



**VICTORIAN
STRAWBERRY
INDUSTRY
DEVELOPMENT
COMMITTEE**

ANNUAL REPORT

For the period

1 July 2006 to 30 June 2007

A BRIEF HISTORY OF THE VSIDC

The Victorian Strawberry Industry Development Committee (VSIDC) was established by an Order of the Victorian Government under the Agricultural Industry Development Act 1990 (Vic) in July 1992 for a period of four years.

**This Order was titled
“The Victorian Strawberry Industry Development Order”.**

The Victorian Strawberry Industry Development Order was extended in 1996 for an additional four year period and this second Order expired on 25 July 2000.

The Order was further extended for a period of four years (which was subsequently amended by the Agriculture Minister to 2 years, 4 months with a revised expiry date of 30 November 2002).

The Order was further extended for a period of four years from November 2002 to 30 November 2006.

The Victorian Strawberry Growers Association (VSGA) petitioned the Agriculture Minister in May 2006, seeking his approval for a further extension of the Order for a further period of four years. This was the fourth such request to the Victorian Minister.

The Minister agreed to the VSGA request.

Another Poll was conducted during July 2006.

The result of the Poll was an overwhelming endorsement of the Victorian Strawberry Industry Development Order and the VSIDC Committee.

The Order was subsequently extended by the Minister for a further four year period from 1 December 2006, and to conclude on 30 November 2010.

The VSIDC collects levies from all Victorian commercial strawberry growers when they purchase strawberry runners plants.

The Committee uses these funds to:

‘carry out or fund research and development into the production, pest and disease control, post harvest handling, plant breeding and variety evaluation of strawberries and advise growers about research findings’

and

‘carry out or fund domestic marketing and promotion of fresh strawberries grown in Victoria’.

**The Responsible Minister is:
The Hon. Joe Helper MLA
Minister for Agriculture
Parliament House
Melbourne**

The **2006/2007 Committee**
(as at 30 June 2007)
comprises:

Mr John HASAN – Chairman and grower representative

Mr Sam VIOLI - Treasurer and grower representative

Mrs Anna HASAN - grower representative
Ms Clarrisa CINCOTTA - grower representative

Ms Julie SCARDAMAGLIA - industry non-grower representative
Mr John FRISINA – industry non-grower representative

Ms Leanne BROWNE – Department of Primary Industries representative

(all seven representatives act in an honorary capacity)

All voting members have signed a declaration of pecuniary interests.

All correspondence should be addressed to:

**Mr Len O'Connor – Executive Officer and Accountable Officer
Victorian Strawberry Industry Development Committee**

**P.O. Box 178
Sanctuary Cove QLD 4212**

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Miss Chloe Thomson - Victorian Strawberry Industry Development Officer

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Melbourne Victoria 3000

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Website: www.vicstrawberry.com.au

PLAN OF OPERATIONS

2007 – 2009

The Victorian strawberry industry must work towards a clear vision and set of priorities to drive investment in strawberry research and development.

The industry also faces increasing competition for the key resources of land and water from other agricultural industries, urban development and environmental uses.

There is a continuing need to improve the efficiency with which these scarce resources are used.

There is a need for the industry to be proactive in its management of resource use and take a leading role in the development of environmental management systems, risk management programs and marketing initiatives to capture premiums for 'clean green' production.

Our Mission

To foster the development of a profitable strawberry industry by:

- . improving the quality of produce through a coordinated research and development plan;
- . increase consumption of Victorian strawberries by a coordinated industry marketing campaign;
- . promoting Victoria as the number one strawberry state.

The Victorian industry needs a strategy to facilitate co-investment in research projects. A short and long term vision for R&D in the state needs to be developed along with a priority list of research needs.

Successful marketing of such a strategy could lead to a dramatic increase in the level of R&D funding invested in Victorian Strawberry industry.

The industry aims to:

- . adopt a universally accepted set of quality standards and improve its quality, consistency and grading;
- . educate producers, markets and consumers about quality and explore data marketing/labelling options;
- . identify causes of poor quality and develop solutions to improve quality;
- . develop quality and price standards with supermarkets and provide incentives for store managers and/or training;
- . commence Joint chain management research;
- . have a more unified voice and better profile to improve its overall position in a competitive marketplace and encourage leadership within the industry;
- . bring VSIDC and VSGA closer together;

To remain profitable and sustainable in an increasingly competitive marketplace, farm businesses must:

- . improve their business management skills;
- . remain innovative;
- . collect reliable industry statistics and develop an industry position paper outlining the production, economic, social, environmental, and employment impacts of the industry.
- . establish reliable market communication, ie - volume, quality, availability and price.

