

Landscaping the Positives in an Economic Downturn

Jim Vaughan
Landscape Queensland Ind Inc

Project Number: NY09031

NY09031

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Know-how for Horticulture™



Landscape Queensland Industries Inc.

**LANDSCAPING THE POSITIVES IN AN ECONOMIC
DOWNTURN
BRISBANE AUGUST 2009**

Horticulture Australia Project No: NY09031
(completion date 28/8/2009)

MILESTONE 101 & FINAL REPORT

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HAL Project Number: NY09031

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Purpose of Report:

This report fulfils the final requirement of the agreement between Horticulture Australia Ltd (HAL) and the Landscape Queensland Industries Inc.

Acknowledgement of Support:



Know-how for Horticulture™

Date of Report: 28th August 2009.

Disclaimer:

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MEDIA SUMMARY

Landscape Queensland Industries Inc held their annual landscape conference on Friday 7th August 2009 at the Australian Centre of Lifestyle Horticulture, Cleveland. The theme was chosen due to the current economic climate, “**Landscape Positives in an Economic Downturn**”.

The annual conference is designed to encourage, educate and provide innovative processes and methodologies as well as providing the opportunity for the industry base to network and discuss various issues critical to the ongoing sustainability and development of the landscape industry.

The conference addressed the current issues facing the industry:

- Innovation and sustainability in design
- Climate change
- Achieving project payment
- Small business surviving the current economic crisis
- Website as a business tool
- Green roofs innovation
- Accreditation/Certification “Industry Best Practice” for national uptake
- New competency standards for the industry

Delegate numbers were lower than expected with only 40 delegates attending in this time of tight financial concern.

As always, the importance of networking was shown to be high on the delegates list. An extended session by popular demand on *Receiving Project Payment* and the *Process of Getting Paid* was well received by all.

Obviously environmental and climate change issues were a matter of concern on the list of important issues facing the landscape industry nationally. Innovation and Biosecurity became a well discussed topic along with the development of new competency standards for the landscape industry.

EVALUATION OF EFFECTIVENESS – SURVEY RESULTS

Even though the delegate numbers were down to previous years due to the economic climate, there were some attendees from the regions. Those that attended confirmed the quality of the speakers and the topics and said they were relevant for these tough economic times. The conference provided the ideal networking opportunity.

The post conference survey showed that delegates, exhibitors and sponsors were more than happy with the conference content, networking and information exchange and enforced the multifaceted supply and demand chain. All delegates attended all Conference sessions supporting the value of every individual conference session and speaker.

In a *post conference survey* 85% of the delegates responded to the following questionnaire:

	Dissatisfied	Satisfied	Very Satisfied
how satisfied with the registration process.	14%	29%	57%
how satisfied with the conference materials.	29%	14%	57%
how satisfied with speakers/presenters	-	29%	71%
how satisfied with conference facilities	-	14%	86%
were the conference sessions too long, too short, just right	-	14%	86%
the content of conference sessions was appropriate and informative	-	29%	71%
what sessions would you like to see at future conferences	<ul style="list-style-type: none"> • Business management/contract management • Contract pricing, residential vs. commercial • Marketing and sales • Forum for suppliers and contractors • More management principles 		
what did you like most about the conference	<ul style="list-style-type: none"> • Speaker, Kevin Avery • Variety and quality of information • Network opportunities • Detailed and informative 		
what did you like least about the conference	<ul style="list-style-type: none"> • Relevance of certain topics to my business 		

	<ul style="list-style-type: none"> • Lunch seating • Some speakers did not have notes to hand out
approximately how many conference of this type do you attend annually	29% - 1-2 per year 57% 2-4 per year 14% don't usually attend
do you plan to attend this conference again next year	100% said yes
would you recommend this conference to others	100% said yes
how would you rate this conference compared to other conferences of this type	86% - very good 14% - excellent
in what way could this conference be improved	<ul style="list-style-type: none"> • More ways to meet others • Possibly small workshop groups to discuss topics in more detail.

Refer Appendix I – Attendees Survey

The post conference survey showed that overall, all delegates and sponsors were more than happy with the conference content, information exchange and networking and felt that they had taken away information that benefited their business, especially in this current economic climate.

CONFERENCE PROGRAM

The conference program was developed in consultation with industry representatives.

The important areas of:

- innovation
- Biosecurity
- Payment on project completion
- Environment
- Climate control and;
- Networking

were all well received by those who attended and represented current topics of interest at this time within the landscape industry as it recovers from the financial crisis.

The Conference Program sought to cover topics/issues relevant to today's industry with delivery by professional speakers/presenters. All presentations were PowerPoint based with full audio-visual support.

Refer Appendix II – Conference Program.

DELEGATE LIST

The conference was attended by 41 delegates from the state including regional areas. The total number was disappointing as every effort was made to promote the event. When those that responded as a no were asked why they did not attend, the majority said it was due to the current economic climate.

Refer Appendix III – Delegate list

KEY OUTCOMES AND RECOMMENDATIONS

A survey undertaken early in the year to members indicated that delegates wanted a conference that would offer a “learning event” as well as networking. Members wanted topics relevant to their industry and businesses. Objectives addressed at the conference were:

- innovation and sustainability in design
- climate change
- contractor protection
- effective litigation strategies in a downturn
- what should small business do to survive the economic crisis
- competency standards for the landscape industry
- green roof and walls
- accreditation/certification – industry best practice

From the objectives above the following key outcomes and recommendations were:

1. .Innovation and sustainability in design
Recommendation: climate change, carbon sequestration and environmental issues to be followed up.
2. .Climate change
Recommendation: project and investigation on water use efficiency and ongoing maintenance in landscapes.
3. . Contractor protection and effective litigation strategies
Recommendation: undertake extra training in understanding payment processes and methodologies.
4. .Small business surviving the economic crisis
Recommendation: work on the business at this time as well as in the business. Investigate undertaking workshops to assist.
5. Green roofs
Recommendation: excellent potential for the landscape industry to work closer with the green roof industry.
6. Accreditation/Certification – industry best practice
Recommendation: this considered to be an obvious recognition of best practice within the landscape industry and provide consumers and specifiers protection. A big step was to ensure it is promoted correctly for the benefit of everyone.

ACKNOWLEDGEMENTS

Horticulture Australia Limited acknowledgment throughout the conference included the HAL logo on all marketing and information. Special acknowledgment to HAL was given throughout the event as the speakers' supporter.

Also supporting the conference were; .AWX, Outdoor Design & Living, Outdoor Design Source, Interface, Boral, Caboolture Turf, Elmich, Lockyer Lawns, NGIQ, Jimboomba Turf.

Their attendance and involvement in the conference sessions and financial contribution are gratefully acknowledged.

The conference was a success thanks to sponsorships from both government and industry, without which it would not have achieved that status and of course state-wide delegate support. As the survey has revealed a one day event seems to be the maximum to achieve attendance within this industry as most members are small to medium enterprises and cannot afford to take people away from their workplace.

PROCEEDINGS, COPIES OF PAPERS PRESENTED

Refer Appendix IV – Conference Papers/Conference PowerPoint Presentations/Conference Speaker/Event Photographs.

