

Horticulture Innovation Australia

Final Report

Nursery Industry Awards 2014-2015

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Summary

The Nursery & Garden Awards (the Awards) have been celebrated for over two decades and funded as a project via Horticulture Australia Limited (HAL) since 2006.

It is important to acknowledge the great vision of the late Barry Waldeck and Peter Trevarthan in establishing the industry's awards program back in 1994. What were once known as the Garden Centre of the Year Awards have evolved across the decades to recognise and celebrate multiple industry sectors. Today they are known as the Nursery & Garden Awards and in 2015 celebrated their twenty first year.

Originally, a celebration of the best garden centres in Australia, they are now a driver of business improvement and encourage adoption of industry best practice across all sectors through the incorporation of the industry accreditation programs. The awards are convened entirely online and have adopted an international standard in their criteria.

It is comprehensively marketed via multiple channels with a social/online focus. Participation in the program is pitched as a whole of team experience across the business and owners are encouraged to undertake the submission process with their staff.

All entrants receive constructive feedback from judges to aide their operations within industry and also to benchmark their performance against other like businesses. The 2015 program also collected financial benchmarking data which was sensitively shared among entrants.

The Awards Program and the National Winners are promoted through a public relations campaign which both improves the profile of the industry and demonstrates its professionalism while providing deserving coverage to winners.

The project had the following objectives:

- To provide industry stakeholders (production, retail and allied trades) with constructive feedback to help improve their businesses and grow their bottom line.
- To boost the industry's profile through the adoption of best practice, promotion of innovation and the 'best of the best' in the industry.
- To benchmark the industry – compare business processes to industry's best to continually grow and develop the industry.

The project succeeded in delivering five of the six intended outputs. Success was achieved through incorporation of the outputs into the operational elements of the project. These outputs are:

1. An entry process and criteria that allows judges to assess business performance and best practice principles through written submissions and an onsite visit.
2. Engagement of judges who are well informed, know the industry and least likely to have a conflict of interest at submission, state and national judging levels, to ensure the credibility of

the program and benchmarking consistency.

3. Recognition and rewarding excellence within the industry for businesses striving to achieve best business practice.
4. Greater exposure and credibility from within industry for production nursery and retail winners and finalists.
5. An Awards Review Committee to develop and provide constructive feedback to the Awards program year on year and an annual committee meeting held.

The only output not achieved above was also an outcome of the project. This related to identification of the industry needs and there is an agreement that this project is not the correct vehicle for assessing industry needs.

The project succeeded in delivering one of the three intended outcomes. Improving the professionalism and business skills of the industry has been a core deliverable of industry awards. This is achieved primarily through criteria review and entry requirements. Additionally, personal development of entrants and winners is a result of public speaking and media exposure. The intentions to achieve an increase in entries year of year and identify industry needs are outcomes that met with multiple challenges which are discussed in detail in this report and should be considered in a future review of the Nursery & Garden Awards.

Overall the program is streamlined, cost effective, addresses the objectives of the project and is valued by many for its thorough assessment of businesses.

The awards recognition process as it currently stands has found a balance between budget, process and celebration for industry. With continued consultation and maintenance this process stands in good stead. The focus for any post-project reviews or reference groups for any future Nursery and Garden Awards program should be to consider the challenges of encouraging participation and funding.

Despite its robust processes there are a number of issues which have placed the future of the program at risk. Particularly, the decline in inter-organisational relationships and subsequent communication challenges, ambiguity surrounding prioritisation and allocation of funds via Horticulture Innovation Australia (HIA), declining sponsorship and general stakeholder expectations.

The challenges that surround this project require that the future of the Awards be considered by the end of June 2015. The review should consider the external and internal influences of the program as a business improvement tool including an assessment regarding the continuation of the program and any future format.

After two decades of recognition and accolade, it would be a step backward in industry's goal of building its profile and promoting professionalism, for there not to be an industry recognition program in the future.

Keywords

2014 Nursery & Garden Industry Awards; 2015 Nursery & Garden Awards; business improvement; industry recognition; industry best practice; nursery winners; nursery finalists; FMS; Farm Management System; AGCAS; Australian Garden Centre Accreditation Scheme.

Introduction

The Awards have been celebrated across 21 years and are an integral part of the Australian nursery and garden industry's calendar. For the life of this project, two Nursery & Garden Award programs have reached their conclusion.

The Industry Strategic Plan (2010-2015) and the Industry Strategic Investment Plan (2012-2016) clearly identifies the development of people and resources as a priority for the industry. Specifically, these plans seek to enhance the capacity and efficiency of the industries resources through upgrading skills, knowledge and practice. Additionally, the plans seek to build industry support through shaping government, public and related industry understanding of the industry's benefits, and enhance these benefits through collaboration. This project has sought to achieve these strategic objectives through judging criteria that enhance business skills and media promotion of winners using key messages of industry professionalism and greenlife benefits.

Early in 2012 the NGIA Board determined to change national conference to a biannual event. As a result it was also determined that the industry awards program should move to a biannual event. However during that same year, the Board received feedback from industry and revised their position seeking to reintroduce the Awards on an annual basis. This was approved by the Industry Advisory Committee of HAL during the project proposal round of 2012.

The Industry Awards were subsequently contracted for two years under this project NY12017 Nursery Industry Awards 2014-2015. The 2014 awards planning commenced in 2013 with the campaign commencing in June 2013 and the 2015 awards commenced in 2014 with the campaign beginning in August 2014.

The project had the following objectives:

- To provide industry stakeholders (production, retail and allied trades) with constructive feedback to help improve their businesses and grow their bottom line.
- To boost the industry's profile through the adoption of best practice promotion of innovation and the 'best of the best' in the industry.
- To benchmark the industry – compare business processes to industry best to continually grow and develop the industry.

The awards program remains an important mechanism for recognising best practice industry operators and provides entrants with opportunities to identify and address areas of improvement and set goals which can be measured year on year.

The Awards continue to be a business improvement tool for the industry and provide an avenue to demonstrate professionalism and promote the industry as one of the most conscientious in the field of horticulture.

Methodology

In order to achieve the objectives of the project the following activities were undertaken:

1. The annual awards review committee met to discuss changes to the program such as the criteria, categories for entry and judging to ensure the program is consistently credible, achievable and successful.
2. The awards marketing plan outlined promotion activities carried out for the promotion from opening to the conclusion of the programs.
3. The online entry portal was open for a minimum period of 6 weeks so entrants had sufficient time to complete their submissions and judges had a minimum two weeks (more in most cases) to judge the online submissions and to provide constructive feedback to each entrant.
4. Judges were engaged who are well informed, know the industry and did not have a conflict of interest for their judging levels which ensured the credibility of the program and benchmarking consistency.

At the commencement of each awards program a review is undertaken by a voluntary committee, the Awards Review Committee. Throughout this process industry stakeholders including both entrants and non-entrants have been asked for input on the program. This input has been sought in various ways including general surveying and direct contact in an effort to ensure the industry's views are presented accurately.

During the course of the project the Awards Review Committee has received approval from the NGIA Board to make changes to the program so it may benefit from a sustainable future.

At all times State and Territory Associations have been advised of the processes and changes within the program and this has been conducted via Consultation Meetings and email correspondence. Additionally, members of the review committee have reported back to their specific states.

A comprehensive yet financially conservative awareness campaign was conducted during the call for entries using predominantly social and digital methods and with publication support of award sponsors and media outlets.

These media channels have also been used to communicate the status of the awards throughout the two Award campaigns of this project including advice on state announcement events, announcement of finalists, announcement of judges, notification of judging schedules, promotion of the Gala Dinner. These vehicles have also supported the promotion and communication of the Nursery Industry Young Leader Development Program within this project.

Both programs were supported by small scale public relations campaigns promoting the winners of each year. These were conducted by Crossman Communications. Each campaign sought to achieve at least one media article for each national winner and this was certainly achieved in the second year of the project.

Activity 1: The annual awards review committee met to discuss changes to the program such as the criteria, categories for entry and judging to ensure the program is consistently credible, achievable, and successful.

	2014	2015
Awards Review Committee	Mike Mehigan Craig Norman Anthony Kachenko Administered by Kobie Keenan	Simon Smith Craig Norman Bob Wynyard Esther Ngang Administered by Kobie Keenan
Review Meetings	13 February 2013 Ongoing & regular communication	3 April 2014 7 May 2014 Ongoing & regular communication
Agendas & Minutes	Please refer to Milestone 102 – March 2014 for previously provided Agenda’s and Minutes including additional papers from NGIA Board (5 & 6 March 2013) and Industry Consultation Meetings (11 April 2013)	Please refer to Milestone 103 – November 2014 for previously provided Agenda’s and Minutes
Committee Objectives	To modernise the Awards process and be inclusive of all sectors within our industry.	To refocus the Awards on business practices. To continue to be inclusive of all industry sectors and operators. To alleviate barriers to participation. To increase participation in the program overall. To improve benefits to entrants. To provide a reinforced foundation for the future of the competition. To ensure the program is financially sustainable.

Table 1- 2014 and 2015 Awards Review Committee

The changes to the program across 2014 and 2015 were substantial and the major changes are detailed as follows:

- Substantial changes were made to the transitional judging process in 2014 having regard for how entrants progress in the competition. Rather than identifying a winner in each State and Territory as a national finalist, the process was amended to identify the top 5 businesses nationally in the category. This change was made to ensure that the program was recognising the best businesses overall. Each State remains notified of their highest scorer in each category for announcement as the state winner at their own functions.
- In 2014 renaming of categories with a view to being more inclusive for retailers occurred in an effort to capture the group garden centres and providing more flexibility to other retailers rather than limiting category selection only to turnover. The categories were renamed to be ‘Specialty’, ‘Lifestyle’ and ‘Group’ garden centres. A list of all categories and winners are included under the Outputs section of this report.

- The category names for 2014 were again revised in 2015. The intention was to bring clarity to the categories which experienced some confusion during the previous year and also to streamline the process. Diversification of categories was delivering the industry an inclusive approach but was becoming less cost effective and diluting other benefits delivered by the program.
- In 2015 the review committee determined to overhaul the entry criteria for the production, retail and supplier categories. The criterion was drafted to bring it in line with international standards and as such raise the professionalism of the industry and the benchmark for the programs entrants.
- The biggest change in 2015 was the abolition of onsite judging. Onsite judging was viewed by industry as a valuable benefit in the Awards program. Unfortunately, it is an expensive unsustainable option for the program. To compensate the judging processes loss of an onsite visit, the industry's accreditation programs were incorporated into the judging process because to achieve accreditation (FMS/AGCAS) businesses must have at least one onsite audit annually.

All other changes to the program across the project are detailed in **Appendix A, 2014 Nursery & Garden Awards State and Territory Information**; and **Appendix B, 2015 Nursery & Garden Awards State and Territory Information** outlines the changes recommended and approved for the 2015 Awards campaign.

Activity 2: The awards marketing plan outlined promotion activities carried out for the promotion from opening to the conclusion of the programs .

Timelines were developed for both 2014 and 2015 incorporating the promotional hot spots for the program. **Appendix C** outlines the activities for the 2014 program and **Appendix D** outlines the activities for the 2015.

Specific promotional activities for each campaign are detailed in Milestone 102 and 103, extracts of which are provided in **Appendix E**.

Since November 2014, additional promotion occurred to promote progress with the 2015 program and the Gala Dinner Announcement. Copies of the activities listed below are provided at **Appendix F**:

Industry national promotion

- 8 December 2015 – National finalists announced media release circulated to State & Territory offices and sponsors and trade media
- 8 December 2015 – National finalists announced electronic direct mail
- 8 December 2015 – NGIA website updates with finalists and gala dinner details
- 9 February 2015 – Awards Update – Gala Dinner electronic direct mail
- 10 February 2015 – Facebook promotion – Round 2 Judging
- 12 February 2015 – Facebook promotion – Gala Dinner ticket purchase
- 26 February 2015 – Facebook promotion – Promotion opportunity for gift bag inserts
- 3 March 2015 – Your Levy at Work – Gala Dinner promotion
- 3 March 2015 – Facebook promotion – repost of 26 February

4 March 2015 – Awards Update – Gala Dinner reminder and prize information electronic direct mail
12 March 2015 – Facebook promotion – Gala Dinner last day to purchase tickets
16 March 2015 – Facebook promotion – Gala Dinner ticket purchase closed
26 March 2015 – Facebook promotion – National Winners announced and photo album
26 March 2015 – Facebook promotion – Gala Dinner thanks to MC
7 April 2015 – Awards Update – National Winners announced electronic direct mail with survey, photos, feedback
7 April 2015 – Facebook promotion – Have your say on the Nursery & Garden Awards
April 2015 – Hort Journal – Industry’s best recognised in NGIA Awards 2015 (3 pgs)
16 April 2015 – Facebook promotion – Reminder: have your say on the Nursery & Garden Awards

State promotion

February 2015 – NGIQ Leaflet – Gala Dinner promotion
23 February 2015 – NGIV eNews – Gala Dinner promotion
26 February 2015 – SA Nursery Notes – Gala Dinner promotion
March 2015 – Groundswell – mention in Calendar of Events
March 2015 – Groundswell – mention in NGIA CEO update
March 2015 – Groundswell - Advertisement
5 March 2015 – SA Nursery Notes – Gala Dinner promotion
16 March 2015 – NGIWA eNews – Gala Dinner promotion
28 April 2015 – NGINA eNews – NGIA National Awards

As part of the program, funds were set aside for a small public relations campaign to promote the winners. Crossman Communications was appointed for the 2015 announcement. Media relations commenced in the week before the announcement and great results were achieved for the small public relations budget.

Attached at **Appendix G** are copies of the media releases drafted for the public relations campaign and attached at **Appendix H** is the final evaluation email and planned media results for the program.

NGIA has access to media monitors via Horticulture Innovation Australia and the service they receive from Meltwater. This service covers online digital print only as such we do not have copies of all the media that was received. **Appendix I** contains copies of media received and articles forwarded to us by the winners of the Awards.

Activity 3: The online entry portal was open for a minimum period of 6 weeks so entrants had sufficient time to complete their submissions and judges had a minimum two weeks (more in most cases) to judge the online submissions and to provide constructive feedback to each entrant

The actual activities performed in all cases, met or exceeded that of the proposed activity in the contracted project which is detailed in Table 2.

	2014	2015
Awards Portal providers	e-Awards (Scenovia Pty Ltd)	Awards Force
Call for Entries	7 weeks (Jun 2013-Aug 2013)	6 weeks (Aug 2014 to Sept 2014)
Submission Judging	7 weeks	4 weeks

Table 2 – Awards online portal for entries and judging

Activity 4: Judges were engaged who are well informed, know the industry and did not have a conflict of interest for their judging levels which ensured the credibility of the program and benchmarking consistency.

A number of judges were identified for judging in the 2014 and 2015 program. The judges were sourced from both paid employment or were offered a small fee to undertake the judging. Some of the judges were volunteers.

In 2014 the judges were provided more time to complete their feedback as the process required them to download the entries and review them in a intensive manner.

In 2015 the newly implemented online portal allowed judges to respond to questions and provide feedback in real time without the need to download entries. This removed an entire step from the judging process, resulting in less time required for judges to complete their scoring and feedback responsibilities.

Another benefit of the new portal was that at any time, if required, the Awards convener could easily extend judging time and assess the status of entrants and judges. This allowed for controlled extensions to ensure the best feedback was received from judges.

Outputs

The project sought to achieve the following five outputs.

1. *An entry process and criteria that allows judges to assess business performance and best practice principles through written submissions and an onsite visit.*

As detailed above under *Methodology*, Activities 1, 3 and 4 this project output was achieved. An online entry process was employed during both the 2014 and 2015 programs.

In each year, criteria that addressed business performance and best practice principals were incorporated into these online portals. Principles included leadership, financial and human resource management, environmental practices, innovation, market identification and organisational image. Judges accessed, reviewed, scored and provided feedback online.

In the first year, onsite judging provided an opportunity to assess businesses first hand and confirm submission content.

In the second year, after much deliberation, onsite judging was abolished from the program as it was no longer financially sustainable to continue judging in that manner. Instead three additional processes/considerations were incorporated into the judging. Mandatory videos were required as part of the submission and businesses who had achieved accreditation under the industry's Farm Management System or Garden Centre Accreditation Scheme were able to avoid a submission response on 'risk management'. The basis for this decision was that accredited businesses had received an onsite visit during the annual accreditation process.

Finally, the second round of judging (previously on the onsite component in 2014) required finalists to link into an online question session on '*Plant Quality*' hosted by three prominent and highly experienced industry judges. The panel of judges was able to judge finalists in real time, online and to consult and compare the finalists ensuring the principles were addressed.

2. *Engagement of judges who are well informed, know the industry and least likely to have a conflict of interest at submission, state and national judging levels, to ensure the credibility of the program and benchmarking consistency.*

The priorities for judge selection are designed to ensure they contribute to the Awards program by:

- Not having a conflict of interest in relation to their category allocation.
- Providing sufficient skills, knowledge and experience to add credibility to the program and allow entrants to benefit from such skills.
- Having the ability to provide constructive feedback to the entrants to ensure progression and growth as an individual business and within industry.
- Ensuring at least two judges are appropriately allocated to each category delivering a

scoring average providing fairness and consistency in scoring.

All judges were provided with a Judges Information Pack which detailed the expectations of them, important information, minimum knowledge requirements, declarations for conflict of interest and confidentiality.

The judges utilised across the project are listed below.

2014 David Chenu, Gary Eyles, John Liddle, Mike Mehigan, Clair Levander, Linder Corkery, Anthony Kachenko, Chris O'Connor, Nathaniel Hardy, Robert Prince, Jim Fogarty, John Patrick, David La Batlus, Russ Higginbotham, Peter Mills, Daniel Mansfield, Peter Fraser, Jennifer Stackhouse.

2015 Chris O'Connor, John Liddle, Mathew Carroll, Steve Shepperd, Russ Higginbotham, Jimmy Turner, David La Batlus, Ryan Jacka, Josh Byrne, Joanne Aquilina, Simon Smith, Mike Mehigan, Steve Falcioni, Judy Horton, Angus Stewart, Steve Simpson, Brooke Hallett.

3. Recognition and rewarding excellence within the industry for businesses striving to achieve best business practice.

The awards programs have elevated those businesses who take a holistic approach, striving to be great across all business activities. Not only does this process recognise the superiority experienced by their customers through for example, plant quality or customer service; but also the behind the scenes initiatives that make the business a great performer.

In 2015, the Awards criteria recognised those businesses which employed industry best practice techniques through their achievement of accreditation. As detailed in Output 1 above, those businesses were able to avoid a criteria response on 'risk management' as they had previously addressed this through the accreditation process.

Entrants, finalists and winners are rewarded throughout the program at different stages. The benefits include judge's feedback reports at each stage of entrant progression, industry acknowledgement, prizes, and a public relations campaign for winners.

4. Identification of industry development needs through review of judging reports

This project sought to identify industry development needs through the review of judging reports. This output (and an outcome) is difficult to measure. As this is also an outcome, the reasons and details for this are discussed below under *Outcomes*.

5. Greater exposure and credibility from within industry for production nursery and retail winners and finalists.

The 2014 and 2015 Awards programs identified the 23 winners detailed below:

National Winners - 2014 Nursery & Garden Industry Awards

Category	Winner
Best Specialty Garden Centre	Zanthorrea Nursery, WA
Best Lifestyle Garden Centre	Rivers Garden and Home, VIC
Best Group Garden Centre	Barossa Nursery, SA
Best Government Nursery	Hobart Regional Nursery, TAS
Best Small Production Nursery	Dream-Time Wholesale Nursery, VIC
Best Large Production Nursery	Alpine Nurseries Alstonville, NSW
Best Propagation Nursery	Alcoa Marrinup Nursery, WA
Best Growing Media	Green Fingers Potting Mix, QLD
Greenlife Infrastructure Award	Perth Cultural Centre by Josh Bryne and Associates, WA
Industry Innovation Award	Grow Me Safely by Kidsafe NSW
Allied Product of the Year	Nursery Management Systems, NSW
Plant of the Year	The Princess Lavender by Plant Growers Australia, VIC
Heather Rumsey Young Leader Award	Daniel Ewings, Andreasons Green Nurseries, NSW

National Winners - 2015 Nursery & Garden Awards

Category	Winner
Large Retailer of the Year & Industry Business of the Year	Brookfield Garden Centre, QLD
Large Production Nursery of the Year	Ramm Botanicals, NSW
Small Production Nursery of the Year	Jong's Nursery, SA
Small Retailer of the Year	Newman's Nursery, SA
Environment Awards	Cameron's Nursery, NSW
Marketing Award	Plants Management Australia for Dianthus 'Memories', TAS
Greenlife Infrastructure Award	City of Melbourne for creating a 'City in a Forest', VIC
Industry Innovation Award	My Garden App by Yates, NSW
Allied Product of the Year	Success ULTRA Insect Control by Yates, NSW
Plant of the Year	<i>The Westringia Fruticosa</i> 'Grey Box' by Ozbreed, NSW
Heather Rumsey Young Leader Award	Chantal Tenace, horticulturalist and garden consultant, Direct Plants and Garden Soiree, VIC

A small public relation campaign was employed each year of the project which was successful in delivering coverage of both for the winning businesses and the industry, in particular for the 2020 Vision which was tied into the media releases. The activities that worked to achieve this output are detailed above in *Methodology – Activity 2*.

Through the public relation campaign, the industry has utilised the success of these winners to deliver greater exposure and credibility for greenlife and the industry nationally in consumer and trade publications, both in print and online. The campaign also inspires other nursery businesses and provides examples of those businesses that have implemented best practices.

6. *An Awards Review Committee to develop and provide constructive feedback to the Awards program year on year and an annual committee meeting held.*

The Awards Review Committees have undertaken reviews of the 2012 program for implementation in 2014 and of the 2014 program for implementation in 2015. In each case, the Committee set objectives for the program, met on multiple occasions, made recommendations for changes year on year and generally provided guidance and support during each program. The membership details of the Committee are provided in *Method – Activity 1*.

Five of the six intended outputs were achieved. Output 5 which relates to industry development needs is discussed further below under Outcomes.

Outcomes

There were three intended outcomes from the project which are detailed below:

1. An increase in the amount of online submissions year on year

This outcome was not achieved. The following issues are believed to have contributed to the low number of entrants year on year:

- Value proposition: The awards have been funded as a business improvement and recognition program. With the obvious exception of entrants into the program, there is a general belief that businesses are not driven to improve. This is due to a lack of a desire to change (*If it ain't broke, don't fix it*) OR they have outstanding business acumen and do not see value in undertaking an improvement process. It may also be they seek to improve using methods other than the Awards or simply, would prefer to spend the time on other important areas of their business. This reduces the target audience and potential entrants.
- Criteria and category changes Year on Year: Each year the Awards Review Committee have made changes to the categorisation and criteria including renaming of categories and strengthening of criteria. This has impacted the consistency of the Awards and caused confusion.
- Burden of entry: The remaining target market considers the burden of entry as challenging to complete the award entry process. While the online system has streamlined the process, the time it takes to complete responses and mandatory supporting material impacts on whether an entry is completed. This is demonstrated below by 2015 figures:

81 organisations and individuals registered for the Awards; of which 62 commenced entries; of which 38 completed and submitted entries

It should be noted that with the substantial changes to the categories and criteria during this project, time is required to reengage entrants and increasing the online entrants over this project was not likely. It is encouraging however that interest was shown by over eighty organisations and this is positive for the future of the Awards. It is also worth noting that this particular outcome should be considered in future reviews of the program having regard to stakeholder expectations.

2. Identification of industry development needs

This outcome was not achieved as it was difficult to identify industry development needs through the Awards program. The assessment criteria were more aligned to the current performance of the business and did not specifically ask for areas of improvement or areas for industry development.

In considering this outcome within the Awards program, it is necessary to assess whether it is the correct vehicle for identifying industry needs and determining other methods.

3. An increase in the professionalism and business skills of the industry year on year

Positively, the program has certainly increased the professionalism and business skills of the industry year on year, as described in Outcome 3. While this is also difficult to measure the content of the criteria has become more robust over time, particularly in 2015 with the alignment to international standards. Such criteria have required more professional thought and critical assessment of business. In a demonstration of how the Awards have improved the professionalism and business skills of the industry year on year, the criteria formed under the previous awards project NY11011 is included at **Appendix J** together with the business criteria formed under this project for comparison. You will note substantial changes including the business language used, the length of responses and the inclusion topics not previously judged.

