

**Water Program 2-
Developing and
promoting industry
best practice water
use for production
and retail nurseries**

Robert Prince
Nursery & Garden Industry
Australia (NGIA)

Project Number: NY05503

NY05503

This report is published by Horticulture Australia Ltd to pass on information concerning horticultural research and development undertaken for the nursery industry.

The research contained in this report was funded by Horticulture Australia Ltd with the financial support of the nursery industry.

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ISBN 0 7341 1472 9

Published and distributed by:

Horticultural Australia Ltd

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**Nursery & Garden Industry
Australia**

Final Report 30th August 06
HAL project: NY05503

National Water Program 2 – Industry Best Practice Communication

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Final Report

HAL project: NY05503

Completion date: 30 June 2006

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Rebecca Dawson has written this report as part of the reporting requirements of Horticultural Australia Limited (HAL). Industry funding from the Nursery Products Levy and HAL, and the assistance provided by the staff and members of the various state associations, is acknowledged.

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Media Summary

With an increasing focus by government and the community on water availability and water management there is an increasing need for the nursery and garden industry to demonstrate that it is an efficient and responsible water user.

The industry needs to continue to build on its achievements and investments over the past ten years to ensure it can achieve on-going improvements in water use efficiency and environmental performance across all sectors. There is also a continuing need for the nursery and garden industry to be proactive in promoting responsible garden water use to consumers and to contribute appropriate and positive messages about responsible garden water use to the media and through garden centres.

The project focused on two key areas for developing industry best practice and the communication of this:

- Improving the industry's irrigation training package (Waterwork) to provide the state associations, industry development officers, and other training operators with simple, easy-to-use materials which can be tailored to suit specific audiences and training needs.
- Continuing the 'Wise about Water' retail garden centre program to encourage garden centres to be proactive in identifying and providing water conservation solutions to their customers, and to continue to promote positive, balanced and responsible garden water use messages to the wider community.

Through the adoption of this project the nursery and garden industry will be able to:

- demonstrate on-going improvements in industry best practice water use and management
- improve the awareness and understanding, by industry, our consumers and governments, of the principles of responsible water use
- continue to engage with consumers and the community to promote a balanced and responsible approach to garden water use and water conservation

Technical Summary

With an increasing focus by government and the community on water availability and water management there is an increasing need for the nursery and garden industry to demonstrate that it is an efficient and responsible water user. In addition, there is a growing public concern about water availability in combination with the continued focus of urban water conservation strategies and water restrictions on garden water use which is having a significant impact on consumer behaviour and on retail sales within the industry.

The aim of this project was to

- achieve on-going improvements in industry best practice water use and management
- improve the awareness and understanding of the principles of responsible water use by industry, our consumers and governments
- promote a balanced and responsible approach to garden water use and water conservation

In order to achieve these outcomes the project has focused on two existing programs of industry activity in the area of best practice water use; training and consumer education.

The review of the irrigation training package (Waterwork) was undertaken in two parts. The first was a technical review of the training materials which focused on consolidating the various versions and changes made by trainers over the past ten years, on identifying and incorporating any changes needed due to recent R&D or changes in best practice, and finally, on incorporating new sections covering drainage design and management and fertigation. The second part of the project engaged the services of a number of professional trainer writers and material developers who worked with the technical experts in order to repackage the existing participant materials into suitable 'stand alone' modules and develop a comprehensive facilitator's guide. This stage of the project included a pilot of the new materials which was conducted over 3 days at NGINA in May 2006. The output of this part of the project has been an updated and comprehensive set of training materials (ie. participant's workbook, facilitator's guide, presentation materials, and training outlines).

The other key area of the project involved supporting a continuing presence and influence for the 'Wise about Water' retail garden centre program. This included as a first step an evaluation of the existing participants in order to assess the usefulness of materials and support provided and to identify the future needs of the program. This resulted in a re-print of key materials and an upgrading of the 'Wise about Water' business support section of the NGIA website. The second stage involved engaging a part-time project officer to liaise with existing participants to encourage them to use 'Wise about Water' to be proactive in identifying and providing solutions to water conservation needs for their customers and to identify and respond to opportunities to use 'Wise about Water' to promote positive, balanced and responsible garden water use messages to the community. As part of this second stage the existing consumer information on the NGIA website was updated and incorporated into the new NGIA consumer site www.lifeisagarden.com.au.

An important part of the success of the project was utilising the existing industry communication networks to provide updates on progress and present the project results, in particular direct communications with state associations and the Industry Development Officers (IDOs), presentations state and national conferences, and the inclusion of articles and items within the industry newsletters and website.

Key recommendation for future work include that NGIA uses the new Waterwork modules to develop a Waterwork training outline with materials and activities specifically for retail businesses, and that NGIA continues to roll out 'Wise about Water' within a broader environmental marketing and communications strategy - *'Our Environment, Your Backyard'*

Introduction

With an increasing focus by government and the community on water availability and water management there is an increasing need for the nursery and garden industry to demonstrate that it is an efficient and responsible water user.

The industry needs to continue to build on its achievements and investments over the past ten years to ensure it can achieve on-going improvements in water use efficiency and environmental performance across all sectors. The ability to demonstrate this commitment to responsible water use and management will also allow the industry to more effectively negotiate with government and the community they represent about water policy and its impact on industry businesses.

In addition, there is a growing public concern about water availability in combination with the continued focus of urban water conservation strategies and water restrictions on garden water use. This is having a significant impact on consumer behaviour and on retail sales within the industry. There is therefore a continuing need for the nursery and garden industry to be proactive in promoting responsible garden water use to consumers and to contribute appropriate and positive messages about responsible garden water use to the media and through garden centres.

The aim of this project was to

- achieve on-going improvements in industry best practice water use and management
- improve the awareness and understanding of the principles of responsible water use by industry, our consumers and governments
- promote a balanced and responsible approach to garden water use and water conservation

In order to achieve these outcomes the project has focused on and built on two existing programs of industry activity in the area of best practice water use; training, and consumer education and awareness.

The project will deliver an improved irrigation training package (Waterwork) which builds on and continues the success achieved by this program over the past ten years. Importantly the project will offer the state associations, industry development officers, and other training providers with simple, accessible, consistent and easy-to-use training materials, which have been repackaged as a set of 'stand alone' modules which can be tailored to suit specific audiences and training needs. This has also allowed the training to be reviewed and revised to incorporate recent developments in R&D and best practices.

The other key area of the project involves supporting a continuing presence and influence for the 'Wise about Water' retail garden centre program. This program encourages garden centres to be proactive in identifying and providing solutions to water conservation needs for their customers, and provides opportunities for the nursery and garden industry to promote positive, balanced and responsible garden water use messages to the community through the media and other mediums, such as the consumer website.

