

# NGIA CLIPPINGS

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## This month's Nursery Paper... Taking control of your future – business succession planning

We all like to believe that the hard work we put into building a thriving business today will reward us with a prosperous future. Unfortunately, things don't always work out the way we would like. This is why business succession planning is so important.

This Nursery Paper provides a valuable introduction to succession planning for small and medium businesses. It explores what succession planning means, the benefits of looking ahead and the key to good succession planning. Most importantly, the paper explains why putting in place a detailed succession plan is the best way to ensure that you, your family, your staff and your business are equipped to deal with whatever life throws your way.

## Spring PR launch brings gardens alive to media



Three of the biggest names in the gardening world will gather this month to promote the sensuousness of gardens to a media audience at the 2007 Life is a Garden PR launch.

Meredith Kirton, Linda Ross and Josh Byrne will be guest speakers at the launch, which is being hosted by Nursery & Garden Industry Australia (NGIA) at an exciting harbour venue in Sydney on 11 July.

According to national communications & PR manager Tracey Wigg, the launch is a fabulous way to get the media excited about gardens and their place in Australian culture.

"Gardens are such a visual experience. The launch gives us an opportunity to illustrate stories in a garden, albeit a surprise garden in an inner city venue. It's a great way to reinforce that gardens really do come in all shapes and sizes," said Tracey.

The event has been designed as a modern interpretation of the traditional garden party to present story ideas to media for the 2007/08 public relations campaign.

Renowned garden writers and media personalities Meredith Kirton and Linda Ross will bring a garden atmosphere to the city venue by designing a garden display to evoke the five senses. Meredith and Linda will also speak about the latest garden trends and how gardens tantalise the senses.

TV garden presenter, author and environmentalist Josh Byrne will join Linda and Meredith to present the environmental garden story.

A guest chef will also talk about why more Australians are starting to grow their own fruit and vegetables.

Media guests will be presented with some of the very latest information and statistics about gardens and their importance in the Australian lifestyle. Guests include a range of lifestyle and food media from broadcast and print as well as members of the Horticultural Media Association.



The 2007 Life is a garden Spring PR campaign launch will highlight how gardens tantalise the senses.

## Landscape Australia Expo hits the road

The Nursery & Garden Industry has been a proud supporter of the Landscape Australia Expo since 2005. This year, Nursery & Garden Industry Australia (NGIA) and the NSW/ACT and Victoria State Associations are again playing an active role in promoting the Expo in both Sydney and Melbourne.

Now in its third year, this hugely successful landscape trade event includes an engaging and highly informative Conference with sessions covering all aspects of landscaping. Designed to draw diverse sectors of the landscape industry together, both expos are expecting over 140 exhibitors, visitors including contractors, architects maintenance staff, greenkeepers, nurserymen, horticulturists, council representatives, designers, builders and students.

The Showgrounds at Sydney Olympic Park, Homebush is hosting the show from Wednesday 23 July to Friday 25 July 2007. In Melbourne, the Grand Pavilion in the new Melbourne Showgrounds will showcase a wide range of exhibitors from Wednesday 29 to Friday 31 August 2007.

If you would like more information on the Landscape Australia Expo visit [www.landscapexpo.com.au](http://www.landscapexpo.com.au) or contact NGIA Industry Development & Event Coordinator Kobie Keenan on ph: 02 9876 5200.



INDUSTRY EXHIBITION & CONFERENCE

JULY 25-27, 2007 - SYDNEY OLYMPIC PARK  
AUGUST 29-31, 2007 - MELBOURNE SHOWGROUNDS

FOR MORE INFORMATION: [www.landscapexpo.com.au](http://www.landscapexpo.com.au)

## World Environment Day campaign reaches over 3.8 million Australians



The launch of the industry Environmental Retail Marketing Kit and the supporting public relations campaign to celebrate World Environment Day in June has been a great success.

The public relations campaign reached an estimated audience of 3.8 million nationally. This was achieved through metropolitan and regional print and radio and a national television segment on Mornings with Kerri-Anne on the Channel Nine Network.

According to Tracey Wigg, national communications and PR manager at Nursery & Garden Industry Australia (NGIA), the campaign was very positively received in the media, where environmental messages are reaching saturation point.

"On the day our story aired on Mornings with Kerri-Anne, we received almost 14,000 hits on the Life is a Garden website from viewers looking for further information – a great response," said Tracey.

