



PARTNERSHIP **PROSPECTUS**

www.summerfruit.com.au

PARTNERSHIP 2025-26

OurPeak IndustryBody (PIB) is committed to delivering on our core values to improve the profitability through the entire summerfruit supply chain:

1. Support growers in what they cannot do
2. Strong investment opportunities

PROGRESSION

- ✓ Resources
- ✓ Market Access
- ✓ Masterplan
- ✓ Phase 1 - complete
- ✓ Phase 2 - starting!

CONTACT US

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MEET THE TEAM



CARRIE STARKINGS
Chief Executive Officer (CEO)



CHARLOTTE BRUNT
*Trade Development
Manager*



CALEB VAV BEYDEN
Biosecurity Officer



JESS BYRNE
*Industry Development
Manager*



DEAN MORPETH
Chair - VIC



FRANK FRAPPA
Deputy Chair - VIC



ROWAN LITTLE
Board - TAS



SCOTT DUNK
Board - NSW



TONY DUGGELL
Board - QLD



ANTHONY CACCETTA
Board - WA

PHASE 1 - FOUNDATION

The last 12 months Summerfruit Australia has been working through a reset and refresh phase of the business. To achieve this we have worked tirelessly on

- Restructuring the business model Full compliment of board members - first time in over a decade
- New strategic direction - 'the masterplan'
- Two new roles:
 - Industry Development Manager
 - Communications Officer
- New CEO with increased capacity to 2.5 days per week
- Transferred to a new accountant located in Echuca
- Engaged new, independent financial auditors
- Insurance Review

Identifying what is required in Phase 2 - Growth

PROJECTS:

- A New Biosecurity Officer - Five year frontiers project shared with Cherry Growers Australia
- Australian Tree Crop Map Project - in partnership of University of New England
- Precision Orchard Management - in partnership with Agriculture Victoria
- Harvest Maturity for Peaches and Nectarines - in partnership with Fruitful Insights

PHASE 2 - GROWTH

One of the key aspects to the growth stage is tooling our resources with the best work environment and technology. This is why over the coming months we will be completing:

- Policy writing
- SEDA review and restructure
- Constitution review and update
- Technology overhaul
 - Fit-for-purpose filing systems
 - Effective and resourceful tech support
- Revamped industry website, with a new portal and modern resources for growers

This will then mean in the last 24 months we have been able to increase our CEO from 1 day a week to 2.5 days per week, and increasing our capacity of employees from 1 person to 4 employees.

Our master plan gives our board and employees a clear direction and we are excited to have this document created.

This is a very exciting time in our industry, and we are making fantastic moves to improve our industry for our members and ultimately all companies in the supply chain.

Our current projects are focussed on delivering on our core values to our members, who are the heart and soul, the growers. The strategy is to improve export outcomes, increasing production and fruit quality. This will be done through over 50 grower activities by 2029, including field waks, study tours and webinars.

PARTNERSHIP RATIONALE



We are pleased to now be able to offer partnership opportunities to your business, as a key industry partner for Summerfruit.



Summerfruit Australia is the recognised Peak Industry Body for apricot, peach, plum and nectarine growers in Australia, with our board currently representing most growing states.



We are currently seeking businesses who would like to support the PIB and our members and drive revenue to allow for our business to operate at a high level.



The return on investment to you is the support to your growers, and ultimately an industry that thrives and sees profit margins increase for all.

OPPORTUNITIES

The strategy is the same as our business model, get the foundation strong and then add growth.

SUPPLY CHAIN PARTNER:

- This package will include: A dedicated social media post to announce the partnership
- A spotlight in one edition of our Monthly Industry Newsletter 'Select Pick'
- Your business details and logo being listed on our website as a supply chain supporter

We are offering this opportunity for \$1500 + GST for a one-year agreement.

- This is an entry-level partnership opportunity, to build relationship and trust between SAL and your business.

Please do not hesitate to reach out with any questions or queries you may have. We look forward to the opportunity to work with you.

→ **MAJOR PARTNER:** Opportunity for one company to be our Major Sponsor - valued at \$4,000. For further information please contact Jess

→ **EVENT PARTNERSHIP:** As we move through the growth phase there will be many opportunities for companies to increase their partnership level and align to an event for great exposure.

COMPANY HIGHLIGHTS

