

# NGIA CLIPPINGS

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## This month's Nursery Paper... Plant intellectual property

The nursery and garden industry has the highest percentage of plant varieties protected by intellectual property rights both in Australia and overseas. In this nursery paper, Jay Sanderson and Kathryn Adams of the Australian Centre for Intellectual Property in Agriculture (ACIPA) introduce readers to the field of intellectual property.

Some understanding of intellectual property is essential for all sectors of the nursery and garden industry including growers, wholesalers and retailers, who routinely deal with intellectual property protected plant varieties. Understanding intellectual property principles can not only help you to understand your rights and responsibilities but can also assist you in maximising your business opportunities.

## Mother's Day – the perfect opportunity to sign up for national gift card scheme



The national gift card scheme is set to get a boost this Mother's Day with a national advertising campaign promoting the cards as the ideal gift for the big day. And with Mother's Day being one of the most profitable events on the retail calendar, this is the perfect opportunity for members who have not yet signed up to jump on board.

The advertisements will feature in metropolitan newspapers around Australia and the 28 April issue of Woman's Weekly. The ads will promote gift cards under the heading 'Make other mothers green with envy this Mother's Day'.

"Gift cards, along with internet purchases, are among the fastest growing consumer trends in Australia," said national marketing and business development manager, Alison Morris.

"This is why it's vital that our entire industry supports this scheme. The gift cards are an important tool for businesses aiming to gain a significant stake in this profitable market."

The beauty of the national gift card scheme is that it complements any existing voucher system. This means that customers wishing to give the card locally can purchase the existing card, while those wishing to send their card interstate they can purchase the nationally redeemable industry card.

Gift card sample packs have been sent to all NGIA member retailers who are yet to sign up. All the retailer has to do is fax the included form back to Retail Decisions and they will be signed up free of charge.

"Industry members need to recognize the importance of the scheme for the long term sustainability of our industry. It's a huge market we haven't yet tapped into – we'd be crazy not get a cut of it," said Alison.

To find out how you can become involved, contact Alison Morris at NGIA on ph: 02 9876 5200 or email: [alison.morris@ngia.com.au](mailto:alison.morris@ngia.com.au).

Make other mothers green with envy

On Mother's Day give the gift that grows. Visit [www.lifeisagarden.com.au](http://www.lifeisagarden.com.au) or your local garden retailer.

Life is a garden.

## Landscape Australia Expo gears up for 2007

Nursery & Garden Industry Australia is again throwing its support behind the Landscape Australia Expo in 2007. With just under four months remaining, both the Sydney and Melbourne show (Sydney- July 35-27, 2007 and Melbourne August 29-31, 2007) are well on their way to a sell out.

The Melbourne Event will be in its first year in 2007 and is expected to be the biggest yet. With the event nearly sold out five months before the Event, it is a great indication of the interest level in the Event.

Both the Melbourne and Sydney Conferences will deal with local issues related to landscape and horticulture, in particular, sustainability, water use and control. Several big industry names will be putting forward their views and experience on some of the industry's most critical issues.

Companies that will exhibiting at the Landscape Australia Expo 2007 include a huge range of trade and propagation nurseries, irrigation suppliers, equipment suppliers, software and business tools, paving and stone and turf.

More information on the Expos and Conferences visit [www.landscapeexpo.com.au](http://www.landscapeexpo.com.au).



## Gardeners naturally make the world greener – celebrate World Environment Day



Nursery & Garden Industry Australia (NGIA) will mark World Environment Day with an in-store promotion in garden centres across Australia. Running as part of the Life is a garden brand, the "Our Environment, Your Backyard", promotion will run nationally throughout June.

"The best place to start looking after the environment is in your own backyard," said NGIA National Communications & PR Manager, Tracey Wigg. "And the best place to find information on sustainable gardening is at your local garden centre."

"Trees and gardens play an incredibly important role in keeping our air healthy. Gardeners are best placed to make a difference in their own backyard."

Garden centres will be equipped with the "Our Environment, Your Backyard" marketing kit, which

includes in-store signage (plus smart display tips), promotional material, and a wealth of expert information on sustainable gardening.

The in-store promotion will also be accompanied by a national media campaign.

"Plants are natural solar-powered air cleaners. They reduce your footprint on the earth, improve your home and reduce stress. You're creating a garden on a small scale, but helping the environment on a global level," said Tracey.

World Environment Day is on 5 June.

For more information and to order the "Our Environment, Your Backyard" toolkit contact Tracey Wigg at NGIA on ph: 02 9876 5200 or email: [tracey.wigg@ngia.com.au](mailto:tracey.wigg@ngia.com.au).

