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# ANNUAL REPORT 2021/22

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## ABOUT US

Avocados Australia Limited (AAL) is the representative industry body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. We are a “not for profit” member-based organisation with members comprising avocado growers, associated businesses and industry people. Our purpose is to support Australian growers to become world leading sustainable producers.

Avocados Australia works with all parts of the supply chain, from production through to the consumer. Our aim is to support Australian growers to become world leading sustainable producers. As part of this continual improvement, we work with Hort Innovation to ensure the industry levy funded Research and Development and Marketing programs for the Australian avocado industry are well directed and responsive to industry needs.

Our vision is a globally competitive and trusted Australian Avocado Industry.

### **Avocados Australia's Governance**

Avocados Australia Limited is governed by a Board of Directors responsible for setting the strategic direction of the organisation. The Board comprises elected grower-members representing each of the major production areas in Australia. Each Avocados Australia grower member can stand for election to the Board, has one vote to elect the Board, and also has the right to vote at general meetings. Avocados Australia's Brisbane-based Secretariat's primary role is to manage the organisation's business and implement the Board's directions.

### **Our history**

Before Avocados Australia was formed in 2003, the avocado peak industry body was the Australian Avocado Growers Federation (AAGF). Originally set up in the early 1970s, AAGF was a collective of bodies representing growers in each state. Avocados Australia was formed allowing grower-members direct and equal access to their national organisation.

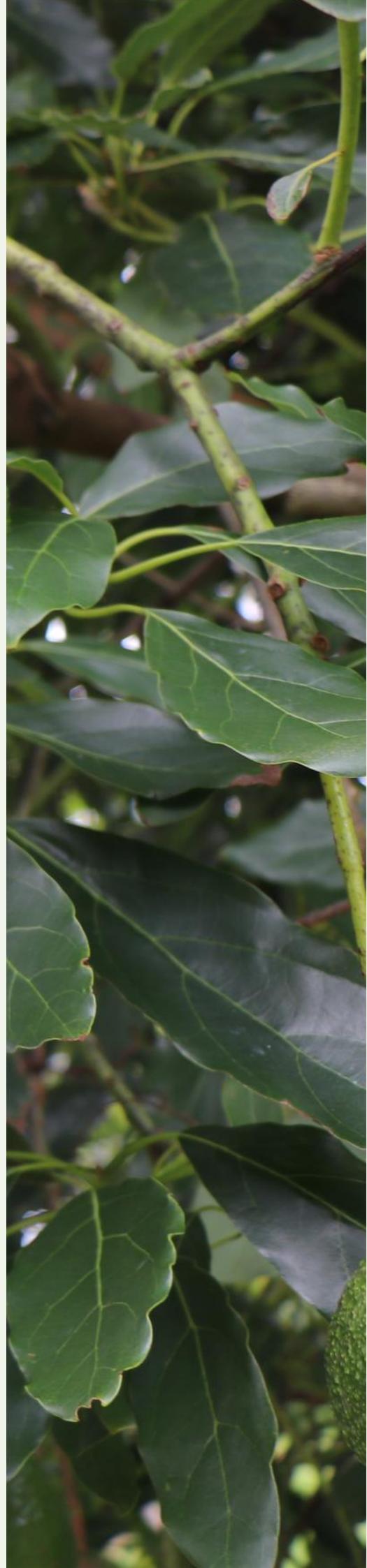
### **Contact us:**

**Phone: (61) 07 3846 6566**  
**Website: [avocado.org.au](http://avocado.org.au)**

# OUR OBJECTIVES

The Avocados Australia constitution sets out the organisation's key objectives. Your industry organisation is here to:

- promote and foster pro-active management and promotion of the interests of commercial avocado growers and, in particular, without limiting the generality thereof, to promote the interests of Members and the Australian avocado industry;
- develop an Australian avocado industry with strong professional growers operating with a sense of common purpose and cooperation, with a focus on improving economic viability and sustainability;
- increase confidence and demand by focussing on customer needs at the retail and wholesale level;
- develop a close partnership with major retailers to ensure the best quality product and results for retailers and consumers;
- develop and implement planned grower directed research and development projects to be published, made available to and available for implementation by grower members;
- develop a close working relationship with industry support bodies and to further develop industry support to ensure maximum and appropriate support;
- develop a strong network of government and other statutory body liaison points and actively pursue planned consultation and feedback;
- promote and foster the interests of commercial avocado growers and their affiliates;
- adopt such means of making known the objects of the company as may to the company seem expedient;
- formulate and review from time to time a strategic plan to facilitate the achievement of the objects of the company; and
- to do all such other things as may be deemed incidental or conducive to the attainment of the objects of the company or any of them but the company cannot carry on the business of wholesale or retail trading in horticultural products or produce.





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## THE YEAR IN REVIEW

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### A message from the Chair and Chief Executive Officer of Avocados Australia

The 2021/2022 financial year has been a year of challenges for the Australian avocado industry. We have faced labour shortages, a monster crop, tough market conditions and subdued prices. We have learned to accept that our COVID-19 world requires precautions and, for the most part, we have been able to move forward. This year we were able to hold face-to-face events and engage directly with our members.

This has been a difficult year and we are sure there are growers out there seeing their avocados sell for below the cost of production. Rest assured that Avocados Australia has been working hard to improve market conditions by focusing on supporting marketing initiatives to grow domestic consumption and increase exports to our international markets.

The Australian avocado industry is a growing industry and effort is underway to manage our large and increasing production volume (see the volume map). This is our focus and it will continue to be for the next five years.

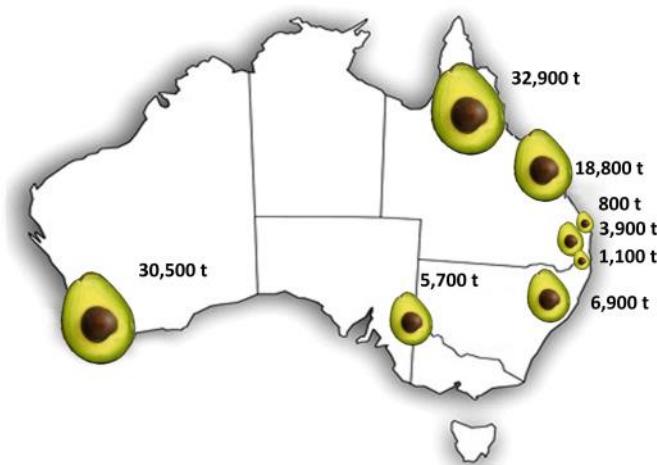
In 2022 the Board developed a Strategic Plan for 2022-2026 with four industry priorities at its centre: 1) Increase domestic consumption of Australian avocados to at least 150,000t by 2026 at profitable farm gate prices, 2) increase export volumes to at least 20,000t by 2026 at profitable farm gate prices, 3) improve industry productivity and quality to increase global competitiveness, and 4) optimise the operating environment to support a sustainable and profitable industry. By focussing on these priorities we

intend to see positive changes for our industry. The Strategic Plan is currently being published.

This year Avocados Australia was involved in the biosecurity responses related to two incursions: the Polyphagus shot-hole borer (*Euwallacea fornicata*) in Western Australia, and Varroa mite (*Varroa destructor*) in New South Wales. The outbreaks of Polyphagus shot-hole borer and Varroa mite have put into sharp focus the need to sustainably fund Australia's biosecurity system. Avocados Australia, and the National Farmers Federation (NFF), are wanting to see the implementation of a sustainable funding model which ensures biosecurity risk creators are contributing appropriately to the cost of biosecurity management. Avocados Australia's new biosecurity project,



**Annual tonnes produced in each region averaged over two years\*: 2020/21 and 2021/22**



\*A two-year average is used to compare production by region, because some regions have irregular bearing years, meaning crop load may vary significantly from year to year.

contracted in 2022, will also be working to ensure that effective biosecurity strategies are in place and will draw on the scientific and broader biosecurity management expertise across six key agencies.

In 2021 the Department of Agriculture, Fisheries and Forestry commenced negotiations for market access to India, as requested by Avocados Australia. Avocados Australia is encouraged by this development and the new Export Strategy 2022-2026 (finalised in June

2022) will focus on this country and others, with the aim that by 2026 Australian avocado exports will reach at least 20,000 tonnes at sustainable pricing levels. The Board has also decided to appoint a market access specialist to help drive our technical market access priorities and the recruiting process is currently underway.

This year Avocados Australia also saw the rollout of AvoData, our new data management software. The software is fully functional and the system now

enjoys increased participation.

Our industry event, Avo Connections, was well attended this year. This event continues to provide members of our industry with the chance to hear from experts about the latest marketing and industry insights, fruit quality results, exporting updates, and market access plans.

In all 2021/2022 has been a busy year.

Sincerely,



**Brad Rodgers**  
Chair



**John Tyas**  
Chief Executive Officer



# ADVOCATING FOR THE AVOCADO INDUSTRY

Avocados Australia has continued to represent the interests of Australian growers and the broader industry at local, State and national levels through membership of a number of bodies, participation in various forums and direct advocacy on behalf of the avocado industry.

## Biosecurity

### New Biosecurity project underway

Avocados Australia continues to support the mechanisms that minimise the risk to our rapidly expanding industry from exotic plant pests.

During 2021-22 significant work underpinned the development of a new avocado industry biosecurity strategy 2022-2026 project (AV21002), led by Avocados Australia. This five-year project, now underway, is important to the Australian avocado industry as it will increase avocado industry biosecurity resilience by implementing industry preparedness and prevention strategies.

The project aims to: 1) Improve avocado industry biosecurity resilience through the development and delivery of foundational exotic pest preparedness documents supported by exotic pest incursion and response exercises, 2) Better understand the risk posed to the avocado industry from exotic pests by identifying current gaps in pest risk assessments, pathway analyses and diagnostic capability, and 3) Increase the uptake of appropriate on-farm biosecurity practices by identifying and addressing barriers to adoption.

Avocados Australia is overseeing the management and coordination of the project using a multi-agency collaborative approach. The project team comprises 27 representatives from six agencies including Avocados Australia, Plant Health Australia, Department of Agriculture and Fisheries Queensland, Queensland Alliance for Agriculture and Food Innovation, Department of Primary Industries and Regional Development and the Centre of Excellence for Biosecurity Risk Analysis. The team works to ensure that effective biosecurity strategies are in place and address any gaps, drawing on the scientific and broader biosecurity management expertise available from the six agencies involved.

During 2021/22 Avocados Australia continued to implement the Biosecurity Plan and advocated in the interests of the industry.

## Plant Health Australia MOU

In 2021-22, Avocados Australia renewed the Memorandum of Understanding (MOU) with Plant Health Australia. The MOU provides a mechanism for the consultation, management and implementation of services and activities to improve biosecurity for the avocado industry. Avocados Australia takes biosecurity very seriously and we continue to meet our obligations as a signatory to the Emergency Plant Pest Response Deed.



