

Turf Strategic Investment Advisory Panel meeting summary

Attendance:

Meeting Title: Mushroom Strategic Industry Advisory Panel			
Meeting Date: 4 th of August 2017			
Name	Role	Name	Role
Simon Ademan	Advisory SIAP Member	John Vatikiotis	Hort Innovation (Facilitator)
Ross Boyle	Advisory SIAP Member	Neil Burgess	Hort Innovation (ex officio)
Darren Kirkwood	Advisory SIAP Member	Anthony	Hort Innovation (ex officio)
Todd Laytt	Advisory SIAP Member	Kachenko	Hort Innovation (ex officio)
Robert Prince	Advisory SIAP Member	Graeme Yardy	
Lawrence Stephenson	Advisory SIAP Member		
Sarah Mason	Advisory SIAP Member		
Michael Worthington	Chair		

Apologies: Anthony Heilig

Overview

The SIAP teleconference was held on August 4, 2017. The main focus was specific to the Marketing and R&D programs.

R&D Update

- Turf Industry Communications: This tender has been subjected to quite a bit of negotiation and evaluation with industry. It is at a point now for final signoff, following a final perusal by the Evaluation Panel, and contract exchange is anticipated in the next week.
- Market Development Program: This was an initiative designed to move the industry in a positive direction, focusing on creating market awareness of turf, and giving industry the ability to position itself in the urban green infrastructure space.
- SIAP members will encourage and reach out to their networks, growers, suppliers, researchers, and encourage them to submit ideas into the concept funnel. With the completion of the SIP, there should be fertile ground within its objectives to think about opportunities and ideas.

Right Mind Leadership Project

- David Hanlon, from The Right Mind, joined the meeting to provide an update on the leadership program. The workplace projects were well received and it is anticipated they will ultimately benefit their respective businesses.
- It is proposed to invite Emma to the September f2f meeting to provide a brief presentation on her experience. David Hanlon, in response to an invitation to also join, indicated that he would be away at the time the meeting is being proposed.

- One Turf student and one Nursery student have been approached to be part of a small advisory committee, to advise on the future structure of the course, based on their learning experience.
- There is a telephone hook-up next week with Hort Innovation, Richard Stephens, Peter Vaughan, and two students to commence work on formalising the next program. One of the items for discussion will be a request, if it is acceptable and workable for industry, to commence the next course earlier so there is more time for participants to become embedded and think about what they need to do for their own improvement and for their workplace projects.

WRI – Industry Stats Project

- Alastair McLennan from WRI joined the meeting, along with Adam Briggs, Hort Innovation R&D Manager for the turf statistics project.
- Work has been underway for some months developing the survey instrument and the survey is live at the moment. WRI ran a successful pilot survey developed from input from the SIAP, which has resulted in some excellent findings from the 21 completed surveys. Feedback included sending out copies of the survey in advance so that people knew what the questions were, the best time of day to make contact, making sure that the needs of the messaging were understood, and communication especially around privacy and confidentiality. From all of that the survey was refined and simplified, language adjusted, etc.
- Alastair McLennan subsequently attended the Turf Australia conference in Tasmania, and during the course of networking, signed up 20 growers who were happy to be part of the project. Following the conference Mr McLean worked closely with a range of organisations on disseminating the message and communication out and endorsing the survey to their stakeholders. Tod Laytt offered for his group to send out communications to some growers that may not have been captured.

Marketing Program Update

- Graeme Yardy, Marketing Manager, Hort Innovation, was introduced to lead this segment. As referred to previously, due to an internal restructure, Craig Perring is moving his focus to the tropical industries, but will still be available to provide support and historical knowledge as required. In light of the development of the new Marketing Plan for the turf Industry, Graeme Yardy is assuming responsibility for the development of the plan and will ensure a seamless transition whilst Craig's position is recruited.
- The purpose of this segment is to provide confidence around the process over the next couple of months, as the three year marketing program goes into planning.
- 'Lawnspiration' Facebook page, and the Galaxy research 'Screen vs Green' promotional programs. Final reports are due in the next two weeks and will be circulated to the SIAP via John Vatikiotis.
- Marketing Plan development process (slide 4). This is the process that Hort Innovation has been implementing over the last eighteen months. It is a standard industry planning process, is important to follow to achieve the best outcome.
- The SIP identifies "having more effective, targeted marketing programs". Leveraging the significant investment that has already been made within the industry, and providing the insights for strong decision making, will be fundamental in formulating the strategic marketing plan.
- The ideal scenario is that at the proposed September f2f meeting, the research will be dissected and enable the identification of clear strategies, and key initiatives for discussion and advice.

- Consumer Insights Brief: The document had been circulated yesterday and Graeme Yardy is keen to receive advice on any information that the SIAP feels may not have been captured.
- It is hoped to get this underway on Monday 7 August 2017 so that it can be returned in time for the next SIAP meeting, and the SIAP members are requested to provide comment to Graeme Yardy ASAP.
- The intent of the research is to build on what is known from the previous research but also to pressure test it and inform the development of the marketing strategy. It will also be an important aid to assist in keeping work that is being done relevant and based on current insights.

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

Next steps

- SIAP meeting to be scheduled for the 21st & 22nd of September.

Contact

For more information please contact John Vatikiotis:

T: 02 8295 2384

E: John.Vatikiotis@horticulture.com.au