

NGIA CLIPPINGS

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This month's Nursery Paper...

Managing emergency plant pest incursions The Emergency Plant Pest Response Deed (EPPRD) and the nursery industry

In 2005, Nursery & Garden Industry Australia (NGIA) formally joined the Australian Commonwealth and State/Territory Governments as a signatory to the Emergency Plant Pest Response Deed (EPPRD). The EPPRD is a plant biosecurity partnership agreement that sees Australian industries and Governments cooperating as equal parties in the management of emergency plant pests (EPPs).

In this month's Nursery Paper, Queensland Industry Development Manager John McDonald explains the purpose of the Deed, its significance for EPP management, and the rights and responsibilities of our industry as one of the parties to this world-first agreement.

Promotion continues - without levy increase



Although industry members have voted against increasing the pot levy, Nursery & Garden Industry Australia (NGIA) will continue to build upon the Life is a Garden campaign during 2007.

NGIA President, Stuart Swaddling said that the industry's leadership group had been acting in the best interests of the industry in seeking more marketing funds, but the membership had given a clear indication of their position.

"Our commitment must remain to grow the industry."

Members were asked to support a 3% increase in the marketing component of the nursery products or 'pot' levy. The Australia Electoral Commission, which conducted the poll, advised that 630 members voted with 216 in favour, 412 against and two invalid when it concluded in March.

"There is a continuing lack of understanding among members of how the pot levy is used. They are not connecting it with the activities it funds," said Stuart.

"The exercise has also highlighted how difficult it is to get an industry with such dispersed members of many sizes to agree upon one marketing direction," he added.

NGIA CEO Jenny Lambert was also disappointed with the result but remains committed to driving industry promotion.

"We must continue to work hard to deliver growth for our members in a difficult marketplace for our industry."

The 2007 investment in the Life is a Garden campaign will be smaller than that of 2006 but will aim to build upon the positive outcomes achieved over Spring and Summer.

"The 'Our Environment, Your Backyard' aspect of our campaign, with its environmental and water conservation messages, will continue. Public relations will be a key component of the campaign to get our messages across," said Jenny.

"One lesson learnt is that we need to work more on informing members about the projects the levy funds and the positive role it plays in assisting the industry."



NGIA will continue to build upon the Life is a Garden campaign in 2007 despite the refusal of levy voters to support an increase in industry marketing funds.

What's new pussycat? – 2008 Awards

Extensive feedback from industry members, judges and subcommittees has provided a solid platform for organisers to continue building on the success of the 2007 Yates Nursery & Garden Industry Awards.

One of several important improvements for 2008 is the revised entry booklet which makes the entry process even easier. The new booklet will include:

- All the required criteria for written submissions
- Detailed judging information, including expected timing on the judging and awards process
- A completed mock submission to give entrants an idea of required length and suggested structure
- The weighting that each question is worth as well as a suggested length
- Information on support available from government agencies.

Among the other approved changes are a single, National judging panel for written submissions and an earlier call for entries to avoid coinciding with peak Spring season.

Owing to their popularity this year however, one thing that won't be changing are the eleven Award categories!

Entries for the 2008 Awards open 23 April 2007.

For more information visit the Awards website via www.ngia.com.au or contact Awards Absolute on ph: 1300 882 259.

NGIA promotes plants and the environment on national television



The Nursery & Garden Industry is sponsoring the Global Warming Special of popular gardening program Garden Gurus this Easter with the aim of promoting to a national audience the key role of plants in addressing global environmental issues.

The feature, which goes to air at 7.00pm on Easter Sunday on Channel Nine, is an exciting opportunity for the industry to promote gardens, greenlife and environmentally friendly garden practices to a prime time national television audience.

Emphasise your own backyard as the best place to start looking after the environment, the program will direct viewers into their nearest garden centre for more localised information about sustainable gardening tips and hints.

Other messages the feature will highlight include:

- Shopping at your local garden centre for great waterwise plants and products

- Respecting natural resources such as water through clever planting and plant selection, recycled water and responsible gardening practices
- Sustainable gardening – working with nature to minimise the use of scarce resources such as water and power, avoiding strong chemical solutions

If you don't manage to catch the Global Warming Special, the full feature will be available on the Life is a garden website www.lifeisagarden.com.au after Easter.

