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**Horticulture Innovation Australia**

**202020 Vision**

***Year 4 Scope of Works***

**Introduction**

During its first three years the 202020 Vision has developed into a complex and robust program, with a large team working to address the multi-layered and cross-sector challenges around implementing green space.

Entering year four, and with unprecedented engagement levels, the 20V Team have structured the program around our key audiences:

1. [The Living Network](#) – *a holistic program for our engaged partners and advocates*
2. [Schools](#) – *a new stream, following the success of My Park Rules (MPR) as a means for galvanising whole communities around increased green spaces*
3. [Business](#) – *working with the newly established Green Cities Fund and research partners to engage the business community*
4. [Government](#) – *extending our Urban Forestry work through key partnerships with the City of Melbourne and the C40 Resilient Cities Program in Victoria, as well as updated measurement and how-to projects*
5. [Consumer](#) – *a dedicated 202020 Vision consumer stream, as per the original strategy timing*

In addition to the above we have also identified a number of potential [contingency activities](#), which are outlined separately.

Detail is outlined on all activities below.

## 1. The Living Network

### 1.1 Network services

#### a) **Grow Salesforce database**

The Salesforce database is an invaluable resource to the project and is the key access tool to Australia's green space influencers. In Year 4 The 20V Team will build the existing database whilst maintaining the currency of the information via daily updates.

Deliverables:

- Up-to-date Salesforce database, maintenance of key outreach lists, Salesforce integration into content strategy

#### b) **Liaison with network and coordination with key organisations**

The 202020 Vision currently receives a huge demand for support from the public, especially in regards to connecting people who are keen to implement further green space within business, government and the public sector. The 20V Team will continue to manage all incoming communication from the network, including email and phone requests. The 20V Team will also continue to conduct meetings with government, other key stakeholders and potential partners.

A targeted "Ask Us" concierge service will be developed. This will be the first of its kind service and cements the 202020 Vision as the leading go-to in urban green space.

Deliverables:

- Meeting with stakeholders and potential partners
- Translation of key issues and opportunities to government and other key stakeholders
- "Ask Us" concierge service via targeted eDM campaigns
- Dedicated list outreach i.e. local government in each state, key stakeholders, industry, business etc.

#### c) **202020 Vision expertises**

The success of the program to date has relied heavily on maintaining the 202020 Vision position as a credible, informed and consultative source.

Deliverables:

- a) Dedicated resource to understanding shifting policy context (stay up to date on research etc.) and regular updates and inclusion of key research that is easily accessible via the website

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## **1.2 Outreach Tools**

### **a) LinkedIn**

Management and growth of the 202020 Vision LinkedIn group will continue in Year 4. This platform provides a key forum for green space influencers and acts as a knowledge bank for the communication of information.

Deliverables:

- Social media support and LinkedIn network growth

### **b) Network communication**

Weekly distribution of the 202020 Vision eDM will continue with an updated structure and design to include the following: the latest green space news, a 202020 Vision featured person and project, a call for questions, a question of the week and a what's on guide. This content will also be reflected in the ongoing content management of the website.

Deliverables:

- Content strategy
- Content implementation and management including ongoing web updates, research, uploads, new partner and project amends
- eDM development and distribution

## **Collateral updates**

Since its inception the 202020 Vision has developed a large suite of collateral assets for use across various channels. It is important to maintain the accuracy and currency of information of these documents.

Deliverables:

- Minor updates to key collateral (copy and design) as required

## **1.3 PR and Media**

### **a) PR retainer**

Deliverables:

- Proactive and reactive media relations on all aspects of the 202020 Vision
- Speaking engagements
- Weekly coverage tracker and EOY media coverage presentation
- Media monitoring for coverage, strategic insights, trends and analysis (Quick Clips service)

**b) Social media review, content plan and management**

Deliverables:

- Analysis and review
- Implementation and reporting (quarterly)

**c) Media monitoring**

Deliverables:

- Daily clippings from iSentia

**d) Media partner management (B2G and B2B and consumer)**

Deliverables:

- Manage and deliver materials to media partners (capped at three major partners – two activations each)

**e) Advertising**

Develop new advertising based on media partnership and/or any agreements developed as part of negotiations with Outdoor Media Association (OMA) (providing media buy remains within allocated budget).

