

# **Horticulture Innovation Australia**

## **Final Report**

### **Nursery Industry National Conference and Regional Technical Conferences**

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Nursery & Garden Industry Australia

Project Number: NY13702

## **NY13702**

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## Summary

NY13702 Nursery Industry National Conference and Regional Technical Conferences is a three year project spanning 2014 to 2016. The project seeks to provide the opportunity for improved communication on industry initiatives and knowledge transfer on industry best practice, innovation, technology and industry strategic planning with nursery and garden industry stakeholders.

The Nursery Industry Strategic Investment Plan (2012-2016) clearly prioritises improved internal and external communication resulting in better decisions that are informed by industry knowledge and consistent messages. Further, this project has supported other priorities with the plan by providing a platform for enhanced extension and training effort resulting in adoption of Best Management Practice; and strengthened government relationships resulting in strong support for industry initiatives

This project follows on from NY08024 which was a three year project which supported the national conferences of 2009 (Canberra), 2010 (Darwin) and 2012 (Gold Coast). It also follows on from Regional and Technical Conference projects of NY10008 and NY12702 for the years of 2011 and 2013. NY13702 Nursery Industry National Conference and Regional Technical Conferences is a consolidated projects for national and regional conferencing activities.

The intended outcomes of the project were:

- Enhanced industry benefits through the coordinated management and integration of industry programs.
- Sustainable industry development through skills development and engagement with industry best practice.
- Informed decision making through targeted communication of business and technical data.
- Enhanced industry professionalism through accreditation and recognition.

All intended outcomes of the project were achieved through the delivery of three primary conferencing events being:

- The Nursery & Garden Industry National Conference held March 10-12, 2014 at Dockside Darling Harbour, Sydney in New South Wales.
- QLD, NSW and WA each held Regional Technical/Business focused conferences throughout Australia during the period June to November, 2015.
- The Nursery & Garden Industry National Conference held February 15-17, 2016 at the Hilton Adelaide, South Australia.

Of particular note is attendance by the Minister for the Environment, Greg Hunt at the 2014 Conference to address delegates on the need for Urban Greening. Further, in 2016 Senator Anne Ruston attended in Adelaide to discuss the legislative changes that had brought about the transition of Horticulture Australia (HAL) to Horticulture Innovation Australia (HIA). Attendance by federal government representatives has



demonstrated the significance of the industry to the broader community but also the importance of conferencing and networking functions as a communication channel to industry.

When considering future conference activities for the nursery and garden industry the following recommendations are made:

- Ensure future national conferences are relevant to the whole of the industry through surveying industry priorities for a national conference from structure through to content.
- Ensure future national conferences are relevant to potential sponsors and exhibitors through telephone surveying of past and potential sponsors and exhibitors.
- Investigate the opportunities for incorporating digital access through live streaming and webinar conference sessions.
- To continue to promote and support the priorities of HIA and to ensure future conference programs remain an extension vehicle for levy funded initiatives.

Overall the project has been successful in achieving the intended outcomes.

## Keywords

2014 Nursery & Garden Industry National Conference; Sydney; 2016 Nursery & Garden Industry National Conference; Adelaide; communication; knowledge transfer; networking; 2015 Regional and Technical Conferences; NSW; WA; QLD; Senator Anne Ruston, The Honorable Greg Hunt, Minister for the Environment; Assistant Minister for Agriculture and Water Resources.

## Introduction

NY13702 Nursery Industry National Conference and Regional Technical Conferences is a three year project spanning 2014 to 2016.

The Nursery Industry Strategic Investment Plan (2012-2016) clearly prioritises improved internal and external communication resulting in better decisions informed by industry knowledge and consistent messages. Further, this project has supported other priorities with the plan by providing a platform for enhanced extension and training effort resulting in enhanced adoption of Best Management Practice; and strengthened government relationships resulting in strong support for industry initiatives

Specifically, the project seeks to provide the opportunity for improved communication on industry initiatives and knowledge transfer on industry best practice, innovation, technology and industry strategic planning with nursery and garden industry stakeholders.

This project follows on from NY08024 which was a three year project originally intended to support annual national conferences in 2009, 2010 and 2011. The project delivered conferences for 2009 (Canberra) and 2010 (Darwin) and in 2011 a variation was sought to extend the project to 2012 so that the nursery industry national conference could transition to a biannual event.

Additionally, past projects NY10008 and NY12702 supported the delivery of regional and technical conferences for the years of 2011 and 2013. Regional Conferences are seen as a key component of keeping industry stakeholders informed of developments in the industry as well as reporting on outcomes from recent research projects.

NY13702 Nursery Industry National Conference and Regional Technical Conferences consolidated national and regional conferencing activities in one project.

The Nursery Industry National Conference is scheduled every 2 years with the alternating years allocated for State based events this project has seen the delivery of three primary conferencing events being:

- The Nursery & Garden Industry National Conference held March 10-12, 2014 at Dockside Darling Harbour, Sydney in New South Wales.
- QLD, NSW and WA each held Regional Technical/Business focused conferences throughout Australia during the period June to November, 2015.
- The Nursery & Garden Industry National Conference held February 15-17, 2016 at the Hilton Adelaide, South Australia.

During the transition of Horticulture Australia (HAL) to Horticulture Innovation Australia (HIA) general uncertainty surrounding the continuation of projects resulted in a cautious approach on the deliverables by the parties involved. Upon confirmation in June 2015 that HAL contracted projects would be honoured by HIA a variation was sought to amend milestone criteria reporting and funding dates. The variation was executed on 24 June 2015 and work on this project was quickly reignited.

## Methodology

The project NY13702 combined three distinct activities being the 2014 National Conference, 2015 Regional and Technical Conferences and the 2016 National Conference. Each activity utilised different methodology which is discussed below.

### 2014 National Conference

Immediately following the 2012 National Conference on the Gold Coast in Queensland the NGIA National Board announced that the next conference would be held in Sydney, New South Wales. A number of activities followed this announcement.

#### Conference Committee appointed

The first meeting for the 2014 National Conference was held in August 2014. The second meeting appointed the National Conference Committee. The role of the conference committee was to provide strategic and informed input and support to NGIA and the appointed professional conference organiser into the conference organisation.

#### Appointment of Professional Conference Organiser (PCO)

In 2012 ICMS were appointed as the PCO for the management of the 2014 Conference. It was ICMS's role to maintain progress of conference organisation and to attend to a number of procurement and management activities from engagement to delivery. Under the agreement ICMS was required to

support the organising committee and NGIA with the following:

- Venue identification
- Theming and conference program scheduling
- Program development and speaker identification
- Sponsorship and exhibitor procurement
- Registration and accommodation management
- Conference design, marketing and promotion

### **2015 Regional & Technical Conferences**

Nursery & Garden Industry State & Territory organisations were provided the opportunity to access funding via this project to support their improved communication with industry stakeholders regionally, enabling them to access and take advantage of business opportunities.

NGIA was the primary contact point for the State and Territory organisations which organised the regional and technical conferences.

All coordination of the regional and technical conferences was conducted by the State and Territory organisations. NGIA's role was to inform on project objectives, manage distribution of funds and ensure adequate project reporting.

The methodology for the coordination of the regional and technical events differed between each organisation and was approved by HIA under milestones 105 and 106 submitted respectively on 1 August and 15 December 2015.

### **2016 National Conference**

In June 2015 the NGIA National Board determined the location of the 2016 National Conference as Adelaide, South Australia. At this time the Board appointed Geoffrey Fuller, NGIA Director for South Australia as the Chair of the Conference Committee and requested NGIA attend to the appointment of the Committee.

#### Conference Committee appointed

Wanting to ensure the conference organisation committee had a truly national perspective in its planning; NGIA CEO Peter Vaughan contacted each State and Territory Association seeking their support and participation on the Committee. The volunteers from this process together with specific nominations resulted in the formation of the National Conference Organising Committee.

Again, the role of the conference committee was to provide strategic and informed input and support to NGIA into the conference organisation.

#### In house conference management

At the first meeting of the 2016 organising committee the decision was made to bring the conference management in-house. This resulted in NGIA managing the conference in its entirety. The activities conducted as part of this were done in consultation with the conference committee chairperson and organising committee and included:

- Coordination of committee meetings including agendas and minutes
- Budget management
- Venue identification and management
- Theming and conference program schedule
- Sponsor and exhibitor procurement and management
- Program development, speaker identification & liaison
- Registration and accommodation management
- Marketing and promotion
- Onsite conference delivery

## Outputs

### 2014 National Conference

#### Conference Committee appointed

The first meeting for the 2014 National Conference was held in August 2014. The second meeting appointed the National Conference Committee which included among other's the following:

- Cheryl Hajje – ***National Conference Chair***, Manager, Kenthurst Nursery
- Robert Prince, Chief Executive Officer, Nursery & Garden Industry Australia
- David Foster, Chief Executive Officer, Nursery & Garden Industry NSW & ACT
- Mike Mehigan, NGIA Director, Elegant Outdoors
- Chris O'Connor, Policy and Technical Officer, Nursery & Garden Industry Australia;

A copy of the minutes from this meeting is attached at **Appendix A**. During the meeting the dates for the conference were proposed for early March 2014 and were set at 10-13 March 2014.

During the course of the conference coordination, a number of original committee members resigned their positions and Kobie Keenan, Program Manager; NGIA joined the Committee. The Conference committee met monthly leading up to 2014 then weekly with every 2 weeks a face to face meeting.

#### Appointment of Professional Conference Organiser (PCO)

In 2012 ICMS were appointed as the PCO for the management of the 2014 Conference.

ICMS, with strategic and informed input and support from NGIA and the Conference Organising Committee were responsible for the following activities:

- coordination of committee meetings including agendas and minutes
- budget management
- venue identification

- sponsor and exhibitor procurement and management
- speaker management
- registration and accommodation management
- Marketing and promotion (partial)
- Onsite conference delivery

ICMS kept everyone updated with the progress the conference organisation and kept the committee informed and provided regular updates. Additionally, they were in frequent contact with NGIA seeking input and guidance on industry specific needs.

Schedule A of the agreement between NGIA and ICMS outlines the work to be performed by ICMS. A copy of Schedule A is attached at **Appendix B**.

#### Venue identification

After reviewing a number of venues, Dockside at Darling Harbour was selected as the primary conference venue. This venue was chosen for its centrality to a range of accommodation options, vibrant atmosphere and ability to cater for the conference attendees and conference program.

The welcome function was held at L'Aqua, a minute walk from Dockside. The main casual function was held at Simmer on the Bay, at Dawes Point as 20 minute walk or 5 minute cab drive from Dockside. The Dockside venue was transformed for the Awards Gala Dinner event.

#### Theming and conference program schedule

With the 2020 Vision project in its infancy the Committee decided the focus of the conference should be on urban greening, relevant supporting research and what steps the nursery and garden industry stakeholders could take to benefit from this emerging trend. With that in mind the theme *Blue Sky Thinking, Real Green Living* was adopted. A copy of the logo is attached at **Appendix C**.

After deliberation the conference committee determined the schedule and program content was finalised. The Committee decided on the following format:

Monday 10 March 2014	6.00 pm	Welcome Reception and Registration
Tuesday 11 March 2014	8.30-5.00 pm	Conference Sessions and Casual Dinner
Wednesday 12 March 2014	7.15 -5.30pm	Conference Tour Day and NextGen Catch up
Thursday 13 March 2014	8.40 – 4.20 pm	Conference Sessions and Awards Gala Dinner

The session days of 11 and 13 March were made up of a mix of two concurrent streams and plenary sessions.

#### Program development and speaker identification

During 2013, the Committee worked on the topics for extension within the conference program and finalised the plenary and concurrent session, tours destinations and social functions.

ICMS utilised a speaker's bureau to contract paid speakers and ICMS remained their primary contact point during organisation. The key speaker list was developed and email invitations were sent during late 2013 to industry contacts. Once all speakers were confirmed, ICMS became their primary contact point for speaker attendance including for travel, accommodation, presentation templates and liaison etc. NGIA was responsible for formulating the speaker's session briefs. These were circulated by ICMS.

The Industry Tours were programmed to expose delegates to a range of key issues including the research areas and green infrastructure around Sydney. A walking tour around the Sydney CBD was formulated to expose delegates to the emerging trend of green infrastructure. Two production tours were also arranged with one focusing solely on production and the second combined production with a research facility managed by the University of Western Sydney.

A copy of the complete program is attached at **Appendix D**.

#### Sponsorship & exhibitor procurement and management

Sponsorship and exhibition is an essential component for the national conference. It provides opportunity for key industry stakeholders to expose their products and services to many of the nursery industry's early adopters. It is also critical to conference budget revenue. In 2014, procurement and management of both sponsors and exhibitors was managed by ICMS. Members of the Conference Committee and NGIA provided lists of past sponsors and exhibitors and this was the starting point for procurement for ICMS. At all times ICMS and NGIA worked together to formulate packages, manage existing relationships, and ensure the conference budgets were met in relation to targets.

A copy of the sponsor and exhibition procurement document is available at **Appendix E**.

#### Conference design and marketing & promotion

Promotion of the conference was conducted jointly by both ICMS and NGIA.

Design of conference materials including sponsor & exhibitor procurement documents, programs, logos, and some advertising was prepared by ICMS.

ICMS were responsible for content and distribution for the monthly 'Ezine' which was circulated to key industry stakeholders and the dedicated website (now removed) [ngia2014.com.au](http://ngia2014.com.au).

NGIA managed advertising and promotion through existing relationships with trade magazines and State Associations including state magazines and trade days. NGIA also managed promotion of the conference through their website at [ngia.com.au](http://ngia.com.au) and through social channels including LinkedIn and Facebook.

The combined approach ensured we captured both existing stakeholders and provided opportunity for exposure of the conference to new participants.

Examples of promotion for the 2014 Conference are attached at **Appendix F**.

#### 2014 National Conference Output Summary

Total Number of Delegates:	239
Total Number of Sponsors:	9
Total Number of Exhibitors:	17
Total Number of Speakers:	23
Dignitaries attended:	1 The Hon Greg Hunt MP Minister for the Environment
Tours:	3
Feedback from delegates:	Positive. Attached at <b>Appendix G</b> is a summary of the conference feedback received

## 2015 Regional & Technical Conferences

With one third of the project funds for NY13702 being allocated to Regional & Technical Conferences NGIA was required to make an informed assessment of how to allocate funds for the regions.

After consideration the following table was used as a guide. Tasmania and Northern Territory were not included in the allocations as they were not in a position to organise activities during the 2015 year. These breakdowns were communicated to the State and Territory organisations in March 2015.

State	Funding allocation
Queensland	\$25K matched VC
New South Wales & ACT	\$25k matched VC
Victoria	\$25k matched VC
South Australia	\$12.5k VC matched
Western Australia	\$12.5k VC matched

NGIA liaised with the organisations that held conferences to ensure that the events met the conference guidelines for HIA and addressed the objectives of the project.

The outputs of the regional technical conference differed and each was approved by HIA under milestones 105 and 106 submitted respectively on 1 August and 15 December 2015. Copies of these milestone reports are attached at **Appendices H & I**.

In summary:

- NGIQ Nursery Production Crop Nutrition Seminar 29 October 2015, SE QLD
  - targeted promotional activities to growers and crop nutrition specialists.
  - crop nutrition knowledge transfer to delegates
  - Crop Nutrition Workbook for delegates
  - discussion and evaluation of seminar
- NGINA Roadshow 9 (Arcadia) & 28 (Canberra) July 2015
  - 13 speakers participated
  - All presentations available online at the NGINA website for review by delegates and industry. [www.ngina.com.au](http://www.ngina.com.au)
  - Magazine articles in Nursery & Garden News and Hort Journal highlighting the key messages from the presentations.
  - Survey of delegates to gauge satisfaction with content.
  - High satisfaction rate among delegates and improved participation with increase in first time conference attendance.
  - Successful delivery of regional roadshow.
- NGIWA State Conference & Networking Session 31 July 2015, Ascot, WA

- Conference framework established for joint conference with Landscape Industries Association Western Australia supporting collaboration between industries,
- highlighting joint challenges and sharing resources, activities and venues.
- Media recognition for the conference including highlights of the outcomes. WA State conference was a conduit to the coordination of the WA Urban Forest Masterclass for 2020 Vision.
- 24 speakers and panellists participated.
- Successful delivery of WA State Conference incorporating a networking session and field trip.
- Discussion and evaluation of conference

Tasmania, Victoria, South Australia and Northern Territory did not access the funding.

## 2016 National Conference

### Conference Committee appointed

The first meeting of the Conference Committee was held on 8 July 2015. A copy of the minutes is attached at **Appendix J**. During the meeting the dates for the conference were proposed for February 2016 and were set at 15-17 February 2015. The committee consisted of:

- Geoffrey Fuller, *National Conference Chair* and NGIA Director for SA
- Grant Dalwood, Executive Officer, Nursery & Garden Industry SA
- David Foster, Executive Officer, Nursery & Garden Industry NSW & ACT
- Esther Ngang, Executive Officer, Nursery & Garden Industry WA (resigned Dec 2015)
- Estelle Cornell, NGINT Past President and Owner, Allora Garden Nursery
- Chantal Tenace, 2015 NGIA Young Leader and Owner Garden Soiree.
- Peter Vaughan, Executive Officer, Nursery & Garden Industry Australia
- Kobie Keenan, Program Manager, Nursery & Garden Industry Australia.

The Committee reviewed the feedback and budget from the 2014 Conference. It was also agreed during this meeting that a PCO would not be engaged for 2016 Conference and that NGIA would manage all aspects of the conference organisation and seek additional resources as required.

The Committee met monthly and additionally as required during the course of the conference organisation.

### In house conference management

The decision to bring conference management in-house resulted in NGIA managing, the following elements. At all times these activities were conducted with strategic and informed input and support from the Conference Organising Committee.

- coordination of committee meetings including agendas and minutes



- budget management
- venue identification
- theming and conference program schedule
- sponsor and exhibitor procurement and management
- Program development, speaker identification & management
- registration and accommodation management
- Marketing and promotion
- Onsite conference delivery

#### Venue identification

Having regard to the feedback from the 2014 Conference in Sydney the Conference Committee focused on venues which had accommodation and conference facilities together. Initial contact with venues was made by Grant Dalwood of NGISA. Site visits were conducted by Kobie Keenan and Geoffrey Fuller on 23 July 2015 of three prominent Adelaide hotels. Following the visits the decision was made to hold the conference at the newly renovated Adelaide Hilton.

This decision was based on CBD location, accommodation on site, conference room rates, proximity to Fringe Festival events (which was running concurrently to the national conference) and sufficient space for a profitable exhibition.

The Welcome Breakfast was held in the conference exhibition area. The Casual Function was a private function held at The Fringe Club as part of the Adelaide Fringe Festival. This was a great benefit of the event running concurrently to the festival. The Awards Gala Dinner was held in the Ballroom of the Adelaide Hilton.

#### Theming and conference program schedule

With the 2020 Vision project continuing and the need for a new strategic plan for 2016-2020 the Committee decided the focus of the conference should be on unity and the future of the industry and what the nursery and garden industry stakeholders need to account for in the years to 2020. With that in mind the theme *Share the Vision, The Road Ahead* was adopted. A copy of the logo is attached at **Appendix K**.

The schedule for the conference met with much discussion. This was due to the desire of the conference committee to balance a delegate's time away from business, value for money and a need to change formats and flexibility. The conference committee decided on the following format:

Monday 15 February 2016	8.00 am	OPTIONAL Conference Tours and Workshop Day
Tuesday 16 March 2014	8.30-5.00 pm	Welcome Breakfast, Conference Sessions and Casual Dinner
Wednesday 17 March 2014	7.15 -5.30pm	Conference Sessions and Awards Gala Dinner

The session days of 16 and 17 February included two concurrent streams and plenary sessions.

#### Sponsor and exhibitor procurement and management

Following the first conference meeting it was proposed that NGIA liaise with industry identity Neville Sloss of Green PR regarding the sponsorship and exhibition. Neville, a contractor with NGISA provided a proposal for procuring the sponsorship and exhibition. Budgetary targets for each were identified and a

contracting fee was agreed between NGIA and Neville. NGIA subsequently commenced development of the sponsorship and exhibitor packages.

Initially there was some concern over the short lead time for the conference to secure sponsorship and exhibitors and to provide them with valuable benefits. In this regard, the outcome exceeded conference committee expectations by reaching the identified targets..

Once the sponsors and exhibitors were secured, NGIA managed the delivery of benefits and communication with them.

Copies of the sponsor and exhibition procurement documents are available at **Appendices L & M.**

#### Program development, speaker identification & management

Formulating the program was attended to with controlled haste for a couple of reasons. Again the short lead time had an impact on availability of speakers, particularly international speakers. In addition to this, the Christmas and new-year break required the program to be finalised quickly so sufficient promotion could be undertaken.

The Committee worked on the topics for extension within the conference program and finalised the plenary and concurrent session, tours destinations and social functions.

The key speaker list was developed and email invitations were sent during September and October 2015 to industry contacts. NGIA utilised the services of Saxton Speakers Bureau to contract paid speakers for the conference. Once all speakers were confirmed, NGIA remained their primary contact point for conference attendance including travel, accommodation, presentation templates, fees and general liaison etc. NGIA was responsible for formulating and circulating the speaker's session briefs and speaker guidelines.

The optional Industry Tours featured a retail tour and a production tour both heading to the north of Adelaide. In both cases the tours featured award winning businesses and prominent South Australian businesses.

The optional workshops offered included 'Buying for independent retailers' and 'Grafting techniques'. 'Buying for independent retailers' was unfortunately cancelled due to low registrations. Grafting techniques was a popular choice.

A copy of the complete program featuring 29 speakers is attached at **Appendix N.**

#### Registration and accommodation management

An assessment was made of the current resources and commercial options available to NGIA to manage the registration, accommodation and associated finances that ensued.

NGIA settled on the online conference management service Conference Online to assist with the management of this process. This service provided us with a self-completing online registration service for delegates including management of their accommodation and ability to track all pre conference activities and social functions.

#### Conference design and marketing & promotion

Promotion of the conference was conducted by NGIA.

Design of conference materials including sponsor & exhibitor procurement documents, programs, logos, and some advertising was outsourced using NGIA design contacts.

During the promotion period, activities were conducted using the NGIA website, a conference specific EDM which was circulated to key industry stakeholders. NGIA managed advertising and promotion through existing relationship with trade magazines and State Association including state magazines. NGIA also managed promotion of the conference through their social channels including LinkedIn and Facebook.

Examples of promotion for the 2016 Conference are attached at **Appendix O**.

#### 2016 National Conference Output Summary

Total Number of Delegates:	209 (Tuesday) 214 (Wednesday)
Total Number of Sponsors:	12
Total Number of Exhibitors:	21
Total Number of Speakers:	29
Dignitaries attended:	2 - Senator The Hon Anne Ruston, Assistant Minister for Agriculture and Water Resources (Horticulture) and His Excellency the Honourable Hieu Van Le AO
Tours Attended:	2
Workshops Attended	1
Feedback from delegates:	Positive. Attached at <b>Appendix P</b> is a summary of the conference feedback received

## Outcomes

The intended outcomes of the project were:

- Enhanced industry benefits through the coordinated management and integration of industry programs.
- Sustainable industry development through skills development and engagement with industry best practice.
- Informed decision making through targeted communication of business and technical data.
- Enhanced industry professionalism through accreditation and recognition.

### **Enhanced industry benefits through the coordinated management and integration of industry programs**

The three distinct activities of 2014 and 2016 National Conference and the 2015 Regional & Technical conferences conducted under this project all provided an opportunity to industry stakeholders to benefit from access to industry programs. Session topics and speakers were specifically chosen to integrate the past, current and future activities for biosecurity, industry best practice programs, Nursery & Garden Awards, R & D updates and levy receipts from HIA, together with outcomes from levy funded projects. Throughout the project, dedicated conference sessions covered levy funded projects including NY15007 Capacity Building Workshop for 2020 Vision; NY15008 Extension of Barriers to adoption of 2020 Vision goals; NY15001 Evaluations of Nursery Tree Stock Balance; NY15004 National Nursery Industry Biosecurity Program; NY15002 Building resilience and on farm biosecurity capacity of the Australian Production Nursery Industry . Through the inclusion of these and related nursery projects, this project

has improved the access of industry to the outcomes and subsequent benefits achieved with the levy funds. It is also a demonstration of the coordinated management and systematic reinforcement of industry programs.

The coordinated approach to integrating these key focus areas across the three primary activities resulted in the NGI association network exposing the industry to innovative and effective practices designed to improve operations within the nursery and garden industry.

### **Sustainable industry development through skills development and engagement with industry best practice**

The coordinated approach to integrating the key industry programs across the three primary conference activities has resulted in sustained exposure of industry best practice to stakeholders. The project has spanned a three year period and as such the NGI association network has been able to ensure the ongoing transfer of information. This has provided opportunity to reinforce key messaging on industry best practice and encourage adoption.

Across the life of the project a main goal of all the conference activities has been to improve the skills of industry stakeholders. This has been achieved through the delivery of workshops and coordination of industry tours, through the conference sessions themselves and valuable networking time.