*Avocados Australia is committed to biosecurity, farm signage and footbaths are used at every regional forum orchard walk.*

## Incident response work

Two pest incursions took place during 2021-22 and Avocados Australia worked with State and Commonwealth governments and industries to address them and inform industry.

### **Polyphagous shot-hole borer (*Euwallacea fornicatus*)**

The Western Australia Department of Primary Industries and Regional Development (DPIRD) responded to the presence of an exotic beetle, [Polyphagous shot-hole borer \(PSHB\)](#) (*Euwallacea fornicatus*), in Perth in Western Australia. PSHB is a tiny exotic beetle that has symbiotic relationship with a



fungus (*Fusarium*) and bores into living trees which can result in tree death. So this pest is a possible threat to healthy avocado orchards.

As at 16 September 2022 the PSHB outbreak has been contained around Perth. Avocados Australia is working with other bodies to categorize the pest which will determine the funding apportionments for the eradication costs. Avocados Australia provided information from the avocado perspective in the proposal. Work is currently underway on a response plan for eradicating PSHB.

#### **Varroa Mite (*Varroa destructor*) incursion**

As at 16 September 2022 the [Varroa Mite](#) (*Varroa destructor*) incursion located in New South Wales has been contained. Varroa mite was first detected in two of six sentinel hives at the Port of Newcastle on Wednesday 22 June 2022. The detection was the result of routine surveillance on sentinel hives by NSW Bee Biosecurity Officers. These tiny mites kill honey bee nests and hives.

A biosecurity response plan has been agreed for the first 100 days and a recategorization process is underway in relation to the cost share apportionments. Avocados Australia has provided evidence to explain the industry's 'medium' reliance on European Honey Bee for pollination. However, industry will still be required to make a significant contribution toward the cost of

eradication. At this stage all indications suggest that the Varroa Mite outbreak is under control. In view of the impact this pest could have on regional and national economies, industry parties are seeking recategorization to place a greater funding weighting on government. We have kept the industry informed throughout this incursion via Guacamole and the Avocados Australia website.

#### **Policy submissions**

##### **Advocating for a more effective HARPS**

For some years Avocados Australia has raised concerns regarding the Harmonised Australian Retailer Produce Scheme (HARPS).

Avocados Australia members may recall that the HARPS Standard Version 2.0 draft was released late 2020. In response to feedback received from industry, Avocados Australia submitted feedback on the standard including 16 general recommendations and 19 technical recommendations on the draft standard. Throughout this year, Avocados Australia continued to be an active member of the HARPS Technical Advisory Group and has provided input into the development of the HARPS Standard Version 2.0. Avocados Australia also provided input into the NFF Hort Council's submission to Hort Innovation on the governance and commercialisation of



## Advocating for the avocado industry (continued)

the standard. As a result, Hort Innovation has recently contracted a third party to undertake an independent review and a report is due at the end of October 2022.

We were disappointed that, despite the current review, One Direction ANZ (the managers of HARPS) have decided to proceed with the release of HARPS Version 2.0 on 17 October 2022.

### Seeking changes to Hort Innovation

Avocados Australia is pleased to be able to report that Hort Innovation has been making changes and improving the way they engage with and consult with us. We believe that the joint letter, submitted to the then Department of Agriculture Water and the Environment Assistant secretary for Innovation and Consumers Branch (sent in November 2021), along with other advocacy efforts was taken into account, and subsequently Hort Innovation has made necessary changes for the better. Avocados Australia has been working with Hort Innovation with their “What Good Looks Like” initiative and we took part recently in marketing workshops that involved positive engagement with industry. Hort Innovation’s “Reset & Refresh” approach is focussing on advisory mechanisms that work.

### Paradise Dam decision

In December 2021, the Queensland Government announced that Paradise Dam will be returned to its original height. Avocados Australia had been supporting lobbying efforts for the dam to be returned to its original height for some time working in association with the Bundaberg Fruit and Vegetable Growers Limited. We welcomed this decision along with many of our members. A joint Media Release (issued in November and signed by Avocados Australia along with other key farming representative groups) urged the Queensland Premier to make an announcement on the future of Paradise Dam during the last sitting week of Parliament, and she did so.

### Submission on National Biosecurity Preparedness

In August 2022, Avocados Australia made a submission to the Senate Rural and Regional Affairs and Transport References Committee about the inquiry into the adequacy of Australia's biosecurity measures and response preparedness. In the submission Avocados Australia pointed out that the avocado industry has played no role in causing the recent incursions and that these incursions were due to the importation of goods and/or people from other countries to Australia. However, avocado growers are required to contribute significant funding towards the cost of eradication. Currently, if eradication is not achieved, growers bear the cost of managing these new pests on an on-going basis. The submission put forward two recommendations: 1) That there is a need for increased and sustainable funding sources for biosecurity measures, commensurate with the increasingly complex risk environment, and 2) Those biosecurity pathways that generate risk should contribute to the cost of increased biosecurity measures, commensurate with the risk they generate. Avocados Australia supports the need for a National Biosecurity Strategy however we will continue to strive for a fairer funding approach.

### ANVAS

In late 2021, we welcomed a new nursery to the Avocado Nursery Voluntary Accreditation Scheme (ANVAS): Chislett Farms Pty Ltd. They join Anderson Horticulture, Fleming's Nurseries Qld, Turkinje Nursery and Victorian Citrus Farms Pty Ltd in the scheme. Avocados Australia continues to maintain ANVAS which has evolved over many years to meet the needs of industry including a major upgrade of the scheme in 2018. The current scheme provides a contemporary approach to high health avocado nursery production and covers a wider range of potential pathogens, providing greater confidence for growers about the health status of plants sourced from ANVAS accredited nurseries. ANVAS accredited nurseries are required to adhere to specific production practices, undertake pathogen testing of plant material, undertake monitoring of stock throughout its growth stages and be



independently audited each year to confirm their adherence to ANVAS requirements.

Read more here: [avocado.org.au/our-programs/anvas/](http://avocado.org.au/our-programs/anvas/).

## Organisational Memberships:

Avocados Australia maintains membership of a number of organisations that assist us in optimising the operating environment to support a sustainable and profitable industry.

Our key memberships include:

**NFF Horticulture Council** – Avocados Australia became a member of the NFF Horticulture Council (Hort Council) in 2019 and has actively participated in the various meetings, policy submissions and lobbying efforts. Our membership of the Hort Council ensures

Avocados Australia members are informed of, and have input into, important national policy affecting the industry. The Hort Council now has the majority of Australia's horticultural industries as members and is gaining strength. The Hort Council has appointed a part-time executive officer, and the council has now become a full member of NFF which provides the opportunity to more directly influence the NFF agenda.

During 2021-22 Avocados Australia provided input to the NFF on a range of issues. We provided input into the NFF's priorities in the lead-up to the last federal election and provided input to the NFF's "Challenges and Recommendations" document for use at the Jobs and Skills Summit that took place at Parliament House in early September 2022.

**Australian Horticulture Exporters' and Importers Association** – Our membership of this organisation provides the avocado industry access to relevant export information and representation.





## Advocating for the avocado industry (continued)

**Plant Health Australia (PHA)** – PHA is the body charged with national coordination of government-industry partnership for plant biosecurity. Avocados Australia has represented the industry at various meetings of PHA throughout the year and participated in a number of meetings of the Consultative Committees for Emergency Plant Pests (CCEPP) and the National Management Group (NMG) regarding pests of concern to the avocado industry, not least of which being Polyphagous Shot Hole Borer and Varroa mite.

**International Fresh Produce Association Australia-New Zealand (IFPA-ANZ)** – IFPA ANZ is the first stand-alone global affiliate of the International Fresh Produce Association (IFPA), the leading global fresh produce trade association serving member companies around the world and every segment of the

fresh fruit, vegetable, and floral supply chain. Avocados Australia's membership provides us with access to information on food safety, industry talent, marketing, sustainability, and technology and innovation.

### **Southern Hemisphere Fresh Fruit Exporters Association (SHAFFE)**

**Association (SHAFFE)** – Avocados Australia holds SHAFFE membership, in conjunction with Citrus Australia, Australian Table Grapes Association, Summerfruit Australia, and Australian Mangoes. SHAFFE was established in 1991 as a network of the leading trade organisations in the region to form a common platform for exchange on market access matters in Northern Hemisphere markets, including phytosanitary protocols, food safety, consumption and trade trends.



# Providing services

## Hort Innovation and your levies

As always, Avocados Australia endeavours to work closely with Hort Innovation to ensure levy funds (both R&D and marketing) are invested to deliver the greatest benefit to avocado growers.

It should be noted that being a levy payer does not automatically lead to membership of Avocados Australia. Avocados Australia Limited is the industry representative body for the Australian avocado industry. We provide a range of services to our members and the broader industry to foster growth and development. Avocados Australia membership fees are paid directly to the organisation, providing us with the funds to enable lobbying and to resource other services outside of the scope of levy-funded activities.

The Avocado R&D and Marketing levies are collected by the Australian Government and provided to Hort Innovation, the company charged with managing the expenditure of these levies.

In addition, the Avocado Plant Health Australia levy (about 1% of the total levies) is managed by Plant Health Australia.

## Industry advice on avocado R&D and Marketing

Avocados Australia has continued to work with Hort Innovation to ensure the avocado R&D and Marketing levies are invested wisely, to achieve the best possible outcomes for growers. As the levies are managed by Hort Innovation, Avocados Australia does not have any direct control over the funds or Hort Innovation. However, we have been effective in influencing a number of changes for the benefit of the avocado industry and will continue to push for further improvements.

Currently, your Avocados Australia representatives on the R&D and Marketing strategic investment advisory panels (SIAPs) are:

CEO John Tyas (R&D and Marketing)

Director Jim Kochi (R&D)

Director Eric Carney (R&D)

Director Daryl Boardman (Marketing)

Director Ian Tolson (Marketing).

Avocados Australia, through our large membership base, our network of regional directors and our knowledgeable and experienced staff have a lot to offer Hort Innovation and can provide valuable input to the levy investment process.

## Marketing program

Avocados Australia continues to work with Hort Innovation on the delivery of the industry's marketing strategy, as part of the Marketing SIAP. Hort Innovation, working in consultation with Avocados Australia and the SIAP, are currently working on a new three year marketing plan. Hort Innovation has undergone a number of changes in order to better consult and meet the needs of industry. One of the changes was the recruitment of two General Managers of Marketing, more information about these changes appears in the "Market Development" section of this Annual Report.

You can find a comprehensive overview of the marketing activities in each edition of *Talking Avocados*, in every issue of *Guacamole*, and in our marketing blog page located on our website. This ensures that updates about the various marketing activities undertaken on your behalf, are available to you in a timely manner.

[Click here](#) to read the 2021 blog, and [click here](#) for 2022. We regularly share updates from this blog in both *Infocado* and *Guacamole*.

