

Turf Strategic Investment Advisory Panel meeting summary

Date: 9th and 10th of June

Location: Sydney, NSW

Next Meeting: Teleconference to review pending actions 12 July 2016

Attendance: **Panel Members:** Todd Layt, Ross Boyle, Sarah Mason, Simon Adermann, Robert Prince, Lawrence Stephenson; **Independent Chair:** Bob Granger; **Hort Innovation Staff:** John Vatikiotis, Neil Burgess, Craig Perring, Anthony Kachenko; **Principle Consultant:** Pat Abraham

Overview

The turf industry SIAP met over two days.

Day one focused on Hort Innovation providing an induction for panel members outlining the objectives, governance and scope of operation of the panel. An overview of the Hort Innovation procurement and communications framework was also provided. The panel discussed the process for developing and consulting on the turf Strategic Investment Plan (SIP).

On Day two, an in-depth discussion was had on the turf industry marketing plan, with endorsement of that plan given unanimously by panel members. Panel members also discussed research and development priorities within scope of the levy (Pool 1) and strategic co-investment (Pool 2) funds.

Next steps

Consultation on the turf SIP is commencing. A range of options for becoming involved will be made available to industry to enable contributions that will help shape the Turf SIP. These engagement options include access to industry forums, surveys and direct feedback through the [Hort Innovation consultation webpage](#).

The development of the new marketing plan is scheduled for delivery by the end of 2016, underpinned by the finalisation of the Turf SIP.

Contact

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