Exposure to new and innovative service providers through the conference exhibitions has also extended the skills and knowledge of stakeholders.

### **Informed decision making through targeted communication of business and technical data**

Throughout all the activities, communicating the specifics of practical skills and advice has been a key focus area. The speaker's briefs were drafted to include practical steps and take home tools for delegates from every session.

From a technical perspective, session topics and speakers provided delegates with an in-depth understanding of industry best practices through the content of the presentations and session notes. Additionally, the decision to engage speakers who are invested in the industry resulted in tested practices and efficiencies being communicated to the wider industry audience. Keynote speakers have strong reputations and are widely accepted experts in their field. Their inclusion in the conference programs ensured delegate confidence in the information being shared. The technical sessions included led lighting in plant production, soil and water testing and pest and disease management; and nutrition for soils and media.

Delegates are consistently encouraged to broaden their knowledge of business management. The conferences sought to decode new practices, legislation and future thinking in the areas of SME family succession planning; legalities of copyright, trademarks and PBR practices, understanding the domestic and international economic and trade markets, social media techniques; human behavior factors in decision making; and leadership in challenging situations.

Upskilling the industry in the business and technical areas has provided them with the confidence to consider change in their businesses and within the industry.

### **Enhanced industry professionalism through accreditation and recognition**

The positioning and recognition of the nursery and garden industry in Australia has grown considerably over the course of this project.

Leveraging the 2020 Vision project, the conference activities have been able to improve the profile and advance the causes of the nursery and garden industry. Over the course of the project, high profile government representatives have participated in conferences and addressed delegates including The Hon Greg Hunt, Minister for the Environment in 2014 and Senator The Hon Anne Ruston, Assistant Minister for Agriculture and Water resources (Horticulture) in 2016.

Interestingly, Senator Ruston spoke of her background in nursery production horticulture and outlined the responsibilities of her portfolio. Senator Ruston was quick to address the growing industry concerns of the operations at HIA noting that during the statutory transition 'the baby had been thrown out with the bath water', a reference to the relationship between peak industry bodies and HIA. She recognised the importance of peak industry bodies in the consultation process for determining levy funding priorities and encouraged levy payers to join HIA and be a part of the discussions. Attendees were encouraged by her clear support of the nursery industry network.

The acknowledgement of the important role the industry will play in Australia's future continues to grow. With that, the industry also continues to prioritise investment in the accreditation and certification programs that will support critical aspects of national biosecurity, best practice on-farm management systems, market access, tree standards and more. These critical elements are featured time and again throughout the conferences in both sessions and tangibly through featured businesses participating in tours.

The national conference also featured the Nursery & Garden Awards. This recognition program highlights and celebrates the best businesses in the nursery and garden industry and requires entrants to address comprehensive criteria that incorporate the industry's accreditation programs. Winners of this program are featured both within the industry media and in local mainstream media.

Overall, this project has achieved acknowledgement of government representatives, reinforcement of accreditation and industry best practice and mainstream recognition of excellence. These actions have contributed to the alignment of the industry with accepted professional standards and have externally highlighted the skills required of stakeholders.

## **Evaluation and Discussion**

NY13702 has delivered the anticipated outputs and all outcomes outlined in the project.

The project delivered industry benefits by providing delegates access to business and technical knowledge throughout the conferences. Each of the three conferencing activities conducted across the life of the project was successfully delivered through coordinated management by the nursery industry association network.

The integration of industry programs including R & D activities funded by the nursery levy, industry best practices and innovative products & service resulted in providing new ideas, concepts, critical information (such as biosecurity updates) and business practices to nursery industry stakeholders. The consistent nature and regularity of conferencing continues to ensure ongoing sustainable industry

development through reinforcement and engagement with industry.

The regular skills development through conferencing continues to support the professionalism of the industry. This professionalism is recognised within industry through certification, accreditation and awards. Externally the drive to promote the professions within nursery and garden industry gains momentum with popularity of the urban greenlife infrastructure trends. The nursery industry conferences now attract delegates from local councils, landscape architects, universities who are aligned with this trend. This provides opportunity for the industry to demonstrate their knowledge, critical thinking and professional practice in this area. The external recognition of the industry's professionalism is extended to the media particularly with the support and attendance by Federal Members of Parliament.

For activities conducted during 2015 and 2016 there were some challenges encountered with the transition of HAL to HIA. The Letter of Variation for this project was executed in June 2015.

Primarily the delay in confirming whether existing projects with HAL would be continued under HIA meant limited time to coordinate activities. For example the national conference is usually organised across a 12-15 month period. The 2016 National Conference was organised in 9 months. Coupled with the traditional inactivity across the Christmas/New Year break the organising schedule saw direct impacts and flow on effects in a number of areas including:

- Sponsorship – as it was in the new financial year and potential sponsors had already set budgets and allocated spending. This was particularly true of businesses outside of the industry.
- Programming and speaker availability – the Committee wanted to attract a couple of international speakers who were unable to oblige due to the short timing. Additionally, it is common for programming and speaker confirmation take two or more months to finalise. It then needs to be programed into the online registration portal and tested appropriately. This had an impact on the opening date of registration.
- Registration Pricing– the subsequent flow on effect of limited time impacted the pricing periods such as 'early bird'. In this case it was extended into January 2016 to ensure potential delegates could benefit. This ultimately effect of this is on the conference income.

With every conference the delegate feedback is important to the planning and coordination of the next. In 2014 while the conference venue was thought to be central, it lacked accommodation onsite and this was strongly represented in the feedback with 61% of delegates satisfied with the venue. In 2016 a hotel venue was selected instead and venue satisfaction increased to 90%.

When considering the program structure, delegates are conflicted in what they want. Some delegates report wanting to have tours included in the registration price and to break the program up by hosting tours in the middle of the conference. The conflict is seen when delegates also provide feedback indicating the cost of registration is too expensive and the program requires longer time away from their business. Hosting tours in the middle of the conference has financial repercussions with regards to venue hire, requires longer time away from the business and is more expensive. At the same time, the tours are valuable opportunity for delegates to network.

In 2016, the organising committee chose to have an opt-in day of either the tours or workshops before the official conference opening. This provided flexibility for delegates with regards to pricing and time

away from business though provided less time for networking which is evident in the evaluation form with Sydney 2014 scoring 91% for 'time and opportunities for networking with delegates' and Adelaide scoring significantly less at 72%.

With that in mind, approximately 50% of the registered delegates attended the tours and workshops indicating that the program and pricing flexibility was well received. Conference registration was not a prerequisite of attending the tours or workshops or social functions. Additionally, non-delegate participation was also available to local operators to send staff to any of the conference events.

In each case the national conferences scored highly in 'program content meeting expectations' and 'topics and themes were of value to me'. Sydney 2014 scored 73% and 68% respectively and Adelaide 2016 followed with increased favour of 77% and 77% respectively.

One primary aspect to the program content is the benefit of incorporating high profile of speakers into the program. In 2014 this was Ben Roberts-Smith VC which scored 100% complete satisfaction from delegates and in 2016 included Glenn Cooper AM at 100% and Dan Gregory at 92%. These speakers come at a significant cost to the conference budget however are highly valued by delegates as people who without the conference, they would not be able to hear from.

The evaluations of the regional technical conferences were provided and approved by HIA under milestone 106 submitted 15 December 2015 and attached at Appendix J.

With regards to the national conferences specifically, attendance has been declining. It is evident though, by the number of sponsors and exhibitors, that conference remains an important channel for promotion of services and products. It also remains, that with over 200 delegates attending, national conference remains a relevant channel for extension of information to industry stakeholders and a valuable networking opportunity.

Nevertheless, the conference structure needs to remain relevant to the majority of industry stakeholders. This will require incorporating digital media and providing new, exciting and cost efficient options for nursery conferencing into the future. Although industry like to engage through nursery and garden centre tours, the future inclusion of such activities within a conference program should be thoughtfully considered with heightened awareness and implementation of biosecurity measures rightfully on the rise.

## Recommendations

When considering future conference activities for the nursery and garden industry the following recommendations are made:

- Ensure future national conferences are relevant to the whole of the industry through surveying industry priorities for a national conference from structure through to content.
- Ensure future national conferences are relevant to potential sponsors and exhibitors through telephone surveying of past and potential sponsors and exhibitors.
- Investigate the opportunities for incorporating digital access through live streaming and webinar

conference sessions.

- To continue to promote and support the priorities of HIA and to ensure future conference programs remain an extension vehicle for levy funded initiatives.

## **Scientific Refereed Publications**

None to report

## **Intellectual Property/Commercialisation**

No commercial IP generated

## **Acknowledgements**

The delivery of this project would not have been possible without the support of the members of the two national organising committees. Of particular mention is Cheryl Hajje, Kenthurst Nursery; Estelle Cornell, Allora Garden Nursery and Chantal Tenace, Garden Soiree who represented the industry's interests on the volunteer committees.

Thanks also to NGI association network National, State and Territory board representatives and staff including Mike Mehigan, NGIA President and Owner of Elegant Outdoors; Geoffrey Fuller, NGIA Director for SA; David Foster, Chief Executive Officer, Nursery & Garden Industry NSW & ACT; Grant Dalwood, Executive Officer, Nursery & Garden Industry SA; Esther Ngang, former Executive Officer, Nursery & Garden Industry WA and Kerry Battersby, Executive Officer, Nursery & Garden Industry QLD. Their support of both the national and regional and technical events ensured the delivery of streamlined, relevant functions. Thank you also to Neville Sloss who was instrumental in the procurement of sponsorship and exhibitors in 2016.

We would also like to acknowledge the project leaders of Peter Vaughan, Chief Executive Officer, NGIA and former CEO Robert Prince and the team at NGIA for their conscientious effort to deliver valuable, informative and enjoyable events across the project.

## **Appendices**

- A. Meeting minutes 2014 Conference Organising Committee
- B. Schedule A of the agreement between NGIA and ICMS outlines the work to be performed by ICMS.
- C. Blue Sky Thinking, Real Green Living logo



- D. 2014 Conference Program
- E. 2014 Sponsor & Exhibition procurement document
- F. Examples of 2014 Conference promotion
- G. 2014 Delegate Feedback
- H. NY13702 milestones 105
- I. NY13702 milestones 106
- J. Meeting minutes 2016 Conference Organising Committee
- K. Share the Vision. The Road Ahead - logo
- L. 2016 Sponsor procurement document
- M. 2016 Exhibition procurement document
- N. 2016 Conference Program
- O. Examples of 2016 Conference promotion
- P. 2016 Delegate Feedback

# Appendix A

# NURSERY AND GARDEN INDUSTRY AUSTRALIA 2014 NATIONAL CONFERENCE

## Minutes of the Organising Committee – Meeting No. 2

Friday 26 October 2012 8:30am  
Teleconference Number 02 9641 6588 – Dial 80184233

Attendees: Cheryl Hajje (CH)  
Chris O'Connor (CO)  
Mike Mehigan (MM)  
Sarah Peacock (SP)  
Amie Fisher (AF)  
Andrea O'Sullivan (AOS)  
Emma Bowyer (EB)

Apology: Robert Prince (RP)  
David Foster (DF)

### ACTION ITEMS ARISING FROM MEETING

	Action	Responsibility	Due Date
1	Membership list of NGIA to be sent to ICMSA	CO/RP	November 2012
2	2012 Conference Budget to be shared with ICMSA	CO/RP	November 2012
3	Availability and quotes for venues to be ascertained including site visits by OC	ICMSA	November 2012
4	List of contacts/suppliers from OC to be sent to ICMSA	All	November 2012
5	List of potential sponsors and exhibitors to be drafted for review by all (including govt depts and national councils)	ICMSA	November 2012
6	List of related meetings to be drafted by for review by all	ICMSA	November 2012
7	Critical path timeline to be updated with Key Dates	ICMSA	November 2012
8	Budget to be drafted	EB	November 2012
9	Next meeting dates confirmed – Wednesday 28 November 2013 10am and Wednesday 19 December 2012 at 10am	All	28 November 2012

### 1. TIMELINE

- EB provided overview of timeline, including the current focus on confirming dates, venue and marketing efforts.
- EB discussed the signing of contract for the venue to take place 12 months from the Conference.

### 2. PROPOSED DATES

- Discussion regarding dates – tentatively set for the first week in March 2013.
- Three day format (Tuesday, Wednesday and Thursday).
- Monday evening Welcome Reception. Thursday evening Gala Dinner.

### **3. MARKETING**

- Logo to be developed to include the theme. Can include branding of NGIA into Conference logo.
- Idea of blue \$10 note to a green \$100 note.
- CO to obtain membership list of NGIA for marketing purposes. ICMSA can dedupe and return for benefit of NGIA.
- Aim to go to market in February 2013.
- Domain name of [www.ngia2014.com](http://www.ngia2014.com) available.
- Development of Conference App discussed. AOS discussed the use of facebook and twitter with experience in live twitter feeds at previous conferences being successful.
- EB discussed 'Super Early Bird' rates as an incentive to delegates.
- Discussion regarding telemarketing possibilities.

### **4. VENUE**

- Darling Harbour hotels preferred.
- Sheraton Four Points and Novotel suggested as possible venues.
- EB to arrange site visits once venue selection is shortlisted.
- Good value accommodation to be presented on Conference website too.

### **5. PROGRAM**

- Two streams for the program. Last meeting held three streams and OC felt that this did not work very well.
- Themes include "Health and Wellbeing", "Green and Growing" with a focus on fiscally growing business.
- OC to discuss and advise on themes.
- Program to incorporate demonstrations from speakers.
- 30 Exhibitors expected.

### **6. SPONSORSHIP AND EXHIBITION**

- List of potential sponsors are being developed by ICMSA for OC to review and add in contacts where possible and other suggestions to leverage companies coming on board.
- Prospectus to be customised with new ideas including barista zone, garden lounge as well as Platinum, Gold, Silver and Bronze categories.
- CO to advise how much sponsorship raised in 2012 for target.
- Prospective bodies could include the Department of Agriculture, National Councils and other related government bodies and agencies.

### **7. BUDGET**

- EB detailed revenue (registration and S&E income) and expense (fixed and variable) items for budget.
- Budget to show 25K profit.
- \$100K input from Horticulture Australia.
- EB to draft budget with 200, 300 and 400 pax scenarios.
- 2012 Budget to be sent from NGIA to ICMSA for consideration.

### **8. CONTRACT**

- AF and RP have discussed offline. Signed copies to be forwarded.

### **9. NEXT MEETING DATE**

- Next meeting dates set for the 4<sup>th</sup> Wednesday of every month.
- Wednesday 28 November 2012 and Wednesday 19 December 2012 confirmed by all.

# Appendix B

Schedule "A" - Work to be Performed  
Schedule "B" - Fees

## **WORK TO BE PERFORMED - SCHEDULE A**

### **1. GENERAL**

**ICMSA** will:

- Ensure the Conference is conducted in a manner consistent with the Organising Committee's guidelines and objectives
- Prepare and implement a Conference planning timetable
- Maintain and enhance the professional profile of The Client
- Establish the offices of ICMSA as the Conference Secretariat for the Conference providing contact details for the Conference, thus ensuring all correspondence is processed promptly and all activities are coordinated
- Provide expertise to enhance the Conference format to maximise appeal to delegates
- Supervise the activities of suppliers appointed to the Conference
- Maintain a complete system of Conference records
- Management of all on-site activities.

### **2. FINANCIAL MANAGEMENT**

**ICMSA** will:

- Advise on the most effective financial operating systems
- Investigate and obtain available grants and donations
- Prepare the preliminary Conference budgets for adoption, monitor and review subsequent budgets. Prepare Conference cash flow projections.
- Assist in establishing the Registration Fees, determine inclusions and policies for refunds, cancellations and courtesy registrations.
- Assist in the opening of dedicated Conference cash management accounts; maximise the use of deposited funds; receive statements and reconcile deposits made against funds received by the bank

- Establish EFTPOS facilities for processing of delegate payments by credit card.
- Negotiate comprehensive insurance.
- Set up approved budgets and develop account codes for all income and expense items.
- Check invoices, obtain approval for payment, assign account codes and maintain a record of all transactions.
- Present regular Profit and Loss accounts with statistics reports on registrations
- Prepare final accounts for audit at the conclusion of the Conference
- For auditing purposes, as set out by the Proposed Financial Procedures below, only issued expense authorisations and ICMS Australasia invoices will be made readily available. No source supplier documents will be provided to protect commercial in confidence arrangements between ICMS Australasia and its suppliers.
- ICMS Australasia acknowledges that the Client reserves the right to source and manage suppliers of its own accord.

Note: The bank account is in the name of the Conference and remains under the control of The Client, as well as an ICMS Australasia signatory.

#### Proposed Financial Procedures

1. Separate bank account to be established with Convenor and ICMSA Managing Director as signatories
2. Draft budget presented to Committee for approval

Once the budget is approved the following will occur:

- Quote based on appropriate budget line-item presented to Convenor for approval
- Once quote approved, an Expense Authorisation Form sent to Convenor for signature
- PCO to send invoice with cheque requisition form to Convenor based on approved Expense Authorisation Form
- Convenor and ICMSA Managing Director to act as cheque signatories
- PCO to update budget to reflect actuals

- Updated budget sent to Convenor for every scheduled committee meeting, and as requested
- BAS submitted and paid by PCO Financial Controller as per ATO requirements

### **3. BUSINESS PROGRAM**

**ICMSA** will:

- Assist the program committee with the design and thematic structure of the program, including all relevant components such as paper presentations and workshops.
- Advise on guidelines to instruct authors on submission of oral presentations
- Electronically receive abstracts and provide reports for review panels and responses
- Acknowledge abstracts for paper presenters
- Devise systems for inviting keynote speakers and the handling of relevant correspondence
- Design procedures for the reception and briefing of chairpersons and presenters
- Design procedures for administration and international distribution of abstracts to delegates (hard copy and electronically)
- Advise on technical presentation requirements and management of the speaker preparation room on site at the conference venue
- Provide briefing to ICMSA' Technical Director for audio visual, technical and production requirements and present cost estimates for approval.

### **4. PROMOTION**

We have identified the inclusion of the following promotional services, which would be developed after consultation with you.

**ICMSA** will:

- Brief designer to produce conference logo for reproduction in all future media.



- Co-ordinate production of all printed material, including first announcements, preliminary program and registration brochures, final program book, delegates list, book of abstracts and invitations.
- Identify potential target groups by categories of profession and methods of sourcing access to mailing lists
- Compile preliminary promotional budget to rank and prioritise events to achieve “best return on investment”
- Ensure that the marketing of the Conference reflects the philosophy and goals of the hosts.
- Develop procedures to access existing website, or design original Conference website to ensure updated information on the Conference is released regularly and provide hot-link to Secretariat to receive on-line registrations.
- Supervise distribution of printed material from appropriate mailing lists
- Ensure deadlines for the supply of all promotional material are met
- Develop procedures for setting up and regularly updating information on managing Conference website and providing hot-link to Secretariat to receive intentions to attend, and ultimately on-line registrations.
- Compile calendar of potential national and international meetings at which the Conference can be promoted.
- Co-ordinate promotional booths at suitable intervening meetings which are likely to be attended by prospective delegates, exhibitors or sponsors.
- Propose a public relations strategy to ensure maximum exposure for the Conference pre, during and after the Conference. We have close working relations with suitable public relations practitioners who are well known to the medical and general public media.

#### **SPAM COMPLIANCE WARRANTY/INDEMNITY**

The Client authorises ICMSA to despatch on its behalf, e-mail messages in relation to promoting and managing the Conference.

The Client warrants that those persons supplied to ICMSA have consented to receiving commercial electronic messages in relation to the Conference.

The Client agrees to forward by e-mail to ICMSA within 2 working days the names and contact details of anyone who has contacted the Client requesting their names be taken off the Conference e-mail lists.

The Client indemnifies ICMSA from all responsibility and legal redress if any of the details on the list/s supplied are in breach of the SPAM Act 2003.

## **5. VENUE MANAGEMENT**

**ICMSA** will:

Liaise with the meeting venue and with all or any other venues booked for social events or similar activities to provide:

- Overview and subsequent confirmation of required function space
- Advice on preparation and execution of contract
- Advice on negotiation of rental rates and payment schedules
- Negotiation and coordination of all food and beverage requirements, with special regard to dietary requirements
- Event orders specifying daily running sheets, room layouts and specifications, placement of signage, catering specifications, protocol, security and all technical requirements
- Receipt, balance and finalisation of all venue payments

## **6. ACCOMMODATION**

**ICMSA** will:

- Make accommodation bookings at hotels and apartments negotiating favourable rates to suit different delegate needs
- Control reservations at all properties by maintaining constant liaison, monitoring and revision of same
- Maintain computerised accommodation ledgers, monitor deposits, provide rooming lists and billing instructions to accommodation venues
- Maximise complimentary rooms available and allocate to invited speakers, or in accordance with directives from the Organising Committee.

**Note:** ICMSA provides extensive administration in support of the above and therefore reserves the right to receive an administration fee from hotels on bookings placed with them.

## **7. THE CONFERENCE SECRETARIAT**

**ICMSA will:**

- Receive, respond and deal with all incoming mail, e-mail, facsimiles and telephone calls
- Receive, process and acknowledge registration forms from delegates and speakers
- Deposit registration income in the Conference bank account
- Provide statistical and financial reports in required formats
- Print personalised name badges and tickets for Conference events
- Produce personalised envelope with inclusions for each delegate for distribution at the Registration Desk
- Liaise with the Organising Committee to select and arrange purchase of suitable delegate satchels

## **8. REGISTRATION SERVICES**

**ICMSA will:**

- Provide consultancy and advice on all categories of registration fees including earlybird, late, member and non- member registration fees
- Draft and arrange production and distribution of a registration brochure
- Receive and process registration forms from all participants, delegates, speakers, sponsors and exhibitors, process payments and dispatch email, letter or fax confirmation
- Provide delegate lists and conference statistical reports in the appropriate format
- Management of all delegate communication by email, phone, mail and fax
- 

## **9. Exhibition and Sponsorship Management**

**ICMSA will:**

- Establish and monitor budgets
- Produce formal contract and issue invoices
- Produce Sponsorship and Exhibition Prospectus

- Monitor and manage collection of payment
- Create floor plans and allocate exhibition space
- Create Exhibition and Sponsorship Manuals
- Conduct ongoing liaison and fulfillment of exhibitor and sponsor promises
- Coordinate and manage all suppliers
- Onsite management and fulfillment
- Organise exhibitor move in and out
- Arrange insurance and security

## **10. ON-SITE MANAGEMENT**

**ICMSA** ensures:

- Provision of senior personnel and registration staff for the duration of the Conference
- Design and supervision of systems to handle on-site late registrants, tickets for social events, collection of accounting shortfalls and payment of refunds
- Organise computers, network system, and provide "events" software registration systems to produce accurate, up-to-date statistics and records
- Briefing of staff members attending the registration desk throughout the Conference. Staff will be appropriately uniformed to ensure:
  - Delegates can identify staff for immediate assistance
  - A professional image is projected
- Design and set-up of an effective registration desk area with all Conference materials to be distributed to delegates, speakers etc.
- Supervise all materials to be collated and placed in satchels.

## **11. POST CONFERENCE**

**ICMSA** will:

- Attend a debriefing meeting with the Organising Committee
- Reconcile all outstanding accounts

- Produce final profit and loss account, balance sheet and general ledger report as soon as possible, but not exceeding 120 days after the Conference
- Provide final reports of Conference registration statistics.
- Return all documents to the Organising Committee.

# Appendix C

# Nursery & Garden Industry Australia 2014 National Conference

10-13 March 2014 | Darling Harbour Sydney | [www.ngia2014.com](http://www.ngia2014.com)



# Appendix D





# NGIA2014

Nursery & Garden Industry Australia  
2014 National Conference  
10-13 March 2014 | Dockside  
Cockle Bay | Darling Harbour | Sydney

Blue Sky Thinking / Real Green Living



## Registration



[www.ngia2014.com](http://www.ngia2014.com)

## Local Organising Committee

**Cheryl Hajje – National Conference Chair**  
Manager  
Kenthurst Nursery

**Robert Prince**  
Chief Executive Officer  
Nursery & Garden Industry Australia

**David Foster**  
Chief Executive Officer  
Nursery & Garden Industry NSW & ACT

**Mike Mehigan**  
NGIA Director  
Elegant Outdoors

**Chris O'Connor**  
Policy and Technical Officer  
Nursery & Garden Industry Australia

**Kobie Keenan**  
Program Manager  
Nursery & Garden Industry Australia

## Contents

Welcome	3
Registration information	4
Accommodation	6
Venue	7
Tours	7
Program	8
Invited speaker	8
Social program	9
General information	10

## Key Dates

End of early bird registration  
15 November 2013

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Accommodation booking deadline  
24 January 2014

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Conference  
10-13 March 2014

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# Welcome

## We are pleased to announce, the Nursery & Garden Industry National Conference and Exhibition will be held over 10-13 March 2014.