For more information about the NGI sponsorship of the Garden Gurus Special, contact National Communications & PR Manager Tracey Wigg at NGIA on (02) 9876 5200.

Fairer, clearer, easier - 2008 Awards



The Yates Nursery & Garden Industry Awards are going from strength to strength, with Awards organisers introducing a series of improvements to a program that has already received a very positive response from industry.

A review of this year's Awards has asked industry members, Awards judges and Award subcommittees to identify what they liked about the 2007 program and what was needed to make it even better. The extensive feedback generated has prompted several improvements to the 2008 Awards including:

- Clearer, easier-to-follow submission guidelines and onsite criteria
- A fairer fee structure, and
- Increased support and more detailed feedback from judges.

Industry feedback highlighted the benefits businesses gained just from completing their Awards submissions. According to one respondent, writing the awards entry "made me consolidate many of the ideas for our whole project", while for another, listing their business achievements led them to "realise there has been a steady improvement over the years."

Also new for the 2008 Awards is the introduction of a secondary nomination process that allows members to recommend a business or person they believe is worthy of an award. The nominated business or person will then be invited to enter the Awards based on their strong standing among peers.

"All parties are delighted with the progress made in the first year of new national focus," said NGIA CEO Jenny Lambert.

"We wish to thank everyone for their feedback as we work together to further enhance the Awards."



Biosecurity awareness workshops underway

Plant Health Australia has begun a series of awareness workshops around Australia on biosecurity and the new arrangements for emergency response to plant pest incursions.

One of the first held in Brisbane was attended by NGIA biosecurity officer John McDonald. Others have been held in Cairns, Canberra, Sydney and Orange in NSW.

"The day was well planned and well attended. Participants were given a detailed explanation of the Emergency Plant Pest Response Deed (EPPRD), which our industry committed to in 2005," said John.

"Case studies examined in the workshop explored the initial phases of a response to an incursion. In particular, the workshop highlighted the complexity of issues and the amount of information required to make informed decisions," he added.

The Deed underpins the mechanisms to fight any disease or pest outbreak, outlining how it will be managed and how governments and industry will work together. Plant Health Australia is a company established by federal and state governments and plant industries to coordinate development of national plant health policy and

capability in Australia. Among the issues it addresses are biosecurity, quarantine and research & development.

The workshops also outline the new PLANTPLAN, which provides the template for managing any plant pest incursion in Australia.

NGIA is among the industry leaders in biosecurity, having already implemented a comprehensive biosecurity plan that was developed over two years.



PHA's biosecurity workshops aim to raise awareness about the new arrangements for emergency responses to plant pest incursions such as Impatiens downy mildew.



Write success into your business plan

You've heard it all before – failing to plan is a plan for failure.

But how do you plan for success? The answer is simple: attend a Nursery & Garden Industry (NGI) Business Planning Workshop.

Nursery & Garden Industry Australia (NGIA) recently ran a pilot Business Planning Workshop in NSW with great success.

"Everyone rated the course very highly and was keen to learn more," said Bob Wynyard, NSW Business Skills Development Officer.

22 people attended the 3.5 hour workshop, ranging from new entrants to business to those who have been in business for over 20 years.

"We're reviewing the course in light of the feedback," Bob continued, "and considering expanding it to a full day workshop."

Branding, cash flow management and costing were the most practical and valuable points covered.

National Training and Recognition Manager, Candice McNamara, said, "The pilot workshop was a result of the National Skills Study. We saw a clear need for this kind of professional development in the industry."

She also noted that the facilitator, David Wilson, brought humour and entertainment to what can often be seen as a dry topic.

NGIA are looking to present the workshops nationally, so if you're interested in learning how to plan for success, contact your State/Territory Nursery & Garden Industry Association.

Biosecurity in focus

Interested in attending a Plant Health Australia (PHA) Biosecurity Awareness Workshop? Registration for the following workshops are still open:

May 15 - Launceston, Tas
May 29 - Adelaide, SA
May 30 - Perth, WA
June 21 & 22 Melbourne, Vic.

The Emergency Plant Pest Response Deed is a world-first plant biosecurity partnership agreement between industries and Governments. Signatories to the Deed, including the nursery and garden industry, are committed to cooperating as equal parties in the management of emergency plant pests. Members who wish to understand the rights and responsibilities of Industry under the Deed are encouraged to attend the workshops.

