

NURSERY PAPERS

JUNE
2018

INVESTING IN OUR MOST PRECIOUS RESOURCE, PEOPLE.

Australia's nursery industry is worth \$2.29 billion and employs 27,000 people nationwide.

It encompasses a diverse range of occupations from plant breeding and production right through to marketing and sales.

The recent *Nursery industry statistics and research 2016/17* (NY16004) project found that the average age of growers was 54, highlighting a key challenge faced by Australian nurseries is attracting and retaining the appropriate staff, to enable businesses to grow.

Hort Innovation – together with horticultural levies and external partners – is investing in a range of projects to help attract the next generation of leaders and build the leadership capacity of its existing workforce through a designated Leadership Fund.

In this Nursery Paper, we explore the professional development opportunities available to the nursery industry through specific nursery levy projects and the wider Hort Frontiers Leadership Fund.

Summary

The industry must be well resourced and ready to meet the growing demand of green life in our community.

Investing in people and enabling better career development has been identified as one of the five key outcomes of the Nursery Industry Strategic Investment Plan (SIP) over the next five years. There are five key strategies to help achieve this outcome for the nursery industry, including:

- Promoting the industry as a professional career choice
- Identifying future skill sets needed in the industry
- Collaborating with institutions about industry training and development needs
- Implementing a young leader and development program
- Using future innovators and young leaders to promote and adopt R&D and marketing programs within the industry.

BACKGROUND

'Better career development' forms outcome five of the nursery SIP 2017-21. It is focussed on attracting appropriate talent so industry can better position itself and increase consumer, government and community perception about the role and value of green life.

The nursery R&D levy is helping to deliver this outcome through investment of several programs and initiatives. These include good human capital development programs, new systems and career pathways, as well as national training programs and accelerated online courses*.

Hort Innovation has established a designated **Leadership Fund which sits under the Hort Frontiers investment model.** Hort Frontiers is a strategic partnership initiative that is funded through public and private investments, alongside horticultural levies, including the nursery levy, on the advice of the industry.

The Leadership Fund aims to identify, build and empower future industry leaders at all stages of their career. It is designed to bring together an effective mix of land, labour, capital and entrepreneurship to secure a stronger, more sustainable horticultural industry**.

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* Nursery Industry SIP 2017-21: <https://horticulture.com.au/wp-content/uploads/2017/06/HortInnovation-SIP-Nursery.pdf>

** Hort Frontiers Website: <https://hortfrontiers.com.au/leadership-fund/>



Green Industry Growing Leaders Class of 2017.



FEATURED PROJECTS

NURSERY SPECIFIC

1. Green Industry Growing Leaders program (MT16002)

Now in its second year, the nursery and turf levy funded program seeks to challenge and empower young staff in the nursery and turf industries to acquire a set of tools and skills to take that next step either in a business or a representative role in their respective industry.

Ideal for: Young nursery and turf managers and staff who are aspiring to take on a leadership role in their business and respective industry.

Course description: A three-month course including two face-to-face workshops with the completion of a workplace project.

BACKGROUND

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There are currently seven leadership programs available to nursery growers and staff, which are being funded in part by the nursery levy in conjunction with other horticultural levies and funds from the Australian Government and a range of private investors. These include:

Nursery specific

- Green Industry Growing Leaders program

Leadership Fund

- Attracting new entrants into Australian horticulture
- Masterclass in Horticultural Business
- Churchill Fellowships
- Leadership training for women in Australian horticulture
- National PhD Scholarship Scheme
- Horticulture Alumni

Benefits:

- Structured assistance to achieve personal and business goals
- Fresh ideas from fellow participants, facilitators and presenters
- Increased focus through reducing time spent on urgent and 'fire-fighting' matters
- Enhanced decision-making abilities
- Support and guidance from fellow participants.

More information:

http://www.therightmind.com.au/green_industry_growing_leaders_program/



Zoe Palmer, Nursery Manager, Anderson's Horticulture, NSW.

