

Nursery Strategic Investment Advisory Panel meeting summary

Date: 18/10/17

Location: Hort Innovation (Sydney Office)

Next Meeting: 13/02/18

Attendance:

Name	Role	Name	Role
Sonja Cameron	Nursery SIAP	John Vatikiotis	Hort Innovation
Carole Fudge	Nursery SIAP	Neil Burgess	Hort Innovation
Todd Layt	Nursery SIAP	Sharyn Casey	Hort Innovation
Mike Mehigan	Nursery SIAP	Claire Tindale	Hort Innovation
Hamish Mitchell	Nursery SIAP	Penning	Hort Innovation
Anthony Tesselaar	Nursery SIAP	David Moore	Hort Innovation
Peter Vaughan	Nursery SIAP		
Michael Worthington	Chair - Nursery SIAP		

Apologies: John Bunker and Anthony Kachenko

Overview

The SIAP was held on October 18 and 19, 2017. A number of items were covered during the course of the day, focusing on the sessions highlighted below.

Marketing Program

Claire Tindale-Penning provided a PowerPoint presentation as a high-level update on activity since the last meeting.

WSATTG (Where should all the trees go) Launch approach

Points raised in the discussion of this item included:

- In response to a question about the distribution list, Claire Tindale Penning said that local governments and state governments both get a softcopy report
- There would be no hesitation in having state-based workshops. Workshops can be held with key influencers in the green space. The information belongs to the industry, therefore the SIAP can specify who should be at the workshop.

LGA Index

Points raised in the discussion included:

- The report is an industry document. There are state and national reports available on the website. Individual reports for local government areas can be requested but are not available on the website. The report is not automatically sent to the Federal Minister
- The work should not be restricted to capital cities, it is important to add regional (urban) towns. (The 2020 Vision strategy is urban not rural, but is currently mostly only including urban areas in capital cities, rather than other urban centres.

Metropolitan Strategies

Points raised in the discussion included:

- There is evidence of lack of communication with certain states. When something is happening within a state, the SIAP should be informed. John Vatikiotis indicated that the monthly updates will assist in this regard.

Plantlife Balance overview

Claire Tindale Penning gave a presentation and provided an overview of the project. The project is to be launched on 30 October 2017. Points raised in the discussion included:

- The tool is valuable not just for retailers but also for growers
- More copies of the promotional kit can be printed. The value of the kit is around \$300. In addition, digital files can be given to retailers to print their own material
- State associations could print from digital files. All retail members should get a kit
- There was discussion about whether the promotion was hitting the mark in regard to the healthy message, and that a focus group was possibly needed to decide if the “healthy” message was sufficiently prominent. Claire Tindale Penning said that different merchandising could be considered later, and that Hort Innovation has arranged for tracking of the promotion
- In response to a question, the SIAP was advised that retailers are able to put their own plants into the promotional material. A webinar is being arranged to train retail nurseries in how to use social media.

Nursery Financials

Neil Burgess presented the financial summary of the Nursery Levy. Points raised in the discussion included:

- In regard to contracted R&D projects, some final payments for completed projects are made in the year following completion
- The Gross Value of Production (GVP) for nursery is very large, therefore the Nursery Levy will not hit the limit imposed by the Federal government.

R&D Session

Investing in Better Career Development – The Way Forward

- How to make the industry “cool”, emphasising food, ecology and health
- The aim is to develop a strategy to attract, develop and retain people in the industry, and then identify resources to implement the strategy.

Green Cities

- Sharon indicated that volunteers were being sought for a meeting on Friday, 3 November at the University of Wollongong. She would like to know by Friday if anyone from the SIAP wishes to attend.

Leadership Fund

- Sharyn Casey gave an update on the Masterclass for Horticultural Business. She reported that the nursery industry agreed to 3 scholarships last year, for which 11 people applied. Some of those 11 subsequently enrolled as fee-paying students. The scholarships pay for fees but not for airfares. The masterclass graduates are invited to join the Hort Innovation Leadership Alumni Program. Nominations are currently being called for the Masterclass, with the closing date in December.

Right Mind Leadership Program – Alpine Nurseries Candidate

- Jake Pike gave his personal perspective of the Right Mind Leadership Program (by telephone). Jake was thanked for his presentation to the SIAP.

Masterclass Leadership Program – James Edge Pike overview

- James Edge gave his perspective of the Masterclass Program (by telephone). James was thanked for his presentation to SIAP.

Next steps

Next face to face meeting on the 13th & 14th of February 2018.

Contact

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