

Table 1 Phases of industry development for emerging industries

This table provides a layout for mapping and understanding AgriFutures Australia's investments and investment prospects in emerging industries. Our current strategy is focussed on moving industries from Phase 4 to Phase 5 with a goal to support the emergence of agricultural industries that can reach or exceed a \$10M per annum threshold in the next five years.

Guidelines	EMERGING INDUSTRIES				ESTABLISHED INDUSTRIES
	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
	Feasibility	Product development	Industry foundation	Industry growth	Moving to levy-paying?
Research type	Desktop, laboratory, glasshouse, field or factory RD&E	Field and factory RD&E	Field and factory RD&E	Field and factory Partners have larger capital investments.	Could include field and value chain research
AgriFutures Australia's investment scope	Feasibility	Proof-of-concept	Production and processing	Production and processing	Profitability and sustainability of production
Does the industry have commercial sales?	No	Yes	Yes	Yes	Yes
Industry membership	At least 1 Member	At least 1 Member	> 5 Members ¹	20-50 Members	> 50 members
Industry size (GVP ²) R&D Investment by AgriFutures Australia	< \$0.1M % of Portfolio Budget on Advisory Panel advice	\$0.1-1M % of Portfolio Budget on Advisory Panel advice	\$1-3M % of Portfolio Budget on Advisory Panel advice	\$3-10M % of Portfolio Budget on Advisory Panel advice	> \$10M Determined by R&D voluntary levy payers
AgriFutures™ Emerging Industries Program activities and KPIs	To be developed in the 5 year RD&E Plan	To be developed in the 5 year RD&E Plan	To be developed in the 5 year RD&E Plan	1 new rural industry to reach or exceed \$10M per annum	To be developed in the 5 year RD&E Plan

¹ Foundation membership: Cooperative = 5 Members; Association = 7 Members (QLD), 6 Members (WA), 5 Members (all other States)

² GVP means Gross Value of Production

Table 2 – Success criteria for emerging industries across the phases

The criteria below are guidelines to gauge the “eligibility” of an industry proposal coming to AgriFutures Australia and to state what the proposal and its proponent would be expected to achieve with regard to industry development. **Phase 1 project entries:** *There are no eligibility criteria for Phase 1 entries, but the Success criteria clearly define what the project would be expected to have achieved at completion. The success criteria then become eligibility criteria for subsequent phases.* **Phase 4 entries:** The Success criteria of the preceding phases become eligibility criteria for proponents that come to AgriFutures Australia with Phase 4-type investments proposals. The Success criteria for this phase set expectations on emerging industries which are about to transition to become established industries.

	EMERGING INDUSTRIES				ESTABLISHED INDUSTRIES
	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
	Feasibility	Product development	Industry foundation	Industry growth	Moving to levy-paying?
Success criteria	Opportunity identified Feasibility study undertaken Customer feedback obtained Regulatory pathway identified Potential to spawn an industry appreciated Business case for investment by AgriFutures Australia established R&D constraints identified	Process demonstrated for making a commercial product Intellectual property protected Product testing undertaken Regulatory approvals obtained Business plan in place Small-scale production successful R&D constraints identified	Market access secured Supply and value chain established Customer relationships established Systems for regulatory compliance established Industry organisations and structures established Large-scale production demonstrated and profitable R&D constraints identified	Market demand strong and sustained Growth of industry membership realised Customer relationships developed Systems for regulatory compliance maintained Industry stewardship in place Growth of production capacity realised R&D constraints identified	Industry and product quality recognised by markets Supply chain is reliable and sustainable Customer network is expanding Systems for regulatory compliance maintained Biosecurity risks assessed Animal/plant health monitored R&D constraints identified