Additionally, as evidenced in the post program survey, 80% of respondents who had entered indicated they were required to consider parts of their business not previously considered or not considered for some time. With the change in criteria, this indicates a shift in awareness of business practices.

In addition to the criteria, the use of an online entry portal and the mandatory creation of social and digital assets also aimed to improve the business practices of participants. The post program survey indicates that 80% of those who entered had not previously engaged in video making and uploading online. At the least, inclusion of these competition requirements increased awareness of the need to be fluent in online and digital techniques. These requirements also encouraged adoption of new skills for business.

It is also worth noting that award winners had exposure to media and undertook public speaking which helped them develop skills in these areas.

Evaluation and Discussion

The Nursery & Garden Awards recognition program is one that participants and stakeholders regularly provide positive feedback on. As recently as March 2015, the NGIA Board expressed a desire for the continuation of the Awards. They are recognised as important for their encouragement of business improvement practices. The awards also celebrate the industry and provide an opportunity improve its profile of professionalism. The businesses in this industry significantly contribute to the economy; hold a key to climate mitigation; and have the ability to improve the health of the community. They run profitable, sustainable and innovative businesses and this recognition program is one vehicle raising awareness of these qualities.

The awards as they currently stand have been formulated over many years. Across this project and the two projects before it, substantial changes have been made to the categories, criteria, judging process and announcements. The result is a system that addresses the business improvement objectives of the program. As previously mentioned a balance has been struck between category relevance, criteria difficulty, budget, judging process and celebration. With continued consultation and subtle maintenance, this process is strong.

However, the Awards cannot be successful based only on a 'strong process'. If the Awards process doesn't align with the other objectives for the program, it may be necessary to consider further change.

In working to achieve the outcomes for this project a number of challenges have been identified. Particularly, the priorities for the future of the program should focus on program funding, the program benefits/outcomes for industry, communications and participant expectations.

The significant changes made to the program and process, in order to reach the current balance has likely resulted in a reduction of entrants. The changes were necessary to lift the quality of the criteria, broaden the scope to engage new entrants and to establish a financially sustainable concept. Such changes were always going to require time to establish and be absorbed by entrants before an increase in entries was achieved. With this point in mind, emphasis on new and renewed participation and in building the suite of benefits and communicating them should be considered.

Similar competitive programs are also a challenge. In 2015 one State Association reintroduced its own recognition program with the same or similar categories as the national campaign. This State program ran during the 2015 campaign and ran parallel and in competition with the national program. In 2007, in consultation with the state and territory associations, the united decision was made to bring all 'similar or alike' industry award categories under the one process. This would streamline the recognition for industry as well as establish a pinnacle program and an obvious path of progression for participants. Under this system the regions retained the ability to celebrate their own state winners, include categories that were not in competition with the national program, include localised benefits, derived income (localised sponsorship and dinner ticket sales etc.), attract

new members and more. The matter of competitive categories needs addressing to avoid further dilution and mixed messages.

How, what and when we communicate the Awards program needs consideration. Some operational issues include:

- Since 2008 there has been a decrease in funds allocated for promotional and design activities. It is possible one result of this has been reduced awareness and subsequently a reduction in sponsorship and entrants.
- NGIA commenced communicating directly with stakeholders via electronic direct mail. The contact details for these activities are derived from the NGIA trade register database. This database provides access to the organisations, however not necessarily the right person within it. Having the contact information of the decision makers will benefit the program greatly. Direct communications also happen through the Your Levy at Work and socially on Facebook.
- The cultural issue of communication should be noted. A decline in inter-organisational relationships over the years has had an impact on the frequency of the Awards extension within the regions. The awards recognition program requires the support of the whole industry in order to increase in entries.

Overall, the desire for the industry to continue to recognise their outstanding businesses is demonstrated in the continued prioritisation and funding allocation by the IAC through HAL (HIA) and via the direction of the NGIA Board and consultation groups. Under the new system at HIA, funding this type of project is unclear but unlikely. Combined with the steady decline in sponsorship, future funding of the program needs urgent attention.

It is also worth noting that, over the last 5 years the cost for the critical program elements has increased yet the project budget of \$100K per year has not. The impact of this is made more difficult with sponsorship income declining which needs addressing. Anecdotally, the reasons offered for this have related to the both market uncertainty, the value proposition for them and also industry structure in that all of industry associations are competing for the same sponsorship dollars.

How the project is funded will provide solutions to the broader questions of communication, the Awards value proposition, participant expectations, increased benefits, prestige and judges feedback. Judges feedback is one of the great benefits of the program which is impacted by funding. Judges, although provided with the judging guidelines and expectations around feedback, often do not have the time to complete the feedback to the level of detail expected by entrants. The difficulty in trying to enforce this point comes when they have volunteered their time or are paid insufficiently.

Nevertheless, the 2015 program made substantial savings to sure up a future and there remains opportunity for the review of the programs current budget and event process in order to focus on the primary challenges particularly in relation to program revenue.

A summary of the financial expenditure is detailed below.

- Year 1 had support of the National Conference. This allowed the associated income and expenses for the Gala Dinner to be borne by the Conference proper. In Year 2, the Gala Dinner was a standalone function therefore costs are included.
- Year 1 includes the expenses for onsite judging which was abolished for Year 2.
- Year 2 includes a public relations campaign to promote the national winners.
- In Year 1, income was 24% less than projected resulting in a 22% reduction in anticipated expenses. In the circumstances, the 2% shortfall of -\$3,032 was a significant achievement for the project in that year.
- Year 2 saw an \$18K revision on the proposed income including a \$35K downward prediction for sponsorship. At the same time however, the expenses were predicted to grow with the standalone gala function and inclusion of public relations benefits.
- Critical assessment of expenses combined with leveraged opportunities and contra negotiations resulted in a Year 2 surplus of \$2,676.18.
- The two year life of the project had a deficit \$356.01.
- Since 2008 sponsorship has declined by 79% from \$75,500 to \$15,400. At the same time, there has been a corresponding shift in design and promotional spend to remunerate judges (up to 2014). The reduction in design and promotional expenses is 75% from \$22K in 2008 to \$5300 (excluding post announcement PR campaign) in 2015.

Following the 2015 announcement, NGIA conducted a survey for both entrants and non-entrants. The response rate was low with only ten responses however, feedback has been captured and some comments are detailed below. A summary of the ten respondents is also attached at **Appendix K**.

"It is very important to continue with our awards so businesses can improve their performances. It also shows to the community that we are professional and recognise those who go the extra mile."

"We will be back"

"Valuable program if there is participation in it, currently too low and so not as great a recognition."

"Don't know if I will enter again next year. I guess I will need to have a look at the criteria next year and see if they have changed much to determine if I need to invest much time. If it looks like it might cost me about as much time as it had this year, I will not enter. I do feel there might be other businesses in XXX that are award winning standard that I might encourage to participate."

"I think the Awards submission should allow entrants more ability to speak about themselves and what they are doing- what makes them "great". By sticking to just answering the questions it's hard to mention some of what we do that we think make us stand out. I think a video as part of the entry is great and it could maybe even be a bigger part of the submission as pictures don't always do justice and it's not that hard but maybe it shouldn't be compulsory. Ideally onsite judging should be a part of the process in the second round. Online judging in the second round would be much better if the finalists could also submit a further video to show the judges an overall view and feel of their garden centre/nursery. I think the second round judges should also have access to the first round submissions."

Recommendations

The internal and external challenges that surround this project as detailed here in this final report require that the future of the Awards as a business improvement program be comprehensively reviewed including, but not limited to the areas of:

- Program funding
- Value
- Outputs, Outcomes, Benefits
- Collaboration
- Communication
- Expectations

At the conclusion of such review an assessment should be made regarding the continuation of the Awards program in its current format by Nursery & Garden Industry Australia.

It is recommended that this review be conducted the end of June 2015.

Scientific Refereed Publications

No scientific refereed publications sourced.

Intellectual Property/Commercialisation

No commercial IP generated

Acknowledgements

Nursery & Garden Industry Australia (NGIA) would like to acknowledge the advice contributed to the project from the members of the review committee who volunteered their time in support of the industry awards. We would also like to acknowledge the invaluable skills and expertise of the thirty judges who shared their knowledge with the entrants. Additional thanks also go to the our supporting organisations without whom the industry awards would not be possible including Outdoor Design Source (Universal Magazines), Hort Journal (Greener Publishing), Garden City Plastics, Norwood Industries and Agrifood Skills Australia. This project and final report have been completed by Kobie Keenan of NGIA under Project Team Leader, Robert Prince of NGIA.

Appendices

Appendix A Information	2014 Nursery & Garden Industry Awards State and Territory
Appendix B	2015 Nursery & Garden Awards State & Territory Information
Appendix C	2014 Timeline
Appendix D	2015 Timeline
Appendix E	Extracts of Milestones 102 and 103
Appendix F	Copies of promotional activities
Appendix G	Post announcement media releases
Appendix H	Media evaluation by Crossman Communications
Appendix I	Copies of post announcement media received
Appendix J	2012 and 2015 business criteria for comparison
Appendix K	Summary of survey results post 2015 program

Appendix A

2014 Nursery & Garden Industry Awards

State & Territory Association Information

After a review of the awards program changes were made to the following areas to modernise the awards process and be inclusive of all sectors within our industry.

Some of the changes made to the 2014 program include:

- Introduction of new categories and modification of some old favourites.
- Removal of an entry fee for members of the Nursery & Garden Industry and affiliate organisations.
- Streamlining of judging for retail and grower categories making State and Territory progression submission based only.
- Identification of five businesses nationally through the submission process for national progression yet retaining celebration opportunities of the top businesses, above the benchmark, in the States and Territories.
- Review of all the category criteria to align them with the industry's current strategic plan and awareness objectives.
- The new categories have opened up the eligibility for new industry sectors and parties external to industry to participate.

Important Dates

Entries Open	24 June 2013
Entries Closed	12 August 2013
Submission Judging	August – October
State Winners announced	October – December
National Finalists announced	6 January 2014
National Judging	January – February
National Winners announced	13 March 2014

Categories & Criteria

The categories open for entry in 2014 are:

- Best Specialty Garden Centre
- Best Lifestyle Garden Centre
- Best Group Garden Centre
- Best Growing Media Supplier
- Greenlife Infrastructure Award
- Industry Innovation Award
- Best Government Nursery
- Best Small Production Nursery
- Best Large Production Nursery
- Best Propagation Nursery
- Allied Product of the Year
- Plant of the Year
- Heather Rumsey Young Leader Award

Best Specialty Garden Centre – Judging: submission and National onsite

The ‘Specialty’ category is open to greenlife retailers who operate within a niche market focusing primarily on the sale of greenlife and allied product. Generally smaller operations, entrants in this category need to demonstrate their expertise in their speciality area. Judges will also assess the standard of business practices within the operation.

Best Lifestyle Garden Centre - Judging: submission and National onsite

The ‘Lifestyle’ category is open to those operations that have enhanced the retail greenlife experience with the inclusion of departments such as giftware or hardware within their product offering. In addition to assessing the standard of business practices, Judges will consider how those other departments demonstrate to customers the benefits and value of greenlife. The departments themselves will not form part of the judging.

Best Group Garden Centre - Judging: submission and National onsite

The ‘Group’ category is open to those operations where the corporate identity is managed and operated by a head office or a licencing fee is paid by an independent owner to access a brand such as a buying group or franchise. Submissions must be site specific. Judges will consider the operations points of difference and how those differences extend greenlife into the local community. Judges will also consider the operational practices in relation to greenlife.

Best Small Production Nursery - Judging: submission and National onsite

The Small Production category is open to all production nursery businesses with an average annual Full Time Equivalent staff of 15 or fewer employees. Judges will assess the standard of business practices within the operation and in particular to the dynamics of the growing environment and any unique practices that contribute to the availability and marketability of quality greenlife.

Best Large Production Nursery - Judging: submission and National onsite

Like its sister category, the Large Production category will also be judged on the standard of business practices within the operation, and in particular to the dynamics of the growing environment and any unique practices that contribute to the availability and marketability of quality greenlife. This category is open to all production nursery businesses with an average annual Full Time Equivalent staff of over 16 employees.

Best Propagation Nursery - Judging: submission and National onsite

Business eligible for the ‘Propagation’ category are producers of plugs and tube stock that are sold to production nurseries for a value add (potting). Judges will assess the standard of business practices within the operation and techniques adopted to ensure the future vitality of the young plant products and marketability of their stock.

Best Government Nursery - Judging: submission and National onsite

The ‘Government’ category is open to all publicly funded nurseries. Nursery stock may be sold for profit or may be invested into the local community. Judges will assess the standard of business practices within the operation and in particular to the dynamics of the growing environment and any unique practices that contribute to the availability of quality greenlife. Entrants in this category will also be required to demonstrate how their product helps the plant/life balance of their local community.

NEW CATEGORY Best Growing Media Supplier– Judging: submission review only

Open to all growing media manufacturers and suppliers in the Australian nursery and garden industry, this award recognises the importance of outstanding media manufacturers and suppliers in the sustained performance of greenlife. Judges will assess the standard of business practices within the operation and in particular to the dynamics of the media mix environment and any unique practices that contribute to the availability of superior mixes for the production and consumer markets.

Heather Rumsey Young Leader Award – Judging: submission review and interview by industry panel

The Young Leader Award seeks to recognise and reward the outstanding achievements of individuals in the Australian nursery and garden industry, who display exceptional commitment and passion towards their business, the industry and industry leadership potential. It is open to all industry employees and employers under 35 years of age at the close of entries. Past state winners are welcome to re-enter but past national winners are not eligible.

NEW CATEGORY Plant of the Year – Judging: submission review by Sub-Committee of the NGIA Board

Open to plant breeders or introducers of foreign bred stock, the 'Plant of the Year' category recognises the achievement of a non-invasive plant species released within 24 months immediately preceding the close of entries, across multiple performance criteria. Judges will consider suitability in a range of climatic conditions, resistance to pest and disease, seasonal availability, marketability and the unique attributes for which the plant is intended. Only one National Winner.

NEW CATEGORY Allied Product of the Year – Judging: submission review only

This category recognises the need for allied products in various stages of greenlife production and in the ongoing protection and nutrition of greenlife. Open to all Allied Operators in the Australian nursery and garden industry, entries are 'product specific' and judges will consider how the allied product contributes to the ongoing performance of greenlife. Products will be considered having regard to the unique attributes for which the product is intended. Only one National Winner.

NEW CATEGORY Greenlife Infrastructure Award – Judging: submission review only

This award is open to all Urban Planners, Local Councils, Architects and similar operations and recognises their contribution to promoting a thriving, sustainable and diverse *Australian Urban Forest*. Judges will consider the unique attributes for which each project is intended and in particular, how it contributes to a healthy ecosystem that is valued and cared for by all Australians. Judges will also assess how the greenlife specified in the project has evolved into an environmental, economic, and community asset. Only one National Winner.

NEW CATEGORY Industry Innovation Award – Judging: submission review only

The Innovation Award recognises the person or team of people behind the development of a new product, service or activity that has significantly contributed to improvement within the Australian nursery and garden industry in the 24 months immediately preceding the close of entries. Judges will consider products, processes, services, technologies or ideas resulting in a commercial, environmental and/or social benefit that has enhanced the value and quality of greenlife. Only one National Winner.

Fact sheets, guidelines and submission criteria are available online at www.ngiaevents.com.au/awards2014.

Hall of Fame

To be eligible for induction into the Nursery & Garden Industry Awards Hall of Fame a business must be a National Winner in the same category for three consecutive years. A number of businesses may be eligible for Hall of Fame in 2014.

Judging

Category judging may vary so it is wise to consider the fact sheet and guidelines for each category specifically.

In some cases only a single national winner will be announced but the majority of categories will have State Winners also. For the new growing and retail process see the flow chart on the opposite page.

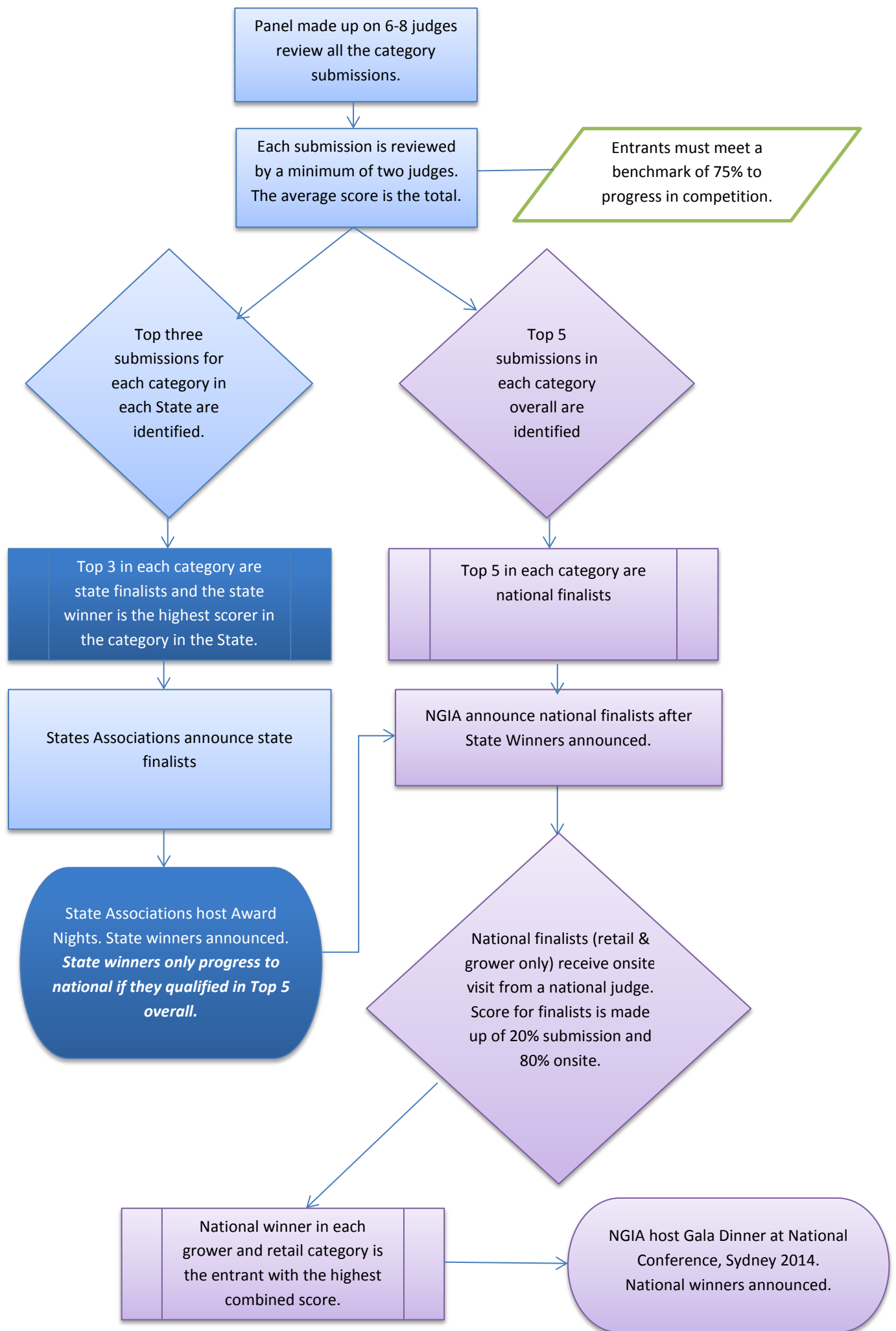
Judging details are within the Fact Sheet and Guidelines online at www.ngiaevents.com.au/awards2014.

Entry fees

NGI member organisation and affiliates	FREE
Life Members	FREE
Heather Rumsey Young Leader Award	FREE
Non member organisations	\$250

More information

For more information contact Kobie Keenan on (02) 8861 5100 or via email at kobie.keenan@ngia.com.au.



Appendix B



Changes to the industry awards program in 2015

Information for State Associations

Background

The Nursery & Garden Industry Awards Review Committee represented by Craig Norman, Simon Smith, Bob Wynyard and Esther Ngang and Kobie Keenan as the administrator has met via teleconference on two occasions, being 3 April 2014 and 7 April 2014.

The Awards Review Committee considered feedback from non-entrants and entrants of the awards and resolved to consider the program and recommend changes in order to:

- Refocus the awards on business practices.
- To continue to be inclusive of all industry sectors and operators.
- Alleviate barriers to participation
- Increase participation in the awards program overall
- Improve benefits to entrants
- Provide a reinforced foundation for the future of the competition.
- Ensure the awards program is financially sustainable.

In order to address the objectives the group considered the process and structure in its entirety. On Tuesday 20 May a number of major recommendations were presented to the NGIA Board. Below is summary of the Board approved changes for your information.

Name change

The awards will now be known as the Nursery & Garden Awards. The name change is reflection of the holistic focus of the 2015 awards.

Imagery & Logos

The current imagery will be retained for the 2015 awards process.

The various logos will be revised – retaining the stacked (vertical) option and providing an alternative horizontal option also.

Entrant Benefits

- ✓ Awards benchmarking report – businesses state of play as compared with other award entrants subject to privacy considerations (NEW)
- ✓ Judges feedback report – minimum of one report. Two reports, subject to progression in the awards.
- ✓ Finalists and winner post event media campaign

Entries Open - Monday 11 August 2014 (5 weeks)

Entries Close - Monday 22 September 2014

Entry Fee

Members: \$100 1st category

Non-Members: \$275 1st category.

Awards entry portal

A new awards entry portal provider has been appointed.

Awards Force online entry system will allow:

- ✓ 'In portal' submission completed online only (no uploading of criteria responses)
- ✓ Allows entrants to save and return to complete

- ✓ Allows modification (even after submission) until the closing date.
- ✓ Allows viewing after closing date.

Eligibility

Entrants will be required to provide basic data on their business such as annual turnover, area under production and average full time employees. This will allow the program to cross reference category selection (based on turnover). All entrants will receive a basic benchmarking report by sector.

A NEW pinnacle award - *'Nursery & Garden Industry Business of the Year'*

'Nursery & Garden Industry Business of the Year' finalists are the winners of the (5) 'of the Year' awards outlined below. Assessment criteria will be the same for each business making it an even comparison for judging. See Round 3 judging below.

Award Categories

The awards are grouped only for easy explanation of the judging process.

Group 1 Awards

Production Nursery of the Year (Turnover \$1-\$1.5M) *inclusions in turnover figures to be finalised*

Production Nursery of the Year (Turnover >\$1.5M) *inclusions in turnover figures to be finalised*

Retailer of the Year (Turnover \$0-\$1.5M) *inclusions in turnover figures to be finalised*

Retailer of the Year (Turnover >\$1.5M) *inclusions in turnover figures to be finalised*

Supplier of the Year *to include growing media, greenlife markets, pot suppliers, label suppliers etc judged on the same businesses principles as production and retail.*

Group 2 Awards

Allied Product of the Year (as is with criteria review)

Plant of the Year (as is with criteria review)

Industry Innovation Award *modified to have a more technical focus and remove marketing component*

Greenlife Infrastructure Award (as is with criteria review)

Environment Award *(new criteria formulation required)*

Marketing Award *(new criteria formulation required)*

Individual Awards

Heather Rumsey Young Leader Award

Judges

All judges will be asked to undertake a mandatory online workshop on program expectations for entrant feedback, confidentiality and conflict of interest.

Criteria

The 'of the Year' awards criteria will align with the international criteria of AIPH (modified for relevance and subject to sector). All other categories, new and modified will undergo a criteria review. Criteria and scoring system will be made available asap.

Submission supporting material

- ✓ Round 1 judging will require supporting video – requirement supported with 'how to guides' and assistance offers.
- ✓ Provides options for 5 additional items of support material for extensions jpg, pdf, http, wav, .doc, .xls

Promotion and Entrant support

Substantial changes to the program will subsequently mean entrants will require additional support and program information. Promotion and support will include:

- ✓ EDM promotion tailored to sectors
- ✓ National and state publication editorial – print and electronic
- ✓ Social media promotion.
- ✓ Advertisements in trade magazine – Hort Journal
- ✓ Information will be contained on NGIA website.
- ✓ Early criteria release – before entries are open
- ✓ Early online promotion
- ✓ How to enter - E-learning workshop
- ✓ Resources section on website including– E-learning workshop

Judging process

The judging process will

- ✓ be a 'submission only' process
- ✓ incorporate accreditation audits (FMS/AGCAS) into the judging/scoring process
- ✓ retain a benchmark for progression of 75% with flexibility to consult with judges if scaling is required.
- ✓ Incorporates an opportunity for judges to make a personal commendation.

