

# NGIA CLIPPINGS

November 2009 Issue no.10

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## This month's Nursery Paper... Profit from improved Supply Chain Management

Green-life producers and retailers mostly deal direct, so one might expect a smooth supply chain running efficiently to the consumer. In reality, many industry participants are instead shackled by primitive business practices, archaic physical distribution systems, inappropriate materials handling equipment and the adoption of individualism instead of innovation. Hidden costs must be found and destroyed in order to remain competitive, given the massive changes in the marketplace for green-life. In this Nursery Paper Gerard McEvilly, Horticulture Supply Chain Services and Tom Rafferty, Supply Chain STO, highlight the hidden costs along the horticulture supply chain that are within our control or influence. The industry has plenty of information and tools to help build effective business practices. Putting these to work will enable enterprises to seize the many opportunities offered.

## Nursery & Garden Industry announces new President

Nursery & Garden Industry Australia (NGIA) is pleased to announce the appointment of Bryan Hillier as the new president of the NGIA Board which was ratified at the Annual General Meeting held in Brisbane last month.

Bryan, with his wife Sharon, is the owner of Dracaena Farm a multiple award-winning nursery in Beachmere Queensland and has over 30 years industry experience. He is a Certified Nursery Professional (CNP), Chairman of the QLD Expo Committee (over 10 years) a representative on the Queensland Trade Day Committee (over 10 years) Member for the NGIQ Management Board, the former NGIQ President (2006-2008) and is also a sitting Board Member of the Industry Advisory Council (IAC).

NGIA CEO Robert Prince says Bryan has been a great asset to the Board in his role as Vice President.

"Bryan brings with him a great deal of committee and industry experience. He is a no-nonsense operator and we look forward to working with him over the next two years."

Gary Eyles has been appointed as the new Vice President of the NGIA Board.

The other NGIA Board members are Mark Geeves (Tasmania), Fergus Higson (Northern Territory), Hil Nagle (Victoria), Craig Norman (South Australia) and Geoff Richards (Western Australia).



Former NGIA President Geoff Richards (left) congratulates newly elected President Bryan Hillier.

## Awards State onsite judging now completed



The 2010 Nursery & Garden Industry Awards State Onsite Judging has now been completed.

State Finalists and Winners will be announced at the State Awards Nights on the following dates:

**Victoria –**  
Thursday November 12, 2009

**New South Wales –**  
Saturday November 14, 2009

**South Australia –**  
Friday November 13, 2009

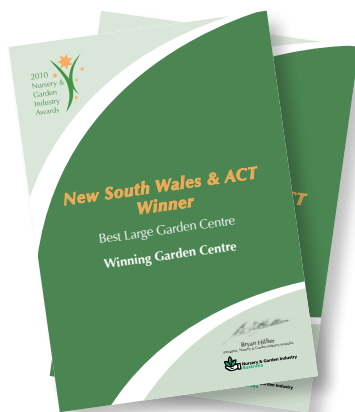
**Queensland-**  
Friday November 20, 2009

**Western Australia -**  
Wednesday 25, 2009

**Northern Territory -**  
Friday December 4, 2009

The caliber of entries this year was very high; the judges had a tough time selecting the Best of the Best. Good luck to all Finalists and to those that win at the State Awards nights we wish you all the best at National level.

Thank you to all that have been involved in the Awards process and for your contribution to the Industry, we look forward to seeing you in Darwin.



## HAL announces new CEO

Horticulture Australia Limited (HAL) announced the appointment of Mr John Lloyd as the new chief executive officer on September 24.

Mr Lloyd has, up until recently, run a management consultancy specialising in operational and strategic advice to agricultural clients. He has previously been the CEO/Vice President of CNH Australia/NZ, general manager commercial at Incitec Pivot, and general manager marketing at Wesfarmers Dalgety.

Mr Lloyd took up the role on November 2 from Ms Vanessa Goss who has been acting CEO since April.

HAL chair, Dr Nigel Steele Scott, says the Board is extremely pleased Mr Lloyd has accepted the position.

“John has extensive experience in agriculture with practical farmers as well as experience in business management in agriculture and marketing. We are delighted with his appointment,” he says.

Mr Lloyd says he is looking forward to starting in the role. “I’m really excited about taking up the position with HAL and working in an industry that shows such exciting growth prospects over the next five to 10 years.”

His appointment comes just as HAL is about to embark on a strategic planning process to set the direction for the company to 2015.

“The strategic planning work gives me the opportunity to get involved with all the stakeholders in the industry and work to coordinate common objectives,” Mr Lloyd says.



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## Revised NSW Industry Training Advisory Arrangements

In each Australian state and territory there are industry advisory groups/committees that liaise with the relevant government bodies on areas relating to vocational education and training (VET). These groups are generally made up of representatives from industry employers, union representatives and associations.

In 2008 an evaluation of NSW industry training advisory arrangements was commissioned by the NSW Board of VET. The outcomes of the evaluation and recommendations for future industry training advisory arrangements have been considered by the Minister for Education and Training.

