

Nursery Strategic Investment Advisory Panel Meeting summary

Meeting Title:	Nursery Strategic Investment Advisory Panel (SIAP) Meeting
Meeting Date:	Day 1 - Tuesday 13 February 2018
Key Meeting Objectives:	<ul style="list-style-type: none"> • R&D Focus including: <ul style="list-style-type: none"> ○ Financials ○ R&D Updates ○ Hort Frontiers updates ○ Project Updates
SIAP Members John Bunker Sonja Cameron Carole Fudge Mike Mehigan Hamish Mitchell Peter Vaughan Anthony Tasselaar	Chair Michael Worthington Hort Innovation (ex officio) John Vatikiotis Neil Burgess Anthony Kachenko Ashley Zamek Sharyn Casey Minutes Marilyn Hill

Overview

The SIAP was held on the February 13 and 14, 2018. A number of items were covered during the course of the day, focusing on the sessions highlighted below.

R&D Updates – Review of Concepts

Anthony Kachenko facilitated a discussion on the concepts that had been circulated.

Timing for submission of concepts was discussed. While there is no overall limitation on when concepts can be submitted, it was agreed that for concepts to be considered at a SIAP meeting, there will be a cut-off date of four weeks prior to the date of the meeting.

Where a proposal has been submitted with a request for urgent consideration, if there is not time to include with the pre-reading documentation, a note should be included in the meeting advice, to the effect that it has been received and will be discussed at the meeting. Urgent concepts can also be considered at an out-of-session meeting if required.

A number of concepts were discussed such as:

Global Desktop Study

- This is a strategic piece of work. The outcome will be provided to industry to identify if there are partnership opportunities; research needs that could be tapped into by leveraging Nursery levy funds.

Project Summary Update

Project NY15004 National Industry Biosecurity Program.

- Progressing well. A manager has been appointed in WA with primary responsibility around the transition to management program of the TPP.

Project NY16004 Nursery Industry Statistics and Research 2016/17.

- Excellent project. Outcomes delivered towards the end of 2017. Final report has been approved
- As a methodology it is thought that the formula for the participants and the approach is very good
- Comms/Outreach: media release has been done. Nursery newsletter in March. Presentation at next week's conference
- Powerful information that will make a positive impact on the image and branding of the Nursery industry.

Communications Project Update – NY15006

Ashley Zamek joined the meeting to provide an overview of progress

- This is the last year of the project
- The calibre of the program and its output has been such that it has become a benchmark for other communication programs
- At the last SIAP meeting the request was made for an additional two pages in the Hort Journal to highlight 202020V, and this has been done. This brings the total content for nursery to six pages going to the production nurseries, etc.

Hort Frontiers – Leadership Program

Sharyn Casey joined the meeting

- Background to selection of Masterclass candidates. Ms Casey provided a background to the selection process for Masterclass candidates
- Green Cities - Sharyn Casey will provide an update to the next SIAP meeting currently scheduled for May 2018.

Marketing Update – 202020V

Bunnings Partnership Update

David Weisz provided an overview of opportunities in a partnership with Bunnings.

Bunnings has agreed to accept the PLB 'looks' and ROE will arrange for the production of 2,000, waterproof pocket reference books that staff can wear inside their work aprons.

The SIAP indicated an interest in increasing the amount of reference books produced to enable distribution to all independent nurseries.

The SIAP agreed that:

- It can be viewed as an investment to grow and leverage more from Bunnings
- It will be crucial however to also ensure that as it rolls out, the interests of independent retailers continue to be supported

3-Year Strategic Marketing Plan – Program Brief Development

- Strategic marketing plan. Life of plan requires time to develop a robust strategy, allows more budget, and enables longer term vision. The industry requires a clear vision for the future and a leadership that can achieve the vision

- The SIAP agreed there needs to be a five-year plan with a ten-year objective. This allows for goals/direction to be set up with a dynamic plan that allows for flexibility to accommodate changing circumstances.

Next steps

Next face to face meeting on the 28th & 29h of May.

Contact

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