Round 1 – Group 1, Group 2 and Individual entrants

Submission and video reviewed twice by judges. Average of the judges scores combined is the total score for the entrant. The highest scoring entrants (maximum 5) transition as finalists (subject to benchmark). Finalists and winners for Group 2 categories will be determined in this process.

Round 2 – Group1

Applies only to Group 1 finalists. Finalists participate in 1/2hour video/teleconference conference for a judging panel. Total score is combined weighted value of the submission and presentation to the panel. Winner for each category is the highest scoring entrant above the benchmark.

Round 3 – Group 1

Applies only to 'of the Year' winners identified in Round 2 (Total 5 entrants). These five businesses are not rejudged. They are assessed only on 'of the Year' criteria that will be the same for each entrant making it an even comparison. Highest scorer from the 5 eligible organisations will be announced at the Nursery & Garden Industry Business of the Year.

Round 2 - Individual

Finalists in the Heather Rumsey Young Leader Award as determined after Round 1 will sit for an interview panel to respond to 6 questions. Finalists will receive 5 questions in the week prior to the interview and the final question will be provided on the day. Total score is combined weighted value of the submission and the interview. Winner for the category is the highest scoring entrant above the benchmark.

State, Territory & National Announcements

States and Territories can announce the highest scoring businesses for Group 1 and Individuals between 3 Nov & 5 December 2014. These announcements must be completed by 5 December as National Finalists will be announced in the week of Monday 8 December (a month earlier than last year).

National Winners will be announced at a Gala Dinner held in line with MIFGS, Melbourne at the end of March 2015. Date and venue to be confirmed

Appendix C

**2014 Nursery & Garden Industry Awards
Timeline**

Feb-13	Mon 4 - Fri 8 Mon 11 - Fri 15 Mon 18 - Fri 22 Mon 25 - Fri 1	13-Feb	Awards Review Meeting
Mar-13	Mon 4 - Fri 8 Mon 11 - Fri 15 Mon 18 - Fri 22 Mon 25 - Fri 29		
Apr-13	Mon 1 - Fri 5 Mon 8 - Fri 12 Mon 15 - Fri 19 Mon 22 - Fri 26 Mon 29 - Fri 3		Communicate with State Associations - responsibilities Identify ALL onsite Judges - State & National Finalise categories & criteria Circulate judging guidelines and confidentiality agreements Prepare website
May-13	Mon 6 - Fri 10 Mon 13 - Fri 17 Mon 20 - Fri 24 Mon 27 - Fri 31		Prepare portal Promote
Jun-13	Mon 3 - Fri 7 Mon 10 - Fri 14 Mon 17 - Fri 21 Mon 24 - Fri 28		
Jul-13	Mon 1 - Fri 5 Mon 8 - Fri 12 Mon 15 - Fri 19 Mon 22 - Fri 26 Mon 29 - Fri 2		Entries Open
Aug-13	Mon 5 - Fri 9 Mon 12 - Fri 16 Mon 19 - Fri 23 Mon 26 - Fri 30		Online Submission Judging
Sep-13	Mon 2 - Fri 6 Mon 9 - Fri 13 Mon 16 - Fri 20 Mon 23 - Fri 27		Finalise SUBMISSION scores and feedback (for State onsite)
1-Oct-13	Mon 30 - Fri 4 Mon 7 - Fri 11 Mon 14 - Fri 18 Mon 21 - Fri 25 Mon 28 - Fri 1		State Judging
Nov-13	Mon 4 - Fri 8 Mon 11 - Fri 15 Mon 18 - Fri 22 Mon 25 - Fri 29		Finalising STATE onsite scores and feedback State announcements
Dec-13	Mon 2 - Fri 6 Mon 9 - Fri 13 Mon 16 - Fri 20 Mon 23 - Fri 27 Mon 30 - Fri 3		Christmas & New Year
Jan-14	Mon 6 - Fri 10 Mon 13 - Fri 17 Mon 20 - Fri 24 Mon 27 - Fri 31		National Judging
Feb-14	Mon 3 - Fri 7 Mon 10 - Fri 14 Mon 17 - Fri 21 Mon 24 - Fri 28		Finalising NATIONAL onsite scores and feedback Trophy making
Mar-14	Mon 3 - Fri 7 Mon 10 - Fri 14 Mon 17 - Fri 21 Mon 24 - Fri 28	10-Mar-14 11-Mar-14 12-Mar-14 13-Mar-14	Young Leader Judging (advise for final trophy) National Finalist Breakfast Gala Dinner (National Winner Announcement) Industry PR commences and winners provided with logos

Appendix D

2015 Nursery & Garden Industry Awards

Timeline - Submission only

Apr-14	Mon 31 - Fri 4		Awards Review Meeting
	Mon 7 - Fri 11		Awards Force - Online demonstration
	Mon 14 - Fri 18		Awards Review committee continue discussion on criteria etc.
	Mon 21 - Fri 25		Awards Review committee continue discussion on criteria etc.
	Mon 28 - Fri 2		Awards Review committee continue discussion on criteria etc.
May-14	Mon 5 - Fri 9	Awards Review to make recommendations to NGIA Board (paper preparation).	
	Mon 12 - Fri 16		NGIA Board Meeting
	Mon 19 - Fri 23		Communicate with State Associations - changes and responsibilities
	Mon 26 - Fri 30	Commence to seek sponsorship!!!!	Instruct designer re any changes
Jun-14	Mon 2 - Fri 6		Identify and contact all judges
	Mon 9 - Fri 13	Sign contract with portal provider	Finalist categories and criteria
	Mon 16 - Fri 20		Circulate judging guidelines and confidentiality agreements and give access to judges workshop
	Mon 23 - Fri 27		Secure Venue for Gala Dinner!!!! (Await confirmed MIFGS dates)
Jul-14	Mon 30 - Fri 4	E-learning modules commence preparation	Promote Award Communicate changes (website, socail media, edm, industry alerts)
	Mon 7 - Fri 11		Promote Award Communicate changes (website, socail media, edm, industry alerts)
	Mon 14 - Fri 18	Awards Force - blue print	Promote Award Communicate changes (website, socail media, edm, industry alerts)
	Mon 21 - Fri 25	Awards Force - Installation	Promote Award Communicate changes (website, socail media, edm, industry alerts)
	Mon 28 - Fri 1	Awards Force - Training	Promote Award Communicate changes (website, socail media, edm, industry alerts)
Aug-14	Mon 4 - Fri 8	Awards Force - Testing	Promote Award Communicate changes (website, socail media, edm, industry alerts)
	Mon 11 - Fri 15	Awards Force - OPEN Monday 11 August	AWARDS OPEN
	Mon 18 - Fri 22		AWARDS OPEN
	Mon 25 - Fri 29		AWARDS OPEN
Sep-14	Mon 1 - Fri 5		AWARDS OPEN
	Mon 8 - Fri 12		AWARDS OPEN
	Mon 15 - Fri 19		AWARDS OPEN
	Mon 22 - Fri 26	AWARDS CLOSE - MONDAY 22 September	AWARDS CLOSE
1-Oct-14	Mon 29 - Fri 3	ROUND 1 Judging	Round 1 of Judging Completed
	Mon 6 - Fri 10	ROUND 1 Judging	Finalise submission scores - identify & advise State & Territory finalists and winners
	Mon 13 - Fri 17		Finalise certicafates and circulate to States.
	Mon 20 - Fri 24		ROUND 2 Judging
	Mon 27 - Fri 31		ROUND 2 Judging (only for National finalists therefore not affected by State Announcements)
Nov-14	Mon 3 - Fri 7	State Awards Celebrations	ROUND 2 Judging
	Mon 10 - Fri 14	State Awards Celebrations	ROUND 2 Judging
	Mon 17 - Fri 21	State Awards Celebrations	ROUND 2 Judging
	Mon 24 - Fri 28	State Awards Celebrations	ROUND 2 Judging
Dec-14	Mon 1 - Fri 5	State Awards Celebrations	National Finalists Announced!! (will know wk com 27 Oct but retain until after State Announcements)
	Mon 8 - Fri 12		Advise Plant of Year Finalists - (if required for centrepiece)
	Mon 15- Fri 19	Gala Dinner - Event Management commences	
	Mon 22 - Fri 26		CHRISTMAS & NEW YEAR
Jan-15	Mon 5 - Fri 9	Round 1 Comments Feedback Available - TBD	
	Mon 12 - Fri 16		
	Mon 19 - Fri 23	Commence Media preparation - drafting etc	
	Mon 26 - Fri 30	Gala Dinner - Event Management cont	
Feb-15	Mon 2 - Fri 6	food & bev & accomodation if required	Finalist Presentations - video conferenced (25 Conferences)
	Mon 9 - Fri 13	theming, Dinner promotion	
	Mon 16-Fri 20	ticket sales	Trophy making (design)
	Mon 23 - Fri 27	Av presentations and scripting	
Mar-15	Mon 2 - Fri 6		
	Mon 9 - Fri 13	Circulate press releases to media (embargoed)	Gala Dinner (National Winner Announcement)
	Mon 16-Fri 20		Industry PR commences and winners provided with logos
	Mon 23- Fri 27		Feedback for Round 1 and if relevant Round 2 (scores and comments) available
Apr-15	Mon 30-Fri 3	Feedback accessible	
	Mon 6-Fri 10	Feedback accessible	
	Mon 13 - Fri 17	Feedback accessible	
	Mon 20 - Fri 24	Feedback accessible	
	Mon 27 - Fri 1	Feedback accessible	Portal closes until 2016.

Appendix E



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Awards Force – online entry portal

Once the approved changes were received from the NGIA Board and the criteria was finalised the process of establishing Nursery & Garden Awards online commenced.

The platform was built using information we provided to Awards Force.

Convenor permissions were provided to NGIA and the uploading of information was very easy and more efficient than our previous provider.

Attached at **Appendix K** are some screen shots of the portal. Access cannot be granted for confidentiality reasons.

The portal has the following functions not previously available:

- Entrants will be able to view their submission at any time.
- Entrants will be able to access feedback when released online
- Convenors have great control over information and ability to update all aspects of awards including establishing judging panels etc
- Judges have a more streamlined review of the entries and scoring process.
- Convenors can easily consider the judges progression, identify finalists and winners

This system has saved both time and money in the 2015 campaign.

Call for entries – Promotion and entrant resources

In 2015 there was no unique *website* for the awards. This decision was based on the fact that NGIA has recently relaunched the ngia.com.au website and as a cost saving opportunity. Attached here at **Appendix L** is a number of screenshots of the 2015 campaign website.

In accordance with the Review Committee Discussions a couple of resources were prepared for the entrants and judges. These included:

- Judges resource on expectations and confidentiality
- A guide on how to complete an entry. You can view this here <http://www.youtube.com/watch?v=mTZukmum4Qo&feature=youtu.be>
- A step by step guide with YouTube and NGIA support on preparing and uploading a video. This page was provided on the ngia.com.au website and is attached at **Appendix M**

The following promotional activities occurred just prior to and during the call for entries:

Print

- Nursery & Garden News (NSW & ACT) Annual Awards Back on the Agenda for NGIA, July 2014
- NGINA e news – Prepare for Awards now, July 2014



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- Media release dated 6 4 August 2014 circulated via edm to approximately 2300 Outdoor Design Source News, 2015 NGIA Awards, August 2014
- HortJournal – Advertisement August 2014
- HortJournal Advertisement, September 2014
- Nursery Notes (NT)– Nursery & Garden Awards celebrate 21 Years, August 2014
- Nursery Notes (NT) – 2015 Awards – two weeks to go before entries close, September 2014
- Leaflet (QLD), Nursery & Garden Awards celebrate 21 Years, August 2014
- Leaflet (QLD) National, Advertisement
- Groundswell National, Nursery & Garden Awards celebrate 21 Years, September 2013
- Groundswell National, His veins runneth green, September 2014
- Nursery & Garden News (NSW & ACT) Mention in Directors Report, September 2014
- Nursery & Garden News (NSW & ACT) – Promoting Horticultural Careers, September 2014
- Outdoor Design Source News, 2015 NGIA Awards, August 2014

Electronic Direct Mail (EDM)

- 13 August 2014 – 21 years of recognising the best businesses in industry
- 25 August 2014 – Awards Update #1 with the following articles:
 - Get your team involved
 - Calling all Plant Breeders
 - Nursery & Garden Awards align with international criteria
 - We need to make a video. Where do we start?
- 2 September 2014 – Awards Update #2 with the following articles:
 - \$1500 prize for the winner of the Heather Rumsey Young Leader Award
 - The new challenge for Business of the Year entrants
 - Industry accreditation surprise
 - Allied products please take the stage
- 4 September 2014 - Your Levy & Work – Awards feature including articles listed above.
- 11 September 2014 – 11 Days to go
- 22 September 2014 – Notice to industry – submission extended

Social promotion

- NGI Facebook Page
 - 22 August – Entries now open
 - 3 September – Awards Update #2 shared
 - 11 September – 11 Days to go
 - 17 September – 6 Days to go



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- **Linkedin Pages**
 - 2020 Vision x 2 posts (Greenlife Infrastructure Award)
 - Nursery & Garden Industry – Business Improvement (Awards general)
 - Australian Institute of Landscape Architects (Greenlife Infrastructure Award)
 - Association of Professional Landscape Designers (Greenlife Infrastructure Award)

Copies of the promotional activities are attached here at **Annexure N**

The changes made to the program for the 2015 campaign are significant. These changes resulted in a low number of participants for a variety of reasons. In order to confirm more participants, businesses who had commenced an entry by the close date of 22 September had an additional week to finalise and submit it. This was the fairest process available to the campaign to ensure businesses who had completed their submission by the close did were not disadvantaged.

A copy of the entrant numbers once the submissions were closed is attached here at **Appendix O**.

Judging Process

The judging process for the 2015 campaign is as follows:

The judging process is a submission only process for Round 1. For some categories, subsequent judging will involve short presentations. Progression through the competition requires a benchmark of 75%. This benchmark can be scaled.

Round 1 Judging Group 1, Group 2 and Individual entrants

Submission and supplementary material is reviewed by two by judges. The average of the judges scores combined is the total score for the entrant. The five highest scoring entrants in each category transition as finalists (subject to benchmark). State Winners and National finalists for Group 1 & Individual categories and National finalists and winners for Group 2 categories will be determined in this process.

As the top scorers nationally will transition to the national finals you should be aware that State and Territory winners and national finalists may differ. It may be possible that a State or Territory winner does not qualify for the finals. Likewise, it may be possible to have more than one national finalist from the same State or Territory.

Round 2 Judging Group 1 only

This round applies only to Group 1 finalists. Finalists participate in a short interview with a judging panel. Each Judge provides their individual score. Average of the judges scores combined is the score for Round 2. Total score is combined weighted value of the submission (50% round 1) and interview (50% round 2). Winner for each category is the highest scoring entrant above the benchmark.

Appendix F

2015 Awards Update - National Finalists Announced

[View this email in your browser](#)

Dear Entrants

Please see attached today's announcement of National Finalists for 2015.

[MEDIA RELEASE: National finalists announced for the 2015 Nursery & Garden Awards](#)

We would like to acknowledge the preparation and thought required to complete your submission into the awards program. We commend all entrants for taking on the new challenges presented to you in the criteria this year.

A hearty congratulations is extended to all the National Finalists.

Next judging round

National finalists in the Group 1 categories of retailers and production nurseries together with finalists for the Heather Rumsey Young Leader award will shortly receive details of the second round of judging which is scheduled for February and March 2015 respectively.

If you would like additional details before then, please visit review the judging process [here](#)

Gala Dinner

The Gala Dinner will be held on 24 March 2015 at [Fenix Restaurant](#) on the Yarra in Melbourne, Victoria. Hosted by Industry's good time gardener and social superhero, [Matthew Carroll](#) this year's Gala Dinner will be a party to honour the best in 2015 and to remember the greats for the 20 years before.

Tickets for the dinner are now on sale for \$165 per person. A discount is available when whole tables are purchased. [PURCHASE TICKETS HERE](#)

Melbourne International Flower & Garden Show

All *finalists* are eligible to receive a day pass for entry into the Melbourne International Flower & Garden Show with the purchase of your Gala Dinner Ticket. The Garden Show opens on the following day on Wednesday 25 March 2015. Maximum of two tickets per finalist.

Award Winners Prize: All National Winners of the 2015 Nursery & Garden Awards receive a prize of two tickets to the VIP event of the Melbourne International Flower & Garden Show. The prize ticket to the [Garden State Cocktail Reception](#) held on the evening of 25 March 2014, will give National Winners behind the scenes access to the designers of the show gardens, opportunity to mingle with green industry colleagues and time to give support for the Murdoch Children's Research Institute.

Feedback

Round 1 Feedback comments will be available to non-finalists and Group 1 Finalists prior to the end of 2014. Please note, scores will not be available at this time.

All other feedback for all categories including scores and commentary will be available to all entrants at the conclusion of the program in March 2015.

Once again, thank you to all entrants in the 2015 competition and best wishes to all the finalists.

Regards

Nursery & Garden Industry Australia



THANKS TO OUR SPONSORS

2015 NGI Awards

[View this email in your browser](#)

Dear National Finalists

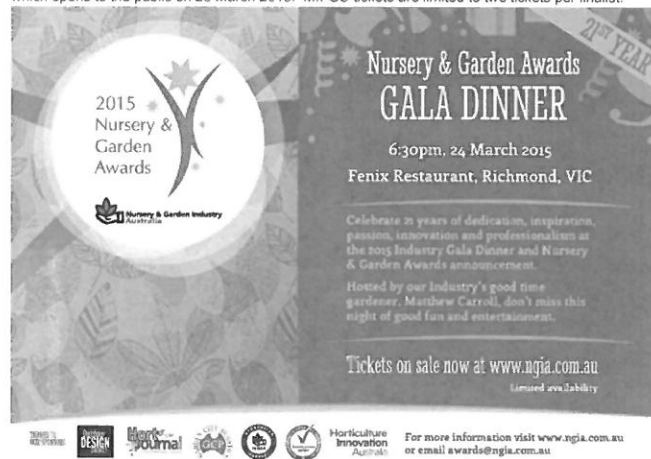
Congratulations once again on reaching this point in the competition. With only 6 weeks until the announcement here is some important information on the 2015 Awards competition.

MOST IMPORTANT - Gala Dinner tickets are on sale NOW here.

Tickets to the National Announcement of the 21st Nursery & Garden Awards are on sale now at www.ngia.com.au or by clicking the image below.

The Gala Dinner, hosted by the industry's good time gardener and social superhero Matthew Carroll, will be held at Fenix Restaurant, Richmond in Victoria. The night will recognise our professionalism and passion and will celebrate 21 years of honoring the greenlife industry's best. Gala Dinner tickets are limited this year, so we would strongly encourage all finalists to purchase tickets early to ensure you secure your seats. Tickets are \$165 per person or \$1550 per table of 10.

Finalists purchasing tickets to the event receive an added benefit of receiving a daily ticket to MIFGS which opens to the public on 25 March 2015. MIFGS tickets are limited to two tickets per finalist.



While it will be disappointing, if you are unable to visit Melbourne for the dinner, please advise me asap, who will accept an award on your behalf should you win your category via email to kobie.keenan@ngia.com.au.

Winners Prize

2015 Award Winners will be presented with a fantastic multimedia prize pack to build your business marketing and development tools. The pack includes:

- 16GB WIFI iPad Mini
- iPad hand grip
- Lapel mic for iPad Mini
- \$20 App Store Voucher for purchase of premium business apps.

This pack will support you in professionally embedding your business in digital, online and social channels.

Tickets to the MIFGS Garden State Cocktail Party, promoted as the prize for winners is in fact on Friday 27 March which is not convenient for many finalists. We apologise for any inconvenience caused in this regard, but would like to inform you that should you wish to stay on and attend the function, tickets can be purchased [HERE](#)

Awards entry feedback

GROUP 1 National Finalists should be aware that the judges' comments (only) for the submission review are available for viewing. You can access them by logging on to the awards online portal.

<https://ngia.awardsplatform.com/>

Feedback for all categories including both comments and scores will be available via the portal after the national announcement on 24 March 2015.

Good luck to Group 1 finalists whose final round of judging commences tomorrow.

[View this email in your browser](#)

Dear Finalists

The dinner is fast approaching and it is fantastic to know that most of you will be attending this great night and to accept your award should you win!

Dinner Tickets – Be there to accept your award

Our unique venue holds limited tickets so if you have not already purchased tickets for the national announcement, I would encourage you do so as soon as possible to avoid disappointment. Tickets are \$165 per person or \$1550 per table of 10 and can be purchased [HERE](#)

If you are not attending the dinner, I ask that you advise me asap who you have nominated to accept your prize should you be a winner on the night. Please email the details to kobie.keenan@ngia.com.au.

If you have already purchased your tickets, you will receive them by email shortly.

Dinner Information

2015 Nursery & Garden Awards Gala Dinner

Venue: Fenix Event Centre
 Address: 680 Victoria Street, Richmond VIC
 Time: Canapés commence 6.30pm for dinner at 7pm
 Dress: Black Tie & Evening wear

Winners & Prizes

We have a fantastic multimedia prize pack for each winner this year. The pack includes:

- 16GB WIFI iPad Mini
- Hand grip
- Lapel mic
- \$20 App store voucher

BONUS!! In the event you win your category and are in Melbourne on the evening of Friday 27 March, we will also send you to the Garden State Cocktail Function. But you need to let us know asap whether you will stay on for Friday night so we can arrange the tickets, simply by emailing kobie.keenan@ngia.com.au.

Gift Bag

ANOTHER BONUS!! We are offering all our finalists an opportunity to include your latest marketing flyer or plant catalogue in the Gala Dinner Gift Bag.

If you want to take advantage of this, please let me know what and when you are sending your insert by emailing me at kobie.keenan@ngia.com.au and then forward a quantity of 120 to the following address by **latest Monday 16 March 2015**:

Attention: Gift Bag
 Nursery & Garden Industry Australia
 Unit 58, 5 Gladstone Road
 CASTLE HILL NSW 2154



THANKS TO OUR SPONSORS

Copyright © 2015 Nursery & Garden Industry of Australia. All rights reserved
 You are receiving this email as you are an entrant in the 2015 Nursery & Garden Awards

Our mailing address is:
 Nursery & Garden Industry of Australia
 PO Box 7129 Baulkham Hills BC
 Sydney, NSW 2153
 Australia

[Campaign Preview](#) [HTML Source](#) [Plain-Text Email](#) [Details](#)

National Winners Announced

[View this email in your browser](#)



Congratulations the winners of the 2015 Nursery & Garden Awards which were announced Tuesday 24 March 2015.

Held at the beautiful Fenix Restaurant on the Yarra River in Richmond, Victoria finalists and their guests were treated to an enjoyable evening in celebration of the industry's dedication to and passion for greenlife.

Thanks go to MC for the night, Matthew Carroll who set the tone for a fantastic event with his opening performance of 'Nurseryman' (*Piano Man*) in which Graham Ross, a guest at the dinner, made cameo appearance. A memorable and humorous number!



A very special mention to [Garden City Plastics](#) , [Hort Journal](#), [Outdoor Design Source](#) and [Horticulture Innovation Australia](#) our sponsors for the 2015 awards program. The Awards Program would not be possible with the continued support of these generous organisations and on behalf of the industry, entrants, finalists and winners we extend our warmest thanks.

For a list of the winners please follow this link to the Media Release



[Entrant Survey](#)

Your feedback is important to us. Please complete the survey so we can continue to improve the Awards Program for you.

[Winners Gallery](#)

For some snaps of the winners, check out our Facebook Winners Gallery here.

[Entrant Feedback](#)

Feedback from Judges is now available. Simply follow the link and use your email and password to access their comments and scores.



THANKS TO OUR SPONSORS

Copyright © 2015 Nursery & Garden Industry of Australia. All rights reserved
You are receiving this email because you are an entrant in to 2014 Nursery & Garden Industry Awards and this is how we inform you that your entry feedback is available.