One major revision to the current arrangement is the ‘re-configuration’ of 18 Industry Advisory Committees down to 11. This will mean a merger of the Food IAC and the Primary Industry IAC (to which NGI belongs).

Expressions of interest (EOI) will soon be invited by the NSW Department of Education & Training (DET) to contract

arrangements for the provision of new industry training advisory arrangements. Bodies eligible to apply to provide the funded services include: NSW Industry Training Advisory Bodies; Industry Skills Councils and/or a consortium of both.

The EOI will be released mid November with a 4 week period for completion. NSW DET will make a decision by year end, with contracts issued in May 2010.

The current NSW Rural & Related Industries Skills Advisory Committee, on which Nursery & Garden Industry Australia is represented, is discussing the possibility of the new contract bid to be awarded to the current R&RI SAC in consortium with AgriFood Skills Australia.

For more detailed information on the aims and objectives; funded services; coverage and groupings; eligibility and requirements for funding; and funding arrangements of the revised NSW IACs can be found on the NGIA website under Training News, or by contacting Fiona Kelly at NGIA on (02) 9876 5200 or [Fiona.kelly@ngia.com.au](mailto:Fiona.kelly@ngia.com.au)



## AHC10 Agriculture, Horticulture and Conservation Training Package Review

AgriFood Skills Australia is seeking industry and Registered Training Organisation (RTO) feedback on the validation draft of qualifications and units of competency for the Agriculture, Horticulture and Conservation and Land Management Training Package.

There has been a review of the qualifications in the merged package since the web update in April 2009. The validation drafts are the result of previous and recent rounds of consultations and contain the proposed final versions of the qualifications.

Nursery & Garden Industry Australia, with the assistance of various consultative groups and state associations around the country, has been working for the industry on this Training Package Review for more than three years, and will continue to do so.

If you are interested in seeing the current documentation that AgriFood Skills

Australia has posted on their website go to [www.agrifoodskills.net.au](http://www.agrifoodskills.net.au). The site asks for feedback to be posted on-line, however to continue the effort of a consolidated national approach, it is requested that any feedback be put in writing and forwarded to the NGIA National Training Manager, Fiona Kelly, via email [fiona.kelly@ngia.com.au](mailto:fiona.kelly@ngia.com.au) as soon as possible.

AgriFood states that they 'will provide updates of feedback and decisions as soon as possible and post this on the 'feedback' webpage. Where there are no comments regarding specific qualifications or units of competency during this period the validation version will be considered ready for final endorsement process.'

AgriFood Skills Australia will close the opportunity for feedback by Monday, November 23, 2009.

## Industry employment job Board grows in popularity



The Employment page of the Green-Life Careers website has seen remarkable growth in not only site 'hits' but also the number and range of positions vacant being listed.

There are currently 25 great jobs looking to be filled around the country, ranging from first year apprenticeships through to senior management positions.

The [www.greenlifecareers.com.au](http://www.greenlifecareers.com.au) website has received around 5,800 hits (1,000 in the last month alone), with the Careers and Employment pages being the most visited.

We have received positive feedback from many employers who have received applications for their listed positions resulting in finding new staff members (and all for free!).

There have been 34 Educators (TAFE and University) so far who have asked to be listed on the Educator page, which includes their logos, links to their

website and the contact details of a dedicated Horticulture staff member to answer any student inquiries.

For further information, questions or suggestions about the Green-Life Careers project, please contact Fiona Kelly on 02 9876 5200, or via [careers@ngia.com.au](mailto:careers@ngia.com.au)



## President's comments

I feel deeply honoured to be appointed President of the Nursery and Garden Industry of Australia. To feel that others have confidence in my abilities to represent and lead the association to bigger and better things is quite humbling.

I would like to thank the past President, Mr Geoff Richards, for a job well done. His leadership during very unsettling times has been an inspiration to all who have worked alongside him. On a personal note, the last two years in the Vice-Presidency has been a great experience for me and I would like to thank him for his support and encouragement.

I am looking forward to a closer working relationship with the National CEO, Mr Robert Prince. I have enormous respect for Robert and his tireless work ethic. I'm sure I will be busy keeping up with him and the challenges ahead.

We have a great team people in the National Office who are committed to providing a high level of support to the Association and its members. In addition to this we have in the State Associations, good CEOs and office staff, blended with member representatives at board and branch levels. With cooperation and understanding, we will create a great future for our Association.

I believe this industry is one of the greatest industries in this country and over the next two years, the significance of this Industry will be made known to all political parties. Both our National and State Associations will be working diligently together to impress on everybody — once and for all — that this Association and its members hold great value to Australia and its economy.

I encourage all members to put their hands up and be involved in various committees through your State Associations. New people, together with existing team members will strengthen ties between the States and the National Body and cultivate new ideas, to ultimately garner a fresh approach in taking this great Association forward.

