

NGIA *Xmas* CLIPPINGS

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This month's Nursery Paper...

Generic economic decision model for the nursery industry

Work conducted on behalf of the Nursery and Garden Industry was commissioned to conduct two irrigation system retrofits to industry best practice in production nurseries and examine the savings in water and operating costs.

The savings achieved were linked to two private retrofits whereby cost/benefit analyses were carried out to determine the economic implications for the four production nurseries prior to the changes. Economic and financial impacts were compared and a discounted cash flow analysis was conducted to project potential earnings from the new irrigation systems.

This project has led to the development of a generic economic decision model for the nursery industry to assess proposed changes to a business in regard to water saving technologies in order to allow growers to plan and implement water use efficiencies based on a return on investment.



Have you registered for the 2009 Nursery & Garden Industry National Conference and Urban GreenScapes Symposium?



It's times like this that we are all looking for the cutting edge, that element that makes us successful, a cut above the rest. The National Conference and the accompanying 2009 Urban GreenScapes Symposium will give you some of the ingredients for a brighter future. Both overseas speakers and industry experts will deliver a program to build more profitable business and a sustainable industry in what may otherwise be challenging times.

Some of the 2009 program highlights* include:

Staffing issues	Find out how you can attract and retain good people.
Growing sales	Two successful businesses will share ideas and systems that are making their businesses grow.
Increasing profits	How are you pricing your products? Did you know there is a way to add thousands to your bottom line?
Supply chain management	What is it costing you to get your product to market? Is there a better way? Yes there is!
Plants and the environment	What are the long term impacts of changes in the urban environment to our industry? How has it been addressed overseas? Useful insight into the plants we sell in the future.

*see full program via www.ngia.com.au

Let's meet the challenges ahead together to grow a stronger, unified industry that works together to sell more profitable green-life by identifying what our customers want and delivering beyond their expectations. We all need to think smarter and keep one step ahead of the rest – attending the 2009 Nursery & Garden Industry National Conference is a good place to start.

We have extended early bird registration until December 31, 2008. So register for the 2009 Nursery & Garden Industry National Conference and claim your share of the future by completing a registration form online at www.ngia.com.au and save up to \$200.

See you there!



Merry Christmas from NGIA

Nursery & Garden Industry Australia will be closing the evening of Tuesday December 23, 2008 and will open again for business on the morning of Monday January 5, 2009.

On behalf of the NGIA Board and staff, I wish you all a merry Christmas and a safe and prosperous New Year.

Warm regards and best wishes

Robert Prince
NGIA CEO



Consumers encouraged to celebrate a living Christmas

The 2008 'Life is a Xmas Garden' campaign features some of Australia's favourite garden lovers sharing a selection of inspired and creative living decorations to use in the home this Christmas.

Garden ambassadors Scott Cam, Maggie Beer, Linda Ross, Joel Hurrey and Meredith Kirton offer ideas for fragrant holiday garland, long-lasting native wall hangings and their own take on the traditional Aussie Christmas tree.

National Communications and Public Relations Manager Tracey Wigg says the public relations initiative is currently being fed to local, regional and national media.

"There are many reasons to visit your local garden retailer in the lead-up to and during the Christmas season. With an infinite variety of plants and gift ideas you are only limited by your imagination in your choice of gifts, living Christmas trees, table decorations and Christmas planting ideas," Tracey says.

"Why not personalise your Christmas decorations this year by choosing a Christmas tree that reflects your own style and personality, or a living wreath or table centre-piece – all of which can be planted in the garden after the festive season," Tracey continues.

The campaign encourages consumers to visit their local nursery or garden retailer, as the best resource to further discover the best plants for the holiday season.

To view all the media and promotional materials simply log on to www.lifeisagarden.com.au

Life is a *Xmas* garden.



Scott Cam, resident carpenter on Nine's 'Domestic Blitz' says a Wollemi pine is great to reuse as a Christmas tree year after year because it grows to the size of its pot.

Passionate gardener new to NGIA

Katrina Hinwood has replaced Dixie Holloway as NGIA's Events & Industry Development Coordinator.

Katrina holds a Bachelor of Business and a strong marketing background. Prior to the commencement of her role at NGIA she had an events and marketing job in the publishing industry.