Participant insight: *"I needed to step-up into a managerial role and knew what I needed to do, but didn't have the tools to do it. This program has given me the skills and confidence to make better decisions and manage the team more effectively."*

"After the initial face-to-face workshop in Sydney, I went back to work with a fresh perspective, renewed energy and I was promoted not long after, which was certainly helped along by my participation in the course."

LEADERSHIP FUND

2. Attracting new entrants into Australian horticulture (LP15006)

A \$3.9 million internship program aimed at attracting newcomers to the horticulture sector and to drive innovation by building a new pool of industry leaders. As with 2017, the nursery levy is funding part of the internship scholarships offered under the program.

Ideal for: Final year graduates in any course, providing nurseries with access not only to students who may have an interest in horticulture, but a whole range of other skills such as IT, marketing and accounting.



Lisa Huynh completed an internship at Australian Fresh Leaf Herbs (AFLH). She is pictured here with AFLH Executive Assistant, Sharon Coutts.

Participant insight: Supervisor Sharon Coutts has appreciated being part of the pilot internship program and says she'd certainly recommend it to other businesses.

"Our company's executive director, Jan Vydra, was a 2016 Nuffield Scholar and travelling overseas he saw the same thing again and again – an ageing industry that needs innovation and technology to supply a global population."

"As a young, expanding company, it is fantastic to work with organisations such as Hort Innovation to develop our graduate program and promote the opportunities that exist within our industry."



Course description: Following completion of the 10-14 week internship and graduation from their studies, the host businesses are encouraged to employ the intern, with Hort Innovation and nursery businesses co-investing to support a first-year salary and five-day rural leadership program.

Benefits:

- Ability to attract top quality students and graduates from traditional and non-traditional horticultural backgrounds, through a well-established university network.
- Funding to support the placement and the first-year salary of the internship, in addition to a five-day course delivered by the Australian Rural Leadership Foundation.
- Helping to secure the next generation of leaders to drive innovation and prosperity across the nursery industry.

More information:

<https://horticulture.com.au/co-investment-project/lp15006/>

3. Global Masterclass in Horticultural Business (LP15001)

Described as a mini-MBA, the Masterclass was developed with input from Netherlands Wageningen Academy and New Zealand's Lincoln University and co-investment by University of Tasmania and the Australian Government.

Ideal for: Nursery growers and senior staff that are seeking to take their career to the next level and further their studies in horticulture.

Course description: Up to thirty successful applicants each year undertake a ten-month program of learning that focuses on global trends in agriculture and horticulture, international business, innovation, value chains, and governance and risk.

Benefits:

- Learn from global leaders in horticulture and agribusiness.
- Gain practical management and leadership skills that can apply to business.



James Edge, Humphris Nursery, VIC. 2017 Participant and nursery levy scholarship recipient.

Participant insight: "Our organisation is predominantly retail horticulture but in the Masterclass, I'm networking with people from the broader industry, from large scale field-grown fruit and vegetables to micro herbs, which is very inspiring."

"I can bring back aspects of what these businesses have been doing to our category of horticulture and continuously improve our business and vice versa. We've all been exposed to a passionate group of individuals and can develop these relationships and networks for the future."

- Build a stronger network by connecting with like-minded individuals and meeting people in other agricultural industries that face similar challenges.
- Take your horticultural career to the next level through a flexible online delivery and face to face workshops.
- There are three nursery scholarships on offer, each valued at \$10,000.

More information:

<http://www.utas.edu.au/sciences-engineering/masterclass-in-horticultural-business>

4. Churchill Fellowships (LP16002)

In an exciting development for the nursery industry, a new partnership with Hort Innovation will see three Churchill Fellowships valued at \$26,000 offered annually for the next four years, specifically for international research on horticulture.

Ideal for: Australian nursery growers that have experience and commitment to their industry and study topic. Topics require overseas investigation of a cross sectoral issue with the successful applicant travelling for 4 to 8 weeks.