Our mailing address is:
Nursery & Garden Industry of Australia
PO Box 7129 Baulkham Hills BC
Sydney, NSW 2153
Australia

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[unsubscribe from this list](#) [update subscription preferences](#)

2015 Nursery & Garden Awards Survey

Calling all non-entrants and entrants alike. We need to know what you think so we can continue to improve the industry's business recognition program. If you have 5 minutes to spare, we'd appreciate your thoughts by completing this survey.

Did you enter the 2015 Nursery & Garden Awards?

Yes

No

Have you entered the industry awards program prior to 2015?

Yes

No

You would best describe your industry business as...

Please select ▼

How did you hear about the 2015 Nursery & Garden Industry Awards?

Please select ▼

Awards Scheduling

Usually, the program runs across two calendar years spanning approximately 8 months from entry to announcement. This year, the call for entries was open for a period of 5 weeks, from 11 August 2014 to 22 September 2014. For businesses which had commenced an entry by 22/9, their ability to complete the entry was extended for a week. The current timing is designed to fit with State & Territory end of year functions and nationally timed functions such as conferences or big shows. As such

- State Winners for some categories were announced during November to coincide with AGM's and Christmas functions.
- National Finalists announced in early December.
- National Winners announced in March to coincide with MIFGS

Considering the scheduling and time it takes to complete a submission, what time of year do you think is best for the call for entry into the Nursery & Garden Awards to be conducted?

How much time do you feel is needed to complete an entry? *

Please select ▼

Considering the length of the overall program, currently 8 months, do you think it should... *

Online Entry Portal

This year we used a new online entry portal at <https://ngia.awardsplatform.com> Reflecting on the usability of the portal, please answer the following questions.

How easy or difficult was it to register as a user in the entry portal?

*

How easy or difficult was it to enter responses to the criteria for a category *

How easy or difficult was it to upload supporting attachments and links for your entry into this portal?

*

How easy or difficult was it to access the feedback from judges on your entry/ies?

*

If you have any general feedback on the usability of the portal please provide your comments here

Categories & Criteria

The Awards Review Committee introduced a number of changes into the program including new categories, aligning criteria to international standards, incorporating mandatory videos, incorporating accreditation in to judging, removing onsite visits and incorporating online judging.

Noting that accreditation assessments incorporate onsite visits the Committee felt including this into the judging was important. It also felt that the standard of judging should meet the international standard to ensure the Australian industry remains progressive and globally competitive.

How easy or difficult was it to complete responses and prepare videos for your category?

*

Did you feel the criteria required you to consider parts of your business not previously considered or not considered for some time? *

Yes

No

Prior to submitting your entry this year, had your business ever engaged in video making and uploading online? *

Yes No

Did you make use of the resources at www.ngia.com.au developed to assist you to create a video and upload it? *

 Yes No

In considering the criteria, preparing responses and supporting material can you identify any benefits to your business derived from the entry process?

Did you participate in ROUND 2, online panel judging?

 Yes No

How easy or difficult was it to participate in the online judging?

*

▼

Did you receive sufficient support from NGIA in order to participate in online judging? *

 Yes No

If you have comments regarding the online component for Round 2 judging, please provide them here.

Is the judges feedback what you expected?

▼

Non-entrants in 2015

Please advise your reasons for electing not to participate in the

2015 Nursery & Garden Awards. Check All That Apply

- We did not know about the Awards
- We could not find where to register for the program
- We don't see value from the benefits of the Awards program
- The criteria was too difficult to address
- We did not have time to complete the entry requirements
- We started an entry but did not complete it
- The supporting material including mandatory videos stopped us from entering
- It costs too much to enter
- We felt onsite judging should still be included in the judging process
- The time from entry to announcement is too long
- We wanted to enter but felt we wouldn't be competitive
- We wanted to enter but ran out of time
- We are part of a team and not all the team wanted to enter
- We didn't have sufficient help to complete the requirements for entry
- The online entry portal was difficult to use and navigate
- The categories are not relevant to us

Is there another reason for not participating in 2015. Please let us know here.

What 'one thing' could NGIA do to secure your participation in future years?

Future of the Awards Program

Do you think the industry awards should continue

- Yes
- No

Will you enter the next Nursery & Garden Awards

- Yes
-

facebook

Sign up

Email or Phone

Remember logged in Forget your password? [Link](#)

Password

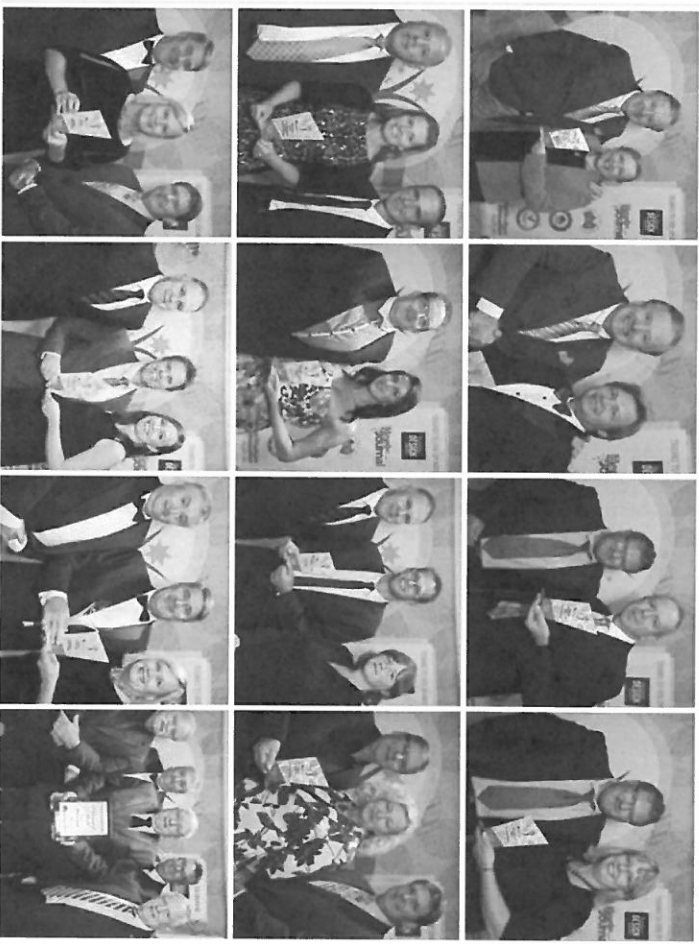
Log In

2015 Nursery & Garden Award Winners

By Nursery and Garden Industry (NGI) · Updated about 2 weeks ago · Taken at Fairview Events

Congratulations go to the winners of the 2015 Nursery & Garden Awards which were announced Tuesday 24 March 2015. An enjoyable evening had by all.

Thanks also to Outdoor Design Source, Hort Journal Australia and Garden City Plastics for their continued support of the program.



Windows taskbar with icons for Internet Explorer, Google Chrome, and other applications. System tray shows the time as 11:58 AM and the date as 24/03/2015.

Nursery and Garden Industry (NGI) Nursery and Garden Industr... Home

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2020 VISION
20% MORE GREEN SPACES IN URBAN AREAS BY 2020

Nursery and Garden Industry (NGI)
Non-Profit Organization

Create Call-to-Action Share

Timeline About Photos Reviews More ▾

Status Photo / Video Offer, Event +

What have you been up to?

Nursery and Garden Industry (NGI)
Posted by Kobie Keenan · 4 mins ·

Have your say on the Nursery & Garden Awards. We want to hear from entrants and non-entrants on the program. Follow this link to access the survey.

2015 Nursery & Garden Awards Survey
NGIA.WUF.OO.COM

Boosted for \$80.00

Like Comment Share

Write a comment...

Nursery and Garden Industry (NGI) added 2 new photos
Posted by Kobie Keenan · March 26 at 2:20pm

Thanks go to MC for the Awards Gala Dinner, Matthew Carroll (Hortiman) who set the tone for a fantastic event with his opening performance of 'Nurseryman' (Piano Man) in which Graham Ross, a guest at the dinner, made cameo appearance.

536 people reached

Boost Post

Like Comment Share

Gabe Mostafa, Karen Bradley, Aloe Aloe and 20 others like this.

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Acorn Garden Centre looks like a lot of fun
Unlike · Reply · 1 · March 26 at 6:16pm

Karen Smith Certainly could give up his day job!
Unlike · Reply · 1 · March 27 at 7:15am

Estelle Cornell Matt you did a fabulous job
Congratulations
Unlike · Reply · 2 · March 27 at 4:24pm

Write a comment...

Nursery and Garden Industry (NGI) added 12 new photos to the album: 2015 Nursery & Garden Award Winners — at Fenix Events
March 26 at 2:13pm

Congratulations go to the winners of the 2015 Nursery & Garden Awards which were announced Tuesday 24 March 2015. An enjoyable evening had by all.

Thanks also to Outdoor Design Source, Hort Journal Australia and Garden City Plastics for their continued support of the program.



858 people reached

Boost Post

Like Comment Share

Carmichael Gardening Services, subTropical Gardening magazine, Chelsea van Rijn and 18 others like this.

subTropical Gardening magazine well done all
Like · Reply · April 2 at 4:21pm

Write a comment...

Nursery and Garden Industry (NGI) shared Horticulture Innovation Australia's video

Posted by chris.oconnor@ngia.com.au · March 24 at 9:54am

Horticulture Innovation Australia has released a consultation paper on the future of investment into horticultural R&D. This is your chance to have your say on the strategic investment priorities you would like to see. For more information watch the video or download the consultation paper from http://www.consultingis.com.au/.../strategic-.../hia_green_paper



Our CEO John Lloyd calls upon the Australian horticulture industry to submit submissions to the HIA consultation paper, and actively become involved in the process of determining their industry's future!

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Boost Post

Like Comment Share

Anthony George Kachenko, Horticulture Innovation Australia, Landscaping Victoria and 2 others like this.

Write a comment...

Nursery and Garden Industry (NGI)
 Posted by chris.oconnor@ngia.com.au · March 19 at 11:02am ·

Horticulture Innovation Australia (HIA) have released a consultation paper on determining the strategic investment priorities for the Australian Horticultural Industry.

The paper covers the new Strategic Co-Investment Funding Pool (SCIFP) and highlights challenges and opportunities for horticulture along with potential areas for strategic investment.

HIA are seeking submissions on potential research programs that could form the basis of strategic investment priorities in the ... See More

HIA Green Paper

Horticulture Innovation Australia (HIA) is taking a new investment model to industry that promises to revolutionise how horticulture addresses the key strategic R&D issues that underpin the long-term viability of the sector.

CONSULTINGIS.COM.AU | BY SUPER USER

357 people reached

Boost Post

Like Comment Share

Plants Plus Loganholme, Horticulture Innovation Australia, Grant Telford and 6 others like this.

1 share

Write a comment...

Nursery and Garden Industry (NGI)
 Posted by Kobie Keenan · March 16 at 1:01pm ·

Tickets to the Gala Dinner have now closed. Its going to be a great night and we look forward to announcing the winners of the 2015 Nursery & Garden Awards!

257 people reached

Boost Post

Like Comment Share

Plants Plus Loganholme, Rohan Parker and Wendy J Barnes like this.

Write a comment...

Nursery and Garden Industry (NGI)
 Posted by Kobie Keenan · March 12 at 10:20am ·

The LAST DAY you can purchase tickets to the industry's Gala Dinner is this Sunday 15 March. Come along and join in the fun on Tuesday night 24 March at Fenix. Purchase your tickets online today.

2015 Nursery & Garden Awards - Gala Dinner Tickets

NGIA.WUFOO.COM

2,926 people reached

View Results

Like Comment Share

Plants Plus Loganholme, Bronwyn Hillier, Chantal De Vere and 8 others like this.

Write a comment...

Nursery and Garden Industry (NGI)
 Posted by Matthew Carroll · March 3

At the ABARES conference in Canberra NGIA was awarded Biosecurity Award for Biosecure HACCP program. Mark Engall also received an award



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Unlike Comment Share

Nursery and Garden Industry (NGI), Anthony George Kachenko, Robert McGlynn, Heather Naumann and 5 others like this.

1 share



Write a comment...



Nursery and Garden Industry (NGI)

Posted by Matthew Carroll [P] · March 3

PROMOTION OPPORTUNITY: An opportunity exists for businesses to promote themselves to some of the nursery and garden industry's best and brightest.

Do you have a flyer, merchandise or catalogue? You can include it in the Gala Dinner Gift Bag from \$150. Interested? Email us at awards@ngia.com.au



774 people reached

Boost Post

Like Comment Share

Christine Ong Visona, Vaughn Greenhill, David Wilson and 27 others like this.

1 share



Fiona Crain Nicola Anne Mann

Like Reply March 8 at 12:24pm



Wendy J Barnes What date is the awards dinner please?

Like Reply March 8 at 3:04pm

Nursery and Garden Industr... Home

Like · Commented on by Kobie Keenan [?] · March 10 at 12 Edited
View more replies

Write a comment...

Nursery and Garden Industry (NGI) shared their photo
Posted by Kobie Keenan [?] · February 26

PROMOTION OPPORTUNITY: An opportunity exists for businesses to promote themselves to some of the nursery and garden industry's best and brightest.
Do you have a flyer, merchandise or catalogue? You can include it in the Gala Dinner Gift Bag from \$150. Interested? Email us at awards@ngia.com.au



2015 Nursery & Garden Awards
Nursery & Garden Industry Australia

Nursery & Garden Awards GALA DINNER
6:30pm, 24 March 2015
Fenix Restaurant, Richmond, VIC

Celebrate 25 years of dedication, inspiration, passion, innovation and professionalism at the 2015 Industry Gala Dinner and Nursery & Garden Awards entertainment.

Hosted by our Industry's good time gardeners, Matthew Carroll, don't miss this night of good fun and entertainment.

Tickets on sale now at www.ngia.com.au
Limited availability

For more information visit www.ngia.com.au or email awards@ngia.com.au

327 people reached View Results

Unlike Comment Share

Nursery and Garden Industry (NGI), Gabe Mostafa, Blooming In Brisbane Gardening TV and 2 others like this.

Write a comment...

Nursery and Garden Industry (NGI)
Posted by Matthew Carroll [?] · February 25

Garden RELEAF, March 7-8 2015. <http://gardenreleaf.com.au>



Jen Kennett interview with NFI Vice about garden RELEAF
SOUNDCLOUD.COM | BY USER878766245

416 people reached Boost Post

Unlike Comment Share

Nursery and Garden Industry (NGI), Blooming In Brisbane Gardening TV, Aloe Aloe, Trevor Seeto and 4 others like this.

4 shares

Write a comment...

Nursery and Garden Industry (NGI)
Posted by Kobie Keenan [?] · February 12

1994 was the year we saw the launch of the industry awards. What other great or memorable moments were there from 1994?
You can comment below - and while you're thinking, follow the link and buy your tickets to the Gala Dinner held 24 March @ Fenix Restaurant in Richmond, VIC.
ngia.wufoo.com/forms/z1mcgso11vzng0n/



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Boost Post

Unlike Comment Share

Nursery and Garden Industry (NGI), Gabe Mostafa, Blooming In Brisbane Gardening TV, Australian Perennial Growers and 7 others like this.

1 share

 **Michael Gorman** I was 7 years old and my biggest concern was who I would beat at a game of marbles in the playground.
 Unlike Reply · 1 · February 12 at 11:34pm

Write a comment...

 **Nursery and Garden Industry (NGI)**
 Posted by Matthew Carroll · February 10 ·

Round 2 judging has commenced for the Nursery & Garden Awards. Our judges Steve Falcioni, Judy Horton and Stephen Simpson are today interviewing our production entrants via online portal. Good luck!




528 people reached Boost Post

Unlike Comment Share

Nursery and Garden Industry (NGI), Sang Luong, Australian Perennial Growers, Plant, Soil & Gardening Services and 24 others like this.

1 share

 **Ian Heymink** Good luck to all the nominees
 Unlike Reply · 2 · February 10 at 4:37pm

 **Trudy Everett** Good luck to all who entered
 Unlike Reply · 1 · February 10 at 11:45pm

Write a comment...

 **Nursery and Garden Industry (NGI)** shared a link
 Posted by Matthew Carroll · February 5 ·

153 people reached Boost Post

Like Comment Share

Aloe Aloe, Blooming In Brisbane Gardening TV, UWS Small Business Support and 3 others like this.

2 shares





Nursery and Garden Industry (NGI)

Posted by Matthew Carroll (7) · February 4

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Head to France to Paris for 4 - 5 days to discover original concepts and ideas for the nursery, garden and landscape sectors in the world capital of fashion and creation. www.chlorosphere.fr/split-view/?lang=en



256 people reached

Boost Post

Like Comment Share

Sang Luong, Australian Perennial Growers, Sujith Chandana Kodituwakku and 3 others like this.



Write a comment...

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Nursery & Garden Awards Gala Dinner 24 March 2015

by Kobie Keenan • NGI Updates

Tweet 0

The 2015 Nursery & Garden Awards will be announced on 24 March 2015. The beautiful riverside venue of Fenix Event Centre in Richmond in Victoria will play host to this year's Gala Dinner where guests will be charmed by the quick wit and humour of MC Matthew Carroll.



This is the most glamorous event on the industry's calendar and amidst the black ties and cocktail dresses of our brightest and boldest the results of the national awards for recognition will be announced.

The dinner is an excellent opportunity to enjoy a night of festivity with some of your closest colleagues and has been timed specifically for guests to enjoy the opening of the Melbourne International Flower & Garden Show the following day.

Finalists for the categories were announced in December last year and some of those finalists underwent a second round of judging just this month. With the final determining interview for Heather Rumsey Young Leader Award to be conducted only days before the announcement, excitement is building for the much anticipated results.

The evening will be an intimate celebration of the best in the greenlife business and tickets to event are limited. Tickets can be purchased online [HERE](#) and are available at \$165 per person or \$1550 for a table of ten. With two thirds of available tickets sold finalists, supporters and industry alike are encouraged to purchase tickets early to avoid disappointment.

Opportunities exist to include material in the Gala Dinner gift bag and start from \$150. If you are interested in taking up this opportunity, please email awards@ngia.com.au. We would like to thank our event sponsors Outdoor Design Source, Hort Journal, Garden City Plastics, HIA and the industry accreditation programs for their support, without which this event would not be possible.

For more information contact Kobie Keenan at NGIA on (02) 8851 5100 or by email to awards@ngia.com.au.

0

Survey on automated irrigation controllers

Horticulture Innovation Australia Releases

Consultation Paper

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Kobie Keenan

From: Nursery & Garden Industry Australia <info=ngia.com.au@mail28.wdc01.mcdlv.net>
on behalf of Nursery & Garden Industry Australia <info@ngia.com.au>
Sent: Tuesday, 3 March 2015 4:02 PM
To: Kobie Keenan
Subject: Posts from Your Levy at Work for 03/03/2015

Welcome to the 'Your Levy at Work' monthly newsletter. Please visit our Website
for more news: <http://yourlevyatwork.com.au>

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Your Levy at Work

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- [Nursery & Garden Awards Gala Dinner 24 March 2015](#)
- [Survey on automated irrigation controllers](#)
- [New Minor Use Permit](#)
- [South Australia is gearing up for proposed new plant declarations](#)

Horticulture Innovation Australia Releases Consultation Paper

27 Feb 2015 12:33 pm | Chris OConnor

Horticulture Innovation Australia (HIA) have released a consultation paper on determining the strategic investment priorities for the Australian Horticultural Industry. The paper covers the new Strategic Co-Investment Funding Pool (SCIFP) and highlights challenges and opportunities for horticulture along with potential areas for strategic investment. HIA are seeking submissions on potential research programs that could form [...]

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Nursery & Garden Awards Gala Dinner 24 March 2015

25 Feb 2015 02:33 pm | Kobie Keenan

The 2015 Nursery & Garden Awards will be announced on 24 March 2015. The beautiful riverside venue of Fenix Event Centre in Richmond in Victoria will play host to this year's Gala Dinner where guests will be charmed by the quick wit and humour of MC Matthew Carroll. This is the most glamorous event on [...]

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Survey on automated irrigation controllers

25 Feb 2015 08:52 am | Chris OConnor

Dear Industry Member, The Nursery & Garden Industry Australia (NGIA) is conducting a short survey on the topic of automated irrigation controllers. The aim is to gather information from the industry to guide our strategies for future research and development in irrigation technologies. We would greatly appreciate a few minutes of your time in answering [...]

[Read More](#)

[Tweet](#) [Like](#)

New Minor Use Permit

07 Jan 2015 10:08 am | Chris OConnor

A new minor use permit is available for the Nursery Industry. PyGanic Organic Insecticide is now able to be legally used in the control of greenhouse thrips and various lepidoperan pests on nursery stock. The permit number is PER14881 and details of the permit can be found here or through the Australian Pesticides and Veterinary [...]

[Read More](#)

[Tweet](#) [Like](#)

South Australia is gearing up for proposed new plant declarations

17 Dec 2014 12:08 pm | YLAWMaster

From October 2013 to January 2014 Biosecurity SA led a public consultation process for at third batch of proposed changes to declarations under the Natural Resources Management Act. In the batch of 50 plants being considered, 24 new plants have been proposed for declaration in South Australia. The Nursery and Garden Industry SA (NGISA) made [...]

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BUSINESS FOR SALE

Diacos's Garden Nursery is franchising now!

Over the past 15 years, the Diaco family have worked hard to shape the garden and nursery industry on the Mornington Peninsula, and have grown to three locations. It is now time for us to expand throughout Australia, and we are looking for dedicated franchisees to help us get there.

As a Diacos Garden Nursery franchisee you will benefit from:

- a proven and profitable brand
- systems, support and training
- an effective, unified marketing strategy
- buying power and strong supplier relationships
- industry knowledge
- brand recognition

We have a vision to bring back the local garden nursery through excellent customer service, product expertise and by providing a range of quality products. Contact us to find out how to run a Diaco's Garden Nursery in your area.

Visit the [website](#) for more

THE 2015
GARDEN STATE
COCKTAIL RECEPTION

“Set amongst the floral displays and gardens of the Melbourne International Flower and Garden show, the Garden State Cocktail Reception is truly a unique evening.”

Bringing together industry groups across Victoria this is going to be the event of 2015!


Date/Time: Friday 27th March 2015, 6.30pm - 9.30pm

Where: Entry via the Museum Plaza entrance to the Royal Exhibition Building. | Dress: Smart Casual

Cost: \$120 (General Public)
\$95 (Industry Groups incl NGIV, Tree & Shrub Growers, AILA, Landscaping Victoria)

More Info at: www.ngiv.com.au

Book By: 13th March 2015

Presented By: 

21ST YEAR

2015 Nursery & Garden Awards


Nursery & Garden Awards GALA DINNER

6:30pm, 24 March 2015
Fenix Restaurant, Richmond, VIC

Celebrate 21 years of dedication, inspiration, passion, innovation and professionalism at the 2015 Industry Gala Dinner and Nursery & Garden Awards announcement.

Hosted by our industry's good time gardener, Matthew Carroll, don't miss this night of good fun and entertainment.