**1.4 Grower Comms**

The 20V team will continue to communicate directly with the growers via the monthly grower eDM and video update. This content will also be reflected in the ongoing content management of the Growers' Hub. Direct and regular liaison with the Nursery Communication Team, Cox Inall.

A separate R&D funded project will also ensure all key industry stakeholders are entrenched in the 202020 Vision, and can advocate to other growers through their current existing communication channels.

Deliverables:

- Content aggregation and distribution for monthly email and monthly video update
- Regular updates to the Growers' Hub
- Liaison with Cox Inall to ensure content is aligned and calendars are up to date
- Attendance and presentations at events, unscheduled WIPs and meetings, ad-hoc requests

## **2. Schools**

### **2.1 Partner management**

In Year 3 the 20V Team launched the inaugural MPR competition. The 20V Team will continue to liaise with AILA and other key MPR partners for the duration of the competition.

The 20V Team will also collaborate with AILA to design a suite of pre-made park layouts for any school to appropriate within their specific context.

#### Deliverables:

- Ongoing comms support for duration of the My Park Rules competition
- A suite of pre-made park layouts

### **2.2 Media campaign – MPR wrap up**

In Year 4 the 20V Team will implement a supporting PR campaign in major metro, local and trade publications showcasing the winning park.

#### Deliverables:

- Media activation launching / announcing new park in Marrickville
- Scoping of outlets to follow the school through the park build
- A media call will be held at the school to open the park

### **2.3 Integration with funding**

One Tree Per Child is an existing government funding mechanism which the 20V will connect people to via personalised contact as well as information in the *How to Green Your School Guide*.

#### Deliverables:

- Allowance for the ongoing support to coordinate government funding programs with schools in need.

### **2.4 How-to green your school**

Year 4 will see the activation of the plan project *How to Green Your School*. The complete pack will include the above mentioned pre-made park layouts, the *Instant Plant Plan for Schoolyards* (see below), the *Ten Step Guide to Make it Happen* and information on KidsGrow.

#### Deliverables:

- Development of the *Ten Step Guide to Make it Happen*
- Consolidation of assets to form the downloadable *How to Green Your School* pack

### **2.5 Instant plant plan**

The 20V Team will work with network partners to develop the content and

structure of a new *Instant Plant Plan for Schoolyards*. The new plan will be based on structure and design of existing 202020 Vision plant plans.

(NB costs exclude print, to be allocated from contingency if printing is required).

Deliverables:

- Development of the *Instant Plant Plan for schoolyards*

**2.6 PR campaign**

A PR campaign will support the launch of *How to Green Your School* in major metro publications with education media, plus school, teachers and kids media plus relevant trade publications where appropriate.

Deliverables:

- Creative campaign concept developed – breakfast media tour through biophilic school, with talks and government engagement
- Supporting PR campaign

### **3. Business**

#### **3.1 Coordinate with Strategic Co-Investment Fund (SCIF) projects**

In Year 4 the 20V Team will support Hort. Innovation as they are planning and implementing SCIF funded projects. Our role is only advisory in this stream, and also includes encouraging and co-ordinating partners to apply for co-investment funding to work on projects within the 20V Plan.

Deliverables:

- Liaison with potential partner orgs to encourage people to apply
- Strategic time to work alongside the three chosen SCIF funded projects

## **4. Government**

### **4.1 Urban council progress index**

#### **a) Outreach and index development**

A core component of the ongoing National Urban Forestry Program is to gauge the progress of key LGAs in their urban forestry efforts and identify opportunities for a consolidated approach.