In 2021/2022 the Australian Avocados team continued to run the "Our Green Gold" campaign to boost domestic consumption. In August 2021 Australian Avocados' Our Green Gold campaign won gold with the public, who voted it as their favourite ad shown during Seven's live, free and exclusive coverage of the Olympics, the world's biggest sporting event of the decade.

During July 2022 an incremental tactical campaign was rapidly implemented to address the concerns of members of the industry. The campaign was developed in response to market conditions and low prices, encouraging consumers to buy more avocados as they were good value. The campaign achieved a total reach of 190.9 million+ and 374 pieces of coverage.



## Providing services (continued)



Above, Hayden Quinn, an Australian chef best known for appearing on Series 3 of MasterChef Australia and as a judge on Nine Network cooking program Family Food Fight, appeared in print and online talking about placing an avocado on the barbecue.

### Research and Development

Avocados Australia continues to work within the SIAP system, advocating for R&D of importance to the industry.

Avocados Australia's role is to ensure the industry's R&D priorities are met, moving the industry forward across the entire supply chain.



Above, social media content promotes the health benefits of avocado while reinforcing the Our Green Gold theme.

# Market development

## Project officer: Hayleigh Dawson

Avocados Australia's Market Development Manager, Hayleigh Dawson, has been involved in a range of activities of value to the industry over the 2021/2022 period. This role is funded by Avocados Australia and is completely independent of the levy funded activities.

### Marketing

#### New Marketing team restructure & marketing approach

Avocados Australia has welcomed the recent improvements to the management of the Hort Innovation marketing program. Avocados Australia has been working to ensure the program continues to deliver a strong return on investment for levy payers. Hort Innovation brought on board Kylie Hudson and Jane Smith as General Managers of Marketing, to review and transform the way the avocado levy-funded marketing program was being managed. We met with the newly appointed General Managers of Marketing at the start of the financial year, following our submission of a comprehensive discussion paper which outlined the need for a highly effective marketing program, underpinned by strong engagement with key stakeholders.

Following further consultation, Hort Innovation has changed its marketing approach to:

- improve the focus on evidence-based, data driven decision making
- improve its focus on Measurement & Evaluation and visibility around the data and metrics used to report results
- move to a process where HIA and industry collaboratively develop marketing plans (versus Hort developing plans in isolation and presenting for advice).

In line with these recommendations, Hort Innovation are embarking on a new marketing strategy planning process in time for the FY23-26 planning cycle. Workshops were held in Sydney on the 16-17 August 2022. John Tyas (CEO of Avocados Australia), Hayleigh Dawson (Domestic Market Development Manager) and Flora Zhang (Export Development Manager), along with key industry members involved in avocado marketing, took part in the workshops and were able to directly influence the marketing planned for the coming years. It is hoped that by taking part in this collaborative process marketing plans will better meet the needs of industry and consumers.

#### New Avocados Australia industry label rollout a success

Avocados Australia has managed Avocados Australia's Industry Label (Kangaroo Label) for use on Australian grown avocados since 2011. The industry label was established with industry sustainability at the core, by enabling a connection between the Australian avocado industry and consumers, for mutual benefits. Avocados Australia's Industry Label provides industry members with the opportunity to leverage the \$4m industry funded marketing campaign to drive the sales of their avocados through a united and recognisable brand throughout the consumer path to purchase.

In 2021 research was undertaken to evaluate the Kangaroo label and a new Avocados Australia Industry Label design. Results found that the new label performed better. 90.2% of consumer survey participants identified the new Avocados Australia Industry Label as the avocado label which best identified Australian grown avocados.

The new label is now in use by members of the industry.



Above, the new Avocados Australia Industry Label.



## Supply

### Retailers kept informed to assist category planning

Throughout the year the market development program kept retailers up to date with the latest supply forecasts to support their category planning activities. Each quarter, Avocado's Australia issued the major retailers a bespoke retailer report which included updated supply forecasts for the next 12 months, in addition to insights into key issues, weather events, fruit sizing and quality attributes across regions. AAL staff met with retailers to discuss these forecasts and encourage close collaboration with direct suppliers throughout the season, to deliver the best experience for consumers. In addition to the quarterly forecast updates, staff provided retailers with updates on supply during key transitional periods to help navigate these periods with their suppliers.

### Regional visits

With travel restrictions eased over the last twelve months the Market Development Manager was able to travel to the growing regions to understand key issues facing growers and seasonal outlooks, to help assess the needs of regions and inform activity and communications.

## Quality

Given that Avocados Australia is working on increasing domestic consumption and increasing exports, fruit quality has an important part to play in achieving these goals. A range of activities were undertaken relating to quality this year.

Drawing on the June retail quality reports for 2022, 88% of Australian fruit sampled at retail point of sale met consumer acceptability standards (of less than 10% internal defects) for this financial year. This is about 20% higher than that of imported fruit from the same period. All growing regions achieved a minimum of 81% acceptable fruit (<10% internal defects) for Hass this year. Shepard internal quality was outstanding this season with 96% of fruit samples meeting consumer acceptability standards (<10% internal defects). The industry target is 90% of fruit meeting consumer expectations (of <10% internal defects).

It was found that bruising continues to be the biggest internal defect on average for the past 12 months for Hass. We understand from previous research, that most of this damage occurs at retail point of sale and therefore we continue to work with retailers to empower them to make improvements to reduce bruising. This continues to be a high priority. It has been encouraging to see some innovative trials happening at retail in pursuit of improved fruit quality. This year we worked with retailers and suppliers to provide information on fruit quality and collaboratively identified areas for improving fruit quality.

Avocados Australia also assisted the avocado industry to achieve further improvements in fruit quality, by facilitating the adoption of better practices – from what happens on the farm through to dispatch from the ripener. We do this by being active members of Project Reference Groups (PRGs) for a number of quality related projects.



## **Increasing domestic consumption**

### **Retailer Engagement**

Retailer engagement continues to be a high priority for Avocados Australia across key areas of supply, quality and marketing. We continue to provide supply, quality and sizing insights to assist retailers' category planning activities. We also aim to keep retailers abreast of supply chain disruptions, regional issues and weather events across regions that may impact short-term supply. In addition to supply information, retailers are also receiving insights into their store quality improvements and where applicable we explore these results further to empower improvements at retail point of sale. Retailers are also provided with an overview of marketing activity for each season.

### **Educating health professionals on the nutrition & health benefits of avocados ([AV20003 project](#))**

Avocados Australia provided input into this exciting project that started in this financial year. We support this project in our capacity as a member of the PRG. This project has been delivering evidence-based information about Australian avocados to health professionals throughout Australia. Avocados Australia communicated some of the findings from their roundtable of experts in a [media release](#) aiming to educate consumers.

## **Food Service Engagement**

### **We found Australia's Best Avo On Toast**

Avocados Australia undertook a new initiative to engage with and champion the food service sector with the ultimate goal of increasing avocado consumption around National Avocado Day. After nine weeks of searching with the help of a national PR campaign, Avocados Australia found Australia's best avocado on toast dish. Little Hideout Café (<https://littlehideoutcafe.com.au/>), based in Balmoral in Brisbane (2/185 Riding Road), was the winner of the Australia's Best Avo Toast Competition with their stunning avocado dish they call "Seasonal Avocado". This winning dish was selected from 10 finalists. John Tyas, CEO of Avocados Australia, presented the award to Manish Shrestha, owner and chef at Little Hideout Café, at a ceremony held at the Little Hideout Café on Thursday 28 July 2022. In attendance were Brent Chambers from Simpson Farms (one of the growers who supply Little Hideout), and Peter Marinos from Big Michael's (Little Hideout's providore/wholesaler).

Overall the Australia's Best Avo Toast Competition resulted in achieving 52 pieces of media coverage reaching an estimated audience of around 20.9 million+. The objective of the competition was to support and celebrate the food service sector who continue to champion increased consumption of avocados and promote Australian avocados as the fabulous ingredient they are.



The award ceremony for the Australia's Best Avo Toast Competition.



# Membership

**Project officer: Amanda Madden & Louise Dunker**

Amanda Madden and Louise Dunker are our frontline staff engaging with our members. Avocados Australia has been working to provide some more tangible benefits for Avocados Australia members, over and above the benefits that are available to all of the industry.

## Avocados Australia membership

Avocados Australia in the last year was focussed on grower member engagement. While many of the activities we undertake are resourced through externally funded projects, there are a range of activities that can only be undertaken through the support of our members. Our member only events that we held in 2022 were well attended and provided members with the opportunity to talk with Avocados Australia staff face-to-face.

Representing the industry at various levels and advocating for positive outcomes for our members is at the core of everything we do. It is therefore essential that we have a strong membership base. We would like to thank all our members for your ongoing support. You can view all of our membership services online [here](#).

## Discounted Auditing & Training

Avocados Australia provides our members with discounted rates for auditing and training. This discount is available for any Avocados Australia member in the supply chain from grower to marketer Australia wide. Through coordinating auditing, training and consulting in regions we aim to deliver additional value to Avocados Australia members.

## Special Member events

We successfully kicked off our member-only events in 2021, hosting breakfasts in the lead up to the North Queensland (in Atherton) and Central Queensland (in Bundaberg) Regional Forums. In February 2022 we held the South Queensland Members breakfast in Crows Nest and this was followed by the Tamborine/Northern Rivers Members Breakfast in Alstonville in June 2022.

Our member breakfasts provided members with the chance to hear industry updates and the latest information about emerging trends. Speakers such as

John Tyas (CEO), Hayleigh Dawson (MDM), and Flora Zhang (EDM) provided overviews of their activities and responded to questions.

Regional directors also had the chance to discuss the issues affecting each region and the work that Avocados Australia is doing to support our members.



Above, John Tyas, CEO of Avocados Australia, provides an industry update to Central Queensland members.



Above, Daryl Boardman, regional director for South Queensland, addresses members and provides an update on Avocados Australia activities.

# Industry communication

Project officer: Anna Petrou

As one of our core functions, Avocados Australia continued to provide a comprehensive industry communications program which shared timely and factual industry-related information through a mix of communication tools.

In 2022 the three year National Avocado Industry Communications project AV18003 came to a close on 31 July 2022 and a new five year National Avocado Industry Communications project, AV21004 commenced on 1 August 2022.