Tickets on sale now at www.ngia.com.au
Limited availability



For more information visit www.ngia.com.au or email awards@ngia.com.au

Kobie Keenan

From: Chris O'Connor
Sent: Wednesday, 15 April 2015 12:05 PM
To: Kobie Keenan
Subject: FW: Nursery Notes #8

Regards

Chris O'Connor

Policy and Technical Officer

NURSERY & GARDEN INDUSTRY AUSTRALIA

T +61 2 8861 5110 | F +61 2 9659 3446 | M 0481 172 217

E chris.oconnor@ngia.com.au W www.ngia.com.au

MAIL PO Box 7129 Baulkham Hills BC NSW 2153 | OFFICE Unit 58, Quantum Corporate Park, 5 Gladstone Road
Castle Hill NSW 2154

From: NGISA [<mailto:info=ngisa.com.au@mail67.atl11.rsgsv.net>] **On Behalf Of** NGISA

Sent: Thursday, 26 February 2015 1:16 PM

To: Chris O'Connor

Subject: Nursery Notes #8

[Visit NGISA website here](#)

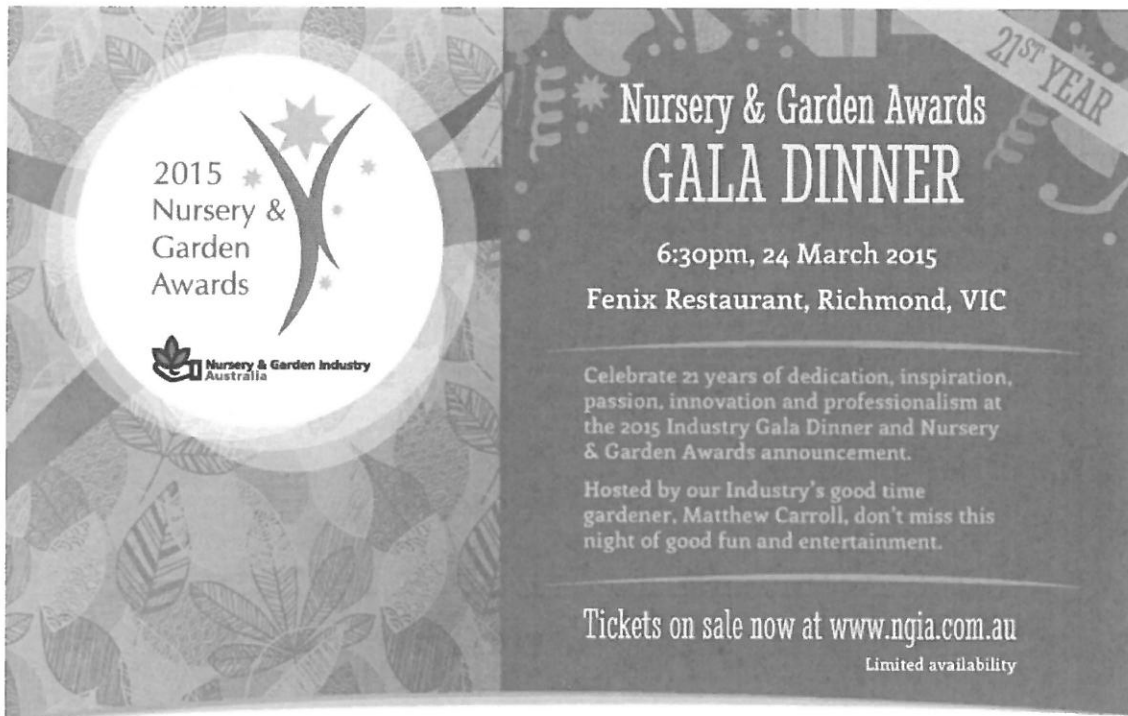
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NURSERY Notes

February 2015 -week 9

NURSERY Notes keeps you up to date with what is happening in and around the nursery and garden industry in South Australia at a glance. Our diary dates are now at the end of the e-news.



2015 Nursery & Garden Awards

Nursery & Garden Industry Australia

Nursery & Garden Awards GALA DINNER

6:30pm, 24 March 2015
Fenix Restaurant, Richmond, VIC

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Hosted by our Industry's good time gardener, Matthew Carroll, don't miss this night of good fun and entertainment.

Tickets on sale now at www.ngia.com.au
Limited availability

21ST YEAR

THANKS TO OUR SPONSORS



For more information visit www.ngia.com.au
or email awards@ngia.com.au

Diary Dates - coming up

Mad March Trade Day - Thursday March 5, Urrbrae

Craniofacial Australia - Adelaide Cup Long Lunch, Friday March 6

NGISA Board meeting, Wednesday March 11

Garden RELEAF Weekend - March 7 & 8 at all participating garden centres

National Nursery & Garden Awards Gala Dinner, Tuesday March 24, Melbourne

Melbourne International Flower & Garden Show, March 25-29

SA Autumn Garden Festival, Clare - Sunday April 19

SA Pool & Spa Show, Wayville Showgrounds. July 3-5

Kobie Keenan

From: Chris O'Connor
Sent: Wednesday, 15 April 2015 12:05 PM
To: Kobie Keenan
Subject: FW: Nursery NOTES #9

Regards

Chris O'Connor

Policy and Technical Officer

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From: NGISA [<mailto:info=ngisa.com.au@mail187.atl61.mcsv.net>] **On Behalf Of** NGISA
Sent: Thursday, 5 March 2015 5:47 PM
To: Chris O'Connor
Subject: Nursery NOTES #9

[Visit NGISA website here](#)

[View this email in your browser](#)



NURSERY Notes

February 2015 -week 10

Garden Releaf is on this weekend at participating garden centres!

NURSERY Notes keeps you up to date with what is happening in and around the nursery and garden industry in South Australia at a glance. Our diary dates are now at the end of the e-news.

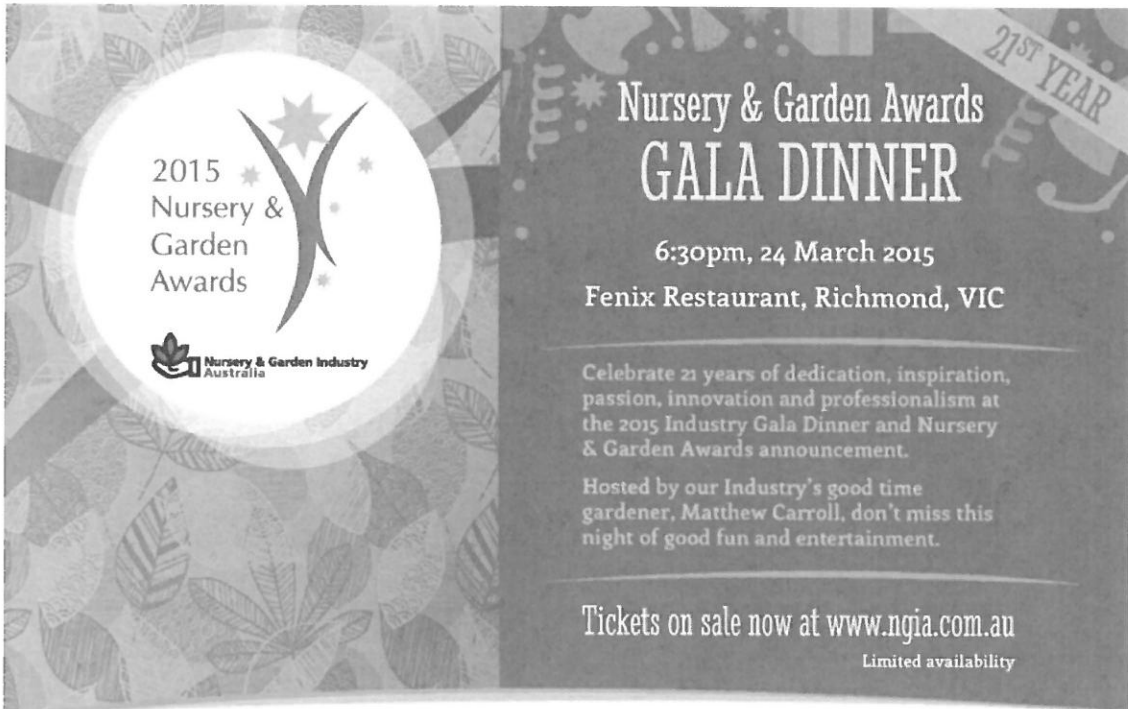
Sales and Business Development Role (South Australia)

There is an exciting opportunity for an enthusiastic, motivated person to join one of South Australia's leading horticultural suppliers. The role will be based in Adelaide. It will include:


- Providing customer service to the Nursery and Gardening Industry, you will be part of the team that is supplying growing media requirements to wholesale nurseries.
- The Landscape Industry is growing and your presence will open up opportunities for product development and the introduction of new products into the market place.
- Provide solutions within the viticultural and broadacre industry in their desire to utilise organic mulches and compost for crop improvement. Work to develop suitable products for this market segment.
- Explore potential organic supply options to enhance our opportunities for product development.

This position reports to the National Sales and Technical Manager and is supported by a team that will train, guide and help you get the job done. An attractive salary package will be negotiated. Full Job Description and Key Performance Indicators will be provided at the interview.

To apply, please forward a written application including your resume and 2 current references to heather@biogro.com.au by 5pm on Tuesday 31st March 2015



2015
Nursery &
Garden
Awards

 Nursery & Garden Industry
Australia

**Nursery & Garden Awards
GALA DINNER**

21ST YEAR

6:30pm, 24 March 2015
Fenix Restaurant, Richmond, VIC

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Limited availability

THANKS TO
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For more information visit www.ngia.com.au
or email awards@ngia.com.au

recognise pests. A number of aspects will be covered in this hands-on workshop including:

- How to look at an insect using a microscope or USB camera microscope
- Key characteristics of major insect and mite groups, their lifecycle, habit, typical damage and how to recognise them under a microscope or USB camera
- How to distinguish pests from beneficial organisms
- How to collect and prepare specimens for pest and disease diagnostics
- On-farm monitoring and surveillance for pests and diseases

For full details including fees and registration form [click here](#)

Perth Green Drinks - 25th March

5.45pm - 8.00pm

Central East Perth Campus



Perth Green Drinks is an informal bi-monthly opportunity for sustainability professionals, students and enthusiasts to meet, chat, and network. The next get together is taking place on Wednesday 25th March at the Central East Perth Campus.

There will be a number of interesting and topical speakers there so this would be a great event for our NextGen members. For all the details on this FREE event, [click here](#).

Spreading The Word *Marketing Your Business*

Wednesday 1st April

FREE member workshop



Nursery & Garden Awards Gala Dinner

24th March 2015
6.30pm
Fenix Restaurant, Richmond
Vic
www.ngia.com.au

Spreading The Word

*Marketing Your
Business*

FREE Workshop
Wednesday 1st April

9am - 12pm
Baileys Fertiliser
24 Beach Street Kwinana

RSVP by 25th March
reception@ngiwa.com.au

Auschem Training (2-day course)

*presented by GSIT
for NGIWA*

19th & 20th May

Fairbridge, Pinjarra
Cost is dependent on
numbers

Register your interest NOW!
reception@ngiwa.com.au

NGIWA Board Meeting

Tuesday 14th April



Biosecurity Updates

Fruit Fly outbreaks

This summer has already seen two outbreaks of Queensland fruit fly in Adelaide.

At the end of January, Biosecurity SA declared an outbreak of Queensland fruit fly in Hillcrest in Adelaide's north-east suburbs, following the detection in traps of seven male Queensland fruit flies.

PIRSA's Executive Director Biosecurity SA, Will Zacharin, said "Queensland fruit fly doesn't normally exist in South Australia and must have been brought into our state from infested fruit originating in one of the eastern states."

Back in December Biosecurity SA declared a fruit fly outbreak in West Croydon after detection of Queensland fruit fly larvae in home grown plums on Christmas Eve.

The initial report was received by the Fruit Fly Hotline, reinforcing the value of the Hotline and early notification by South Australian residents.

2015 Plant Nursery Workshops

A workshop will be held on Thursday March 26 at Urrbrae for NGISA members on insect pests and beneficials, and recognition of common diseases.

The workshop is being run by John Duff, Senior Plant Protectionist from Agri-Science Queensland through a HAL funded project, "Plant Health Risk Assessment, Planning and Capacity Building".

At time of going to press the workshop was almost full, but if interested please email info@ngisa.com.au or call 9271 1012 to see if any places are left. Cost is \$33 for members.

Test tackles fire blight

A La Trobe University scientist has developed a new world-class test for the major horticultural disease fire blight.

The work, undertaken by Rachel Mann, has been adopted across the world and is set to revolutionise global screening

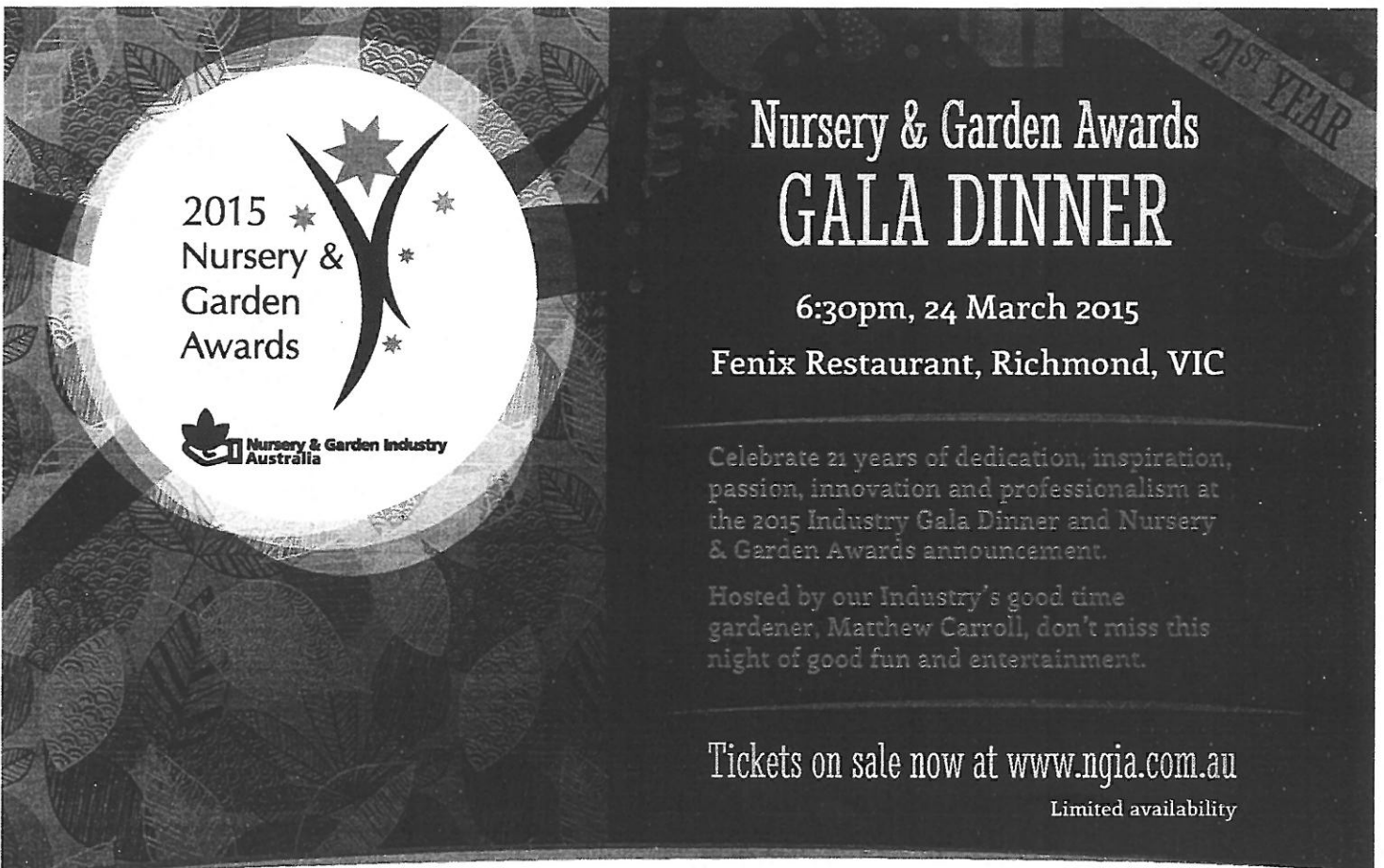
procedures in the war against this devastating disease that threatens apple and pear industries in Australia.


"Fire blight is a disease endemic in many parts of the world, but very little is known about its genetic makeup," she said.


"We decided to sequence the DNA of the fire blight bacterium *Erwinia amylovora* and from that data we have been able to design the most accurate diagnostic test yet.

Ms Mann is one of about 90 La Trobe University postgraduate and other researchers working in the new \$288 million Centre for Agribioscience, AgriBio which was officially opened in February on the University's Melbourne campus at Bundoora.

improve
your
Plant life
balance™



2015  Nursery & Garden Awards

 Nursery & Garden Industry Australia

Nursery & Garden Awards
GALA DINNER

6:30pm, 24 March 2015
Fenix Restaurant, Richmond, VIC

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Limited availability

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or email awards@ngia.com.au



New South Wales/ ACT

Tuesday 3rd March 2015:

NGINA Trade Day Sydney, Rouse Hill

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Tuesday 10th March 2015:

NGINA Trade Day Dubbo

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Tuesday 10th March 2015:

Alstonville Expo, Alstonville Showground

For more information:

Tracey Knowland

T: 02 6687 8626

Tuesday 17th March 2015:

NGINA Trade Day Central Coast Hunter

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Tuesday 20th March 2015:

Charity Golf Day Stonecutter's Ridge Golf Club (off Richmond Road near the M7)

For more information:

Bob Wynyard

M: 0400 112 936

E: bob.wynyard@ngina.com.au

Tuesday 31st March 2015:

NGINA Trade Day Wagga Wagga

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Tuesday 14th April 2015:

NGINA Trade Day Sydney, Rouse Hill

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Tuesday 14th April 2015:

NGINA Trade Day Dubbo

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Tuesday 21st April 2015:

NGINA Trade Day Central Coast Hunter

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Tuesday 28th April 2015:

NGINA Trade Day Wagga Wagga

For more information:

Nadine Venter

T: 02 9679 1472 | E: info@ngina.com.au

Western Australia

Wednesday 4th March 2015:

Business Forum for Exhibitors

State Tennis Centre

Thursday 30th April to Sunday 3rd May 2015:

Perth Garden Festival

Queensland

Wednesday 18th March 2015:

Brisbane Trade Day

Wednesday 22nd April 2015:

Brisbane Trade Day

South Australia

Thursday 5th March 2015:

SA Mad March Autumn Trade Day
Urrbrae Centre

Victoria

Tuesday 3rd March 2015:

NGIV Gala Trade Day Market

@ Caribbean Gardens, Scoresby

Trading hours: 7 – 11.30 am.

Free BBQ/refreshments at the end of trading

Thursday 5th March 2015:

Marketing Basics seminar

Wednesday 25th to Sunday 29th March 2015:

Melbourne International Flower & Garden Show

Friday 27th March 2015:

Garden State Cocktail Reception

Tree & Shrubbies Industry Night

Tuesday 24th April 2015:

Annual Golf Day Classic

For more information:

Kate O'Grady

T: 03 9576 0599 | E: ngiv@ngiv.com.au

NGIA

Tuesday 24th March 2015:

Nursery & Garden Awards Gala

Dinner Richmond VIC





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Robert Prince
CEO, NGIA

As we are 25% of the way through the New Year the challenges to our industry continue to be addressed by your National Office.

- » Review of the Nursery Award 2010 – this process started in September last year and our Award will be subject to specific review at the end March. At this stage there is little indication of any real change although the unions have requested several issues to be considered as “common” to all Awards. Check with your Association re any recent updates.
 - » Horticulture Innovation Australia is finalising how investment of levy funds will be facilitated in the future. This will impact on all horticulture industries and NGIA is working to ensure that key programs – Accreditation, Technical Extension and Industry Marketing are all aligned with the Industry Strategic Investment plan and growers’ needs.
 - » Changes in funding have impacted on how NGIA is resourced to meet the extra pressures required to meet Government enquiries and reviews.
 - » 2020Vision marketing program – the Sowing the Seeds tour was a great success with attendance by 500 of the “key influencers” of urban green space throughout Australia being engaged in discussions and identifying some of the barriers to further greening. The 3,000 ideas are being collated into a work plan that will provide opportunity for all stakeholders to become active in the future. Expect to see increased PR in both the Australian and Financial Review on the need for more plants in the urban environment in coming weeks.
 - » As an industry we have made submissions to the Senate Review into how levies are managed, responded to a review into needs for training in the horticultural/agricultural sector and continue to be engaged with Government on matters relating to biosecurity and incursion management.
 - » The Industry Awards are about to have final judging and we look forward to congratulating all entrants and winners at the Awards night to be held on the eve of Melbourne International Flower and Garden Show in March. It has been a busy year for entrants but the winners will be worthy recipients.
- The industry recently held a full consultation meeting involving State CEOs, Presidents and the National Board to clarify industry priorities and direction for the future. Further communications will be forthcoming from our National President. If you have any questions please do not hesitate to contact me directly. robert.prince@ngia.com.au or phone 02 8861 5107.

Robert Prince
NGIA CEO



Volume 26 Number 3 March 2015

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Mike Mehigan
President, NGIA

I wanted to take this opportunity to inform you of some important changes that will impact our industry. In 2014 the Government received the outcomes from a review into Horticulture Australia Limited (HAL), the Research and Development Corporation that was responsible for the expenditure of all horticultural levies, one of which was the Nursery Levy. The Government acted on this review and established a new body, Horticulture Innovation Australia (HIA) which will be grower owned.

As part of the altered structure there has also been a change in how the levy funds and matched funds from the Federal Government are to be managed and spent. This change has seen projects that were managed by the peak industry bodies (NGIA and the State Associations) having to be reviewed and possibly restructured so they conform to the new guidelines and reporting requirements. This will impact on our Industry Development Officers, accreditation programs and communication policy.

Last week the Presidents, CEOs and your National Board met to discuss these changes and how we as an industry can continue to provide services to our members and levy payers.

The outcomes from the meeting were:

- » A united position on the requirements to service members and levy payers considering the changes in funding due to HIA changes.
- » An agreed strategic direction to work together for the future of our organisation.
- » Agreement to develop a plan for discussion with members on the effective utilisation of industry resources and Intellectual property to grow the industry at all levels.

We are all facing change, but with successful programs our leading role in the greening of urban environments via 2020Vision, the industry is well positioned to tackle the challenges ahead.

A series of meetings with members and levy payers are planned and you will be kept regularly informed via email/mail and our website www.ngia.com.au

Mike Mehigan
NGIA President



2015
Nursery &
Garden
Awards

Nursery & Garden Awards
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Limited availability

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Australia

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Industry Awards

Industry's best recognised in NGIA Awards 2015

Hard work blossomed for the nation's most outstanding environmental gurus after scooping a host of honours at Australia's prestigious Nursery and Garden Industry Awards naming the top nurseries and garden centres for their unswerving commitment to the community and improving green space.

Presented at a glittering ceremony in Melbourne recently, the awards, currently in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

The 11 winners underwent a rigorous assessment process to make it through to the national final.

Judges shone a spotlight on the phenomenal transformation and diversification of the City of Melbourne's urban forest recognising the ambitious project as Australia's best Greenlife Infrastructure, while *Westringia fruticosa* 'Grey Box', a hardy native shrub and landscaping gem accomplished by plant breeding specialist Ozbreed was crowned Plant of the Year.

Among the cream of the crop, the inspirational launch of the beautiful Dianthus 'Memories' flower by Plants Management Australia (PMA) in collaboration with Alzheimer's Australia received the first Marketing Campaign award for its significant contribution to dementia research, and Cameron's Nursery in the Sydney Hills District took out top honours for leading the way in saving the environment.

The sweet smell of success was also enjoyed by Australia's favourite retailers. Queensland's much loved Brookfield Garden Centre was awarded the nation's Large Retailer of the Year and very first Industry Business of the Year, an inaugural category recognising the most outstanding achiever across retail, production and supplier sectors. Newman's Nursery, a specialty family business dating back to 1887 in the picturesque Adelaide Hills was

named Small Retailer of the Year for its dedication to sharing the green life experience.

The Large Production Nursery of the Year award went to Ramm Botanicals after pioneering an enormous range of Australia's iconic kangaroo paw hybrid, while South Australia's biggest grower of colourful moth orchids run by a talented father and son team from The Netherlands took out the top prize for the nation's Small Production Nursery of the Year after moving Down Under.

