

NGIA CLIPPINGS

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This month's Nursery Paper...

Upgrading an irrigation system can improve uniformity and reduce operating expenses

Irrigation is a critical aspect to the success of any business growing and or maintaining plants. With increased scrutiny of water usage, typically increasing charges in water and reduced availability, all businesses should consider assessing the efficiency of their irrigation system to improve their triple bottom line.

For many production nurseries the question is how to optimise production while reducing water use and doing this in an economic manner. This Nursery Paper seeks to identify the benefits of retrofitting an irrigation system in terms of the efficiencies gained to assist in justifying the return on investment to the business. The concept of the paper is "retrofitting doesn't cost – it actually saves the nursery in the long run".

'Changing landscapes, global opportunities' in Singapore

In late July Jane Dellow of Nursery & Garden Industry Northern Territory (NGINT) attended the Singapore Garden Festival Expo.

The theme for the conference part of the festival was 'Changing Landscapes, Global Opportunities', and delegates heard from leading international experts about the trends, opportunities and scope for growth in the horticulture and landscape industry.

Keynote speakers included landscape architect and artist Kathryn Gustafson and Cheong-Chua Koon Hean, CEO of Singapore's Urban Redevelopment Authority.

Kathryn spoke about the urban environment and what needs to be considered when planning and designing a garden, with the key elements being 'long-term', 'temporal', 'cultural' and 'emotional'. She highlighted several of her completed projects including the 1km long Westergasfabriek Culture Park in Amsterdam and the Diana Princess of Wales Memorial Fountain in London.

Cheong-Chua talked about the way gardens enhance city life and about Singapore's greenspace and how it has become the soul of the city and integral to the wellbeing of residents. She spoke of Singapore's mission

which is "To make Singapore a great city to live, work and play in."

The remaining sessions were about business opportunities and emerging trends and markets.

Included in this was a discussion on green city concepts, which was very appropriate to the Australian industry with the upcoming Urban GreenScapes Symposium in Canberra in February. This session focused on the idea that by enhancing the livability of a city it will also enhance the wellbeing of the city's residents. Some of the specific benefits that were addressed included money saving, improved aesthetics, removal of air pollution and reduction of energy demands of buildings.

In summary, the conference concluded that:

- Landscape architecture, design and planning are the emerging trend for the nursery & garden industry and will move the industry forward
- Trees are the key to environmental sustainability in urban areas and consumers will want to contribute from their own homes and gardens
- There needs to be a scientific approach taken to sustaining the nursery & garden industry

- Correct plant selection and up-take of new technologies to ensure optimum benefits in pollution reduction, cooling of urban areas and water purification is essential
- A sustainable balance between local materials and native plants with exotic plants needs to be looked at to achieve desirable and acceptable outcomes.
- Consultation between architects, designers and plant growers is integral as the industry moves forward.

Jane says she was very pleased to be able to represent Nursery & Garden Industry Australia at the conference and trade exhibition. "Singapore is an amazing city and what it has achieved in becoming 'City in a Garden' is an indication of the Government's strong commitment to green the city for its population of 4.6 million."



A display of orchids at the Singapore Garden Festival Orchid Show

A recipe for greener cities

Urban GreenScapes Symposium programme now confirmed!

With a mix of international speakers and Australian experts, the Symposium programme will focus on the following three areas:

- 1) Environment – What are the key environmental benefits to urban planting, who has quantified them and how do we place value on these benefits?
- 2) Health and wellbeing – What are the key health benefits that plants and GreenScapes add to individuals and the wider community?
- 3) Urban planning - What are the planning barriers that are impacting on having increased canopy cover in our increasingly populated urban area?

The Symposium will culminate in a panel discussion in the final session. This will invite input from the audience to agree on the actions needed in Australia to increase the canopy cover in our urban areas. A white paper will be developed from the Symposium to present to government.

Tuesday 17 February 2009

8.00 am	Registration desk open
9.00 am	MC Announcements & Welcome Jenny Brockie – Journalist/ TV -SBS
15 mins	Official Opening (Government Minister – TBC)
9.15 am	Setting the scene: Overview of the Issues
20 mins	Josh Byrne – Environmental Scientist/ Media
9.35 am	Environment – Overall Research USA – Urban Forests and impacts on Carbon, Water, Heat island Dr Greg McPherson, USDAF
55 mins	
10.30 am	Morning Tea
30 mins	
11.00	Environment – Urban GreenScapes and Green House Gases- can plants have an impact?
30 mins	Dr Stephen Livesley – University of Melbourne
11.30	Health and Wellbeing: NGIA Research review and Gap analysis Professor Allyson Holbrook – University of Newcastle
30 mins	
12.00	Health: How Plants affect people
30 mins	Associate Professor Mardie Townsend - Deakin University
12.30	Lunch
45 mins	
1.15 pm	Planning: Australian Backyards – Urban Greenspace is being limited by building regulations and developers. Prof Tony Hall - Griffith University
30 mins	
1.45 pm	Planning: Local Government issues and GreenSpace Development
25 mins	Philip Hewett- Newcastle City Council – Urban Forestry NSW
2.10 pm	CASE STUDY: Who has done it well? – what are the key successes and benefits flowing from increased Urban GreenScapes
50 mins	Adam Schwerner, City of Chicago
3.00 pm	Afternoon tea
30 mins	
3.30	What actions are needed in Australia – Panel x 6 convened by Jennie Brockie
1.25 hours	(Byrne, McPherson, Hewett, Schwerner, Prince, Townsend with audience participation)
4.45 pm	Wrap up and conclusion
15 mins	
5.00 pm	Symposium close