Blue Sky Thinking, Real Green Living is the theme of the conference which will be hosted in the heart of one of Sydney's favourite waterfront playgrounds, Darling Harbour. Amidst the fun and excitement of reconnecting with interstate colleagues, you'll be captivated by the program which focuses on three key components relevant to anyone in the business of greenlife.

The conference will consider new research examining the benefits of greenlife on health, living standards and as a solution for many urban, environmental and social challenges.

We have invited a number of powerful speakers to examine old issues in new ways to inspire industry profitability including industry statistics, the economic climate and how the versatility of greenlife at home and abroad has exposed a buffet of opportunity.

Our reinvigorated technical emphasis will deliver critical information via research findings and expert opinion ensuring you have the tools you need to achieve success in your business.

This is an inclusive program relevant to all industry sectors, and this year we have opened our doors to urban planners, local councils, architects and more. The nursery and garden industry, together with our brother and sister industries are in a prime position to champion the cause of changing attitudes towards greenlife.

2014 Conference will see punchy content supported by a unique and perhaps 'surprising' social program culminating with the Industry Gala Dinner for the announcement of the National Winners of Nursery & Garden Industry Awards. This is a conference not to be missed.

There is a new 'Greenlife Movement' converging on Sydney in March 2014 and we look forward to seeing you all there.



**Cheryl Hajje,**  
Kenthurst Nursery, NSW  
National Conference Chair



**Robert Prince**  
Chief Executive Officer  
Nursery & Garden Industry Australia



# Registration

The Nursery & Garden Industry Australia 2014 National Conference is currently open for online registration. Please read this information carefully before completing the registration form.

## Who should attend?

All stake holders with an interest in the green industry

- Plant Growers
- Retailers
- Allied Trades
- Landscapers
- Urban Planners
- Landscape Architects
- Local Government
- Developers

The program will be relevant to both principals and staff.

## How to register

Register now online at [www.ngia2014.com](http://www.ngia2014.com)

Each delegate must complete a separate registration form.

Please note that the conference early bird registration closes on 15 November 2013.

## Registration fees

All fees are quoted in Australian Dollars (AUD) and are inclusive of 10% GST. Registrations made after Friday 7 March 2014 must be made onsite at the conference.

## Registration entitlements

Full conference registration includes:

- Attendance at all conference sessions
- Welcome Reception
- Conference Gala Dinner
- Social evening
- Tours day with the option of two field trips
- Morning tea, lunch and afternoon tea
- Name badge and lanyard
- Conference bag
- Program

Please note that while most social functions are included in the full registration rate you must register to attend. Entry will be by ticket only.

	Early Bird Rate (to 15 November 2013)	Standard Rate (from 16 November 2013)
<b>Full Conference Rates</b>		
Member	\$860.00	\$975.00
Non Member	\$1,100.00	\$1,200.00
<b>Day Only Rates</b>		
Member	\$275.00	\$375.00
Non Member	\$350.00	\$450.00
Certified Nursery Professional	\$300.00	\$300.00
NextGen	\$300.00	\$300.00

### Day Registration fees include:

- Attendance at the sessions on that day only
- Morning tea, lunch and afternoon tea on that day only
- Name badge and lanyard
- Conference bag
- Program

### Method of payment

Payment of fees must accompany all complete registrations. No registration will be confirmed until full payment is received. Payment can be made by the following methods:

- **Cheque:** Cheques should be made payable to Nursery and Garden Industry Australia 2014
- **Direct Deposit:** Please ensure a copy of the remittance advice is sent through to the Conference Secretariat.  
Account Name: Nursery and Garden Industry Australia  
Bank: Australia and New Zealand Banking Group (ANZ)  
BSB: 012-110  
Account Number: 3820-54193  
SWIFT Code: ANZBAU3M
- **Credit Cards:** Visa, MasterCard, Amex and Diners  
For delegates wishing to pay by Amex and Diners a merchant fee will be applied to the total. Amex (3.5% additional charge), Diners (3.5% additional charge).

### Registration cancellation policy

#### Deadline: 24 January 2014

Cancellations must be made in writing to the Conference Secretariat. Cancellations received prior to 24 January 2014 will receive a full refund minus an AUD150 administration fee. Cancellations received after 24 January 2014 will not be refunded. The conference committee will consider cancellations of registration under exceptional circumstances. Refunds will not be granted on failure of visa application. Substitute delegates will be accepted at no charge.

### Disclaimer

All best endeavours will be made to present the program as printed in this document. The conference and its agents reserve the right to alter without prior notice, any of the arrangements, timetables, plans or other items relating to the conference, for any cause beyond its reasonable control. The NGIA 2014 organising committee and the conference organisers are not liable for any loss or inconvenience caused as a result of such alteration. In the event of unforeseen circumstances, the NGIA 2014 and conference organisers do not accept responsibility for loss of monies, however caused.

Participants are advised to take out personal travel insurance and to extend their policy to cover personal possessions. The conference does not cover individuals against cancellation of bookings or theft or damage to belongings.

### Enquiries

Please direct all registration and accommodation enquiries to:

NGIA 2014 Conference Secretariat  
C/O ICMS Australasia Pty Ltd  
GPO Box 3270 Sydney NSW 2001  
Australia

Tel: +61 2 9254 5000

Fax: +61 2 9251 3552

Email: [registration@ngia2014.com](mailto:registration@ngia2014.com)





# Accommodation

A wide range of accommodation has been reserved for delegates and their guests at highly competitive rates.

Rates quoted are per room per night and inclusive of 10% GST. Accommodation bookings are subject to availability.

Hotel	Room Type	Rate
Novotel Sydney Darling Harbour	Pymont View Room	\$269
	Darling Harbour View Room	\$289
Ibis Sydney Darling Harbour	Pymont View Room	\$199
	Darling Harbour View Room	\$219
Oaks Goldsbrough	Studio	\$220
	One Bedroom	\$240
	Two Bedroom	\$375
Parkroyal Darling Harbour	Superior Room	\$240

You are encouraged to book your accommodation through the Conference Secretariat to ensure that you receive the most competitive rates.

## Deposits

Accommodation will not be confirmed until a deposit of one night's tariff is received. This deposit will be forwarded to your hotel and will be credited to your room account. Delegates must settle the balance of their account with the hotel concerned upon check out. If accommodation deposits are not received before 24 January 2014 your room will be released back to the hotel. The Conference Secretariat does not take responsibility for accommodation if deposits are not received by this date.

## Early arrival

As most hotels do not allow check in until 3pm, it is possible that your room may not be ready if you check in earlier than this time. Whilst hotels will do everything possible to accommodate early arrivals, if you are arriving on an early flight and wish to be guaranteed immediate occupation you can pay an extra day's tariff for the night before you are due to arrive. If you wish to take this precaution, please advise the

Secretariat on the registration form so that we can notify the hotel that your room is pre-registered.

## Late arrival

Please indicate if you will arrive at your hotel after 6pm. Failure to do so may result in your room being released by the hotel.

## Change of accommodation booking

Prior to 7 March 2014 any change in booking must be made in writing to the conference secretariat and NOT directly to the hotel. After 7 March 2014 please contact the hotel directly for any changes to your booking.

## Cancellations

**No accommodation deposits will be refunded on or after 24 January 2014.**

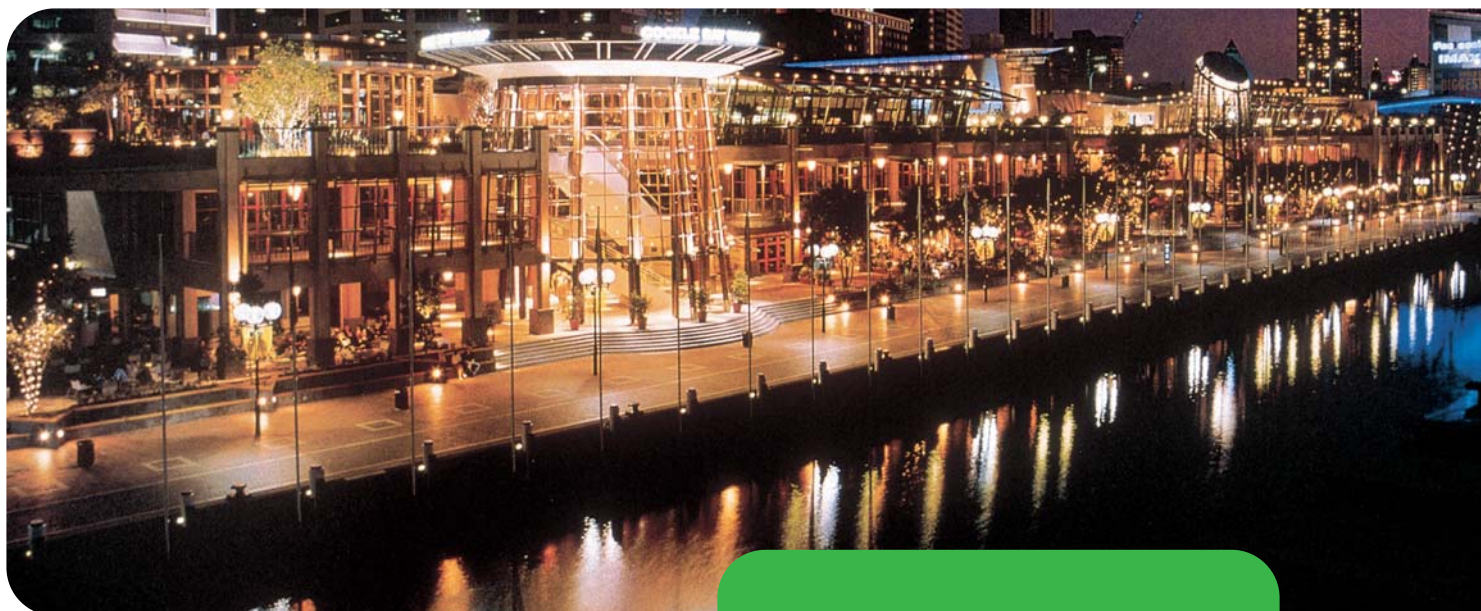
Delegates who confirm attendance and provide credit card details but do not advise of cancellation before the 6 week period of conference commencement will incur charges for the 'no-show' rate, as penalised by the hotel. This charge is calculated as the room rate per night multiplied by the dates booked and secured. Please ensure that accommodation dates are correct at time of booking.

## Group accommodation bookings

The Conference Secretariat offers organisations the opportunity to contract ten or more rooms for the conference. This requires a contract to be signed by ICMS Australasia and your organisation to block the group reservation.

For further information, please email the Conference Secretariat with the following information:

- Choice of hotel
- Number of rooms required
- Check in and out dates
- Organisation
- Contact name



## Venue

### Dockside

Dockside is ideally positioned within Cockle Bay Wharf, just a moment's walk to the Sydney CBD. With sparkling water views stretching over Darling Harbour, Dockside blends function and space with a reputation for culinary excellence and exceptional service.

Inspired by Australian cuisine, Dockside's team of passionate chefs present guests with delectable freshly-plated food served with a fine selection of beverages.

Bathed in natural light with floor to ceiling windows to capture the panoramic views, Dockside offers a level of diversity beyond compare. Wrapped by a large terrace, Dockside is made up of five unique rooms that can be used individually, as a combination or as a whole venue.

Dockside has parking facilities at Wilson Parking in Cockle Bay Wharf, offering under cover access just moments from the venue. The car park has a very affordable early bird rates, book online rates and after 5pm weeknight rates.

## Tours

The tours day will take place on Wednesday 12 March and there is an option of three field trips for delegates.

### Option 1: Blue Sky Thinking

This coach tour has a technical focus and will include a tour of a state of the art research facility and production nursery.

### Option 2: Real Green Living

This field trip looks at opportunities emerging in the industry and how business can capitalise. You'll need your walking shoes for this one – but not for the whole day.

### Option 3: Purely Production

Visiting some of the leading production nurseries in the Hills district, this tour will give you an insight into their success.

# Program

## Day 1: Monday 10 March 2014

5.30pm – 6.30pm	Registration
6.30pm – 9.30pm	Welcome Reception

## Day 2: Tuesday 11 March 2014

7.30am – 5.00pm	Registration
8.30am – 12.50pm	Plenary Sessions
1.50pm – 3.30pm	Concurrent Sessions
3.30pm – 5.00pm	Plenary Session
7.00pm	Social Evening

## Day 3: Wednesday 12 March 2014

Tours day with the option of three field trips	
7pm	Social Function hosted by Next Gen

## Day 4: Thursday 13 March 2014

7.30am – 5.00pm	Registration
8.30am – 10.25pm	Plenary Session
10.25am – 2.05pm	Concurrent Sessions
2.35pm – 4.00pm	Plenary Sessions
7.00pm – Midnight	Conference Gala Dinner

# Invited Speaker

## Jo Pearson



Jo's experience as a speaker, live television interviewer, media trainer and presentation skills specialist brings credibility, professionalism and humour to conferences and events. A

television newsreader and journalist for more than a decade, Jo has empowered thousands of corporate clients through entertaining and dynamic media and communication skills presentations and workshops.

Jo adds a distinctive, polished and entertaining edge to the role of M.C., debate facilitator, trainer or keynote speaker. Jo's specialty is providing valuable insights into the importance of 'getting your thinking right and putting your heart in your mouth.'

Jo Pearson's years of experience as a journalist, communicator and trainer combine to provide entertaining and interactive insights into the emotional, psychological and strategic imperatives of good message management and communication skills.





# Social Program

The conference social program will be a time for delegates to catch up with old friends and meet new ones in a relaxed atmosphere, away from the hustle and bustle of the conference sessions.

Quality venues, fine wines, delicious food and a relaxed atmosphere will provide unforgettable memories.

Please indicate your attendance at these social functions on the NGIA 2014 registration form.

## Welcome Reception

Date: Monday 10 March 2014

Time: 6.30pm – 9.30pm

Venue: L'Aqua

Dress: Smart Casual

Cost: Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.

Additional Tickets: \$75 including GST booked through the registration form.



## Social Evening

Date: Tuesday 11 March 2014

Time: 7.00pm – 10.00pm

Dress: Smart Casual

Cost: Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.

Additional Tickets: \$130 including GST booked through the registration form.

## Social Function hosted by Next Gen

Date: Wednesday 12 March 2014

Time: 7.00pm – 10.00pm

Dress: Smart Casual

Cost: \$30

## Conference Gala Dinner

Date: Thursday 13 March 2014

Time: 7.00pm - midnight

Venue: Dockside

Dress: Cocktail / Formal

Cost: Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.

Additional Tickets: \$175 including GST booked through the registration form.

# General Information

## Banks

Numerous ATMs are located close to the venue.

## Climate

March in Sydney is autumn time and you can look forward to temperatures of approximately 24°C (75°F) during the daytime and 17°C (62°F) overnight.

## Shopping

Shopping is available at Harbourside Darling Harbour, The Queen Victoria Building and the new Westfield Sydney Shopping Centre located at the corner of Pitt St Mall and Market St.

## Travel and health insurance

We strongly recommend that you take out insurance to cover medical and travel expenses. If necessary, consult your travel agent.

## Wheelchair access or other mobility disability access is available at the venue

When you register, please notify the secretariat of any mobility disabilities you have so that any venue access challenges can be addressed.

## Eating out

Sydney's multi-cultural population is reflected in the wide variety of excellent restaurants offering a diversity of cuisine from around the world. Bistros, restaurants and cafes offer varied menus, prices and décor. Local seafood is recommended and includes Sydney Rock Oysters, King Prawns, Balmain Bugs and Barramundi.

## Dress code

For the conference welcome reception, the dress code is smart casual. The conference gala dinner will be more formal and guests are invited to wear cocktail / formal. All other social functions are casual dress.

## Transport from the airport

The conference does not provide any transfers from the airport to conference hotels. All delegates must make their own transport arrangements from the airport. Taxis can be engaged at ranks at Sydney Airport. The taxi ride from the airport to the Sydney CBD can take between 20-25 minutes. The Airport Link rail service runs from approximately 05:00h until 24:00h, seven days a week, to and from the Domestic and International Terminals and all City Circle railway stations. For more information visit [www.airportlink.com.au](http://www.airportlink.com.au).

Public transport around Sydney's public transport network allows easy travel around the city. There are direct trains from the city to many state-wide destinations, as well as buses and ferries from Circular Quay.

There is an abundance of taxis that can be hailed from the street, or engaged at ranks throughout Sydney city. All public transport timetables, fare and route information is available from [www.131500.info](http://www.131500.info).

## Contact us

### NGIA 2014 Conference Secretariat

ICMS Australasia Pty Ltd

GPO Box 3270

Sydney NSW 2001

Telephone: +61 2 9254 5000

Fax: +61 2 9251 3552

### General enquiries

Email: [info@ngia2014.com](mailto:info@ngia2014.com)

### Registration and accommodation enquiries

Email: [registration@ngia2014.com](mailto:registration@ngia2014.com)

### Sponsorship and Exhibition enquiries

Email: [fallons@icmsaust.com.au](mailto:fallons@icmsaust.com.au)



## Further Information

For further information about NGIA 2014 please contact:

Conference Secretariat  
ICMS Australasia  
GPO Box 3270  
Sydney NSW 2001

Tel: +61 2 9254 5000

Fax: +61 2 9251 3552

Email: [info@ngia2014.com](mailto:info@ngia2014.com)



# Appendix E





# NGIA2014

Nursery & Garden Industry Australia  
2014 National Conference  
10-13 March 2014 | Dockside  
Cockle Bay | Darling Harbour | Sydney

Blue Sky Thinking / Real Green Living

## Sponsorship & Exhibition Opportunities

# Invitation to Attend

## We are pleased to announce, the Nursery & Garden Industry National Conference and Exhibition will be held over 10-13 March 2014.

*Blue Sky Thinking, Real Green Living* is the theme of the conference which will be hosted in the heart of one of Sydney's favourite waterfront playgrounds, Darling Harbour. Amidst the fun and excitement of reconnecting with interstate colleagues, you'll be captivated by the program which focuses on three key components relevant to anyone in the business of greenlife.

The conference will consider new research examining the benefits of greenlife on health, living standards and as a solution for many urban, environmental and social challenges.

We have invited a number of powerful speakers to examine old issues in new ways to inspire industry profitability including industry statistics, the economic climate and how the versatility of greenlife at home and abroad has exposed a buffet of opportunity.

Our reinvigorated technical emphasis will deliver critical information via research findings and expert opinion ensuring you have the tools you need to achieve success in your business.

This is an inclusive program relevant to all industry sectors, and this year we have opened our doors to urban planners, local councils, architects and more. The nursery and garden industry, together with our brother and sister industries are in a prime position to champion the cause of changing attitudes towards greenlife.

2014 Conference will see punchy content supported by a unique and perhaps 'surprising' social program culminating with the Industry Gala Dinner for the announcement of the National Winners of Nursery & Garden Industry Awards. This is a conference not to be missed.

There is a new 'Greenlife Movement' converging on Sydney in March 2014 and we look forward to seeing you all there.

**Cheryl Hajje,**  
Kenthurst Nursery, NSW  
National Conference Chair

**Robert Prince**  
Chief Executive Officer  
Nursery & Garden Industry Australia

## Why Sponsor and/or Exhibit at NGIA 2014?

- Sponsoring and/or Exhibiting provides an excellent opportunity to promote your company, through targeted marketing opportunities developed specifically for the NGIA 2014 Conference.
- Conference delegates are keen to improve their knowledge. Aligning your company with this influential educational experience demonstrates your commitment to assisting delegate development at a deeply personal level.
- Your representatives can mix informally with industry professionals from around Australia.
- Your company's involvement, commitment and support for NGIA 2014 will be widely acknowledged leading up to and during the Conference.
- Your company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.

*Please note that while our sponsors will be given priority of placement within the exhibition, early commitment will ensure that your company can secure a prominent location on the exhibition floor plan. The NGIA 2014 Director, Sponsorship and Exhibitions will be delighted to discuss the benefits of upgrading your exhibit to maximise your exhibition presence.*

## Who will attend?

- Production Nursery operators
- Growing media suppliers
- Retail Nursery / Garden Centre operators
- Pot and label manufacturers
- Horticultural media
- State Association representatives
- Industry suppliers / allied trade
- Local Government
- Arborists

# Sponsorship Opportunities

A wide variety of Sponsorship opportunities have been designed for NGIA 2014, with each package containing benefits that will ensure your organisation receives maximum exposure. *All prices are inclusive of 10% GST.*



## Platinum Sponsorship

\$18,700 (Two Opportunities)

- Logo on all sponsor signage at venue
- Logo in Registration Brochure (subject to printing deadlines)
- Logo in Conference Program (subject to printing deadlines)
- Full page advertisement in the Conference Program
- 100 word company profile in the Conference Program (subject to printing deadlines)
- One Exhibition Table Top Display
- Four exhibitor registrations
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- Distribution of promotional items from your stand to delegates
- Four complimentary sponsor registrations (full delegate) to the Conference
- Two additional complimentary tickets to the Welcome Reception
- Two additional complimentary tickets to the Casual Dinner
- Two additional complimentary tickets to the Industry Gala Dinner
- Opportunity to place one, company provided, free standing, pull up banner in registration area (2m high and 1m wide)
- Logo on Conference Website
- Five minute speaking opportunity during a sponsored conference event
- Verbal acknowledgement during the opening and closing conference address
- Delegate List post event (subject to privacy laws)
- Plus your choice of one of the following items:

## Platinum Option 1 Conference Satchel

Every registered delegate will receive an official Conference satchel upon registration. The satchel is of a high quality to encourage use by delegates well after the Conference has concluded.

- Logo on Conference Satchels (size and placement of logo will be at the discretion of the Conference Organising Committee)
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- Logo on Conference Website

## Platinum Option 2 Welcome Reception

Open to all registered delegates to attend, this will take place in the exhibition. Sponsorship of this event offers excellent branding and networking opportunities. The Welcome Reception is included in the delegate registration fee, which is reflected by the strong attendance at this event.

Logo included on Welcome Reception signage

Opportunity to place a company provided free standing pull up banner at entrance to Welcome Reception venue





# Sponsorship Opportunities



## Gold Sponsorship

*\$12,200 (Four Opportunities)*

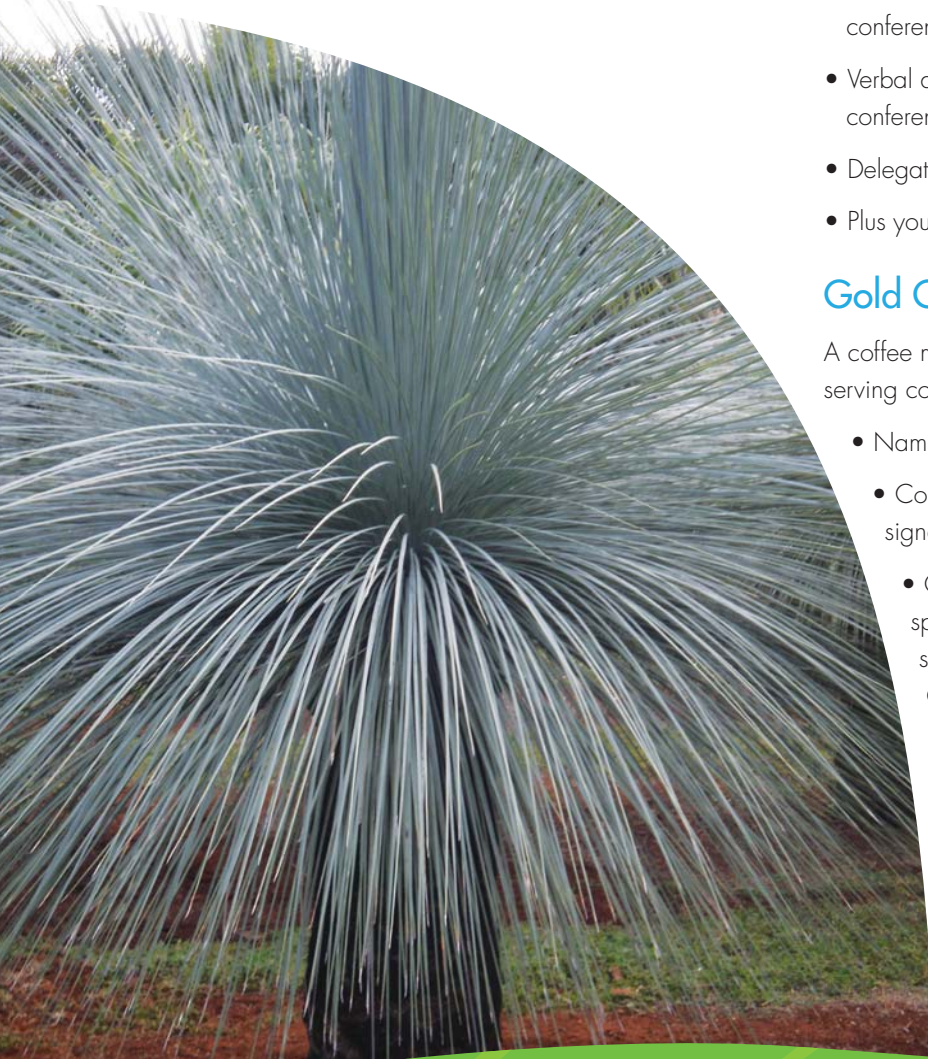
- Logo on all sponsor signage at venue
- Logo in Registration Brochure (subject to printing deadlines)
- Logo in Conference Program (subject to printing deadlines)
- Half page advertisement in the Conference Program
- 50 word company profile in the Conference Program (subject to printing deadlines)
- One Exhibition Table Top Display
- Two exhibitor registrations

- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- Two complimentary sponsor (full delegate) registrations to the Conference
- One additional complimentary tickets to the Welcome Reception
- One additional complimentary tickets to the Casual Dinner
- One additional complimentary tickets to the Industry Gala Dinner
- Logo on Conference Website
- Two minute speaking opportunity during a sponsored conference event
- Verbal acknowledgement during the opening and closing conference address
- Delegate List post event (subject to privacy laws)
- Plus your choice of one of the following items:

### Gold Option 1 Barista Zone

A coffee machine will be located in the exhibition area serving coffee and tea throughout the Conference.

