

NGIA CLIPPINGS

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This month's Nursery Paper...

Transforming a dead spot into a hot spot: how to make the most of your retail space

Making the most of your retail space is a key component of effective merchandising. Capturing the buying impulse of your customer is a science and an art that relies on an understanding of consumer behaviour in the sales environment.

This Nursery Paper, written by renowned retailing expert, trainer and speaker Debra Templar, examines how to transform your shop into a retail hotspot. It explains the science of consumer purchasing patterns and the art of creative product placement. Most importantly, the paper outlines simple and practical yet effective strategies to help you capitalise on potential sales opportunities.

Industry supports Government awareness campaign

The Community and Industry Engagement Plan is the latest initiative to be launched as part of the Federal Government's Defeating the Weeds Menace campaign to combat invasive plants in Australia.

The Plan is based upon a national consumer awareness campaign to encourage Australians to think carefully about their plant selections and how they manage plants in the garden.

Home gardeners have an important role to play in the fight against invasive plants, according to National Environmental Policy Manager, Robert Prince.

"Research has shown that over 65% of invasive plants posing an environmental threat in Australia were originally introduced as garden plants," said Robert.

"While the term 'garden escapes' is often used to describe how these plants become established, the main cause of spread is through human activities. For example, unwanted plants are disposed of incorrectly, 'let go' into bushland or dumped

inappropriately. Sometimes seeds are allowed to spread via wind or waterways or fruit is left on plants for birds to distribute.

"Educating home gardeners about their plant choices and activities in the garden is a crucial part of fighting the spread of invasive plants."

The Australian Government is investing over \$2 million in an advertising and PR campaign that directs consumers to garden retailers for further advice. To help boost the campaign and maximise the benefit for industry, NGIA is sending retailers media schedules and fact sheets with suggestions on how best to advise consumers on invasive plants. To receive this information, please register your interest with NGIA o ph: 02 9876 5200 or email: info@ngia.com.au.

The Defeating the Weeds Menace program commits \$44.4 million over four years to addressing the serious weed problem confronting Australian agricultural and environmental landscapes. The consumer awareness campaign will run from September this year until February 2008.

This program is being managed for NGIA by Robert Chin, Industry Development Officer for NGIV. For further information contact Robert via email: rchin@ngiv.com.au.



The Nursery & Garden Industry is a major partner of the Australian Government's \$2.5 million campaign to raise consumer awareness of invasive plants.



CNP membership reaches a milestone

Ian Brown of award-winning landscape design and garden centre Boyd's Bay Garden World (Qld), has become the 100th person to join the Certified Nursery Professional (CNP) scheme and take advantage of its huge range of benefits.

CNP continues to go from strength to strength and is an excellent way to help you gain recognition. It does this by:

- Assuring your customers that you provide superior service
- Demonstrating to your industry partners that you are committed to improving your skills and knowledge base; and
- Providing excellent networking opportunities with like-minded industry professionals.

It is this networking potential that primarily attracted Ian to the program and in particular, the recently launched online forum.

"Not only is the forum a rapidly growing network, it's also an excellent problem solving tool," said Ian. "And the fact that it is online makes it all the more convenient – it means you don't have to wait for the next big industry event to bounce your ideas off others."

To find out more about the CNP program visit the website www.ngia.com.au/cnp.



Ian Brown of award-winning Boyd's Bay Garden World is our proud 100th CNP.

AGCAS set to appeal to more garden centres



A fresh new direction with broader appeal to more garden centres has been confirmed for Australian Garden Centre Accreditation Scheme (AGCAS) following a recent review and planning session held in Melbourne.

The national AGCAS committee met with the business skills development officers to examine the short and long term direction of the scheme and set exciting new objectives.

"There was great enthusiasm and commitment to AGCAS from all involved," said Alison Morris, National Marketing & Business Development Manager.

"The meeting agreed on eight major long term goals for its future, which complement and reinforce our industry's strategic plan."

These eight goals focus on the areas of consumer marketing, industry and stakeholder marketing and improving packages and benefits for retailers.

"While training and ongoing professional development remain an important focus for

AGCAS, it was agreed that the marketing benefits were a high priority with strong relevance to members," said Alison.

