

Nursery Strategic Investment Advisory Panel meeting summary

Date: 16 November 2016

Location: Hort Innovation (Sydney Office)

Next Meeting: To be confirmed

Attendance:

Name	Role	Name	Role
Bob Granger	Independent Chair	Ben Peacock	The Republic of Everyone
Mike Mehigan	Advisory Panel Member	John Vatikiotis	Hort Innovation
Hamish Mitchell	Advisory Panel Member	Neil Burgess	Hort Innovation
Carole Fudge	Advisory Panel Member	Anthony Kachenko	Hort Innovation
Ken Bevan	Advisory Panel Member	Sharyn Casey	Hort Innovation
Sonja Cameron	Advisory Panel Member	Jocelyn Mason	Hort Innovation
Todd Layt	Advisory Panel Member		
Anthony Tesselaar	Advisory Panel Member		
Pat Abraham	Advisory Panel Member		
Lucy Jackson	Consultant		
	The Republic of Everyone		
Apologies: John Bunker			

Overview

The Strategic Investment Advisory Panel (SIAP) was held on November 16 and 17, 2016. A number of items were covered during the two days, focusing on the sessions highlighted below.

Marketing Program – Consumer Campaign

ROE presentation focused specifically on the consumer campaign. Feedback was provided to ROE with reference to topics as listed below:

- Need to include reference to health (and wellbeing)
- PR - use the index to engage with and educate the media (for example consumer lifestyle and real estate media and major metro news outlets) about why it is relevant for their audience by using the research and industry knowledge about the benefits of greening the home; media partnerships with paid partners such as Domain, Concrete Playground and The Guardian
- Seeking ways to easily identify to consumers the size of a space/number of plants required.

Feedback was collated and provided to ROE. ROE will incorporate the changes and revert to the SIAP with copy of the updated presentation and outcomes.

Fund Update

Neil Burgess provided an update on financials:

- Latest numbers (to end October) have just been supplied. These will be forwarded to NGIA and will be uploaded to the Hort Innovation website.

Bigger Picture Workshop – Putting the SIP in context and creating the narrative

The draft of the 2017-2021 nursery Strategic Investment Plan was circulated to the panel at the last meeting.

Workshop session led by Pat Abraham

All pivotal information was directly recorded by Pat Abraham. Following points are noted as an aide memoire:

- To date one-one discussions have been held with Panel members and other stakeholders, online survey conducted, SWOT analysis developed, background papers prepared and taken to national workshop, meetings with NGIA and Hort Innovation
- Why does engagement not occur? Quite often people just become overwhelmed, don't understand, struggle with the bigger picture, become fearful, pull down the mental shutters and not take ownership. They are not given the appropriate line of sight/understanding from the objective to the end goal
- When considering change the first question should be WHY (vision): why does the industry exist, why is change needed, why do people buy the product; then ask HOW (outcomes) the changes can be made; and WHAT (strategies) deliverables are required
- One of the most important processes to embed into a SIP is to carry out an annual review of the strategy to determine if the long-term objective has changed and if they have changed what changes need to be made.

Communications – Introduction

Jocelyn Mason, Communications Lead, joined the meeting. Ms Mason joined the corporate communications team approximately seven months ago and provided a brief overview of the small team, including:

- Three months ago, a Content Manager was employed to invest even greater focus on content writing and commencing production of publications, Hortlink and Growing Innovation to a much higher level
- The website, all the new corporate look and feel, email campaigns are under the direction of John Sheen web design and brand manager.

One of the first tasks was to define what corporate communications means and how best to make an impact, remain relevant to growers, to share the good stories and through this help to enable the adoption of R&D and, over time, how to make best use of valuable resources for example by profiling growers, to enable the story to be told beyond the current reach and how to continuously improve communications.

R&D Program update

Sharyn Casey joined the meeting to provide an update.

Key comments:

The following co investment projects are underway and fuller briefing was subsequently provided:

- Climatic and environment theme: contracted - *Which Plant Where When and Why for growing urban green space*
- Economic theme: contracted - *Investigating the Performance of Green Rooves and Walls on Temporary Accommodation*; under tender - *Researching the Benefits of Demonstration Green Rooves*
- Culture and Community theme: contracted - *Greener Cities Healthier Lives Project, Expanding the Living Architecture Industry*; pending- *Identifying and Overcoming the Cultural Barriers to Urban Greening, Investigating the Impact of Green Space on Early Childhood Development*
- Knowledge and Information theme: contracted - *Measuring Australia's Green Space Assets*; pending *Developing Cost Benefit Analysis Tools and the Business Case Methodology to Promote Urban Green Space.*

Review of the nursery R&D program was presented and discussed. A number of concepts were reviewed in some case further scoping needs to take place and be presented to the SIAP at the next meeting.

Anyone seeking further information on Hort Innovation's nursery R&D investments should note that a full list of projects, together with an overview of the program financials are available on the nursery webpage of the Hort Innovation website.

Next steps

The draft document will be pulled together based on feedback, although there may be some small changes to wording but the essence and intent will remain intact.

Once current work has been completed, it will be submitted for monitoring, evaluation, and reporting framework.

Contact

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