- Naming rights to Barista Zone
- Company logo to be included on the Barista Zone signage
- Opportunity to have branded coffee mugs with sponsor's logo distributed at the Barista Zone at sponsors own expense (subject to approval by the Conference Organising Committee)
- Opportunity to have other refreshments at the Barista Zone at sponsor's own expense (subject to approval from Conference Organising Committee)
- Opportunity to place one, company provided, free standing, pull up banner next to the Barista Zone (2m high and 1m wide)







## Silver Sponsorship

\$7,700

- Logo on all sponsor signage at venue
- Logo in Registration Brochure (subject to printing deadlines)
- Logo in Conference Program (subject to printing deadlines)
- 25 word company profile in the Conference Program (subject to printing deadlines)
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- One complimentary sponsor (full delegate) registration to the Conference
- One additional complimentary tickets to the Welcome Reception
- One additional complimentary ticket to the Industry Gala Dinner
- Logo on Conference Website
- Verbal acknowledgement during the opening and closing conference address
- Delegate List post event (subject to privacy laws)
- Plus the following item:

## Silver Option Lunch

- Logo on Lunch signage for your allocated day
- Opportunity to place two, company provided, free standing, pull up banner in lunch area (2m high and 1m wide)

## Gold Option 2 Conference Program Book

The NGIA 2014 Conference Program book will be distributed on-site to all participants and will be a regularly used reference source during and long after the event. It will contain the final program and Conference and exhibition related information.

- Logo on front cover of the Conference Program book (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Full page advertisement in Conference Program (subject to printing deadlines)

## Gold Option 3 Delegate Name badge and Lanyards

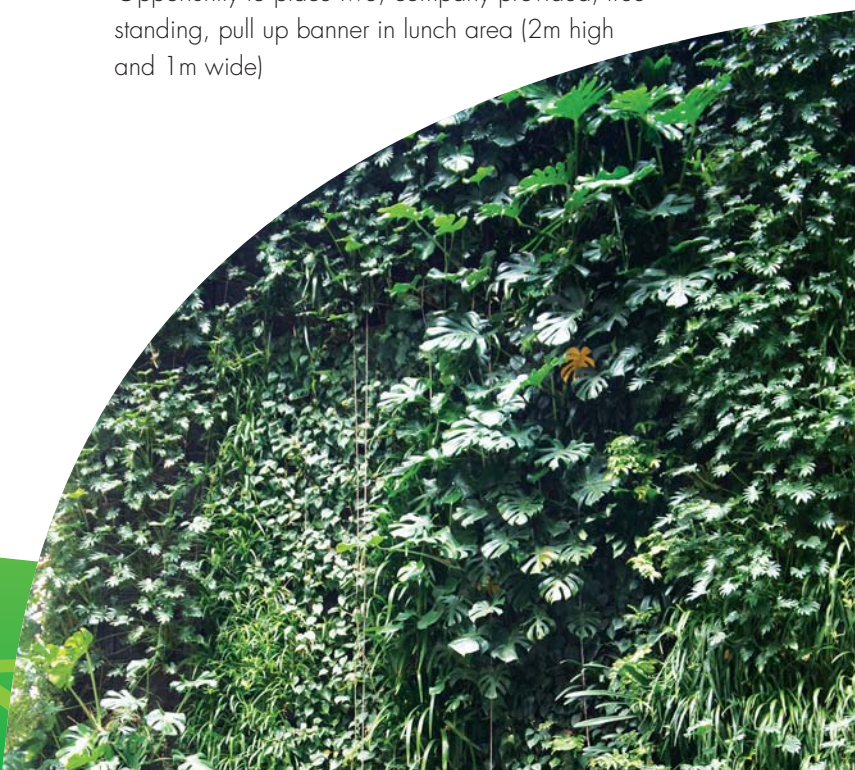
Every registered delegate will receive an official Conference name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.

- Logo on Name Badge (size and placement of logo will be at the discretion of the Congress Organising Committee)
- Logo on Lanyard (size and placement of logo will be at the discretion of the Congress Organising Committee)

## Gold Option 4 Plenary Session

These sessions will feature key invited speakers which will attract a high delegate attendance.

- Logo on session slide
- Logo at entrance to session
- Logo next to session in Conference Program book



# Sponsorship Items

## Delegate Services

### Note Pad and Pen

*\$3,300 including GST (exclusive opportunity)*

- Every registered delegate will receive a note pad and pen in their delegate satchel, to be used during and after the Conference has concluded.
- Logo on Note Pad (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Pen (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website

### Bottled Water

*\$6,600 including GST (exclusive opportunity)*

Each registered delegate will receive one bottle of standard spring water per day of the Conference. Your logo will be included in one colour on the label of the bottle

- Logo on Bottled Water label (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Company name in Conference Program (subject to printing deadlines)
- Logo on Conference Website

### Juice Bar and Lounge Area

*\$7,700 including GST (exclusive opportunity)*

A Juice Bar and Lounge Area will be located in the exhibition area serving fresh juices throughout the Conference.

- Naming rights to Juice Bar and Lounge Area
- Logo in Conference Program (subject to printing deadlines)
- Company logo to be included on the Juice Bar and Lounge Area signage
- Opportunity to place one, company provided, free standing, pull up banner in area (2m high and 1m wide)

### Conference App

*\$7,700 including GST (exclusive opportunity)*

The Conference App can be downloaded by all delegates and will contain important information including the Conference program, speaker bios and exhibition booth information. This will be a handy integrated service that delegates will be encouraged to use.

- Logo on home page of the Conference App (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website

### Internet Café

*\$4,400 including GST (exclusive opportunity)*

Located in the exhibition area the networking hub of the Conference, the internet café will be used regularly by speakers, delegates and exhibitors and will be open during exhibition hours.

- Company name in Conference Program (subject to printing deadlines)
- Logo on signage at Internet Café
- Logo on screensaver and link to company's website on internet homepage
- Logo on Conference Website
- Opportunity to place one, company provided, free standing, pull up banner in area (2m high and 1m wide)





# Catering

## Morning Tea

*\$2,200 including GST (two opportunities)*

- Logo on Morning Tea signage
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website
- Opportunity to place one, company provided, free standing, pull up banner in morning tea area (2m high and 1m wide)

## Afternoon Tea

*\$2,200 including GST (two opportunities)*

- Logo on Afternoon Tea signage
- Logo in Conference Program (subject to printing deadlines)
- Logo on Conference Website
- Opportunity to place one, company provided, free standing, pull up banner in afternoon tea area (2m high and 1m wide)

# Social Functions

## Industry Gala Dinner

*\$12,200 (exclusive opportunity)*

The social highlight of the Conference, a spectacular evening where delegates will be wined, dined and entertained.

- Logo on all sponsor signage at venue
- Logo in Conference Program (subject to printing deadlines)
- Logo in Industry Gala Dinner menu (subject to printing deadlines)
- Logo included on Industry Gala Dinner signage
- Logo on Conference Website
- Half page advertisement in the Conference Program
- One Exhibition Table Top Display
- Two exhibitor registrations

- Opportunity to place a company provided pull up banner at the entrance to the dinner venue and on one side of the stage area
- Verbal acknowledgement during the Industry Gala Dinner
- Opportunity to address the attendees for 2 minutes during the Industry Gala Dinner
- Five complimentary tickets to the Industry Gala Dinner
- Two complimentary sponsor (full delegate) registrations to the Conference

## Entertainment for the Industry Gala Dinner

*\$8,800 including GST (exclusive opportunity)*

- Logo on all sponsor signage at venue
- Logo in Conference Program (subject to printing deadlines)
- Logo included on Industry Gala Dinner signage
- Logo on Conference Website
- Half page advertisement in the Conference Program
- Opportunity to place a company provided pull up banner to one side of the stage area
- Verbal acknowledgement during the Industry Gala Dinner
- Two complimentary tickets to the Industry Gala Dinner

## Delegate Satchel / Promotional Inserts

*\$1,100 each including GST*

- Opportunity to include a promotional insert in the delegate satchel (maximum 1 x A4 double sided flyer).

## Advertisement in Conference Program Book

Advertisements will be offered in the Conference Program Book – finished art work is to be supplied by the Sponsor, by the requested date.

Full Page *\$1,100 including GST*

Half Page *\$550 including GST*

Quarter Page *\$275 including GST*

# Exhibition Opportunities

The exhibition will be a major component of the Conference and will feature the most up to date information and products available.

The Conference Program has been designed to maximise the opportunity for delegates to visit the exhibition. Refreshment breaks and the welcome reception will be located within the exhibition area. The exhibition is set to be the primary networking arena for delegates, sponsors and exhibitors.

## Exhibition Table Top Display

*\$2,750 including GST*

- Trestle Table with Two Chairs
- Table Cloth
- Carpeted floor
- Backboard
- Company name on fascia sign
- One spotlights
- One standard power outlet
- One full Conference registration, including attendance at sessions and social activities.
- One Exhibition registration
- Company listing in the Conference Program
- Delegate List at Conference



## Exhibition Floor Plan

While the floor plan included with this prospectus was correct at the time of printing, the NGIA 2014 Director, Sponsorship and Exhibitions retains the right of alteration should it be deemed necessary. These changes may occur without notice.

## General Information

Additional registrations can be purchased.

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.

An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors.

## Conditions of Payment

50% deposit is required upon confirmation of your sponsorship item and/or booth number. The remaining 50% will be required by the 10 October 2013. Should your booking occur after the 10 October, 100% payment will be due.

Payment must be made for all sponsorship and exhibition monies prior to close of business 10 October 2013. Failure to do so may result in your sponsorship item or exhibition stand being released again for sale.

## Further Information

For further information about NGIA 2014 please contact:

Fallon Smith  
Director, Sponsorship and Exhibitions  
GPO Box 3270  
Sydney NSW 2001

Tel: +61 2 9254 5000

Fax: +61 2 9251 3552

Email: [fallons@icmsaust.com.au](mailto:fallons@icmsaust.com.au)





Nursery & Garden Industry Australia  
2014 National Conference  
10-13 March 2014 | Dockside  
Cockle Bay | Darling Harbour | Sydney

# Sponsorship Form

## Personal Details

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Country \_\_\_\_\_ Website \_\_\_\_\_

## Sponsorship Opportunities Please tick appropriate box

All sponsorship prices are inclusive of 10% GST (Goods and Services Tax)

### Exclusive Opportunities

- |   |          |
|---|----------|
| <input type="checkbox"/> <b>Platinum Sponsorship</b>                      | \$18,700 |
| <input type="checkbox"/> Platinum Option 1 - Conference Satchel           |          |
| <input type="checkbox"/> Platinum Option 2 - Welcome Reception            |          |
| <input type="checkbox"/> <b>Gold Sponsorship</b>                          | \$12,200 |
| <input type="checkbox"/> Gold Option 1 - Barista Zone                     |          |
| <input type="checkbox"/> Gold Option 2 - Conference Program Book          |          |
| <input type="checkbox"/> Gold Option 3 - Delegate Name badge and lanyards |          |
| <input type="checkbox"/> Gold Option 4 - Plenary Session                  |          |
| <input type="checkbox"/> <b>Silver Sponsorship</b>                        | \$7,700  |
| <input type="checkbox"/> Silver Option - Lunch                            |          |

### Individual Opportunities

#### Delegate Services

- |  |         |
|--|---------|
| <input type="checkbox"/> Note Pad and Pen          | \$3,300 |
| <input type="checkbox"/> Bottled Water             | \$6,600 |
| <input type="checkbox"/> Juice Bar and Lounge Area | \$7,700 |
| <input type="checkbox"/> Conference App            | \$7,700 |
| <input type="checkbox"/> Internet Café             | \$4,400 |

#### Catering

- |  |         |
|--|---------|
| <input type="checkbox"/> Morning Tea   | \$2,200 |
| <input type="checkbox"/> Afternoon Tea | \$2,200 |

#### Social Functions

- |  |          |
|--|----------|
| <input type="checkbox"/> Industry Gala Dinner                        | \$12,200 |
| <input type="checkbox"/> Entertainment for the Industry Gala Dinner  | \$8,800  |
| <input type="checkbox"/> Delegate Satchel/Promotional Inserts (each) | \$1,100  |

#### Advertisement in Conference Program Book

- |                                       |         |
|---------------------------------------|---------|
| <input type="checkbox"/> Full Page    | \$1,100 |
| <input type="checkbox"/> Half Page    | \$550   |
| <input type="checkbox"/> Quarter Page | \$275   |

I agree to be invoiced for a total of \$\_\_\_\_\_ including 10% GST for the items selected above.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Sponsorship agreement and tax invoice will be sent upon receipt of your application form.

**Sponsorship Total** \_\_\_\_\_



Nursery & Garden Industry Australia  
2014 National Conference  
10-13 March 2014 | Dockside  
Cockle Bay | Darling Harbour | Sydney

# Exhibition Form

## Exhibition Table Requirements

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.

### Preferred exhibition location:

First Choice: \_\_\_\_\_

Second Choice: \_\_\_\_\_

Third Choice: \_\_\_\_\_

## CONDITIONS OF PAYMENT

50% deposit is required upon confirmation of your sponsorship item and/or booth number. The remaining 50% will be required by the 10 October 2013. Should your booking occur after the 10 October, 100% payment will be due.

Payment must be made for all sponsorship and exhibition monies prior to close of business 10 October 2013. Failure to do so may result in your sponsorship item or exhibition stand being released again for sale.

## Exhibition Opportunities

Please indicate which exhibition option you would like to purchase.

	Cost (AUD)	Total inc GST
<input type="checkbox"/> Exhibition Table Top Display	\$2,750 incl 10% GST	_____

**Declaration:** I have read & accept the terms & conditions in the prospectus and wish to become an exhibitor at NGIA 2014.

I agree to be invoiced for a total of \$\_\_\_\_\_ incl GST.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Application forms may be faxed or mailed to the contact listed below.

A tax invoice will be sent upon receipt of your application form.

**Exhibition Total** \_\_\_\_\_

## Method of Payment Tick appropriate box

☐ I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation

☐ I wish to pay by credit card: ☐ Visa ☐ MasterCard ☐ Amex

Credit Card Number             Expiry Date \_\_\_\_/\_\_\_\_

Card Holder's Name \_\_\_\_\_ Signature \_\_\_\_\_

**Please Note:** All credit card payments will appear as "ICMS Australasia Pty Ltd" on your statement

☐ Please tick this box if you do NOT wish to receive Meeting Updates via email

## Forward completed application forms to:

NGIA 2014  
GPO Box 3270  
Sydney NSW 2001 Australia

Tel: (+61 2) 9254 5000  
Fax: +61 2 9251 3552  
Email: [fallons@icmsaust.com.au](mailto:fallons@icmsaust.com.au)

# TERMS AND CONDITIONS OF CONTRACT

## The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

## The Application

5. An official Exhibition Application Form must be received to reserve space.
6. The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

## Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation.
10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
11. The Organiser reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.
24. The Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

## Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
29. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibition Manual.
30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.
37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

## Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

## Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

## Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

## Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
49. If the Exhibitor wishes to cancel their participation a request must be submitted to the Organiser in writing. Exhibitor cancellations and refunds will be administered as follows:
  - a. If notice of cancellation is received 12 months or more before the first day of the exhibition, the Exhibitor will be entitled to a 75% refund on funds due at the time of cancellation.
  - b. If notice of cancellation is received between 6 and 12 months before the first day of the exhibition, the Exhibitor will be entitled to a 50% refund on funds due at the time of cancellation.
  - c. If notice of cancellation is received less than 6 months before the first day of the exhibition, the Exhibitor will not be entitled to a refund.
  - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor may be invoiced for the difference to satisfy the above cancellation and refund policy.
50. If notice of cancellation is received prior to the first payment being made, the Exhibitor will be invoiced for and agrees to pay 25% of the total funds owing at that time.
51. Booth availability may be limited or restricted, and allocations and available quantities will be advised upon processing your application.

# Appendix F



# Nursery & Garden Industry Australia 2014 National Conference

10-13 March 2014 | Dockside Cockle Bay | Darling Harbour Sydney

**Blue Sky Thinking Real Green Living** is the theme of the conference which will be hosted in the heart of one of Sydney's favourite waterfront playgrounds, Darling Harbour.

The conference will present new research examining the benefits of greenlife on health, living standards and as a solution for many urban, environmental and social challenges. The products you produce are important to all Australians. Find out how to benefit.

We have invited a number of powerful speakers to examine old issues in new ways to inspire industry profitability including industry statistics, the economic climate and how the versatility of greenlife at home and abroad has exposed a buffet of opportunity.

This is an inclusive program relevant to all industry sectors, and this year we have opened our doors to urban planners, local councils, architects and more. The nursery and garden industry, together with our brother and sister industries are in a prime position to champion the cause of changing attitudes towards greenlife.

To register your interest or for further information on the Conference please visit [www.ngia2014.com](http://www.ngia2014.com)



# Nursery & Garden Industry Australia 2014 National Conference

10-13 March 2014 | Dockside Cockle Bay | Darling Harbour Sydney

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- opportunities • new research findings • program updates • economic insights • global perspective.



**Ben Peacock** from The Republic of Everyone is the creative director behind 2020Vision. Ben will be talking about the consumer launch of this innovative industry campaign and what it means to operators.



**Simon Leake**, expert in soil and media will update industry on new nutrition techniques and expectations of the future.



**Natalia Saldarriaga** has surveyed consumers and local government 'Urban Forest' and explores the challenges and opportunities as seen by them.



**Vic Krahn**, President of the Association of International Horticulture, Vic will provide the conference with a global perspective on the World of Green.

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Great gardens are Yates gardens

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norwood



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## NGIA2014

10-13 March 2014 | Darling Harbour Sydney  
Blue Sky Thinking Real Green Living

## Conference Program

### Day 1: Monday 10 March 2014

17:30 - 18:30 Registration  
18:30 - 21:30 Welcome Reception - L'Aqua

### Day 2: Tuesday 11 March 2014

08:30 - 09:10 Conference Opening  
09:10 - 10:00 Plenary Session I  
The Message of Green  
Prof. Neville Norman (University of Melbourne)  
10:00 - 10:45 Plenary Session II  
The Profit of Green  
10:45 - 11:15 Morning Tea  
11:15 - 12:05 Plenary Session III  
The Health of Green  
Assoc Prof Mardie Townsend (Deakin University)  
12:05 - 12:50 Plenary Session IV  
The World of Green - AIPH - International experience:  
Vic Krahn (International Association of Horticultural Producers)  
12:50 - 13:50 Lunch  
13:50 - 14:25 Concurrent I  
Blue Sky 1  
Workforce for the future  
Prof. Jim Pratley (Charles Sturt University)  
Real Green 1 - The Brisbane Experience  
The economic value of greenspace - case studies  
Lyndal Plant (Brisbane City Council)  
14:25 - 15:00 Concurrent II  
Blue Sky 2  
Technology in Horticulture  
David Moore (Horticulture Australia Limited)  
Real Green 2 - The Sydney Experience  
Neighbourhoods and Urban Forsets - Value adding  
Karen Sweeney (City of Sydney)  
15:00 - 15:30 Concurrent III  
Blue Sky 3  
Soils media and nutrition new directions  
Simon Leake (Sydney Environmental and Soil Laboratory)  
Real Green 3 - The Melbourne Experience  
Community feedback and engagement  
Ian Shears (Melbourne City Council)  
15:30 - 16:00 Afternoon Tea  
16:00 - 16:45 Plenary Session V  
The Vision of Green  
Ben Peacock (Republic of Everyone)  
16:45 - 17:00 Closing announcements

### Day 3: Wednesday 12 March 2014

Tours Day  
Option 1: Blue Sky Thinking  
Option 2: Real Green Living  
Option 3: Purely Production

### Day 4: Thursday 13 March 2014

08:30 - 08:40 Conference Opening - MC Housekeeping  
08:40 - 10:25 Plenary VI  
Your Levy at Work - the Green Investment  
Robert Prince (NGIA) and David Matthews (IAC)  
10:25 - 10:55 Morning Tea  
10:55 - 11:30 Concurrent IV  
Blue Sky 4  
Real Green 5  
Green Corridors impact on consumers  
Natalia Saldarriaga (UNSW)  
11:30 - 12:00 Concurrent V  
Blue Sky 5  
Canadian Experience  
Vic Krahn (International Association of Horticultural Producers)  
Real Green 4  
Innovation for the Industry  
Allan Ryan (Hargraves Institute)  
12:00 - 13:00 Lunch  
13:00 - 13:35 Concurrent VI  
Blue Sky 6  
Supply Chain Technology  
Joseph Taylor (GS1 Australia)  
Real Green 6  
The landscape pathology of human health and well-being  
Guy Barnett (CSIRO)  
13:35 - 14:05 Concurrent VII  
Blue Sky 7  
Beyond Chelsea  
Wes Fleming (Flemings Nurseries)  
Real Green 7  
Best of the Best Award program summary  
14:05 - 14:35 Afternoon Tea  
14:35 - 15:05 Plenary VII  
Vitamin G - Roundup and Synopsis  
M.C. Jo Pearson  
15:05 - 15:50 Plenary VIII (FINAL)  
Courage in Adversity  
Ben Roberts-Smith VC MG  
15:50 - 16:00 Wrap Up - MC  
19:00 - Midnight Conference Gala Dinner - Dockside

# Nursery & Garden Industry Australia 2014 National Conference

10-13 March 2014 | Dockside Cockle Bay | Darling Harbour Sydney

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Featuring powerful speakers, famous industry tours and a memorable social program, you will take home:

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**Jo Pearson** returns to MC and this year will encapsulate the conference in a keynote address.



**Mardie Townsend** will discuss The Health of Green from her perspective as Associate Professor in the School of Health and Social Development.



**Neville Norman** will deliver his view of The Profit of Green in the current economic climate.



**Ben Roberts-Smith VC MG** will leave delegates inspired in his address on Day 3.

REGISTER today at [www.ngia2014.com](http://www.ngia2014.com) or email NGIA 2014 Conference Secretariat on [registration@ngia2014.com](mailto:registration@ngia2014.com)

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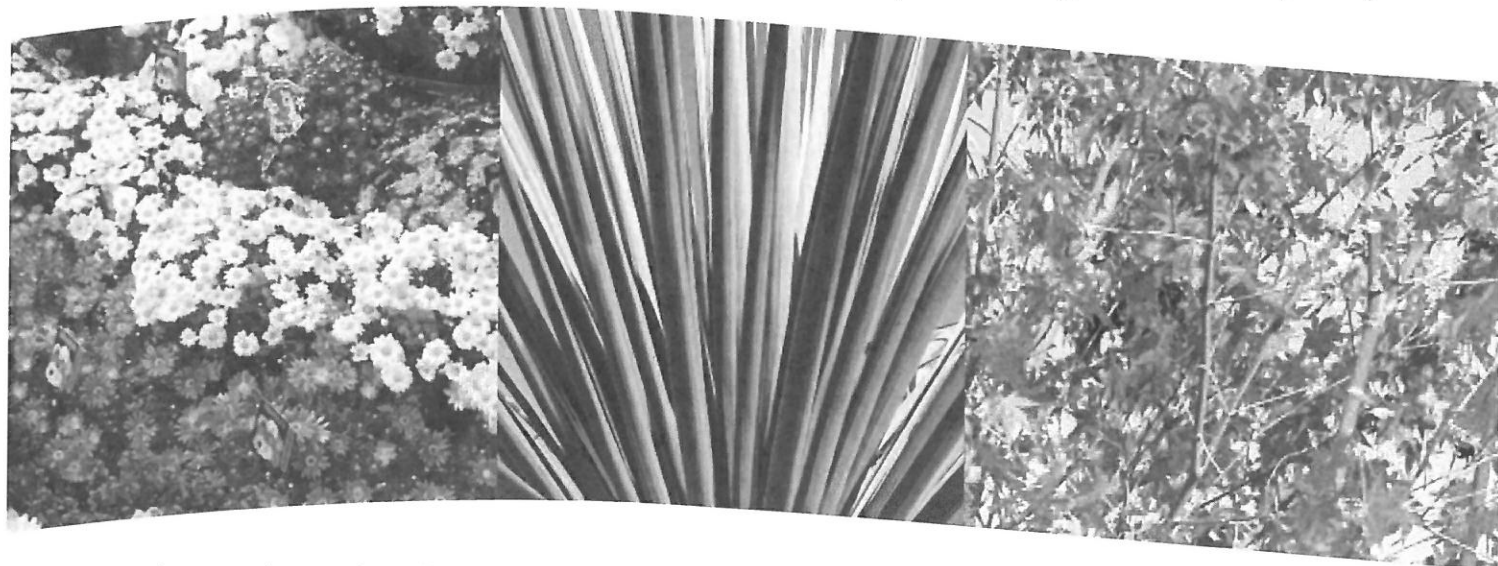


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Blue Sky Thinking Real Green Living

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The conference will present new research examining the benefits of greenlife on health, living standards and as a solution for many urban, environmental and social challenges.

