

## Turf Strategic Investment Advisory Panel meeting summary

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**Date:** 28 and 29 Mar 2017

**Location:** Sydney, NSW

**Next Meeting:** To be confirmed

**Attendance:**

<b>Name</b>	<b>Role</b>	<b>Name</b>	<b>Role</b>
Simon Adermann	Turf SIAP Member	John Vatikiotis	Hort Innovation
Anthony Heilig	Turf SIAP Member	Anthony Kachenko	Hort Innovation
Darren Kirkwood	Turf SIAP Member	Craig Perring	Hort Innovation
Todd Layt	Turf SIAP Member	Andrew Farmer	Hort Innovation (Day 2)
Sarah Mason	Turf SIAP Member	Pat Abraham	SIP consultant (Day 1)
Robert Prince	Turf SIAP Member	Alistair MacLennan	WRI (Day 1)
Lawrence Stephenson	Turf SIAP Member	Wendy Mason	WRI (Day 1)
Michael Worthington	Chair, Turf SIAP	David Hanlon	The Right Mind Pty Ltd (Day 1)
		Richard Stephens	TA BIDM (WRI session)
		Miriam O'Brien	Minute Taker

## Overview

The Strategic Investment Advisory Panel (SIAP) meeting was held on March 28 and 29, 2017. A number of items were covered during the 2 days, focusing on the sessions highlighted below.

### 1. Turf Strategic Investment Plan (SIP) - Alignment session with Pat Abraham

Pat Abraham presented the session on the SIP process to date that included:

- Meetings with stakeholders
- Forums held in four states
- An industry-wide survey
- The Meeting of Minds workshop
- SIAP workshop with the initial draft.

The purpose of the session was to review and confirm alignment between the outcomes of the draft turf industry SIP and Meeting of The Minds meeting.

The meeting endorsed the draft SIP as presented.

There will be two main avenues by which the SIP will be communicated to industry: via the turf industry communications program and via the internal Hort Innovation communications program.

### 2. WRI - Presentation & Workshop

This session was to discuss the Turf Industry Statistics and Research project.

The objectives of the two part session as outlined in the agenda paper were to:

- Get agreement on the recommended survey sample framework
- Obtain feedback on survey outcomes and content to inform development of the draft survey
- Confirm the approach outlined in the Grower Engagement Plan and recommendations.

Some of the main points raised in the discussion are set out below:

### **Survey Sample Design**

There was discussion of the sample design set out in the table of the agenda paper, which showed the number of growers in each state by their area under turf production. Some of the main points raised are:

- Help will be needed to encourage people to take part. The consultants will try and use business networks and Turf Australia as an introduction
- There will be an article about the project in the turf newsletter.

### **Survey Questions**

Some of the main areas covered are set out below:

- Grower Information
- Area under production
- Sales by distribution channel
- Purchases of turf
- Turf production employees

The consultants will take the points raised in this discussion into account in revising the survey, which they will take to the project steering committee.

There was a discussion about the grower engagement plan. Some of the main points raised are set out below:

- The survey is expected to take around 10 to 15 minutes to complete, with options for completion on-line and by telephone
- Communication is expected to include an item in the Turf Australia newsletter, promotion at the Turf Australia conference and direct email to growers

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

David Hanlon gave a presentation on the Right Mind Leadership Program. Some of the main points raised in the discussion are set out below:

- Skills challenges for the turf industry are different from those of food industries
- Participants are only required to pay for travel and accommodation
- The leadership program was promoted through E-News. Promotion via company newsletters is encouraged
- The program includes two days in Sydney in May this year, two days in Brisbane in August this year, and a workplace project.

### **4. R&D Investment Workshop - Activation of the SIP**

A number of concepts have been provided for consideration. A sample of concepts are included below.

- Clostridium difficile in turf
- Engagement with and extension to turf growers
- Turf Industry Communications

## 5. Development of Turf Marketing Plan

Included SWOT analysis from the previous marketing plan, amending points, adding new points, and deleting any points that are no longer relevant. Some of the main points raised in the discussion are listed below:

- Turf is self-cleaning (strength)
- Turf has the capacity to improve mental health (strength)
- Make greater use of key influencers and ambassadors to promote turf (opportunity)
- Use turf to replace non-porous surfaces (opportunity)
- New varieties for shade (opportunity)
- Increasing competition from other ground covers and porous surfaces such as permeable paving (threat)
- Pathogens, including *C. difficile* (threat).

### Other points included:

- With a small budget, it is important to be focused e.g. on a targeted campaign
- Erosion control is a possible target
- The only thing everyone in the industry has in common is retail.

### Vision: Creating the future

In this session, the SIAP looked at what the future of the marketing plan looks like. Some of the main points raised in the discussion are listed below:

### Outcomes - 3 to 5 years

- Community value – making turf essential:
  - ✓ The community sees lawn as absolutely essential
  - ✓ Lawn is the no. 1 surface to be used in the backyard
  - ✓ Make turf essential in the backyard and the front yard – a lifestyle choice.
- Turf Value:
  - ✓ The real value of turf, value add far outweighs cost
- Erosion control
  - ✓ Turf is the largest erosion-control product, increasing sales by 30%.

### Focus on three high-level outcomes

In the final segment, the SIAP were asked to choose three outcomes on which to focus marketing effort. In the first instance, the outcomes were grouped as follows:

- Focus on benefits, with the flipside being removing constraints
- Focus on one big thing (premium channel)
  - ✓ Iconic personality or a consistent character
  - ✓ Social media campaign
  - ✓ One message for the industry.
- Erosion control as a market
- Efficiency and leverage
  - ✓ Strengthen existing advertising campaigns
- Create / collect the best content
  - ✓ Premium photos for use by lifestyle magazines.

Regrouped as the following three top themes:

- **Understand the benefits:** Clearly understand the benefits (and constraints) of turf and develop into a compelling idea
- **Create the big idea:** Build the content for the “big idea” that can also be leveraged through other channels
- **Execute the big idea:** Create the multi-year campaign or series of single year campaigns that build on the “big idea”.

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 reviewed by the SIAP and advice provided, further updates will be provided to industry as details of potential future projects go through the procurement process
- Next SIAP Meeting – date to be confirmed

### Contact

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