Materials and Methods

The aim of this project was to

- achieve on-going improvements in industry best practice water use and management
- improve the awareness and understanding of the principles of responsible water use by industry, our consumers and governments
- promote a balanced and responsible approach to garden water use and water conservation

In order to achieve these outcomes the project has focused on and built on two existing areas of industry activity:

1. **Waterwork – the industry’s irrigation training package.**

The aim of the current project was to build on and continue the success achieved by this training program over the past ten years. Irrigation training is still a strong training need, as identified in the industry training needs analysis and skills audit in 2005/06. In addition an evaluation of the Waterwork training undertaken in 2000, and this had identified areas for further development and the need to regular review and updating of the materials.

In reviewing current industry water management practice and the associated support tools offered to industry it had emerged that the existing ‘Waterwork’ package, while highly regarded, was in need of updating in order to incorporate the developments in R&D and best practice that had occurred in the intervening ten years since its development. It also needed to be reviewed in light of changes to the national training competencies for irrigation and water management.

It also emerged that the state associations and industry development officers had a need for a more flexible and adaptable presentation of the training material which would allow them to tailor the course to suit specific audiences and training needs, or to incorporate individual sections of the material into other extension activities, such as workshops and field days.

Finally in reviewing the recent use of the ‘Waterwork’ training material it had emerged that there was a limited number of ‘trained’ trainers who were suitably prepared to deliver the package and that in many cases the training had not been offered due to difficulties in accessing a trainer. Importantly, the materials did not include an easy-to-use facilitator’s guide and clear activity instructions which would allow alternative trainers or training providers to be effectively briefed. There had also been a number of variations made to the workshop materials by various trainers over the years, resulting in a number of different versions being used. There was a need to review these in order to ensure a nationally consistent and easily accessible package of materials.

The 2005/06 Project was undertaken in two parts. The first was a technical review of the training materials which was undertaken by the original developers, Chris Rolfe and Bill Yiasoumi from NSW Agriculture. This focused on consolidating the various versions and changes made by trainers over the past ten years, on identifying and incorporating any changes needed due to recent R&D or changes in best practice, and finally, on incorporating new sections which had been added informally in recent years, being drainage design and management and fertigation. The second part of the project engaged the services of a number of professional trainer writers and material developers who worked with the technical experts in order to repackage the existing participant materials into suitable ‘stand alone’ modules and develop a comprehensive facilitator’s guide. Importantly this stage also focused on identifying key learning activities within the training, or including new activities where appropriate, and developed suitable preparation and instruction materials for the trainer to use. This stage of the project included a pilot of the new materials which was

conducted over 3 days at NGINA in May 2006. Feedback from this pilot was then used to finalise the modules that had been developed and to complete the review of the full set of training materials (ie. participant's workbook, facilitator's guide, presentation materials, and training outlines).

2. **'Wise about Water' retail garden centre program.**

The current project aimed to provide a continued presence of the 'Wise about Water' messages and materials in participating garden centres as well as in the media and other consumer communications. As had been identified in the 2004 market research into the behaviour and attitudes of consumers in response to water restrictions there is an expectation from customers and the wider community that the nursery and garden industry should be able to provide solutions to allow householders to achieve a balance between water conservation and their desire for an attractive and useable outdoor space. 'Wise about Water' focuses on addressing this expectation.

The first stage of this project was to conduct an evaluation of the existing participants in order to assess the usefulness of materials and support provided and to identify the future needs of the program. This evaluation found that the program was very well received by participants and that most of the existing material was considered relevant and useable in retail garden centres. The evaluation identified that while the PR campaign had been successful a number of participants were not aware of this and there was therefore a need for stronger communication about PR activities and the results of this. Finally the evaluation identified that participants would be keen to see continuing activities under the 'Wise about Water' banner, and were particularly interested in being supported to run events and activities in-store for their customers.

As a result of the evaluation NGIA undertook a re-print of key materials, in particular the Corflute signs and the A4 posters, and these were made available at cost price via the NGIA website. The 'Wise about Water' business support section of the NGIA website was also updated to make it more user friendly and to better capture interest from potential participating retailers.

The second stage of the project involved engaging a part-time project officer to liaise with existing participants to encourage them to use 'Wise about Water' to be proactive in identifying and providing solutions to water conservation needs for their customers and to follow up on interest from potential new retailers. This role would also work with a PR company in order to continue to identify and respond to opportunities to use 'Wise about Water' to promote positive, balanced and responsible garden water use messages to the community.

As part of this second stage the existing consumer information on the NGIA website was updated and incorporated into the new NGIA consumer site www.lifeisagarden.com.au.

These two elements of the project build on and enhance a number of current and previous projects of the nursery and garden industry, including:

- PA04900h National Program Manager – Water (2003/04 – 2005/06)
- NY414 Waterwork – a competency based workshop aimed at improving nursery irrigation, drainage and recycling (1995)
- NY98015 Demonstration of water management best practice in retail nurseries (1998)
- NY04511 Wise about Water – consumer education through point-of-sale and public relations (2004/05)

Results

The review, updating and redevelopment of the highly successful 'Waterwork' training for production nurseries has resulted in a new package of up to date materials that incorporate recent developments in industry best practice and includes addition modules on drainage management and fertigation practices.

In addition the redevelopment of the training into a package of 'stand-alone' modules has resulted in a tool which is flexible and dynamic, allowing State Associations, Industry Development Officers and external training providers the opportunity to put together tailored training session for specific target audiences or training needs. It also allows elements of the course to be included in other extension activities such as workshops or field days, and for the materials to be more easily adapted to specific sectors e.g. Retailers.

The 'new' Waterwork package includes comprehensive facilitator's guides and support materials for trainers which will allow a wider range of potential facilitators to run the course and ensures that the training delivered remains consistent and linked to the relevant national competencies. This delivers a better standard of training to industry and makes to course more widely accessible.

The continued investment in 'Wise about Water' has encouraged participating garden centres to continue to be proactive in identifying and providing water conservation solutions to their customers. The continuing availability of the materials and retailers kit from the NGIA website has allowed existing retailers to 'upgrade' their displays and has attracted interest from a number of new participants.

Despite the problems encountered in implementing an on-going coordinated PR campaign the successful link between 'Wise about Water' and the industry's general marketing and communication activities, including 'Gardening Sunday' and the consumer website www.lifeisagarden.com.au allowed NGIA to continue to promote positive, balanced and responsible garden water use messages to the wider community.