"The committee also decided that the scheme should be broadened to become more accessible to a greater number of businesses."

Full details of the new look AGCAS including updated materials will be unveiled at the national conference in Melbourne in March 2008.

For more information in the meantime, refer to your state association newsletters, business skills development officers or the NGI website www.ngia.com.au.



Conference not to be missed – book & save



Does our industry have the ability to overcome the restrictions that are adversely affecting business? How are we portrayed in the media? Should we change our image...or at least the way we engage with politicians and the media?

These are just some of the questions that will be tackled by a stellar line up of international and local speakers at the 2008 Nursery & Garden Industry Australia (NGIA) Conference in Adelaide.

This year's program has been developed with industry feedback in mind, say Conference organisers, and the result is a stronger emphasis on targeted expertise.

"In response to feedback, the technical sessions on day three promise to be more targeted to specific issues," said Alison Morris, NGIA Marketing & Business Development Manager.

"Speakers will be looking closely at future trends and sessions will include independent experts in areas such as merchandising," she added.

Among the big names featured in the program is Robert Gottlieb, one of Australia's most prominent business writers and commentators. Also confirmed as a keynote speaker is Dr Will Healey from the United States, who will be discussing worldwide trends in retail and production.

Another highlight will be the panel discussion between media, government and overseas experts on the controversial topic, Water or Whine? – a session not to be missed.

The 2008 National conference, 'Seachange for an Essential Industry' is being held in Glenelg, SA from March 26th – 28th. Put it in your diary now!



NURSERY & GARDEN INDUSTRY AUSTRALIA
CONFERENCE & EXHIBITION
STAMFORD GRAND
GLENELG, ADELAIDE SA
26 - 28 MARCH 2008

Exciting year ahead as KidsGrow spreads its wings



KidsGrow, the industry's gardening program for kids, is set to be launched into 15 pilot schools across New South Wales, Queensland and South Australia.

The pilot program involves working with select schools to trial the relevance of the current kit in a practical learning environment. Feedback will then be collected from each of the teachers involved in the trial and used in the development of a curriculum-based schools kit.

Developed by Nursery & Garden Industry Australia (NGIA), the KidsGrow toolkit was originally designed for use in retail garden centres.

"The objective of the KidsGrow Pilot is to gather information to help ensure that the final schools kit is curriculum-friendly across a range of learning paths. The best way of achieving this is through the feedback of teachers who have explored the contents of the kit with their classes," said Tracey Wigg, National Communications & PR Manager.

"Each KidsGrow school will be partnered with an industry mentor and local garden retailer. Ultimately, the program is about building community networks for the industry and growing the gardeners and horticulturists of the future."

Initial meetings with government education departments in both South Australia and New South Wales have been a resounding success. Both departments have lent their full support to the endeavour and are keen to work with the industry to develop a curriculum-relevant program.

A meeting with the Queensland Department is scheduled for later this month.

The industry is also launching a new KidsGrow@Home promotion with exciting project worksheets and gardening ideas for kids and their families to do at home. Designed as an extension of the KidsGrow Schools Kit for garden retailers, this component of the initiative will be identified by two KidsGrow cartoon characters and a KidsGrow@Home logo.

According to NGIA, research shows that 50-75% of children who begin gardening at school soon involve their families in gardening at home.

"Creating a retail brand to support KidsGrow in schools makes perfect sense when research shows that kids who garden at school also want to garden at home. We want to make gardening with the kids easy and fun for parents who may be complete novices in the garden," said Tracey.

The KidsGrow projects will also present many sponsorship and licensing opportunities for businesses both within and outside the industry.

For more information on KidsGrow contact Tracey Wigg at NGIA on ph: 02 9876 5200.



KidsGrow@Home features exciting project worksheets and gardening ideas for kids and their families to do at home.

Victorian Development Officer awarded prestigious Churchill Fellowship

Robert Chin, Industry Development Officer (IDO) for Nursery & Garden Industry Victoria (NGIV), has been awarded a Churchill Fellowship to study the relationship between invasive plants and the nursery industry in Canada and America.