During 2021/22 the following communication outputs were delivered:

- Talking Avocados – the industry's quarterly magazine. You can access previous editions and read some of the featured articles online at [www.avocado.org.au/news-publications/talking-avocados/](https://www.avocado.org.au/news-publications/talking-avocados/). In 2021/22, Avocados Australia produced four editions with 316 pages of news, research & development updates, as part of the levy-funded project
- Guacamole - the industry's fortnightly e-newsletter. Past copies can be found online at [www.avocado.org.au/news-publications/](https://www.avocado.org.au/news-publications/)
- [newsletter-guacamole/](#)  
Media releases/industry articles (non-agripolitical) along with media liaison and media monitoring. Media releases can be found online here: <https://www.avocado.org.au/news-publications/latest-news/avocados-australia-media-releases/>
- Industry website – including the highly valued Best Practice Resource. The BPR is Avocados Australia's free online one-stop-shop to support best practice throughout the Australian avocado supply chains. All industry stakeholders are encouraged to register and access this vital resource.
- Social media content (Facebook, Twitter & LinkedIn) plus maintenance and updating – sharing timely messages relevant to industry.
- YouTube videos highlighting levy-funded R&D (past and present) and grower adoption of project outcomes. An example is the Spotlight Series video about the Avocado industry development & extension (AV17005) project (you can access the video [here](#)).



Sun protection for members, courtesy of Avocados Australia.



- *Avo Alerts* - monthly grower e-notices sent as a prompt for grower orchard practices across the year. They have been developed, with technical input coordinated by the Department of Agriculture and Fisheries Queensland's Simon Newett and Bridie Carr, for all of the major production regions. The Alerts can be found in the BPR Library, in the Australian Agronomy section.
- *Industry notices* and *grower notices* – providing timely information industry-wide and specifically to growers as needed.
- *Avo Insider*, an e-newsletter provided exclusively for Avocados Australia members (not funded by the levy project).

## Industry representation in the media

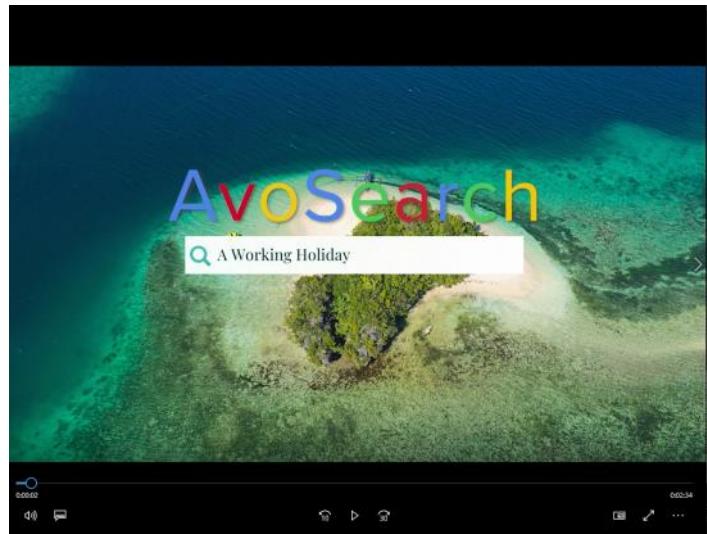
Avocados Australia is the ‘go to’ organisation for industry comment regarding avocados. During 2021/2022 Avocados Australia’s CEO and Directors were featured in media coverage talking about avocado issues, ranging from oversupply of avocados, avocado prices and how avocados are versatile and nutritious. Some of the interviews were in response to media requests and some were as a result of Avocados Australia’s planned media activity. Given the market conditions, many of the interviews were used to raise the profile of Australian avocados and encourage increased consumption.

In all, Avocados Australia got avocados into the media in about 300 spots, with a potential reach of around 200 million. This potential reach includes some global coverage, but Avocados Australia was able to get avocados into some well-read online publications, including the *Guardian Australia*, *ABC Everyday*, the *West Australian* and associated titles, *ABC Rural*, *Lifehacker Australia* and a host of rural and regional papers and radio stations.

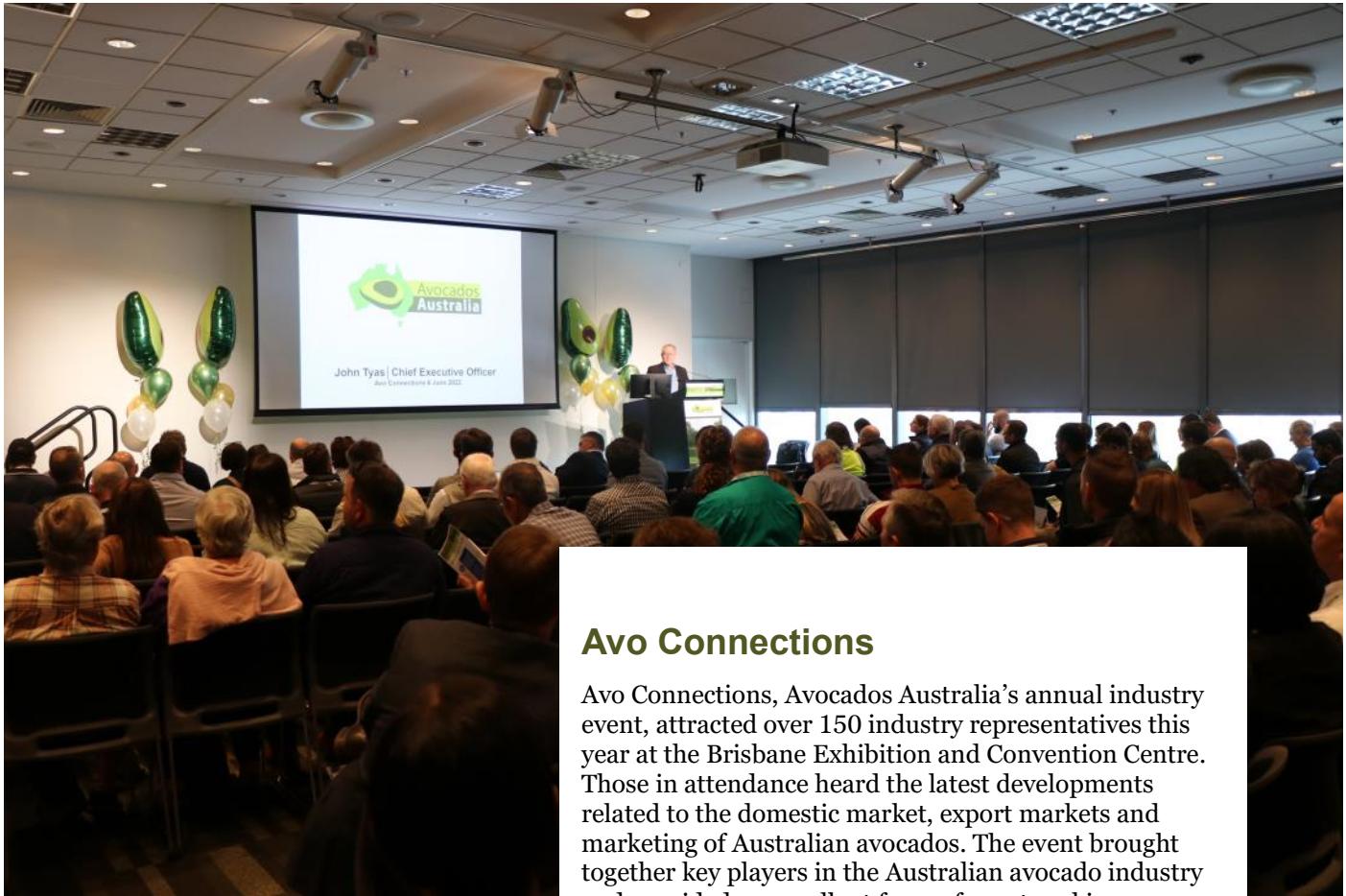
This work, by Avocados Australia, is in addition to the marketing levy-funded PR work carried out by Hort Innovation.

## AvoWorker Video Competition a success

In order to attract workers to the avocado industry, during July and August Avocados Australia ran the 2022 AvoWorker Video Competition. Members of the industry were invited to make videos aimed at attracting workers to the avocado industry. The winning videos appeared in social media campaigns from September 2022 promoting our industry to prospective workers. The social media campaigns included a call to action and linked to the Avocados Australia website. To find out more and to view the winning videos [click here](#).



The winning AvoWorker Video features picking and packing and the highlights of working in regional areas.



## Avo Connections

Avo Connections, Avocados Australia's annual industry event, attracted over 150 industry representatives this year at the Brisbane Exhibition and Convention Centre. Those in attendance heard the latest developments related to the domestic market, export markets and marketing of Australian avocados. The event brought together key players in the Australian avocado industry and provided an excellent forum for networking.

The afternoon finished with a panel session that examined the future prospects of the Australian avocado industry and the audience was able to ask questions and discuss the issues. Overall the forum was a great success and Avocados Australia was encouraged to see so many members of the industry turning out for the event.



Left, Karli Horwood (Woolworths), Treena Welch (GreenSkin Avocados) and Cara Reynolds (Woolworths).



Right, Daryl Boardman (Sunnyspot Packhouse) and Bill Mair (Balmoral Orchard).



# Industry development & extension

**Project officer: Anne Larard**

During 2021/2022 in-person events were back and Anne Larard (Industry Development Manager) and the full extension team delivered five regional forums as part of the three-year collaborative project between Avocados Australia and Queensland's Department of Agriculture and Fisheries with Simon Newett as Project Leader.

## Regional forums

Five regional forums have been held from August 2021 through to June 2022:

- August 2021 – North Queensland Regional Forum (Atherton)
- October 2021 – Central Queensland Regional Forum (Bundaberg)
- February 2022 – South Queensland Regional Forum (Crows Nest)
- June 2022 – TNR Regional Forum (Alstonville) and CNSW Regional Forum (Wauchope)

Some areas had not held an in-person event since 2019 so our forums were packed full of new research outcomes and industry updates. There was strong attendance at all forums coordinated.

Access to all presentations from the forums, and the forum minutes documented by Simon Newett and Bridie Carr (Queensland DAF), is available through the Best Practice Resource 'Library' under 'Event Proceedings'. These resources continue to be highly valued by both those attending and unable to attend the forum events.

The regional forum schedule for the Avocado industry development and extension project (AV17005) has now concluded. The AV17005 project will finish in December 2022. It is anticipated a new industry development and extension project will commence mid-2023.

## A fresh direction for extension

Anne Larard (Industry Development Manager) led the development of the new Australian Avocado Industry Extension Strategy 2023-2027 "Transition to 2027". The strategy, developed through extensive industry consultation as part of project AV17005, sets out the priority practice change strategies required to meet the challenges of the rapidly increasing scale of production in Australia.

The intention of the strategy is to provide a guide that offers direction and coordination for extension and training along the entire Australian avocado industry supply chain. It will enable resources and relationships to be better positioned to deliver on critical needs.

The extension strategy includes:

- 20 priority practice change areas.
- An extension services model that guides how services and projects should be prioritised to deliver on these strategies.
- A proposed national committee to maintain the extension strategy as an active document, incorporating emerging needs and new project roles and interrelationships as required.
- A plan for R&D project guidelines that will provide a clear stepwise approach to pre-project consultation, project design, and project management - so as to optimise the use of industry resources and maximise project outcomes.



Above, Central Qld Regional Forum in October 2021.



A record turnout at the Central Queensland Regional Forum orchard walk held near Bundaberg in October 2021.