Course description: Applicants need to propose a study topic aimed at delivering real benefit to the Australian horticultural industry and, more broadly, demonstrate how the skills and learnings gained from their experience abroad can be shared at home.

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2015 Churchill Fellow Steven Wells researched the development, use and management of therapeutic gardens within healthcare settings – Singapore, UK, USA. Photo: Greg Briggs.

Participant insight: "More Churchill Fellows from horticulture will bring some momentum to our capacity to connect people with green spaces and nature in all sorts of ways."

"Just because your field of interest may be obscure and different, it doesn't mean it won't be supported and funded. The Churchill Trust supports an impressive diversity of topics and you have a great opportunity to improve our industry,"



4. Churchill Fellowships (LP16002)

(Continued from page 3)

Benefits:

- Once in a life time opportunity to travel overseas and conduct research in a chosen field that is not readily available in Australia.
- Reward proven achievement of talented individuals.
- No prescribed qualifications are required in order to apply for a Churchill fellowship.
- Share report findings with peers and industry.
- Amazing opportunity to build thought leadership and knowledge.

More information:

<https://www.churchilltrust.com.au/>

5. Women's Leadership Development Program (LP16000)

Women that are current and emerging leaders in the horticulture industry – including the nursery industry – can now apply for a leadership development scholarship opportunity valued at up to \$5,470.

Ideal for: Female Nursery Growers, Managers and Staff Members

Course description: The Executive Ready program is one of the scholarship options available, there is also the



Catherine Wundele, HR and Administration Manager, Plant Growers Australia. 2018 Participant.

Participant insight: "I started out as a general nursery hand more than eight years ago, and have been on a steep learning curve in the business since then without any formal business training.

"We have a lot of women in supervisory roles in the business, and a key reason I applied for the scholarship was to gain skills to be a better mentor for them and help staff make more informed management decisions."

Accelerated Leadership Performance Program for emerging leaders and the Advanced Leadership Program for senior and executive level women.

More information:

<https://hortfrontiers.com.au/project/leadership-training-for-women-in-australian-horticulture/>

OTHER INVESTMENTS

National PhD Leadership Program in Horticulture (LP15007)

The aim is to drive research innovation and develop future leaders of the Australian horticultural industry via a national PhD scholarship scheme. Six national scholarships will be awarded annually in 2017, 2018 and 2019 for PhD projects that meet the program criteria.

Horticulture Alumni (LP16001)

Established as a community of like-minded industry leaders who share a common desire to lift the bar for Australia's horticulture sector. It will introduce a 'club' approach – where being a member means you will not only be at the forefront of Australia's horticulture leaders, but you will also have a chance to shape its future.

For more information about these programs and the Leadership Fund, please visit the website for the latest news, updates and insights:

www.hortfrontiers.com.au

LINKS TO RESOURCES

List of Nursery R&D and Marketing Projects: www.horticulture.com.au/nursery

Nursery Industry SIP: <https://horticulture.com.au/wp-content/uploads/2017/06/HortInnovation-SIP-Nursery.pdf>

Attracting new entrants into horticulture: <https://horticulture.com.au/co-investment-project/lp15006/>

Green Leaders Program: http://www.therightmind.com.au/green_industry_growing_leaders_program/

Churchill Fellowship: <https://www.churchilltrust.com.au/>

Women's Leadership Development: <https://hortfrontiers.com.au/project/leadership-training-for-women-in-australian-horticulture/>

Global Masterclass: <http://www.utas.edu.au/sciences-engineering/masterclass-in-horticultural-business>

National PhD Leadership Program: <https://hortfrontiers.com.au/project/national-phd-leadership-program/>

Horticulture alumni: <https://hortfrontiers.com.au/project/horticulture-alumni/>

PAST EDITIONS OF NURSERY PAPERS ARE AVAILABLE ONLINE on the Nursery & Garden Industry Australia website
http://www.ngia.com.au/Section?Action=View&Section_id=46