A number of powerful speakers will be presenting on a diversity of issues.

Neville Norman will deliver his view on The Profit of Green

Ben Peacock the creative director behind the nursery industry's new campaign will provide a Vision of Green

Mardie Townsend Associate Professor in the School of Health and Social Development, Deakin University will discuss The Health of Green

Vic Krahn President of the International Association of Horticultural Producers will give his insights on the World of Green

To register today please visit conference website [www.ngia2014.com](http://www.ngia2014.com)

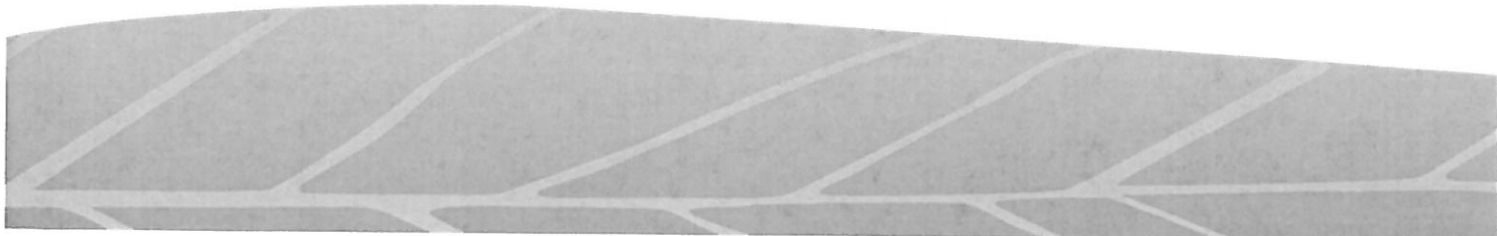
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Blue Sky Thinking Real Green Living



# Blue sky thinking – real green living: Part 1

## A change in direction or rediscovering a lucrative market sector?

By Karen Smith

Developing and growing the greenlife market was the underlying theme of the 2014 Nursery & Garden Industry national conference held recently at Darling Harbour in Sydney. It encouraged industry members to embrace new thinking and to contribute to the groundswell generated by the launch of the 2020 vision campaign.

**T**he 2020 Vision campaign is already successfully raising the awareness of decision makers of the possibilities for incorporating greenlife into nature-impooverished sections of our cities.

It was fitting that, after the welcome to country by Gabbi Widders of the Gadigal people, Ben Peacock provided an overview of the rise of the green movement, not to be confused with the political party sharing a similar name, and the idea of 'green' not only applying to plants but to cars, women's handbags, and lifestyle.

Ben Peacock represents the Republic of Everyone, an advertising agency that embraces the concept of ethical marketing. He provided an insight into the saleable qualities of the nursery and

garden industry and how community perceptions may be modified to the advantage of our industry.

"If you show a community what is possible it is likely they will embrace the change" was a concept Ben expounded. The US example of 'Better Block' was an example he encouraged us to explore. Ben cited a similar example used in the Sydney suburb of Clovelly with another example scheduled to materialise later this year at Bondi.

Other initiatives such as Grow It Local were included, to encourage gardeners to plant edibles wherever they live and post on the Grow it Local website. The message is that every person who embraces these movements is a likely customer of a garden centre and will use our products at some point.

The 'Prophet of Green' Professor Neville Norman presented the 'Profit of Green' where *profit* and *prophet* could be easily interchanged. Prof Norman used statistics and more statistics to convince an audience - which probably didn't need much convincing - how important and profitable the nursery and garden industry could become.

He pointed to media headlines that, although generally alarming, do not necessarily affect how you run your business. His message is to ignore factors over which you have no control and concentrate on things that matter.

The retail sector of the nursery and garden industry depends on the strength of the economy. The average spend in a nursery is affected by nature and the incidence of droughts and restrictions imposed by controlling bodies. Professor Norman suggests there is a complex link between the profits in the nursery and garden sector and the economy generally. He urged all businesses to collect data and statistics and use them to identify trends and possibly underserved, sectors of the market.

One example of a market sector could be males living alone. Professor Norman identified single males living alone as an increasing sector of the population. He suggests there could be a need for a 'green connection' with this group. Another sector that could be the target for attention is the under 15s; this group could be the long term investment and it could be that a new 'Don Burke' is needed to sow the seed, so to speak.

Statistics show that one significant part of the economy is the grey



Blue Sky Living tour Botanica Nurseries



group. They are living longer than the previous generation and will have a disproportionate amount of wealth. As this group faces the transition to retirement they should be the target of your attention. Professor Norman suggests the nursery and garden industry should be part of super fund seminars for example to raise 'green' consciousness, the obvious advantages include being active and exercising instead of getting flabby and vegetating.

The Health of Green was presented by Associate Professor Mardie Townsend from Deakin University.

"Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity. Wellbeing is a measure of how people believe their life is going from their own perspective," Prof. Townsend said.

The evidence is there. Contact with nature is important. Professor Townsend assures us the link with nature is essential. The link falls into two categories, degradation and depredation.

- **Degradation:** A link with a degraded environment leads to a measurable reduction in mental health. Climate change is considered responsible for 300,000 deaths each year, according to the World Health Organisation. Statistics from France indicate that, in August 2003, there were 14,800 more deaths due to heat than expected. The heat wave in the southern part of Australia in January and February 2014 caused a doubling of the death rate associated with heat.
- **Deprivation:** The biophilia hypothesis put forward by Edward Wilson



Brent Tallis talks to delegates at Overland Nursery

describes an instinctive bond between humans and nature, and the sudden separation from nature in the last 250 years has led to nature deficit disorder. Described by American author Richard Louv, in his book *Last Child in the Woods*, nature deficit disorder is the human cost of alienation from nature, including diminished use of senses, attention difficulties and higher rates of physical and emotional illnesses.

Associate Professor Townsend went on to say that green space encourages activity which, in turn, has a direct bearing on our health. Cardiovascular disease contributes 18% of the total burden of disease in Australia. Diabetes sufferers number 1.7 million in Australia and this number is expected to more than double by 2031.

A recent study in New Zealand suggests useable green space reduces the need for treatment for anxiety and mood disorders. This study backs up research in Denmark and the Netherlands showing that having green space in proximity to homes buffers the effects of mental health problems

Recent Australian research shows that Type II diabetes is reduced in greener neighborhoods. A Dutch study showed a lower prevalence of a wide variety of disease for subjects living within one kilometre of green space.

Professor Townsend presented a body of evidence derived from recent research that points to the positive health benefits of volunteering in green spaces. Volunteers have reduced frequency of visits to GPs, suggesting greater benefits could be realised if health and welfare organisations can link with environmental managers.

Case studies presented by Prof. Townsend outlined the benefits of community responsibility for urban green spaces and volunteering. She detailed the rejuvenation of Marvin Gaye Park in Washington DC (US) and another example from the UK where a disused industrial mine site and surrounding degraded countryside has become the National Forest project.

The three presentations by Lyndal Plant from Brisbane City Council, Karen Sweeney - Sydney City Council and Ian Shears - Melbourne City Council, I have to say, left me feeling very optimistic about the future of our cities in regards to green space and heat island effects.

I recall hearing Prof. Townsend speak at the conference in Canberra some



Delegates touring Alpine Treemovals with Maroun Maait (in the yellow shirt)

years ago about the benefits to health and wellbeing from greenlife and often wondered what is actually being done to ensure that we do benefit when it comes to town planning.

Lyndal Plant said the community rated green space as quality of life and demonstrated this by using the green spaces. People may have smaller backyards but their aim is to have easy access to green spaces within a five minute walk. Green is good for business and property values benefit from street trees. Their aim is to provide a 50% green cover.

The City of Sydney's Karen Sweeney said their aim is to reduce emissions by 70% by 2030. The Greening Sydney plan they refer to as the 'chlorophyll plan'. They have 17 community gardens with free edibles. They currently have resistance from some communities about greening certain neighbourhoods and their plan is to educate the community about the benefits and the concept of 'neighbourhoods'.

Ian Shears from Melbourne said their goal is to "strategically transform our landscapes to respond to current challenges and to a dramatically different climate and population - to have a city in a forest rather than a forest in a city".

Their strategies and targets are to increase the canopy cover and urban forest diversity and to improve vegetation health, soil moisture, water quality and urban ecology. Their aim is to engage the communities to give them a broader understanding of the importance of an urban forest, to increase their connection to it and engage in its process of evolution.



Escalator with gardens one Central Park

#### Conference tours

An indicator of the camaraderie and cooperative spirit that exists in the nursery and garden industry is the willingness of nursery owners and operators to open their operations to the scrutiny of the delegates. This year was no different to previous years

Three tours were operated concurrently. Naturally we could not all attend every tour; in our case Gary attended the Blue Sky Thinking tour, Gabe attended the Purely Production tour and I attended the Real Green Living Walking tour.

#### Gary - The Blue Sky Thinking

tour visited three locations, namely the Hawkesbury Institute for the Environment, operated by the University of Western Sydney, Oasis Springwood, and Botanica Nurseries.

The Hawkesbury Institute for the Environment is a teaching and research

institute aligned around the broad themes of soil biology and genomics, plants, animals and interactions, and ecosystem function and integration. This tour was directed to the large experimental areas situated in, and next to, remnant Cumberland Plain woodland in Sydney's Hawkesbury district.

Research facilities included large rainout shelters, whole tree chambers and the Eucalyptus Free Air CO2 Enrichment Experiment (EucFACE). These three areas provide large levels of control of plant environment, and facilities for measuring many aspects of plant performance ranging from root development, carbon uptake to canopy development. Mature trees can be monitored to fully explore the complex relationships between temperature, atmospheric gas levels and water flow.

The region was greatly affected by the bushfires that raged in the Blue Mountains in October last year. The Hawkesbury Institute for the Environment was luckily spared but the proximity of the fire front motivated them to install a fire deluge system to protect their valuable research.

Oasis, on the other hand, was right in the path of the fire front that decimated parts of Springwood and Winmalee in the Blue Mountains. Sonters Nursery - a nursery that adjoins Oasis - appeared to have nothing left.

Despite losing some poly covered areas and two and a half potting lines, it looked like business as usual for the crew at Oasis. Technicians were busily commissioning a couple of potting lines and transplanters and the delegates were happy with the opportunity to see new,



Ultimo Community Garden



and what looked to be state of the art, machines at work.

When asked about virus testing, Matt DeVille said that, as a consequence of the bush fires, the virus testing regime has been stepped up and almost doubled in some instances. All testing is carried out off site and some testing is contracted to the US.

Rooted and un-rooted cuttings form part of the Oasis product line. About 65% of their production is seedlings, 25% potted plants and young plants make up the rest

Oasis has embraced the green wall and green roof concept, actively selling into that market.

There were no complaints about the fine lunch provided by the hosts.

Botanica Nurseries, owned and operated by the Hanna family, was the next stop on the Blue Sky Thinking tour. The Silverdale operation is the head office and flagship of the Botanica group of nurseries - Abulk and Paradise nurseries also form part of the group. The Silverdale site, which is one of four sites, occupies 25 acres of gently sloping land close to Sydney's Warragamba Dam. A short walk around the site and you can appreciate the work that has taken place that has developed this business into the successful operation it is today.

Botanica produces millions of plants each year and supplies councils, road and traffic authorities, landscapers and retail nurseries. They are supplying plants for the new rail link between Leppington and Glenfield in Sydney's south west.



Plants stacked in Alpine Nurseries Sales B-double to use all available space, also crates for smaller plants

**Gabe: The Purely Production tour,** under the guidance of Michael Danelon, headed west to Dural, with the first stop at Cameron's Nursery. Delegates were taken on a guided tour of the nursery by owners Andy and Sonia Cameron, where Andy gave a presentation on how the nursery recycles its water. The nursery specialises in quality perennials.

Our next stop was down the road at Overland Nursery. Brent and Scott Tallis welcomed the delegates and gave a brief insight into the nursery before being given a tour of the grounds. The nursery produces quality flowering trees, shrubs, groundcovers, climbers and perennials, in 100mm to 300mm pots.

The third stop was Alpine TreeMovals. Arthur, and Maroun Maait - one of Arthur's sons, gave delegates a complete insight into their business whilst having

a tour of the nursery. The staff were also on hand to answer any questions about the nursery or its production process. After the tour we were treated to lunch of a Middle Eastern feast like no other. The only thing missing was the belly dancer (come on guys lift your game).

The nursery produces in-ground and containerised stock from 150 litres to 10 metre ex-ground specimen trees.

Alpine Nurseries Sales was the last stop of the day; the nursery was abuzz with activity as far as the eye could see. Delegates were welcomed and given a brief history of the nursery by the MD Peter Knox, then taken on a tour of the nursery. First stop was the despatch area, where a B-Double was loaded with a variety of different size shrubs, to demonstrate the versatility of the trailers and crates used to transport the plants.

We were also treated to a PowerPoint® presentation by Ken Bevan on nursery operations, and how they have streamlined their processes - from the initial phone call to orders taken, through to despatch and the customers receiving their plants. This presentation was followed by Andrew Knox explaining their internet-based ordering system. A short distance away was the cash and carry facility which has more than 100 different suppliers selling to the trade only.

The nurseries visited on the tour all had something unique to offer the delegates on the production tour.

**Karen: The Real Green Living walking tour** took in Pirrama Park - formerly a base for the water police and once full of wharves and dock workers. Sustainable features include solar panels, rainwater capture and re-use,



NGIA walking tour garden maintenance from up high One Central Park

energy efficient lighting and timber decking made from recycled materials.

This area is well used by members of the public and has a café, childrens' play equipment and an area to launch your kayak or just put your feet in the water. The Goodline, (which we covered previously in Hort Journal with the launch of 2020 Vision), is a two year project which will provide a green spine similar to the Highline in New York.

We then visited the Ultimo Community Garden where local residents - like minded people - have come together to share and grow edibles. The garden has been growing for around 12 months and has proved to be very successful.

The picnic lunch break was taken at One Central Park on Broadway, a new apartment complex that spans 1000 square metres across two building towers which are 16 and 33 stories high respectively. The 150 metre high vertical gardens, designed by Patrick Blanc, are the tallest vertical gardens in the world, housing 30,000 shrubs and 70,000 plants with nearly 360 mostly native species. The walk took in the War Memorial and vertical gardens at The Pullman Hotel, the Telstra building and the Patagonia store.

Social events of the week included St Pat's Green Shindig at Simmer on the Bay at the Rocks. Many people went to a lot of effort to dress in the Irish green colours. The evening was sponsored by Yates and the evening was a great success with delicious food. Next Gen hosted an evening at the Opera Bar at Sydney Opera House and the conference

finished on the last evening with the conference gala dinner at Dockside.

*Other speakers will be covered in next month's issue*

## The Roll of Honour- The Winners

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 and Hall of Fame Award	Dream-Time Wholesale Nursery, VIC
Best Large Production Nursery	Alpine Nurseries Alstonville, NSW
Best Propagation Nursery	Alcoa Marrinup Nursery, WA
Best Growing Media Supplier and Hall of Fame Award	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, Head of Operations for Andreasons Green Nurseries, NSW



NGIA 2014 Award winners

# Blue sky thinking – real green living: Part 2

By Karen Smith

The 2020 Vision campaign was one of the main themes of the 2014 Nursery and Garden Industry Association (NGIA) conference held at Darling Harbour recently. In last month's issue we covered the keynote addresses and the organised tours. I know the participants on the Blue Sky Thinking tour were treated to world class Sydney traffic chaos when a fire broke out at the Barangaroo construction site. The affect of these minor events bring home how frail city infrastructure has become.

**I**mproving city livability was one key message that came from speakers at the conference. Vic Krahn, the president of the International Association of Horticulture Producers (AIPH), spoke about the AIPH and the gardening and landscape industry in Canada. The AIPH, of which Australia is a member, is a co-ordinating body representing horticultural producers' organizations all over the world. As Vic pointed out, the AIPH has assumed responsibility for developing international standards for green cities. The AIPH aims to be the focal point for green city best practice and a source of expertise. With this in view, the AIPH will conduct a London-based conference this year where Dr. Anthony Kachenko will represent the NGIA and will present Australia 2020 Vision (See next month's issue for a report on this conference).

Another function of the AIPH provides a link to the Bureau International des Expositions (BIE) and the 160 member countries. Expositions earn the host city international recognition as well as a lasting legacy in infrastructure. He reminded us of the Brisbane Expo in 1988. I did a bit of quick research and the equivalent of the whole Australian population in 1988 attended the Brisbane Expo in the six months it was open.

Improving livability? - try installing a green wall or roof. Simon Leake is no stranger to the NGIA conference and his presentations are always thorough and informative. Simon outlined the peculiarities and difficulties of projects such as the Hilton green wall in Grosvenor Place, Castlereagh Street, Sydney, and the 1 Central Park building on Broadway,

Sydney as well as the developing site that will be Barangaroo.

Apart from the aesthetics of a 'green wall' other benefits such as thermal insulation, natural evaporative cooling and a reduced 'heat island effect' were some characteristics that made a green wall or green roof architecturally desirable in a modern development.

Simon outlined two fundamentally different approaches to the green wall. The green curtain approach is a hydroponic system relying on a continuous flow of treated water. Alternatively, the plants sit in a tub of growing media, held in place by the structure of the 'green wall'.

Simon came out in favour of the plants in a tub of growing media that provides some water retention, particularly in the Australian climate. He stressed the importance of quality growing media designed for this application. In his view 'normal' potting mixes do not provide an economical solution. But it is not just potting mixes that determine success. Some projects are marginal because shading from other buildings leave light levels too low for the selected plants or building orientation and the proximity of other buildings produce wind tunnel effects that affect plant growth, especially in the upper levels.

The Barangaroo project has its own set of challenges. The trees and plants specified for the site are mostly well advanced, mature plants to create a finished feel for the parklands from day one. The difficulty is to establish the plants in a nursery using soils similar to the poor soils on site. The experience, research and testing for

soils and plants at the Barangaroo site will be incorporated in a book. The book, developed in conjunction with a landscape architect, will be a reference for landscape architects dealing with the variability of native plants and soils.

Green walls and roofs, sophisticated planting systems, who will be able to manage these installations? Professor Jim Pratley from Charles Sturt University outlined the challenges for the 21st century agricultural sector in his presentation on the workforce of the future. Statistically, the horticultural industry has one of the highest proportions of unskilled workers or workers with no qualifications, compared to the rest of the community.

The number of graduates completing a degree in horticulture or related area has dropped to about a quarter of the completions registered in 2004. Only one Australian university offers a degree in horticulture however, about half the major Australian universities offer a strand or major, or, at least, an elective subject relating to horticulture.

The Vocational Education and Training (VET) sector has more to offer for horticulture showing stable or upward trends in completions of Certificate 2 and Certificate 3 qualifications especially in New South Wales. Prof. Pratley highlighted the low level of apprenticeships offered in horticulture generally. The largest employer of apprentices in this industry was the landscaping sector but this was still not particularly at a high level, despite the availability of registered training organisations offering suitable courses.



Upgrading industry skills, knowledge and practice is part of the NGIA vision for the industry so, Prof. Pratley asks, "What are you going to do about it". His answer is to engage children before the age of 11.

"If you 'turn them off' at about 11, you never get them back" Prof Pratley said.

A lack of teaching and learning materials available to training organisations could be one reason there are so few courses offered. Current industry school material is not used because there is no direct link to curriculum and much of the material carries a copyright claim. He suggested using specialist organisations that could be a conduit between training organisations and the industry but there are costs to be born.

The impact of a shortage of qualified people means fewer qualified advisers and less capacity for research and development. This could lead to the possibility of getting poor advice from consultants and the introduction of unqualified service providers with

unsuitable products. Professor Pratley asked, "Is this a sunrise or a sunset industry"?

So where is Horticulture Australia looking? Well, according to David Moore of Horticulture Australia Limited, outside the square. In his presentation David Moore urged us to seek and seize new opportunities for sustainability's sake. David sees value in attending conferences in what could be considered as unrelated industries.

Sometimes using something that exists already and using it in a new or novel way could give you the commercial edge over your competitors, was David's point. Using magnetic resonance imaging (MRI) for example, to scan for pests or bruising in fruit could create a premium range of fruit, or (a) photonic fence that could burn off the wings of flying insect pests but at the same time not shoot down bees, were a couple of 'outside the square' examples.

Bananas are already available in vending machines in Brisbane so why not small plants? The nursery and garden industry

have used robots for many years to pot up and transplant their stock, it is not too much of a leap to have similar machines roaming around the nursery or orchard looking at the fruit load on trees, and while they are there, pull out a few weeds, add some fertiliser or check whether plants need watering?

One problem, he argues is that the controllers of R&D funding have tended to fund only short term, 'safe bet' research. The knock-on effect is a subliminal conditioning of researchers to focus only on this type of research when applying for funding. This, he says, tends to unbalance the research portfolio and limit 'blue sky thinking'. With this in mind HAL has started a transformational fund with \$2.5 million dollars annually for investment in technology, ideas or concepts that fundamentally change the system. This is not for incremental changes but for a revolution. He suggests that they may have to look outside normal or traditional research organisations for ideas.

#### Tree Sales Position - Full Time/Part Time

Speciality Trees, awarded 2014 Best Victorian Large Production Nursery, is seeking a key sales person to assist new and existing customers with product and pricing information to win the sale and ensure repeat purchase.

Located in Narre Warren East, the successful candidate will be solution orientated, proactive and self-motivated to follow up leads and secure the sale. They will have good plant and horticultural knowledge and be able to mix this knowledge with excellent communication skills. Time management skills and the ability to prioritise is essential with existing knowledge of sales processes a definite advantage. This person will also be required to assist in production planning, stock ordering and stock control from time to time.

Essentially, the successful candidate will have qualifications in Horticulture, a minimum 2 years experience in sales or production environments, be personable, a team player, have an excellent telephone manner and be willing to work in an exciting and demanding environment.

This opportunity would suit a passionate horticulturist looking to grow their skills in plant sales. Flexible hours are possible for the right person and a competitive salary package will be negotiated based on experience and skills. For a confidential discussion call Hamish Mitchell on 03 9796 8308 or send your resume to [h.mitchell@specialitytrees.com.au](mailto:h.mitchell@specialitytrees.com.au).

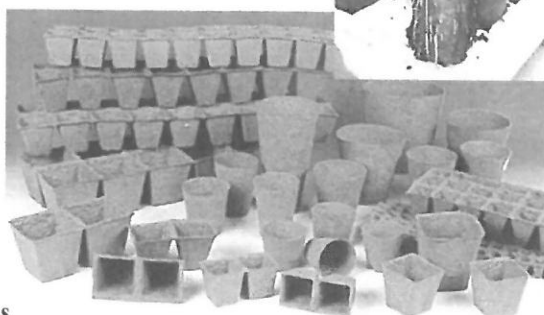


## fertil pots

100% Natural

### BIODEGRADABLE POT

- ✓ Accelerates growth
- ✓ Stronger plants
- ✓ Increased rooting
- ✓ No root spiralling
- ✓ Less labour in planting
- ✓ No transport shock
- ✓ 100% Biodegradable
- ✓ Suitable with Hydroponics



## GREENTECH

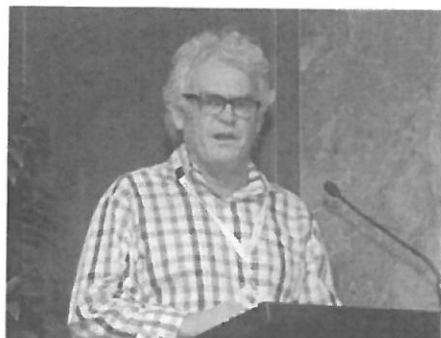
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Email: [marion@greentech.net.au](mailto:marion@greentech.net.au)

Web: [www.greentech.net.au](http://www.greentech.net.au)





**Simon Leake SESLS - Expert on soils and growing media**

"Collect statistics" was repeated several times during the conference and Stephen Kulmar - founder of Retail Oasis - repeated the cry. Loyalty cards and online selling generate data you can use to target the customer's needs and increase the size of the shopping basket. Bring your social, store and online profiles together. Having a recognisable brand could allow you to partner with non-traditional outlets. Are fashion boutiques possible partners or could you co-brand or operate a concession within a larger store asked Stephen?