Another successful event, the SQ Regional Forum orchard walk, that took place in Crows Nest in February 2022.



# Strategic data

**Project officer: Daniel Martins & Amanda Madden**

## Industry and market data

A bumper production year has again underscored the importance of hard data. The majority of Avocados Australia's data management activities are funded through a three-year Hort Innovation project using the avocado levy and commonwealth funds: the *Avocado industry and market data capture and analysis* (AV20000).

## Avo Data software

The AvoData software (funded exclusively by Avocados Australia) was rolled out in mid-2021 and incorporates new features to enhance accessibility and ease of use. One of the features is a mobile application with which users can submit data and consult reports while on the go. The app is nearly completed and will be launched in October 2022.

AvoData underpins Avocados Australia's web-based system for reporting volumes of avocados dispatched and forecast to be supplied. The data collected through this system informs *Infocado*, the annual *OrchardInfo* tree census, as well as contact management for Avocados Australia.

## OrchardInfo

It is now estimated Australia has more than three million avocado trees in the national orchard, based on data collected via the annual *OrchardInfo* tree census. Each year, Avocados Australia staff contact growers to update their records, to provide an accurate assessment of the country's current plantings.

This program gathers information regarding orchard plantings such as tree numbers, areas planted, varieties and age of planting. This information is used for long term planning at an industry level and reports are provided back to the contributors showing their individual data compared with their region and national data.

The 2021 *OrchardInfo* report was published and distributed to all contributors. The data provides essential input to the long term crop forecast model which was updated in March 2022. The long term crop forecast model now estimates Australia will produce approximately 170,000t by 2026.

## Infocado

In 2021/22, Australia's avocado growers dispatched 22 million trays to domestic and international markets, which was very close to the forecast published at the end of the 2020/2021 financial year. The forecast for 2022/23 however is around 4 million trays lower at 18 million. The *Infocado* program provides forecast and dispatch data for the industry on a long term and short-term basis.

The Avocados Australia *Infocado* system has now been operating for more than 15 years, providing industry with timely information regarding volumes of fruit on the market as well as acting as an invaluable tool to assist in marketing and investment decisions at both an individual enterprise and industry level.

The data available on the *Infocado* reports is regularly validated against levy returns information from the Australian Government.

## Retail price monitoring

Avocados Australia continued its weekly retail price reporting approach based on on-line retail prices available from the major retailers. This report is regularly among the top items downloaded from the Avocados Australia website each month.

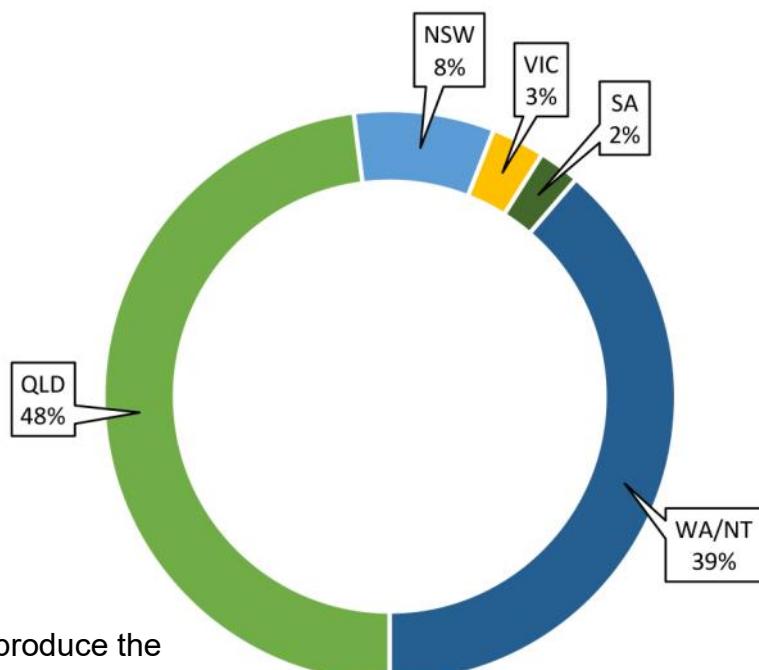
No doubt, this is because the retail price has a significant influence on the flow of product through the supply chain. If the price is not appropriate for the volume of fruit being supplied to the market, then the impact on demand can lead to the build-up of fruit in the supply chain, disrupting the flow of product and therefore fruit quality and grower returns.

## Global Market Data

As the Australian industry looks to increase export volumes, the Hort Innovation funded project Avocado industry and market data capture and analysis (AV20000), has continued to diversify the data collated and offered to industry.

We continue our delivery of monthly imports and exports snapshots of fresh avocados. In August 2022 we made available the global trade report covering activity for July 2021 to June 2022. The report showed that Australian avocado exports accelerated in 2021/22 influenced by a domestic supply surplus and aggressive

## Avocado production by state 2021/2022



Queensland continues to produce the majority of Australian avocados, with 48% of production. Western Australia produced the next largest share at 39%.

competitive pricing in the key markets of Hong Kong, Singapore and Malaysia. The total export volume was 11,626 tonnes, which was 268 per cent higher compared to last year valued at AU\$52.05 million. Unit prices were 35.9 per cent lower at AU\$4.48 per kg. This report can be found [in the BPR Library](#) and on the [Export Reports page](#).

### Facts at a Glance

Avocados Australia has finalised the industry's annual *Facts at a Glance* publication for 2021/22. This report will be available at [www.avocado.org.au/news-publications/statistics/](http://www.avocado.org.au/news-publications/statistics/).

The annual *Facts at a Glance* provides a snapshot of:

- avocado production and value
- avocado production by state
- Australia's avocado regions and supply periods
- avocado production by region
- avocado production by variety
- domestic consumption levels, and
- Australian avocado export markets.



# Export development

**Project officer: Flora Zhang**

Export development is a high priority for the industry and during the 2021/22 period, Flora Zhang (Export Development Manager), John Tyas (CEO) and our export partners have undertaken a range of activities to support the export sector.

## Export has achieved a 268% increase in 2021/22

2021-22 saw a dramatic increase in the volume of Australian avocados exported, reaching 11,626 tonnes compared to 2020/21 (268% increased) valued at AU\$52.05 million (as the graph provided shows).

Hong Kong was the largest export destination and accounted for 46 per cent of all export volumes followed by Singapore with 31 per cent share and Malaysia with 19 per cent. Trade to Japan was 106 tonnes or 0.9 per cent share of export volumes.

## Export readiness project (AV20004) progressing well

A series of activities and communications were delivered continuously supporting the industry's export development. During the period, a high level of collaboration was achieved within the industry and other government agencies such as Hort Innovation, Austrade, Trade Investment Queensland, and the WA Department of Primary Industries and Regional Development.

Part of the focus for 2022 was the delivery of the avocado regional export forums. A total of five were delivered with 142 participants with guest speakers covering key export-related topics such as export supply chain management, international marketing campaign updates, and export strategy consultation/communication.

The five regional forums that were held from March through to July 2022 were:

- March 2022 – Central Queensland Export Regional Forum (Bundaberg)
- May 2022 – Western Australia Export Regional Forum (Manjimup)

- May 2022 – Riverland Export Regional Forum (Loxton)
- June 2022 – Central New South Wales Export + Disease Management Workshop (Port Macquarie)
- July 2022 – North Queensland Export Regional Forum (Atherton)

## New export strategy 2022-26 underway

Avocados Australia developed a new Export Strategy 2022-2026 which is now being implemented. The strategy's development involved extensive consultation with industry, government representatives and other key stakeholders.

The new strategy guides our investment in future export development initiatives so that the Australian avocado industry can optimise commercial outcomes both in the short- and long-term, recognising the increasingly challenging and globally competitive environment in which it now, and in the future, will operate. The strategy includes plans to dramatically increase exports to existing overseas markets plus strategies to target new overseas markets.

As part of the project, Australian avocado growers, exporters, researchers and other stakeholders took part in a range of consultation initiatives that helped inform the final strategy, they were:

- Australian Avocado Export White Paper - review & comment (March-April 2022)
- Draft Export Strategy - review & comment (May-June 2022)
- Export Forums (WA and SA) (May 2022)
- Export Strategy Webinar (May 2022)
- Export Strategy presentation at Avo Connections (June 2022)

The development of the Avocado Export Strategy 2022-2026 was undertaken as part of the *Avocado Export Strategy 2022-2026 (AV21000)* project. This project was funded by Hort Innovation, using the avocado research and development levy and contributions from the Australian Government. A copy of the Export Strategy is available on the BPR.



Left, John Tyas (CEO) outlines the Export Strategy at Avo Connections in June 2022.



Above, the Export Strategy webinar in May 2022 provided stakeholders with the chance to provide input.



## Marketing campaigns support export growth

A range of international marketing activity was undertaken over the last twelve months in multiple overseas markets to support our industry's exporting efforts. The aim was to create demand for, and promote, Australian avocados to our overseas customers. Avocados Australia provided direct input into these activities. Much of this activity was managed by Hort Innovation and funded by avocado marketing levy funds.

### Singapore & Malaysia

In 2022 Avocados Australia provided input into a marketing campaign that took place from May to August. The digital campaign included social media support (Facebook and Instagram), paid media, YouTube Advertising and involvement with MasterChef Australia (with TV commercials appearing during MasterChef Australia in Asia). Avocados Australia worked closely with Hort Innovation on the campaign's planning and liaised with exporters to inform the campaign's timeline. You can view the 30 second

commercial that was used in the campaign on Avocados Australia YouTube channel using this link [here](#).

### Japan

Japan is the largest avocado importing country in Asia with opportunities across a range of products, including avocados. In 2021/22, Avocados Australia - keen to help establish demand for Australian avocados in Japan - worked with our partners to support the activities of exporters.

In 2021/22, the Department of Primary Industries and Regional Development (DPIRD) and the Western Australian (WA) Government Tokyo office worked in partnership with Hort Innovation and Avocados Australia to run a Taste Australia campaign to promote avocado sales in Japan. Among the initiatives held was a trade event in Tokyo. The purpose of the campaign was to build awareness of Australian avocados amongst importers, retailers, and consumers within Japan, articulating the point of difference from competitors (such as Mexico, Chile and New Zealand) to support a premium position in the market.





## TASTE AUSTRALIA CAMPAIGN

The Taste Australia marketing campaign involved online and offline initiatives to create brand awareness for Australian avocados in Japan in general, to engage with Japanese consumers, and communicate the unique selling points that Australian avocado carries in the Japanese market. The online activities involved social media, Facebook and Instagram adverts and the use of influencers. The offline activities comprised a retail program, in-store displays, B2B support and PR and media activities.