2009 National Conference – Early Bird discount ends soon!

With a better than ever plenary program, you will not want to miss out on the 2009 Nursery & Garden Industry National Conference. Register by November 30 to get 20 percent off full Symposium and Conference registration with the Early Bird discount rate!

Stand-out speakers at the Conference include landscape architect and media personality, Josh Byrne, Dr Greg McPherson from the US Department of Agriculture (USDA) Centre of Urban Forest Research, and Adam Schwerner, director of the City of Chicago Department of Natural Resources.

Josh Byrne will talk during plenary session two, before lunch on Wednesday. Titled: "Confronting Environmental Issues", Josh's talk will cover how to balance the benefits of plants with use of precious water

resources, and explain why the industry must stop the sale of potentially invasive plants.

In plenary session five, on Thursday afternoon, Greg McPherson will report on and summarise the outcomes of the Urban GreenScapes Symposium. These outcomes will form the essence of an industry paper regarding urban forestry and Kyoto Mark II, which will then be distributed to policy makers all around Australia.

After Greg, Adam Schwerner will then talk about understanding the opportunities available to our industry in order to exploit them. He will also discuss the messages that unify the industry and how we cost effectively promote businesses by harnessing the collective promotional spend of all the industry.

So don't miss out on this breakthrough industry event. You can even claim CNP points at National Conference - a total of five CNP points per full day of registration will be awarded to you as part of the Certified Nursery Professional program.

For more information go to www.ngia.com.au or phone Conference Solutions on (02) 6285 3000.



Every bucket counts

Smart Approved WaterMark, Australia's water conservation labelling scheme, has just launched a new campaign encouraging gardeners to help them save one million buckets of water.

'Every Bucket Counts' features three online calculators that show people how much water they could save around their homes by making a few simple changes, including installing a rainwater tank to collect water for use in the garden.

The campaign and calculators, which can be found at www.smartwatermark.org, were officially launched as part of National Water Week on October 20, 2008 at Sydney's Royal Botanic Gardens.

'Every Bucket Counts' is designed to bring people to the website, alert them to the possible savings through the calculators and encourage them to make pledges to save water. Visits to the website will encourage them to learn more about the Smart WaterMark and the range of products and services which carry the label.

Public relations activities are central to the campaign and include promotion through

media outlets, as well as targeted print and online advertising, and national distribution of 40,000 free AvantCard postcards.

"As we move into the warmer spring and summer months, 'Every Bucket Counts' is a timely reminder that we can all make a difference by making water-wise choices in our gardens and around our homes," says Julian Gray, CEO of the Smart WaterMark.

Find out how much water you could save around your home by trying out the 'Every Bucket Counts' calculators at www.smartwatermark.org.

** Figures on domestic water use are taken from the Major Urban Water Utilities' National Performance Report 2006-07. We've assumed that a bucket holds nine litres of water.*



Finalists announced for CNP Student Scholarship

Applications from all over Australia were received for the 2008 CNP Student Scholarship, and nine deserving students are now vying for the opportunity to be either the regional or metropolitan national winner.

Regional national finalists are Jessica Knight (Qld), Amy Sutton (NSW), Susan Gibbons (Tas) and Andrea Chapman (WA).

Jessica works for Eplants Trade Nursery and is a student at Smart City Vocational College. Amy is employed by Dubbo City Council and a student at the Western Institute of TAFE NSW. Susan is a full-time student at TAFE Tasmania and Andrea both works and studies at South West Regional College in WA.

Metropolitan national finalists are Diana Fullalove (Vic), Mark Dunning (SA), Luke Berendsen (WA), Rhiannon Clapham (Qld) and Sally Blakeley-Fook (NSW).

Diana is employed by Yarraview Nursery, and is a student at Swinburne TAFE. Mark studies horticulture full-time at Urrbrae Campus of TAFESA while working part-time at Garden Proud. Luke works in Marianne's Garden, and is completing a Cert IV traineeship with Farm Information Services. Rhiannon is an employee

of Brian Hillier's Dracaena Farm and studies with Horticultural Training Pty Ltd, and Sally studies with Canberra Institute of Technology while working at Dan & Dan Forestry Services.

The Student Scholarship national winners will be awarded with an expense paid trip to Canberra to attend the Urban GreenScapes Symposium and the NGIA National Conference from February 17 to 19, 2009.