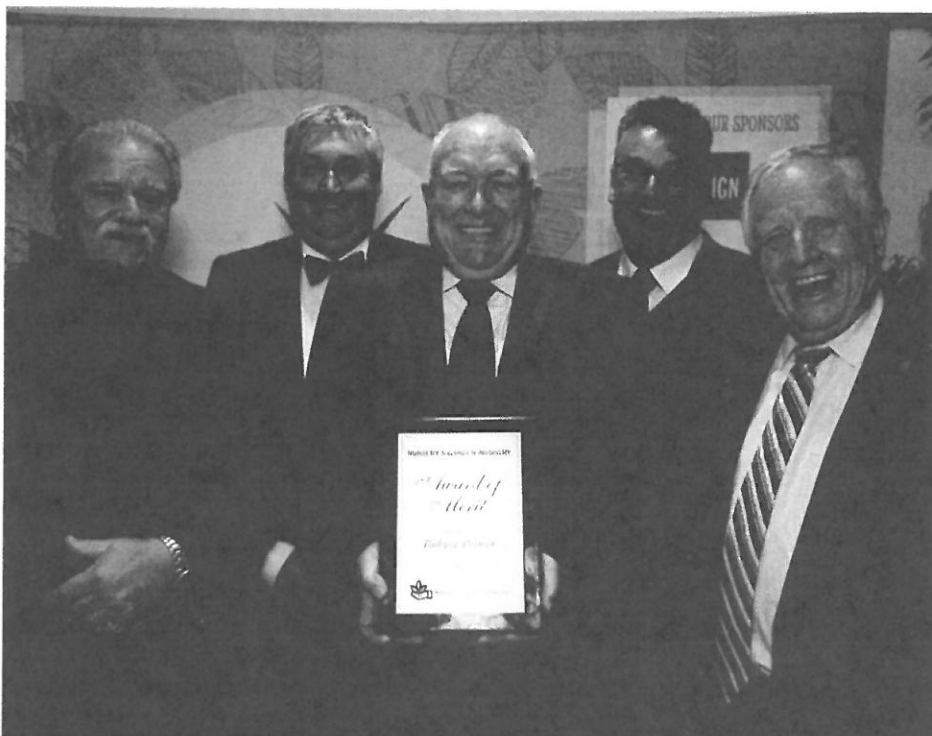
Yates took home two categories, the Industry Innovation award for its cutting edge augmented reality My Garden app and the Allied Product of the Year for its environmentally-friendly insect control Success Ultra.

National Young Leader was awarded to Chantal Tenace of Direct Plants in Victoria for her great work and dedication to helping people reconnect to the land through a series of unique community garden classes and events.

CEO of the Nursery and Garden Industry, Robert Prince, said judges were impressed with the very high standard and quality of entries all round which made the judging process even harder, and applauded winners for displaying exceptional environmental leadership.

"These awards celebrate industry players at the top of their game and the winners this year truly demonstrate that businesses of all sizes can be sustainable and profitable. The industry's goal is to significantly increase green space over the next five years and the great work demonstrated by our 2015 winners is a positive step towards that vision," he said.

"We can enjoy less pollution, increased productivity and an overall better quality of life, and it's all thanks to our hardworking nurseries and garden centres that provide the community with much-needed green life," Mr Prince added.



NGIA Award of Merit recipient Robert Price – NGI CEO (centre) and NGIA Past/Current Presidents L to R: Bryan Hillier, Mike Mehigan, Craig Norman and Geoff Richards.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from more than 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 40% before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country. To take part in the vision or for more information, visit www.202020vision.com.au.



Steve Sheppard NGINZ and Chantal Tenace - Heather Rumsey Young Leader, Vic.



Ryan and Elise Weber - RAMM Botanicals, NSW.

The Roll of Honour - The Winners

Category	Winner
Best Environment	Cameron's Nursery, NSW
Best Marketing	Plants Management Australia for Dianthus 'Memories', TAS
Large Production Nursery of the Year	Ramm Botanicals, NSW
Small Production Nursery of the Year	Jong's Nursery, SA
Large Retailer of the Year and Industry Business of the Year	Brookfield Garden Centre, QLD
Small Retailer of the Year	Newman's Nursery, SA
Greenlife Infrastructure	City of Melbourne for creating a 'City in a Forest', VIC
Industry Innovation	My Garden App by Yates, NSW
Allied Product of the Year	Success ULTRA Insect Control by Yates, NSW
Plant of the Year	<i>The Westringia Fruticosa</i> 'Grey Box' by Ozbreed, NSW
Heather Rumsey Young Leader Award	Chantal Tenace, horticulturist and garden consultant, Direct Plants and Garden Soiree, VIC

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- ✓ Less labour in planting
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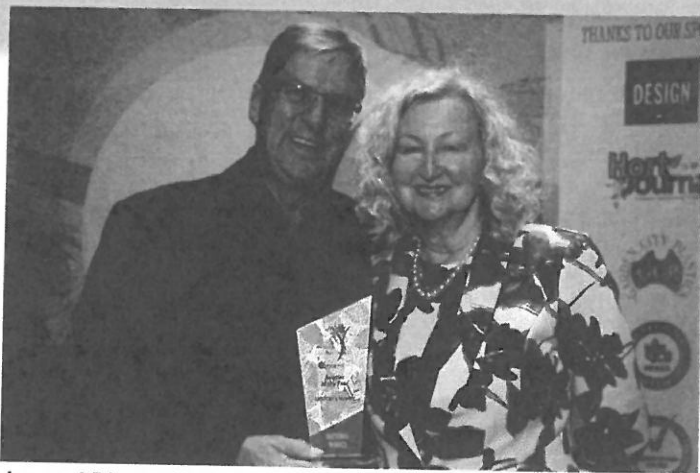
Email: marion@greentech.net.au

Web: www.greentech.net.au





Graeme Ross – TV presenter, Angie Thomas – Yates



Jon and Dianne Hall – Newman's Nursery, SA.



Emil Montibeler – Outdoor Design Source, Sonia Cameron – Cameron's Nursery, NSW. and Bob Wynyard – NGINA



Mike Mehigan – NGIA President, Scott and Robin McLay – Brookfield Garden Centre QLD



Greg Carrick – Garden City Plastics, Peter and Chantal Jong – Jong's Nursery, SA.



Emil Montibeler – Outdoor Design Source and Ian Shears – City of Melbourne



Gabe Mostafa – Hort Journal Australia, Amanda Mackinnon and Chris Sargent, Plants Management Australia.



Graeme Ross – TV presenter and Todd Layt – Ozbreed Pty Ltd, NSW.



NGIA National Awards

Australia's Finest Unveiled at National Awards Night

NSW Businesses to the Fore

Hard work blossomed for the nation's best environmental businesses at Australia's prestigious Nursery and Garden Industry (NGIA) awards. Top nurseries and garden centres were hailed for their commitment to the community and improving green space. In the 21st year of the awards at a glittering ceremony in Melbourne on the 24th of March excellence in business was recognised and honoured as nursery and garden industry leaders strive to achieve best business practice.

After a rigorous assessment process 11 winners made it through to the national final where judges shone a spotlight on the phenomenal transformation and diversification of the City of Melbourne's Urban Forest recognising the ambitious project as Australia's best Greenlife Infrastructure. At the same time *Westringia fruticosa* 'Grey Box'™, a hardy native shrub and landscaping gem from Ozbreed was crowned Plant of the Year.

Among the cream of the crop, the inspirational launch of the beautiful *Dianthus* 'Memories' flower by Plants Management Australia in collaboration with Alzheimer's Australia received the Marketing Campaign award for its significant contribution to dementia research.

Cameron's Nursery in the Sydney Hills District took out top honours for leading the way in saving the environment.

Success was also enjoyed by Australia's favourite retailers. Queensland's Brookfield Garden Centre won the nation's Large Retailer award plus the inaugural Industry Business of the Year as the most outstanding business across all sectors.

Newman's Nursery, a specialty family business established in the picturesque Adelaide Hills in 1887 won the Small Retailer award for its dedication to sharing the green life experience.

Large Production Nursery award went to Ramm Botanicals after pioneering an enormous range of Australia's iconic kangaroo paw hybrids. South Australia's biggest grower of colourful moth orchids, Jong's Nursery, run by talented father and son team, took out the top prize for the nation's Small Production Nursery.

Leading garden experts Yates took home the Industry Innovation award for its cutting edge augmented reality My Garden app and the Allied Product of the Year for its environmentally - friendly insect control Success Ultra, a unique product for curbing pesky insect damage.

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CEO of the NGIA, Robert Prince, said judges were impressed with the high standard of entries and applauded the winners for exceptional environmental leadership.

"NGIA Awards celebrate industry players at the top of their game and this year's winners demonstrate that businesses can be sustainable and profitable. The industry's goal is to significantly increase green space over the next five years and this year's winners are moving in this direction.

"We can enjoy less pollution, increased productivity and a better quality of life and it's all thanks to our hardworking nurseries and garden centres that provide the community with much-needed green life," Mr Prince added.

Australians can look forward to more trees, plants and turf with the help of 2020Vision and support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country. Contact www.2020vision.com.au. (<http://www.2020vision.com.au>.)

Award Winners at a Glance

- Environment Award, *Cameron's Nursery*, NSW
- Marketing Award, *Plants Management Australia for Dianthus 'Memories'*, TAS
- Production Nursery (over \$1.5M), *Ramm Botanicals*, NSW
- Production Nursery (under \$1.5M), *Jong's Nursery*, SA
- Garden Centre (over \$1.5M), *Brookfield Garden Centre*, QLD
- Garden Centre (under \$1.5M), *Newman's Nursery*, SA

- Overall Industry Business of the Year, *Brookfield Garden Centre*, QLD
- Greenlife Infrastructure, *City of Melbourne* for creating a 'City in a Forest', VIC
- Industry Innovation, *My Garden App* by Yates, NSW
- Allied Product of the Year, *Success ULTRA Insect Control* by Yates, NSW
- Plant of the Year, *Westringia fruticosa 'Grey Box'™* by Ozbreed, NSW
- Heather Rumsey Young Leader Award, *Chantal Tenace*, Direct Plants and Garden Soiree, VIC



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NGIA National Awards 2014

http://www.ngina.com.au/Category?Action=View&Category_id=342

Without a doubt, the professionalism within our industry often goes unnoticed. The awards program provides an opportunity to celebrate and recognise excellence in business, and now, superior products and services within the industry.

[Read More ▶](#)

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Appendix G



MEDIA RELEASE

Embargoed until 25 March 2015

AUSTRALIA'S FINEST NURSERIES AND GARDEN CENTRES UNVEILED AT NATIONAL AWARDS

Hard work blossomed for the nation's most outstanding environmental gurus after scooping a host of honours at Australia's prestigious Nursery and Garden Industry Awards naming the top nurseries and garden centres for their unswerving commitment to the community and improving green space.

Presented at a glittering ceremony in Melbourne last night, the awards, currently in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

The 11 winners underwent a rigorous assessment process to make it through to the national final.

Judges shone a spotlight on the phenomenal transformation and diversification of the City of Melbourne's urban forest recognising the ambitious project as Australia's best Greenlife Infrastructure, while *The Westringia Fruticosa* 'Grey Box', a hardy native shrub and landscaping gem accomplished by plant breeding specialist Ozbreed was crowned Plant of the Year.

Among the cream of the crop, the inspirational launch of the beautiful Dianthus 'Memories' flower by Plants Management Australia in collaboration with Alzheimer's Australia received the first Marketing Campaign award for its significant contribution to dementia research, and Cameron's Nursery in the Sydney Hills District took out top honours for leading the way in saving the environment.

The sweet smell of success was also enjoyed by Australia's favourite retailers. Queensland's much loved Brookfield Garden Centre was awarded the nation's Large Retailer of the Year and very first Industry Business of the Year, an inaugural category recognising the most outstanding achiever across retail, production and supplier sectors. Newman's Nursery, a specialty family business dating back to 1887 in the picturesque Adelaide Hills was named Small Retailer of the Year for its dedication to sharing the green life experience.

The Large Production Nursery of the Year award went to Ramm Botanicals after pioneering an enormous range of Australia's iconic kangaroo paw hybrid, while South Australia's biggest grower of colourful moth orchids run by a talented father and son team from The Netherlands took out the top prize for the nation's Small Production Nursery of the Year after moving Down Under.

Leading garden experts Yates took home two categories, the Industry Innovation award for its cutting edge augmented reality My Garden app and the Allied Product of the Year for its highly effective environmentally-

friendly insect control Success Ultra, providing the most unique product on the market for curbing pesky insect damage.

National Young Leader was awarded to Chantal Tenace of Direct Plants in Victoria for her great work and dedication to helping people reconnect to the land through a series of unique community garden classes and events.

CEO of the Nursery and Garden Industry, Robert Prince, said judges were impressed with the very high standard and quality of entries all round which made the judging process even harder, and applauds winners for displaying exceptional environmental leadership.

“These awards celebrate industry players at the top of their game and the winners this year truly demonstrate that businesses of all sizes can be sustainable and profitable. The industry’s goal is to significantly increase green space over the next five years and the great work demonstrated by our 2015 winners is a positive step towards that vision,” he said.

“We can enjoy less pollution, increased productivity and an overall better quality of life, and it’s all thanks to our hardworking nurseries and garden centres that provide the community with much-needed green life,” Mr Prince added.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

To take part in the vision or for more information, visit www.202020vision.com.au.

The Roll of Honour - The Winners

Category	Winner
Best Environment	Cameron’s Nursery, NSW
Best Marketing	Plants Management Australia for Dianthus ‘Memories’, TAS
Large Production Nursery of the Year	Ramm Botanicals, NSW
Small Production Nursery of the Year	Jong’s Nursery, SA
Large Retailer of the Year and Industry Business of the Year	Brookfield Garden Centre, QLD
Small Retailer of the Year	Newman’s Nursery, SA
Greenlife Infrastructure	City of Melbourne for creating a ‘City in a Forest’, VIC
Industry Innovation	My Garden App by Yates, NSW
Allied Product of the Year	Success ULTRA Insect Control by Yates, NSW
Plant of the Year	<i>The Westringia Fruticosa</i> ‘Grey Box’ by Ozbreed, NSW
Heather Rumsey Young Leader Award	Chantal Tenace, horticulturalist and garden consultant, Direct Plants and Garden Soiree, VIC

For more information please contact:

Lucy Pennington, Crossman Communications, 02 9361 6099, lucy@crossmancommunications.com.au

MEDIA RELEASE

Embargoed until 25 March 2015

BROOKFIELD GARDEN CENTRE NAMED AUSTRALIA'S LARGE RETAILER OF THE YEAR AT NATIONAL AWARDS

An urban gardeners' utopia which has bounced back from the destruction left by the 2011 Brisbane floods and defied tough retail conditions to become a blooming success, has been named Australia's Large Retailer of the Year and very first Industry Business of the Year at the prestigious national industry awards ceremony held in Melbourne last night.

Presented by Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

The inaugural Industry Business of the Year category is the industry's pinnacle award recognising the most outstanding achiever across retail, production and supplier sectors.

Situated in a picturesque forest setting outside Brisbane's CBD, Brookfield Garden Centre is the brainchild of Scott and Robin McLay who wanted to create an unparalleled destination experience and place of inspiration that would celebrate all aspects of gardening. Far from wallowing in the mud left by the 2011 Brisbane floods, the McLays have shown incredible fortitude and bounded back to achieve industry accreditation in 2012, demonstrating their commitment to quality.

Providing the local community with the skills needed to delight in their outdoor spaces, the passionate team behind this gem are inspiring children through an active school program, and leading by example with environmentally-friendly initiatives like their kitchen garden which is supplying the centre's botanical bistro Wild Canary with fragrant herbs, edible flowers and seasonal produce in consultation with local farmers.

The judges also praised Brookfield for embracing new technology and being one of few industry retailers to have invested in online communications, adopting multiple social platforms, online shopping, workshop registration and an impeccable, informative website to improve the in-store experience.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were extremely impressed with the team's commitment to continuous improvement through innovation, citing the business as energetic, wholesome, positive and fresh.

"We congratulate the team for this excellent achievement. Brookfield Garden Centre doesn't just look good, it

feels good and as a business is continually striving to be better. It is an exciting multi-faceted destination with a serious lifestyle edge and a wonderful environment to shop in. Local green thumbs can rest assured they have access to the best gardening advice and expertise to help them achieve their backyard dreams,” he said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE

Embargoed until 25 March 2015

NEWMAN'S NURSERY NAMED AUSTRALIA'S SMALL RETAILER OF THE YEAR AT NATIONAL AWARDS

A thriving specialty garden centre run by fifth generation horticulturalists in the picturesque Adelaide Hills has staved off top competition from across the country to take out the prize for the nation's Small Retailer of the Year at the prestigious national industry awards ceremony held in Melbourne last night.

Presented by Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

Newman's Nursery is a family-owned business in the leafy suburb of Tea Tree Gully in Adelaide with a rich history dating back to 1887. Developed after the First World War as a specialist camellia and azalea nursery, Newman's prides itself on its magnificent display gardens boasting a unique range of old and new varieties planted across the decades, and leads the state in this field.

Proprietors Jon and Dianne Hall have worked exceptionally hard since 1985 to enhance the garden environment started by earlier generations to modernise its appeal for today's customer and help inspire local green thumbs to explore the varied possibilities of gardening.

Enormously passionate about extending green life to the community, the experienced team of horticulturalists at Newman's have developed hints and tips for all their green life including roses, azaleas, conifers, magnolias, fruit and citrus trees, deciduous trees, edibles and instant colour lines, to help locals gather ideas and be inspired.

Newman's dedication to the industry outside the nursery also extends to authoring, judging, volunteering, media commitments, industry representation and other activities.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were extremely impressed with the centre's infectious enthusiasm and commitment to delivering top quality customer care and products, tailored to gardeners' diverse needs.

"We heartily congratulate the team for this outstanding achievement. The Newman family's work has frequently been recognised over the years and this award is a testament to their dedication to share not only extraordinary green life but also the green life experience. Local gardening fanatics can be assured they have some of the nation's best horticultural experts on hand to help them achieve their backyard dreams," he said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE**Embargoed until 25 March 2015****RAMM BOTANICALS NAMED AUSTRALIA'S LARGE PRODUCTION NURSERY
OF THE YEAR AT NATIONAL AWARDS**

An innovative propagation nursery on the Central Coast of New South Wales which has pioneered a phenomenal range of Australia's iconic kangaroo paw hybrid, much loved for its striking paw-like flowers, has won another impressive gong, scooping Australia's Large Production Nursery of the Year at the prestigious national industry awards held in Melbourne last night.

Presented by Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

Ramm Botanicals is an Eco-Hort¹ certified wholesale nursery which exports plants in the form of tissue culture to many markets including USA, Europe and Japan, and services the needs of a broad network of licensed growers throughout Australia.

Thanks to an extraordinary breeding program led by Ramm Botanicals, more than 25 spectacular new hybrid species of kangaroo paw are being grown across Australia and the world, and the nursery has become the world's biggest breeder of the native plant, defying tough global competition.

While Ramm prides itself on its popular drought tolerant, low maintenance lines which include colourful ornamental plants as well as native grasses, hardy shrub and ground covers, the exciting business has also moved into the development of edible crops such as blueberry and chili, introducing 30 varieties of the pepper with heat ratings from zero to hero.

Ramm was praised for constantly pushing the boundaries to be a world class marketing innovator in high health plants, a success due in part to its commitment to new product development and a strong focus on quality production and impeccable laboratory and nursery hygiene protocols.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were extremely impressed with the team's exceptional innovation and rigorous trialling methods which always have the needs of their end users in mind both in Australia and around the world.

¹ This certification provides recognition that this nursery is an environmentally conscious business.

“We heartily congratulate the team for this excellent achievement. They’re working very hard behind the scenes to create a world market for their unique plant varieties and their dedication is providing an assurance to their customers of the best practice product being developed at Ramm. It is an outstanding operation,” he said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE

Embargoed until 25 March 2015

**SUCCESS ULTRA INSECT CONTROL BY YATES WINS TOP GONG
AT NATIONAL AWARDS**

An environmentally friendly insect control providing the greatest defence against pesky garden pests has taken out top honours at the prestigious national industry awards ceremony held in Melbourne last night.

Yates Success ULTRA was awarded Allied Product of the Year for its highly effective dual-action contact and residual formula which is derived from beneficial soil bacteria and controls pests on a wide variety of ornamental and edible crops.

Aiming to empower home gardeners while remaining sensitive to the bugs the nation loves, the product represents a breakthrough in pest management and is also easy and economical to apply on plants.

Presented by the Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were extremely impressed with the product's outstanding performance and longer lasting protection.

"We congratulate Yates and the team for this excellent achievement. The product takes bug control to a new level by controlling pests on contact and preventing those that feed at night or early morning, thanks to an active ingredient which moves into the leaf, making the solution resistant to rain and sunlight once it has dried. Judges noted that results are often visible within minutes."

"We were also amazed by the extensive list of crops and pests that Success ULTRA takes care of. It can keep some of the most notoriously difficult chewy garden pests away from more than 40 types of vegetables and 30 fruit. It's undoubtedly the most unique product on the market for curbing insect damage in both a natural and cost-effective way, and a must-have for achieving gardening success," he said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE

Embargoed until 25 March 2015

**MELBOURNE'S 'CITY IN A FOREST' RECOGNISED AS AUSTRALIA'S
BEST GREENLIFE INFRASTRUCTURE AT NATIONAL AWARDS**

The phenomenal transformation and diversification of the City of Melbourne's urban forest has been named as the nation's most impressive green life infrastructure project at the prestigious national industry awards ceremony held in Melbourne last night.

Presented by the Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

After a long battle with drought and severe water restrictions, combined with an ageing tree population and the impending loss of over 20 per cent of the city's canopy cover in the next decade, the City of Melbourne has taken action by funding an extraordinary urban forest strategy.

Seeking to protect the city against present and future vulnerability, City of Melbourne aims to double the city's canopy cover from 20 per cent to 40 per cent by 2040 and increase forest diversity with no more than five per cent of one tree species by 2030 – an ambitious vision which will soon see them create 'a city in a forest'.

Through this initiative, over \$30 million has been invested to create urban forest precincts, raise public awareness of the benefits of trees, build a stormwater harvesting network, retrofit streetscapes, incorporate water sensitive design and plant over 50,000 trees.

CEO of Nursery and Garden Industry Australia, Robert Prince, said the project has been recognised for its enormous scale and significant commitment to creating outdoor green life.

"We heartily congratulate the City of Melbourne team for this tremendous undertaking which supports the industry's strong sustainability objectives. It is the most compelling urban landscape project in Australia and will provide the ever growing Melbourne community with much needed green space while improving the city's impact on the environment. The City of Melbourne is an inspirational leader in urban landscapes and a great ally of our 2020 Vision," he said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve

green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE

Embargoed until 25 March 2015

CUTTING EDGE GARDENING APP CELEBRATED FOR INNOVATION AT NATIONAL AWARDS

An augmented reality app by garden experts Yates providing a complete interactive resource for Aussie green thumbs has been awarded for innovation at the prestigious national industry awards held in Melbourne last night.

Presented by the Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

Breaking new ground in the field of virtual gardening, My Garden by Yates is a free multi-platform app for iOS and Android devices providing budding gardeners and seasoned pros with everything they need to design, grow and manage their perfect garden.

Central to the app is an ingenious augmented reality garden visualiser with a wide selection of virtual plants, giving users an intuitive way to draft the layout and look of their garden before planting a thing. It also incorporates important tools including a handy problem solver, shopping list builder, retailer finder service, access to expert advice and the opportunity to connect socially.

Achieving over 18,000 downloads since its launch in June 2014, My Garden has been recognised as a great resource by retailers, with inclusion of the app on every Bunnings staff's personal digital assistant.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were extremely impressed with the app's extensive database of information and amazing functionality which delivers a path to purchase supporting both business and industry objectives to promote the sale of green life.

"We heartily congratulate the Yates team for this excellent achievement. The My Garden app is an unprecedented mobile offering to gardeners. Not only is it informative but it also provides genuine utility both in the garden and in-store to all kinds of horticultural enthusiasts. Getting things right outside is as much about planning than digging and by stepping users through each stage of the gardening life cycle, this innovation is an essential tool in every Australian's quest for the perfect garden," Mr Prince said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve

green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE

Embargoed until 25 March 2015

PLANTS MANAGEMENT AUSTRALIA PRAISED AT NATIONAL AWARDS FOR LAUNCHING DIANTHUS 'MEMORIES' FLOWER IN SUPPORT OF DEMENTIA RESEARCH

The launch of Dianthus 'Memories' by Plants Management Australia to raise funds and awareness for dementia research in collaboration with Alzheimer's Australia has been named the country's best marketing campaign at the prestigious national awards ceremony held in Melbourne last night.

Presented by the Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

Working closely with Alzheimer's Australia including its National President Ita Buttrose as ambassador, Plants Management Australia ensured that \$1 from the sale of every Dianthus 'Memories' is donated to the charity's Dementia Research Foundation. The initiative was so successful that within only three weeks of the flower becoming available, Plants Management Australia sold a phenomenal 70 per cent of its stock and achieved its greatest consumer interest in 20 years. The company is also set to reach its \$50,000 target in honour of the worthy cause.