## WA PREMIUM FOOD & BEVERAGE TRADE EVENT

As part of the promotion DPIRD and the WA Government Tokyo Office delivered the “WA Premium Food and Beverage Trade Event” in mid-January 2022. This event was the first time that Avocados Australia has been involved in an event of this kind in Japan. The event promoted avocados and raised the overall profile of WA products. At the event key government and industry stakeholders could try a tasting menu featuring Western Australian avocados, paired with other premium WA food and wine. Avocados Australia produced a video of our CEO talking about Australian avocados and this video was shown during the event.

## TRADE EVENTS

In cooperation with one of Japan’s Australian avocado importers AISS, Australian Avocados took part in the Japan International Food Expo (held in Osaka on Nov 17 -19 in 2021). Although held amidst the coronavirus pandemic, the three-day show attracted over 10,000 visitors from food related businesses around Japan. Avocados Australia worked closely with Austrade to ensure that Australian avocados were well represented. During the event, samples of Australian Hass avocados were distributed to interested guests in lidded containers. From 8-11 March, Australian avocados were also represented at the 47<sup>th</sup> FOODEX JAPAN, the international food and beverage exhibition that connects Japan, Asia and the world.

## Hong Kong

Avocados Australia worked alongside Hort Innovation in the development of a marketing campaign aimed at the Hong Kong market. The marketing campaign was developed in the first half of 2022 and ran in August and will continue until Mid-October. It comprises a Retail Program (with In-store displays), Food Services Promotion and an Online Promotion.

## Market development & access work

Avocados Australia has continued to support market access in line with our export plan. Avocados Australia continues to work with DAFF to convene the Avocado Market Access Advisory Group (MAAG) meetings which include key avocado exporters, to provide advice to DAFF across all market access priorities.

## India

The Australian Government is currently negotiating market access for Australian avocados to India. The Department of Agriculture, Fisheries and Forestry (DAFF) has received a response from the Indian government and is currently working on a formal reply. Avocados Australia and the MAAG have continued to provide input as required.

Avocados Australia has provided seed funding toward the Australia - India Centre of Excellence in Horticulture which will develop collaborative R&D projects. John Tyas is a member of the Project Reference Group that will oversee the development of the Centre. It is expected that our involvement in this initiative will provide opportunities to develop positive relationships with the horticulture, scientific and government sectors in India.



## Japan

Negotiations are progressing for acceptance of the conditional non-host pathway for Queensland fruit fly. Avocados Australia will continue to advocate for DAFF to prioritise avocado market access to Japan for all regions of Australia.



## South Korea

Avocados Australia submitted a market access business case for South Korea to the International Market Access Assessment Panel (IMAAP) at Hort Innovation in March 2022.

## Taiwan

Avocados Australia submitted a market access business case for Taiwan to IMAAP at Hort Innovation.

## Thailand

Avocados Australia is seeking a workable market access protocol for avocados supplied from Western Australia under the conditional non-host pathway for Mediterranean fruit fly. Negotiations have been protracted but resolution is expected soon.

## Vietnam

Avocados Australia submitted a market access business case for Vietnam to IMAAP at Hort Innovation in March 2022.



Above top left, John Tyas (CEO) talks about Australian avocados in a video shown at the WA Premium Food and Beverage Trade Event held in Tokyo in Jan 2022.



# Avocados Australia

## Your Member organisation

### Avocados Australia Board

In October 2021, the Avocados Australia Annual General Meeting was held in Bundaberg. The incumbents up for re-election were Eric Carney (Central Queensland) and Brad Rodgers (Western Australia & Northern Territory). Incumbent director John Walsh (Central Queensland) did not stand for re-election. Eric Carney and Brad Rodgers were returned to office unopposed.

In November 2021, Jim Kochi stepped down as Chair and the Board elected Brad Rodgers as the new Chair.

Robert Wheatley was Board appointed in February 2021 and served until the AGM in October 2021. James Randell was Board appointed in December 2021 as director (Central Queensland). Robert Price (Sunshine Coast director) resigned in April 2022.

The Board reviewed the Growing Areas in August and determined that the Sunshine Coast Growing Area and the Central Queensland Growing Area should be merged, and this took effect on 22 August 2022.

The 2022 AGM will be held in Brisbane in October.

We would like to thank the members of the board for their time and support in helping to grow and improve our industry during the past year. We look forward to working with you all during the year ahead to further advance the Australian avocado industry.

You can find out more about your Avocados Australia Board in the Around Australia section of the *Talking Avocados* magazine, or on our website at [www.avocado.org.au/about/our-board/](http://www.avocado.org.au/about/our-board/).

### The Avocados Australia board

The current members of the 2021/2022 Board of Avocados Australia are:

- Brad Rodgers (Western Australia, Chair)
- Jim Kochi (North Queensland)
- Eric Carney (Central Queensland)/Sunshine Coast)
- James Randell (Central Queensland/Sunshine Coast)
- Daryl Boardman (South Queensland)

- Tom Silver (Tamborine and Northern Rivers)
- Ian Tolson (Central New South Wales)
- Kym Thiel (Tristate)

### The Avocados Australia team

Avocados Australia has a small team of dedicated and professional staff supporting the national avocado industry.

The office is based in Brisbane with a staff of nine:

- John Tyas, CEO
- Louise Dunker, Administration and Accounts Manager
- Amanda Madden, Administration Officer
- Daniel Martins, Data Analyst
- Flora Zhang, Export Development Manager
- Anne Larard, Industry Development Manager
- Hayleigh Dawson, Market Development Manager
- Grant Telford, Biosecurity Project Manager
- Anna Petrou, Communications Manager.

In 2021/22, two new staff members joined the Avocados Australia team. After the resignation of Lisa Yorkston, Anna Petrou joined the team as our new Communications Manager for the national industry communications projects (AV18003 and AV21004). Grant Telford commenced work with Avocados Australia on a five year part-time contract as Biosecurity Project Manager.

### Financial report

Your member organisation has again ended the year in a positive financial situation. The company recorded a net profit for the 2022 financial year of \$233,561.

The balance sheet at 30 June 2022 shows total equity of \$2,489,880, an increase on the previous year.

This strong position ensures the organisation can provide ongoing support for the industry as it moves through a period of expansion and change. The Avocados Australia financial report for the year ended 30 June 2022 can be found from page 30.

# **AVOCADOS AUSTRALIA LTD**

A company limited by guarantee

**ABN 87 105 853 807**



## **FINANCIAL REPORT**

FOR THE YEAR ENDED 30 JUNE 2022

**PREPARED BY**  
**M plus accounting Pty Ltd**  
Brisbane Market QLD 4106

## **DIRECTORS' REPORT**

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## **DIRECTORS' REPORT**

Your directors present their report on the Company for the financial period from 1 July 2021 to 30 June 2022.

### **Directors**

The names of each person who has been a director during the period and to the date of this report are:

Mr Xhemal James Kochi  
Mr Ian Hastings Tolson  
Mr Thomas Warren Silver  
Mr John Patrick Walsh (resigned 27 October 2021)  
Mr Daryl Boardman  
Mr Robert Lincoln Price (resigned 13 April 2022)  
Mr Kym William Thiel  
Mr Eric Christopher Carney  
Mr Bradley Charles Rodgers  
Mr Robert Basil Wheatley (resigned 17 September 2021)  
Mr James Kenneth Randell (appointed 14 December 2021)

Directors have been in office since the start of the financial period to the date of this report unless otherwise stated.

### **Principal Activities**

The principal activities of the company during the period were:

- i) The development and promotion of the avocado industry throughout Australia;
- ii) The development of export markets for Australian avocados;
- iii) Liaising with Government;
- iv) Liaising with Hort Innovation regarding the investment of R&D and Marketing levies
- v) The development of member services.

The company's short-term objectives are to:

- To build a sustainable and competitive supply of Australian Avocados to meet consumer needs;  
To increase demand for Australian Avocados; and  
To ensure appropriate organisation, resourcing and management of the affairs of the Australian Avocado industry to support the development of the industry on an ongoing basis.

The company's long-term objectives are to:

- To ensure the profitability and sustainability of the Australian Avocado industry.

To achieve these objectives, the company has adopted the following strategies:

- Deliver high quality industry and market data, to assist both short and long-term industry planning and decision making
- Provide high quality, relevant information to avocado industry stakeholders to support the ongoing development of the industry
- Undertake various activities to support the domestic and export market development for the Australian avocado industry
- Represent, support and promote the interests of Avocados Australia members, all growers and other industry stakeholders.

### **Review of Operations and Results**

The company recorded a net profit for the 2022 financial year of \$234,369 (2021: \$351,368).

## DIRECTORS' REPORT

### Information on Directors

#### **Mr Xhemal James Kochi**

Qualifications

Bachelor Applied Science (Rural Technology), Queensland Agricultural College.

Experience

Board member since 2004. Director of Vlora Pty Ltd since 2005. Director of Tinaroo Falls Pty Ltd since 2004. Current grower, packer and marketer of avocados.

Special Responsibilities Chairman of the Board (resigned 10 November 21).

#### **Mr Ian Hastings Tolson**

Experience

Board member since 2013. Director/shareholder of Tolson Farms Pty Ltd. Director of Avorama Pty Ltd since 2010. Director of Jatik Pty Ltd since 2006. Director of Avopack Pty Ltd since 2013. Partner in I&A Tolson since 1980. Director of Fajita Pty Ltd since 2010. Owner of Norco Rural depot facility. President of the Rural Fire Brigade – Yarrahappini Stuarts Point NSW. Current grower, packer, and marketer of avocados.

#### **Mr Thomas Warren Silver**

Qualifications

Bachelor of Applied Science (Forestry Major).

Experience

Board member since 2007. Director of TW Silver Pty Ltd since 2003. Current grower, packer and marketer of avocados.

Special Responsibilities Chairman of the Audit and Risk Committee.

#### **Mr John Patrick Walsh**

Qualifications

Bachelor of Business (Accounting and Marketing).

Experience

Board member since 2006. Director/Secretary of Simpson Farms Pty Ltd since 2002. Director of D&S Management Pty Ltd since 2005. Director of Simpson Asset Pty Ltd. Current grower, packer and marketer of avocados.

#### **Mr Daryl Boardman**

Experience

Board member since 2006. Director of Sunnyspot Packhouse Pty Ltd since 1999. Director of Sunnyspot Farm Pty Ltd since 1999. Director of The Avolution since 2012. Director of Sunnyspot Investments Pty Ltd since 2012. Director of Avosrus Pty Ltd 2010. Director of Sunnyspot Assets Pty Ltd and Saslad Pty Ltd since 2021. Current grower, packer and marketer of avocados.

#### **Mr Robert Lincoln Price**

Qualifications

Post graduate degree in Management.

Experience

Board member since 2014. Director of Price Partners Partnership. Director of Sunfresh Marketing. Current grower of avocados.