The born and bred Sydneysider was attracted to the role at NGIA because she has a love of plants. Katrina is happy to have a job that combines this passion with her marketing and event coordination skills.

Katrina is keen to help increase general awareness of the benefits of plants and green-life. So far, she has found her role at NGIA very enjoyable.

"It is lovely working amongst like-minded, interesting and helpful people who share my passion for the environment."

Katrina enjoys spending her spare time with her family, friends, and her partner, Adrian. She plays the piano and of course, is an avid gardener.



New releases in the industry

With lots of new and progressive things happening in the industry, NGIA has decided to showcase some of this spring's new releases. Keep us up to date with the latest in plants and products, send information to Sarah.mcmahon@ngia.com.au

Endless Summer - Blushing Bride from Flemings Nurseries

The wonderful repeat flowering hydrangea Endless Summer – Original featured highly in garden centre sales in spring 2007, and this year was joined by the fabulous new white flowered Blushing Bride.

The Endless Summer range was given its name due to its long flowering period. The flowers bloom right through summer, making it an 'endless summer' of a longer sales period.

Endless Summer Blushing Bride follows the Original and has swept many gardeners off their feet.

Endless Summer Blushing Bride repeat flowering hydrangea, beautiful in white. Here comes the bride!



Endless Summer – Blushing Bride from Flemings Nurseries

Rampaging Roy Slaven from Ramm Botanicals

Rampaging Roy Slaven is from the Bush Gems Landscaper range. John Doyle (aka Rampaging Roy Slaven) said "Get involved," and that's exactly what has happened. The plant is now seen in home gardens and major botanical gardens across Australia. Rampaging Roy Slaven flowers prolifically with masses of large orange/red flowers and broad, strappy leaves. It is disease tolerant, has a strong branching habit and grows to a height of around 1 metre. A brilliant, tough plant for gardens, landscapes and pots. Fifty cents from every plant sold in Australia goes to Aspect, Autism Spectrum Australia.



Rampaging Roy Slaven from Ramm Botanicals

Goldust from Valmar Nurseries

The Goldust has showy variegated golden foliage deepening in autumn followed by pale blue trumpet shaped flowers mainly from June to August.

This plant is a fast growing, hardy, compact shrub 1 metre x 0.5 metres wide and thrives in a wide range of soils. Goldust can tolerate mild frosts and is tolerant to pruning if the size needs to be reduced for low hedging or borders. A sunny position is recommended to enhance the colour of its foliage which deepens to a rich golden colour in autumn.

Goldust is excellent for hedging, border planting, tubs and mass planting in landscapes for colour contrast. No maintenance is required but the plant responds well to pruning and fertilising after flowering in spring. It is non-invasive and free of pest attack.



Goldust from Valmar Nurseries

The Pandorea Auzzie Bellz Series from Ramm Botanicals

Introducing a period of 'well mannered' pandorea. The plants in the Auzzie Bellz range are 'cool', contemporary, cheeky and will appeal to landscapers and home gardeners alike with their well branched, controlled climber habit and masses of gorgeous flowers spring to autumn. Four varieties are now available in a range of pinks and whites. Each variety will put on an incredible flower show over trellises and frames. During trials these varieties continually produced umbels of 20 plus flowers appearing in clusters at the end of each stem, and the stem was strong enough to hold the full bouquet of flowers. This is a water wise plant for pots and gardens. Varieties include Flirty Bellz, Sassy Bellz, Jazzy Bellz and Ritzy Bellz.



Pandorea Jazzy Bellz from the Auzzie Bellz range by Ramm Botanicals

President's Comment

Here in Australia we are accustomed to living with extremes of climate. The recent drought throughout the country and now violent storms in South East Queensland more than remind us of this. We struggle with these events but always come through, realising there are some worse off than us.

There are remarkable similarities with today's financial situation; we are constantly receiving storm warnings but from the comfort and security of our homes we are struggling to grasp what we are being warned about. What we are reading and seeing with the stock market and interest rates seems artificial and a bit like playing monopoly.

So how do we prepare ourselves for what is to come? As with a fast growing tree, the overweight branches are the first to suffer in a storm, so trim the overheads to increase profitability.