Victorian Strawberry Industry Development Committee

CHAIRMAN'S REPORT 2006/2007

Introduction

I have pleasure once again in presenting the Victorian Strawberry Industry Development Committee's Annual Report. This is my sixth report as your Chairman.

This report is for the period 1 July 2006 to the year ending 30 June 2007.

It is also the fifteenth Annual Report of the VSIDC – having been established in July 1992.

Under the Victorian Strawberry Industry Development Order I am required to report to all of Victoria's commercial strawberry growers outlining the activities conducted by your Committee over the previous 12 months period.

The year under review has been another successful one and we have continued to build a strong industry and cemented closer ties between all our growers.

I believe that most Victorian strawberry growers would describe this past season as reasonable, with good, but not great prices. The main problem still affecting our industry was the continuing drought that has ravaged the State and particularly the agricultural industry for three years.

The lack of rain and the extremes in temperature have made growing top quality fruit difficult. The high temperatures and slow fruit growth meant that the fruit is smaller than desired by most of our customers. Overall, however, the season was good, due to better than expected prices. Nearly 11.5 million runner plants were purchased by Victorian commercial strawberry growers in the year – which is a slight reduction to the previous years purchases due mainly to the continued drought.

Despite these trying conditions, some varieties on trial (as part of the Australian breeding program) have withstood the extremes to produce some excellent quality fruit.

We have again been fortunate that there have been no major crises or matters that have caused serious problems for the industry this year.

Your Victorian Strawberry Industry Development Committee and our employees have, we believe, obtained excellent results once again, within our limited financial resources.

As a result of the extension of the VSIDC for a further 4 year period a new Committee was appointed by the Minister in November 2006. Most of the previous Committee remained as members, however, the Department of Primary Industries representative on the committee, Stuart Holland was replaced by Ms Leanne Browne.

During the year Mr Rick d'Angelo resigned as a committee member due to family commitments and Ms Clarissa Cincotta was appointed to replace Rick by the Minister on 16 March 2007.

I would like to sincerely thank both Stuart and Rick for their wonderful efforts and particularly Stuart for his invaluable advice during his tenure as a member of the VSIDC for nearly seven years.

I would like to welcome both Leanne Browne and Clarissa Cincotta as members of the VSIDC and hope that they will enjoy their time on this committee and input their views and opinions for the betterment of the industry.

I would once again like to thank our energetic Industry Development Officer, Chloe Thomson, who has worked for this industry since March 2004. Chloe has accomplished a lot in a short period of time – and congratulations are in order, particularly with her endeavours with the breeding program.

The VSIDC would also like to thank our part-time Executive Officer, Len O'Connor for his dedication and hard work on your behalf. Len has performed a good job by keeping our complex financial accounts, budgets and all our taxation records. He has organized numerous meetings of the VSIDC and kept meticulous records of these events as well as managing the activities of the Industry Development Officer.

Our Treasurer, Sam Violi, has overseen the income and expenditure of this committee diligently and I would like to thank him for performing this onerous task. Sam Violi will cover the VSIDC financial situation in greater detail in his report, however, I would like to draw grower attention to the fact that the VSIDC received income totaling \$339,263 in the financial year under review of which less than half came from the levy on growers (or \$136,899).

The majority of funds were obtained from grant monies received from the Federal Government in the form of project funding for the Industry Development Officer and the Breeding and Evaluation Trials projects. The income from these two sources totaled \$147,300, plus GST.

The VSIDC has doubled its income without increasing levies by obtaining funding through Horticulture Australia. I would like to thank Horticulture Australia and the Department of Primary Industries, for their support and assistance over the past twelve months.

Due to the success of this Industry Development Committee, the Victorian Strawberry Growers Association (VSGA) recommended the extension of the Order for a further 4 year period (from 1 December 2006 – 30 November 2010) to the Minister for Agriculture, the Hon. Joe Helper, who agreed to the VSGA request.

Victorian commercial strawberry growers were asked to vote for the extension of the Strawberry Industry Development Order in August 2006 and they voted overwhelmingly in favour of the extension. The growers also voted for the levy charge to remain at \$12.00 per 1,000 runner plants.

Your committee does not want to increase the levies, and has agreed that the levy should remain at its current level over the four years of the current VSIDC Order – till November 2010.

