

Turf Strategic Investment Advisory Panel meeting summary

Date: 22 November 2016

Location: Sydney, NSW

Next Meeting: To be confirmed

Attendance: Ross Boyle, Robert Prince, Todd Layt, Simon Adermann, Lawrence Stephenson, Anthony Muscat, Anthony Heilig, Darren Kirkwood, Richard Stephens (Guest), Robert(Bob) Granger (Independent Chair), John Vatikiotis (Hort Innovation), Craig Perring (Hort Innovation), Neil Burgess (Hort Innovation) and Anthony Kachenko (Hort Innovation)

Overview

1. Marketing Program

Craig Perring, Hort Innovation Marketing Manager, provided an update on achievements to date, mid-point of year three, via PowerPoint presentation and discussion.

Recap of the objectives of the original marketing plan endorsed in 2014 for the period 2014-2017 to alleviate any confusion around the primary purpose of the plan. Over three years to:

- Increase purchase incidence (46% to 51%)
- Increase communication awareness (28% to 35%)
- Decrease perceived barriers to purchase – high price and cost of maintenance (21% to 15%)
- Overall the communications objective is to make Turf accessible, practical, relatable for the consumer
- Build Turf Australia (website) as the go-to for all things turf.

The process to develop the new marketing plan is unchanged and is the same process across all industries. As the plan concludes end of June 2017, a review will commence January/ February 2017 to identify what did and what did not work, where there has been good penetration, what has been a good investment. There may be some research conducted if required: advice will be taken from industry and the plan aligned with the Strategic Investment Plan (SIP) and Research and Development (R&D) needs.

2. Strategic Investment Plan

The draft 2017-2021 Turf Strategic Investment Plan hard copy was circulated for the Strategic Investment Advisory Panel (SIAP) meeting. A workshop session was led by Pat Abraham. Pat Abraham directly recorded all pivotal information, including strategies and deliverables, based on advice from industry into the draft document. The document will be modified based on the Panel's noted feedback and the revised edition will be circulated to the Panel with these notes. It will then proceed to the monitoring and evaluation process; then online for industry comment after which, based on feedback, the document will be finalised.

3. R&D Service Provider Presentations

Environmental Assessment of the Australian Turf Industry

Dr Cumming provided an overview of the intent of the research both the original pre-farmgate submission, Part A and now Part B— the lifecycle approach post-farmgate—and provided an opportunity for discussion, identification of gaps if they exist.

Hort Innovation will revert to Dr Cumming/Infotech to discuss economies on Part B and provide update to the Panel. The updated brief will be circulated to the Panel for information.

Turf Industry Statistics

The Panel had been previously provided with a copy of the concept.

Presentations were provided to the Panel by:

1. Western Research Institute - Wendy Mason and Danielle Ranshaw
2. The Balmoral Group - Grant Leslie and Rod McInnes

A recommendation has been made and a formal announcement will take place in the very near future.

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

- R&D – Concepts were reviewed by the SIAP and advice was provided, further updates will be provided to industry as details of potential future projects go through the procurement process.
- SIP process – review the review the execution and delivery of the key objectives and the overall investment of the Turf R&D levy.

Contact

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