

NGIA CLIPPINGS

September 2009 Issue no.8

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This month's Nursery Paper... Plant Health in Australia

Historically, interstate biosecurity risks within Australian horticulture have been focused on the produce from food based crops and the likely impact on state based primary industries. In recent years state biosecurity agencies have identified the increased pest risks associated with the large interstate green-life trade and are acting to minimise these risks through plant movement regulations. The nursery industry must adapt to this increased attention and enhanced regulatory pressure through professional on-farm monitoring, record keeping and pest management.

In this Nursery Paper Grant Dalwood, Nursery & Garden Industry South Australia (NGISA) Industry Development Officer (IDO) discusses plant health in Australia and the newly implemented South Australia Plant Health Act 2009 and how it affects those who are both exporting to and importing into South Australia.

Be part of the Industry's spring campaign!



Industry's spring campaign for 2009 is 'Plant a living asset'. The campaign has been developed to encourage consumers to get down to their local garden centre, get out in the garden and grow their own produce.

The reasoning behind the 'Plant a living asset' campaign relates to the July 2009 Newspoll results, which show the majority of Australians feel plants add to the value of their home, their health and their lifestyle.

We have created posters for your nurseries and garden centres and signage for your trucks and vans

To download the posters and take part visit the NGIA website www.ngia.com.au

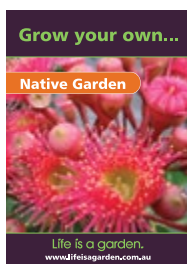
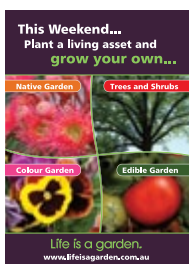
The more businesses that incorporate the 'Plant a living asset' campaign, the stronger the message will be for the benefit of all of Industry.

The artwork for truck and van signs resides with Signex Displays. If you would like to get truck signs printed, please contact:

Terry Lambert
Signex Displays
6 Newcastle Road Phone: 03 9761 0761
Bayswater VIC 3153 Fax: 03 9761 0762

Prices are listed on the NGIA website.

For more information on the 'Plant a living asset' campaign contact Jacqui Gibbs, ph (02) 9876 5200, email jacqui.gibbs@ngia.com.au



Darwin 2010 – get in early for flights!

The 2010 Nursery & Garden Industry National Conference is to be held in Darwin from April 19 to 22. As Darwin is a sought-after holiday location, cheap deals on flights will go quickly, so book now to get a good price!

For more information on the 2010 NGI National Conference go to www.ngia.com.au



Green Expo Sydney a great success!

The Green Expo Sydney took off to a flying start at Rosehill Gardens on August 25. It was organised and promoted by the Nursery & Garden Industry, NSW & ACT (NGINA) and sponsored by eight member businesses; the platinum and principal sponsor being Brunnings/Gardman.

GES, as it quickly became known, set a very high standard. A total of 92 exhibitors filled 118 stands and due to extensive pre-publicity there was a good cross-section of the horticultural industry in attendance.

The stands and the Fusion Showcase, which attracted over 50 'New to 09' exhibits, were scored by a judging panel consisting of media personality Brendan Moar, Judy Horton (Yates), Brian Merrick (Gardens R Us) and Marc Patterson (Andreasens Green).

On the evening of the 25th a Grand Cocktail Party was held where exhibitors, media and industry stakeholders enjoyed a drink, some canapés and the opportunity to network.

Peter Whitehead of NGINA says: "GES was a rip roaring success! To have businesses asking

for increased space for GES 2010 before the show even opened indicated a huge level of support and interest in this event."

Peter says many exhibitors wrote substantial orders and have indicated that they want to be part of GES next year.

"GES 2010 is already being planned – it will be bigger and yes – it will be even better!"

Keep an eye on the NGINA website www.ngina.com.au for information about GES 2010.



NGIA New Zealand Conference a learning experience

Certified Nursery Professional (CNP) Emma Holloway from the Building and Environment Centre at Canberra Institute of Technology (CIT) was given the opportunity to go to the Nursery & Garden Industry Association New Zealand conference in Palmerston North with the help of a CIT Learning and Development Grant.

I was lucky enough to be sent to the Nursery & Garden Industry Association NZ conference by my employer, CIT. CIT is a registered training organisation in Canberra which provides quality education and training to a diverse range of clients across many disciplines. Our campus at Weston teaches horticulture, turf management, landscaping, arboriculture and floristry.

Throughout my time at the NGIA NZ conference it was interesting to find that:

- Nursery marketing and merchandising in NZ retail nurseries is of a very high standard
- Wholesale growers are producing quality products and point of sale support

- Training organisations and industry in New Zealand are providing considerable support to young people pursuing careers in horticulture
- Initiatives to recycle plastic waste used in New Zealand's horticulture industry are being implemented

Speakers at the conference included Australian based international marketing guru John Stanley, international businessman Anthony Tesselaar, expert on employment and law Andrew Cook and Michael Danelon from Nursery & Garden Industry NSW & ACT (NGINA) who judged the Dalton's Nursery of the Year Awards.