This is not to say, however, that if approved by growers at the annual poll, the levy rate could be changed if growers wished to address some new or important initiatives or even decrease the levy by reducing projects. Accordingly, growers will be asked in August 2007 to agree to the continuation of the levy at the current rate, and the VSIDC recommends no change in the levy.

Your committee is working towards making the industry a larger and stronger one with greater income through growing sales. Our aim is to increase services to the industry through the natural increase in runner sales rather than increasing levies fees.

This committee relies heavily on the hard work and assistance of the entire Strawberry Runner Grower industry. The Runner Grower industry grows and sells the strawberry plants to growers and collects the levies on behalf of this committee. Without their assistance we would be unable to operate as efficiently as we do.

I would once again like to thank:

- . Mr George Weda of the Toolangi Certified Strawberry Runner Growers Cooperative Ltd of Toolangi, Victoria;
- . Mr Shane Perry of S A and K L Perry - Certified Strawberry Runner Growers, of Toolangi, Victoria;
- . Mr Peter Bignall of Tasmanian Highland Strawberry Runners Pty Ltd, of Kempton, Tasmania;
- . Mr Wally Sweet of Sweets Strawberry Runners Pty Ltd, of Stanthorpe, Queensland, and
- . Mr Ian Mungall of Red Jewel Strawberry Runners Pty Ltd of Ballandean, Queensland.

Conclusion

I would like to thank my fellow committee members for their diligent, valued and committed efforts over the past 12 months. Four of the committee members are growers and have to run businesses of their own. All seven are volunteers who give their services to the industry without payment or reward.

This committee has met on seven occasions in the 12 months period under review. We do not meet in the busy growing and selling period of early November to late January.

We are a small horticulture industry by Australian and world standard's, however we are growing in knowledge, experience and importance, due in part to the excellent work of this honorary Committee and its dedicated employees.

I wish all growers a successful 2007/2008 season.

John Hasan

Chairman

Executive Officer's Report 2006/2007

I would like to report on the VSIDC achievements over the last 12 months and the continued success of this Industry Development Committee.

The extension of the Order for a further four year period was probably the greatest achievement during the last financial year. It is not an easy task having to prepare budgets four years in advance, particularly when dealing with an ever-changing industry. Projects and ideas come and go, new varieties are introduced, droughts and bush fires, to say nothing of floods make the problem of seeing the future needs of Victorian strawberry growers hard to predict.

It is a growing industry as far as plants in the ground are concerned. When I first came to this industry in November 1997 the total number of runner plants purchased was just on 7 million with a total income to the VSIDC of \$100,000 at a levy rate of \$8.00 per 1,000 plants purchased. There were just over 140 commercial strawberry growers.

The VSIDC now oversees an income of \$340,000 and almost 12 million plants are sold. The levy was increased from \$8.00 per 1,000 to \$12.00 per 1,000 plants sold in 1999 when the Toolangi Co-operatives subsidised payment was abolished and when an Industry Development Officer Project was applied for to the former Horticultural Research and Development Corp'n. The Industry Development Officer was appointed in 2000.

It is hoped that with the continued trial of successful new varieties, the increase in sales will one day reach 15 million and the VSIDC income will increase to half a million dollars.

There are some interesting statistics that I should bring to growers attention. The number of growers has reduced from 140 in 1997 to 108 in 2005 to only 77 in 2007. The growers that remain have increased their production and number of plants purchased, they have increased their farm size and they have increased their productivity. It is hoped that they have also increased their income.

In 2005 the number of commercial growers allotted the 4 votes for the approval of the 2006/7 expenditure of VSIDC Projects totalled 20. This meant that they purchased over 150,000 plants in the previous financial year.

In 2007 the number of growers given the 4 votes increased to 24, whilst the number of growers having only 1 vote (purchasing up to 20,000 plants) reduced substantially from 43 growers to only 16. These figures can be interpreted in many ways – but in reality, the larger growers are getting larger, whilst the small grower is disappearing.

The VSIDC is pleased to report that we have delivered positive outcomes in the following key areas over the last 12 months, particularly:

- . The continued employment of an Industry Development Officer;
- . Research & Development and Evaluation & Trials for new strawberry cultivars and varieties;
- . Continued and strengthening market development and promotion; and
- . Good Management and Administration of the VSIDC.