Some photos of speakers, delegates:



APPENDIX I

ATTENDEES SURVEY

"Landscape Positives in an Economic Downturn"
7th August 2009

1. How satisfied were you with the registration process?

☐

Dissatisfied

☐

Satisfied

☐

Very Satisfied

2. How satisfied were you with the conference materials provided?

☐

Dissatisfied

☐

Satisfied

☐

Very Satisfied

3. Overall, how satisfied were you with the speakers/presenters?

☐

Dissatisfied

☐

Satisfied

☐

Very Satisfied

4. Overall, how satisfied were you with the conference facilities?

☐

Dissatisfied

☐

Satisfied

☐

Very Satisfied

5. Did you feel the length of conference sessions were too long, just about right, or too short?

☐

Too long

☐

Too short

☐

Just right

6. The content of conference sessions was appropriate and informative.

☐

Dissatisfied

☐

Satisfied

☐

Very Satisfied

7. What kinds of sessions would you like to see included at future conferences?

8. What did you like most about the conference?

9. What did you like least about the conference?

(Please turn over)

10. Approximately how many conferences of this type do you attend annually?

☐ 1-2 per year ☐ 2-4 per year ☐ Don't usually attend

11. Do you plan to attend this conference again next year?

☐ Yes ☐ No ☐ Don't know

12. Would you recommend this conference to others?

☐ Yes ☐ No ☐ Don't know

13. How would you rate this conference compared to other conferences of this type that you have attended?

☐ Average ☐ Very good ☐ Excellent

14. In what ways could this conference be improved?

Name: _____ (not compulsory)

Company: _____ (not compulsory)

APPENDIX II

LANDSCAPE POSITIVES

**IN AN
ECONOMIC
DOWNTURN**

**Landscape Queensland
Conference
2009**

FRIDAY 7th AUGUST 2009

8.30am to 3.00 pm

Registration time: 8.00am

10 speakers covering topics

such as:

Economic landscape •

Sustainability •

Getting paid •

New national curriculum •

Environmental innovation •

Marketing your business •

Landscape innovation •

Platinum Sponsors:

OUTdoor
DESIGN & LIVING

awx

**Outdoor
DESIGN
SOURCE**

Gold Sponsors:

INTERFACE

**Boral
Masonry**

Silver Sponsor:

CABOOLTURE TURF

Landscape
Queensland Ind. Inc.

AUSTRALIAN CENTRE OF LIFESTYLE HORTICULTURE CONFERENCE ROOM
26-40 DELENCEY STREET, CLEVELAND, QLD. 4163 CONFERENCE SCHEDULE FRIDAY 7TH AUGUST

- 8.00 – 8.15am Registration and coffee
Conference Opening
 Welcome to Conference by Andrew Bottomley – President LQI
- 8.15 – 8.45 **Keynote Speaker: TBA**
Topic: Innovation and sustainability in design
- 8.45 – 9.15 **Speaker: Rachel Poulter – DPI Scientist**
Topic: Our role in a changing climate
- 9.15 – 9.45 **Speaker: Tony Rees – Groundworks**
Topic: The Need to Innovate for sustainability
- 9.45 – 10.15 **Speaker: Kevin Avery – BICRS**
Topic: Contractor Protection
- 10.15 – 10.45 MORNING TEA – NETWORKING
- 10.45 – 11.15 **Speaker: Tony Scoglio – Scoglio Law**
Topic: Effective litigation strategies in a downturn
- 11.15 – 11.45 **Speaker: Michael Mee MLM Commercial**
Topic: What should small business be doing to survive the crisis & life after crisis
- 11.45 – 12.15 **Speaker – Stephen Simpson Agrifood Skills National Landscape Representative**
Topic: New competency standards for the landscape industry
- 12.15 – 1.15 LUNCH – NETWORKING
- 1.15 – 1.45 **Speaker : Sidonie Carpenter Green Roof Australia**
Topic: Green Roofs and walls - the future for sustainable design
- 1.45 – 2.15 **Speaker – Yvette Risk LQI IDO**
Topic: Landscape Accreditation/Certification – Industry Best Practice
- 2.15 – 2.45 **Speaker: Steve Logan, Aspedia Australia – The Web Company**
Topic: How to use your website as a business tool
- 2.45 – 3.00 AFTERNOON TEA – NETWORKING

Registration Fees include:
 – Name badge,
 Conference
 Compendium
 – Attendance at
 Conference sessions
 – Tea and lunch on
 Conference day

REGISTRATION FORM – Conference 2009 “Landscape Positives in an Economic Downturn”

To register please return this completed form with payment to Landscape Queensland Industries Inc., PO Box 1643, Cleveland, Qld. 4163. Ph: (07) 3286 1746 Fax: (07) 3488 0920 Email: info@landscapequeensland.com.au

Contact Name

Company Name

Postal Address

Postcode

Telephone Facsimile Email

LQI Member ☐ \$110.00 per person Non Member ☐ \$160.00 per person Students ☐ \$110 per person

Number of delegates @ per person \$

☐ Cheque to Landscape Queensland Industries Inc. is enclosed for \$

☐ Direct Debit Payment. Name: Landscape Queensland Ind. Inc. BSB: 034 051 Acct No. 134 637

☐ Please debit my credit card ☐ Visa ☐ Bankcard

Credit Card Number

Expiry Date Authorisation Amount

Name on Card

Signature

DELEGATE NAMES:

Name Company

Name Company

Please advise of any special dietary requirements:

Payment and delegate names are required to be forwarded to Landscape Queensland Industries Inc. by 3rd August 2009. CANCELLATIONS must be notified in writing by 3rd August 2009. Refunds for cancellations after this date will not be provided. A \$55 surcharge applies to all cancellations. A booking confirmation in the form of a tax invoice will be sent to you to confirm your registration.

**LIMITED
SEATS
AVAILABLE**

APPENDIX III

Landscape Positives in an Economic Downturn
Friday 7th August 2009

Company	Attendees	No.
Boss Gardenscapes	Cristina Ghiraldelli	1
Mark Perriman Landscapes	Mark Perriman	1
Room Landscape Design	Chris Gill	1
GardenMakers Landscaping	Brett Johnston	1
NLH Design	Nick Huggins	1
Yards	Ben French	1
Reece Irrigation Caboolture	Shaun Hann	1
Wayne Giebel Landscapes	Wayne Giebel	1
Geofabrics Aust Pty Ltd	Greg Lock	1
Pacific Trees	Donna Sands	1
Reece Irrigation Noosaville	Shane Riches	1
Professional Turf & Garden	Graham Hayward, Greg Stevens	2
Ray Palmer Landscapes	Ray Palmer	1
Dig It Landscapes	Greg Mann, Tim Stafford	2
Design Landscapes (Qld) P/L	James Stoddart, Greg Gunton	2
Green Survival	Dennis Fitzpatrick	1
QPIF	Shane Holborn	1
J Mac Constructions P/L	Steve Musgrove	1
Qld Sandstone	John Alexander	1
Nature Zone Landscaping	Jason Pennell	1
Eureka Landscapes	Jason McGarry	1
Universal Magazines	Emil Montibeler	1
Outdoor Design Source	Deborah Haines	1
AWX	Jessica Hill, Russell Sheasby, Tim Prince	3
Interface Landscapes	Dave Taylor	1
Boral	Martin Dobson	1
Caboolture Turf	Adam Thornton, Tony Cross	2
Lockyer Lawns	Andy Ritchie, Leon & Paula Bachmann	3
NGIQ	Steve Hart	1
Jimboomba Turf	Lynn Davidson	1
Cassandra Dare	LQ IDO	1
Jim Vaughan	LQ CEO	1
Theresa Elliott	LQ Secretariat	1
TOTAL		41