In year four, the 20V Team will be targeting approximately 50 urban LGAs in Victoria to coordinate and support Metropolitan Urban Forestry.

At the same time we will be cataloguing LGAs in other states in order to develop a topline overview of Urban Forestry in Australia, with the view of applying the more detailed approach to other states in subsequent years.

(Please see 4.3 for extended information on phase 1).

#### Deliverables:

- Desk research and proactive outreach to ascertain status of urban forestry strategies across 139 urban LGAs

#### **b) Supporting PR campaign**

Includes supporting PR campaign through content development and pitching into trade publications, plus relevant major metro and local publications.

#### Deliverables:

- Media coverage

#### **c) Government relations (based on 4 x briefings)**

#### Deliverables:

- Creation of a cheat-sheet with relevant parliamentary representatives and areas of interest and growth potential.

- 4 meet and greet and briefing opportunities in Canberra

### **4.2 Where should all the trees go?**

Building on data from *Where are all the trees?* the 20V Team will create a next generation report - *Where Should all the Trees Go?* - which showcases the biggest opportunities for urban forestry.

#### **a) Report**

The 20V Team will liaise with a research partner to overlay the data collected from the urban council progress index as well as updated iTree canopy survey data, heat, health and other relevant data to create an updated version of the *Where are all the trees report* produced in Year 2.

Deliverables:

- Copywriting and design of revised book
- Outreach to key councils and guidance on how to use the data to further their UFS efforts
- Stakeholder liaison pre-publishing

**b) Supporting PR campaign**

Deliverables:

Content creation, media pitching and placement of the report findings into major metro publications

**4.3 Urban forest strategies**

In Year 4 the 20V Team will continue to partner with City of Melbourne and the C40 Resilient Cities Program to create the first Urban Council Progress Index in Victoria. From here we will develop a single coordinated greater Melbourne Metropolitan Urban Forest Strategy.

Deliverables:

- Liaison with City of Melbourne and C40 Resilient Cities Program to develop detailed Urban Council Progress Index for Victoria (building on 4.1 above)
- Development of a final strategy for implementation of detailed Urban Council Progress Index to be replicated nationally in Years 4 and 5

**4.4 How to guides**

The 20V Team will develop three out of the following five council support tools (note recommendations are the three **bolded** below):

- **How to get people there**
- How to get your park approved
- **How to do a green cities tour**
- How to reduce your premiums
- **How to speak engineer**

Deliverables:

- Development of the three recommended How-to Guides from the 20V Plan (NB Final confirmation of recommended guides will be dependent on partners and resource)
- Socialisation of deliverables via all 20V channels including press office support as part of the PR

## 5. Consumer

The 202020 Vision has identified the trend towards small space living and an increasing focus on health and wellbeing in Australia. This year the consumer campaign will therefore amplify the benefit of green space as it pertains to health and wellbeing, with a focus on all homes and small or difficult urban spaces.

### 5.1 Basics

#### a) Plant labels

The 202020 Vision will work with major plant label manufacturers to implement a 202020 Vision logo on standard plant labels.

Deliverables:

- a 202020 Vision logo on all standard plant labels

#### b) Benefit kit

A kit will be developed in conjunction with NGIs to outline the health and wellbeing benefits of trees and plants for use by all partners and stakeholders when speaking to the consumer.

Deliverables:

- A kit containing customisable files that outline the health and wellbeing benefits of trees and plants

#### c) Downloadable guides that help overcome the lack of space for plants

A new version of the *Instant Plant Plan* will be developed specifically for apartments. We will work with key partners to develop templates and species advice.

Deliverables:

- Copywriting and design of the *Instant Plant Plan Apartment Version*  
A visual inspiration guide of what to do with a small space

#### d) Media campaign to promote *Instant Plant Plan - Apartment Version*

Deliverables:

- Content development for media pitching purposes
- Includes supporting PR campaign in major metro publications with education media, plus school, teachers and kids media plus relevant trade publications where appropriate

#### e) Consumer section on the website

A specific consumer hub will be launched within the existing 202020 Vision

website that houses the basics and the consumer campaign.