In October 2000, as the Executive Officer of the VSIDC, I made application to the Horticultural Research & Development Corporation (now Horticulture Australia Ltd) for the employment of an Industry Development Officer (IDO). The next most important achievement of this committee during 2006/7 was the approval for the IDO Project being extended for a further three year period from 1 October 2006 – 30 September 2009. This project has now been extended on three occasions and the success of the project can be seen in the actions undertaken by the IDO during the period under review.

These actions and initiatives included the following:

- The annual **Fragolè Donnè** – Strawberry Ladies dinner was held this year at The Warrandyte Retreat Restaurant. Nearly 100 ladies attended an evening celebrating their on-going contribution to the Victorian strawberry industry.

Variety trials – During the 2006/07 season the IDO collected data from the two trial sites located in the Yarra Valley, and entered this information into data spreadsheets.

The efficiency of this data collection has been improved over previous seasons.

Regular photographs of each variety at each trial site proved to be invaluable when the Breeding Steering Committee discussed the varieties to be retained for the 2007/08 season.

More information was obtained from VSGA members who trialled varieties on their farms at the VSGA AGM which was held on 3 August 2007. Some feedback has already been obtained from growers via on-farm visits and several growers have expressed their disappointment with the quality of the runners.

From the 2006/07 breeding trials three varieties were selected for commercialisation.

As in 2005/06 the IDO produced large season summary booklets containing photos and field and picking data on each variety in the trial. This booklet was again produced once the retained varieties had been selected. The information in these booklets is a very effective, quick reference tool when comparing varieties and seasons.

The Breeding Steering Committee noted the large differences between picking data on the two trial sites. To ensure both farms pick and weight the fruit in exactly the same way the IDO shall, prior the 2007/08 season, discuss with both growers and their pickers the correct way of picking, weighing and recording data for the trials.

- With the help of professional web-designers the IDO has completely re-vamped the **industry website** www.vicstrawberry.com.au. The new website is consumer focussed with numerous pages devoted to recipes and the nutritional value of strawberries. An “industry login” section was commenced thereby ensuring growers and the industry service providers are kept up-to-date with relevant information. This “industry login” section is specifically for growers only and will be unsuitable for consumers and the public, as it will cover confidential matters.
- **Farmwalks and Field Demonstration** have been well attended.
- The VSIDC and the Industry Development Officer have continued to issue a quarterly **industry newsletters** – “Vic Strawberries”. These newsletters should be read in conjunction with the “Industry Resource Manual” which all growers received about four years ago.

- The second **Berry Industry Expo** was held in June 2007. This event gathered Strawberry, Rubus and Blueberry growers together for a day with berry related display stands and presentations held throughout the day. Over 150 growers from around Australia attended the Expo. Growers, Display holders, and presenters and are keen for this event to be held bi-annually.
- **Women in Industry Bus Tour**, the first of which was held in 2004, is now an annual event aiming to gather strawberry ladies together for an educational and fun day out. The day involves visits to places of interest, in particular farms or businesses operated successfully by women.
- The development of a young growers group in the Victorian strawberry industry and a tour of other industries, with over 30 young people participating. This group is now titled the “**Progressive Growers Group**” and attracts just as many young growers as in past years.
- The development of an **Industry Food Safety Guidelines** which were distributed to all Victoria’s commercial strawberry growers.

Our **marketing and promotion** is a lesser component of the budget totalling just on \$50,000. For such a small outlay, the industry obtains wonderful exposure through newspaper and magazine media as well as through radio and television exposure, festival sponsorship and recently through billboard advertising.

- The launch of the 2006/7 season was held in Federation Square. Press releases and exposure in daily newspapers and magazines during the first week of the Victorian strawberry season were also extremely successful.
- The Committee was responsible for the development of a wonderful **billboard campaign** in 2005 depicting a modern day "Adam and Eve" and the caption: “**Be TemptedVictorian Strawberries**” being the basis for the billboard campaign. The huge billboards were created and installed on major traffic routes around Melbourne over the period 1 November 2006 to 31 January 2007. These billboards will be reused in the coming year.
- The VSIDC continued to sponsor and financially support Victorian strawberry fairs and festivals in Lilydale, Dromana and Wallington. It is planned that particular emphasis will be placed on the Yarra Valley Festival to be held in November of each year.

As can be seen from the above activities, the VSIDC has evolved into a dynamic and industry focussed organization.

We are always open to both Research and Development suggestions and Promotions and Marketing ideas from our grower members.

In conclusion, it is hoped that the coming strawberry season will be a profitable one and that the climatic conditions for growing world class Victoria strawberries will eventuate in the coming months.