APPENDIX IV


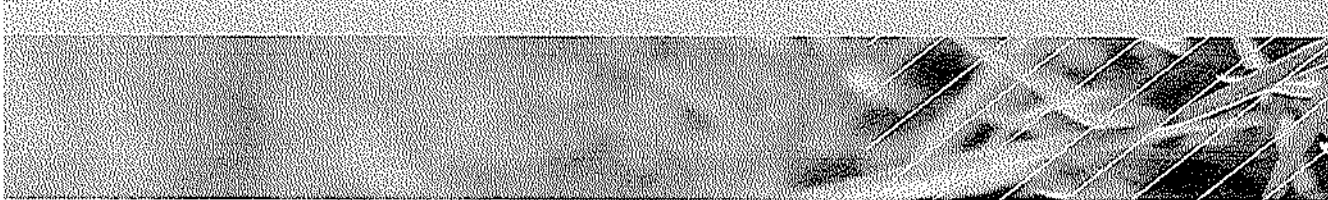
Landscape Queensland Industries Conference - "Landscape Positives in an Economic Downturn"

INNOVATION FOR SUSTAINABLE DESIGN

7 August, 2009

by Paul Hardyman






The Landscape Business Environment

Now

- Still slowing
- When is the bottom?
- Government sector focus



Future

- SEQ population increase as driver
 - Private sector focus
- 

Positive Steps

- Innovation
- Sustainability
- Design





Innovation

- Clients may be more risk averse
- Clients may be more litigious
- Project procurement
- Alliances between Landscape Architects and Landscape Contractors
- Products / materials development
- Design
 - » Green walls
 - » Green roof soils
 - » Green roof plants
- What next?

Sustainability

- Our industry, our businesses and "our" environment
 - Climate change
 - » El Nino
 - » Water availability
 - » Heat
 - » Sea level change
 - Loss of habitat
 - Embodied energy of materials
 - Green Star, LEED, Basix (NSW)
- Design
 - » Realise the value of stormwater
 - » Green roofs
- Life cycles of materials
- Carbon emissions trading





Design

Obstacles

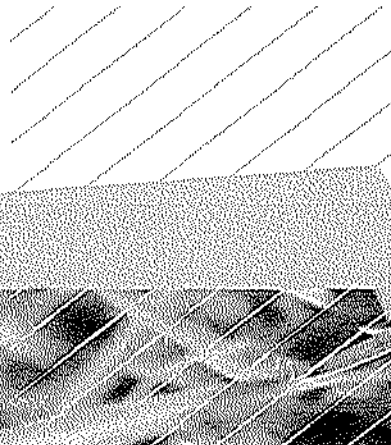
- Clients more cautious with their budgets
- Poor design culture
- Local Government Design Controls

Opportunities

- Stormwater harvesting under roads



General

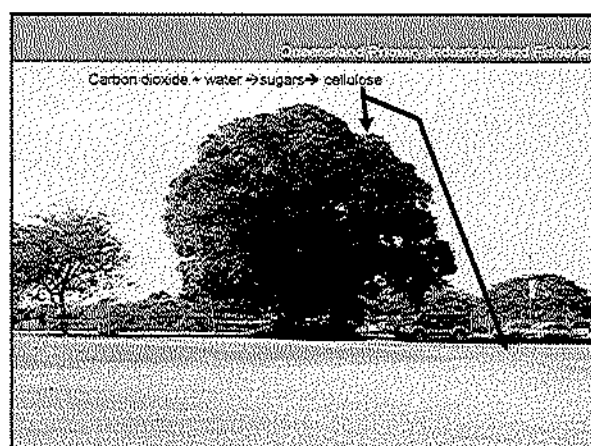
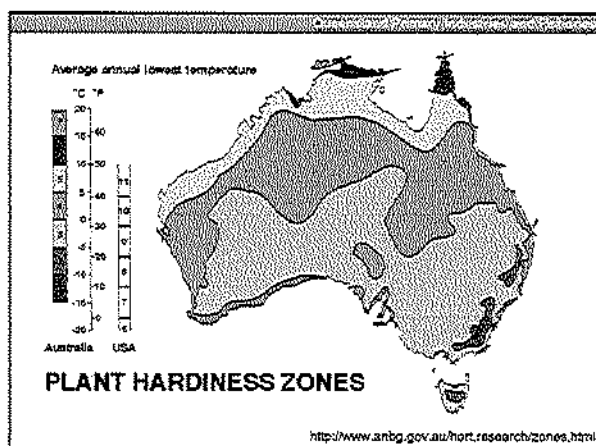
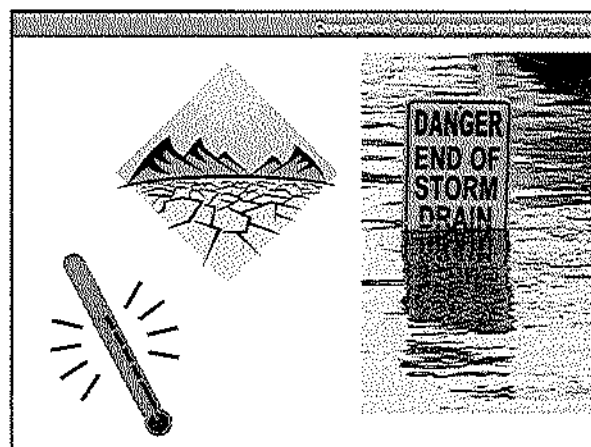
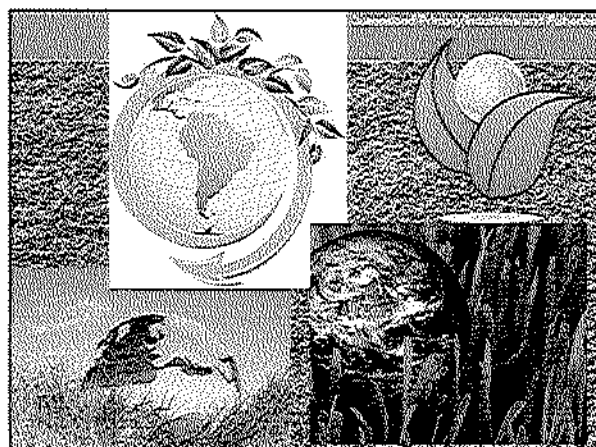
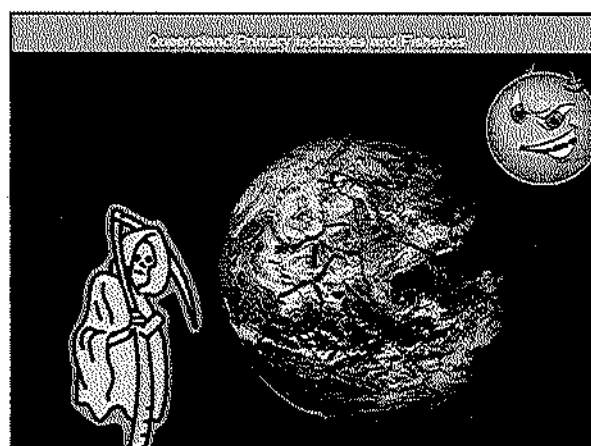
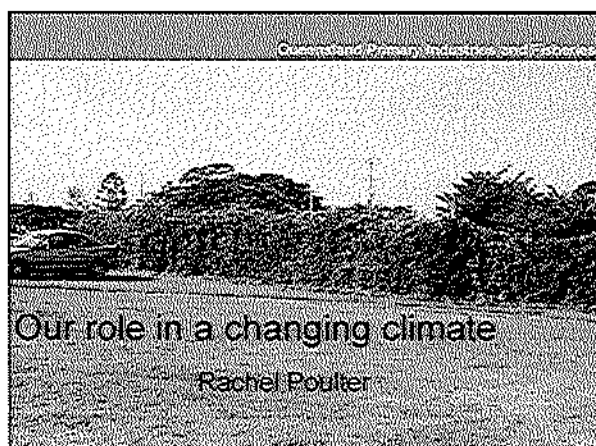
- * Sharpen your Saw
 - * Assess your business and staff skill sets
 - * Consolidate your team
 - * 9 day fortnight
 - * Reassess your work - life balance
 - * Marketing and web site development / maintenance
 - * Education / training / skills improvement
 - * Gain certification or accreditation
 - * Learn lessons for next time
- 