Robert coordinates the industry's national portfolio for the management of invasive plants. The award of the prestigious Fellowship recognises both his work and the work of the industry in this important environmental area.

Robert was granted the 'David Young Churchill Fellowship', named after the well-known Canberra-based horticulturalist of the same name. David was on hand when Robert received his fellowship from Victorian Governor David De Krester at Government House.

A Churchill Fellowship is the award of an opportunity through the provision of financial support. It enables select Australians to travel overseas to undertake an analysis, study or investigation of a project or an issue that cannot be readily done in Australia. One of the major judging criteria is the candidate's ability to share the knowledge they acquire with the relevant industry.

For more information about the Churchill Fellowships, visit the Trust's website www.churchilltrust.com.au.



NGIV IDO and winner of the David Young Churchill Fellowship, Robert Chin (right), with renowned horticulturalist David Young.

Upcoming events

Throughout September NGIQ Succession Planning Seminars

Brisbane, Qld
Ph: Sarah Manser
07 3277 7900
www.sbsp.com.au

8-9 September Australian Landscape Conference

Melbourne, Vic
www.australianlandscapeconference.com.au

12 September NGINA OH&S Training

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

12 & 13 September NGISA Waterwork Workshops

12th (Production) & 13th (Retail)
Ph: Geoffrey Fuller
08 8372 6822
gfuller@ngisa.com.au

14 September NGISA Annual General Meeting

South Australia
Ph: Geoffrey Fuller
08 8372 6822
gfuller@ngisa.com.au

15-18 September Gift & Homewares Australia Trade Fair

Sydney, NSW
Ph: 02 9763 3222
www.agma.com.au

20 September NGIQ EcoHort Workshops

Brisbane North, Qld
Ph: Sarah Manser
07 3277 7900
www.sbsp.com.au

20-21 September NGIQ Smart Management Training

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

Who's who at your national office



Passing the baton

Candice McNamara is leaving NGIA and making way for new National Training & Recognition Manager Fiona Kelly.

"Progress in the training area in the last 18 months has been outstanding," said NGIA CEO Jenny Lambert.

"Since the establishment of the training plan last year, the strategic and practical changes implemented have yielded tremendous benefits for industry. I am confident that Fiona will continue to build upon these achievements."

On behalf of members and state associations, NGIA would like to say thank you to Candice and wish her all the best for the future.

National Training & Recognition Manager, Fiona Kelly

Skills development and education are vital for improvement and growth. The National Training & Recognition Manager is responsible for the broad range of projects that assist the professional development of members, their staff and businesses.

Working with industry advisory committees, new training manager Fiona Kelly will oversee the development and implementation of workshops tailored to the unique needs of the nursery and garden industry. Fiona will work with education institutions such as the TAFE network, universities and government departments to identify, develop and promote courses that directly benefit the industry.

Also included in this portfolio is the Certified Nursery Professional program, which recognises the commitment by members to continually improve their skills. The scheme also provides assurance to consumers that members of our industry are possess a high level of expertise and professionalism.

2008 Awards enter second phase of judging



Judging for the 2008 Awards is moving into the second phase this month, with onsite visits to garden centres and production nurseries taking place from September to mid-October.

According to national panel judge, Jenny Boyer of Rootology, this year's judges were impressed not only by the high quality of submissions, but also the volume of entries.

"There was a huge increase in the number of entries this year, which means we really had our work cut out for us," said Jenny.

"Over the next couple of months, state judges will be hard at work visiting as many garden centres and production nurseries as possible."

Businesses that have successfully made it to this second phase are being notified by mail and will have four weeks to prepare for onsite visits. State winners will be announced at celebrations held by their state associations in November and early December.

Written submissions were judged by a national panel of industry leaders including Jenny Boyer (Rootology), Leigh Seibler (Garden Centres of Australia and Editor, Greenworld), Russ Higginbotham, (Asset Horticulture), Rob Reynolds (formerly with Yates) and Ross McKinnon (Curator, Brisbane Botanic Gardens).

For more information regarding the Awards, the judging process or onsite visits, contact Awards Absolute on 1300 882 259.