Len O'Connor

Executive Officer

FINANCIAL REPORT by the TREASURER – Mr Sam Violi

I believe your Committee and our Executive Officer, Len O'Connor has managed the funds collected from various sources wisely.

The VSIDC started the year with a carry-over surplus of \$93,644.

We also received **income** during the year **totaling \$339,263** (\$327,879 in the previous year):

This income (including GST) was received from the following sources:

- . payment from Horticulture Australia Limited for the employment of the Industry Development Officer position of **\$142,230**;
- . levy income at the rate of \$12.00 per 1,000 plants from the five Certified Strawberry Runner Growers, totalled **\$136,899** (\$141,442 in the previous year);
- . payment of **\$19,800** from the Department of Primary Industries (Vic) for the Breeding and Evaluation Project (which is a joint project with Horticulture Australia Limited);
- . Bank interest totaling **\$4,493** (\$3,993 in the previous year);
- . Miscellaneous income (including the 2007 Berry Expo) - **\$13,205** (\$2,824 in the previous year);
- . GST refund from the ATO totaling - **\$22,636** (\$28,480 in the previous year).

The **VSIDC expenditure** for the financial year (inclusive of GST) was **\$343,815** (\$345,280 in the previous year).

Some of the key items of expenditure (all of which include GST) in **2006/2007** included the following:

- . **\$127,975** for all the **Industry Development Officer** items including – salary, workcover, superannuation, telecommunications and postage, office rent and stationery, VFF administration and insurances, car and air travel, accommodation, newsletter and other printing, industry forums, expo's and meetings, training of the IDO and grower's and web site design and implementation.
- . **\$81,962** for the **voluntary contribution to Horticulture Australia Limited** for the employment of the Industry Development Officer.
- . **\$58,068** for all costs associated with **administering and managing the VSIDC** including a consultancy fee paid to the Executive Officer, annual audit fees, Directors and Liability insurances, postage, telecommunications, the annual poll of growers, bank fees, as well as office, committee and meeting expenses.
- . **\$22,555** for R&D activity including the **Breeding and Evaluation Trials Project**.

. **\$53,255** for **public relations and promotional activities**, including fairs and festivals.

The promotional activities consisted of:

\$18,365 for the re-installation of huge billboards on Melbourne main roads and the rental of the space at those locations for the months of November 2006 through to the end of January 2007.

\$29,890 for the preparation of press releases, new recipes and photographs, media drops of fresh strawberries to all newspapers, radio stations, television studios and a final report attaching all press clippings and media activities that occurred as a result of the Public Relations campaign during the year.

. **\$ 6,960** - financial support given to Strawberry Festivals, and for the supply of fresh fruit for various public relations activities throughout the season.

The VSIDC have a **reserve (or surplus)** to commence the next 2007/2008 financial year of **\$89,092** (\$93,644 in the previous year).

It should be understood that one of the conditions of the budgetary process that is laid down by the Department of Primary Industries establishing this Committee is for the Committee to manage an appropriate reserve. This committee believes **a reserve of at least \$50,000 should be held** in our bank account at the end of each financial year so that any emergencies occurring within the Victorian strawberry industry can be addressed.

As mentioned before, currently the VSIDC received nearly \$137,000 in 2006/7 from the charge of \$12.00 per 1,000 runners each year.

Given grower approval of the proposed program of future projects, and there agreement to the extension of the VSIDC Order - it is this committees intention to keep the levy at the same rate and reduce our reserve slightly to incorporate the additional expenditure.

It is the VSIDC aim to keep our reserves to about \$80,000 in 2007/2008.

This income and carry-over reserve will fund the following:

- The **Industry Development Officer position** (part funded by Horticulture Australia Limited), which is our major expenditure item.

For this service, your committee will pay Horticulture Australia Ltd a fee of \$75,000 (plus GST) in the next financial year and receive payment from Horticulture Australia of \$141,000 (plus GST).

- The **Promotion of strawberries** through the use of a new public relations firm (Market Makers PR) to assist with raising the profile of strawberries to the buying public of \$27,500 (plus GST).
- The **installation of billboards** at three locations during November 2007 to end January 2008 of \$17,600 (GST incl).
- The VSIDC shall also continue to give financial support to the **Strawberry Fairs & Festivals** held in Victoria of \$2,000 for the Yarra Valley Fair in November 2007, \$1,000 for the Dromana Festival and \$1,000 towards the Wallington Fair.