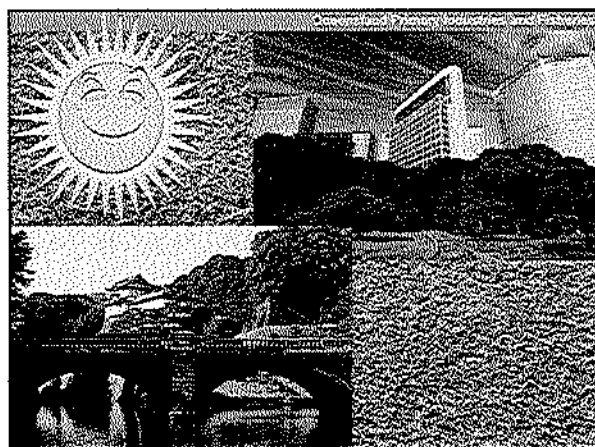
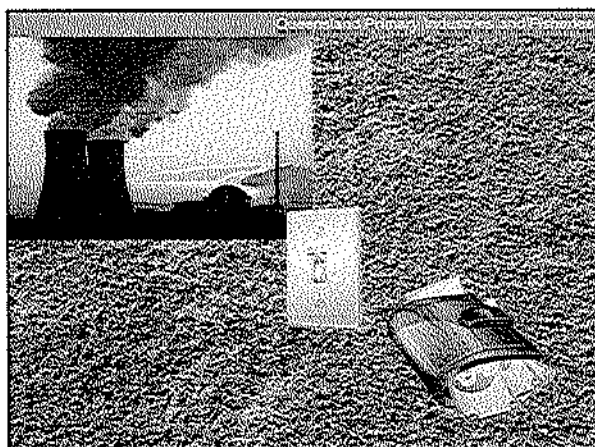
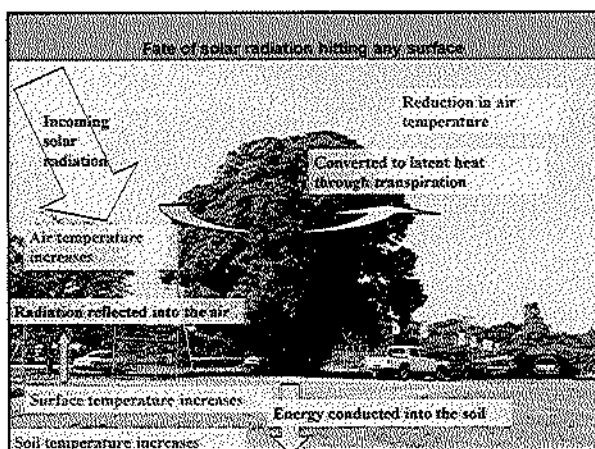


The Outlook

- We must all remain positive
- Look out for the next wave
- Lets refuse to take part in this recession







Our role in a changing climate

Rachel Poulter

Queensland Primary Industries and Fisheries, DEEDI.

Introduction:

There will be three themes to my presentation:

Management, Modification and Moving forward.

That is

- **Managing** the impact that climate change will have.
- Our role in **Modifying** the rate that climate change occurs
- Ways that we can **Move forward** in research, development and extension to ensure that we are able to play that role.

Management

That is, how do we manage and adapt our industry to cope with the pressures placed on us by climate change?

The federal government has committed \$126 million to Climate Change Adaption

We are likely to see changes in the areas or regions in which certain plants can grow.

Increasing temperatures can lead to a change in the types of pests and diseases we are likely to be dealing with.

The growing period for many plants will probably change.

It is also predicted that there will be an increased incidence “of droughts, and flooding rains”, coupled with an increase in the water requirements by plants due to the increase in temperatures driving and increase in evapotranspiration. It’s more important now than ever to fully understand the water requirements of plants and to maximise water use efficiencies.

The reliability of irrigation schemes, through impacts on recharge of surface and groundwater storages will be reduced.

There is increased risk of soil erosion and off-farm effects of nutrients and pesticides, from extreme rainfall events

Increased input costs—especially fuel, fertilisers and pesticides

Additional input cost impacts when agriculture is included in an Emissions Trading Scheme (ETS).

Modification

Responding or adapting to climate change is one thing, but we are in an industry that can also provide solutions.

We need a positive attitude: we **can** save the world!!! We have the capacity to help every member of society play their part in slowing the rate at which climate change occurs.

We can have a **direct** effect on carbon emissions: - with or without a trading scheme plants and soils in our gardens are a carbon sink, and a tree in a park or garden is permanent!!! If we manage our fertilisers correctly we can ensure uptake of nutrients is maximised and very little, if any is contributing to the problem.

We can also have an **indirect** effect, by using the cooling benefits of plants there can be significant reductions in the energy consumed to run air conditioners. This is not just a \$ saving on an individual basis, the net effect is less demand for electricity,

therefore power producers don't need to burn as much fuel which then becomes a carbon emission.

Taking it further, if we encourage home owners to set aside space in their landscaping plan for a productive garden, we will be helping them reduce "food miles"

Moving forward

We're going to see speakers today who will help achieve an increase in "green infrastructure" even with dwindling space, for example green roofs and walls.

I would like to challenge everyone here to consider their own contribution to combating climate change, and where they believe research should be headed.

Research and development to help us adapt to the pressures of climate change:

- Suitability of current or new cultivars to pressures, for example, physiological disorders, drought, pests and diseases. Will the locations at which these cultivars best suited change? Will the pests and diseases change?
- increased water requirements to meet increasing evaporative demand, coupled with increased drought occurrence and more intense rainfall events. Do we know enough about the capture and storage of alternate water sources?
- How do we manage fertilisers so that input costs are minimised but also to ensure we don't pollute waterways, or contribute to greenhouse gas emissions?