"Australians want to do their bit for the environment and are receptive to messages about how they can start in their own backyard. Ours is a positive message in a media arena dominated by scare tactics and complicated science," she added.

Around 180 green garden retailers have adopted the Environment Kit so far, which has been designed to be an ongoing marketing resource. An environmental marketing calendar will be sent out to all "Green Retailers" to replace the World Environment Day poster on the front page.

It's not too late to get involved. Contact NGIA on ph: 02 9876 5200 for your copy of the Environmental Marketing Resource Kit.



One of several display posters included in the Environmental Marketing Resource Kit.

## Gift Cards popularity soars for Mother's Day



Interest in the Nursery & Garden Industry gift card reached a new peak following the recent national promotion for the biggest retail event of the year, Mother's Day.

In the weeks leading up to the big day, the 'Life is a garden' consumer website experienced a marked increase in traffic, with the number of visits to the gift card directory climbing by around 67% between April and May.

Boyd's Bay Garden Centre at Coolangatta said the gift cards added another element to the success of its annual Mother's Day weekend promotion. Boyd's Bay has been a supporter of the national gift card since its launch in late 2006 and runs the scheme in tandem with its own gift card scheme.

"We have had customers redeem cards purchased elsewhere, which suggests the scheme is really taking off. It is the perfect gift

for those looking to send a gift interstate or out of the area and works well alongside our own gift cards," said Ian Brown, Retail Manager.

"We have been selling about one national card to every two of our own cards. Importantly, we have trained our staff to check with the customer whom a gift card is for so that they can recommend the right card."

Involvement in the NGI gift card scheme is simple for any NGIA member. For more information, contact NGIA ph: 02 9876 5200 or your state association.



## Targeted intelligence with My Market

NGIA is has secured for accredited retailers a new market intelligence tool to help them grow their businesses more cost effectively.

Called My Market, it will be an updated and refined version of the Show Me the Money reports previously available through NGIA.

"My Market will raise local market intelligence to a new level. It will be electronically-generated and uses both the latest demographic information and nursery industry segmentation reports," said NGIA national marketing & business development manager, Alison Morris.

The My Market intelligence report will be tailored for individual businesses and their unique customer footprint. Apart from profiling a business' core customers, it will identify and map out neighbourhoods that represent the best opportunities to communicate with a target market and grow the customer base.

"More and more businesses are moving away from expensive, low return mass marketing

towards intelligent, targeted micro-marketing strategies. My Market helps with this shift by focusing marketing and promotional campaigns to deliver a better return on investment," Alison said.

It is hoped that the updated My Market will be available for industry use before the end of 2007 – as soon as last year's census data is available for input. AGCAS retailers will be able to access My Market for free as part of the benefits of accreditation.

"State associations' Business Development Officers will be able to assist retailers in understanding the marketing information that My Market provides. They will also be able to develop or modify their marketing strategies to maximise their benefit from it," Alison added.

For more information about My Market, contact Alison Morris at NGIA on ph: 02 9876 5200 or email: [alison.morris@niga.com.au](mailto:alison.morris@niga.com.au).



## National environmental policy roles at a glance

### Water

- To position the industry as a responsible and efficient water user
- To drive ongoing improvements in best practice water use and management

### Weeds

- To position the industry as part of the solution, not part of the problem, and promote industry initiatives to support this
- To identify and protect the needs of industry in weeds policy development

### Biosecurity

- To ensure the industry is prepared for and has the capacity to meet its obligations under the EPPRD & Biosecurity Plan
- To develop and promote industry-driven initiatives to support improved biosecurity practice

### Quarantine and permits

- To ensure that quarantine, import and trade permit arrangements are acceptable to industry and do not unduly disadvantage businesses
- To work to improve the recognition of industry programs and current best practice by government and other quarantine/permitting authorities

### Environmental Management System (EMS)/EcoHort and Natural Resource Management (NRM)

- To position the industry as environmentally responsible and committed to environmental outcomes
- To drive on-going improvements in best practice and support the industry's 'green image'

### Horticultural practice

- To ensure the ongoing identification and adoption of best management practice in production nurseries
- To ensure the Nursery & Garden Industry is aware of and preparing for emerging environmental and technical issues

## New IDO national policy roles strengthen industry environmental position

An initiative to include management of new national policy areas into the roles of the state Industry Development Officers (IDOs) is "showing benefits and working", according to acting National Environmental Policy Manager, Robert Prince.