Traditionally in periods of hardship people will travel less and stay at home more. Focus on the garden will see more plants and related products sold so do not ease off with your marketing and promotion.

Keep on the look-out for opportunities and start planning now for National Conference in February, held at Canberra. The Conference will not only keep you informed but will also give helpful glimpses into the future.



Geoff Richards
NGIA President

Upcoming events

December 9-10, 2008
NGINA Waterwork for Production Nurseries
 Canberra, ACT
 Ph: NGINA
 02 9679 1655
 Email: info@ngina.com.au

December 10, 2008
NGIQ Trade Day
 Brisbane, QLD
 Ph: Sarah Manser
 07 3277 7900
 Email: info@ngiq.asn.au

December 16, 2008
Irrigation of Amenity Horticulture with Recycled Water
 Carnegie, VIC
 Ph: Kristie
 08 8303 6706
 Email: klamond@arris.com.au

January 6, 2009
NGIV Trade Day
 Melbourne, Victoria
 Ph: NGIV
 03 9576 0599
 Email: ngiv@ngiv.com.au

January 29-31, 2009
IPM Essen Germany
 Essen, Germany
 Ph: 49 20 1724 4246
 Email: presse@messe-esse.de
 www.ipm-messe.de

January 31, 2009
Gift Fair Melbourne
 Ph: Reed Exhibitions
 02 9422 2777
 email:
 anne.atherton@reedexhibitions.com.au



Industry representation on the NSW Rural & Related Industries Skills Advisory Committee

The NGIA National Training Manager, Fiona Kelly, has been invited to sit on the NSW Rural & Related Industries Skills Advisory Committee. It is important that the nursery & garden industry is represented on such committees to ensure key personnel are kept up-to-date and active in education, skills discussions and planning.

The Agri-Food Industry Skills Council (AFISC) is contracted to provide advice on skill needs, training and workforce development to the NSW Department of Education and Training (DET) across four training packages, Rural Production, Amenity Horticulture, Conservation & Land Management and Animal Care & Management.

AFISC enters into an annual Performance and Funding Agreement with the Department to provide this advice across five key areas:

- NSW Apprenticeship and Traineeship Arrangements
- Vocational Education and Training in Schools (VET)

- Development, Review and Implementation of Training Packages
- Accreditation and Registration Processes in NSW
- Industry skill development research and initiatives.

Under the contract, the Committee is also required to provide advice to NSW DET on VET related issues. More recently this advice has been across areas such as:

- Implementation of the NSW Green Skills Strategy
- Review of the Strategic Skills Plan - 2009 - 2011
- Funding for Higher Level Qualifications
- Review of Vocational Training Orders
- TAFE Course Accreditations
- NSW Board of Studies – Implementation of VET in Years 9 and 10

Updates will be available on the Latest News section of the Training section on the NGIA website periodically;
www.ngia.com.au/training/news.asp



A firm step forward



In an industry first, Jamberoo Native Nursery in NSW has recently advertised a position with CNP membership as a pre-requisite to employment. With two staff members already CNP certified, the nursery sees the importance of having formally recognised staff on board.

Kate Malfroy, director of Jamberoo Native Nursery says any young nursery-person wanting to get the best jobs with progressive businesses in the industry “would be nuts not to be CNP certified” because it sends a very clear message to employers that they are serious about their place and future in the nursery & garden industry.

“For the CNP program to achieve its potential it needs the support of all business owners and employers. We can't expect our industry associations to continue coming up with great initiatives like CNP, which will raise the level of professionalism in

our industry, unless we get behind them and make them work. Stipulating CNP certification in employment advertising is a powerful way we can show this support,” Kate continues.

The Certified Nursery Professional (CNP) program is the industry's professional recognition scheme for individuals. CNP members are acknowledged for their skills and expertise within the nursery and garden industry

The doubling of the CNP member list over the past 14 months shows there is an increasing number of individuals and employers who wish to professionalise and raise the profile of the nursery & garden industry

For more information on how to become formally recognised through the CNP program, contact the CNP coordinator on (02) 9876 5200 or via email at CNP@ngia.com.au



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



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