

## Nursery Strategic Investment Advisory Panel meeting summary

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**Date:** 21 June 2016

**Location:** Hort Innovation (Sydney Office)

**Next Meeting:** 16 Nov 2016

**Attendance:** Bob Granger, Mike Mehigan, Hamish Mitchell, Carol Fudge, Ken Bevan, Sonja Cameron, Todd Layt, Lucy Jackson, Ben Peacock, Jess Miller, Claire Maloney, Nina Scott, Alexandra Loftus, Catherine Thompson (Hort Innovation), John Vatikiotis (Hort Innovation), Craig Perring (Hort Innovation), Anthony Kachenko (Hort Innovation), Sharyn Casey (Hort Innovation) and Kelly McGuinness (Hort Innovation)

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### Overview

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The SIAP was held on June 21, 2016. A number of items were covered during the day, focusing on the sessions highlighted below.

#### **Strategic Investment Plan (SIP) Panel Discussion**

Pat Abraham (Consultant aligned to Nursery SIP Development)

Pat Abrams provided a brief overview of his background and industry experience, emphasising the role that a Strategic Investment Plan (SIP) panel will play in guiding R&D and marketing investments for the nursery industry. His hopes are that the SIP will provide a roadmap for the next 5 years and act as a guiding document to decide where money will be spent and on what types of projects.

#### **SIP update with Pat Abraham**

Mr Abraham provided an overview of the SIP planning process. Key points included:

- Alignment is important throughout the process
- We need to determine where we are at today, where we want to get to and how to get there
- We need to ensure the costs of adoption of the new SIP do not outweigh the benefits to industry throughout the execution process of projects
- What research do we need to do over the next three years?

#### **Marketing Program update**

RoE presented an overview of the 2020 Vision brief. Key points included:

- Campaign leverage based on more green space
- Four audiences: Government, Business, Schools, Consumers
- The program has shown leadership in the green sector and this is difficult to put a monetary value on.

RoE highlighted achievements of last year. Key points included:

- Living Networks grow sales database being updated and expanding daily
- 'Ask Us' service has grown and there has been huge support shown for this becoming a formalised service.

The Bravery spoke to the slides regarding the media and PR partnerships for this year. The 20V team is looking at tailoring a relationship with three major partners:

- News Local to focus on individual LGA's
- Government News which reaches all three tiers of government
- The Fifth Estate.

Hort Innovation advised that the wider industry will be informed of the Year 4 strategy via communication channels such as the grower's hub, NGIA communications program (including Cox Inall) and broader means where applicable.

### **R&D Program update**

Sharyn Casey provided an overview of the Leadership and Development fund. She drew particular attention to the notion that these projects are about building leaders for the future.

Sharyn also outlined forthcoming projects that the nursery industry may choose to be a part of.

*Global Masterclass:* A business skills course for horticulturalists. Developed in partnership with the University of Tasmania, Wageningen Academy, Netherlands and, Lincoln University New Zealand. Participants would be selected via a competitive selection and interview process.

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 to be presented at the next SIAP 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**

- SIP Process – Formalise national SIP workshop
- SIAP to review evaluation panel RFP outcomes

### **Contact**

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