

## Nursery Strategic Investment Advisory Panel meeting summary

### Attendance:

**Meeting Date:** 3<sup>rd</sup> and 4<sup>th</sup> April 2017 – Sydney NSW

<b>Name</b>	<b>Role</b>	<b>Name</b>	<b>Role</b>
John Bunker	Advisory Panel Member	John Vatikiotis	Hort Innovation
Hamish Mitchell	Advisory Panel Member	Claire Tindale-Penning	Hort Innovation
Carole Fudge	Advisory Panel Member	Anthony Kachenko	Hort Innovation
Todd Layt	Advisory Panel Member	Neil Burgess	Hort Innovation
Mike Mehigan	Advisory Panel Member	Brenda Kranz	Hort Innovation
Ken Bevan	Advisory Panel Member	Ashley Zamek	Hort Innovation
Sonja Cameron	Advisory Panel Member		
Anthony Tesselaar	Advisory Panel Member	Brittany Ahem	Note-taker -Servcorp
Peter Vaughan	Advisory Panel Member		
Michael Worthington	Chair		

### Apologies:

John Bunker

### Overview

The Strategic Investment Advisory Panel (SIAP) meeting was held on April 3 and 4, 2017. A number of items were covered during the 2 days, focusing on the sessions highlighted below.

### Marketing

Nursery Strategic Investment Plan (SIP) – Public Comments & Overview

Purpose - Reflect on industry feedback and formalisation of nursery SIP.

Recap of what has been done by Pat Abraham:

- Sit down with everyone and gathered information
- Survey and workshop information used for this draft
- Standard template has been used for the document
- Layout changed for better flow
- There will be a condensed summary on a page for all to read. This will be the executive summary
- Impact analysis will go in the final draft

The following comments and points were discussed

- Recognised difficulty in producing the document with limited industry data
- Review will be done on a 12month basis – will update and modify dependant on changes
- KPI's discussed to be reviewed, Levy used to measure these KPI's

### Update on Weed Assessment Project

The below was presented in a slide and spoken by Anthony

- A request for proposal was developed and released to market on 24 January 2017. NGINA were looking at delivering a similar project, in light of this Hort Innovation did not pursue with this investment.

### **The Right Mind Leadership Program – David Hanlon**

David provided an update on the program.

A brief overview of the program was given.

- 4 Key areas to be covered over the 2 day program
  1. Leading the industry e.g. SIAP
  2. Leading the organisation
  3. Leading others
  4. Leading self
- 1st meeting 31st May, 2nd meeting 31st August
- 3 tests done during the program
  - a) MBIT
  - b) Emotional
  - c) Physical
- Aggregation of Marginal Gains
  - a) 1% of improvement
  - b) 1% of decline

Soft measures are put around for business improvement.

The SIAP had presentations on the industry stats project & an update of the nursery communications project.

The presentations provided further insight on progress. Some of the key discussion points were as follows:

- Work in progress regarding interview parameters for the industry stats project
- Next committee meeting is on the 23rd of May
- Maximise reach via electronic messaging and continue to explore options for greater return on investment and impact

### **Engagement in Levy Funded Projects – Industry Representative Bodies**

The SIAP discussed the best way NGIA can support nursery levy funded projects in the future. Key theme from the discussion is to define what is currently out of scope to ensure best possible support for future nursery investments.

Welcome and introduction of Claire Tindale-Penning. The major focus of the marketing program was covered in the following areas:

- What we have achieved
- 5 year plan moving forward
- ROE – Where are we at summary

Ben Peacock and team from the Republic of Everything presented a recap on the Y4 Plan:

- Grower engagements with 200+ growers
- Year 4 KPI's on track
- Where should All The Trees Go – In progress
- Urban Forest Strategies – Melbourne is leading the way, with further focus on the other states

## Year 4: Overview by audience

### Government

- Need further Council engagement
- 84 councils are now in the planning, prepared or planting phase of urban forests
- Movement in both Sydney and Melbourne – Metro Urban Forest Strategies
- How to get people to parks – Partner up with Time Out

### Business

- Need measurement tools

### Schools

- Want more trees and an investment strategy
- 'How to green your school' guide

### Consumers

- Don't have the room and don't know how
- Basic understanding of health and wellbeing benefits in the public mind

### Key Insights - 2020 Vision

- 1/3 - never heard of it; 1/3; 1/3 - said you would have to be living under a rock not to hear of it
- Media – 170 media articles across Australia
- 4 million in circulation
- 2020 Vision is mentioned in all media – link back to planting more trees and plants
- 2020 Vision wins Banksia Award

### Marketing Workshop – Year 5 and beyond (SIAP Objective – Information, Comment & Advice)

SIAP focused on 4 main areas relating to the 20V program:

- Household
- Government
- Communities
- Business

Sample ideas and the main themes:

- Government
  - ✓ Health Benefit – Health studies, Green space in hospitals
  - ✓ Farm Registration – Bio-security
  - ✓ Government – Identifying barriers
- Business
  - ✓ Innovation – Fit for purpose functional plants, Product design
- Household
  - ✓ Create the Green Consumer
  - ✓ Create the trend
  - ✓ Health of getting in the garden
  - ✓ Fashion + Demand
- Communities/Schools
  - ✓ Benefits in wellbeing
  - ✓ Primary School gardens
  - ✓ Aged care

## Next steps

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Next SIAP meeting scheduled for June 7, 2017.

## Contact

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