For bookings contact Debra Eaton at PHA via email: debra@phau.com.au.

Notice of Annual General Meeting

The details of the 2007 Nursery & Garden Industry Australia Annual General Meeting are as follows:

Tuesday 15th May
5.00 pm
Virginia Palms International
Cnr Sandgate and Zillmere Roads
Boondall QLD 4034

Attendees are invited to stay and enjoy cocktails with other members following the meeting.

Upcoming events

12-13 April & 19-20 April NGIQ Smart Management Training

Townsville (12th-13th) & Cairns (19th-20th), Qld
Ph: Sarah Manser
07 3277 7900
sarah@ngiq.asn.au

13-15 April ABC Gardening Australia Live

Brisbane, Qld
Ph: Sarah Manser
07 3277 7900
sarah@ngiq.asn.au

17 April NGINA OH&S Training

Rouse Hill, NSW
Ph: Rosemary Buckley
02 9679 1472
info@ngina.com.au

18 April NGIQ Trade Day

Brisbane, Qld
Ph: Sarah Manser
07 3277 7900
sarah@ngiq.asn.au

18-19 April NGIT Pest & Disease Workshop

Regional Tasmania
Ph: Wayne Cole
03 6244 7977
ngit@bigpond.com.au

19 April NGINA Garden Design

Port Macquarie, NSW
Ph: Rosemary Buckley
02 9679 1472
info@ngina.com.au

19 April NGIQ EcoHort Workshops

Brisbane North, Qld
Ph: Sarah Manser
07 3277 7900
sarah@ngiq.asn.au

26-29 April International Plant Propagators Society (IPPS) Conference

Dubbo, NSW
Ph: Greg McPhee
02 6622 2000
idm@summerfruitaustralia.com.au

CNP – making its mark in cyberspace



The Certified Nursery Professional program is getting set to make its mark in cyberspace with the introduction of an online members-only discussion forum later this year.

Anticipated to become an important networking tool for recognised professionals and experts in the nursery and garden industry, the forum provides members with an opportunity to widen their business networks, forge new relationships and strengthen existing alliances – all in the comfort of the office or home.

Flexible, easy to use and accessible 24/7, this virtual discussion table will be the ideal place for CNPs to exchange ideas and voice their opinions on industry-relevant issues. The forum will also provide members with the latest program updates, training workshop schedules and special promotions.

The cool season is bringing other fresh changes to CNP, with a new-look badge that aims to reflect the dynamism of the CNP brand and membership. An invitation has been extended to all members to put forward their suggestions on the new badge.

Not everything is changing, however, with the program continuing to build upon past successes. The program will again proudly sponsor the National Training Award in 2008, which recognises demonstrated commitment to training excellence. CNP congratulates this year's winner Eden Gardens in NSW on its outstanding achievement.

The program will also continue to promote CNPs to consumers through its monthly Q&A column in popular gardening magazine 'Better Homes & Gardens'.

To find out more about what CNP can offer you, contact CNP Administrator Kerri Lim at NGIA on (02) 9876 5200 or email kerri.lim@ngia.com.au.



Gifts in Garden Centres

One of Australia's major giftware shows has recognised the value of gifts for garden centres and outdoor products as gifts with the introduction of an 'Outdoor' pavilion.

The Reed Gift Fair held in Sydney recently featured 'Outdoor' as part of its giftware event at Tumbalong Park, Darling Harbour. 'Outdoor' proved to be very popular, attracting attracted one out of three visitors to the fair, according to Exhibition Director Omer Soker.

The nursery and gardening industry was represented by the NSW association, Nursery & Garden Industry NSW & ACT (NGINA), Garden Centres of Australia, Greenworld magazine and a display by the Garden Inspirations Group.

Bob Wynyard, Business Skills Development Officer for NGINA, said it had been a good occasion to promote the national gift card

face to face. In speaking to retailers, Bob emphasised the opportunity the card presented to garden centres working to grow their slice of the giftware market.

"There are thousands of great gift products for consumers to choose from at a garden centre. As the gift card scheme becomes more established in the industry and among consumers, it will help all garden centre retailers to boost their sales," said Bob.

Around 35 garden centre retailers attended the workshop 'Growing the Giftware Market', conducted by business consultant David Wilson.

"We had excellent feedback. One retailer told me later that he later put into action what he had learnt at the workshop with good sales results," added Bob.