In addition 'Wise about Water' was used in conjunction with the Flora for Fauna program as the basis for a pilot Environmental Marketing Campaign focused on World Environment Day. The database of existing Wise about Water retailers, materials and messages made it possible to develop and implement this pilot in a relatively short period of time, and the positive response received to the broader environmental messages has lead to NGIA moving from an issues based approach to water, weeds and other environmental matters to a more holistic and comprehensive environmental marketing strategy.

Discussion

The project has successfully managed to achieve its key objectives of achieving on-going improvements in best practice water use and management by nursery and garden industry businesses and promoting best practice garden water use to consumers and the wider community.

In evaluating the success of the project against the milestones identified to be achieved by the role it can be said that the project has been able to:

- achieve on-going improvements in industry best practice water use and management
- improve the awareness and understanding of the principles of responsible water use by industry, our consumers and governments
- promote a balanced and responsible approach to garden water use and water conservation

Of particular success was the development of an updated Waterwork training package to improve the adoption of best practice irrigation and water management by industry. This has addressed a clear area of need in industry skills development and capacity building and will result in improved extension of recent R&D and best practice projects.

Problems encountered in the implementation of this project included:

- Initial confusion over the purpose of the project and the need to make changes to what was perceived as an already successful course (Waterwork).
This was addressed by consulting directly with the Industry Development Officers to clear capture their issues with the existing package and then developing and communicating a clear strategy for improvement. It was particularly important to involve the original 'experts' who had developed the materials in the upgrade and to keep the Development officers well informed of the progress of the project.
- Difficulties encountered with employing a suitable project officer to manage the continuing 'Wise about Water' activities, and in particular, the limitations this placed on developing an effective and coordinated PR strategy. This was addressed by making a decision to not re-employ a project officer after the first had departed, allowing the project to be taken 'in-house' once again. As the problems encountered had lost valuable time and resulting in the project missing the key PR opportunity presented by Spring/Summer a decision was made to link the Wise about Water with the planned Flora for Fauna activities into a broader environmental PR campaign 'Our Environment, Your Backyard'. This allowed NGIA to continue to engage with the 'Wise about Water' participants and push the programs key messages despite the limited supporting resources and unsuitable timing. The success of this approach has resulted in NGIA re-evaluating its consumer activities in the environmental area and making a decision to include programs such as 'Wise about Water' within a broader environmental marketing and communications strategy.

Technology transfer

The projects key strategy for technology transfer was the development of an improved training resource for the industry and the continued engagement of retailers who had participated in the 'Wise about Water' project during the previous financial year.

The project utilised the existing industry communication networks to provide updates on progress and present the project results, in particular direct communications with state associations and the Industry Development Officers (IDOs), presentations at board meetings and at state and national conferences, updates to members via relevant industry field days and workshops organised by the IDOs and updates to the National NIASA and AGCAS Advisory Committee meetings.

Key Communications / Extension Activities for the project, including:

- Articles about the project, its progress and its final results in Clippings.
(see appendices)
- Links to relevant nursery papers.(see appendices)
- Articles and references in state association newsletters
- References to the project outcomes in displays and presentations at the 2006 NGIA National Conference, and at a number of State Conferences during 2005-2006
- Updates and information on the NGIA website (see appendices)
- Direct updates to participating 'Wise about Water' retailers (see appendices)
- Project reports and briefings provided to NGIA Board, State CEOS and Industry Development officers.

Recommendations

That the State Associations and IDOs are encouraged to continue to use the ‘Waterwork’ training package, and in particular that they are encouraged to:

- Identify, engage with and prepare suitable trainers from within their state. These could include external training providers or staff from government departments.
- Utilise the modular format in order to provide tailored training for specific participant needs, including retail businesses
- Utilise sections of the course as part of relevant workshops and field days in order to ensure consistent and reliable information is being provided to participants about best practice irrigation and water management.
- Identify and report back to NGIA any problems with the course or any updates or changes required so that this can be done centrally and the course remains nationally consistent.

That NGIA uses the new Waterwork modules to develop a Waterwork training outline with materials and activities specifically for retail businesses, taking into account the results of the project *NY98015 Demonstration of water management best practice in retail nurseries* and the results of the current project *NY05513 Water Program 1- Industry Water Use*.

That NGIA continues to roll out ‘Wise about Water’ within a broader environmental marketing and communications strategy. And in particular that NGIA continues to link together existing campaigns such as Wise about Water and Flora for Fauna, and incorporate new activities such as the proposed national ‘Grow me Instead’, under the umbrella of a broader environmental PR campaign ‘*Our Environment, Your Backyard*’. This will allowed NGIA to continue to engage with the retail participants to respond to a wider range of issues and provides a coordinated and strategic push of key environment messages in order to address the NGIA Strategic Plan, 2005, Objective 5 “*To position our industry as the community’s leader on relevant environmental issues*”.

Acknowledgements

This project gratefully acknowledges the support provided by funding from the Nursery Products Levy and HAL, and the support of staff within NGIA and HAL. In particular this project has been supported by the assistance and involvement of Candice McNamara, National Industry Training Manager, and Tracey Wigg, National Industry Communications Manager, NGIA.

The project also acknowledges the input and support of the Nursery Industry Development Officers, whose technical support and industry knowledge made this project possible.

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Brownlee M & Stephens J, 'A study of gardening behaviour and attitudes in the context of water restrictions', Confidential report prepared by Creative Dialogue Pty Ltd for NGIA, February 2004

Rolfe, C, 'Evaluate and extend nursery irrigation, drainage and recycling practices as set out in Waterwork program', HAL Final Report NY97023

Rolfe, C 'Demonstration of water management best practice in retail nurseries' NY98015, NSW Agriculture.

'National Skills Study Summary report' Report prepared by Australian Survey Research (ASR) for NGIA, March 2006

Appendices

1. Budget Summary
2. Clippings articles and Nursery Paper references
3. Website communications
4. Waterwork Course Outline
5. Wise about Water participants evaluation results
6. Wise about Water consumer website material
7. Wise about Water/World Environment Day materials

Budget Summary

2005/06 Waterwork review

Item	Projected	Actual
Consultant – technical review	10,000	10,000
Course designer	5,000	5,000
Pilot Workshop	1,000	2,000
Editing of materials, printing	4,000	3,000
TOTALS	20,000	20,000

2005/06 Wise about Water Activities

Item	Projected	Actual
Materials (reprint & new)	8,000	10,000
Website upgrades & development	1,000	2,500
Project officer/ PR support	10,000	7,000
Evaluation	1,000	500
TOTALS	20,000	20,000

Clippings articles and Nursery Paper references

Nursery Paper, May 2006, Page 4, Text Box – ‘The new and improved National WaterWork training is just around the corner!’