Detailed profiles of the national finalists will appear in the November issue of Australian Horticulture magazine.

Thank you to Australian Horticulture Magazine, Ramm Botanicals and the CNP Program for their sponsorship. Without their generous support the CNP Student Scholarship would not be possible.



President's Comment

Our industry bodies (both at a state and national level) are and should continue to reevaluate their activities to ensure the services they are providing are best suited to their members' needs.

Considering the industry dollars that are required to fund the associations, we need to ensure maximum efficiency and avoid unnecessary duplication at all times.

It is this type of thinking that has led the national and state associations to agree on a common database system. The NGIA Board has recently signed off on this and committed to an overall review of industry structure.

On another note, it is a sign of the times that vegetable seeds and bedding plants now account for 60 percent of sales and flowers 40 percent. This has been driven by healthy living trends, organic growing, as well as the recent state of the economy.

While on the topic of the economy, which affects us all, may I remind you not to continue trading without "trimming the sales" of your enterprise.

Reassess every cost centre, consciously step up your marketing efforts (cost-effectively) and consider your labour costs. Think outside the square.

I trust you all had a good spring and are preparing for an equally good Christmas trading period.



Geoff Richards
NGIA
President

Upcoming events

November 11
NGINA Dubbo Trade Day
Dubbo, NSW
Ph: Robert Lee
(02) 6548 2472
Email: merriwa.nursery@bigpond.com

November 14
NGISA Awards of Excellence
South Australia
Ph: Geoffrey Fuller
(08) 8372 6822
Email: gfuller@ngisa.com.au

November 19
NGIQ Trade Day
Brisbane, QLD
Ph: Sarah Manser
(07) 3277 7900
Email: info@ngiq.asn.au

November 20
NGINT Awards & Christmas Dinner
Alice Springs, NT
Ph: Jane Dellow
(08) 8983 3233
Email: ngit@ntha.com.au

November 25
NGINA Wagga Wagga Trade Day
Wagga Wagga, NSW
Ph: Geoff Rapley
(02) 6922 5746

November 28
NGINT Awards & Christmas Dinner
Darwin, NT
Ph: Jane Dellow
(08) 8983 3233
Email: ngit@ntha.com.au

December 2
NGIV Trade Day
Melbourne, VIC
Ph: Marjorie MacLaine
(03) 9576 0599
Email: ngiv@ngiv.com.au

December 7
The Hills District Orchids Open Day
Sydney, NSW
Ph: David Banks
(02) 9674 4720
Email: davidbanks@vertitel.com.au

New staff at NGIA

Nursery & Garden Industry has had three new staff members begin in the past few months.

Jacqui Gibbs has replaced Kobie Keenan as Events & Industry Development Manager.

Prior to working at NGIA Jacqui was running a marketing company with her husband. She has a Bachelor of Commerce with a marketing major and a Certificate of Direct Marketing.

The mother of three grew up in the south-west of Sydney and now lives in Baukham Hills in Sydney's North-West.

Jacqui believes in the nursery & garden industry and is passionate about helping the people of the industry achieve their goals.

She looks forward to meeting more retailers and growers on a one-on-one basis, finding out their requirements and discovering how her new role can be of benefit to the whole of industry.

"There are some great programs and I am looking forward to working with members of the industry to develop these further, as well as create new projects to benefit the industry as a whole."

Jacqui is excited about the challenges and opportunities that her new role will bring.

Susy Pow replaced Jessica Mifsud as Training & Recognition Coordinator in September.

Prior to her role at NGIA, Susy was working in the training department at the New South Wales Ambulance Service. She was attracted to the role at NGIA due to her training experience, but also

because she has been surrounded by plants and gardening from a young age.

Susy, who was born and raised in Sydney's west, lived in Newcastle for the past five years and only moved back to Sydney this year.

Throughout her time at NGIA she hopes to enhance her horticultural knowledge and get to know as many people as possible in the industry.

So far Susy has found her time at NGIA interesting. "I am excited about learning more and seeing how all aspects of the industry fit together."

Anthony Kachenko began at NGIA in October as National Environmental & Technical Policy Manager. The green thumb has recently completed a PhD examining rare plants that have the ability to accumulate toxic heavy metals.

Prior to that Anthony did a Bachelor's Degree in Horticultural Science while working in nursery retail for Elegant Outdoors and doing freelance garden maintenance.

Anthony grew up gardening and around plants. He loves being outdoors and hands-on, as well as seeing the end result of his work.

The born and bred Sydney-sider is passionate about the nursery & garden industry. While at NGIA, he aims to promote the green image of the industry through scientific justification.

Anthony says he likes his new job so far. "It's fantastic, I am thoroughly enjoying myself as the industry is full of down to earth people."



Jacqui Gibbs



Susy Pow



Anthony Kachenko



November edition of NGIA Clippings compiled and edited by Sarah McMahon, NGIA Publications & Web Coordinator.



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