#### **Mr Kym William Thiel**

Qualifications

Bachelor of Applied Science (Horticulture and Irrigation)

Experience

Board member since 2015. President of South Australian Avocado Growers Association. Director of Golden Hill Packing Pty Ltd since 2012 and Director of Jema Family Trust Pty Ltd since 2012. Partner of K&W Thiel since 2002. Partner of KW WAC CL & LK Thiel Trading as Thiel Orchards since 2002. President of South Australia Avocado Grower Association since 2015. Current grower, packer and marketer of

## DIRECTORS' REPORT

avocados.

**Mr Eric Christopher Carney**  
Experience

Board member since 2016. Director of Fruitful Holdings Pty Ltd since 2017, Trustee of Fruitful Holdings Trust since 2017. Current grower of avocados.

**Mr Bradley Charles Rodgers**  
Qualifications  
Experience

Advance Diploma in Financial Planning and Mortgage Broking.  
Board member since 2018. Former Board member on other NFP's.  
Owner and Manager of Karri Brook Estate since 2015. New Avocado grower.

Special Responsibilities

Chairman of the Board (appointed 10 November 2021) and Remuneration Committee.

**Mr Robert Basil Wheatley**  
Qualifications  
Experience

Diploma in Horticulture Production.  
Board member of Almond Board of Australian and Chair of the Pollination committee. Member of the SAC committee of Lower Murray Water. Chief Operating Officer of AustOn Corp. Current grower of avocados.

**Mr James Kenneth Randell**  
Qualifications  
Experience

BAppSc (Ind. Chem.) Graduate Australian Institute of Company Directors (GAICD)  
Board member of Bundaberg Fruit and Vegetable Growers Association.  
Owner and Manager of Huxley Hilltop Farms since 1997. Current Avocado grower.

During the financial year, 6 meetings of directors were held. Of those 6 meetings, one was a face-to-face meeting and the remainder were on line. Attendances by each director were as follows:

	<u>Directors' Meetings</u>	
	Number eligible to attend	Number attended
Mr Xhemal James Kochi	6	4
Mr Ian Hastings Tolson	6	6
Mr Thomas Warren Silver	6	6
Mr John Patrick Walsh	2	1
Mr Daryl Boardman	6	2
Mr Robert Lincoln Price	5	5
Mr Kym William Thiel	6	4
Mr Eric Christopher Carney	6	5
Mr Bradley Charles Rodgers	6	6
Mr Robert Basil Wheatley	2	1
Mr James Kenneth Randell	2	2

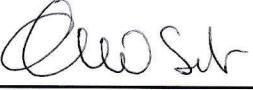
The company is incorporated under the Corporations Act 2001 and is a company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$2 each towards meeting any outstanding obligations of the company. At 30 June 2022, the total amount that members of the company are liable to contribute if the company is wound up is \$872 (2021: \$922).

## DIRECTORS' REPORT

### Auditor's Independence Declaration

The lead auditor's independence declaration for the year ended 30 June 2022 has been received and can be found on page 22 and 23 of the directors' report.

Signed in accordance with a resolution of the Board of Directors:

  
\_\_\_\_\_  
Director  
Dated this 14/9/22



**ALLEN & WOLFE**  
AUDITORS

ABN 18 163 431 052

Level 4 / 29 Crombie Avenue, Bundall QLD 4217

PO Box 8755, Gold Coast MC QLD 9726

07 5503 1709

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**AUDITORS INDEPENDENCE DECLARATION UNDER SECTION 307C OF THE  
CORPORATIONS ACT 2001**

**TO THE DIRECTOR OF**

**Avocados Australia Ltd**

As auditor for the audit of Avocados Australia Ltd for the financial year ended 30 June 2022, I declare that, to the best of my knowledge and belief, there have been:

- i. no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- ii. no contravention of any applicable code of professional conduct in relation to the audit.

RICHARD ALLEN CA  
16 September 2022

29 Crombie Avenue  
Bundall QLD 4217

*Allen & Wolfe Auditors*

Allen & Wolfe Auditors



CHARTERED ACCOUNTANTS<sup>®</sup>  
AUSTRALIA • NEW ZEALAND

# AVOCADOS AUSTRALIA LIMITED

Trading As AVOCADOS AUSTRALIA

ABN 87 105 853 807

## Detailed Statement of Financial Performance

For the year ended 30 June 2022

	2022	2021
<b>Income</b>		
Projects	1,397,089	1,102,404
Memberships	103,939	131,724
Other	188,515	250,212
Interest received	4,580	10,240
<b>Total income</b>	<b>1,694,123</b>	<b>1,494,580</b>
<b>Expenses</b>		
Consultancy	229,029	91,094
Depreciation & Amortisation	46,051	15,318
Insurance	13,554	12,173
Interest - Lease	5,125	
Printing, stationery & Postage	82,770	67,636
Professional fees	4,589	12,158
Projects Materials	21,856	10,581
Rent on land & buildings		50,971
Superannuation	71,542	74,187
Provision for LSL	1,386	12,882
Telephone, IT & Internet	48,649	52,894
Travel, accommodation	61,067	46,566
Wages	730,034	697,933
Other Expenses	144,910	72,818
<b>Total expenses</b>	<b>1,460,562</b>	<b>1,217,212</b>
<b>Profit from Ordinary Activities before income tax</b>	<b>233,561</b>	<b>277,368</b>

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Statement of Financial Position as at 30 June 2022**

	Note	2022	2021
<b>Assets</b>			
<b>Current Assets</b>			
Cash assets	<u>2</u>	2,967,791	2,466,431
Receivables	<u>3</u>	67,794	44,458
Other	<u>4</u>	6,646	39,717
<b>Total Current Assets</b>		<b>3,042,232</b>	<b>2,550,606</b>
<b>Non-Current Assets</b>			
Property, plant and equipment	<u>5</u>	38,556	37,238
Intangible assets	<u>6</u>	220,594	101,852
Other	<u>4</u>	11,700	11,700
<b>Total Non-Current Assets</b>		<b>270,850</b>	<b>150,790</b>
<b>Total Assets</b>		<b>3,313,082</b>	<b>2,701,396</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Payables	<u>7</u>	513,290	288,068
Financial liabilities	<u>11</u>	47,415	
Current tax liabilities	<u>8</u>	110,013	36,030
Provisions	<u>9</u>	48,302	58,692
<b>Total Current Liabilities</b>		<b>719,020</b>	<b>382,790</b>
<b>Non-Current Liabilities</b>			
Financial liabilities	<u>11</u>	54,167	
Provisions	<u>9</u>	50,015	44,587
<b>Total Non-Current Liabilities</b>		<b>104,182</b>	<b>44,587</b>
<b>Total Liabilities</b>		<b>823,201</b>	<b>427,377</b>
<b>Net Assets</b>		<b>2,489,880</b>	<b>2,274,019</b>
<b>Equity</b>			
Retained profits		2,489,880	2,274,019

The accompanying notes form part of these financial statements.

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Statement of Financial Position as at 30 June 2022**

	Note	2022	2021
<b>Total Equity</b>		<b><u>2,489,880</u></b>	<b><u>2,274,019</u></b>

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**

**Statement of Changes in Equity for the year ended 30 06 2022**

	Notes	Retained Earnings	Total
<b>Balance at 01 07 2020</b>		<b>1,996,651</b>	<b>1,996,651</b>
<b>Comprehensive income</b>			
Profit ( Loss) for the year		277,368	277,368
Other comprehensive income for the year			
<b>Total comprehensive income for the year attributable to members of the entity</b>		<b>277,368</b>	<b>277,368</b>
<b>Balance at 30 06 2021</b>		<b>2,274,019</b>	<b>2,274,019</b>
<b>Comprehensive income</b>			
Profit ( Loss) for the year		233,561	233,561
Adjustment to prior years Retained earnings		(6,219)	(6,219)
Adjustment to prior years Lease		(11,481)	(11,481)
Other comprehensive income for the year			
<b>Total comprehensive income for the year attributable to members of the entity</b>		<b>215,861</b>	<b>215,861</b>
<b>Balance at 30 06 2022</b>		<b>2,489,880</b>	<b>2,489,880</b>

The accompanying notes form part of these financial statements.

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Statement of Cash Flows**  
**For the year ended 30 June 2022**

	2022	2021
<b>Cash Flow From Operating Activities</b>		
Receipts from customers	1,667,920	1,656,553
Payments to Suppliers and employees	(1,138,966)	(1,053,318)
Interest received	4,580	10,240
<b>Net cash provided by (used in) operating activities</b>	<b>533,534</b>	<b>613,475</b>

**Cash Flow From Investing Activities**

**Payment for:**

Website development	(29,451)	(54,492)
Payments for property, plant and equipment	(2,723)	(10,703)
<b>Net cash provided by (used in) investing activities</b>	<b>(32,174)</b>	<b>(65,195)</b>
<b>Net increase (decrease) in cash held</b>	<b>501,360</b>	<b>584,280</b>
<b>Cash at the beginning of the year</b>	<b>2,466,431</b>	<b>1,918,151</b>
<b>Cash at the end of the year</b>	<b>2,967,791</b>	<b>2,466,431</b>

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

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**Note 1: Statement of Significant Accounting Policies**

**New or amended Standards and Interpretations adopted**

During the current year the company has early adopted the new simplified disclosure standard, AASB 1060 General Purpose Financial Statements - Simplified Disclosure that replaces the reduced disclosure requirements (RDR) Framework.

The financial report covers AVOCADOS AUSTRALIA LIMITED as an individual entity. AVOCADOS AUSTRALIA LIMITED is a company limited by guarantee, incorporated and domiciled in Australia.

The financial report has been prepared on an accruals basis and is based on historical costs and does not take into account changing money values or, except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

The following is a summary of the material accounting policies adopted by the economic entity in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

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**Revenue**

The Company receives project funding in respect of certain projects which are recognised in the statement of comprehensive income as revenue when the projects transpire in accordance with the relevant Research and Development Agreements. At balance date, project commitments to which the funding relates, that have not been fully expended, have been recorded as deferred income and will be brought to account in a future accounting period. Similarly, where expenses have been incurred, in advance of receipt of funding, income has been accrued in current year and recorded as brought forward income. Brought forward income will be adjusted upon receipt of project funding in a future accounting period. Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument.

Revenue from the rendering of a service is recognised upon the delivery of the service to the customers.

All revenue is stated net of the amount of goods and services tax (GST).

**Property, Plant and Equipment**

Each class of property, plant and equipment are carried at cost, where applicable, any accumulated depreciation and impairment losses.

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the statement of comprehensive income.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the income statement. When re-valued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

**Impairment of Assets**

At each reporting date, the Company reviews the carrying values of its tangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the income statement.

Where it is not possible to estimate the recoverable amount of an individual asset, the entity estimates the recoverable amount of the cash generating unit to which the asset belongs.

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

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**Employee entitlements**

Provision is made for the liability for employee entitlements arising from services rendered by employees to balance date. Employee entitlements expected to be settled within one year together with entitlements arising from wages and salaries, annual leave and sick leave which will be settled after one year, have been measured at their nominal amount. Other employee entitlements payable later than one year have been measured at the present value of the estimated future cash out flows to be made for those entitlements.