Clippings

October 2005, Issue # 9, page 4, ‘Water-use education campaign vital to reverse trends

December 2005, Issue # 11, Page 2, ‘Wise about Water hits the mark’

June 2006, Issue # 5, page 3, ‘Life is a garden- at the touch of a button’

July 2006, Issue # 7, page 1, ‘Our Environment, your Backyard –good business!’

Page 3, ‘Upgrade your water know-how with the new Waterwork training program’

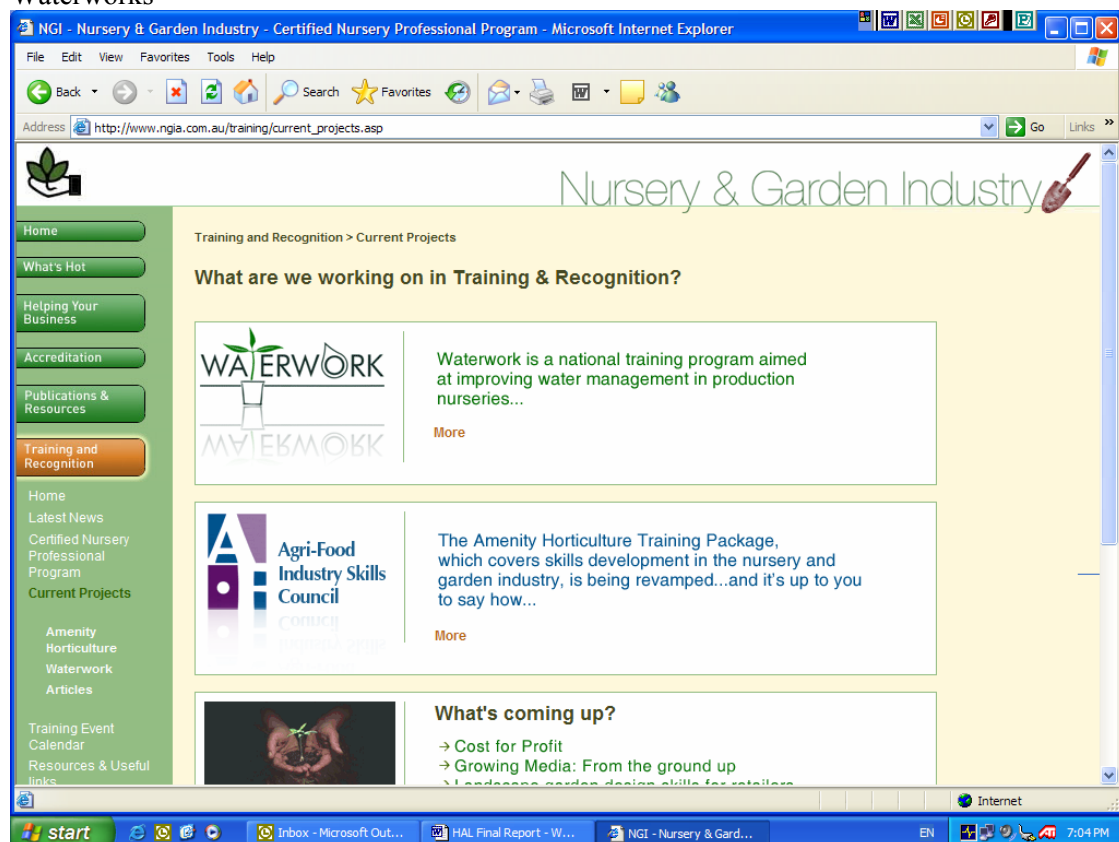
September 2006, Issue # 9, Page 2, ‘New and improved WaterWork course up and running’

Web communications

Wise about Water




Waterworks



Waterwork Course Outline

Waterwork Training Program 2006/2007	
Module Detail	Session
Module 1 Water Supply, Treatment and Disinfestation	Session 1: Water Supply and Irrigation Requirements Session 2: Water Treatment Session 3: Water Disinfestation
Module 2 Irrigation Systems	Session 1: Fixed overhead sprinklers, mobile booms, hand watering Session 2: Practical session evaluating sprinkler performance Session 3: Drip irrigation Session 4: Bottom watering systems Session 5: Operating and scheduling irrigation systems Session 6: Auditing an irrigation system Session 7: Irrigation system design
Module 3 Drainage and Recycling	Session 1: Site Assessment for Drainage Session 2: Drainage System Design Session 3: Dealing with Drainage
Module 4 Fertigation	Session 1: Principles of Fertigation Session 2: Fertiliser Management Session 3: Maintenance of Fertigation Equipment

<p style="text-align: center;">Waterwork Training Program</p> <h2 style="text-align: center;">Water Supply, Treatment, Disinfestation</h2>
<p>About this Workshop</p> <p>This workshop covers topics relating to water supply, treatment and disinfestation within production nurseries. The session illustrates the process for assessing the adequacy and quality of a nursery's water supply and then determining the irrigation requirements for the nursery. Participants learn to identify potential problems with various water sources and the appropriate biological and chemical treatments available to treat and disinfect nursery water through a variety of systems.</p>
<p>Workshop outline</p> <ul style="list-style-type: none"> ■ On the completion of the workshop, participants will be able to: ■ Assess the adequacy of a water resource ■ Determine the impact of climate on irrigation requirements ■ Examine and assess water supply ■ Monitor water quality ■ Identify the potential problems with various water sources ■ Determine the factors that lead to irrigation systems becoming clogged ■ Determine the appropriate biological and chemical treatments for water ■ Describe the types of filtration suitable for nursery irrigation systems ■ Explain the pre-treatment systems ■ Identify non-chemical and chemical disinfestation systems ■ Evaluate the main features of each disinfestation system ■ Describe some of the costs involved with each system
<p>Session length</p> <p>4 hours 15 min</p>
<p>Who should attend?</p> <p>This module is designed for those participants of who have tasks relating to irrigation and water management, This module is designed for those participants of who are engaged in activities relating to irrigation and water management, and who have little knowledge regarding water supply and the treatment or disinfestation of water sources available to production nurseries. These may include nursery personnel, nursery owners, business owners and production managers.</p>
<p>Workshop pre-requisites</p> <p>Participants attending this workshop should have completed <i>Fundamentals of Irrigations Systems</i> or demonstrate equivalent knowledge.</p> <p>Participant will be required to bring samples of water from:</p> <ol style="list-style-type: none"> 1. Water source 2. Irrigation drainage 3. Leachate from container potted recently
<p>Workshop fees</p>
<p>Registration</p> <p>To register for this training program, please contact your state association for further details.</p>
<p>CNP activity points</p> <p>4 points</p>