## Who do you think should win the 2008 Awards?



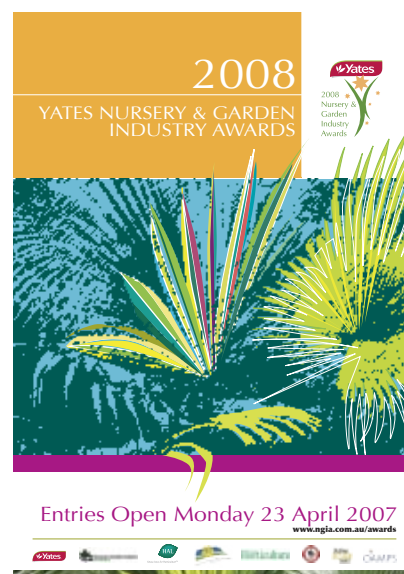
If you've ever wanted to shout out to the industry about an outstanding business or person, here's your chance. The 2008 Yates Nursery & Garden Industry Awards has amended their process so that now you can not only enter yourself, but also nominate a business or individual that you think is worthy of winning an award.

You can find the secondary nomination form in the entry kit or on the Awards website [www.ngia.com.au/awards](http://www.ngia.com.au/awards). Once you've sent in your form, the nominated business or individual will receive a letter inviting them to enter the Awards.

This year there's also a brand new Export Award recognising businesses that export internationally. All export businesses are encouraged to enter, including exporters of green-life, allied garden products, media, services, technology, and plant breeder rights.

"We recognise that exporters play an important role in our industry," said NGIA CEO, Jenny Lambert. "This award will encourage participation from the industry's entrepreneurs and highlight the amazing success of businesses in our industry that export desirable Australian ideas and products to the rest of the world."

Get your entries in now. Nominations close 23rd July. For more information visit the Awards website [www.ngia.com.au/awards](http://www.ngia.com.au/awards), contact Awards Absolute on ph: 1300 882 259, or contact your State NGI Association.



This year, why not nominate a business or individual that you think is worthy of winning an award? Nomination forms are in the entry kit.



## Gardeners bounce back under favourable conditions – latest Market Monitor

Last year's Spring season brought increased gardening and sales to the nursery and garden industry, according to the latest Australian Garden Market Monitor.

This positive trend was stimulated by a combination of factors including favourable weather conditions, lower petrol prices, an ease in the media's focus on drought water restrictions and the debut of the 'Life is a Garden campaign.'

"Clearly, our industry has some vulnerability and dependence on weather conditions. It is pleasing to know that when conditions are favourable, homeowners do return to their gardens," said Market Monitor author, Martin Kneebone.

Highlights from the latest Report include:

- A 5.4% overall (\$170m) increase from the 2005 Spring period, which had increased only 1.9% from Spring 2004.

- All product category groups generated growth, with Greenlife growing 7.5%, Allied Garden 4.7%, Café & Gifts 6.6% and Services and Bulk 5.6%.
- Internet is the new media and has rapidly passed print and magazines in term of readership and advertising dollars.
- City homeowners spent an estimated \$180m in 2006 on domestic water recycling infrastructure. This trend was spurred by direct financial incentives, new building regulations and the desire to contribute positively to the environment, according to the Report.

To read the full Market Monitor report, visit the NGI website [www.ngia.com.au](http://www.ngia.com.au) and click on the link 'Market Monitor'.



### Don't gamble with your future. Get educated.

The National Skills Study 2005/06 found that 'Pests and Diseases' ranked among the industry's top five training priorities. This workshop series has been designed with your priorities in mind.

#### Pests and diseases in container nurseries

##### What is this workshop about?

Targeting different levels of skill and responsibility, this series of three workshops is designed to develop participants' knowledge and understanding of plant health in the nursery. Beginning with an interactive workshop focused on recognising and monitoring pests, the next workshop takes participants through various strategies of effective pest control. The series concludes by providing a framework for making decisions about pest management in the business.

##### Who is this workshop for?

**Foundation:** people responsible for day-to-day plant health in the nursery

**Intermediate:** people responsible for managing pests and diseases in the nursery

**Executive:** decision makers who are responsible for managing production operations

Every workshop helps you earn CNP activity points.

For more information contact your State/Territory NGI Association. Alternatively, contact NGIA Training & Recognition Manager Candice McNamara on ph: 02 9876 5200 or email: [candice.mcnamara@ngia.com.au](mailto:candice.mcnamara@ngia.com.au).