**Cash and Cash Equivalents**

Cash and cash equivalents include cash on hand, deposits held at call with banks. Bank overdrafts are shown within borrowings in current liabilities on the statement of financial position.

**Goods and Services Tax (GST)**

Revenues, expenses and assets are recognised net of amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the assets or as part of an item of the expense. Receivable and payables in the balance sheet are shown inclusive of GST.

Cash flows are presented in the Cashflow Statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

**Income Tax**

No provision for income tax has been raised as the entity has self-assessed its income tax basis and has determined that the entity is entitled to an income tax exemption.

**Intangibles**

Software is an internally generated intangible asset and is initially recognised at cost. It has a finite life and is carried at cost less accumulated amortisation and any impairment losses. Software has an estimated and useful life of between six and seven years. It is assessed annually for impairment.

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

**2022** **2021**

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### **Right-of-use assets and lease liabilities**

The Company adopted AASB 16 Leases using the modified retrospective approach from 1 July 2019, recognising right-of-use assets (ROUA) equivalent to the lease liability. Under this approach, the ROUA relating to the operating lease and the lease liability is measured since the commencement of the lease and discounted using the Company's incremental borrowing rate at the date of initial application. In applying the modified retrospective approach, there is no requirement to restate prior period comparatives, however any accumulative difference is adjusted against opening retained earnings. This method leads to lower amortisation charges in future.

In accordance with, AASB 16, lease payments are no longer recognised as operating cash flows, but as financing cash flows in the Cash Flows Statement .

The ROUA and corresponding lease liabilities were recorded upon adoption of AASB 16. AASB 16 eliminates the distinction between operating and finance leases and brings all leases (other than short term and low value leases) onto the balance sheet. The Company recognises ROUA, representing its right to use the underlying assets and a corresponding lease liability representing its obligation to make unavoidable future lease payments. The Company recognises ROUA and lease liabilities at the commencement date of the lease.

ROUA are initially measured at cost (present value of the lease liability plus deemed cost of acquiring the underlying asset and the cost of restoring the underlying asset less any lease incentives received) and subsequently at cost less any accumulated depreciation and impairment losses determined from the commencement of the lease through to transition date. The ROUA are depreciated using the straight-line method from the commencement date to the end of the lease term.

The Company has elected not to recognise a ROUA and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to the profit or loss as incurred.

The lease liabilities are initially measured as the present value of the unavoidable future lease payments expected to be paid over the lease term, discounted using the Company's incremental borrowing rate as the interest rate implicit in the leases is not readily determinable. The lease liability is further re-measured if the estimated future lease payments change as a result of index or rate changes, residual value guarantees or likelihood of exercise of purchase, extension or termination options. The lease liabilities are subsequently increased by the interest cost on the lease liability and decreased by lease payments made.

The Company has applied judgement in determining whether the lease term for specific lease contracts should include renewal options. This involved an assessment of whether the Company is reasonably certain of exercising such options and thus the impact on the lease terms, thereby affecting the measurement of lease liabilities and ROUA recognised.

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

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**Provisions**

Provisions are recognised when the Company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result, and that outflow can be reliably measured.

Provisions recognised represent the best estimate of the amounts requirement to settle the obligation at the end of the reporting period.

**Comparative Figures**

Where required by Accounting Standards comparative figures have been adjusted to conform with changes in presentation for the current financial year.

**Trade and Other Payables**

Trade and other payables represent the liabilities for goods and services received by the company during the reporting period that remain unpaid at the end of the reporting period. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

	2022	2021
<b>Cash at bank</b>	<b>2,967,791</b>	<b>2,466,431</b>
	<b><u>2,967,791</u></b>	<b><u>2,466,431</u></b>

**Note 2: Cash assets**

**Bank accounts:**

<b>Cash at bank</b>	<b>2,967,791</b>	<b>2,466,431</b>
	<b><u>2,967,791</u></b>	<b><u>2,466,431</u></b>

**Note 3: Receivables**

**Current**

<b>Trade debtors</b>	<b>67,794</b>	<b>44,458</b>
	<b><u>67,794</u></b>	<b><u>44,458</u></b>

**Note 4: Other Assets**

**Current**

<b>Prepayments</b>	<b>6,646</b>	<b>9,717</b>
<b>Accrued Revenue</b>	<b>30,000</b>	<b>30,000</b>
	<b><u>6,646</u></b>	<b><u>39,717</u></b>

**Non Current**

<b>Security deposit</b>	<b>11,700</b>	<b>11,700</b>
	<b><u>11,700</u></b>	<b><u>11,700</u></b>

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

	2022	2021
<b>Note 5: Property, Plant and Equipment</b>		
<b>Leasehold improvements:</b>		
- At cost	41,542	41,542
- Less: Accumulated depreciation	(5,768)	(4,801)
	<hr/> 35,774	<hr/> 36,741
<b>Plant and equipment:</b>		
- At cost	132,300	129,577
- Less: Accumulated depreciation	(129,519)	(129,080)
	<hr/> 2,781	<hr/> 497
	<hr/> <hr/> 38,556	<hr/> <hr/> 37,238
<b>Note 6: Intangible Assets</b>		
<b>Right-of-Use Asset:</b>		
- At cost	223,228	
- Less: Accumulated amortisation	(133,937)	
	<hr/> 89,291	
<b>Software &amp; Internet Development:</b>		
- At cost	289,776	260,325
- Less: Accumulated amortisation	(158,473)	(158,473)
	<hr/> 131,303	<hr/> 101,852
	<hr/> <hr/> 220,594	<hr/> <hr/> 101,852
<b>Note 7: Trade and other Payables</b>		
<b>Secured:</b>		
- Trade creditors	14,811	25,279
- Accruals	6,839	8,828
- Deferred Income	491,640	253,961
	<hr/> 513,290	<hr/> 288,068
	<hr/> <hr/> 513,290	<hr/> <hr/> 288,068

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

	2022	2021
<b>GST&amp; PAYG Withheld payable</b>	<b>110,013</b>	<b>36,030</b>
	<b><u>110,013</u></b>	<b><u>36,030</u></b>

### Note 8: Tax Liabilities

#### Current

<b>GST&amp; PAYG Withheld payable</b>	<b>110,013</b>	<b>36,030</b>
	<b><u>110,013</u></b>	<b><u>36,030</u></b>

### Note 9: Provisions

#### Current

<b>*Superannuation &amp; Provision for Annual leave</b>	<b>48,302</b>	<b>58,692</b>
	<b><u>48,302</u></b>	<b><u>58,692</u></b>

#### Non Current

<b>*Provision for Long Service Leave</b>	<b>50,015</b>	<b>44,587</b>
	<b><u>50,015</u></b>	<b><u>44,587</u></b>

<b>* Aggregate employee entitlements liability</b>	<b>98,317</b>	<b>103,279</b>
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### Note 10: Key Management Personnel Compensation

The totals of remuneration paid to key management personnel (KMP) of the company during the year are as follows:

<b>Key Management Personnel Compensation</b>	<b>208,847</b>	<b>196,222</b>
	<b><u>208,847</u></b>	<b><u>196,222</u></b>

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

	2022	2021
<b>Note 11: Right-of-use assets and lease liabilities AASB 16</b>		
<i>Impact on Statement of Comprehensive Income</i>		
<b>Expenses from ordinary activities</b>	5,773	7,705
Interest on lease liabilities	44,646	44,646
Depreciation on right-of-use assets	49,608	48,204
Leases expenses paid during the year expense	<b>102,048</b>	<b>102,576</b>
<i>Impact on Balance Sheet</i>		
<b>Right-of-use assets</b>		
Properties	223,228	223,228
less accumulated depreciation	(133,937)	(89,291)
<b>Total right-of-use assets</b>	<b>89,291</b>	<b>133,937</b>
<b>Lease liabilities</b>		
Lease liabilities	101,582	145,417
<b>Total lease liabilities</b>	<b>101,582</b>	<b>145,417</b>
Current	47,415	43,835
Non-current	54,167	101,582
<b>Total lease liabilities</b>	<b>101,582</b>	<b>145,417</b>
<b>Impact on net assets as a result of the adoption of AASB 16</b>	<b>(12,291)</b>	<b>(11,481)</b>
<i>Impact on Equity</i>		
Assets	89,291	133,937
Lease liabilities	(101,582)	(145,417)
Surplus of expenses from ordinary activities	102,048	102,576

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Notes to the Financial Statements**  
**For the year ended 30 June 2022**

	<b>2022</b>	<b>2021</b>
<b>Audit of Financial statements:</b>	2,000	1,900
	<hr/> <hr/>	<hr/> <hr/>

**Note 13: Events Subsequent to Reporting Date**

The directors are not aware of any matters or circumstances that have arisen since the end of the financial year which significantly, or may significantly, affect the operations of the company..

**Note 14: Contingent Liabilities**

The directors are not aware of any contingent liabilities that have arisen since the end of the financial year which significantly, or may significantly, affect the operations of the company.

**Note 15: FINANCIAL RISK MANAGEMENT**

The company's financial instruments consist mainly of deposits with banks, amounts receivable & payable and leases.

**Note 16: COMPANY INFORMATION**

The registered office and principal place of the business are:

Unit 13, Level 1, Fresh Centre  
385 Sherwood Road  
Rocklea QLD 4106

**AVOCADOS AUSTRALIA LIMITED**  
**Trading As AVOCADOS AUSTRALIA**  
**ABN 87 105 853 807**  
**Directors' Declaration**

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The directors of the company declare that:

1. **the financial statements and notes are in accordance with the Corporations Act 2001 and:**
  - (a) **comply with Accounting Standards and the Corporations Regulations; and**
  - (b) **give a true and fair view of the company's financial position as at 30 June 2022 and of its performance for the year ended on that date;**
2. **in the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.**

The directors are responsible for the reliability, accuracy and completeness of the accounting records and the disclosure of all material and relevant information.

This declaration is made in accordance with a resolution of the Board of Directors.

\_\_\_\_\_  
Director

Dated: 14/9/22

## Independent Auditor's Report To the Directors of Avocados Australia Ltd

### Opinion

We have audited the financial report of Avocados Australia Ltd (the Company), which comprises the statement of financial position as at 30 June 2022, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the Directors' Declaration.

In our opinion, the accompanying financial report of Avocados Australia Ltd is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2022 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Emphasis of Matter - Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 of the Financial Statement, which describes the basis of accounting. The financial report has been prepared to assist Avocados Australia Ltd to meet the requirements of the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose.

### Other Information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2022 but does not include the financial report and our auditor's report thereon.



### **Other Information (continued)**

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report, or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Responsibilities of the Directors for the Financial Report**

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's Responsibilities for the Audit of the Financial Report**

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

[A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: <http://www.auasb.gov.au/Home.aspx>. This description forms part of the auditor's report.]



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16 September 2022

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