<p style="text-align: center;">Waterwork Training Program</p> <h2 style="text-align: center;">Fertigation for Production Nurseries</h2>	
<p>About this Workshop</p> <p>As a result of the information provided in this workshop, participants will be able consider the options available when considering the implementation of fertigation in a production nursery.</p> <p>The workshop examines what equipment and fertilisers suitable in fertigation and how to prepare fertiliser solutions. The fundamentals of fertigation equipment maintenance are also demonstrated during the session.</p>	
<p>Workshop outcomes and benefits</p> <p>On the completion of this workshop, participants will be able to:</p> <ul style="list-style-type: none"> ■ Review the options for fertigation and determine the best approach for the nursery ■ Describe the types of equipment that are available for fertigation ■ Examine suitable fertilisers that can be used in nursery fertigation ■ Calculate how to prepare a fertiliser solution ■ Implement a preventative maintenance program for fertigation equipment ■ Calculate the chlorine requirements ■ Describe how to flush a fertigation system with a chlorine solution 	
<p>Session length</p> <p>2 hours</p>	
<p>Who should attend?</p> <p>This module is designed for those participants of who are engaged in activities relating to irrigation and water management, who would like to build on existing knowledge. These may include technical experts, experienced supervisors or employees, nursery owners, production managers.</p>	
<p>Workshop pre-requisites</p> <p>Participants attending this workshop should have completed Fundamentals of Irrigation systems or have the equivalent knowledge and should have an understanding Water Supply, Treatment & Disinfestation</p>	
<p>NGI Skill Level</p> <p>Intermediate (<i>Participants building on existing technical knowledge. Equivalent Cert III or Cert IV</i>)</p>	
<p>CNP activity points</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">2 points</div> </div>	

Workshop Outline

Session 1 Principles of Fertigation

Introduction to fertigation
The role of fertigation?
Fertigation equipment and system compatibility
Pressure differential venturi system
Pump injection
Fertiliser solution tanks
Selecting a fertigation system

Session 2 Fertiliser Management

How to use fertigation
Factors that determine nutrient concentration
What fertilisers can be used for fertigation?
Considerations for selecting fertilisers for fertigation
Developing a fertigation program
Nutrient management in containers
Calculate the nutrients in fertigation and potting mix

Session 3: Maintenance of Fertigation Equipment

Preventative Maintenance
Calculating chlorine requirements

Registration

To register for this training program, please contact your state association for further details.

<p style="text-align: center;">Waterwork Training Program</p> <h2 style="text-align: center;">Site Assessment, Drainage & Recycling</h2>
<p>About this Workshop</p> <p>This workshop covers the preparation required for developing a drainage design for a nursery site and investigates the available options that can be incorporated into a drainage system design, including associated hydraulics.</p> <p>As a result of the information provided in this workshop, participants will be able identify the options available to a nursery operator when deciding whether to recycle, reuse or dispose of drainage water that comes from irrigation and stormwater.</p>
<p>Workshop outcomes and benefits</p> <p>On the completion of this workshop, participants will be able to:</p> <ul style="list-style-type: none"> ■ Assess a site for drainage ■ Develop and apply a checklist for the site to assist in planning for drainage ■ Develop an action plan or task list for designing drainage for the site ■ Describe the hydraulics associated with drainage system ■ Determine the options to incorporate into a drainage design ■ describe the options for dealing with drainage water ■ calculate drainage volumes ■ determine the impact of water quality on reuse options ■ describe the options to maintain water quality ■ determine the regulatory factors that influence water drainage options
<p>Session length</p> <p>3 hours</p>
<p>Who should attend?</p> <p>This module is designed for those participants of who are engaged in activities relating to irrigation and water management, who would like to build on existing knowledge. These may include technical experts, experienced supervisors or employees, nursery owners, production managers.</p>
<p>Workshop pre-requisites</p> <p>Participants attending this workshop should have completed Fundamentals of Irrigation systems or have the equivalent knowledge and should have an understanding of the Mean Application Rate (MAR), Scheduling Coefficient (SC) and Crop Factors</p>
<p>NGI Skill Level</p> <p>Intermediate (<i>Participants building on existing technical knowledge. Equivalent Cert III or Cert IV</i>)</p>
<p>CNP activity points</p> <p>3 points</p>

Workshop Outline

Session 1 Site Assessment for Drainage

Preparation for drainage design
Rainfall intensity and frequency
Calculate runoff volumes
calculate flow rates for stormwater runoff
Irrigation amount and frequency
Water tables
Regulations

Session 2 Drainage System Design

Drainage principles
Types of stormwater
Determine flow capacities
Drain options
Container areas, Flat areas, Roadways, Roof run-off
Drainage design
Determine flow capacities and drainage system


Session 3: Drainage & Recycling

Drainage options available to nurseries
Common elements of water reforms
Collecting stormwater and irrigation

Calculate capacity for retention storage
Water quality in retention areas
Recycling drainage water

Registration

To register for this training program, please contact your state association for further details.

Waterwork Training Program Irrigation Systems' Management & Design	
About this Workshop This workshop the operation and scheduling of nursery irrigation systems to minimise water use and maximise fertiliser utilisation within the container knowing details of your irrigation system performance As a result of the information provided in this workshop, participants will be able to determine the efficiency different systems and be able to make value judgements as how they perform in relation to each other.	
Workshop outlines On the completion of this workshop, participants will be able to: <ul style="list-style-type: none"> ▪ Determine how plants utilise water in varying nursery environments ▪ How nutrient and water management are linked ▪ How water is held in potting media ▪ Schedule irrigation systems to match water use ▪ Measure plant water use ▪ Measure leachate volumes • Detail an your irrigation systems' performance ▪ Determine what information is required to complete a water audit ▪ Determine what actions to take after the audit has been completed 	
Session length 3 hours	
Who should attend? This module is designed for those participants of who are engaged in activities relating to irrigation and water management, who would like to build on existing knowledge. These may include technical experts, experienced supervisors or employees, nursery owners, production managers	
Workshop pre-requisites Participants attending this workshop should have completed Fundamentals of Irrigation systems or have the equivalent knowledge and should have an understanding of the Mean Application Rate (MAR), Scheduling Coefficient (SC) and Crop Factors	
Workshop fees	
Registration To register for this training program, please contact your state association for further details	
CNP activity points <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;">3 points</div> </div>	

Workshop Outline

Session 5: Operation & Scheduling Irrigation Systems

Why and how plants use water

Elements impacting water use

Irrigation scheduling

Option 1 - Install a weather station or class A evaporation pan

Option 2 – measure plant water usage

Session 6 Auditing an irrigation system

Assess your nursery's irrigation system

Benefits of completing an audit

Water sources

Production requirements

Conducting a full evaluation

Reviewing the information gathered from the water audit in the nursery

Preparing the action plan

Session 7 Irrigation system design


Requirements

Planning an irrigation system

Developing a maintenance plan

Registration

To register for this training program, please contact your state association for further details.

