

Turf

STRATEGIC INVESTMENT PLAN 2022-2026

AT A GLANCE



The overarching strategic intent of the turf Strategic Investment Plan (SIP) is to improve the profitability, efficiency, and sustainability of the Australian turf industry through implementing sustainable best management practices (BMPs) and creating demand based on sustainability credentials and benefits of turf products to Australian consumers.

This abbreviated version of the turf SIP provides details on the outcomes, strategies and key performance indicators for the industry for the 5-year period of the SIP. More information is provided in the SIP full document, which is available at www.horticulture.com.au/turf/.

OUTCOME	STRATEGIES	KPIs
Demand creation		
Outcome 1: Demand creation supports the Australian turf industry to expand into existing and future domestic markets.	1. Increase domestic consumer demand for quality Australian-grown turf through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none">• Positive influence on consumer preference• Positive shifts in brand tracking
	2. Inform consumers about the positive and distinctive health and environmental attributes and sustainability credentials of turf	<ul style="list-style-type: none">• Positive influence on consumer preference
	3. Develop and implement plans to 'influence the influencers' such as specifiers, councils, landscape architects and key social media people	<ul style="list-style-type: none">• Positive influence on consumer preference
	4. Promote the benefits of turf for use in urban environments and new potential markets	<ul style="list-style-type: none">• Increased customer awareness of urban environment benefits of turf
	5. Disseminate market research and research findings to growers and consumers and encourage the use of the research findings in industry-based marketing, research and development (R&D) programs as well as in production businesses	<ul style="list-style-type: none">• Positive influence on consumer preference



OUTCOME	STRATEGIES	KPIs
Industry supply, productivity and sustainability		
<p>Outcome 2: The Australian turf industry has increased profitability, efficiency and sustainability through innovative R&D and sustainable BMPs.</p>	<ol style="list-style-type: none"> 1. Develop a sustainability framework for the turf industry, incorporating, water-use efficiency, nutrient management, soil health, integrated pest and disease (IPDM), chemical use, waste management and climate change (reduced emissions) 2. Develop and optimise fit-for-purpose IPDM strategies for turf growers 3. Protect the high biosecurity status of the turf industry 4. Improve production techniques to maximise water-use efficiency, quality and availability 5. Monitor overseas innovation and trends, particularly in relation to new technology, machinery, breeding and chemical alternatives 6. Review options for improving WH&S in the turf industry for the benefit of employees and business owners 7. Develop an effective and implementable crisis management plan for the turf industry 8. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)* 9. Support and co-ordinate crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally* 10. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs* 	<ul style="list-style-type: none"> • Turf industry sustainability program developed as part of a broader horticulture sustainability program • Development of pest and disease management strategies that mitigate loss in collaboration with turf growers • Development of an industry biosecurity plan • Development of risk analyses of high priority pests including entry pathways, establishment and spread potential • Improved water quality and availability for turf growers • Review of new turf industry innovations and trends that can be implemented by turf growers • Improvement in Work Health and Safety (WH&S) for turf industry employees and business owners • Crisis management plans in place to minimise the effects to growers of various potential natural disasters and other potential crisis issues • Coordinated industry priority setting with a clear outlook of gaps and risks in existing pest control options. • Industry priority needs published and shared with stakeholders, including registrants • Regulatory Risk Assessments maintained • Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)



OUTCOME	STRATEGIES	KPIs
Extension and capability		
Outcome 3: Improved capability and an innovative culture in the Australian turf industry maximises investments in productivity and demand.	1. Deliver communication and extension capability to create positive change, through use of business insights in the areas of demand creation and industry supply, productivity and sustainability	<ul style="list-style-type: none"> A positive change in awareness and knowledge, attitudes, skills and aspirations (KASA), which supports the adoption of BMPs and innovation leading to grower profitability and sustainability
	2. Provide opportunity for the required levels of engagement between industry, across industry members and relevant stakeholders to innovate through trusted relationships	<ul style="list-style-type: none"> Improved networks and cross-industry collaboration increasing the efficiencies and use of R&D outputs and building a stronger, more resilient industry
	3. Strengthen industry skills and leadership for the turf industry through targeted leadership development, training and career pathway initiatives to encourage and maintain the next generation of turf producers and industry participants	<ul style="list-style-type: none"> Proactive strategic and evidence-based decision-making in businesses and for industry on investment, priorities and risk management
Business insights		
Outcome 4: The Australian turf industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics and forecasting and independent reviews.	1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> Delivery of consumer insights strategy Evidence that consumer insights inform strategic market engagement New consumer knowledge available for growers
	2. Use industry production and market segmentation statistics to inform long-term and/or in-season market planning and supply strategies	<ul style="list-style-type: none"> Availability and evidence that production data supports marketing and production decisions
	3. Use industry production benchmarking activity to measure and track industry productivity and profitability	<ul style="list-style-type: none"> Identification of areas for ongoing productivity improvement

* Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:

- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

View the turf SIP full document and find more information on the Turf Fund at www.horticulture.com.au/turf/