The expansion of state IDO roles aims to benefit the industry and boost its environmental credentials by drawing upon the technical expertise of the development officer network. The specialisation achieved through the allocation of national portfolios to state officers also allows the industry to more effectively address the breadth of environmental issues at stake.

"The industry addresses issues that are quite wide-ranging," said Robert. "It would be almost impossible for the role to be handled by just one person.

"This is an opportunity for the industry to better utilise its technical resources. It also gives the IDOs exposure to new skills and areas."

The IDOs have shown strong signs of increased involvement with their national policy areas since commencing their expanded roles in December last year. State issues have been refocused to accommodate the change while additional funding based on the size of the role and timing expectations has also been made available to the states.

The move is consistent with the Industry Strategic Plan's aim of positioning the industry as the community's leader on environmental issues.

For more information about the national policy areas of the state IDOs, contact National Environmental Policy Manager Robert Prince at NGIA on ph: 02 9876 5200 or email [robert.prince@niga.com.au](mailto:robert.prince@niga.com.au).





## Upcoming events

### Throughout July NGIQ Smart Management Training

Various locations and dates, Qld  
Ph: Sarah Manser  
07 3277 7900  
sarah@ngiq.asn.au

### 12 July NGIQ Media Management Workshops

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

### 12 July NGINA Growing the Giftware Market

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

### 12 July NGINT Tendering Essentials

Darwin, NT  
Ph: Jane Dellow  
08 8999 6888  
business.dberd@nt.gov.au

### 17 July NGINA Business Planning

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

### 19 July NGINA NIASA Field Day

Northern Rivers & Sydney, NSW  
Ph: Rosemary Buckley  
02 9679 1472  
info@ngina.com.au

### 19 July NGIQ EcoHort Workshops

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

### 25-27 July Landscape Australia Expo

Sydney Showgrounds, Homebush  
Ph: Peter Nissen  
02 9416 2855  
info@landscapeexpo.com.au

## New Hall of Fame entrants celebrate



Excitement is running high for new Hall of Fame inductees Allora Gardens Nursery and Proteaflora Nursery. After winning Best Medium Garden Centre and Best Large Production Nursery awards respectively at the 2007 Yates Nursery & Garden Industry Awards, the time to celebrate is now.

On 20 April, as the sun set at the nursery, NGINT hosted the presentation to Allora Gardens Nursery owners Estelle and Peter Cornell. Around 80 people, including special guests from NGIA, Yates and Power & Water Corporation, along with NGINT members, staff, and family and friends of Estelle and Peter Cornell, enjoyed the lovely evening ambience.

The Hall of Fame presentation to Proteaflora Nursery was held on 3 July at the NGIV Trade Day. The event was attended by industry leaders and members as well as representatives from trade media.

Acorn Nursery was the first business to enter the Hall of Fame. NGIA President Geoff Richards and proprietor of Acorn Nursery, John van der Horst addressed attendees, encouraging businesses to get involved and enter the 2008 Awards.

Induction into the Hall of Fame is an honour granted to any business or individual who has won the same category (or its closest equivalent) for three consecutive years.



Entries to the 2008 Awards close 23 July 2007. For more information visit: [www.ngia.com.au/awards](http://www.ngia.com.au/awards).



## Calling the young and the brave... Young Leader Award closing soon

Attention young leaders of the nursery and garden industry! Entries are closing soon for the 2008 Yates Nursery & Garden Industry Awards Young Leaders category, which means it's time to get cracking on your application.

Open to employees and employers in the nursery and garden industry aged 18-35, the award is judged on the entrant's business contribution, level of industry involvement and leadership potential.

"So many young people in our industry are already achieving amazing results in their business and professional lives," said Nursery & Garden Industry Australia CEO Jenny Lambert. "It's time for them to step forward and be recognised for that."

The award is first judged at the State level, then at the National level, with all State Winners receiving a free trip to the National Conference in South Australia in March 2008. The total prize includes:

- One full registration, including all social functions
- Return economy airfare to Adelaide
- Airport transfers
- Four nights accommodation at Stamford Grand, Glenelg.

State winners are judged at the National Finals, which are held at the Conference. The National Young Leader is announced at the Awards Gala Dinner on the final night.

So get your application in soon!  
Entries close 23 July 2007.

For more information visit: [www.ngia.com.au/awards](http://www.ngia.com.au/awards) or contact Industry Development and Event Coordinator Kobie Keenan on (02) 9876 5200 or email: [kobie.keenan@ngia.com.au](mailto:kobie.keenan@ngia.com.au).