Waterwork Training Program Fundamentals of Irrigation Systems	
About this Workshop This workshop identifies and compares the features of different irrigation systems including overhead irrigation, drip irrigation for container plants and bottom-watering systems. Included is a practical session that will go through the process of evaluating the performance of fixed overhead sprinkler systems. As a result of the information provided in this workshop, participants will be able to determine the efficiency different systems and be able to make value judgements as how they perform in relation to each other.	
Workshop outcomes and benefits On the completion of this workshop, participants will be able to: <ul style="list-style-type: none"> ■ Identify the types of irrigations systems available ■ The advantages and disadvantages of these systems ■ Compare sprinklers and evaluate performance of using Mean application rate (MAR), Coefficient of uniformity (Cu) and Scheduling coefficient (S) ■ Identify different factors that effect uniformity and relate how uniformity affects the bottom line ■ Discuss types of nozzles and usages of boom sprays with some of the operational options ■ Discuss the operation, efficiency and cost of hand watering ■ Identify the range of under canopy systems available to nurseries ■ Match application rates with absorption rates of potting media ■ Operational and management constraints of bottom watering systems ■ How to measure the performance of sprayjet and drip systems 	
Session length 4 hours or half day	
Who should attend? This workshop is designed for those participants of who are engaged in activities relating to irrigation and water management, and who have little knowledge regarding the different irrigation systems available to production nurseries. These may include nursery personnel, nursery owners, business owners and production managers.	
Workshop pre-requisites None	
NGI Skill Level Foundation (<i>Beginner to basic knowledge. Equivalent Cert II or Cert III</i>)	
CNP activity points  4 points	

Workshop Outline

Session 1: Fixed overhead sprinklers, mobile booms, hand watering

Introduction to sprinklers

Sprinkler distribution patterns

How pressure affects sprinkler patterns

Pressure ranges

The affect of sprinkler spacing

Measuring irrigation performance

Comparing two overhead sprinkler systems

Boom sprays

Range of nozzles is available

Hand watering

Session 2: Practical

Evaluating the performance of a fixed overhead sprinkler system

This practical session illustrates the process for conducting this review in any nursery. It covers information such as:

1. Reviewing a number of different sprinklers and sprinkler arrangements
2. Determining irrigation block pressure
3. Measuring sprinkler output

Session 3: Drip Irrigation

Introduction to drip irrigation

1. Multi-hole devices
2. Spray stakes
3. Drippers

Advantages of using Drip Irrigation

Session 4: Bottom watering systems

Introduction to bottom watering systems

Key points on capillary action

Water quality issues

Sub irrigation systems

1. Ebb and Flow benches
2. Flood floor systems
3. Trough systems
4. Capillary matting systems

Management of bottom watering systems

Advantages and disadvantages of bottom watering systems

Registration

To register for this training program, please contact your state association for further details.

Wise about Water participants evaluation results

Response Rate		
Total recipients	290	
Respondents	118	
Respondents as %	41%	

Responses by Region		
Metro	39	33%
Regional	40	34%
Rural	39	33%
Total	118	100%

POS Material Actions			POS Actions by region		
	Total	Total %	M	RE	RU
Entrance or Register	105	89%	87.2%	92.5%	87.2%
Special Waterwise display	71	60%	66.7%	60.0%	53.8%
Product/Plant promotion	82	69%	69.2%	70.0%	69.2%
Store event/promotion	21	18%	15.4%	20.0%	17.9%
Other	4	3%	2.6%	2.5%	5.1%
No Answer	0				

POS Material Usage			POS Material Usage by region		
	Total	Total %	M	RE	RU
A4 Posters	106	90%	89.7%	90.0%	89.7%
Coreflute	91	77%	82.1%	72.5%	76.9%
Shopping Lists	71	60%	43.6%	72.5%	64.1%
Balloons	65	55%	48.7%	60.0%	56.4%
Fact Sheets	83	70%	66.7%	60.0%	84.6%
None	0	0%	0.0%	0.0%	0.0%
No Answer	0				

Retailer Kit- Material Usage			Retailer Kit - Material by region		
	Total	Total %	M	RE	RU
POS Info Sheets & Q's	55	47%	46%	45%	49%
Display Tips	33	28%	26%	28%	31%
Tips to promote WaW plants	56	47%	36%	60%	46%
Key messages & themes	24	20%	26%	18%	18%
10 things to do right now	37	31%	38%	25%	31%
Consumer Fact Sheets	39	33%	36%	28%	36%
Nursery Paper - research	13	11%	15%	8%	10%
None	9	8%	3%	8%	13%
No Answer	6	5%			

Delivery of Kit		
	Total	Total %
GCDO	20	17%
State Rep	24	20%
Mail/Courier	50	42%
Not Sure	22	19%
No answer	2	2%

Explanation of WaW	
	Total
Yes	104
No	31
No answer	54

Public Relations						
	Yes		No		Unsure or N/A	
Garden Centre contacted	38	32%	41	35%	36	31%
Media Release received	52	44%	38	32%	26	22%
Articles seen	33	28%	81	69%	1	1%
Contacted media themselves	22	19%	92	78%	2	2%
No Answer	8					

Awareness of other media			Awareness of media by region					
	Total	Total %	M		RE		RU	
TV	28	24%	7	18%	11	28%	10	26%
Radio	14	12%	6	15%	6	15%	2	5%
Internet	9	8%	3	8%	2	5%	4	10%
No answer	72							

Reason for Participating			Reason by region				
	Total	Total%	M		RE		
Urgency of water issues	83	70%	32	82%	25	63%	67%
Concern for business	63	53%	27	69%	18	45%	46%
Marketing opportunities	62	53%	24	62%	16	40%	56%
Free Industry Campaign	66	56%	25	64%	22	55%	49%
No Answer	4						

Interest in future programs			Interest by region				
	Total	Total %	M		RE		
WaW training sessions	38	32%	18	46%	15	38%	13%
Running WaW consumer w'shops	48	41%	17	44%	19	48%	30%
Irrigation Systems	30	25%	13	33%	9	23%	20%
Promoting RW tanks & greywater	52	44%	21	131%	18	45%	33%
Promoting WaW plants	77	65%	27	69%	26	65%	60%
Other	5	4%	1	3%	1	3%	8%
No Answer	18						

Value		
	Total	Total %
\$50 - \$100	39	33%
\$100 - \$150	40	34%
\$150-\$200	18	15%
No answer	9	8%

COPY for Evaluation form

Dear 'Wise about Water' participant

NGIA is current currently evaluating the Wise about Water program which you participated in during Spring/Summer last year. We need your assistance.