Stephen Kulmar, with a background in advertising and communications, has worked on the public face of organisations such as Big W, Westfield and involved in the Masters (hardware) concept. Under his banner of Retail Oasis he helps retail management improve their connection with existing and future customers. Stephen sees a trend towards consumers restoring a balance in their lives. There is, therefore, an opportunity for the nursery and garden industry to build on that trend using the same social media that gave consumers control in the first place. He sees the opportunity to extend into more services - both in-store and online, that might extend the market.

One possible cohort in the community worth targeting, according to Stephen is the 18 to 35 group of men who may develop an interest in the 'do it yourself' movement. Stephen quoted statistics that this group spends \$100 more than the average gardener and, in the future, may form a nucleus of 'stay at home' dads. Stephen concluded his presentation with a series of tips to be '2014 consumer ready' and number 10 on his list was "don't be afraid to trial new things".

And if you want statistics, is there a better way to do it than with a bar code, no, according to Joseph Taylor from GS1



**AIPH President Vik Krahn**

Australia. Joseph is a senior advisor at GS1 Australia where GS stands for Global Standards. GS1 is a not-for-profit industry body which administers bar code numbers internationally. GS1 Australia represents Australia within that group.

Joseph outlined how bar codes fitted into an information hierarchy that is uniform worldwide. His argument for integrating bar code systems is compelling. He pointed to improved efficiencies in the supply chain, improved inventory management, better data and traceability - all from bar code systems. Improved data leads to more informed decisions and better reporting about product sales.

Joseph went on to explain the needs of large retailers such as Bunnings, Masters, John Danks and so on and their reliance on barcodes at multiple levels of their operation. The codes generate accurate sales data when coupled with scanners at the point of sale. Better data leads to improved invoicing and better stock control generally. Correct stock and ease of doing business leads to more sales.

To facilitate ease of doing business, a greenlife task group was formed in 2012 to address greenlife supply chain issues. Joseph outlined the operation of this group and the advantages for the industry. Participation is open to all in the greenlife or hardware sectors and current participants include the major hardware organisations and Oasis Horticulture, Cameron Nurseries, Benara Nursery Traders, Elegant Outdoors as well as the NGIA and NGINA. The focus of the greenlife group is to generally review product labeling requirements and current hardware and bar coding guidelines.

And who is best in show? The success of Wes Fleming at Chelsea needs no introduction and after several gold and silver medal awards, culminating in a 'Best



**Professor Jim Pratley Charles Sturt University**

in show' last year, I was keen to see where to now. Leanne Gillies from Flemings Nursery provided us with an insight into the successful 2013 Chelsea campaign and an overview of the projects on the drawing board that have the attention of Wes and his talented team, now that they do not intend to go back to Chelsea. Shows like Chelsea and success at these events spread the horticultural message far beyond the horticultural media and well into the mainstream media. Where leaders in the nursery and garden industry had found it difficult to get beyond the assistants' assistant to ministers in government, they now found the ministers were coming to them.

The focus has shifted from Chelsea to home-grown projects aimed at livability and improved design of urban neighbourhoods. Leanne described improvements to a kindergarten that were part of a study conducted by Deakin University on behavioral changes when children were in more natural settings. The results extended beyond the behaviour of the children and a greater community spirit was observed among the parents and teachers of the children.

Measuring 'livability' is part of the 'rough diamond' project where researchers from Monash University hope to quantify livability and water use in a Melbourne suburb.

And on capturing the attention of the younger generation, Leanne was part of school garden judging. She was impressed by the confidence of the young gardeners; by the way they went about what they were doing and how they used the plants.

In concluding, Leanne urged the delegates to consider how they could make it better for future generations. Even simple donations of unsaleable plants or old seeds to schools may motivate young people to become involved.

# Appendix G

# NGIA 2014 National Conference Feedback

Question	1	2	3	4	5
1. Information and updates via website and newsletters prior to the conference were informative and timely	4%	9%	17%	35%	35%
2. Conference organisers responded to my questions in a timely and informative way	10%	0%	20%	40%	30%
3. Online registration process was easy and accessible	5%	5%	14%	41%	36%
4. Program content met my expectations	0%	18%	9%	50%	23%
5. Topics and themes were of value to me	5%	5%	23%	41%	27%
6. Rate the conference presentations overall	0%	9%	13%	65%	13%
7. Rate the plenary presentations overall	0%	13%	9%	57%	22%
8. Quality of the program	0%	13%	13%	48%	26%
9. Time and opportunities for networking with other delegates	4%	4%	0%	48%	43%
10. Conference location	9%	9%	22%	35%	26%
11. Conference facilities	9%	9%	14%	41%	27%
12. Conference food and beverage	9%	4%	52%	22%	13%
13. Venue staff and services	5%	0%	19%	52%	24%
14. How would you rate the Blue Sky Thinking Tour	0%	0%	33%	33%	33%
15. How would you rate the Purely Production Tour	0%	0%	22%	22%	56%
16. How would you rate the Real Green Living Tour	0%	0%	50%	0%	50%
17. How would you rate the Welcome Reception	5%	0%	26%	37%	32%
18. How would you rate the St Pat's Green Shindig function held at Simmer on the Bay	5%	5%	16%	47%	26%
19. How would you rate the Social Function hosted by NextGen held at the Opera Bar	8%	8%	33%	42%	8%
20. How would you rate the Conference Dinner held at Dockside	10%	0%	5%	60%	25%
Presentation / Presenter	1	2	3	4	5
<b>Plenary I - The Message of Green</b>					
Ben Peacock	5%	0%	0%	38%	57%
<b>Plenary II - The Profit of Green</b>					
Professor Neville Norman	5%	19%	24%	24%	29%
<b>Plenary III - The Health of Green</b>					
Associate Professor Mardie Townsend	5%	16%	21%	53%	5%
<b>Plenary IV - The World of Green – AIPH – International Experience</b>					
Vic Krahn	5%	5%	29%	57%	5%
<b>Concurrent I – Blue Sky - Workforce for the future</b>					
Professor Jim Pratley	8%	8%	25%	33%	25%
<b>Concurrent I – Real Green - The Brisbane Experience - The Economic value of greenspace – case studies</b>					
Lyndal Plant	0%	13%	25%	13%	50%
<b>Concurrent II – Blue Sky - Technology in Horticulture</b>					
David Moore	9%	18%	27%	27%	18%
<b>Concurrent II – Real Green - The Sydney Experience - Neighbourwoods and Urban Forests – Value adding</b>					
Karen Sweeney	0%	11%	11%	33%	44%
<b>Concurrent III – Blue Sky - Soils media and nutrition new directions</b>					
Simon Leake	0%	7%	29%	14%	50%
<b>Concurrent III – Real Green - The Melbourne Experience - Community feedback and engagement</b>					
Ian Shears	0%	15%	15%	31%	38%
<b>Plenary V - The Vision of Green</b>					
Ben Peacock	0%	5%	14%	36%	45%
<b>Thursday 13 March 2014</b>					
<b>Plenary VI – Your Levy at Work – The Green Investment</b>					
Robert Prince and David Matthews	0%	7%	20%	53%	20%
<b>Concurrent IV – Blue Sky - Consumers now drive all retail decisions</b>					
Stephen Kulmar	0%	10%	30%	30%	30%
<b>Concurrent IV – Real Green - Green Corridors impact on consumers</b>					
Natalia Saldarriaga	0%	14%	43%	43%	0%
<b>Concurrent V – Blue Sky - Canadian Experience</b>					
Vic Krahn	9%	0%	36%	27%	27%
<b>Concurrent V – Real Green - Innovation for the industry</b>					
Allan Ryan	0%	0%	13%	63%	25%
<b>Concurrent VI – Blue Sky - Supply Chain Technology</b>					
Joseph Taylor	0%	14%	29%	43%	14%
<b>Concurrent VI – Real Green - The landscape pathology of human health</b>					
Guy Barnett	0%	9%	36%	36%	18%
<b>Concurrent VII – Blue Sky - Beyond Chelsea</b>					
Wes Fleming	0%	17%	33%	33%	17%
<b>Concurrent VII – Real Green - Best of the Best Award program summary</b>					
Awards Judges	17%	0%	17%	50%	17%
<b>Plenary VII - Vitamin G – Roundup and Synopsis</b>					
Jo Pearson	0%	6%	13%	44%	38%
<b>Plenary VIII - Courage in Adversity</b>					
Ben Roberts-Smith VC MG	0%	0%	0%	5%	95%



# NGIA 2014 National Conference Feedback

Session	Comments
<b>Plenary I - The Message of Green</b>	Well presented and shows passion.
Ben Peacock	Excellent.
<b>Plenary II - The Profit of Green</b>	
Professor Neville Norman	
<b>Plenary III - The Health of Green</b>	
Associate Professor Mardie Townsend	Good session
<b>Plenary IV - The World of Green – AIPH – International Experience</b>	
Vic Krahn	Good to hear from Vic on what is happening overseas and how Australia can be part of it.
<b>Concurrent I – Blue Sky - Workforce for the future</b>	
Professor Jim Pratley	Negative message, what about solutions?
<b>Concurrent I – Real Green - The Brisbane Experience - The Economic value of greenspace – case studies</b>	
Lyndal Plant	Good.
<b>Concurrent II – Blue Sky - Technology in Horticulture</b>	
David Moore	
<b>Concurrent II – Real Green - The Sydney Experience - Neighbourhoods and Urban Forests – Value adding</b>	
Karen Sweeney	Very good.
<b>Concurrent III – Blue Sky - Soils media and nutrition new directions</b>	
Simon Leake	Enjoyed some technical sessions.
<b>Concurrent III – Real Green - The Melbourne Experience - Community feedback and engagement</b>	
Ian Shears	
<b>Plenary V - The Vision of Green</b>	This guy is so passionate about this program. The best person possible to promote it.
Ben Peacock	Going places this man!
<b>Thursday 13 March 2014</b>	
<b>Plenary VI – Your Levy at Work – The Green Investment</b>	
Robert Prince and David Matthews	
<b>Concurrent IV – Blue Sky - Consumers now drive all retail decisions</b>	
Stephen Kulmar	
<b>Concurrent IV – Real Green - Green Corridors impact on consumers</b>	
Natalia Saldarriaga	Good content
<b>Concurrent V – Blue Sky - Canadian Experience</b>	Great to hear from a nursery person from o/s & pictures of production nurseries.
Vic Krahn	Size of business - WOW!
<b>Concurrent V – Real Green - Innovation for the industry</b>	Best presentation of this conference.
Allan Ryan	Excellent.
<b>Concurrent VI – Blue Sky - Supply Chain Technology</b>	
Joseph Taylor	More practical solutions needed
<b>Concurrent VI – Real Green - The landscape pathology of human health</b>	
Guy Barnett	Interesting information but relevance to wholesale production?
<b>Concurrent VII – Blue Sky - Beyond Chelsea</b>	
Wes Fleming	Very interesting ideas on community engagement.
<b>Concurrent VII – Real Green - Best of the Best Award program summary</b>	
Awards Judges	Award program is important reason for attending the conference and learning from other nurseries is vital for future industry success
<b>Plenary VII - Vitamin G – Roundup and Synopsis</b>	
Jo Pearson	
<b>Plenary VIII - Courage in Adversity</b>	
Ben Roberts-Smith VC MG	Most inspiring speech I've ever heard, amazing to listen to. Well done to the NGIA for organising this. OMG! Excellent speaker What a great session to finish off with. Absolutely amazing and inspiring. Thank you for the opportunity to hear such a speaker.
21. Any additional comments relating to the program structure and content?	Overall a great conference - learned a lot, met more great people in our industry and I think it's a valuable event for exchange of knowledge and reconnecting - thanks.
22. Additional comments	Thanks So much - I learnt heaps and left feeling well and truly enthused. So many practical take homes. Well organised and valued conference

# Appendix H

## Milestone Report

**Project Code:** NY13702

**Project Title:** Nursery Industry National Conference and Regional Technical Conferences

**Milestone Number:** 105

**Milestone Due Date:** 1 August 2015

**Research Provider:** Nursery & Garden Industry Australia

**Project Leader:** Peter Vaughan

**Report Author:** Kobie Keenan

**Milestone Description:** 2015 Regional Conferences

**Milestone Achievement Criteria:** Confirmation of programs and list of keynote speakers. Confirmation of Venue.

R&D projects: co-investment funding

This project has been funded by Horticulture Innovation Australia Limited with co-investment from **Nursery & Garden Industry Australia** and funds from the Australian Government.

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## Summary

In June 2015, NGIA communicated to the regional offices confirmation that the regional conference funding component of NY13702 was accessible to them.

The regional offices were advised of the conference funding requirements and asked to submit their intent to access the funding and the details of the regional conference activities.

Milestone 104, detailed initial intentions of the regional offices and the indicative allocation for the activities. These activities have been amended and are detailed below.

## Milestone Achievements

State	Tentative Allocation	Conference
NSW	\$25K VC matched	NGINA Roadshow 9 (Arcadia), 21 (Wollongbar) & 28 (Canberra) July 2015
QLD	\$25K VC matched	Nursery Production Crop Nutrition Seminar 29 October 2015, SE QLD
WA	\$12.5K VC matched	State Conference & Networking Session 31 July 2015, Ascot, WA

VIC, SA, TAS, NT do not intend to access the funding at this stage although may do so prior to milestone 106.

## Outputs

- Initial advice that NT, TAS, VIC & SA do not intend to access the funding at this stage.
- Regional Conference activities confirmed for NSW, QLD and WA.
- Conference dates confirmed for NSW, QLD and WA.
- Conference programs confirmed for NSW, QLD and WA.
- Keynote speakers confirmed for NSW, QLD and WA.

## Refereed Scientific Publications

N/A

## Outcomes

The outcomes for each identified regional conference activity differ and the details are provided within each regional milestone report attached.

## Intellectual Property, Commercialisation and Confidentiality

No IP, commercialisation or confidentiality issues or development to report.

## Issues and Risks

Issues and risks are detailed within each regional milestone report attached.

## Other Information

No additional information to report.

## Appendices

- Nursery & Garden Industry NSW & ACT – Milestone Report
- Nursery & Garden Industry QLD – Milestone Report
- Nursery & Garden Industry WA – Milestone Report.

# Milestone Report

**Provider:** Nursery & Garden Industry NSW & ACT Limited

**Project Leader:** David Foster

**Report Author:** David Foster

## Summary

### TAKING IT TO THE STREETS – NGINA ROADSHOW CONFERENCES

This year after much feedback from both the last State Conference at Terrigal and the National Conference last year at Darling Harbour it was determined that the format of taking owners out of the business for days at a time are not conducive and practical from a State perspective.

Instead this year we plan to hold one day sessions only, with the focus on business improvement from both a practical and technical viewpoint in 3 locations around NSW so that owners can be out of their business less time and have minimal travelling issues.

Owners will have the option of attending the whole day or a half day to pick what best suits their or their staff members schedule. A further option of a casual dinner for some networking is also available.

A focussed set of speakers in the morning covering some great business topics including e-commerce, supply chain, biosecurity updates will be followed by workshops in the afternoon on new water treatment research outcomes, marketing and merchandising topics, the new Australian Tree standard and logistics.

## Milestone Achievements

### Confirmation of venues

We have confirmed the following venues:

- Northholm Grammar Trade Training Centre – Fiddletown NSW
- Wollongbar Department of Primary Industries – Wollongbar NSW
- Canberra Institute of Technology – Reid ACT

### Confirmation of programs

Please see attached Flyer

### List of keynote speakers

Please see attached Flyer

## Outputs

- Venues booked
- Keynote speakers booked and briefed.
- Travel organised
- Catering organised

- Website marketing implemented
- Targeted Email campaign launched
- Magazine article and E-News produced and sent

### **Outcomes**

Good booking for first venue being Sydney at Northholm

Presentations in line with desired levy outcomes and also promoting HIA membership and HIA current activities and status. Also communicating outcome from recent Tree standard and what it means for Growers.

### **Intellectual Property, Commercialisation and Confidentiality**

No IP, commercialisation or confidentiality issues or development to report

### **Issues and Risks**

In case insufficient numbers are gained for each venue then there may be some minor cancellation costs incurred.

### **Other Information**

No additional information to report

### **Appendices**


- Web Page printout on [www.ngina.com.au](http://www.ngina.com.au)
- Registration Form
- Flyer detailing events and speakers/topics
- Magazine promoting event
- Email



## APPENDICES

The Nursery & Garden Roadshow

9 July Arcadia NSW | 28 July Reid ACT



14 September 2015  
NGINA Marketplace  
Ruscoe HSE, Sydney

### The Nursery & Garden Roadshow Conference

**9 July Arcadia NSW | 28 July Reid ACT**

**Wollongbar NSW Postponed**

After feedback from the last State Conference at Terrigal in 2013 and the National Conference last year at Darling Harbour it was determined that the format of taking you out of your business for day(s) at great expense isn't conducive or practical.

Instead this year we are planning to hold one day conferences in key 3 locations - bringing the conference to you!

You will have the option of attending the whole day or a half day to pick what best suits you and your busy schedule. A casual networking dinner will follow.

The morning session focuses on business improvement and industry issues. We have a focused set of speakers in the morning covering some great business topics including e-commerce, supply chain and biosecurity updates.

In the afternoon session you choose from a selection of practical and technical workshops for business, marketing and production. With the strong practical training focus in the afternoon sessions, we strongly urge you to consider bringing along some of your key personnel to improve their skills. Workshops include new water treatment research, marketing, merchandising, Australian Standard on Trees, logistics and pesticide technology.

**Download the Reid ACT Speaker Program here.**

Another key driver was to increase its accessibility. So not only are we bringing conferences to you but we've made it affordable. The full conference pack includes the morning and afternoon sessions, lunch and the conference dinner for only \$120 for NGINA members or \$275 for non-members.

**Fax or email your completed registration form to:** [info@ngina.com.au](mailto:info@ngina.com.au) or 02 9679 1655.


Less time, less travel but still get the most out of your Industry Conference for your business.

**There's no excuse register now! Download your registration form here.**

**Horticulture Innovation Australia** This project has been funded by Horticulture Innovation Australia Limited using the Nursery & Garden Industry NGIN & ACT key and funds from the Australian Government.

**2013 NGINA State Conference**  
**Meeting Customer Needs and a Healthier Lifestyle Make Selling a Safer Bet**  
Terrigal Coastal Plaza was the venue for the 2013 NGINA state conference on the 16th and 17th July. With a theme of Beating the Odds, the aim was to arm producers with ways to minimise the everyday risk in their business.

[Read More >](#)





9:39 AM

23/07/2015

## David Foster

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**From:** David Foster <david.foster@ngina.com.au>  
**Sent:** Friday, 19 June 2015 9:41 PM  
**To:** David Foster  
**Subject:** Exciting Speaker Program - The Nursery & Garden Roadshow Conference is Coming to You!  
**Attachments:** Conference2015\_DLInvitation\_Email.pdf

Dear David,

The 2015 NGINA Conference Committee are excited to announce a great speaker program for the 2015 NSW & ACT Nursery Industry Conference.

You will have the option of attending the whole day or a half day to pick what best suits you and your busy schedule. A casual networking dinner will follow.

The morning session focuses on business improvement and industry issues. We have a focused set of speakers in the morning covering some great business topics including e-commerce, supply chain and biosecurity updates.

In the afternoon session you choose from a selection of practical and technical workshops for business, marketing and production. With the strong practical training focus in the afternoon sessions, we strongly urge you to consider bringing along some of your key personnel to improve their skills.

Workshops include new water treatment research, marketing, merchandising, Australian Standard on Trees, logistics and pesticide technology.

**[Download the Speaker Program here](#)** (may be subject to minor changes)

This year are holding the conference at locations more convenient to you. Instead of holding it at one venue for this very large territory we are holding it at three! Arcadia in Sydney (9 July), Wollongbar in the North (21 July) and Canberra in the South (28 July).

Another key driver was to increase its accessibility. So not only are we bringing conference to you but we've made it affordable. The full conference pack includes the morning and afternoon sessions, lunch and the conference dinner for only \$150 for NGINA members or \$275 for non members.

Less time, less travel but still get the most out of your Industry Conference for your business.

**Book today!** See the attached registration form.



David Foster



*The Nursery & Garden*

# ROADSHOW

CONFERENCE ☆

*Arcadia & Wollongbar NSW & Reid ACT*

**9 JULY ARCADIA NSW**  
**21 JULY WOLLONGBAR NSW**  
**28 JULY REID ACT**

This year we are holding a one day conference in 3 locations - bringing the conference to you!

Come for the day or a half day - pick what best suits you and your busy schedule. A casual dinner will follow each event.

The morning session focuses on business improvement and industry issues.

In the afternoon session you choose from a selection of practical and technical workshops and presentations for business, marketing and production.

# ROADSHOW CONFERENCE INVITATION

## Register Now

### Full Day (FD)

Morning and  
afternoon sessions,  
lunch and dinner  
**\$150 members**  
\$275 non-members

### Half Day (½D)

Morning or afternoon  
session  
**\$50 members**  
\$100 non-members

### Dinner (Dinner)

**\$50 members**  
\$75 non-members

Company .....

Tel/Mobile .....

Email .....

☐ Arcadia      ☐ Wollongbar      ☐ Reid

Delegate .....

..... FD.....½D.....Dinner

Delegate .....

..... FD.....½D.....Dinner

Delegate .....

..... FD.....½D.....Dinner

Payment    ☐ EFT    ☐ Credit Card

We'll contact you to arrange payment

Register at [www.ngina.com.au](http://www.ngina.com.au),  
fax 02 9679 1655 or call 02 9679 1472



The Nursery & Garden

# ROADSHOW

CONFERENCE

Arcadia & Wollongbar NSW & Reid ACT

## SPEAKER PROGRAM

28 July - Reid ACT

### Morning Session

8am **REGISTRATION**  
Canberra Institute of Technology  
K Block, Constitution Avenue, Reid

8.30am **WELCOME**  
Doug Shelton (President NGINA)

9am **E COMMERCE**  
Rob Blumenthal (Australia Post)

9.30am **GS1 SUPPLY CHAIN**  
Joseph Taylor (GS1)

10.30am **HIA/NGIA/2020 VISION UPDATE**  
Peter Vaughan (CEO NGIA)

11am **NSW BIOSECURITY BILL**  
Jane Gudde (NSW Department of  
Primary Industries)

11.30am **VALUING TREES - RIGHT OR WRONG?**  
Ross Clark (Trees Impact Pty Ltd)

### Afternoon Session

**LUNCH**  
1pm

**ARE YOU GROWING TO STANDARD?**  
Ross Clark (Trees Impact  
Pty Ltd)

**OR**  
1pm

**MERCHANDISING TO BOOST SALES**  
Lisa Christie (Visual Edge  
Design)

5.30pm **BEFORE DINNER DRINKS**

3pm

**PROGRESSIVE WATER & WEED WORKSHOP - THEN TOP TIPS FOR  
PRODUCTION SUCCESS**  
Luke Jewell (NSW Department of Primary  
Industries), Dr Sam Stacey (ICL Specialty Fertilizers)  
& NGINA Industry Development Officers

**OR**  
3pm

**GOING THE DISTANCE WITH PLANT MARKETING & LOGISTICS**  
Christina Gnezdiloff (EvergreenConnect) & Rob  
Blumenthal (Australia Post)

6pm

**DINNER KING O'MALLEY'S IRISH PUB**  
131 City Walk, Canberra City

Register at [www.ngina.com.au](http://www.ngina.com.au),  
fax 02 9679 1655 or call 02 9679 1472



Nursery & Garden Industry  
NSW & ACT



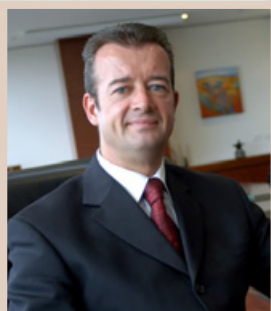
# Speaker Bios



## **ROB BLUMENTHAL** (Australia Post)

Business Hub Manager  
Australia Post/Star Track  
Ingleburn & Nepean Business  
Hub. Position focus is on  
providing small to medium  
businesses with parcel delivery  
solutions to help grow their

businesses, particularly online. I have worked in the post/parcel industry for 28 years. Ability to understand business owners needs and design our solutions to fit the client.



## **JOSEPH TAYLOR** Senior Advisor - Industry Engagement (GS1 Australia)

With extensive experience in strategic business development, Joseph is highly regarded as a sales and marketing professional with focus on

enhancing new business opportunities in the supply chain process across multiple industries.

He joined GS1 Australia in 2005 to relationship manage the GS1 Corporate Account Programme. In 2008 he transferred to the Industry Engagement team to lead the engagement and implementation of GS1 global standards for numbering and bar coding, eMessaging, data synchronisation and RFID in the Hardware, Automotive Aftermarket and Agribusiness Sectors. Joseph is now actively working with the Consumer Goods Sector, including Greenlife and Hardware.

Over the last 12 months Joseph has focussed his attention on the Nursery & Garden Industry and drawn on his expertise to lead the bi-monthly Greenlife Sector Hardware GS1 Action Group (HGAG) meetings. He also actively represented GS1 Australia on the Nursery & Garden Industry NSW & ACT (NGINA) Steering Committee.