Research to help maintain biodiversity

This is one of the priority research areas for the money that the federal government has allocated to research into climate change adaptation.

- Do we know what plants will support the endangered animals in our region?
- Do we know what plants are endangered, and are they suitable for inclusion in landscape projects/plans or... are they suitable for inclusion in a green roof or wall?

Research to help industry provide consumers with facts and figures, which in turn ensures we have a place in the market, which is our bottom line!

- Does the consumer know enough about the capture, use and implications of alternate water sources – greywater
- Does the consumer know exactly how much power, and therefore money they can save by ensuring they have the right landscape elements, in the right position around their home/office building/street? Do we know that?
- Does the consumer know how much insulation (heat and sound) a green roof or wall can provide? Are the energy savings cost effective?
- Does the consumer know how much carbon is captured by the plants in their garden, on the golf course, in a street tree? If so, do they know how much water is needed to keep them alive, and that this is not a waste of water?

Conclusion:

I believe we should have the attitude that we **can** save the world!

EFFECTIVE LITIGATION STRATEGIES IN A DOWNTURN

Landscape Conference 2009

Friday 7 August 2009

by Tony Scoglio ©

SCOGGIO LAW

Landscapers

- Sole traders;
- Proprietary limited companies – often sole directors;
- Trusts;
- Partnerships.

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GFC

("global financial crisis")

- Started about mid 2008
- Not seen coming by many
- Started with the collapse of Lehman Brothers
- Caused banks to tighten up with monetary policy

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F@!#!



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Effects of the downturn

- Late payments occur
- Keep getting told the cheque in the mail
- Debtor not returning your phone calls
- Harder to get paid
- You receive the dreaded phone call from the liquidator

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What to do in a downturn?

Aggressive approach

or

Passive approach

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Passive approach

Commercial agreement

- Work with debtor and wait for payment
- Enter payment arrangement
- Obtain security: mortgage, personal guarantee
- Claim interest

Pros:

- Customer loyalty

Cons:

- Deeper hole
- Preferential payment
- You become the bank for your customer

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Passive approach (cont.)

Mediation

- Parties can potentially reach win/win situation
- Quick turn around time
- Can preserve commercial relationships
- Not compulsory

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Aggressive approach

What is it?

- Letter of demand
- Institute proceedings
- BCIPA
- Subcontractor's charge
- Statutory demand
- CCT

Pros:

- Recovery of monies

Cons:

- Potential to ruin commercial relationship

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Letter of demand

- 7 day letter
- To the point
- Give a time for payment

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Institute proceedings

- Up to \$50,000 Magistrates Court
- \$50,001 - \$250,000 – District Court
- Greater than \$250,000 – Supreme Court

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BCIPA

Building and Construction Industry Payments Act 2004

- Great piece of legislation
- For use by subcontractors in the construction industry
- There are exceptions – can't be in relation to building work for resident owner or if a subcontractor's charge has been served.
- A payment claim needs to be served and strict timeframes apply for the payment schedule to be served
- From start to adjudication decision – 45 days
- However, can be expensive
- Note: the Act also allows for the suspension of work.

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Subcontractors' Charges Act 1974

- Entitles a subcontractor to freeze monies owing to a head contractor so that payment can be made to subcontractor
- A notice claiming the charge must be issued within 3 months of carrying out work on site
- Then one month to institute proceedings.
- Best chance to recover money if company enters into liquidation

SCOGGIO LAW

Statutory demand

- Only applies where the debtor is a company
- Purpose is to wind up debtor company
- The statutory demand needs to be served on the company.
- Once served, 21 days until act of insolvency occurs unless payment made or debtor company makes application to have statutory demand set aside
- Advantage: very serious consequences and therefore settlement often occurs
- Disadvantage: If there is a genuine dispute about the debt and debtor company applies to set aside statutory demand, the court will set it aside with costs.

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Latest news

- QCAT (Tribunal)
- Will take over the CCT and starts 1 December 2009
- New set of rules

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Terms you may come across in a downturn

- Receivership
- Administration
- Liquidation

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Summary

1. Fast recovery of money is very important in an economic downturn.
2. In a downturn:
 - a) Subcontractors' Charges Act:
 - 3 months from date work on site occurred.
 - 1 month to institute proceedings.
 - b) BCIPA:
 - Payment claim must be served within 12 months from date of work
 - Payment schedule must be served within 10 business days of service of payment claim.

SCOGGIO LAW

Any questions?

SCOGGIO LAW

Please visit us at:

www.scoqliolaw.com.au

Contact details:

Scoglio Law

Ph: (07) 3833 2100

Fax: (07) 3833 2121

Email: tony@scoqliolaw.com.au

SCOGGIO LAW

What should Small Business be doing to survive the crisis & Life After the crisis



What are the Financial Reasons people originally chose to Go Into Business?

- To make a profit
- Or
- Probably more correctly to make the best return on the capital you have invested into the business as quickly as possible.

Has the current crisis changed this Reason?

- Probably not – so don't lose sight of it.
- More importantly don't be distracted from it and focus on it.

How do you make the best returns on the capital you have invested in your business?

There are 4 ways to do it: -

1. Increase your revenue
2. Decrease your costs
3. Change your product mix
4. Manage your Working Capital

However – these 4 need to be examined together to ensure the correct outcome. You have probably heard before during this crisis – “Cash is King”. We will discuss this further later.

Do you have the correct Financial Information ?

- Accounting is a clever system and has been used for thousands of years
- But does it provide you with the information you need to make the above decisions
- Often the financial information you have to work with has been prepared to meet the needs of a Government Organisation such as the Tax Office or Australian Securities and Investment Commission.
- But their needs are different from yours
- More and more we find that accounting information is getting further and further from what it was originally designed to do.
- Almost all current Accounting IT systems can be set up to provide both your needs as well as meeting your statutory needs
- As a matter of fact you may be of the opinion that your needs are more important than those of the Government

Getting the correct Financial Information

Ensure the information you are working with is an accurate reflection of your business: -

- How is your Salary or Wage reflected? Does it reflect the real cost of employing you? If you were not employed by your business – how much would you pay someone else to do your job?
- Is there a clear delineation between your Salary and your rightful drawings from the business.
- How is the value of your premises reflected in the business? Does it represent fair market rental for the premises?
- Are your motor vehicles or personal assets included as a part of your
- Do you have other costs or revenues in your business that distort the real trading profit for your business?
- All these factors can be easily isolated in your accounting system to give you a real and accurate reflection of what is happening in your business so you can make the correct financial decisions.
- At the same time the statutory authorities can also be provided with the information they need and
- You can determine if you are still getting out of your business adequate returns on the capital you have invested.

Understand your Costs

- You can almost always break your business up into logical groups. This can be done by Product Groups, Contract Types or other logical groupings
- Once the groups have been established, you can break each group into their logical costs such as Materials, Sub Contract, Labour and Overheads
- You can then look at the volumes, cost and nature of each group or indeed individual products within the group

Once you have this simplistic Understanding of your business

- Accurate financial decision making can then be easily set up on a spreadsheet for your business.
- The information provided to you by your accounting system can be used in a decision tree
- Let's take a Landscaping Example

Should you take on new business?