Please take a few minutes to answer the following questions and return it to us by fax.

Garden Centre ^{*(optional):}

Your position:

State:

Wise about Water - Materials

As a participating 'Wise about Water' retailer, you will have received a 'Wise about Water kit'

Which material did you use?

- ☐ A4
- ☐ Large corflute
- ☐ Shopping lists
- ☐ balloons
- ☐ Fact sheets
- ☐ None of the above

In using the material did you do any of the following?

- ☐ Put the material at the entrance or near the register
- ☐ Create special water wise display area
- ☐ Use it to promote particular products or plants
- ☐ Used it as part of a special in-store event or promotion

The retailers kit was prepared to support the 'Wise about Water' participants. What information did you refer to the most?

- ☐ Point of Sale information sheets & questions
- ☐ Display Tips
- ☐ Tips on promoting Waterwise plants
- ☐ Key messages & themes
- ☐ 10 things to do right now
- ☐ Consumer Fact Sheets
- ☐ Nursery Paper – research findings
- ☐ None of the above

Delivery of 'Wise about Water kits'

'Wise about Water kits' were delivered to over 160 Garden Centres in NSW.

How did you receive the kit?

- ☐ Delivered by GCDO
- ☐ Delivered by State Association Representative
- ☐ By mail/courier
- ☐ Not sure

Was the purpose of the program and the use of the material clearly explained?

- ☐ Yes
- ☐ No

PR Campaign

The 'Wise about Water' program included a Public Relations campaign to promote participating garden centres.

Was your Garden Centre contacted by the Public Relations agency (Beyond the Square)?

☐ Yes ☐ No

Did you receive a copy of the media release sent to your local paper?

☐ Yes ☐ No

Articles featuring 'Wise about Water' participants appeared in over 65 local papers across NSW. Did you see an article in your local paper?

☐ Yes ☐ No

Were you aware of any other media?

☐ TV ☐ Radio ☐ Internet

Have you approached your local media with a story since this time?

☐ Yes ☐ No

'Wise about Water' program

What made you decide to participate in the 'Wise about Water' campaign?

- ☐ Urgency of water issues
- ☐ Concern for your business
- ☐ Marketing opportunities
- ☐ Free industry campaign

Would you be interested in additional 'Wise about Water' activities? Of the following Please tick any you would be interested in:

- ☐ Waterwise training sessions for staff
- ☐ Running water wise gardening workshops for consumers
- ☐ Designing and maintaining home irrigation systems
- ☐ Promoting rainwater tanks and grey water reuse systems
- ☐ Identifying and promoting water wise plant
- ☐ Not interested

What do you consider to be the value of your 'Wise about Water' kit?

- ☐ \$50 - \$100
- ☐ \$100 - \$150
- ☐ \$150 - \$200

Thank you for taking the time to complete this evaluation form. Your feedback and comments are appreciated and will help to build stronger programs for the nursery and garden industry.

Wise about Water consumer website material



Wise about Water/World Environment Day materials

Key Messages

1. Think globally and act locally

We are all concerned about the world's many environmental issues but often don't know where to start to take action...

The good news is that you can make a difference by starting in your own backyard which is an important part of the world's environment.

2. Get to know what's beyond your backdoor

Every local area has its own ecosystem shaped by climate, weather, soil, flora and fauna; and with this comes unique sensitivities. It is important to understand what's best for your own backyard to be able to make a contribution and nurture your local environment.

Your local garden centre understands your local area and has all the knowledge and advice you need to play your part for the environment by starting in your backyard.

3. Discovering what you can do to support the environment is easy.

There are simple considerations for issues like water, weeds, chemicals, recycling and habitat that make all the difference.

Your local garden centre is the expert on your garden's ecosystem and has 10 easy steps that anyone can use to make a positive impact on our environment.

Metro/Regional Media Release

GARDEN CENTRES JOIN CAMPAIGN TO THINK GLOBALLY, ACT LOCALLY

With World Environment Day approaching on June 5, local garden centres across Australia have joined a national initiative with Australia's Nursery and Garden Industry and acclaimed 'Greeniology' author, Tanya Ha to help people get their backyards on track to benefit the environment.

The "Our Environment, Your Backyard" initiative aims to educate all Australians on easy ways to consider the environment in their backyard and tackle environmental issues head on from their local area.

"We are all really concerned about the world's many environmental issues but often don't know where to start to take action- making simple changes in your own backyard is the first easy step to helping our environmental issues and is something every one can do" says Ms Ha.

Across Australia garden centres are encouraging people to consider the environment in their backyards to make a positive impact on their local environment, around issues including;

- How to use water wisely,
- Best plants for each area,
- The use of chemicals in the yard,
- Simple recycling tips, and
- Ways to support local wildlife.

"Every area is unique, shaped by climate, weather, soil, native plants and animals, so it is important to understand what's best for your own backyard so you can help to make a contribution and nurture our local environment" says Rebecca Dawson from the Nursery and Garden Industry Australia.

"Local garden centres are the experts on your garden's ecosystem – they know it like the back of their hands – they are full of information and advice that can help anyone make a positive impact on our environment" says Ms Dawson.

ENDS

Tanya Ha and Rebecca Dawson are available for interview and further comment.

National Media Release

AUSTRALIANS URGED TO HELP THE ENVIRONMENT FROM THEIR OWN BACKYARD

With World Environment Day approaching on June 5, Australia's Nursery and Garden Industry has teamed with acclaimed 'Greeniology' author, Tanya Ha to show Australians how they can make a difference to the world's environment, starting in their own backyards.

The "Our Environment, Your Backyard" initiative will be rolled out over the month of June through local garden centres across Australia, to educate all Australians on easy ways to consider the environment in their backyard.

"It is important that every one of us thinks globally and concerns ourselves with the world's environmental issues. We want to show every Australian how they can act locally, right in their own backyard" says Rebecca Dawson from Nursery and Garden Industry Australia.

"We really are all concerned about the environment but often don't know where to start to take action- making simple changes in your backyard is the first easy step to helping our environmental issues and is something every single one of us can do" says Ms Ha.

Across Australia, participating local garden centres are hosting "Our Environment, Your Backyard" workshops, and are also armed with 10 easy tips to encourage people to get their backyards on track and make a positive impact on their local environment, including;

- How to use water wisely,
- Best plants for each area,
- The use of chemicals in the yard,
- Simple recycling tips, and
- Ways to support local wildlife.

