

Turf Strategic Investment Advisory Panel meeting summary

Date: 26 and 27 Apr 2018

Attendance:

Name	Role	Name	Role
Simon Adermann	Advisory Panel	Michael Worthington	Chair
Sarah Mason	Member	John Vatikiotis	Hort Innovation
Robert Prince	Advisory Panel	Neil Burgess	Hort Innovation (by phone)
Terry Sellick	Member	Anthony Kachenko	Hort Innovation
Lawrence Stephenson	Advisory Panel	Adam Briggs	Hort Innovation
	Member	Bernadette Chehine	Hort Innovation
	Advisory Panel		Hort Innovation
	Member	Olivia Gray	(observer Day 2 only)
	Advisory Panel	Jocelyn Mason	Hort Innovation (part Day 2)
	Member	Brenda Kranz	Hort Innovation (part Day 2)
		Jenny Zadro	Hort Innovation (part Day 2)
		Liz Mecham	Hort Innovation (part Day 2)
		Andrea Brydges	Turf Australia (part Day 1)
		David Hanlon	Turf Australia (by phone, part Day 1)
		Jessica Page	Bite Communications (part Day 2)
		Miriam O'Brien	The Right Mind (by phone, part Day 2)
			IPM Technologies (part Day 2)
			Minute Taker

Location: Hort Innovation Office - Sydney

Overview

Hort Innovation updates

John Vatikiotis gave the Hort Innovation update. Points included:

- Expressions of Interest will be called for with one or two growers to be added to the Turf SIAP
- The CEO of Hort Innovation, John Lloyd, has resigned. The Hort Innovation Board has advertised for a new CEO
- GHD is doing a review of Hort Innovation. John Lloyd will keep the SIAPs informed via regular updates
- Suggestions from SIAP Chairs meeting are now part of the Hort Innovation's continuous improvement. John Vatikiotis invited feedback from the SIAP and asked panel members to

let him know if they have any suggestions for further improvements to SIAP meetings and/or processes

- Byron de Kock has joined the team as R&D manager.

Financial Update – R&D and Marketing

Neil Burgess joined the meeting by telephone and presented the financial update. Points included:

- The March levy income is about 2% more than the same time last year, with R&D at \$370,834. Marketing levy income is also about 2% ahead of the same time last year at \$118,500. The caveat is that there is usually a big upswing in April
- Neil Burgess will send the April figures to John Vatikiotis as soon as possible, for it to be distributed to the panel.

R&D concept review

A number of concepts were discussed, a further update will be communicated on the 15th of May via the Turf Australia e-news letter. The update will consist of concepts going through to procurement.

Turf Industry Communication Project & Market Development Manager update

Liz Mecham (Turf Australia communication project) joined the meeting by phone and gave an update on the project. Points raised included:

- There have been two magazine editions and a milestone report since the last update
- Stories are currently being prepared for the winter edition and the NxGen forum in Cairns. It is expected to be published at the end of June or the first week in July
- The list of all the levy-funded turf projects is to be completed by the end of August 2018.

Jenny Zadro, Market Development Manager for Turf Australia, gave an outline of her background.

In the first month following her appointment, Jenny Zadro focused on:

- Project familiarisation and planning
- Attending events
- Meeting with industry people, researchers and others and asking them what they regarded as key issues.

Key issues identified included:

- A lack of information about industry such as the number of people employed etc.
- Water
- Urban living
- Certification and accreditation
- The fragmentation of the industry
- Duplication of effort
- Environmental risks
- Attracting and retaining talent; training/tafe is an issue in some places
- The lack of industry standards e.g. Sports fields, play areas etc., which are to be addressed in the market development project.

A Crisis Management workshop was held with Duncan Hall.

There were strong candidates from the turf sector for The Right Mind Masterclass, for the five available places.

The Right Mind – Masterclass update

David Hanlon of The Right Mind joined the meeting by phone and gave an update on the Masterclass (refer page 52 of the agenda papers). Points included:

- This year the quality of the applicants was outstanding, and applicants came from as far as Perth.
- Upcoming dates and locations include:
 - ✓ An online session at the beginning of May
 - ✓ David Hanlon asked that if any of the SIAP members know or have employees in the masterclass that they encourage them to interact during the project
 - ✓ In total there have been 43 applicants, 34 who completed the application, and 20 places available. There is one more Masterclass to be held next year.

Turf Marketing Plan Development

Olivia Gray, the marketing manager for turf at Hort Innovation, gave a presentation and led the discussion on the marketing plan.

Turf Website update – Bite Communication

Andrea Brydges gave a presentation on the Turf website development. She said that the aim was to drive people to the website. Recruitment is via email addresses. Pixel technology (embedded in emails) is being used to obtain information and for tracking purposes. The website is now built and is currently being checked by Jenny Zadro.

Marketing strategy (continued)

Olivia Gray continued the presentation. Points raised included:

- Part of the tender is to find out the nature of the audience to attract
- Key focus areas include:
 - ✓ Press office
 - ✓ Ambassador/influencers
 - ✓ Events
- The website is already optimised for SEO.
- The Press Office component would be activated in spring/summer. There was discussion about what works in terms of promotion, including what worked in nursery.

Hort Innovation Communications Update

Jocelyn Mason of Hort Innovation joined the meeting, introduced herself, and gave a presentation on the new Hort Innovation website.

Gap Analysis Workshop and Ideation

John Vatikiotis led the discussion on the gap analysis. Outlined tasks as follows: to look at individual outcomes, objectives and projects to see if there is a balanced portfolio and if there are any gaps. The gap analysis tool is currently being developed by Hort Innovation.

Points raised in the discussion also included:

- It was suggested to look at the distribution of expenditure across outcomes, noting that some projects had to be started before there was a more balanced investment portfolio
- The Chair made the point to look and decide if turf investments are on track or not
- John Vatikiotis said that the SIAP will be provided with an alignment and updated financial projections as a program update in the next couple of weeks.

Next steps

Next SIAP is scheduled on the 16 and 17 of August 2018

Contact

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