
Available for investment	-	80,000	80,000	80,000
Service delivery	22,558	50,594	37,503	48,099
Total matched expenditure	151,461	339,784	251,869	323,027
Federal Government levy collection costs	4,669	4,809	4,953	5,102
Annual levy cash movement	51,367	-52,718	-9,217	-46,518
Closing balance	259,198	206,479	197,262	150,745

Note:

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

Table 6. Passionfruit 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	183,246	257,440	225,541	184,091
Levies from growers	122,989	115,000	100,000	85,000
Other income	8,766	500	525	551
Total income	131,755	115,500	100,525	85,551
Project funding ¹	42,580	6,000	1,500	1,500
Available for investment	-	110,000	110,000	110,000
Service delivery	10,313	28,099	27,009	27,009
Total expenditure	52,893	144,099	138,509	138,509
Federal Government levy collection costs	4,668	3,300	3,465	3,638
Annual levy cash movement	74,194	-31,899	-41,449	-56,596
Closing balance	257,440	225,541	184,091	127,495

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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