Deliverables:

- Consumer Hub within existing website

**f) Ongoing liaison with Cox Inall**

Promotion of the five basics (as well as the Healthy Homes Index) through existing industry social channels and general Hort media publications.

**5.2 The campaign**

The campaign aim is to sell more trees and plants to consumers. This will be done by leading with the health and wellbeing benefits of trees and plants, specifically addressing the issue of shrinking space, leveraging existing partnerships and creating new ones and creating content that will interest the media.

**a) Campaign Creative**

Deliverables:

- Sub-brand (see *Index* below) for the 20/20 concept

**b) Index rating**

The 20V will partner with a research organisation to create a scientifically based index which rates how healthy a space is. The proposed consumer campaign is called *The Healthy Homes Index – How does your space rate?*

Deliverables:

- A scientifically based index which rates the health of a specific space

**c) Web Platform**

The 20V Team will develop a new section on the 202020 Vision website where people can upload and rate the health of their space in real time, using the above index. This page will also include downloadable resources as well as new functionality to locate your nearest nursery.

Deliverables:

- a new section on the current 202020 Vision website to support the campaign

**d) App development**

An app or mobile site will also be developed to support the consumer campaign. This app will allow people to take a photo of their space and get an instant rating.

Deliverables:

- Development of an app to support the index

(NB this work has not got budget attached to it. The development of an app or mobile site is likely to go through the Hort Innovation Procurement process.

**e) Purchase of 'reward' plants**

As part of the app and website response back to users, the 20V Team will offer plant vouchers to get them in store (where partnerships permit) as well as a simple nursery-finder tool. All nurseries will be offered the opportunity to partner with the 20V for this initiative.

Deliverables:

- Purchase plants as rewards for engagement with the consumer campaign

**f) Supporting PR campaign**

Supporting PR campaign in long lead, major metro, plus local and trade publications where relevant.

Deliverables:

- A tour of biophilic apartment with media influencer.

**5.3 Media Buy**

Deliverables:

- allowance for targeted consumer media buy
- assistance with management of Ikon

Budget: \$150,000

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## 6. Project Management

The 202020 Vision Team dedicate project management time at a senior, mid and junior level to ensure all emails, phone calls and presentations are delivered accurately and on time and at a competitive rate.

This time also includes liaising with PR, reporting and continued outreach to potential partners.

It also includes time for the Projects and Partnerships Manager to maintain partner communications and records, build capacity, share learnings and identify opportunities. The Projects and Partnership Manager will work with partners from government to community groups to business to ensure projects in the 202020 Vision are brought to life.

Deliverables:

- Meetings, WIPS, emails phone calls
- Internal time to guide projects
- PR and media liaison
- Running the network, including partner management, relationship building, facilitating connections and opportunities
- Strategic oversight and campaign planning
- Responding to day-to-day partner emails/enquiries
- Maintaining CRM and reporting documents
- External presentations and speaking engagement to represent the Vision

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## **7. Contingency Activities**

The 20V Team have identified potential scope additions, based on learnings from years one, two and three of the program. These will be reviewed and will require approval, from Hort Innovation, before any time or budget is allocated.

### **Stakeholder Engagement**

Allowance to activate any unforeseen opportunities arising from government (or other) stakeholder groups i.e. Living Cities Alliance

### **Engaging with partner opportunities**

Allowance to support 1-2 key partner projects throughout the year i.e. council activations, developer co-branded how to guides (i.e. Brookfield) etc.

### **Additional printing**

Ad hoc printing requests such as event materials, additional plan books for partners, additional grower materials.

### **PR Campaigns**

Allowance for reactive opportunities to support program with minor mid-level media campaigns.

### **Out of scope travel**

Travel to grower presentations, NGIs, meetings with interstate partners, industry etc.