## Working towards greater industry biosecurity



Discussions regarding the structure and format of a biosecurity levy that will enable the industry to meet its obligations under the Emergency Plant Pest Response Deed (EPPRD) are currently underway.

"Nursery & Garden Industry Australia (NGIA) is working with the State and Territory NGI Associations to finalise an industry-specific biosecurity plan," said national environmental policy manager Robert Prince.

As a signatory to the EPPRD, the industry will now have full involvement in any response to a biosecurity incursion that may impact on the industry. However, this involvement also entails an industry-wide responsibility to manage on-farm biosecurity and participate in national strategies to mitigate or minimise emergency plant pest incursions.

"This is a complex issue for our industry," said Robert. "Briefing and consultation sessions will be held with industry stakeholders to allow us to achieve the best possible outcome."

One of the features of the EPPRD is that compensation may be available to owners of plants who may be affected by actions taken to eradicate any pest that is seen to be a threat to Australia's agricultural and horticultural industries.

For details on the EPPRD, refer to the April edition of Nursery Papers, written by John MacDonald, NGIQ Industry Development Manager and Industries Technical Representative to Plant Health Australia.



An industry-specific biosecurity plan would cover a response to pests such as the Giant African Snail. With 500 plant species as known hosts, this pest can be easily transported around Australia if it is allowed to establish unchecked.

## Upcoming events

May (various dates)  
**NGIQ Smart Management Training**

Brisbane, Cairns, Toowoomba, Townsville  
Ph: Sarah Manser  
07 3277 7900  
sarah@ngiq.asn.au

10 May  
**NGINA Business Planning**

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

10 May  
**NGIQ Waterwork Workshops**

Townsville & Redlands, Qld  
Ph: Sarah Manser  
07 3277 7900  
sarah@ngiq.asn.au

16 May  
**NGINA OH&S Training**

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

23 May  
**NGIQ Trade Day**

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

23-24 May  
**NGIT Conference**

Hobart, Tas  
Ph: Wayne Cole  
03 6244 7977  
ngit@bigpond.com.au

24 May  
**NGINA Conference**

Dural Country Club, NSW  
Ph: NGINA  
02 9679 1472  
info@ngina.com.au

24 May  
**NGIT EcoHort Training**

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

# Internet and mail order sales of plants – first convictions

## What are you selling and where are you selling it? A message from NGIV Nursery Industry Development Officer (NIDO), Robert Chin

For some time now, the nursery industry in Australia has been working with the various Governments on the dissemination of information about the sale of 'declared noxious plants'. Unfortunately it seems that some operators are still failing to take this information seriously, with a number of Victorian residents facing the consequences of selling invasive plants.

A resident of Seaford was recently prosecuted and fined \$400 for selling a state-prohibited weed on the internet auction site eBay. The 42-year-old pleaded guilty to selling a number of highly invasive water hyacinth plants in the Frankston Magistrates' Court on 1 March 2007.

Another Victorian resident from Edithvale is also expected to face court later this month after being charged with attempting to sell water hyacinths on eBay. Victoria's Department of Primary Industries (DPI) was first alerted about the sale of the weeds by one of its Weed Spotters, a trained volunteer who looks for and reports the occurrence of high priority weeds. As a result of this operation, more than 160 water hyacinth plants have been seized in Victoria to date.

These prosecutions follow on the heels of an earlier conviction of a nursery person fined for selling Horsetail (*Equisetum* sp.) plants after being warned by the Victorian DPI's compliance unit not to do so.

Water hyacinths have also been declared noxious in Queensland. According to Biosecurity Queensland spokesman Jeff Cummings, water hyacinth and other declared plants such as water lettuce or water cabbage have all been offered for sale on eBay. Water lettuce, water hyacinth and another declared floating weed, salvinia, were introduced to Australia as aquatic ornamental or garden pond plants and have since become a major pest. Mr Cummings said that although the internet was a convenient method for

gardeners to order plants, the public should nonetheless be aware that one state's garden plant may be another state's pest weed.

Whether you sell plants on the internet, by mail-order or by traditional means, you need to be aware of your obligations, not only in your state but also in the destination state of the plants. You may or may not agree with the plants on your State's 'Declared Noxious' list, but the list is the law. There may be consequences if you do not comply with regulations, as demonstrated by these Victorian convictions.



The highly invasive plant water hyacinth and other declared plants such as water lettuce or water cabbage have all been offered for sale on eBay. This is an illegal practice that carries serious consequences.

Source: Lalith Gunasekera, Department of Primary Industries