Last of all, if you think I have all the answers, I don't — but with mutual respect and understanding I am more than confident that the talent we have in this Association will point the Nursery and Garden Industry of Australia forward to the benefit of all.

So... let's get to work!



Bryan Hillier  
NGIA President

## Upcoming events

November 17, 2009  
**NGINA Trade Day, Newcastle**  
 Newcastle, NSW  
 Contact: Norma Peters  
 Ph: (02) 4982 8209  
 Email: info@ngina.com.au  
 Web: www.ngina.com.au

November 18, 2009  
**NGIQ Trade Day**  
 Bowen Hills, QLD  
 Contact: Sarah Manser  
 Ph: (07) 3277 7900  
 Email: info@ngiq.asn.au  
 Web: www.ngiq.asn.au

November 20, 2009  
**NGIQ Annual Dinner and Awards Presentation**  
 Mt Coot-tha, QLD  
 Contact: Sarah Manser  
 Ph: (02) 3277 7900  
 Email: info@ngiq.asn.au  
 Web: www.ngiq.asn.au

November 21, 2009  
**NGIQ AGM**  
 Queensland  
 Contact: Don Scotts  
 Ph: (07) 3277 7900  
 Email: info@ngiq.asn.au  
 Web: www.ngiq.asn.au

November 24, 2009  
**NGINA Trade Day, Wagga Wagga**  
 Wagga Wagga, NSW  
 Contact: Geoff Rapley  
 Ph (02) 6922 5746  
 Email: info@ngina.com.au  
 Web: www.ngina.com.au

December 1, 2009  
**NGIV Trade Day**  
 Caulfield, VIC  
 Contact: NGIV  
 Ph: (03) 9576 0599  
 Email: ngiv@ngiv.com.au  
 Web: www.ngiv.com.au

December 1, 2009  
**NGIV Summer Gala Day**  
 Melbourne, VIC  
 Contact: NGIV  
 Ph: (03) 9576 0599  
 Email: ngiv@ngiv.com.au  
 web: www.ngiv.com.au

December 9, 2009  
**NGIQ Trade Day**  
 Bowen Hills, QLD  
 Contact: Sarah Manser  
 Ph: (07) 3277 7900  
 Email: info@ngiq.asn.au  
 Website: ww.ngiq.asn.au

## Industry granted first Minor Use Permit in five years

The Australian Pesticides and Veterinary Medicines Authority (APVMA) has granted the Nursery Industry its first new Minor Use Permit in five years.

Nearly five years ago the APVMA cancelled the Nursery & Garden Industry's minor use status, inferring it was a major chemical user, and cut the Industry off from the Minor Use Program. It has taken close to four years for the Nursery & Garden Industry to convince the AVPMA of the Industry's minor use of pesticides, which required a national pesticide usage survey to validate this position.

Nursery & Garden Industry Queensland (NGIQ) Industry Development Manager (IDM) John McDonald says production nurseries typically use small volumes of any one pesticide however need access to a large

range of chemistries due to the diversity of plant types and pests managed in our production systems. "This phenomenon generally does not attract pesticide companies to register new products for 'Nursery Stock' due to the limited return on their investment. Therefore, the national Minor Use Program is vital to ensuring access to new pest management products is available for growers in the nursery sector."

There are a further three pesticides (Applaud, Amistar and SuSCon Maxi) that are still awaiting Minor Use Permit approval and there are another four being packaged up for presentation to the APVMA this financial year.

Please keep an eye on Clippings for updated information.

## DIY PR tips for small businesses

An economic slowdown is definitely no time to pull the reins on promoting your business (the opposite in fact) but the reality of budget constraints often do not allow the smaller business to splash out on fancy PR stunts and expensive agency fees.

Below are some DIY PR ideas that will help your business gain exposure for low cost:

### 1. Send an e-newsletter -

All it costs is your time. You will be perceived as an expert, and you may get direct business or referrals from people who see your name often.

### 2. Offer your product or service for free -

Letting others sample your product is a great way to promote your business. If you provide a professional service, offer a special report or some of your time for free.

### 3. Speaking opportunities -

Business, community and social groups often look for speakers. Many of these groups offer excellent opportunities for you to showcase your expertise while providing valuable information. Find

groups that include your target market, and speak to them about something that interests them, and relates to your business.

### 4. Get quoted in feature articles -

What sort of information would the writers of magazines and blogs read by your target market find useful? Let them know you can contribute information or an opinion. Make your contribution unique, insightful and informative.

### 5. Send media announcements of new, newsworthy products and services that will help people -

Start with the most important points and work your way down. Limit it to a page long. Focus on benefits not features. Provide helpful web links for more information.

For more information on DIY PR go to [www.publicityexpress.com.au](http://www.publicityexpress.com.au)



November edition of NGIA Clippings compiled and edited by Sarah McMahan, NGIA Communications & PR Coordinator.



This symbol tells you that the project, activity or event you're reading about is funded by your Nursery Industry Levy dollar.