- Don't just look at the P&L
- You need to understand the Cashflow implications

	Current Business	New Business "A"	New Business "B"
Revenue	300	450	575
Profit	80	150	195
Return on Sales	27%	33%	34%
Receivables (days)	30	30	40
Inventory (days)	35	30	35
Receivables	25	38	64
Inventory	30	90	150
Fixed Assets	100	120	120
Working Capital	155	248	334
Cash Required		62	119

Having the correct information makes these Financial decisions Easy

- What if you put your price of the new Business "B" up by 10% and negotiated with your suppliers for 30 day payment terms to reduce the impact on your inventory

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Fixed Assets	100	120	120
Working Capital	155	248	334
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- The above decisions show the importance of Cash Flow on your business
- Remember - Cash is King - but not only during a crisis

What does the Cash is King philosophy require you to do: -

1. Manage your Accounts Receivables
2. Manage your Accounts Payable
3. Manage your Inventory
4. Manage your costs
5. Maintain your sales & Marketing Levels
6. Retain your talented employees
7. Keep a strong relationship with your bank
8. Don't be afraid to ask for help
9. Be upfront and Truthful
10. Look for Better Deals

Manage your Balance Sheet - Accounts Receivable, Accounts Payable and Inventory

- Do you look at your Balance Sheet regularly? Or is it just an illogical piece of Accounting Information that you are not quite sure why they keep producing it
- There are probably only three items on it you need to watch regularly - AR/AP/Inventory. They simply are Getting Paid for what you've done, How much you owe for what you have used and How much you have available to generate future revenue.
- You would be surprised at the amount of cash that gets tied up in these 3 items and managing them properly is critical, simple and needs to be an important part of your decision making.
- Review your Accounts Receivable regularly - monitor if they are getting better or worse
- Do the same with your Accounts Payable - monitor if they are getting better or worse
- Review your inventory. Do you have inventory that is not moving? Move it or discount it - It is tying up valuable cash.

Manage your Costs

- Look at the costs in your business on a line by line basis
- Are they necessary?
- What would happen if you eliminated them?
- How much revenue do they generate?
- Does the value of the cost match the value of the revenue

Maintain your Sales & Marketing Levels

- Don't loose focus on your revenue especially the profitable groups
- Look at the impact of the profitable groups and see if there are creative ways these can be increased in a more positive cash flow environment

Retain your Talented Employees

- Top performing employees will be safe from job cuts during difficult times
- Be up front and truthful
- They may need to take on more workload
- This may lead to better efficiencies
- Have them take the opportunity to modify the procedures or systems during this time to ensure these efficiencies can be maintained or improved in better times
- Be ready to reemploy when the cycle changes

Keep a Strong Relationship with your Bank

- Banks exist as a supplier of cash
- They can and will help your business if the fundamentals are right in your business
- Make sure you give the bank the correct story of your business
- Talk to them and explain your needs
- Be up front and truthful
- They will currently support existing good customers before new ones

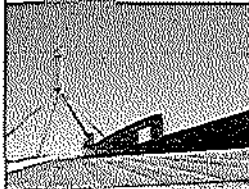
Ask for Help

- Don't be afraid to seek outside help
- You are not the only one finding things difficult
- Seek out good and experienced professionals who can provide you with solutions to your problems
- Business coaching and mentoring is growing
- Looking outside the square can be difficult during difficult trading conditions

Look for Better Deals

- Talk to your suppliers
- Look at your business decision making model we talked about above and look for better ways of business
- Talk to your customers and see what their needs are. Can you better align with them?

Green Roofs and Walls a Sustainable Business Opportunity



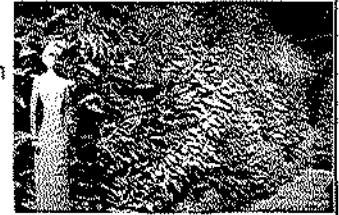
LQI Conference August 09

SIDONIE CARPENTER

Green Roof & Wall Design Consultant
President, Green Roofs Australia Inc.

GREEN ROOFS & THEIR POTENTIAL

- What is driving the Green Roof & Wall market?
- Why?
- What?
- Benefits
- Integrated design



WHY GREEN ROOFS?

Green roofs may not be a familiar site in our city. Successful examples in the UK, Europe, Japan & Nth America, show they can make a **unique contribution to the quality of our urban environment.**



What is driving the Green Roof market? CLIMATE CHANGE & SUSTAINABLE DESIGN

- In the industrialized world 80% of the population now live in cities. (Binde, 1998)
- Buildings and urbanization have created a unique set of environmental problems.
 - Increased Carbon Dioxide levels
 - Urban heat Island effect
 - Reduced bio diversity
 - Water management
- Many of these problems are either directly caused or exacerbated by the removal of vegetation to accommodate urban expansion.

THE COST OF URBANISATION

It is estimated that the **construction, operation, maintenance and demolition of buildings contributes up to 40% of global greenhouse gas emissions (UN SBCI 2006).**

We need to be actively changing & incorporating sustainable practices into our construction industries.

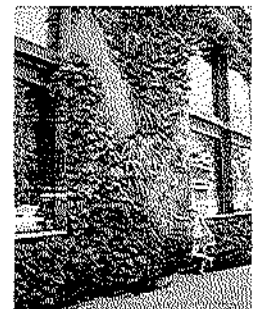


WHY GREEN ROOFS & WALLS?

Modern architecture leaves less available green space and this is one way of reclaiming it & integrating it into building design.

Green Roofs & Walls make a **unique contribution to the quality of our urban environment.**

As we move into the 21st century, green roofs & walls can address many of the challenges presented by urbanization & climate change.



Musée du quai Branly - Paris

GREEN BUILDINGS & GREEN ROOFS

- Consume less energy & water
- Healthy & productive environments – public & private
- Maintain & enhance bio diversity
- Do not pollute, in fact they clean – noise, water, air
- They Work – research of real benefits

Brits Pub – bowling green, Minneapolis



WHAT IS A GREEN ROOF ?

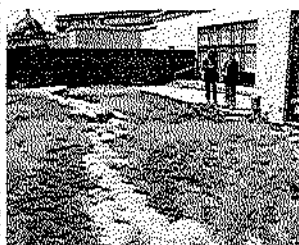


A green roof is created by adding layers of growing medium and plants on top of a traditional roofing system.

Green Roofs convert wasted roof area into viable and valuable green space for public & private benefit.

Singapore Botanic Gardens visitors center

TYPES OF GREEN ROOFS



There are 2 types of green roof

- Intensive
- Extensive

The two systems are differentiated by

- cost
- depth of growing medium
- choice of plants

EXTENSIVE GREEN ROOFS

- light weight
45–170 kg/m²
- 300mm or less growing medium
- low capital cost
- low plant diversity
- minimal maintenance requirements



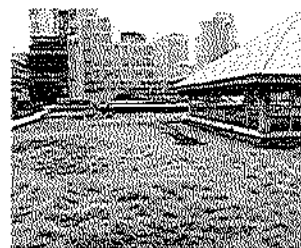
INTENSIVE GREEN ROOFS

- deeper soil and greater weight,
250 – 1500kg/m²
- > 300mm deep
- higher capital costs
- increased plant diversity
- more maintenance requirements



SELLING THE CONCEPT

- Green Roofs generate
 - Economic
 - Social
 - Environmental benefits, both public and private.
- Each green roof installation is *unique*, the key to success is finding the right mix of benefits for a particular client and their project.