We visited three production nurseries and one retail garden centre around the Palmerston North region. I also visited some retail garden centres in Wellington on my own and was delighted to see well thought out and maintained displays and a high quality of plants. Very few weeds were visible and growth was generally uniform.

The knowledge and information I gained while in New Zealand will help CIT to provide up to date information to our students on retail sales skills, marketing, merchandising and branding.

I would like to thank CIT for this opportunity and NGIA NZ for their help organising my trip and for their hospitality during my stay.

Emma Holloway *CNP*
Building and Environment Centre
Canberra Institute of Technology



Emma Holloway at California Garden Centre in Wellington, NZ

Online national invasive plants questionnaire - where does your business stand?



Following part one of the national invasive plants survey, Nursery & Garden Industry Australia (NGIA) is requesting vital Industry participation in an online questionnaire to gauge how familiar Industry businesses are with invasive plant issues.

National Environmental & Technical Policy Manager Anthony Kachenko says: "The response to part one of the survey saw NGIA receive an astounding 350 production/availability lists from nurseries across Australia. NGIA sincerely thanks all participating nurseries who are clearly focusing on the future of invasive plant management by removing those plants currently deemed invasive or potentially invasive from their lists."

The online questionnaire is open to all retail and production nurseries across Australia. To participate go to the NGIA website www.ngia.com.au

There are four parts to the survey which cover invasive plants:

- awareness
- resources
- extension
- management

The survey takes no more than 10 minutes to answer and all completed

surveys will remain confidential and used only for research purposes. Business details will not be disclosed in the final report, to be released in December 2009.

"Nursery & Garden Industry Australia is committed to protecting Australia's rich biodiversity," says Anthony. This questionnaire will provide NGIA with important and relevant data that will assist us to establish the level of awareness growers and retailers have regarding the plants they sell. It continues to build on the success of the Grow Me Instead campaign, nationally launched in April this year to further educate industry and consumers regarding the prevention and spread of environmental weeds.

With an increasing focus on environmentally sound business practice, it is vital for industry to participate.

If you would like to know more about this project, contact Del Thomas ph/fax (02) 6557 2727 or email: delwyn.thomas@ngia.com.au. Del has been engaged by NGIA to lead this project.

Note: NGIA is aware that the lists of garden plants known to be invasive vary considerably from region to region. However, we will address this when evaluating production lists and writing the final report.

Huge advertising subsidy from Universal Magazines!

In showing their support for the nursery and garden industry, Universal Magazines is offering Nursery & Garden Industry State Association members a massive 50% subsidy on advertising in its Outdoor Group publications until August 2010.

The magazines included in this offer are consumer publications Backyard & Garden Design Ideas and Completehome.com.au.

Emil Montibeler, National Sales & Publishing Manager for Universal Magazines' Outdoor Division says the main purpose of the consumer publication subsidy is to introduce Nursery & Garden Industry retail members to the benefits of marketing to a consumer audience that is actively engaged with gardening and outdoor makeovers.

"Independent research has told us that 61.1% of our readers use nurseries, 60.2% of readers intend to purchase over 30 plants for a landscape project and 71.6% of readers intend to invest in soft landscaping such as planting and lawns."

Universal Magazines has also extended a similar offer to include Outdoor Design Source, which is a directory of landscaping, nursery and external works products and services to give trade and wholesale suppliers the opportunity to be part of a highly targeted network.

"We are keen to ensure that members gain the most benefit of being aligned with NGIA and Universal Magazines." Emil says.

For more information contact your State NGI Association or Emil Montibeler, ph (02) 9887 0310, email emontibeler@universalmagazines.com.au

President's Comment

This column brings conclusion to my second term as President. It has been an honour and a privilege.

I would like to thank the NGIA Board for their support and input over the past two years. We have had many challenges and tough decisions to make in providing the governance required to lead this organisation.

I would also like to thank CEO Robert Prince for his support, hard work, exceptional leadership, rapid acceptance within HAL (Horticulture Australia Ltd) and work with the State Associations.

Positive changes have been made in the National Office this year and strategic thinking has been undertaken in selecting the NGIA staff. The introduction of a strong scientific base with Dr Anthony Kachenko as National Environmental & Technical Policy Manager has positioned the Industry to lead us to great heights. The office also now has strong business acumen, with National Marketing & Communications Manager Jacqui Gibbs having held senior positions in several corporate organisations.

I thank all the National Office staff for always responding positively to the requests that are made of them, and the members of the National Committees – thank you for your valuable input and enthusiasm.

To all those involved at a State level, you are also to be commended. Please work with all at National level to achieve efficient, effective collective leadership to our Industry.

With increased tightening of governance by HAL, refreshed decision-making by the restructured IAC, and a forward thinking National Board, it is now time to re-think the way we deliver State Association members benefits. Changes in funds and new delivery structures will mean future developments in this area.

