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23 August 2016

## RSVP NOW for WA Avocado Growers' Meeting

**Date:** Wednesday 31 August  
**Time:** 9.00am to 12.00pm, followed by lunch  
**Venue:** Gloucester Hotel, Pemberton  
**Facilitator:** Brian Ramsay, Inovact Consulting

This is your opportunity to help plan the future of the Australian Avocado industry.

The Avocado Industry Strategic Plan is very important as it provides strategic direction for the future development of the Australian avocado industry.

It provides a focus for Avocados Australia and many other agencies that support the development of the industry.

In particular, it will provide guidance for Hort Innovation and the Strategic Industry Advisory Panel with allocating avocado R&D and marketing levies.

The current Plan was developed in 2011 and needs to be reviewed and updated.

Much of the current plan is still valid but the operating environment and the shape of the industry has changed significantly over this time, so it is important the new plan addresses the key issues into the future.

You are invited to a meeting in Pemberton on Wednesday morning 31 August to provide input into the development of the new Avocado Industry Strategic Plan.

This meeting will be facilitated by Mr Brian Ramsay from Inovact Consulting who has been contracted by Hort Innovation to assist with developing the plan.

Brian is working on developing background documents that will be available prior to the meeting, to ensure we can get the most out of our time together.

**In order to manage venue arrangements and catering, please RSVP TODAY on 07 3846 6566 or email [admin2@avocado.org.au](mailto:admin2@avocado.org.au). If there is insufficient interest, this meeting will be cancelled.**

We hope you can participate in this important meeting.

Regards,

John Tyas, CEO  
Avocados Australia

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**Horticulture  
Innovation  
Australia**

*This project has been funded by Horticulture Innovation Australia Limited using the avocado levy and funds from the Australian Government.*

This email was sent by Avocados Australia, Level 1 / 8/63 Annerley Rd, Woolloongabba, Australia 4102 to  
co@avocado.org.au

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