BENEFITS

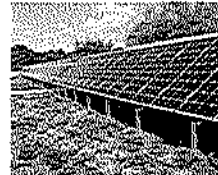
- **ENERGY SAVINGS** - Green roofs shade the building from solar radiation. 200mm soil profile covering 40% of roof surface provides a 5.8 star energy rating.
- **ROOF MEMBRANE PROTECTION** - European evidence indicates that green roofs will easily double the life span of a conventional roof.
- **SOUND INSULATION** - 12 cm of growing medium alone can reduce sound by 40 db.
- **URBAN HEAT ISLAND EFFECT** - when 8% of a cities roofs are green the ambient temperature can be reduced by 2 degrees C.
- **STORM WATER RETENTION & MANAGEMENT**
- **AIR CLEANING** - filter out fine, airborne particulates
- **BIO DIVERSITY** - replacing lost habitat

INTERGRATED DESIGN

Few technologies have ever had so much to offer by way of improving the health and well being of urban residents, while contributing to the development of restorative, high performance buildings.

The integration of green roof technology with:

- solar panels for increased energy yield
- grey water recycling
- condensate from air conditioners, or even cooling tower water for irrigation, all are emerging opportunities



INTERNATIONAL EXAMPLES

- In Germany, the green roof industry has an annual growth rate of 15-20%.
- 1 million m2 of green roofs were installed during 1989 (Thompson & Sorvig 2000). In 1997 the figure had climbed to 11 million m2 and in 2001, 13.5 million.
- Several cities now incorporate roof greening into regulations.
- Over 75 European municipalities currently provide incentives or requirements for green roof installation.
- A key motivator for this support has been the public benefits of
 - Storm water runoff reduction & management.
 - Air and water quality improvements.
 - Energy savings.

As a result, a new sector in the construction industry has been created, and green roofs have become a common feature in the urban landscape.

Stuttgart & Berlin – Germany



"green roofs are the greenest thing one can do in construction except not to build at all." -Architect Patrick Carey

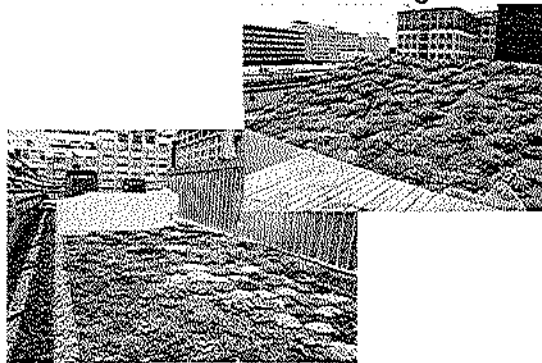
Ford Motor Plant – Michigan

If we can make our cities healthier, they will become places where people will want to live, play, and work – and economic growth will follow naturally.

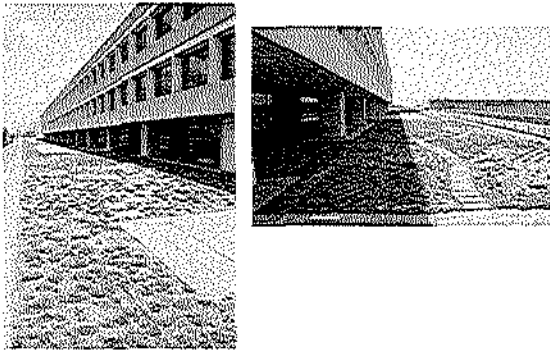


The biggest green roof in the world - 10.4 acres

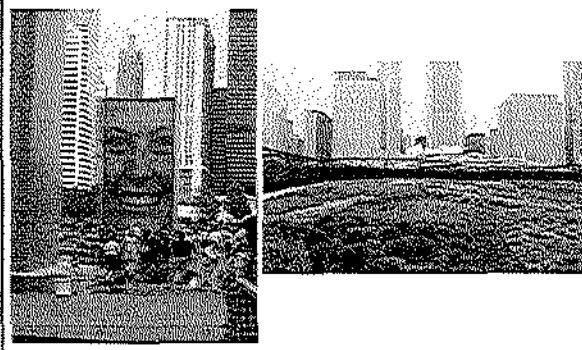
ASLA Green Roof – Washington DC



Government Dept – Washington DC



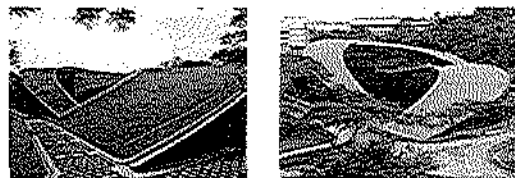
Millennium Park - Chicago



Academy of Science – San Francisco Renzo Piano & William McDonough



School of Art & Design – Nanyang Tech. University, Singapore



Green design need not hinder economic development.
Beauty and sustainable design can inspire creative and forward-
thinking developers who might actually drive further competition

Marina Barrage & Reservoir - Singapore



- 14,000 square meters— two concentric turf covered ramps, accessible to the public.
- Elmhurst VersiCell – lightweight interlocking drainage modules.

M Central – Sydney 360° Landscape Design

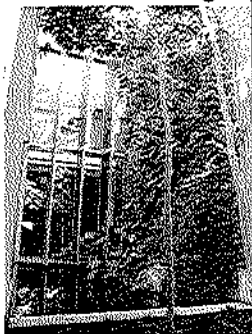


Industry Growth = Education & Training

- Training of the owner
- Selection & training of the contractors
- Ensure a solid understanding of how the systems work and their constraints

UNDERSTAND:

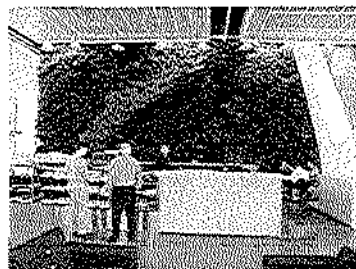
- Professions required
- Each project is site specific
- Benefits of a green roof/wall are dependent on proper care in the early stages.
- Understand the long term financial commitment required
- Maintenance requirements
- Provision of infrastructure warranties



Apartment wall, Paris – Patrick Blanc

GREEN WALLS

A living wall is a building envelope system where plants are actually planted, irrigated and grown in a modular system secured and integrated with a wall



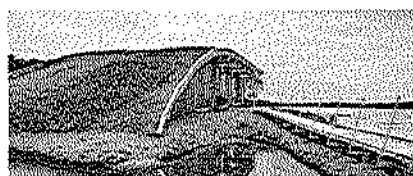
King George Square – Mark Paul



AUSTRALIAN OPPORTUNITY

The prospect of an entirely new horticulture-based industry in Australia deserves consideration as an economic offset to the inevitable costs of countering climate change – as well as a way to cool and beautify the urban landscape.

This will generate new careers and new business for urban planners, architects, landscape architects, horticulturalists and landscape contractors, builders, roofers, developers, and building owners, as well built-environment regulators, researchers and academics.