Prior to joining GS1 Australia, Joseph worked at National Australia Bank and Sybiz, responsible for strategic business development and account management across high-profile corporate client portfolios.

## **JANE GUDDIE** (NSW Department of Primary Industries)

Jane is a policy officer in the NSW Department of Primary Industries. She has worked as part of the team developing the new Biosecurity legislation for NSW for a number of years.

Prior to this, Jane's role focused on drafting, policies, procedures and work instructions for the Biosecurity Compliance unit. In this role Jane gained an in depth understanding of the existing legislation under which the compliance officers operate.

Jane has also worked with the Murray Catchment Management Authority, local government, CSIRO and the Tasmanian Inland Fisheries Commission in a variety of scientific and technical roles.



## **ROSS CLARK** BSc Forestry (Trees Impact Pty Ltd)

After studying Forestry, then working as a tutor, at ANU in Canberra in the 1970's Ross established a landscape contracting business in the Southern Highlands of NSW in the 1980's.

Due to dissatisfaction with the quality of trees available, Ross looked into the reasons why the trees supplied were poor and began developing nursery practices to help overcome these problems. These practices were first implemented in the mid 1980's and their development is ongoing.

His role as principal of Trees Impact includes the design and coordination of production facilities and overseeing production and marketing for the group. Trees Impact produces high quality, semi-mature, container-grown trees for the landscape industry in Southern Qld. NSW and Vic.

Ross has also been responsible for the creation of the NATSPEC specification for trees. This was first published in 1996 in Purchasing Landscape Trees, with a second edition published in 2003 in -Specifying Trees (both volumes published by NATSPEC//Construction Information).

Ross is an industry spokesperson on tree quality issues and conducts industry and TAFE seminars/workshops.







### LISA CHRISTIE (Visual Edge Design)

Lisa Christie is a multi award winning Creative Consultant / Interior Designer based in Port Macquarie. She began her career in Sydney at David Jones as a Visual Merchandiser and Display Artist in the 80's.

While studying design, Lisa continued to work on

autonomous projects ranging from small independent design consultations to national marketing projects. Previously, over two years in Tokyo, she developed a breadth of experience on high profile store design and branding concepts for many Japanese retailers. Lisa has substantial experience in both commercial and domestic interior design, new builds and renovations alike.

With well over 20 years experience in the design industry and along with her formal qualifications and extensive portfolio of work, there's very little that she can't take on in the way of design projects.

Lisa's client base is varied and interesting stretching from Coffs Harbour in the north to Newcastle: local home and business owners, Port Macquarie Hastings Council, Port Stephens Council, various architects and builders, Dulux Australia, Inspirations Paint and Colour, various strata groups, hotels and resorts, cafes and bars just to name a few.

Lisa has also spoken at numerous group training sessions and conferences on retail design, display and colour and she teaches independently as a sideline to her thriving design business.



### CHRISTINA GNEZDILOFF (EvergreenConnect)

Christina is the Marketing Director of EvergreenConnect, a national plant source data base created for the nursery and associated landscape industries.

Christina has worked within the nursery industry for almost 10 years within

wholesale production businesses where her primary roles centred on sales, marketing, business development and production management. This diversity of roles enabled her to utilise in a new industry, skills learnt from experience in the print media advertising industry, while satisfying the inner child who grew up on a farm in regional Queensland.

With a business degree in Marketing and soon to be completed Bachelor of Design in Landscape Architecture, Christina's aim is to become a recognised leader and conduit between her chosen industries, by providing marketing and branding opportunities for nurseries to reach design professionals and both directly and indirectly contribute in the creation of beautiful places for people to enjoy, both in the public and private realm.



### LUKE JEWELL (NSW Department of Primary Industries)

Luke has spent over 20 years working in various roles in intensive horticulture industries in NSW, including technical sales roles for Syngenta, agronomy for Elders Ltd and advocacy for NSW Farmers. Just prior to joining NSW DPI Luke was a Senior Consultant for GHD Hassall in the Agriculture and Economics team.

Since joining NSW DPI, Luke took responsibility for the Hawkesbury Nepean River Recovery Program WaterSmart Farms Climate Change Fund water use efficiency project which established 7 demonstration farms showcasing the latest in disinfection, filtration and recycling technologies for use in intensive horticulture. Luke is particularly active in the protected cropping sector and has worked closely with NSW Biosecurity EMAI Plant Diagnostics Lab in the verification of disinfection systems.





**DES BOORMAN B. App.  
Sc.(Hort.Tech) (Nursery  
Development Officer:  
Tweed-Brunswick &  
Northern Rivers)**

Des has a Bachelor of Applied  
Science in Horticultural  
Technology(Production

Horticulture)(1992) from the University of Queensland,  
Gatton.

Specialised in wildflowers and nursery production  
personally while at university and undertook significant  
commercial Grevillea grafting at that time in the  
College nursery facility. Gained some broader industry  
recognition at the time for this. In 1991 was awarded the  
Rod Tallis Memorial Youth Award with the International  
Plant Propagators Society (IPPS) for work with Grevillea  
grafting and has been a member of IPPS since then.

Worked in broad-acre wildflower production during  
and after university for 12 months, then 12 months in  
intensive vegetable production around Gatton, moved  
to Cairns in mid-1993 to work in production nurseries  
for about 7 years. Nursery work undertaken involved  
significant propagation activities as well as nursery  
set-up, retrofitting irrigation, potting media formulation  
and production and any activity associated with nursery  
management and operation.

Then spent 2.5 years managing a commercial garden  
management and indoor plant hire company where the  
business significantly in that time. During this time  
spent 4 consecutive years as the Cairns branch president  
of the Queensland Nursery Industry Association(NGIQ).  
In 1996 was a founding member of the Cairns City  
Council Pest Management Advisory Group representing  
the nursery Industry and held that role until moving  
back to NSW in 2002.

Left Cairns 2002 to return to Northern NSW for  
personal reasons, working briefly in a production  
nursery before being appointed as a Chief Weeds  
Officer for the local government county weed authority  
covering 13000 km2 where significant upgrades in data  
capture and strategic weed management were initiated,  
with a total of about 4 years in weed management roles.

Left there to production manage a nursery and following  
that went back to noxious weeds management in  
another capacity. Left that and spent several years  
teaching general horticulture and production nursery  
at TAFE as well as being appointed as part time IDO for  
the Northern Rivers and Tweed-Brunswick area nearly 2  
years ago.

Started breeding Bachychitons as a personal interest in  
about 1996 after leaving Grevillea breeding behind when

moving to Cairns in 1993. Three varieties are in release  
currently, with many more in assessment.

Also breed parrots and am currently writing a series of  
articles on natural foods for the Australian Birdkeeper  
and regularly talk at local and international conferences  
and meetings on the subject of parrot keeping and diets.



**DR SAM STACEY (ICL  
Specialty Fertilizers)**

Sam Stacey is the Technical  
Manager at ICL Specialty  
Fertilisers (formerly Everris  
Australia). He holds a PhD  
in plant nutrition & soil  
chemistry from the University  
of Adelaide and a Bachelor

of Agricultural Science with Honours in Soil Science  
from the same University. Prior to joining Everris,  
Sam spent five years at The University of Adelaide as  
a Senior Research Fellow, setting up and co-managing  
the Adelaide Fertiliser Technology Research Centre. He  
is currently running trials in ornamental horticultural  
crops, with media manufacturers and in a broad range  
of agricultural crops in Australia, New Zealand and East  
Asia.



**PETER VAUGHAN (CEO NGIA)**

Peter Vaughan has worked  
across a number agricultural  
industries over the last 20 years  
including horticulture, seed,  
grains and livestock. Peter  
has worked at the interface of  
research and development and  
commercialisation bringing a

number of innovative products and services to market,  
including horticultural, cereal and pasture plant  
varieties.

In his most recent role Peter was the General Manager  
of the On-farm research and development business  
unit with Meat and Livestock Australia. Prior to that  
his roles included working as the General Manager at  
Austgrains, the Managing Director and Commercial  
Director at the Value Added Wheat Cooperative Research  
Centre, the Cultivar Manager at SGB Australia and the  
R&D Manager with Agricultural Licensing Australia.

Peter has particular interest and expertise in strategy  
development, communication across stakeholders, the  
ability to work with and lead a team and delivering value  
to stakeholders and industry.

Peter has a Bachelor of Agricultural Science from the  
University of Melbourne and an MBA from Macquarie  
University with over 25 years' experience working  
in Australian Agriculture in a range of management,  
commercial and technical roles.





# In-depth Program

## VALUING TREES - RIGHT OR WRONG?

*Ross Clark (Trees Impact Pty Ltd)*

Trees are an incredibly important part of our urban landscapes. They provide shade, capture runoff, prolong the life of roads, reduce summer temperatures, increase the livability of our houses, they add to the value of our homes and much, much more. However, all the amazing benefits trees offer are only realised if the trees grow.

All tree growth is by extension (i.e. they add new bits onto existing bits – above and below ground). This means that the tree you plant is the foundation of the tree in the landscape and, that the success of our trees is largely a function of the quality of the trees we plant.

Sadly, a large proportion of the trees supplied and sold in Australia are not grown to a high enough standard to ensure our customers can achieve a high degree of success.

This talk looks at the importance of trees, the standard of trees currently available and the reasons why this standard is not consistently high.

## ARE YOU GROWING TO STANDARD?

*Ross Clark (Trees Impact Pty Ltd)*

We now have two specifications/standards available to us for use when describing trees; The NATSPEC specification for trees (NATSPEC) and the New Australian Standard for trees; Tree stock for landscape use AS 2303:2015 (The Standard).

NATSPEC remains our most rigorous tree standard. However, The Standard, based on NATSPEC, is within striking distance of being a very useful document.

Specifications and standards play a critical role in the raising of the quality of trees produced and sold. Without them, we remain caught in a production cycle driven solely by price.

The production of better trees can be aided by the use of “better” containers and production systems. However, it is critical to remember that quality will always be more a function of the knowledge and skills of the grower than the container or production style adopted.

This workshop looks briefly at NATSPEC and highlights both; the good aspects of The Standard and those areas that still need work. It then follows-on to look at the role specifications and standards play, the benefits (or otherwise) offered by varying containers and production styles and takes a quick look at examples of trees currently available, problems uncovered and how these problems might be avoided.



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Register at [www.ngina.com.au](http://www.ngina.com.au),  
fax 02 9679 1655 or  
call 02 9679 1472

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Nursery & Garden Industry  
NSW & ACT

Horticulture  
Innovation  
Australia

This project has been funded by Horticulture Innovation Australia Limited using the Nursery & Garden Industry NSW & ACT levy and funds from the Australian Government.





### PLANT BALM by Garden City Plastics

Dear Plant Balm,  
As we hit winter, I have been concerned about being dug, re-potted and/or re-planted meaning I'm heading towards the dreaded snip!! Either my nether regions (roots) or my glorious crown (top growth) or both. I'm told it's to prevent disease and lessen transplant shock. I see it as an invasion of my privacy but I know it's inevitable. Yes, inevitable. Can you advise me on the best secateurs to minimise the pain and damage?  
Signed, Soon to be Snipped.

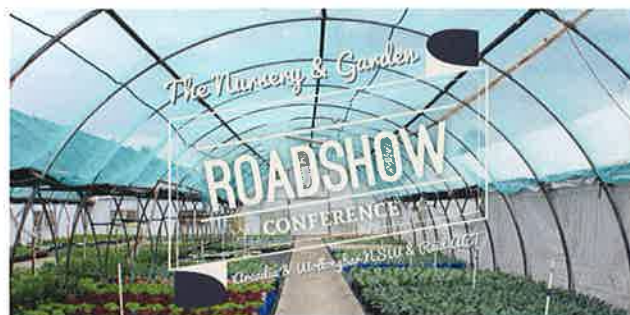
Dear Soon to be Snipped,  
Please don't fret as you will be alongside thousands of plants that have had this happen annually. It will actually make you stronger and move virile than before, encouraging more roots! Have your boss get onto **Garden City Plastics with their range of secateurs, snips and other pruning implements.** Fieldhaus and Felco are all you need to get a great snip and trim (no painful waxing involved here) and on with your next big project. From smaller trimmers, secateurs to cover most operations to the shears and clippers that make hedges and topiary plants sing with joy.

Available from Garden City Plastics  
Tel 1300 695 098  
[www.gardencityplastics.com](http://www.gardencityplastics.com)



## Taking It to the Streets NGINA Roadshow Conferences

By David Foster, Chief Executive Officer, NGINA



9 July Arcadia NSW | 21 July Wollongbar NSW |  
28 July Reid ACT

This year after much feedback from both the last State Conference at Terrigal and the National Conference last year at Darling Harbour it was determined that the format of taking you out of your business for days isn't conducive or practical.

Instead this year we are planning to hold one day conferences in 3 locations - bringing the conference to you!

To increase the flexibility of the conference we have split the day into two main sessions.

You will have the option of attending the whole day or a half day to pick what best suits you and your busy schedule. A casual networking dinner will follow.

The morning session focuses on business improvement and industry issues. We have a focused set of speakers in the morning covering some great business topics including e-commerce, supply chain and biosecurity updates.

In the afternoon session you choose from a selection of practical and technical workshops for business, marketing and production. With the strong practical training focus in the afternoon sessions, we strongly urge you to consider bringing along some of your key personnel to improve their skills. Workshops include new water treatment research, marketing, merchandising, Australian Standard on Trees, logistics and pesticide technology.

With this new format you can be away from your business for less time and have minimal travelling issues.

There's no excuse register now using the Roadshow Conference postcard sent with this magazine, register online at [www.ngina.com.au](http://www.ngina.com.au), E. [info@ngina.com.au](mailto:info@ngina.com.au) or call T. 02 9679 1472.

*Register Now*

# Milestone Report

**Provider:** Nursery & Garden Industry Queensland

**Project Leader:** Kerry Battersby

**Report Author:** Kerry Battersby

## Summary

### Nursery Production Crop Nutrition Seminar

The Nursery Production Crop Nutrition Seminar was previously held for growers in Far North Queensland during May 2014, where the workshop was delivered by Nursery & Garden Industry Queensland, and co-funded by Horticulture Australia Limited using national Nursery Industry levy and matched funds from the Australian Government.

We propose to deliver the Nursery Production Crop Nutrition Seminar to growers located in South-East Queensland on 29 October 2015. The target market for this seminar is the owner-operators and staff of production nurseries. An estimated 70% of the production nursery industry is located in South-East Queensland.

The key emphasis will be placed on improving skills for optimal crop nutrition in container production. The seminar aims to provide growers with information and knowledge on effective crop nutrition. Two of the most experienced and recognised experts in this field will deliver various components over the course of the day. Mr Keith Bodman will address plant nutrient requirements, water quality, fertiliser application while Mr Geoff Cresswell will cover the vital aspects of growing media and nutrient relationships plus fertiliser formulations, trace elements and product longevity.

Specific content will include –

- Water quality and crop nutrition
- Growing media components and their influence on crop nutrition
- Crop nutrition through liquid formulations:
  - Fertigation types
  - Foliar fertiliser systems
  - Effects on growing media
  - Feeding rates and recipes
  - Leaching and NPK ratios
- Controlled Release Fertilisers (CRFs):
  - Important considerations when using CRFs
  - Using CRFs when staging crops (re-potting)
  - Growing media considerations and interaction with specific ingredients
  - Additives to the growing media enhancing nutrient availability
  - Environmental impacts

## Milestone Achievements

Venue: The Colmslie Hotel, Morningside, Brisbane

Proposed program:

9.30am	Registration and welcome	John McDonald
10.00am	Growing media properties and nutrient management	Geoff Cresswell
11.00am	Irrigation water quality and influences on crop nutrition	Keith Bodman
12.00pm	Lunch and networking	
12.45pm	Controlled Release Fertiliser in nursery crops	Geoff Cresswell
1.45pm	Crop nutrition through liquid formulations	Keith Bodman
2.45pm	Afternoon tea and networking	
3.15pm	Growing media and CRF summation	Geoff Cresswell
3.30pm	Irrigation water and crop nutrition through liquid formulations summation	Keith Bodman
3.45pm	Q&A	Geoff Cresswell & Keith Bodman
4.00pm	Close	

Workshop Presenters:

- Mr Keith Bodman – Nursery production extensionist
- Mr Geoff Cresswell – Cresswell Horticultural Services Pty Ltd

## Outputs

- Promotion of the Seminar via industry publication; targeted mailout of workshop invitation and electronic invitation; listing on NGIQ website Events Calendar with PDF invitation; promotion at growers groups meetings held in the regions between August – October
- Participant Reference Workbook
- Presentation Slides
- Seminar signage

## Outcomes

The primary learning outcomes for the workshop will include

- Understand the importance of water quality, crop nutrition
- Identify the effects of growing media components on crop nutrition
- Improve knowledge base on controlled release fertiliser formulations and usage
- Define the various types of liquid formulations and their effects on crop nutrition
- Diagnosing common nutritional disorders
- Key learnings and application of industry best practices for crop nutrition
- Networking with industry and growers

## Intellectual Property, Commercialisation and Confidentiality

No IP, commercialisation or confidentiality issues or development to report



**Issues and Risks**

None to report

**Other Information**

No additional information to report

**Appendices**

1. Seminar Registration form (draft)
2. Seminar Schedule (draft)

## DETAILS

DATE	Thursday 29 October, 2015	TIME	10:00am - 4:00pm
VENUE	Colmslie Hotel – Wynnum Rd, Morningside. Brisbane Qld 4170		



Nursery & Garden Industry  
Queensland

# Nursery Production Crop Nutrition Seminar 29 October 2015



*In collaboration with Horticulture Innovation Australia (HIA) NGIQ will deliver a seminar aimed at providing growers with information and knowledge on effective crop nutrition.*

Two of the most experienced and recognised Australian experts in this field will deliver various components over the course of the day. **Mr Geoff Cresswell** will cover the vital aspects of growing media and nutrient relationships plus fertiliser formulations, trace elements and product longevity. **Mr Keith Bodman** will address plant nutrient requirements, water quality, fertiliser application including CRF and liquid formulations in production systems.

Major emphasis will be placed on improving skills for optimal crop nutrition in container production.

A number of aspects will be covered in this workshop including:

- Water quality and crop nutrition
- Growing media components and their influence on crop nutrition

- Crop nutrition through liquid formulations:
  - Fertigation types
  - Foliar fertiliser systems
  - Effects on growing media
  - Feeding rates and recipes
  - Leaching & NPK ratios
- Controlled Release Fertilisers (CRFs):
  - Important considerations when using CRFs
  - Using CRFs when staging crops (re-potting)
  - Growing media considerations and interaction with specific ingredients
  - Additives to the growing media enhancing nutrient availability
  - Environmental impacts

The seminar will be delivered by NGIQ co-funded by Horticulture Innovation Australia using national Nursery Industry levy and matched funds from the Australian Government.

**Note:** An information pack containing technical notes relating to crop nutrition in production nurseries will be provided to all seminar participants.

ABN	86 164 385 666	JOB NO	313
RETURN TO NGIQ	PO BOX 345 SALISBURY QLD 4107	PHONE	07 3277 7900
		FAX	07 3277 7109
		EMAIL	info@ngiq.asn.au

## Nursery Production

### Crop Nutrition Seminar 2015



**Horticulture  
Innovation  
Australia**

# NGIQ

## NURSERY CROP NUTRITIONAL Seminar

**Brisbane 29<sup>th</sup> October 2015**  
**(Colmslie Hotel – Wynnum Rd. Brisbane)**

Time	Topic	Presenter
9.30am – 10.00am	Registration/Morning Tea	John McDonald
10.00am – 11.00am	Growing media properties and nutrient management. <ul style="list-style-type: none"> <li>• Types of growing media</li> <li>• Growing media properties</li> <li>• CEC</li> <li>• Physical properties</li> <li>• pH &amp; EC</li> </ul>	Geoff Cresswell
11.00am – 12.00pm	Irrigation water quality and influences on crop nutrition <ul style="list-style-type: none"> <li>• Plant uptake of nutrients</li> <li>• pH &amp; EC factors (water)</li> <li>• Water quality guidelines</li> <li>• Irrigation impacts on nutrition</li> <li>• Leaching</li> </ul>	Keith Bodman
12.00pm – 12.45pm	LUNCH	LUNCH
12.45pm – 1.45pm	Controlled Release Fertiliser (CRF) in nursery crops. <ul style="list-style-type: none"> <li>• CRF and trace elements</li> <li>• Formulations of CRF</li> <li>• Placement of CRF</li> <li>• Blending CRF longevity</li> <li>• Managing the environment</li> </ul>	Geoff Cresswell
1.45pm – 2.45pm	Crop nutrition through liquid formulations. <ul style="list-style-type: none"> <li>• Fertigation systems</li> <li>• Developing fertigation solutions</li> <li>• Foliage fertilizing</li> <li>• Application of folia fertilisers</li> <li>• Managing the environment</li> </ul>	Keith Bodman
2.45pm – 3.15pm	AFTERNOON TEA	AFTERNOON TEA
3.15pm – 3.30pm	Growing media and CRF summation. <ul style="list-style-type: none"> <li>• CRF rates at re-staging crops</li> </ul>	Geoff Cresswell
3.30pm – 3.45pm	Irrigation water and crop nutrition through liquid formulations summation. <ul style="list-style-type: none"> <li>• Diagnosing nutritional disorders</li> </ul>	Keith Bodman
3.45pm – 4.00pm	Q & A session	Geoff Cresswell & Keith Bodman
4.00pm	CLOSE	CLOSE

# Milestone Report – Regional Conference in WA

**Provider:** Nursery and Garden Industry WA Inc. (NGIWA)

**Project Leader:** Nursery and Garden Industry Australia Inc. (NGIA)

**Report Author:** Esther Ngang, CEO - NGIWA

## Summary

State Conference and Networking Session on 30<sup>th</sup> July, and Landscape Tour (Bus Field Trip) on 31<sup>st</sup> July was organised within a short space of time, upon update received early April 2015 that there is funding available for regional conference. Midway planning with the angle incorporating update to 2020 Vision, it was identified that the conference would be more effective with delegates from the landscaping industry to facilitate discussions, conversations and collaborations amongst stakeholder groups of the nursery, garden and landscaping industries. Hence, NGIWA approached LIAWA (Landscape Industries Association of WA Inc.) and a joint effort was negotiated to achieve more with wider stakeholders groups.

The joint effort from both associations led to savings via shared resources, expanding exhibitor / sponsor types, and benefit of tapping into both associations' databases for marketing. With the two-pronged approach, NGIWA saved costs in marketing and administration in utilising the website of LIAWA and enews for promotions. The event flyer was hosted and promoted in digital format only as the LIAWA website has easy PRINT functionality for delegates. This suited the event well, as due to the short time available to plan and confirm the details of the events for promotion, it was a big cost savings having the fluidity of digital updates rather than rigidity of changes for print. LIAWA website also hosted the bookings and shopping cart via the website, that came with no transactional costs per booking.

The Networking session was added in to expand on opportunities to discuss, engage and facilitate opportunities for growers, allied and garden retailers to network and explore business opportunities, or to understand the various sectors / businesses and aims better.

The Bus Field Trip / Landscape Tour to the high profile project of Fiona Stanley Hospital has been identified as a perfect project in promoting 2020 Vision and a model example of LIAWA & NGIWA businesses working together. Also to promote Farm Management Systems of the nursery and garden industry, as there were NIASA and EcoHort program members that supplied trees, plants and growing media for this project. The director of Environmental Industries and The Seedling Factory, Barry Winterbourn, is proficient in the benefits of NIASA, EcoHort and BioSecure (as a State Accreditation Certification Committee member), and as director of a business that is NIASA-accredited and EcoHort-endorsed.

## Milestone Achievements

Achieved :-

- ✓ **Confirmation of venue** : Ascot Quays, 150 Great Eastern Hwy, Ascot. Location is central, ten (10) minutes from domestic airport, accommodation available for interstate delegates and offering Conference rates
- ✓ **Confirmation of program on 30<sup>th</sup> July \*State Conference and Networking session, and 31<sup>st</sup> July for Bus Field Trip – guided Landscape Tour to Fiona Stanley Hospital** : Attached program, as hosted on website, totalling eight (8) pages.
- ✓ **List of keynote speakers** : As per program, downloaded from the website
- ✓ **Networking session on 30<sup>th</sup> July** : Follows State Conference for added value to delegates for the amenity horticulture

In progress:

- ✓ Allied Traders to be booked in to display informational brochures, and displays of sample stock and products.
- ✓ **Bookings for State Conference and Networking session** : Venue requires confirmation of numbers and payment by 22<sup>nd</sup> July.
- ✓ **Bus Field Trip on 31<sup>st</sup> July** : Bus booked & bookings in progress. Not strictly closed on 22<sup>nd</sup>, but up until 22<sup>nd</sup>, this is only an option with full package and not booked as a standalone event.

