

National Fruit Fly Strategy Review Workshop

Ecoscience Precinct, Brisbane
18 September 2025



Background

The NFFC provides leadership and advice on strategic policy and RD&E issues about fruit fly. Fruit flies remain one of the most significant horticultural pests within Australia and globally. The NFFC is convened through Plant Health Australia (PHA), the national coordinator of the government-industry partnership for plant biosecurity in Australia. The NFFC develops positions that reflect the national interests in fruit fly management that are integrated into the national biosecurity system. It focuses on improving the bottom line for producers through initiatives that enable them to produce clean, fruit-fly free produce, which will result in better domestic and international market access. This is particularly critical with the significant growth aspirations of the horticulture sector out to 2040. A one-size-fits-all approach to managing fruit fly is not effective, and therefore ongoing national coordination of these efforts is required. Understanding the challenges and many interactions in the fruit fly system is key to identifying solutions and improvements for future national success.

National Fruit Fly Strategy Review Commencing Sept 2025

A key responsibility of the NFFC is to direct, review and develop future versions of the National Fruit Fly Strategy. The most recent iteration, NFFS 2020-25, is coming to a conclusion, and with that comes the time for reflection and a new direction. The development of NFFS with a 10 year outlook was seen as crucial to providing the strategic direction required across the system into the future.

To enhance our capacity to deliver the above, the NFFC will be hosting a National Fruit Fly Strategy Review Workshop being held at the Ecoscience Precinct in Brisbane on 18 September 2025, the morning after the FASTA Symposium. John Webster (NFFC Independent Chair) will provide an overview of the NFF Strategic Review and Development of the 2026-35 Strategy along with David Pearce (Principal at Centre for International Economics – CIE) who will be leading the team charged with updating the Economic Analysis of Fruit Flies in Australia. This workshop will be an in-person event with further opportunities for engagement over the coming year already planned across the network for those unable to attend.

NFF Symposium scheduled for Sept 2026

Securing funding for the undertaking of an updated Economic Analysis of Fruit Flies in Australia has taken longer than anticipated. As such, a strategic decision was made to re-schedule the NFF Symposium to September 2026. This aligns with our original planning for the review and development of the NFF Strategy with the NFF Symposium planned as the penultimate activity in the planning cycle. In essence launching our next decadal aspiration. The Symposium will yet again be an exciting opportunity for industry, government, researchers and other key stakeholders to gather, learn and collaborate on the future of our ever-growing sector.

Runsheet – Thursday 18 September, 2025

NFF Strategy Review Workshop – Creating our future

Ecoscience Precinct, Brisbane

NFFS Strategic Review and Development 2025/26

9:00am	Welcome and introduction	John Webster (Ind Chair)
9:15am	Timelines and engagement	
9:30am	Draft Strategic Themes	
9:45am	‘Think Tank’ webinar series	
10:00am	Strategic Theme Expert Panel Workshops	
10:10am	Draft Strategic Plan 2026-35	
10:20am	National Fruit Fly Symposium 2026	
10:30am	Morning tea break	

Economic Analysis of Fruit Flies in Australia 2025/26

11:00am	Overview of NFF economic modelling	John Webster (Ind Chair)
11:15am	Updated analysis	David Pearce (CIE)
11:30am	Developing the baseline	
11:45am	Developing Future Drivers	
12:00pm	Impacts of Strategic Interventions	
12:15pm	Future analysis and impact modelling of interventions	
12:30pm	Close	