

Nursery Strategic Investment Advisory Panel meeting summary

Date: 7 June 2017

Location: Hort Innovation (Sydney Office)

Next Meeting: 19 Oct 2017

Attendance:

Name	Role	Name	Role
Ken Bevan	Advisory Panel Member	Neil Burgess	Hort Innovation
Peter Vaughan	Advisory Panel Member	Anthony Kachenko	Hort Innovation
Hamish Mitchell	Advisory Panel Member	Claire Tindale-Penning	Hort Innovation
Anthony Tesselaar	Advisory Panel Member	John Vatikiotis	Australis 2020
Sonja Cameron	Advisory Panel Member	Steven Haggart	
John Bunker	Advisory Panel Member		
Carole Fudge	Advisory Panel Member		
Mike Mehigan	Advisory Panel Member		
Michael Worthington	Chair		

Apologies: Todd Layt

Overview

The SIAP was held on June 7, 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.

- The ideas generated from the workshop facilitated by Andrew Farmer during the last SIAP meeting, had been captured and circulated with the document bundle. The purpose of the workshop was primarily for Ms Tindale-Penning to gain an understanding of what the SIAP (as representatives of the industry) believed should be the focus for the next three years. Where there are already projects that relate to health and wellbeing, some of the initiatives identified will form new projects aligned to Green Cities
- “My Park Rules” - launched. Winning school selected. The final look of the playground will not be launched until October to allow for the garden to be developed and look its best for the media, and, having used the space, the thoughts of the children will then be canvassed for the press releases
- “Park It” - launched to the media in Melbourne. Currently residing on the 2020 Vision (2020V) website but will be housed on the consumer facing website once completed. It comprises a ten-step guide, in video and booklet form, on how to turn grey spaces green walking people through how to go about enlisting community support, who to talk with in local Councils, how to debate and measure. This tool will also be provided to the LGAs to provide a framework.
- “Where should all the Trees Go” – the research document has only just been received and being developed into a dashboard

- Plant Life Balance consumer campaign was discussed, covering key areas such as: beneficial aspects, plant list variety and general availability & developing retailer buy in for the program.

Nursery Financials

Neil Burgess joined the meeting to provide a financial update:

- Levy receipts are up 17% on LYTD
- 5-year forecast demonstrates there are strong receipts but not much in the way of expenditure.

R&D Session

- Tree Stock Research – NY15001; The project final report was submitted. It has been shared with NGIA to assist them in their discussions with Standards Australia over the revision of the standards.
- Xylella Testing - The Panel sought consideration in identifying a more cost-effective manner in which Xylella testing could be carried out
- SIP Activation/SIP Objectives - Anthony Kachenko recapped on the priority areas identified in the SIP. An economic assessment was carried out on the five objectives and the three high priority areas are: marketing 2020V and supporting R&D, biosecurity, productivity, profitability and professionalism through creation of IVP
- A number of concepts were also discussed, ranging from the development of the National Nursery conferences and industry engagement with programs such as the Rural R&D for profit.

Next steps

Next face to face meeting on the 18th & 19th of October.

Contact

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