"Every area is unique, shaped by climate, weather, soil, native plants and animals, so it is important to understand what's best for your own backyard to make a contribution and nurture our local environment" says Ms Ha.

"Local garden centres are the experts on your garden's ecosystem – they know it like the back of their hands – they are full of information and advice that can help anyone make a positive impact" says Ms Dawson.

ENDS

Tanya Ha and Rebecca Dawson are available for interview and further comment. Garden Centres are available for photography.

Local Media Release

XXXX GARDEN CENTRES JOIN CAMPAIGN TO THINK GLOBAL, ACT LOCAL

With World Environment Day approaching on June 5, local Balmain garden centres have joined a national initiative with Australia's Nursery and Garden Industry and acclaimed 'Greeniology' author, Tanya Ha to help people get their backyards on track to benefit the environment.

The "Our Environment, Your Backyard" initiative aims to educate all Australians on easy ways to consider the environment in their backyard and tackle environmental issues head on from their local area.

"We are all really concerned about the world's many environmental issues but often don't know where to start to take action - making simple changes in your own backyard is the first easy step to helping our environment and is something every one can do" says Fred Blogs of the XXX nursery, one of the local garden centres taking part.

Centres participating in the "Our Environment, Your Backyard" initiative are armed with 10 easy tips to encourage people to consider the environment in their backyards and make a positive impact on their local environment, including;

- How to use water wisely,
- Best plants for each area,
- The use of chemicals in the yard,
- Simple recycling tips, and
- Ways to support local wildlife.

"Every area is unique, shaped by climate, weather, soil, native plants and animals, so it is important to understand what's best for your own backyard so you can help to make a contribution and nurture our local environment" says Rebecca Dawson from the Nursery and Garden Industry Australia.

"Local garden centres are the experts on your garden's ecosystem – they know it like the back of their hands – they are full of information and advice that can help anyone make a positive impact" says Ms Dawson.

ENDS

'Our Environment, Your Backyard' It's easy to make a difference...

World Environment Day is around the corner and garden centres across Australia are armed with simple tips and local knowledge to encourage people to get their backyards on track to benefit the environment.

There are simple considerations for issues like water, weeds, chemicals, recycling and habitat that make all the difference to our local environment.

For expert advice on your garden's ecosystem, visit your local garden centre. They have 10 easy tips that anyone can use, and everything you'll need to make a positive impact on our environment.

To locate your nearest participating garden centre click here.

ENDS

Note: Underlined text denotes Hyperlink.

Water, weeds, chemicals, recycling and habitat – link to fact sheets or the ten tips.

Letter of invitation to participants



Thursday, 4 May 2006

EXCLUSIVE INVITATION: WORLD ENVIRONMENT DAY JUNE 5TH 2006

We would like to invite you, as a Garden Centre that is already setting the example for the rest of industry, to continue to promote environmental awareness and participate in World Environment Day 2006.

By agreeing to participate in this event you will receive:

- Inclusion in local PR Campaigns
- Recognition on the NGIA website
- A free World Environment Day kit to assist with your in-store promotions

The kit includes the following items:

- Briefing notes
- World Environment Day posters for in-store display
- Hints and tips on creating displays and in-store events

Also, during May and June we will be offering both **Wise about Water and Flora for Fauna promotional materials at 50% off the sale price**. Now is the time to replenish your stock of point of sale materials!

If you would like to participate in this event please complete the information below and fax back to us on (02) 9876 6360 by **Monday 8 May 2006**.

Nominated Person Contact Information:

First Name: _____ Last Name: _____

Company: _____ Position: _____

Phone: _____ Fax: _____

Current Participant of: ☐ Wise about Water ☐ Flora for Fauna ☐ AGCAS

For further information on this exciting offer, please contact NGIA on (02) 9876 5200.

Kind regards,

A handwritten signature in black ink, appearing to read "Rebecca Dawson".

Rebecca Dawson
National Environmental Policy Manager
Nursery & Garden Industry Australia

“Our Environment, Your Backyard”

10 easy steps to support our environment in your backyard

WATER

1. Water right and save water

- Make sure plants are thirsty before you water
- Direct the water down at the roots where plants drink
- Remember that different plants have different water needs – check it out first at your local garden centre

2. Nurture your soil

- Great soil is the building block of a great garden
- Healthy soils are full of nutrients for your plants and hold water longer
- Use plenty of mulch and add compost regularly- ask your local garden centre what types are best for your soil and plants

PLANTS

3. Go Native!

- Your local area has many unique plants that have evolved to suit local conditions
- Choosing the right plants for your area makes them easy to care for, but also provides food and shelter for local birds, animals, reptiles and insects
- Include a few in your garden and watch the local environment extend into your backyard

RECYCLING

4. Watch your waste

- A good prune can be fun and helps keep your garden looking great
- Cuttings and other waste such as lawn clippings should always be disposed using the council green waste service – or better still, used for mulching and composting at home
- Your local garden centre can advise you more about how to do this

5. Last night's dinner could bring your garden to life!

- Setting up a worm farm or a simple compost bin is easy and will recycle your food scraps
- Not only will you reduce rubbish going to landfill, you will also add valuable nutrients to your garden naturally, and cost effectively!

WEEDS

6. Keep your garden where it belongs!

- Some plants can escape our gardens and cause problems in local bushland
- Ask your local garden centre and learn more about problem plants in your local area
- Aim to remove problem plants and replace them with environmentally friendly options

CHEMICALS

7. Less is best

- There are many products to help keep our gardens and plants beautiful – but you can have too much of a good thing!
- Using fertilisers above the recommended rate results in the excess running off into local waterways? Always follow the instructions and use these products sparingly

8. Get smart to tackle pests and diseases

- Start by making sure you know what the problem is (your local garden centre can help)
- Try low environmental impact methods such as manual removal or organic products
- Leave the strong stuff as last resort - and get expert advice at your local garden centre before using it!

HABITAT

9. Make your local friends feel at home

- There are many ways you can encourage local fauna into your garden
- As well as including some local plants, make sure you have water available (out of reach of any cats) and provide plenty of nooks and crannies for animals can hide in
- You can make these with half buried pipes for lizards or by installing a nesting box for birds or possums

10. Keep your pets friendly too!

- Cats and dogs can injure or kill local wildlife
- You can help by keeping your dog on a leash in and around bushland parks and by keeping your pets locked up at night.
- Your local garden centre has details about your area's wildlife rescue organisation, so you can contact them if you find injured wildlife