



# Industry input to fruit fly responses

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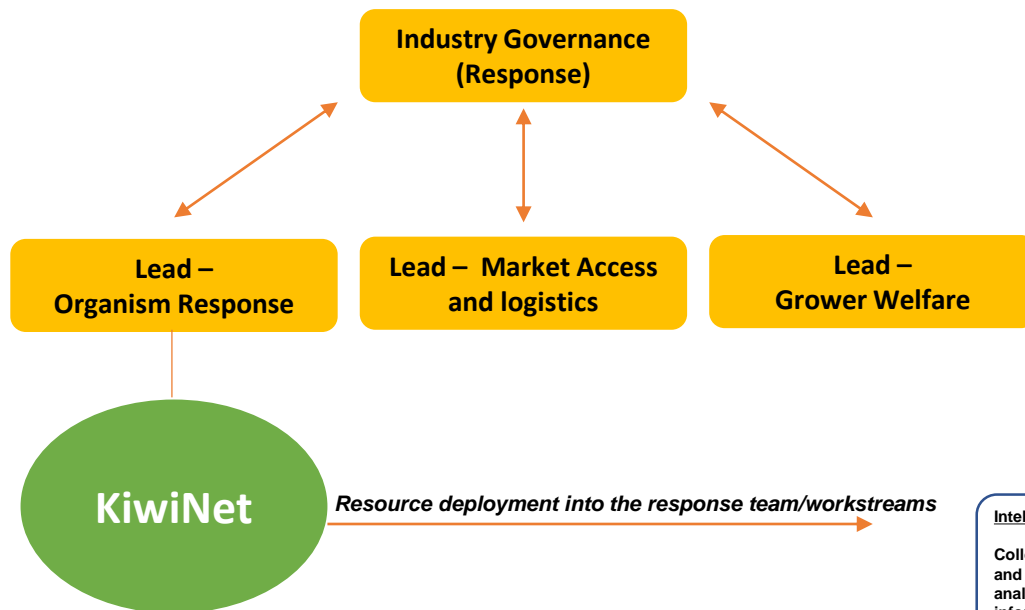
Thursday 4 July 2019



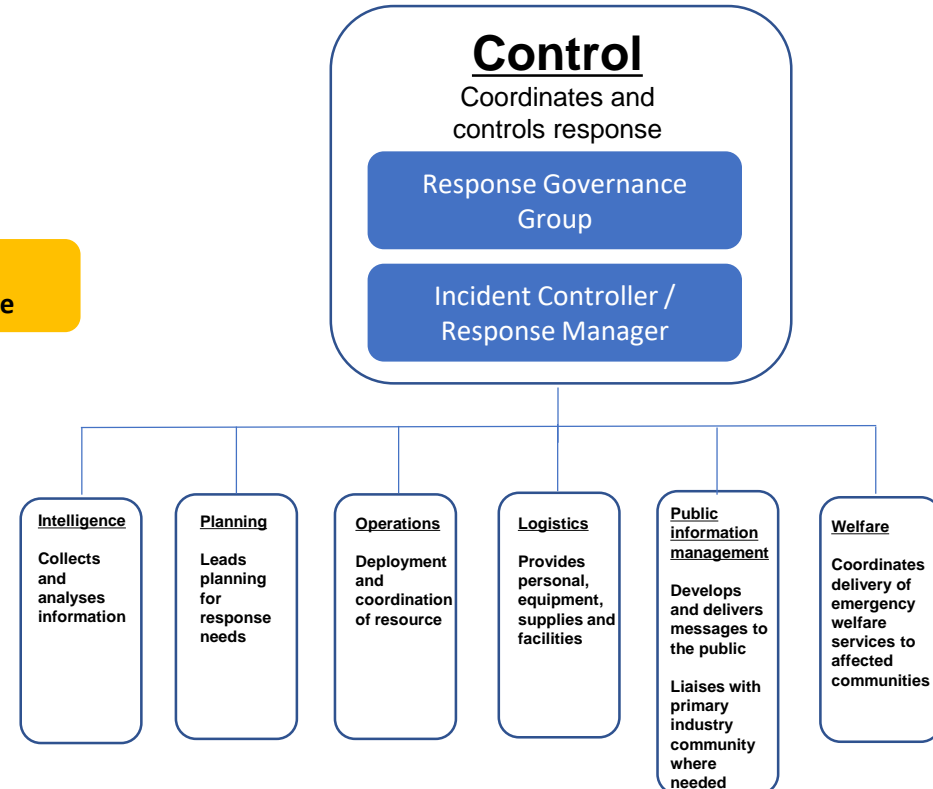
## GIA partnership

- Industry and MPI work together at all levels
- GIA Operational Agreements (like the fruit fly one used in this response) are multi-industry agreements
- We share governance, agreement on key decisions including costs, and communication channels
- For the kiwifruit industry it means KVH is the key linker within industry working group and can transfer knowledge quickly and efficiently about incursion impacts and response actions (post – harvest, Zespri, NZKGI)

## Industry governance during response



## The CIMS structure for responses under GIA





## Fruit Fly Council in action

- Governance group established under the GIA partnership
- Group made up of KVH (Chair), seven other impacted industries, and MPI
- Priority since day one of response to work together and limit impacts
- First response with full cost-share and decision making
- State confidence in the system and response, and challenge if needed

# It has worked well and been a success



Our GIA Operational Agreement has meant we are all well organised



How we work together, including operational requirements and costs etc, are all pre-agreed



Means we can establish a response quickly and effectively



Good, cohesive communications is essential and works brilliantly

# But we have had to find our way with GIA



Complexity  
of three  
concurrent  
responses:  
Devonport,  
Northcote,  
Otarā

Must be  
adaptable  
and agile

Pressure on  
resources

Keeping  
track of  
intra  
industry  
costs

Timely  
decision  
making  
across a  
range of  
industry  
and MPI

OA doesn't  
cover all  
flies –  
facialis  
needed  
new  
policies to  
be made



# KiwiNet stood up and made a difference



- 41 people - 260 staff days (to end June)
- Warned after first detection, activated within 48 hours, and on the ground immediately
- Well prepared, knowledgeable, agile, ready to 'muck in'
- Range of skills: trapping, fruit collection, ground surveys, door knocking, public events
- Other industries under GIA contributed too using their own networks







## Communication is key

- The Governance model ensures linkages across all groups
- Alongside the things that are pre-planned and pre-agreed, there are regular meetings at Governance level to keep everyone on the same page day-by-day for every response workstream
- Agreed key messages and spokespeople: exact wording important for all audiences (especially trade partners)
- Take it hour-by-hour: messages can change before they are typed up or published
- Communications need to be well organised





# The benefits of collaboration

- Strong and united front: everyone on the same page with the same goals
- Having pre-agreements and networks already in place means you can get the ball rolling hour one
- Several channels for learning and sharing information
- Every member has different touchpoints for quick, full, grower and community outreach with consistent messages
- Range of skills, experience and resources that can be pooled