Of all the five senses, scent is proven to be the most powerful trigger of memory. The stunning Dianthus 'Memories' is a perfumed pure white bloom bred specially by UK Dianthus specialist Whetman Pinks to raise funds for Alzheimer's research, with specific reference to its fragrance as a reminder of grandparents' gardens and times spent with loved ones.

Through a well-crafted marketing campaign, Plants Management Australia brought Whetman Pinks' vision to life in Australia and paved the way for the company's most successful plant release to date.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were impressed with the project's tremendous results in promoting a great horticultural product and for its role in connecting green life to people's hearts in support of charity.

"Flowers are enjoyed at many stages of life as they evoke all of your senses. The Plants Management Australia campaign beautifully celebrates this as a way to reflect on and create new memories. It has touched the nation and the amount raised can make a real difference to dementia research. We heartily congratulate the team for this truly special achievement," he said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve

green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE

Embargoed until 25 March 2015

THE WESTRINGIA FRUTICOSA GREY BOX CROWNED PLANT OF THE YEAR

A wonderfully hardy Australian native shrub has been named Plant of the Year at the prestigious national industry awards ceremony held in Melbourne last night.

Presented by the Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

The Westringia Fruticosa Grey Box is a landscaping gem accomplished by plant breeding specialist Ozbreed. Tolerating the varied and harshest conditions of tropical and cold climates, it has extraordinary capabilities which allow it to grow in a range of soil types, and is ideal for urban green life projects performing well in commercial landscapes and roadside planting.

The Grey Box's high tolerances, low maintenance and proven performance also make it a great alternative to more thirsty 'box' breeds favoured by home gardeners.

Beautiful as well as functional, it was further recognised for its unique characteristics including its bright grey foliage which contrasts nicely with its mass of white flowers throughout spring to early winter, providing an impressive eye catching display.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were extremely impressed with the plant's environmental qualities.

"Westringia has to be one of the lowest maintenance plants you could put in any Australian landscape. Its drought tolerance is just the beginning. It handles very high salt laden windy positions, and copes well with frosts, heat and humidity. It is also aesthetically stunning in its natural round compact shape, making a very pretty low hedging plant. Congratulations to the Ozbreed team for their remarkable breeding program," Mr Prince said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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MEDIA RELEASE**EMBARGO DATE: 25 March 2015****DUTCH EXPERTS NAMED BEST IN AUSTRALIA AFTER MOVING DOWN UNDER**

South Australia's biggest grower of colourful moth orchids run by a talented father and son team from The Netherlands has taken out the prize for Australia's Small Production Nursery of the Year after only six years in business at the prestigious national industry awards held in Melbourne last night.

Presented by Nursery and Garden Industry Australia, the awards, now in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

After more than 30 years propagating greenhouse plants in the Netherlands' fiercely competitive, world-leading horticulture industry, Nico Jong, following a visit to see relatives in Australia, decided to move Down Under to start a new nursery from scratch, rather than battle it out against the increasing number of dominant factory growers in Holland.

Five years' research led Nico and co-manager son Peter to start-up their business in the small town of Willunga, south of Adelaide, which was then transformed into three growing areas – polyhouse, shade cloth and outdoor – spanning 14,000 square metres, a very small plot in today's Dutch terms. Potted colour, orchids and potted bulbs are their speciality, and within only two years the business achieved industry accreditation¹ and became Department of Agriculture Quarantine approved premises, allowing Nico and Peter to operate a quarantine facility to import flowering plant bulbs from overseas for breeding.

From a small start serving garden centres across the state, Jong's Nursery has quickly expanded its loyal customer base to include top end independent retailers, wholesalers and large retail operators nationwide, and their products can be found in stores across South Australia, Queensland, New South Wales, Victoria and Tasmania.

Striving to become a carbon neutral enterprise, Nico and Peter have embraced a number of environmental practices to improve carbon output in the production of their plants. A new installation has also enabled the business to reclaim 80 per cent of the water used in their nursery.

CEO of Nursery and Garden Industry Australia, Robert Prince, said judges were extremely impressed with the hard work demonstrated by the Jongs to establish the business, noting Nico and Peter are top notch plant experts.

"We heartily congratulate the Jong family for this outstanding achievement. They have built a thriving business from scratch and a strong reputation for providing superior products in a remarkably short time period because

¹ Refers to Nursery Industry Accreditation Scheme Australia accreditation

they are simply outstanding at what they do. Their deep commitment to the environment is also a positive step towards our 2020Vision – well done,” he said.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

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Appendix H

Client	NGIA
Contact	Kobie Keenan
Managing Director	Jackie Crossman
Senior Account Manager	Lucy Pennington

Expected Media Coverage to Date

Media outlet	No. of hits
Magazines	3
Newspapers & Supplements	12
Online	4
Radio	3
Total	22

Magazines

1. SA Life, news story on Jong's Nursery and Newman's Nursery, May 2015 issue
2. Greenworld Magazine, feature on the winners, May/June 2015
3. SAGardens, feature on Jong's Nursery and Newman's Nursery in August 2015 issue

Newspapers & Supplements

1. The Canterbury Bankstown Express Torch, story on the Allied Product of the Year and Innovation Award both won by Yates, 1 April 2015
2. Courier Mail, 'Everything's coming up roses for Brookfield Garden Centre', 30 March 2015
3. Hawkesbury Courier, 'Clarendon nursery takes out Plant of the Year,' 26 March 2015
4. Adelaide Advertiser, 'SA's nursery sector wins major national awards', 25 March 2015
5. Hume Leader, photo and interview with Young Leader of the Year, April 2015
6. Hawkesbury District Independent, story on Ozbreed and the Plant of the Year award, TBC
7. Victor Times, story on Jong's Nursery and the Small Production Nursery of the Year award, TBC
8. Central Coast Business Review, story on Ramm Botanicals, TBC
9. Adelaide Advertiser, individual story on Jong's Nursery, TBC
10. Adelaide Advertiser, individual story on Newman's Nursery, TBC
11. Melbourne Leader, photo and interview with City of Melbourne, TBC
12. The Age, profile of the Young Leader of the Year winner in the Inside Job column, June 2015

Online

1. The Canterbury Bankstown Express Torch, story on the Allied Product of the Year and Innovation Award, 1 April 2015



2. Courier Mail, [‘Everything’s coming up roses for Brookfield Garden Centre’](#), 30 March 2015
3. 891 ABC Adelaide, [‘Dutch father and son growing their Australian dreams in Mount Compass’](#), 27 march 2015
4. Adelaide Now, [‘SA’s nursery sector wins major national awards’](#), 25 March 2015
5. Greenworld Magazine, story on the winners in the magazine’s enewsletter, 3 April 2015

Radio

1. ABC Rural NSW Country Hour – interview with Cameron’s Nursery, 2 April 2015
2. FiveAA Afternoons with Michael Keelan, interview with Plants Management Australia, 29 March 2015
3. FiveAA Afternoons with Michael Keelan, interview with Jong’s Nursery, 4 April 2015

Tentative opportunities

1. ABC TV Gardening Australia – research team is considering story angles

Appendix I

Karola Steffi - Migration Agent Australian Visa

[Home](#) [Karola's story](#) [Australia and Karola](#) [Success Stories](#) [Contact](#)

Nico Jong Migration Australia Success Story



By admin 31/03/2015 Success Stories No Comments



"I was here for only one-and-a-half weeks, but straight away I could imagine why my brother had migrated," Mr Jong said when he came to Australia.

He returned home to Holland but soon decided it was time to leave his wholesale nursery business of more than 30 years and move to Australia.

The family spent a year searching for suitable locations in Tasmania, Melbourne, Sydney, and Adelaide."First I thought we have to settle ourselves in the eastern states, because that is where [the majority of] the population lives, but when I went to Melbourne, I found the city so busy and so annoying with all of those traffic lights and there were already a lot of growers over there," Mr Jong said. Visiting relatives at a flower nursery in Forreston, north-east of Adelaide, Mr Jong noticed a lot of the plants in local retail nurseries were from interstate.

It was then that he decided he could provide the same quality of plants at a lower cost by establishing a wholesale nursery in the area. Searching for a location that offered high altitude, steady rainfall, a good climate and closeness to the sea for cool breezes, Mr Jong discovered Mount Compass, 60 kilometres south of Adelaide.

Over the next year Mr Jong, his wife, three sons, and two daughters built the commercial-size greenhouse that now holds the family business called Jong's Nursery.



Mr Jong's son Peter is now the nursery's business manager and the two were awarded the Best production nursery (with a turnover under \$ 1.5 Million)

Although 56-year-old Mr Jong said he still dreams in Dutch, his dreams have come true in Australia.

"Australia is a wonderful country, with wonderful people and it is a good experience to live here," he said.

Source: ABC News and a shorter version of the original ABC feature reproduced on this site with the explicit permission of Nico Jong

As Nico Jong had previous business experience he qualified to apply under the Business Skills visa category.

"Thank you Family Jong for sharing your story with us"

Karola Steffi – Migration Agent Australia

Nico Jong Migration Australia Success Story Nico Jong Migration Australia Success Story

COMPASS CLIPPINGS

EDITION 61 March 26th 2015

2015

Published to keep you updated with Mount Compass happenings. You are welcome to contribute, but please have the information in by 8p.m. Wed .Drop it off at the IGA or email to igamtcompass@bigpond.com ..

Easter is fast approaching. This year the kids have another week back at school after Easter before commencing holidays. Mt Compass has starred in the news again this week. Congratulations to Jongs Nursery on being named Australia's Small Production Nursery of the Year. What an achievement. Jong's do not deal directly with the public but wholesale plants to many retail outlets. The nursery has been operating for 6 years on the corner of Yundi Road. It is run by Peter & Nico Jong & family . They moved here from the Netherlands. They specialise in potted colour, orchids & potted bulbs. They are the state's largest grower of moth orchids. These beautiful plants can be seen & bought at Flowers, Plants & Stuff. As time goes by we will be having many more of their delightful plants., Another star this week was Little Athletics member Scarlett Arnold- Oakes. For the second year in a row Scarlett achieved a perfect score of 5 medals in 5 events at the State Individual Championships.. She scored 2gold , 2 silver& a bronze medals . These were all personal best performances.

TOOPERANG HALL: The Tooperang Hall were blessed with a grant which enabled them to upgrade & extend their entrance. For quite a few years now they have hosted a wonderful & educational ANZAC Dawn Service followed by a scrumptious breakfast. The service will be on again this year at 6a.m. Anzac Day. See you there! Last year over 250 people attended.

TENNIS GREATS: Congratulations to the following Mt Compass people who were awarded with Most Consistent Awards at the Great Southern Tennis Presentations. Division 1 Senior Men : Harrison Collins, Division 1 Senior Women : Jodie White, Division 2 Junior Rory Bowles & Division 3 Juniors was a tie between Shannon Jones & Sean Goodger

Cricket News:

B Grade: Mt Compass were winners once again in the Preliminary Final against Encounter Bay 196 to 1/199. They have come from 6th on the premiership table to the Grand Final. They played at Rapid Bay.. . Best bowlers were M Nash 6/45 & A Dalitz 4/44. Best batsmen J Nash 77n.o, S Brown 75 & A Num 29n.o. **GOOD LUCK THIS WEEK!!!!**

C Grade: Mt Compass lost against Encounter Bay Blue in a well fought out match. Best bowlers S Burgess 4/52& W Lewis 3/32. Best Batsmen were John Anderson 44 not out W Dalitz 22, Jed Hicks 15, B Hicks 7..

HAPPY BIRTHDAY: To Susan McKenzie

This week our thoughts are with Ben & Jac Goodwin & the rest of the family on the loss of their Dad, Bradley. Bradley was one of the first workers at the

Hard work blossomed for the nation's most outstanding environmental gurus after scooping a host of honours at Australia's prestigious Nursery and Garden Industry Awards naming the top nurseries and garden centres for their unwavering commitment to the community and improving green space. - see Page 7.

Newman's Nursery, a specialty family business dating back to 1887 in the picturesque Adelaide Hills was named Small Retailer of the Year for its dedication to sharing the green life experience.

Presented at a glittering ceremony in Melbourne during MIFGS, the awards, currently in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

The sweet smell of success was also enjoyed by Australia's favourite retailers. Queensland's much loved Brookfield Garden Centre was awarded the nation's Large Retailer of the Year and very first Industry Business of the Year, an inaugural category recognising the most outstanding achiever across retail, production and supplier sectors.



Scott & Robin McLay are all smiles after winning not one but two Awards.

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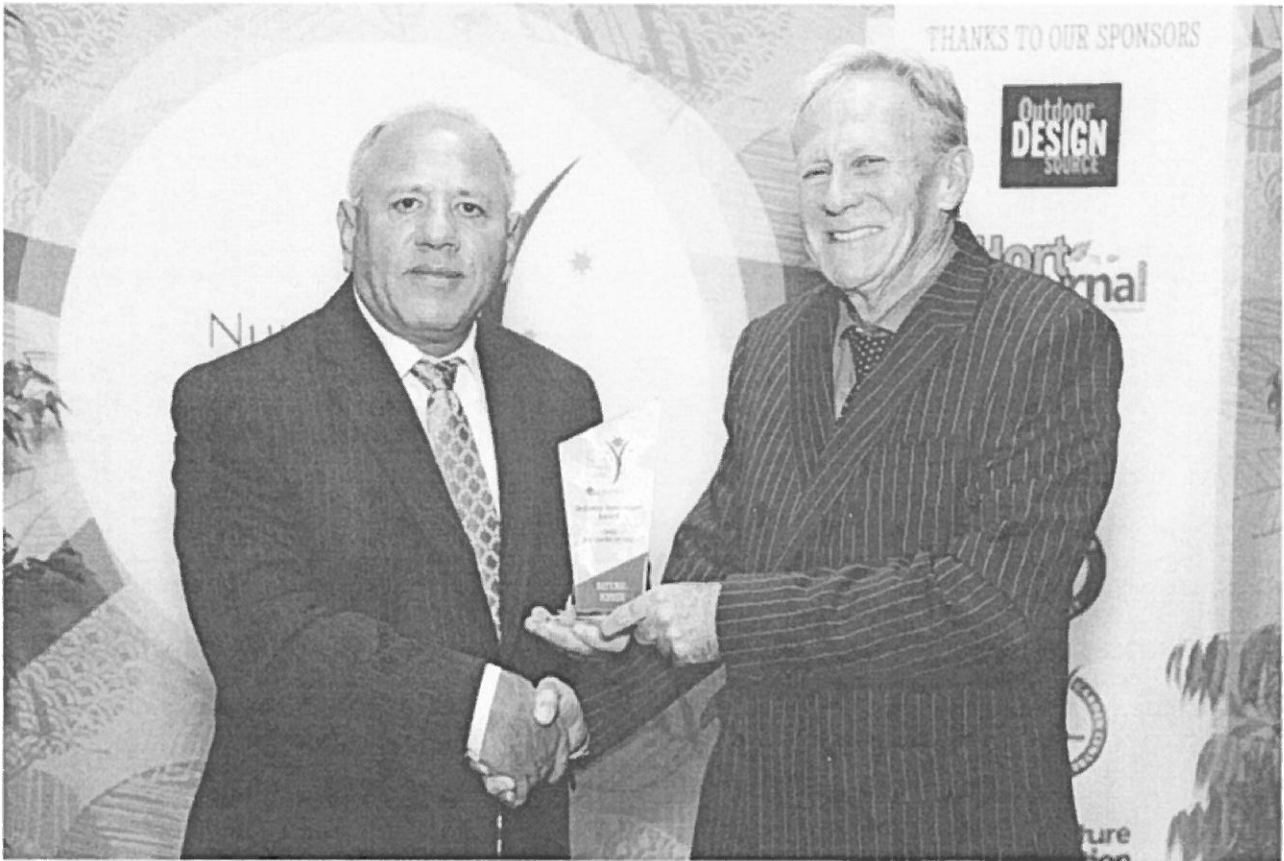
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Cutting edge gardening App wins top national award for innovation

March 30th, 2015



Greener publishing director Gabe Mustafa presents the Industry Innovation Award for the My Garden App to Yates marketing director Graham Rounce.



AN augmented reality App by garden experts Yates based in Padstow, providing an interactive resource for green thumbs, has been awarded for innovation at the prestigious national industry awards held in Melbourne last week. Presented by the Nursery and Garden Industry Australia, the awards, now in their 21st year, acknowledge industry leaders as they strive to achieve best business practice.

Breaking new ground in the field of virtual gardening, My Garden app by Yates, is a free multi-platform app for iOS and Android devices providing budding gardeners and seasoned pros with everything they need to design, grow and manage their perfect garden.

Central to the App is an ingenious reality garden visualiser with a wide selection of virtual plants, giving users an intuitive way to draft the layout and look of their garden before planting a thing.

Achieving over 18,000 downloads since its launch in June 2014, My Garden has been recognised as a great resource by retailers, with inclusion of the App on every Bunnings staff's personal digital assistant.

Yates brand manager Tim Turner said his group was delighted with the win.

"It is pretty exciting; we have already won a lot of awards for the App in the past year but to be acknowledged this way by industry is really pleasing," he said. "The

App is fantastic, very easy to use and highly functional, really a must for any gardener - new or experienced."

Yates' Success Ultra was also awarded Allied Product of the Year for its highly effective dual-action formula derived from beneficial soil bacteria.

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Everything's coming up roses for Brookfield Garden Centre

- by: Emma Williams
- From: The Courier-Mail
- March 30, 2015 8:00AM

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Robyn McLay and Scott McLay, owners of Brookfield Garden Centre. Pic Adam Smith
Source: News Corp Australia

AFTER being left devastated by the 2011 floods, Brisbane's Brookfield Garden Centre has blossomed.

Brookfield Garden Centre owners Scott and Robin McLay last week won two awards at the Nursery and Garden Industry Australia awards held in Melbourne.

They took out the gong for Large Retailer of the Year and Industry Business of the Year.

"When we first bought the garden centre more than seven years ago, it was very run down," said Mr McLay.

"My wife should get all the credit for turning it around, she's the one with all the ideas."

Mr McLay said innovation and creating an inspirational space for their customers is what has set them apart from their competitors.

"We try to create displays that customers can recreate in their own homes," he said.

The centre also includes a bistro that uses fresh herbs and produce from the centre's edible garden, offers workshops and has an online shop.

Nurseries have been facing competitive pressure from chains like Bunnings and Masters, but Mr McLay said they've been supported by the Brookfield community.

"After the 2011 floods we had up to a 100 volunteers from the community per day come help us clean up," said Mr McLay.

"We in turn support the community through our schools program and fundraising events.

"We are very much a part of the Brookfield community."

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Dutch father and son growing their Australian dream in Mount Compass

891 ABC Adelaide By Brett Williamson

Posted Fri 27 Mar 2015, 2:41pm



PHOTO: It was a rough start in Australia for Holland-born plant wholesaler Nico Jong, but he has no regrets about making the move. (891 ABC Adelaide: Brett Williamson)

Eight years ago Nico Jong moved his family to Australia in search of a better life. This week his family company was awarded the Australian Production Nursery of the Year.

MAP: Adelaide 5000

Mr Jong began his family trade in Holland at the age of 16.

Tragedy first brought him to the shores of Australia when his brother and his family, who had migrated to South Australia, were killed in a car accident.

"I was here for only one-and-a-half weeks, but straight away I could imagine why my brother had migrated," Mr Jong said.

He returned home to Holland but soon decided it was time to leave his wholesale nursery business of more than 30 years and move to Australia.

The family spent a year searching for suitable locations in Tasmania, Melbourne, Sydney, and Adelaide.

"First I thought we have to settle ourselves in the eastern states, because that is where [the majority of] the population lives, but when I went to Melbourne, I found the city so busy and so annoying with all of those traffic lights and there were already a lot of growers over there," Mr Jong said.

Visiting relatives at a flower nursery in Forreston, north-east of Adelaide, Mr Jong noticed a lot of the plants in local retail nurseries were from interstate.

It was then that he decided he could provide the same quality of plants at a lower cost by establishing a wholesale nursery in the area.

Searching for a location that offered high altitude, steady rainfall, a good climate and closeness to the sea for cool breezes, Mr Jong discovered Mount Compass, 60 kilometres south of Adelaide.

Over the next year Mr Jong, his wife, three sons, and two daughters built the commercial-size greenhouse that now holds the family business.

"It was actually a very nice experience as a family," he said.

Once built, the greenhouses needed to be stocked.

Mr Jong decided to explore plant varieties previously unknown to him and began to grow stocks to suit the local environment.

"In Holland we used to grow only two seasonal crops per year in big numbers, but here in Australia we had to learn growing again," Mr Jong said.

Learning about different growing conditions

Potting soils, water, climate, plants, and greenhouses were all different to the kinds he had previously worked with.



PHOTO: Calla Lilies are among the plants Mr Jong has learned how to grow since he migrated from Holland to Australia. (891 ABC Adelaide: Brett Williamson)



PHOTO: Moth orchids almost ready for distribution. (891 ABC Adelaide: Brett Williamson)

"That was a bit of an experience and not everything went right from the start," he said.

Once the initial problems were solved, Mr Jong began to find a renewed passion for his trade.

He began to explore new kinds of plants he had never grown before and is now a major supplier in South Australia for moth orchids and calla lilies.

"It's more fun [now] because it makes the work more diverse," he said.

"It's much more enjoyable than it used to be for me when I would grow 200,000 of one crop."

Mr Jong's son Peter is now the nursery's business manager and the two were awarded the Nursery and Garden Industry Australia's 2015 national 'Most Outstanding Environmental Heroes' this week for their dedication to improving a greenspace, exceptional leadership, commitment to the community, and ability to showcase sustainability with profitability.

The family's computer-managed greenhouse regulates four different climates through automatically monitoring and opening roofs and their usage of natural aquifers in the area for irrigation helped the Jong's secure the win.

Although 56-year-old Mr Jong said he still dreams in Dutch, his dreams have come true in Australia.

"Australia is a wonderful country, with wonderful people and it is a good experience to live here," he said.

Topics: gardening, environmentally-sustainable-business, water, adelaide-5000, mount-compass-5210



PHOTO: Peter Jong (centre) and his wife Chantal receive their Nursery and Garden Industry Australia award from industry representative, Greg Carrick. (Supplied: Event Photographs)

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Australia's best nurseries revealed

1 April 2015

62 views



Presented at a glittering ceremony in Melbourne last night, the Nursery and Garden Industry (/industryassociation/detailassociation/Nursery-Garden-Industry-Association-NGIA/22) Awards, currently in their 21st year, recognise and honour excellence in business, products and services and acknowledge industry leaders as they strive to achieve best business practice within the nursery and garden community.

The 11 winners underwent a rigorous assessment process to make it through to the national final.

Judges shone a spotlight on the phenomenal transformation and diversification of the City of Melbourne's urban forest recognising the ambitious project as Australia's best Greenlife Infrastructure, while *Westringia Fruticosa* 'Grey Box', a hardy native shrub and landscaping gem accomplished by plant breeding specialist Ozbreed was crowned Plant of the Year.



Among the cream of the crop, the inspirational launch of the beautiful *Dianthus* 'Memories' flower by Plants Management Australia in collaboration with Alzheimer's Australia received the first Marketing Campaign award for its significant contribution to dementia research, and Cameron's Nursery in the Sydney Hills District took out top honours for leading the way in saving the environment.

The sweet smell of success was also enjoyed by Australia's favourite retailers. Queensland's much loved Brookfield Garden Centre was awarded the nation's Large Retailer of the Year and very first Industry Business of the Year, an inaugural category recognising the most outstanding achiever across retail, production and supplier sectors. Newman's Nursery, a specialty family business dating back to 1887 in the picturesque Adelaide Hills was named Small Retailer of the Year for its dedication to

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By Holly Cunneen: ODS Contributor

Posted on Wednesday March 18, 2015

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By Holly Cunneen: ODS Contributor

Posted on Monday March 16, 2015

Twitter



sharing the green life experience.

The Large Production Nursery of the Year award went to Ramm Botanicals after pioneering an enormous range of Australia's iconic kangaroo paw hybrid, while South Australia's biggest grower of colourful moth orchids run by a talented father and son team from The Netherlands took out the top prize for the nation's Small Production Nursery of the Year after moving Down Under.



Leading garden experts Yates took home two categories, the Industry Innovation award for its cutting edge augmented reality My Garden app and the Allied Product of the Year for its highly effective environmentally-friendly insect control Success Ultra, providing the most unique product on the market for curbing pesky insect damage.



