

February 17, 2017

Apple industry signs landmark deal with Netball Australia

The grower-owned horticulture marketing organisation, Horticulture Innovation Australia, today signed a lucrative three-year \$600,000 contract with Netball Australia, securing exposure for Aussie Apples at elite international matches and local games across the nation.

The deal includes the supply of apples to players at all levels plus television advertising, high-profile netball player ambassador activities, website promotion, match signage, and more.

Horticulture Innovation Australia chief executive John Lloyd said: “With the rise and rise of netball in Australia and the healthy connection between apples and sport, this partnership makes perfect sense.

“Industry is very excited about this new venture, which is timely given the breadth of participation in netball across the nation and the increasing profile of women’s sport in Australia.”

According to Netball Australia, 1.2 million people play netball in Australia, and a further 250,000 people attend games each year. And that number is soon to grow with Suncorp Super Netball set to air on prime-time free-to-air television from February 18.

Aussie Apples will also be promoted at the matches of the premier players, the Australian Diamonds. This powerhouse team has won 11 out of 13 World Championships, has three Commonwealth Games gold medals, and shows no sign of slowing. The Diamonds are dominating the world circuit with a recent victory in the Quad Series title in England.

Netball Australia Acting CEO, Marne Fechner, said the partnership is a natural fit.

“We’re delighted to be partnering with Horticulture Innovation Australia through the Aussie Apples brand. In this next evolution for netball, we have been seeking to create partnerships with brands who align with our values and vision.

“With its focus on healthy nutrition, and interest in supporting Australia’s leading women’s sport from the grassroots to the elite, we couldn’t be happier in welcoming Horticulture Innovation Australia to netball.”

The new partnership marks the start of the 2017 [Aussie Apples](#) marketing campaign Horticulture Innovation Australia is rolling out in consultation with growers, using its marketing levies.

Viewers will first notice the presence of Aussie Apples on February 18 during the Suncorp Super Netball (SNN) on 9Gem from 5pm ADST. SSN games will also air on Telstra TV and the free Netball Live App.

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