

Nursery Strategic Investment Advisory Panel meeting summary

Meeting Participants:

Name	Role	Name	Role
John Bunker	Advisory Panel Member	Michael Worthington	Independent Chair
Sonja Cameron	Advisory Panel Member	John Vatikiotis	Hort Innovation
Carole Fudge	Advisory Panel Member	Neil Burgess	Hort Innovation
Hamish Mitchell	Advisory Panel Member	Sharyn Casey	Hort Innovation (Day 2)
Anthony Tesselaar	Advisory Panel Member	Byron de Kock	Hort Innovation (Day 2 – by phone)
Peter Vaughan	Advisory Panel Member		Hort Innovation
		Rachel Dahl	Hort Innovation (Day 2)
		Anthony Kachenko	Hort Innovation
		Elisa King	Hort Innovation (Day 2)
		Jocelyn Mason	Hort Innovation (Day 2)
		Grace Scott	
			Reservoir (Consultant)
		David Weisz	Republic of Everyone
		Ben Peacock	Republic of Everyone
		Meg Frawley	The Bravery
		Claire Maloney	
			Independent Minute Taker
		Miriam O'Brien	

Apologies: Michael Mehigan.

Date: 28 and 29 May 2018

Location: Hort Innovation Sydney Office

Next Meeting: 7 and 8 August 2018

Overview

The SIAP meeting was held on the 28 and 29 August 2018. The main focus for this meeting was the evaluation of service providers for the development and execution of the next 5-year marketing program. Key focus areas outside the evaluation process from the meeting are highlighted below.

Marketing Update – PLB & 20V

Ben Peacock gave a PowerPoint presentation with an update on these projects.

January to June 2018 Plant Life Balance marketing program

Points raised included:

- In response to a question to clarify the term “hero nursery”, the meeting was told there were 86 accredited nurseries and 142 accredited individuals. Ben Peacock said that the nurseries taking up accreditation are the more innovative, web-aware.

- Print materials are being provided (as well as digital) to make it easier, allowing nurseries to put promotional material in the store immediately.
- Nurseries must be accredited before they get the promotional pack.
- Claire Maloney spoke of a strategic pivot with a focus on millennial mothers. There was a spike in web traffic following the media campaign. Vogue Portugal copied content on its website. Kinderling is the largest radio station for parents and children. The child's play look is being used more often.
- There was a suggestion that looks be planned further in advance so that production nurseries can grow up plants in time. Ben Peacock said that this can be done. There was some discussion about the number and timing of new looks e.g. on a seasonal basis. Ben Peacock said a new look can be attached to a celebrity or event.
- There were some points made in relation to the website and social media competition. The program to the end of June 2018 was presented to the meeting.

The January to June 2018 2020 Vision program

- Green Light Tour:
 - Attendees at the Green Light Tour event were passionate about urban greening and the opportunities for showcasing. The event was attended by local government councillors and government ministers.
 - The event is valuable as an in-person get together.
 - There was a suggestion to ask for feedback and suggestions for future events to keep people engaged.
 - The event was about getting the right people in the room with local and state governments. In addition, Meg Frawley is talking to local government on an ongoing basis regarding the urban greening strategy.
 - Meg Frawley added that the program is designed to be very reflexive with input from participants. Relationship management is vital and a big part of the process behind getting people to the event and the event program.
 - There was a question about whether 2020 Vision needs an advocate to local councils.

R&D Project Summary Walkthrough

- Anthony Kachenko led the discussion on R&D. He referred to work including neonics, industry statistics, global review, and training strategy as being R&D in progress to be commissioned. He said that there are not a lot of concepts coming through and that it would be good to have more of them. He added that it may be useful to look at gaps and opportunities.
- Anthony Kachenko said that he was comfortable with the rate of progress in all the work to come apart from the neonics project. He is aiming to have dates for evaluation locked in tomorrow. Work was initially expected to be contracted by May.
- One suggestion was to use communications to seek ideas from industry. It was suggested that industry is not really aware of the SIAP and what it does. Anthony Kachenko said that this information had already been included in industry communications. Some industries seek concept ideas through regional roadshows. This can be tied in with existing events.

- **Green Cities**

- The Green Cities program is moving ahead well. Sarah Wilkinson has been writing articles for The Conversation. There are several pending procurements.
- Michael Worthington asked how much discussion there has been between the Green Cities Fund and 2020 Vision. Sharyn Casey advised that David Weisz sits on the Green Cities EAP, which builds closer links between the two as well as between marketing and research. There are also two nursery reps on the Green Cities EAP.
- There has been a suggestion for a joint meeting of the Green Cities EAP and the Nursery SIAP.

- **Leadership**

- Sharyn Casey reported there are three nursery people who have a current scholarship for the Masterclass and one fee-paying person from the nursery sector. The 2019 scholarships will be advertised in June 2018.

Contact

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