National Young Leader was awarded to Chantal Tenace of Direct Plants in Victoria for her great work and dedication to helping people reconnect to the land through a series of unique community garden classes and events.

CEO of the Nursery and Garden Industry, Robert Prince, said judges were impressed with the very high

standard and quality of entries which made the judging process even harder.

"These awards celebrate industry players at the top of their game and the winners this year truly demonstrate that businesses of all sizes can be sustainable and profitable. The industry's goal is to significantly increase green space over the next five years and the great work demonstrated by our 2015 winners is a positive step towards that vision," he said.

"We can enjoy less pollution, increased productivity and an overall better quality of life, and it's all thanks to our hardworking nurseries and garden centres that provide the community with much-needed green life," Mr Prince added.

Australians can look forward to more trees, plants and turf thanks to a campaign by the Nursery and Garden Industry with support from over 200 partners encouraging councils, developers and landscapers to help improve green life in urban areas by 20 per cent before 2020. More than 8.7 million square metres of new green space has already been planted in cities across the country.

Category

Winner

Best Environment	Cameron's Nursery, NSW
Best Marketing	Plants Management Australia for Dianthus 'Memories', TAS
Large Production Nursery of the Year	Ramm Botanicals, NSW
	Get a free copy of ODS book (/orderods)
Small Production Nursery of the Year	Jong's Nursery, SA
Large Retailer of the Year and Industry Business of the Year	Brookfield Garden Centre, QLD

Tweets

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Congratulations to all the winners at the 2015 NGIV Nursery and Garden Awards!

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Get ready for day two of the Melbourne International Flower and Garden Show!

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Small Retailer of the Year	Newman's Nursery, SA
Greenlife Infrastructure	City of Melbourne for creating a 'City in a Forest', VIC
Industry Innovation	My Garden App by Yates, NSW
Allied Product of the Year	Success ULTRA Insect Control by Yates, NSW
Plant of the Year	<i>The Westringia Fruticosa</i> 'Grey Box' by Ozbreed, NSW
Heather Rumsey Young Leader Award	Chantal Tenace, horticulturalist and garden consultant, Direct Plants and Garden Soiree, VIC

For more information, please visit the website: www.202020vision.com.au
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Clarendon nursery takes out Plant of the Year

A CLARENDON nursery won Plant of the Year on Tuesday night at the Nursery and Garden Industry Australia Awards in Melbourne.

Ozbreed took out the category for its grey-foliaged shrub *Westringia Fruticosa* or grey box.

The species tolerates the varied and harsh conditions of tropical and cold climates, as well as a range of soil types.

It has pretty foliage and a mass of white flowers when in bloom.

The NGIA CEO Robert Prince said judges were extremely impressed with the plant.

"The *Westringia Fruticosa* 'Grey Box' has to be one of the lowest maintenance plants you

could put in any Australian landscape," he said.

"Its drought tolerance is just the beginning.

"It handles very high salt-laden windy positions, and copes well with frosts, heat and humidity. It is also aesthetically stunning in its natural round compact shape, making a very pretty low hedging plant."

The NGIA awards were set up to honour those who demonstrate exceptional environmental leadership, a commitment to the community, and showcase how sustainability and profitability can be joint business goals.

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TOP GONG: Jon Hall of Newman's Nursery, named Small Garden Retailer of the Year.

NIGEL AUSTIN

THE high quality of South Australia's nursery sector was recognised when two companies were successful at the Nursery & Garden Industry Australia's 2015 awards ceremony last night.

The state's largest grower of colourful moth orchids, Jong's Nursery, from Willunga, was named Australia's Small Production Nursery of the Year, while Newman's Nursery at Tea Tree Gully was judged

Australia's Small Garden Retailer of the Year.

Jong's Nursery, run by father and son team Peter and Nico Jong has only been operating in Australia for six years after moving from the Netherlands where they propagated greenhouse plants in its fiercely competitive, world-leading horticulture industry.

They started their new business specialising in potted colour, orchids and potted bulbs near Willunga in 2009, following a visit to see relatives.

Newman's Nursery had its beginnings in the 1850s. It prides itself on its magnificent display gardens.

Nursery and Garden Industry Australia chief executive Robert Prince said the judges were extremely impressed by both companies.

Mr Prince said the deep commitment of both companies to the environment was a positive step towards its campaign to help improve green life in urban areas by 20 per cent before 2020.

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SA's nursery sector wins major national awards

- by: NIGEL AUSTIN
- From: The Advertiser
- March 25, 2015 12:00AM

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Jong's Nursery at Yundi - Best Small Production Nursery (SA) Pictured are son and father Peter and Nico Jong.
Source: Supplied

The high quality of South Australia's nursery sector was recognised when two companies were successful at the Nursery & Garden Industry Australia's 2015 awards ceremony last night (Tuesday).

The state's largest grower of colourful moth orchids, Jong's Nursery, from Willunga, was named Australia's Small Production Nursery of the Year, while Newman's Nursery from Tea Tree Gully was judged Australia's Small Garden Retailer of the Year.

The 21st Nursery and Garden Industry Australia awards recognise and honour excellence in business, products and services and acknowledge industry leaders.

Jong's Nursery run by father and son team Peter and Nico Jong has only been operating in Australia for six years after moving from the Netherlands where they propagated greenhouse plants in its fiercely competitive, world-leading horticulture industry for many years.

They started their new business specialising in potted colour, orchids and potted bulbs near Willunga in 2009, following a visit to see relatives in Australia.

This is the Jong's first national award after winning the 2011, 2012 and 2014 South Australian best small production nursery award.

Newman's Nursery, Australia's Small Gardening Retailer of the Year, had its beginnings in the 1850s.

It prides itself on its magnificent display gardens boasting a unique range of old and new varieties planted across the decades.

Newman's dedication to the industry outside the nursery includes authoring, judging, volunteering, media commitments, industry representation and other activities.

Nursery and Garden Industry Australia chief executive Robert Prince said the judges were extremely impressed by both companies.

Mr Prince said the deep commitment of both companies to the environment was a positive step towards its campaign — supported by more than 200 partners encouraging councils, developers and landscapers — to help improve green life in urban areas by 20 per cent before 2020.

Appendix J

AWARDS ENTRY CRITERIA

Large Production Nursery Award



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Criteria for this category are a five page submission, eight high quality photos and eight items/pages of support material.

1. Please provide a broad overview of your business. (Please write ½ a page)

This could include its history, the number of staff you employ and their qualifications, the demographics of your target markets, the socio-economics of the region, and your core products and features.

2. What technology have you adopted to assist your business? (Please write ½ a page)

***This could include:** Equipment such as: specialist software, electronic scanning devices, security and labour saving/resource management devices, potting machines, seeding devices, irrigation systems, controllers, bar-coding and e-commerce. Explain how your customers, and your bottom line, have benefited from these initiatives.*

3. What systems and procedures do you have in place to ensure your plant material remains healthy?

(Please write 1 page)

***This could include:** Climate control, disease and pest inspection and management, nutrition controls, effective weed management, records and adjustment and quarantine measures, measures for managing and handling growing media, managing materials which could carry plant pathogens, chemical storage areas and procedures, disease control, quarantine procedures, and testing procedures for physical or chemical properties (eg. pH levels).*

4. Describe the major initiatives your business has taken to contribute to environmental sustainability and reduce your impact on the environment, and explain the benefits of your actions. (Please write 1 page)

***This could include:** Major initiatives in all areas of your business, including: office functions, staff training, transport, and core business functions as well as water management and storage, irrigation systems and runoff, product choice, reduced use of pesticides, site design, use of vegetation buffers, waste minimisation strategies or purchasing policies.*

5. Please outline your business management plan and how you ensure that your business strategy is relevant to your customers needs? (Please write 1 page)

E.g. customer visiting program, customer surveys, product evaluation, new product strategy, competitor analysis, communications plan, promotional strategy.

6. What training does your business offer and how do you ensure that all your staff are up to date with industry changes? (Please write ½ a page)

***This could include:** On and off-the-job training and professional development for management, full-time and casual staff. It could include staff undertaking formal qualifications with support from the business, or traineeships. Also staff recognition and motivation procedures. subscriptions to magazines and industry journals, attendance at workshops/conferences, staff access to accreditation documents, encouragement to become CNP, and the NGIA website.*

7. What procedures and systems does your production nursery have in place to ensure that it is a safe place for your staff and customers? (Please write ½ a page)

***For example:** do you have OHS and first aid, safe storage of materials, non-slip surfaces, contingency/risk management plans, emergency evacuation plan/signage etc.*

Are you accredited or certified with any of the Industries business development programs?

NIASA accreditation EcoHort accreditation Biosecure HACCP Accreditation AGCAS Accreditation CNP Professionals? How many staff _____

MANDATORY SUPPORT MATERIAL, INFORMATION & ENTRY GUIDELINES

2015 Industry Business of the Year

The Industry Business of the Year is the pinnacle recognition of the Nursery & Garden Awards. The finalists are the Winners of the five categories outlined below. As the winners of those categories, the businesses have been judged as the best in their field. The winner of this Award is determined by their score for criteria 1-3 only. These criteria are the same for all five category winners and so the assessment is made on an equal platform.

Production Nursery of the Year presented by

Turnover \$0-\$1.5 Million

Turnover \$1.5 Million +



There are two Production Nursery of the Year categories that are determined by turnover. These categories are open to all production and propagation nursery operations operating in the Australian nursery and garden industry. Entrants should ensure they have nominated their business for the most appropriate turnover category. National finalists will then need to make a short presentation to a panel of judges responding to set questions. The organisation with highest combined weighted total of submission 50% and presentation 50% will be the announced at the National Winner. The winners of these two categories will be considered for the Industry Business of the Year.

Retailer of the Year

Turnover \$0-\$1.5 Million

Turnover \$1.5 Million +

There are two Retailer of the Year categories that are determined by turnover. These categories are open to all greenlife retailers operating in the Australian nursery and garden industry. Entrants should ensure they have nominated their business for the most appropriate turnover category. National finalists will then need to make a short presentation to a panel of judges responding to set questions. The organisation with highest combined weighted total of submission 50% and presentation 50% will be the announced at the National Winner. The winners of these two categories will be considered for the Industry Business of the Year.

Supplier of the Year

Open to growing media manufacturers, greenlife markets, and all suppliers in the Australian nursery and garden industry, this award recognises the importance of outstanding suppliers in the sustained performance of greenlife. National finalists will then need to make a short presentation to a panel of judges responding to set questions. The organisation with highest combined weighted total of submission 50% and presentation 50% will be the announced at the National Winner. The winner of this category will be considered for Industry Business of the Year.

SUPPORT RESOURCES

The Nursery & Garden Awards program has support resources available.

For assistance with submissions and requirements for mandatory supporting material, please visit www.ngia.com.au. Alternatively email awards@ngia.com.au or contact the office on (02) 8861 5100.

MANDATORY SUPPORT MATERIAL, INFORMATION & ENTRY GUIDELINES

Each of the criteria requires different information and supporting material. Some supporting material is mandatory for the category judging. Mandatory requirements are indicated in **orange**. The questions are also weighted differently. Here is an outline of the mandatory support material, information and entry guidelines for the categories.

<p>1. Leadership & Economic Performance (500 words)</p> <p>Provide a history of business, association and community involvement to show proof of leadership role of the company. Where available, include evidence with documents, certificates and other recognitions for volunteer work undertaken by the company or company personnel.</p> <p>Supporting documentation is at the discretion of the entrant but should include common performance indicators such as debt/equity ratios, past three years sales growth, projected sales growth, reinvestment in the business, etc. It is permitted to present generic information such as ratios and percentages.</p>	24
<p>2. Market Orientation & Organisational Image (500 words)</p> <p>Optional supporting documentation may include catalogues; brochures, customer references, copies of advertisements, links to the company website and social media, video or photos of trade show participation, customer visits, etc.</p>	20
<p>3. Human Resources (500 words)</p> <p>It is mandatory to provide a short video of the working environment for staff, which demonstrates the culture, discussed in your submission. Other optional supporting documentation could include a copy of employee manual, policy and procedures manual, workplace health and safety training manual, etc. details of support of work experience, apprenticeship/traineeship programs, etc.</p>	14
<p>4. Innovation (500 words)</p> <p>Optional supporting documentation can include photographs, computer-generated inventory lists indicating new and innovative product lines. Photographs or videos of overall inventories, innovative varieties, production/supplier/retailing practices at work, new technologies at work, etc. can be included. Where available, do include examples of customer profiling and internal benchmarking reports.</p>	18
<p>5. Environmental Standards (500 words)</p> <p>It is mandatory to provide a video demonstrating the environmental management practices referred to in your submission. Optional supporting documentation can include awards, certifications, photographs, company environment policy and procedures.</p>	14
<p>6. Risk Management (500 words) Complete EITHER Section A or Section B.</p> <p>Companies which completed Section A who have achieved industry recognition are not required to complete this section. It is however mandatory that a copy of the current Audit Certificate is attached in support of this section.</p> <p>Companies which completed Section B must provide a mandatory video demonstrating the risk management practices referred to in the submission.</p> <p>Optional supporting documentation could include interim status reports for best practice accreditation, risk assessment checklists/analysis, management/action plans, water management records, chemical use records, crop monitoring records etc. You are encouraged to submit photographs or video clips to demonstrate best management practices of the business.</p>	10
	/100

1. Leadership & Economic Performance (500 words)

- Provide information about the vision, business plan, strategies and future investment plans of the company.
- This should be supported with information about the financial status of the company, performance in relation to plans and general information about liquidity.
- Detail how the company plays a leading role generally within its sector (production nursery, supplier or retailer).
- In the submission, describe how the company takes a leadership role in community and/or within the industry, including involvement in your association, relevant volunteer commitments to community groups and/or other related local projects.

2. Market Orientation & Organisational Image (500 words)

- Discuss the company's position in the marketplace and how its image and reputation are maintained.
- Discuss the marketing plan including promotional activities and integrated campaigns undertaken over the past 12 months across all promotional channels, including catalogues, websites, advertisements, brochures, trade show participation, etc.
- Reference the approach taken on sales and marketing in highly competitive markets. (ie local, out-of-area and international (if relevant) marketing strategies).
- What steps are taken by the company to develop lasting and ongoing relationships with the customer base? Please provide some examples.
- Indicate if there is any involvement with collective promotional programs organised by the industry or special interest groups and what benefit has been gained from this.
- How is value-added realised? Examples include value adding through product packaging, customer education, exceptional service, post-sales support, concept marketing strategies, etc?
- Outline the business philosophy towards research and development and how it influences marketing efforts (eg crop production/selection or customer profiling vs. demand)?

3. Human Resources (500 words)

**This section has mandatory requirements. Please review the guidelines.*

- Outline points of differentiation against competitors and why your company would be a first choice employer.
- Describe the culture of the organisation and how it is maintained to build a positive employee atmosphere.
- Describe initiatives related to the recruitment and management of personnel, such as meeting current work health and safety legislation and regulations, site and visitor safety programs, employee training, professional development and progression, social activities, incentives, staff meetings, strategic planning.
- Provide details on career opportunities and policies supporting advancement.
- Does the company responsibly support employee, business and industry succession? Some examples include apprenticeships, traineeships, mentor programs, etc.

4. Innovation (500 words)

Innovation in Production Nursery Businesses

- How innovative is the company in its crop selection and inventory planning (eg disease resistant varieties, new varieties and concepts, trialling new plant lines and/or out-of-season supplies)?
- How innovative is the company in the area of technology and production techniques (i.e. energy use, resource management, cultivation methods, improved productivity, mechanization and automation, supply chain)?
- Explain how innovation has improved efficiency; explain what benefits have resulted and which departments of the business have benefited. For example, sales and marketing, customer service, production, packaging, despatch, freight, accounting, administration, etc.

Innovation in Allied Supplier Businesses

- How does the company identify and develop innovative product or practices to support the nursery industry?
- What innovation has been implemented in resource management, the area of technology (i.e. Research and Development strategy, energy use, trial methods, mechanization and automation, supply chain, etc.)?
- Explain how innovation has improved efficiency; explain what benefits have resulted and which departments of the business have benefited. For example, sales and marketing, customer service, production, packaging, despatch, freight, accounting, administration, etc.

Innovation in Garden Centres & Retail Nursery Businesses

- How innovative is the company in its business practices, market positioning, product ranges, plant selection, marketing, customer service, etc.?
- What innovation has the company implemented in the area of technology (i.e. customer profiling, pop up stores, online presence, virtual retail, energy use, POS systems, mechanization and automation, supply chain, etc.)?
- Explain how innovation has improved sales or efficiency; explain what benefits have resulted and which departments of the business have benefited. For example, purchasing, sales and marketing, social marketing, customer service, merchandising, deliveries, freight, accounting, administration, etc.

5. Environmental Standards (500 words)

*This section has mandatory requirements. Please review the guidelines.

Environmental Standards in Production Nursery Businesses

- Outline any environmental plans and policies of the company.
- Describe the major environmental initiatives the business has taken to reduce impact on the environment. Reflect upon all aspects of your business including production and administrative sites.
- Consider site design, vegetation buffers, reduce/reuse/recycle philosophies, product offering such as drought tolerant and disease resistant varieties, responsible labelling, non-invasive varieties, etc.
- Outline any water management practices including minimisation of water usage, storage and run off.
- Include details on fertiliser and pesticide usage practices and how their impact on the environment has been minimised.
- Describe steps, which are in place to minimise and manage biosecurity threats (identification, control, monitoring, recording of pests and disease incursions).
- Has your company achieved certification or other designations as proof of environmental compliance?
- What other initiatives is your company involved with?

Environmental Standards in Allied Supplier Businesses

- Outline any environmental plans and policies of the company.
- Describe the major environmental initiatives your business has taken to reduce your impact on the environment in your field. Reflect upon all aspects of your business including production and administrative sites.
- Greenlife trade and wholesale markets should consider eg site design, vegetation buffers, water minimisation, reduce/reuse/recycle philosophies, water management practices, fertiliser and pesticide practices, crop maintenance, quarantine practices, transportation.
- Product suppliers should consider the whole product lifecycle including production/processing practices including active product ingredients, sourcing/ trialling/testing methods, construction methods, responsible labelling, reduce/reuse/recycle philosophies,
- Has your company achieved certification or other designations as proof of environmental compliance?
- What other initiatives is your company involved with?

Environmental Standards in Garden Centres & Retail Nursery Businesses

- Outline any environmental plans and policies of the company.
- Describe the major environmental initiatives your business has taken to reduce your impact on the environment. Reflect upon all aspects of your business including retailing and administrative sites.
- Consider site design, vegetation buffers, water use minimisation, reduce/reuse/recycle philosophies, plant and product offering, responsible labelling, customer education and advice. Include details on your nutrition, fertiliser and pesticide practices and limiting their impact on the environment.
- Describe steps which are in place to minimise and manage biosecurity threats (identification, control, monitoring, recording of pests and disease incursions).
- Has your company achieved certification or other designations as proof of environmental compliance? What other initiatives is your company involved with?

6. Risk Management (500 words)

*This section has mandatory requirements. Please review the guidelines.

Risk Management in Production Nursery Business

Please respond to either A or B below.

A. Is the business accredited or certified under the Nursery Production Farm Management System?
Please indicate which level/s have been achieved: NIASA/ EcoHort/BioSecure HACCP

B. *Alternatively:*

- Demonstrate the efforts being made by the company to achieve high and sustainable environmentally friendly best management practices in the production of nursery stock.
- Consider how the company manages risks with regard to site, business operations and employee, and customer safety. How are risks identified and managed.
- Consider how the company manages risks with regard to crop management practices including nutrition, fertilising, temperature control, etc.
- Highlight crop hygiene practices including disease, pest and weed prevention, protection and control measures including sourcing of growing media.
- Discuss water management including irrigation, waste water management and reuse treatment.

Risk Management in Allied and Supplier Businesses

Please respond to either A or B below

A. Is your business accredited or certified under the Nursery Production Farm Management System?
Please indicate which level/s have been achieved: NIASA/ EcoHort/BioSecure HACCP

B. *Alternatively:*

- Show the efforts being made by the company to achieve high and sustainable best management practices in the maintenance and supply of growing media or other products.
- Consider how the company manages risks with regard to site, business operations and employee and customer safety. How are risks identified and managed.
- Consider how the company manages risks with regard to the products that it supplies, including the raw materials, which are used in production.
- If relevant, address steps taken in disease, pest and weed prevention, biosecurity and quarantine measures, water management including irrigation, waste water management and reuse.

Risk Management in Garden Centres & Retail Nursery Businesses

Please respond to either A or B below

A. Is your business accredited under the Australian Garden Centre Accreditation Scheme (AGCAS)?

B. *Alternatively*

- Show the efforts being made by your company to achieve high and sustainable best management practices in the retailing of nursery stock, growing media and allied products.
- Consider how your company manages risks with regard to the retailing site, business operations and employee and customer safety. How are risks identified and managed? This includes,
- Highlight risk management with managing crop/media hygiene, labelling integrity in relation to poisonous plants, biosecurity and risk management to the community including pesticide selection and use, disease, pest and weed prevention as well as onsite protection and quarantine measures.

Appendix K

Results of 2015 Awards Survey

This survey was emailed to all registered organisations and posted on Facebook with boosting. Emailed survey – 59% opened it, 39% clicked on the survey link. Facebook survey – across two posts (boosted) 12,180 saw the post, 23 liked the post, 5 organisations shared the post, 60 clicked on the survey link. *Only 10 businesses responded.*

- The respondent breakdown is: 70% identified as production nurseries; 10% identified as retail garden centres; 20% identified as allied service providers.
-
- Exactly half of the respondents entered in 2015. 20% of those respondents were new to entering the awards.
 - Those who entered felt future programs should be timed as follows:
 - May, June, July (Not spring)
 - Anytime
 - I think the quietest time for us is June-August so best to have the entry period in there. September is too busy. Whether entries are open for 4 weeks or 8 weeks we'll still all do it at the last minute:)
 - July
 - August- September
 - Those who entered felt call for entries should be open for:
 - 40% 8 weeks
 - 40% for 5 weeks
 - 20% for 6 weeks
 - Did you feel the criteria required you to consider parts of your business not previously considered or not considered for some time?
 - 80% Yes
 - 20% No
 - Prior to submitting your entry this year, had your business ever engaged in video making and uploading online?
 - 80% No
 - 20% Yes
 - Did you make use of the resources at www.ngia.com.au developed to assist you to create a video and upload it?
 - 80% No
 - 20% Yes
 - Of those who did enter in 2015
 - 80% think the awards should continue
 - 80% believe they would enter a future awards program
 - Other comments from 2015 entrants
 - “It makes me review my operations and considers future improvements we can make to our business. I can also see from my past entries what we have achieved since we last entered”
 - “Always makes you re-think your current practices to look for holes in the processes.”

- “Biggest benefit is from the written questions. One person was responsible for the submission but the entire team had a chance to review and contribute to the submission draft. It is the discussion that surrounded the team feedback that was most valuable. Even though for our NIASA accreditation we get regular onsite visits from our IDO I think an onsite visit from a judge could have provided better feedback than the video judging panel was capable of. One person visiting the different nurseries can get a much better idea of the business.”
 - “Through the process of filling out the entry application it certainly made us evaluate and look at what we do and how we do things as a business as well as some of our processes and procedures and how we can improve on what we do.”
-

- Exactly half of the respondents had not entered in 2015.
- 80% of those respondents who had not entered in 2015 had also never entered the awards.
- The reasons for not entering in 2015 were:
 - ‘We did not know about the awards’ (1)
 - ‘We don’t see value from the benefits of the Awards program’ (3)
 - ‘It costs too much to enter’(1)
 - ‘The categories are not relevant to us’ (1)
- Other reasons stated were:
 - ‘Award for getting the paperwork right’ (1)
 - ‘What have they delivered to industry that can show good use of levy funds. They should continue without levy funds in a less glorified way.’ (1)
- Of those who did not enter in 2015:
 - 60% believe the awards should continue (3)
 - 40% believe the awards should *not* continue (2)
 - 20% will enter a future awards program (1)
 - 60% will not enter a future awards program (3)
 - 10% did not answer whether they would enter a future a awards program (1)
- Other comments from those that did not enter:
 - ‘Simple peer nomination and NGIA review panel is all that is required. Less paperwork and bureaucracy. We have enough to deal with as it is.’