

Mushroom Strategic Investment Advisory Panel meeting summary

Date: 1 December 2016

Location: Sydney – Hort Innovation Office

Next meeting: To be confirmed

Attendance:

Name	Role	Name	Role
Matthew Fensom	Advisory Panel Member	John Vatikiotis	Hort Innovation
George Haggar	Advisory Panel Member	Monique Emmi	Hort Innovation
Sally Heukers	Advisory Panel Member	Neil Burgess	Hort Innovation (Part Time)
Elisa Siliato	Advisory Panel Member	Jocelyn Mason	Hort Innovation (Part Time)
Kevin Tolson	Advisory Panel Member	Craig Mason	Hort Innovation (Part Time)
Steven Willemse	Advisory Panel Member	Andrew Farmer	Consultant (Part Time)
		Pat Abraham	Consultant (Part Time)
Robert Granger	Independent Chair		

Apologies: Trevor Jordan; Neal Marland; Rob Tolson Snr, Mick Surridge

Overview

The Strategic Investment Advisory Panel (SIAP) meeting was held December 1, 2016. A number of items were covered during the 2 days, focusing on the sessions highlighted below.

Communications

Jocelyn Mason (Communications Lead, Corporate Communications).

Ms Mason joined the corporate communications team approximately seven months ago and provided a brief overview of the team.

One of the first tasks was to define what corporate communications means and how best to make an impact, remain relevant to growers, share the good stories and through this help to enable the adoption of R&D.

There has been a large focus on the website to provide growers easy access/user friendly, relevant and up to date information. The first phase of this re-build has now gone live and it is hoped that people will provide feedback on their experience using the site. Each grower page will include drop downs to enable a 'taste' of reports—contracted, in progress and finalised. Where a grower would like to view a finalised report in its entirety, this can be requested via an order form.

Draft SIP Workshop

Pat Abrahams joined the meeting to facilitate discussion on the draft Strategic Investment Plan (SIP) that had been previously circulated. The draft 2017-2021 mushroom SIP hard copy was circulated to the panel.

Pat Abraham directly recorded all pivotal information, including strategies and deliverables, that were developed by the panel in this session, into the draft document. The document to this point has been compiled from discussions and feedback from previous work and last week's workshop.

The document will be modified based on the panel's noted requirements and the revised edition will be circulated to the SIAP. 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.

Marketing Program Update

Monique Emmi joined the meeting and provided an overview of activities including a PowerPoint presentation. The presentation covered the following key elements:

- Brand Ambassador - As advised at a previous meeting, a Request For Proposal (RFP) process has been underway for social media/digital media/brand ambassador, to see what is available in these spaces and to provide good ideas. Research was carried out on potential Brand Ambassadors and those identified were evaluated to establish whether they supported the key messages of much healthier/much tastier positioning, interest in mushrooms, do they like them, would they be authentic in representing the brand, do they have the ability to devise recipes, are they current in the marketplace, what is their reach and what brands are they currently associated with.
- TV ads - From the last meeting, the agency was briefed to provide options around the 30 second ad, the proposed scripts were circulated to the SIAP.

Food Service – Presentations

Joining the meeting:

- Michael Klausen Brasserie Bread
- Sarah Han Marketing Manager, Brasserie Bread and an independent blogger
- Tawnya Bahr, Straight to the Source (runs industry tours taking chefs and high end food service professionals out to farms/producers teaching food service
- Lucy Allon Project Manager, Delicious Magazine Producer of the Year Award, Judge on Appetite for Excellence, also a partner in the Straight to the Source tours.

Expanded bios had been previously circulated to the SIAP.

Food service is a bigger industry than retail - it has not been afforded a focus in mushrooms to date.

The presenters provided an overview of what they do within their businesses, how they engage with food service entities in order to start the SIAP thought processes around more diversification of focus and to develop strategic ideas on how to become involved in that industry.

Food Service – Ideation Workshop

Andrew Farmer joined the meeting to facilitate the workshop.

Listed below are the topics covered and examples of outcomes, from the workshop.

Authenticity

- Blendability

Telling a story

- Farm tours, invite people directly to the farm, stage master classes, potentially connect that with the filming
- Health message

Flexibility of models	<ul style="list-style-type: none">• Go Local partnerships• Pop up restaurants
Engagement	<ul style="list-style-type: none">• Engagement piece is more about telling the story to the target audience (chefs, restaurateurs).
Versatility	<ul style="list-style-type: none">• Emphasising that mushrooms are a breakfast, lunch and dinner solution; also its versatility across all seasons.
Healthy ageing	<ul style="list-style-type: none">• Develop and nurture strategic partnerships with kitchens, aged care facilities and contract manufacturers as they are the ones who obtain contracts to service aged care facilities and early learning centres; nutritionally balanced meals; target nutritionists.

Next steps

- Pat Abraham to review feedback and update the draft mushroom SIP before proceeding to monitoring and evaluation review.
- Monique Emmi suggested that she spend some time reviewing the information from this session and get back to the industry and the SIAP.

Contact

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