

Final Report

2020 Vision Training/Capacity Building Program

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Delivery partner:

Republic of Everyone Pty Ltd

Project code:

NY16009

Project:

202020 Vision Training/Capacity Building Program NY16009

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Summary

This project is part of the overall 2020 Vision strategy and aimed to provide a vehicle for extension of the 2020 Vision project outputs to key nursery industry stakeholders.

Republic of Everyone assisted Hort Innovation in liaising with these key stakeholders to ensure advocacy and extension of the 2020 Vision program to all facets of the nursery industry.

Republic of Everyone worked with Hort Innovation to deliver:

- Content
- Relationship-building assets and in-person sessions
- Retail training collateral and events for the consumer campaign launch

Keywords

Nursery and garden industry, consumer programs, training, retail engagement

Introduction

This project was developed in order to build the capacity of the Nursery & Garden Industry around the two marketing programs managed by Hort Innovation – the 202020 Vision and Plant Life Balance.

Face-to-face comms were requested by key industry stakeholders and retail training was agreed upon as a key activity to promote the launch of the new consumer-facing program (Plant Life Balance).

In addition to these activities, Hort Innovation briefed Republic of Everyone to maintain the monthly growers eDM, growers hub updates, and the Hort Journal inclusions as methods for engaging growers.

Methodology

This project initially included the following:

- 4 x National industry workshops on the 202020 Vision – *with presentations developed in collaboration with Hort Innovation, and run in an interactive style to ensure maximum engagement*
- 8 x Retail nursery workshops, to train industry on the consumer campaign Plant Life Balance – *including the development of key collateral to further explain the program*
- 20 x Grower eDMs – *developed each month based on the latest work of the team, news from the network and other relevant industry material*
- 20 x Hort Journal spreads – *designed based on the above content*

Outputs

We delivered 3 national industry workshops on the 202020 Vision:

- Ben Peacock attended and presented at the National Nursery and Garden Industry Conference in Hobart, Tasmania in February 2018. The talk was attended by approximately 300 industry stakeholders including senior NGIA and state chapter leaders, as well as growers.
- Ben Peacock presented at two NGIV events, which drew a national audience in alignment to the MIFGS event in March 2018. Approximately 50 stakeholders were present at each.
- Ben Peacock presented at the NGI NSW & ACT Landscape Suppliers Group quarterly meeting on the 9th March. This group represents around 2,000 horticulture employees across NSW.

Note it was agreed with Anthony Kachenko in January 2018 that the scope of the NGIA conference in Hobart, Tasmania, was equivalent to two events and thus only one was remaining. This was due to the talk being extended to a 3-day booth, which was manned by two RoE staff. Also included a day of set up and pack down either side of event booth management. See email correspondence and Milestone report 4 for more detail.

For the Plant Life Balance retail component we delivered 8 x Retail nursery workshops:

- NSW
 - Dedicated event at Garden Life St, Peters
 - Dedicated event at Honeysuckle, Mosman
 - Presentation at IGC event
- VIC
 - Dedicated event at Garden World, Quaysborough
 - Dedicated event at Rivers of Yarrambatt, Yarrambatt
- QLD
 - Presentation at Green Expo
- SA
 - Dedicated event at Newmans Nursery, Tea Tree Gully
- WA
 - Dedicated event at Dawson's Garden World, Forrestfield

As part of preparations for the training events, and covered under the NY16009 budget, we also produced the following creative collateral and managed all print, production and delivery.

- 1,400 x Retail training booklets
- 200 x Postcard packs (1,600 postcards in total)
- 1 x feature "look book" to demonstrate the campaign creative

We also developed an accreditation portal (online resource) to help train retail staff that couldn't attend the events.

A digital asset pack of final collateral was also developed, to distribute via email.

For the 202020 Vision communications component we delivered:

- 20 x Grower eDMs
- 20 x Hort Journal spreads

Outcomes

Digital communications

- The growers eDMs sees an average open rate of 24.71%, which is positive compared to an industry standard of 23.12%. The average click through rate is 6.46%, which is also very strong compared to an industry standard of 2.69%
- The above figures are particularly noteworthy when considering that this industry does not spend all their time at computers
- The Hort Journal reaches 5700 individuals per month

Events & collateral

- All events were well-attended
- The success of these events led to a new stream of industry engagement being approved in a five-year strategy (FY18 – FY23).
- We have received overwhelmingly positive verbal and written feedback on the engagement approach of our team, the actual sessions held and the creative assets developed. Some examples:

"These look like all of the photos people keep bringing into my nursery"

"Wow, these look like the things you see on Facebook"

"This is the best thing that has happened in the Nursery Industry"

Accreditations

The new accreditation portal, alongside the in-person training, has enabled 123 independent nurseries to be accredited. To our knowledge this program represents the most engagement that has ever been achieved with the nursery and garden retail sector.

Recommendations

Due to the limited channels available, as well as the high engagement received, it is recommended that the low-cost industry channels be maintained (growers eDM, growers hub and Hort Journal).

As part of the FY18 planning several face-to-face programs have been approved, so it is not recommended that anything additional is covered off under R&D.

Refereed scientific publications

N/A

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report.

Appendices