This committee believes the expenditure for PR to be small, particularly since we receive such good and extensive publicity.

To get new and better exposure, the VSIDC has contracted new consultants to manage and expand on previous Public Relations initiatives. The aim of the marketing campaign is to increase the public's exposure to Victorian strawberries and as a result increase sales.

With our limited promotional budget over the last few years, the VSIDC has obtained excellent public exposure and our aim is to continue to get this exposure for the modest sum of money invested.

The VSIDC will continue to be involved with a number of other marketing opportunities as they arise. We plan to launch the 2007/8 season at the Spring Harvest Festival at Werribee in November 2007.

- **Research & Development:** Expenditure on the Variety and Breeding Program over each year of the new Order is expected to be \$11,000, (which is also to be partly funded by the Department of Primary Industries and Horticulture Australia Limited).
- **Research & Development:** Expenditure on the capabilities of Methyl Iodide as a replacement for Methyl Bromide is also to be funded (if in fact the growers vote for this and other projects at the 2007 poll of growers – for expenditure in 2008/9. This Project will cost \$10,000 in 2007/8 and a further \$20,000 in 2008/9 – if approved. This project is to be funded by the Toolangi Strawberry Runner Co-operative, Horticulture Australia Limited and a number of private organisations.

- **Administration of the VSIDC and administration of all the various Projects.**

As a result of the employment of the part-time Executive Officer and the other costs of running the VSIDC, \$49,000 has been budgeted to administer this statutory agency. This cost includes all salaries, administrative and printing costs, committee and meeting expenses, government required audit fees, GST payments for all expenditure over all projects, directors liability insurance, communications (post, telephone, mobile and fax), and the costs of annual meetings and the compulsory poll of growers.

Conclusion by Treasurer

I envisage the VSIDC continuing to go from strength to strength.

The current fee for service is very small for what is achieved.

If growers want more services they must be prepared to pay for them.

The proposed levy of \$12.00 per 1,000 runner plants is a very small percentage of a growers expenditure and for this small investment, they are obtaining excellent advantages over other produce items that do not have an industry based Marketing, Promotional, Administrative and R&D mechanism.

The VSIDC is the envy of many other grower bodies, and I am proud to be its current Treasurer and I have no hesitation in recommending acceptance of the 2006 – 2007 Financial Report and Statements.

Sam Violi

Treasurer and Accountable Officer

STATUTORY OBLIGATIONS

Significant Changes during the Year

During 2006/2007 there were two changes to the composition of the Committee.

Mr Stuart Holland (to 30 November 2006) and was replaced by Ms Leanne Browne (appointed from 1 December 2006)

Mr Rick D'Angelo (resigned 25 January 2007) and was replaced by Ms Clarrisa Cincotta (appointed 16 March 2007)

Statement of Pecuniary Interests

All members of the Committee have completed a statement of pecuniary interests – which is held by officers of the Department of Primary Industries.

Freedom of Information Act 1982

During 2006/07 the number of requests received by the VSIDC for access to documents under the Freedom of Information Act 1982 totaled - NIL.

The number of requests received by the Department of Primary Industries, Manager Freedom of Information applying for access to VSIDC documents also totaled – NIL.

Whistleblowers Protection Act 2001

The above Act came into effect on 1 January 2002. The Act is designed to protect people who disclose information about serious wrongdoing within the Victorian Public Sector and to provide a framework for the investigation of these matters.

Disclosures of improper conduct by the VSIDC or its employees may be made to either:

The Ombudsman – Victoria
Level 9, 459 Collins Street
Melbourne VIC 3000
Telephone: 03 9613 6222
Toll Free: 1800 806 314

or

Mr Stuart Atkins
Protected Disclosure Coordinator
Department of Primary Industries
P.O. Box 4440
Melbourne VIC 3001
Telephone: 03 9658 4030

Multi-Cultural Statement

The committee is committed to policies, programs and strategies aimed at delivering culturally appropriate services to all Victorians.

No special initiatives were needed by the Committee to meet its statutory obligations and ensure that the outcomes of the Committee's deliberations were adequately communicated to the culturally and linguistically diverse participants in the Victorian strawberry industry.

Consultancies:

The Committee engaged four consultants during the year at a total cost of \$84,950

Payment to Committee Member:

Both John Hasan, Chairman of the VSIDC and Sam Violi, Treasurer of the VSIDC received \$5,500 each - being reimbursement for use of their land, property and labour with regard to the new Variety and Breeding Trials Program.