GREEN ROOFS AUSTRALIA 3rd Conference & Training

Melbourne 24 -25 September 2009

Thurs 24th – Lectures & Exhibition

Fri 25th – Workshops

- Green Roofs 101 – Design & installation
- Soils workshop
- Policy workshop
- Green Roof & Wall Tour

www.greenroofsconference.com.au

"My interest is in the future because. I am going to spend the rest of my life there." - Charles F. Kettering



GREEN ROOFS AUSTRALIA
www.greenroofsaustralia.com.au
www.greenroofsconference.com.au

Landscape Accreditation Scheme

For Businesses



Landscape Certification Scheme

For Individuals



Our Vision

Landscape Queensland are committed to taking the landscaping industry to a level of quality that will be nationally and internationally recognised through our **Accreditation & Certification Scheme**.

Our Role

- To support your business in achieving the highest form of recognition in the Landscaping Industry.
- Provide you with up-to-date industry information and networking opportunities to enable growth within your business.
- Lobby government departments and specifiers to request only Accredited and Certified Landscapers in their tenders.

Drainage systems are designed to sit beneath mulch or in the soil to reduce evaporation and ensure more water goes directly into the soil and to plant roots. Ask your irrigation professionals or retailer for more advice on how to use these systems effectively when early season.

13. Water-Smart Lawns

The depth and quality of soil beneath your lawn dramatically influence the water retention properties of your lawn and its ability to withstand dry periods. The Queensland Turf Producers Association (QTPA) recommends a minimum depth of 100mm of quality soil underlay meeting the Australian Standards for landscaping site ground (AS 4455-2000). The makeup of the underlay should consist of:

- Quality sand with sand, silt and clay components; and

• Organic matter (humus).

Add 50mm QTPA recommended soil supply for every 100mm of underlay to achieve a 100mm depth of underlay.

If your existing lawn has been laid on rubble or other poor quality material, it will not thrive in the longer term, particularly in times of drought. It may be best in these circumstances to re-lay turf after a suitable underlay has been installed.

When mowing or cutting or landscape correction to start a new lawn, you should make sure they comply with the requirements of the Irrigation Queensland and use quality underlay at a minimum depth of 100mm. Add organic matter or vermiculite to your lawn after planting to improve its soil retention properties.

Choose Water Efficient Turf Varieties

Your Role

- Support your industry by providing high quality products or services and implement healthy systems into your business.

What is Landscape Accreditation?

- Provides a benchmark to landscape businesses and clients.
- Shows clients that your business:
 - is committed to industry best practice;
 - has the skills and knowledge to provide the best possible products and service;
 - is a company of the highest quality and professionalism.

Who can become Accredited



Suppliers to the landscape industry, including suppliers of turf, plants and landscape materials can become a **Landscape Accredited Supplier**

Who can become Accredited



Businesses involved in landscape structural and maintenance work can become a **Landscape Accredited Contractor**

What is a Certified Landscape Professional?

- A Certified Landscape Professional (CLP) is someone is committed to industry best practice and have a professional attitude to work and their career.
- CLPs develop skills and knowledge of their industry by involvement in the Continual Professional Development component of the Landscape Certification Scheme.

Categories



Individuals involved in the "soft landscape" industry, such as those involved in planting and maintaining landscape projects can become a **Certified Landscape Professional – Horticulture (CLP-H)**

Categories



Individuals involved in Structural Landscaping work, that is, someone who needs a Queensland Building Services Authority licence to complete landscape works can become a **Certified Landscape Professional – Structural (CLP-S)**

Categories



Individuals who have been both a Certified Landscape Professional – Horticulture and a Certified Landscape Professional – Structural for at least 2 years can become a **Master Landscape Professional (MLP)**

Benefits

Accreditation

- Unique value proposition;
 - Operational Excellence
 - Leadership
 - Customer Intimacy
- Increase your ROI;
- Enhance the status and recognition of your business;
- Competitive advantage;

Benefits

Accreditation (cont.)

- Secure repeat business and customer loyalty;
- Demonstrates that you adhere to all relevant legislation and industry best practice;
- Demonstrate that you have sound business practices and strive to continually improve them.

Benefits

Accreditation (cont.)

In addition you will receive:

- Complimentary use of the Landscape Accreditation Logo
- Your accreditation status displayed where-ever your membership details are advertised by Landscape Queensland Industries Inc.

Benefits

Certification

- Unique advantage over others
- Your skills, knowledge & professionalism are recognised.
- Encouraged and supported in reaching peak performance.
- Your commitment to the industry and its development is acknowledged.
- Your employers can advertise that they employ a Certified Landscape Professional.

Benefits

Certification (cont.)

In addition you will receive:

- Use of the Certified Landscape Professional Logo
- Your Certified Landscape Professional status displayed where-ever your membership details are advertised by Landscape Queensland Industries Inc.

Testimonials

"I found that going for the Accreditation process gave me the opportunity to review our operations and practices within the business ensuring that the standard would meet the criteria . By being independently assessed, Accreditation shows the industry that your company operates at best practice and you offer a quality product."

- LQ Accredited Supplier

Testimonials

"Being a Master Landscape Professional (MLP) under the Certification Scheme means that I am recognised as a Professional who has invested time and effort into making myself and my business a market leader in the landscape industry."

-LQ Certified, Master Landscape Professional

Accreditation Costs

How long for

• 2 years

Investment

Application Type	Initial Application Fee	Annual Renewal Fee
Initial application via Fast-Track or Validation pathways	\$370.00	\$150.00
Initial application via pre-approval process	\$120.00	\$250.00

Certification Costs

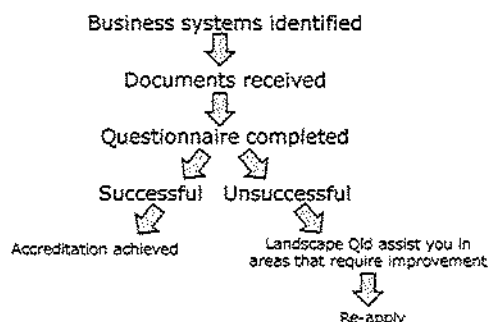
How long for

• 2 years

Investment (including GST):

Certification Type	Initial Application Fee	Annual Renewal Fee
Certified Landscape Professional - Structural	\$275.00	\$250.00
Certified Landscape Professional - Horticultural	\$275.00	\$150.00
Both Certified Landscape Professionals - Structural and Certified Landscape Professionals - Horticultural	\$275.00	\$250.00
Add a Certified Landscape Professional - Structural or Certified Landscape Professional - Horticultural to existing certification	\$510.00	
Master Landscape Professional	\$450.00	\$350.00

Process



Some common themes

- All information contained in applications are strictly confidential.
- Members of the board **WILL NOT** have access to your confidential information at all.
- Accreditation and Certification are renewed every 2 years.

Interested?

Talk to me in the break ...

OR

Call Landscape Queensland on **(07) 3826 1746**
www.landscap queensland.com.au
ido@landscap queensland.com.au

*Support the industry
that is supporting
you...*

LANDSCAPE QUEENSLAND IND INC
CONFERENCE

Friday 7th August 2009
Australian Centre of Lifestyle Horticulture,
Cleveland

"landscape positives in an economic downturn"



partners in people

OUTdoor
DESIGN & LIVING



Boral
Masonry





Know-how for Horticulture™