The market place has changed forever and those in Industry leadership need to recognise this and adapt sooner rather than later. I believe people of a high acumen need to be selected for this industry to maintain, or even better, increase its market share. Let's give our families and staff a brighter future. Up-skilling starts at the top; good management shows staff how to deliver superior outputs.

To conclude, I wish my replacement (unknown at the time of writing) all the very best! Once again, it has been a privilege to lead in an industry that has served me so well over my forty years of involvement.



Geoff Richards,
NGIA President

Upcoming events

September 20, 2009

Gift Fair, Sydney

Sydney, NSW

Ph: Reed Exhibitions

02 9422 2777

Email:

anne.atherton@reedexhibitions.com.au

www.giftfairs.com.au

September 23, 2009

NGIQ Trade Day

Bowen Hills, QLD

Ph: Sarah Manser

02 3277 7900

Email: info@ngiq.asn.au

www.ngiq.asn.au

September 23 – 25, 2009

Green Roofs Conference 2009

Melbourne, VIC

Ph: Iceberg Events

07 3876 4988

Email: emma@icebergevents.com.au

www.icebergevents.com/
greenroofsconference2009

September 29, 2009

NGINA Trade Day Wagga Wagga

Wagga Wagga, NSW

Ph: Geoff Rapley

02 6922 5746

Email: info@ngina.com.au

www.ngia.com.au

September 29 – October 1, 2009

City in a Garden Tour Singapore

Ph: Jane Dellow

08 8983 3233

Email: ngint@ntha.com.au

www.nparks.gov.sg

October 2 – 4, 2009

ABC Gardening Australia Expo

Melbourne, VIC

Ph: Expertise Events

02 9975 3707

www.abcgardeningexpo.com.au

October 6, 2009

NGIV Trade Day

Ph: NGIV

03 9576 0599

Email: ngiv@ngiv.com.au

www.ngiv.com.au

October 13, 2009

NGINA Trade Day

Ph: Kay Vargas

02 9679 1472

Email: info@ngina.com.au

www.ngina.com.au

Is Your Business Looking for Staff?



The newly launched Green-Life Careers website is continuing to increase in popularity. The Industry Employment pages have received over 1000 hits over the past 8 weeks. The number of candidates looking for employment via the Jobs Wanted section, as well as the number of Jobs Vacant listings are steadily increasing as word gets out about the free listing service available to all industry stakeholders.

In a case study completed recently, Arborglen, the wholesale production nursery of Flower Power Group, was among the first businesses to post a vacancy advertisement on the site. With a team of 120 people, Arborglen supplies all 15 Flower Power stores across NSW and Victoria. When they recently sought

to recruit a propagation assistant to join the Glenorie-based team, they approached NGIA to post an ad on the website.

HR Manager Ainsley Simpson says: "In terms of potential, we are excited about the site. We certainly will be using it in the future. It's a great way to contact the people we are looking to recruit and the process couldn't have been easier."

The site aims to raise the profile of the industry and stimulate broader interest in careers within the nursery and garden industry. The site is beneficial to both industry employers and potential employees.

For further information on the Green-Life Careers website go to www.greenlifecareers.com.au, email careers@ngia.com.au or call Fiona Kelly at NGIA on (02) 9876 5200.

A Professional Industry



The **Certified Nursery Professional (CNP)** program aims to professionalise the Industry by promoting personnel who have the skills, education and experience to be recognised as Industry 'professionals' and 'specialists'. It benefits individuals, businesses and the Industry as a whole.

The CNP program is not only available to horticulturalists, it is open to most skilled and experienced personnel working within the Industry who meet the required

criteria; be they educators, management professionals, media or marketing specialists or landscapers.

There are currently over 280 CNP members nationally. Why don't you join them?

For further information on how to become a CNP call the NGIA office on (02) 9876 5200, email cnp@ngia.com.au or go to www.ngia.com.au/cnp

Don't miss out on Floriade!

Floriade – the largest flower festival in the Southern Hemisphere with over one million bulbs and annuals, launches for 2009 on September 12 and runs for an entire month. This year the theme is Mind, Body and Soul.

The event boasts an exciting entertainment program with local, national and international performers on show, kids' activities, garden workshops, exhibitions, displays and plenty of food.

It also encompasses Floriade NightFest – five nights filled with outdoor movie screenings, music and more. But as the

music plays and the wine flows it is the flowers that are the star of the show, planted out in eye-catching and unusual designs for all to admire.

Floriade is being held in Commonwealth Park, Canberra. The event commences on September 12, 2009 and finishes on October 11. Gates are open from 9am to 5pm Monday to Friday, and 9am to 5.30pm on weekends and public holidays. Entry is free for the general festival and tickets are \$20 per adult and \$10 per child for the NightFest.

For more information go to www.floriadeaustralia.com



September edition of NGIA Clippings compiled and edited by Sarah McMahon, NGIA Communications & PR Coordinator.



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