## Outputs

Three (3) major events :

- State Conference (full day) on 30<sup>th</sup> July – this is the biennial State Conference event for WA that was added back to the NGIWA calendar of events when NGIA confirmed that there was funding available for regional conference via HIA Ltd. In the short time to plan, NGIWA worked with LIAWA to invite twelve (12) presenters (local and interstate), and twelve (12) panel participants for the Stakeholder discussions, and developed 2 video presentations in collating info/ feedback from presenters who were unable to attend to present;
- Networking Session on 30<sup>th</sup> July after 5pm – this is to facilitate networking in cross-industries which has been identified as necessary to bridge the gap amongst major stakeholders that can help growth or impact growth of the nursery and garden industry, and to promote FMS of nursery and garden industry to landscape architects/designers and landscaper / maintenance managers, and local government; and
- Bus Field Trip (Landscape Tour of high profile Fiona Stanley Hospital) on 31<sup>st</sup> July – this is hosted by SERCO (the security company of the hospital), and LIAWA members that were the two (2) installers for the landscape works at Fiona Stanley Hospital (Environmental Industries, and Deep Green Corporation), and maintenance company (Environmental Industries). The owner/director of Environmental Industries, Barry Winterbourn, is also a director of The Seedling Factory that is a NGIWA member, NIASA-accredited business, and EcoHort program member. Barry also sits on the State Accreditation Certification Committee (SACC) and would be in a good position to promote FMS to delegates of this field trip.



## **Outcomes**

State Conference & Networking session on 30<sup>th</sup> July - Aims to bring together business representation from two associations plus local government, lecturers and students from registered training organisations. NGIWA members include growers, garden retailers, allied traders, local government, lecturers and students. LIAWA members include landscape architects / designers, landscapers, maintenance managers, irrigators, pool builders, alfresco and carpenters, allied traders, local government, registered training organisations, lecturers and students, etc.

This conference promotes cross-marketing opportunities between two industries (and more), and its members to engage better communication and share of info, and to expand the objectives of:

- ✓ Facilitating the adoption of R&D and/or marketing outcomes through the presentation and communication of findings and new initiatives,
- ✓ Increasing the industry profile with internal and external stakeholders,
- ✓ Building networks and relationships with partners inside and outside the industry,
- ✓ Presenting the industry's strategic direction and potential by identifying issues, challenges and possible solutions,
- ✓ Developing skills and knowledge bases through field trips and other activities that address conference topics, and/or,
- ✓ Providing the opportunity for the exhibition of trade information and materials.

## **Intellectual Property, Commercialisation and Confidentiality**

No IP, commercialisation or confidentiality issues or development to report

## **Issues and Risks**

None to report

## **Other Information**

No additional information to report

## **Appendices**

PDF of online flyer / brochure for the Events on 30<sup>th</sup> & 31<sup>st</sup> of July, 2015



**VENUE :** Ascot Rm (Ascot Quays) at 150 Great Eastern Hwy, Ascot

Scroll down for details of each event:

LIAWA & NGIWA State Conference - 30th July, 2015 Thursday  
(full day)

LIAWA & NGIWA Networking Drinks - 30th July, 2015 Thurs  
(after 5pm)

LIAWA & NGIWA Landscape Tour of Fiona Stanley Hospital -  
31st July, 2015 Friday (morning)

If you are operating in the nursery, garden and landscaping industry, then you ought to be at this event. Book before 22nd July to avoid late fees.

**To enquire further, please send us an email.**

## STATE CONFERENCE PLENARY SESSIONS



State Conference starts 8.30am and concludes 5pm.

**PLENARY SESSIONS I - IV : THE BIG PICTURE**

**PLENARY SESSIONS V - VII : DESIGNING SPACES for CLIMATE CHANGE & MENTAL HEALTH**

**CONVERSATIONS : PANEL I (GROWERS), PANEL II (LANDSCAPE ARCHITECTS/DESIGNERS), PANEL III (LANDSCAPERS)**

**PLENARY SESSIONS VIII - IX : FAMILIARISATION WITH WORKSAFE AND BIOSECURITY**

**PLENARY SESSIONS X - XIII : THE WONDERS OF TECHNOLOGY & HOW IT HELPS OR IMPACTS BUSINESSES**



**Registration Costs for members (NGIWA, LIAWA & AIH)**

\$ 45pp (GST incl) to attend Industry Drinks only. **Click here** to register.

**Registration Costs for non members :**

\$110pp (GST incl) to attend Industry Networking Drinks only. **Click here** to register.

(See full package that includes Networking Drinks)



Landscape Tour is **limited to 80 delegates only!! Register quick** as it will be first in best dressed. Details will be forwarded to the lucky 80 who are quick to lock in their registrations. Note that the tour is only available for those who book the full event package.

It is a request of SERCO of Fiona Stanley Hospital (for this guided tour) that no one drives and parks on hospital grounds due to limited parking availability, and for better tour group control & timing. Please meet Kings Park to catch the bus. Details will be forwarded upon registration.

A drink and light snack will be included.

Upon return take the opportunity to visit Rio Tinto Naturescape for an informal tour or a botanical / horticultural tour.

## DELEGATE BOOKING RATES

All bookings are subject to terms & conditions, please **download** for your records prior to booking.

### Registration Costs for Members (NGIWA, LIAWA & AIH):

\$ 45pp (GST incl) to attend Industry Drinks only. **Click here** to register.

\$180pp (GST incl) to attend Conference only. **Click here** to register.

\$195pp (GST incl) to attend Conference + Industry Networking Drinks only. **Click here** to register.

\$255pp (GST incl) to attend Conference + Industry Networking Drinks + Landscape Tour. **Click here** to register

**Special Registration for Lecturers and Students of Registered Training Organisations, click here.**

### Registration Costs for NON Members :

\$110pp (GST incl) to attend Industry Networking Drinks only. **Click here** to register.

\$275pp (GST incl) to attend Conference only. **Click here** to register.

\$295pp (GST incl) to attend Conference + Industry Networking Drinks only. **Click here** to register.

\$355pp (GST incl) to attend Conference + Industry Networking Drinks + Landscape Tour. **Click here** to register.

## JOINT EVENT ORGANISERS



## FUNDING RECEIVED FOR THIS EVENT



This project has been funded by Horticulture Innovation Australia Limited using contributions from nursery and garden industry levy and funds from the Australian Government.

## EVENT PARTNERS SUPPORTING THESE EVENTS

THANK YOU to Partners of LIAWA that are on board for this event. Scroll down for details of Partners and the hyperlinks to Partners' websites for more details, if interested.

We continue to work with more **Partners / Sponsors**. For more info on **PARTNERS / SPONSORS** programme, **click here to email**. There are three levels - Silver, Gold & Platinum. *The number of complimentary tickets included for these events vary according to level of Partner / Sponsorship.*

## LIAWA & NGIWA STATE CONFERENCE 2015

Opening by the exuberant, Verity James, at 8.25am

## OPENING LAUNCH BY PRESIDENTS OF LIAWA AND NGIWA @ 8.30am



President of NGIWA - Colin Groom, owner of Domus Nursery

President of LIAWA - Gary McKenzie, director of Future Turf PL

## CONFERENCE PLENARY SESSIONS I - IV : THE BIG PICTURE

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### PLENARY SESSION I : 2020 VISION GROWING THE SEEDS



Time slot : 8.40am - 9.15am

**OPENING KEYNOTE PRESENTER** : Jess Miller, Republic for Everyone (Sydney, NSW)

**TOPIC** : The 2020 Vision has 260 partners working to create 20% more green space in our urban areas by 2020. See how this seedling has gone full bloom.

**BIO** : Jess is a Strategist at Republic of Everyone, working on the 2020 Vision, a campaign to create 20% more green spaces in our urban areas by 2020. Recently presented at TEDXSydney

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### PLENARY SESSION II : TRANSFORMING PERTH



Time slot : 9.15am - 9.40am

**2nd KEYNOTE PRESENTER** : Executive Director (Planning), Ryan Keys, Metropolitan Redevelopment Authority (MRA)

**TOPIC** : A fly through update on Urban Renewal projects in Perth.

**BIO** : Ryan has extensive town planning experience across local and state government and private consultancy in Western Australia and New South Wales. He is the Executive Director for Planning at the Metropolitan Redevelopment Authority and is responsible for overseeing the project initiation, urban design, strategy and innovation and statutory planning across MRA's redevelopment areas of Central Perth, Armadale, Midland, Scarborough and Subiaco. Ryan was previously the Director for Planning for EPRA and the Subiaco Redevelopment Authority that were responsible for the delivery of such projects as Perth City Link, Riverside, Perth Cultural Centre and Subi Centro

### PLENARY SESSION III : SUSTAINABLE MANAGEMENT of URBAN FORESTRY



Time slot : 9.40am - 10.05am

**PRESENTER** : Paul Barber, Arbor Carbon

**TOPIC**: Setting targets, monitoring, sourcing and managing healthy trees, sourcing good trees, managing root systems

**BIO**: More than 20 years experience as a scientist, with an emphasis on the diagnosis, monitoring and sustainable management of urban, plantation, crop, and native vegetation health in Australia and Asia. Recognised as one of the leading experts in urban and plantation tree health management throughout the Asia Pacific region. Founding Director of ArborCarbon, a Perth-based environmental and arboricultural consultancy dedicated to providing novel and innovative solutions for the sustainable management of vegetation. Adjunct Associate Professor at Murdoch University, Australia

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### PLENARY SESSION IV : URBAN FORESTRY STRATEGY BY A CITY



Time slot : 10.05am - 10.30am

**PRESENTER** : Scott Glassborow, Environmental Officer, City of Belmont

**TOPIC** : The Urban Forest Strategy today outlines the goals and objectives of City of Belmont for Urban Forest management and recognises its importance in upholding urban liveability in a growing inner city centre

**BIO** : With a BSc Environmental Biology from University of Notre Dame Fremantle, Scott relocated south to Albany where he worked for two years as an Environmental Management Consultant with Opus International Consultants. After covering many thousands of kilometres in the South West, Scott moved back to Perth where he took up a position with the City of Belmont as an Environmental Officer. Scott

works on a range of urban liveability and sustainability projects and has worked on the City's Urban Forest Strategy since late 2013. Scott has assisted the Strategy through its infancy, development and Council endorsement in 2014.

## MORNING TEA BREAK : 10.30am - 10.50am



First tea break, brought to you by Domus Nursery.

## PLENARY SESSIONS V - VII : DESIGNING SPACES for CLIMATE CHANGE & MENTAL HEALTH

### PLENARY SESSION V : JUST ADD WATER!



Time slot : 10.50am - 11.15am

**PRESENTER :** Shelley Shepherd, Environmental Essentials

**TOPIC :** Creating green infrastructure: just add water! Looking at the role of the landscape industry in the implementation of water sensitive urban design in order to deliver liveability and resilient cities.

**BIO :** Shelley is the program manager of New Water Ways Inc which is the WA capacity building program for water sensitive urban design. Shelley has been working with Government at many levels to raise awareness of how to better integrate land and water planning, focussing on achieving improved outcomes in water sensitive urban design, including the development of Better Urban Water Management with the DoW, DoP and WALGA, and the delivery of liveable cities. Shelley is also a Director of Essential Environmental, an environmental consultancy that specialises in environmental planning, urban water management, natural resource management, environmental impact assessment and policy development. Shelley has an MBA and BSc(hons) from UWA, is a Certified Environmental Practitioner and Certified Practising Planner.

### PLENARY SESSION VI : DESIGNING FOR HEALTHY GARDENS (RESIDENTIAL SPACES)



Time slot : 11.15am - 11.40am

**PRESENTER :** Toni Salter MAIH, RH, The VeggieLady (Sydney, NSW). Representing the Australian Institute of Horticulture Inc.

**BIO :** Toni Salter has been a national councillor for the Australian Institute of Horticulture (2011 - 2013) and is the current President of Cultivate, the Horticultural Therapy Society of NSW. Known as The Veggie Lady, Toni has a passion to see organic principles adopted by everyone, encouraging people to grow edible produce anywhere, whether it's in their backyard, hospital rehabilitation centre, day programs for people with disabilities or even mental health and aged care facilities. As a registered horticulturist and diversional therapy assistant, Toni runs therapeutic gardening programs and develops sensory gardens through a number of community health organisations. She offers training on therapeutic & recreational gardening for staff, carers and volunteers working in aged care, mental health, disability, rehabilitation, schools or community gardens. Toni also teaches community education classes for the backyard gardener and has featured as a talkback guest on local ABC Radio.

**TOPIC :** Ageing, disability and mental health are significant issues facing our society today and many of

these issues can be complemented by gardens that promote healing. Changes to national funding and best practice guidelines promote a focus on empowering individuals, giving a lot more scope to home gardens and care services. Looking at two common forms of healing gardens: sensory gardens and meditative gardens elements of design and the type of plants used to create these gardens within the residential space.

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## PLENARY SESSION VII : DESIGNING FOR HEALTHY GARDENS (HOSPITALS and COMMERCIAL SPACES)



Time slot : 11.40am - 12.05pm

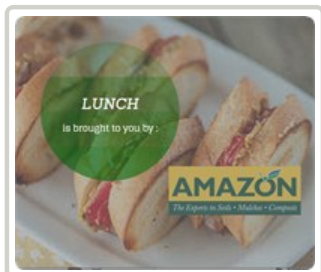
**PRESENTER :** Steven Wells, Austin Health (Melbourne, VIC)

**TOPIC :** Healing gardens within hospitals are sought to provide solace, respite and recovery by patients, their families and staff during times of stress, anxiety and uncertainty. Discussion on reasons why these healing gardens are important and also discuss some of challenges to consider when designing and developing gardens within healthcare settings

**BIO :** Steven Wells has successfully combined his nursing and horticulture qualifications and careers to be working as a nurse, a horticultural therapist and the gardens and grounds project officer at Austin Health, a large public healthcare service in Melbourne. Steven has established the horticultural therapy program and has also designed and implemented the successful sensory and healing gardens at Austin Health's Royal Talbot Rehabilitation Centre. Steven's innovative role as the garden and grounds project officer is to increase gardens throughout Austin Health's three campuses for the benefit of the patients, visitors and staff. Steven is passionate about sharing the benefits of gardens, gardening and horticultural therapy and was awarded the ABC Gardening Australia Magazine's 'Gardener of the Year' in 2012

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## Halfway break 12.05pm - 12.45pm



Take a walk along the river.

Eat in the company of industry colleagues and friends you have not caught up with recently.

Rehydrate, rehydrate, rehydrate.

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## CONVERSATIONS AMONGST THREE STAKEHOLDER GROUPS : LANDSCAPE ARCHITECTS / DESIGNERS, LANDSCAPERS, AND GROWERS

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## A LIVELY CONVERSATION AMONGST THREE STAKEHOLDERS - WHAT, WHEN, WHO, WHEN, HOW

Time slot : 12.45pm - 14.10pm

**PANEL I - The Growers' Perspective** The Design Challenge, from the Growers' Perspective. Lessons we can learn from a grower's perspective on supplying to major projects in WA in considering lead time, contract growing, and biosecurity matters. **On the panel are** Krystyna Winter (**Benara Nurseries**), Craig Woodroffe (**Ellenby Tree Farm**), Nancy Scade (**Australian Native Nurseries Group**)

**PANEL II - Landscapers' Perspective** The Challenge of Landscapers, from the Landscapers' Perspective in planning for contract growing and substitution of plant key due to seasonal changes or stock availability. **On the panel are** Nathan Phillips (**Landscape Elements**), Stuart McIntosh (**Lochness Landscape Services**), and Matt Huxtable (**Phase3 Landscape Construction**)



**PANEL III - The Landscape Architects' Perspective** A Dialogue : The Growers' Link, from the Landscape Architects' Perspective. The challenge of lead time, stock availability and range, and biosecurity issues. **On the panel are** Blake Willis (BWL), Matt Huxtable (**Newforms Landscape Architecture**), Walter Van der Loo (**AECOM**), Jane Ward (**Jane Ward Landscape**, running own business after working for Emerge, EPCAD, and TDL)

## PLENARY SESSIONS VIII - IX : FAMILIARISATION WITH WORKSAFE AND BIOSECURITY

### PLENARY SESSION VIII : WORKSAFE UPDATES & SAFETY TRENDS



Time slot : 14.10pm - 14.35pm

**PRESENTER : WorkSafe**, Director / Chief Inspector Construction, Regional & Primary Industries - Chris Kirwan

**TOPIC :** WorkSafe Update & Safety trends in the industry. Ways to mitigate risks and find out how insurance premiums can be minimised by lowering risks areas in the business

**BIO :** Chris has worked in a variety of roles in workplace safety for most of his working life. In his earlier years as a Ventilation Officer / Dust Control Inspector for the mine safety & health regulator Dept of Mines, as an Investigator for the Commonwealth's OHS regulator Comcare, as an Operations Supervisor for a large transport company and with WA's OSH regulator WorkSafe WA in Bunbury and Perth. Chris's role at WorkSafe manages the CRPI Inspectorate ensuring a timely and appropriate WorkSafe response to workplace fatality events and as part of that role he liaises with next of kin of deceased persons about the process of WorkSafe investigations

### PLENARY SESSION IX : BIOSECURITY MEASURES



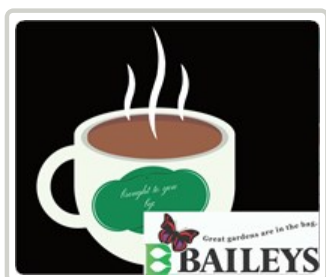
Time slot : 14.35pm - 15.00pm

**PRESENTER :** DAFWA, Senior Entomologist - Dr. Darryl Hardie

**TOPIC :** What's hot hot hot in biosecurity in WA

**BIO :** Senior Entomologist at DAFWA (Department of Agriculture Western Australia), an Adjunct Senior Lecturer in the Faculty of Natural and Agricultural Sciences, UWA, and current chair of the Subcommittee for National Plant Health Surveillance (SNPHS) of Australia.

### AFTERNOON TEA BREAK : 15.00pm - 15.15pm



Brought to you by **Baileys Fertilisers**

Take a moment to re-charge.

### PLENARY SESSIONS X - XIII : THE WONDERS OF TECHNOLOGY AND HOW IT HELPS OR IMPACTS BUSINESSES

## PLENARY SESSION X : MARKETING IN THE 21st CENTURY



Time slot : 15.15pm - 15.40pm

**PRESENTER :** Victoria Kovacs, Marketing Manager of HOUZZ (Melbourne, VIC)

**TOPIC :** Looking at a 360degree view regarding shifting consumer purchase behaviour and the tools available for professionals to market their business in this digital age. Contains specific and applicable tools that can be implemented immediately and caters to a wide spectrum of those that are less technologically savvy, to those that are advanced. Using data from the site and indepth consumer surveys for a better understanding of digital marketing and reputation management and how they can use Houzz to showcase their work and maximise exposure for their business

**BIO :** Victoria Kovacs is the Events and Brand Ambassador for Houzz.com.au – the world's largest online community for home renovation and design. Victoria has worked across multiple industries in marketing communication roles across both the public and private sector internationally. With over 1.3 million unique monthly users Australiawide, and over 20,000 local professionals listed, Houzz is the leading platform for home renovation and design. Houzz helps home renovation and design professionals build their brands, connect with homeowners and efficiently manage their web presence

## PLENARY SESSION XI : TECHNOLOGY IN THE NURSERY, GARDEN & LANDSCAPING INDUSTRY

Time slot : 15.40pm - 16.10pm

**PRESENTERS :** Terry Estates (SERCO) & Barry Winterbourn (Environmental Industries and The Seedling Factory)

### TOPICS :

Barry shares his experience during the install of this major project and lessons learnt from this. Also included is a brief of what it takes to manage the maintenance contract for Fiona Stanley Hospital. Use of technology for efficiency, WorkSafe management, Telecommunications, Logistics, Cameras

Environmental Industries, member of LIAWA since 1990 and is a regular winner or finalists of commercial / civic projects in WA at the bi-ennial LIAWA Awards of Excellence

The Seedling Factory, member of NGIWA and accredited for NIASA and EcoHort. With NIASA, Nursery Industry Accreditation Scheme of Australia, The Seedling Factory operates in accordance with a set of national best management practices guidelines. With EcoHort, The Seedling Factory demonstrates sound environmental stewardship and natural resource management

Terry would like to share the SERCO perspective of the project to those who did not managed to book the limited spots on the guided tour group for 31st, and do a quick brief for those joining the tour.

## PLENARY SESSION XII : MERCHANDISING AND PLACEMENT

Time slot : 16.10pm - 16.35pm

**MEDIUM OF PRESENTATION :** compilation of videos on practices around the world

**TOPIC :** Merchandising and Placements (Shelves & POS) for retailing in the nursery, garden and landscaping industry

## FINAL PLENARY SESSION : TRENDS IN THE BIG BOXES AND WHAT IS POPULAR

Time slot : 16.35pm - 16.50pm

**MEDIUM OF PRESENTATION :** compilation of PPT and videos

**TOPICS : Tips and feedback gathered from major chains in WA**

Trends @ Big Boxes

What plants are popular and not supplied?

Top 5 plants bought and which ones are a sell out

## SUMMARY AND WRAP - By MC, Verity James

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# Appendix I

## Milestone Report

**Project Code:** NY13702

**Project Title:** Nursery Industry National Conference and Regional Technical Conferences

**Milestone Number:** 106

**Milestone Due Date:** 15 December 2015

**Research Provider:** Nursery & Garden Industry Australia

**Project Leader:** Peter Vaughan

**Report Author:** Kobie Keenan

**Milestone Description:** Final Report for 2015 Regional Conferences

**Milestone Achievement Criteria:** Final Report for 2015 Regional Conference submitted to HIA

R&D projects: co-investment funding

This project has been funded by Horticulture Innovation Australia Limited with co-investment from **Nursery & Garden Industry Australia** and funds from the Australian Government.

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## Summary

The Nursery & Garden Industry (NGI) regional conferences are held biannually as part of this project and provide the opportunity for the regions to hear detail on industry initiatives and knowledge transfer on regionally specific matters.

Milestone 105 provides details of regional conferences as proposed by Nursery & Garden Industry NSW & ACT (NGINA), Nursery & Garden Industry QLD (NGIQ) and Nursery & Garden Industry WA (NGIWA).

NGINA, NGIQ and NGIWA were responsible for the coordination, programing and promotion the regional conference activities outlined.

## Milestone Achievements

The key milestone was for each regional conference to be conducted and to provide improved communications with industry. This will enable industry to take advantage of business opportunities and learn about industry best practises in a range of areas.

- NGINA Roadshow 9 (Arcadia) & 28 (Canberra) July 2015
- Nursery Production Crop Nutrition Seminar 29 October 2015, SE QLD
- State Conference & Networking Session 31 July 2015, Ascot, WA

## Outputs

The outputs from the regional conferences were:

- NGIQ Nursery Production Crop Nutrition Seminar 29 October 2015, SE QLD
  - targeted promotional activities to growers and crop nutrition specialists.
  - crop nutrition knowledge transfer to delegates
  - Crop Nutrition Workbook for delegates
  - discussion and evaluation of seminar
- NGINA Roadshow 9 (Arcadia) & 28 (Canberra) July 2015
  - Agenda
  - 13 speakers participated
  - All presentations available online at the NGINA website for post review by delegates and industry. [www.ngina.com.au](http://www.ngina.com.au)
  - Magazine articles in Nursery & Garden News and Hort Journal highlighting the key messages from the presentations.
  - Survey of delegates to gauge satisfaction with content.
  - High satisfaction rate among delegates and improved participation with increase in first time conference attendance.
  - Successful delivery of regional roadshow.
- NGIWA State Conference & Networking Session 31 July 2015, Ascot, WA
  - Conference framework established for joint conference with Landscape Industries Association Western Australia supporting collaboration between industries, highlighting joint challenges and sharing resources, activities and venues.
  - Media recognition for the conference including highlights of the outcomes. WA State conference was a conduit to the coordination of the WA Urban Forest Masterclass for 2020 Vision.

- 24 speakers and panellists participated.
- Successful delivery of WA State Conference incorporating a networking session and field trip.
- Discussion and evaluation of conference

The final allocations of funds for the regional components of this project are:

<b>Funding allocation</b>	<b>Conference Financials</b>
\$25K VC matched	NGINA Roadshow – Cost: \$43,983.00
\$15,700 VC matched	NGIQ Nursery Production Crop Nutrition Seminar Cost: \$15,700
\$16,000 VC matched	NGIWA State Conference & Networking Session Cost: \$16,000

VIC, SA, TAS, NT did not undertake a regional conference and are not accessing this funding.

### **Refereed Scientific Publications**

N/A

### **Outcomes**

The outcomes for each identified regional conference activity differ and the details are provided within each regional Final Report attached. The key outcomes from the regional conferences were:

- NGINA – Two conferences delivered to the industry stakeholders at two locations which were well received by delegates including:
  - Presentations in line with desired levy outcomes and also promoting Horticulture Innovation membership and Horticulture Innovation current activities and status.
  - Outcomes from the recent Tree standard adoption were presented including what it means for Growers. This was well received with practical examples of what the standard means in practice through hands on demonstration.
  - Recent research study into water disinfection contained up to date best practice information on effective water treatment based on type of disinfection. As this study is yet to be released as either a nursery paper or update to the NPFMS this was valuable information that was passed on to delegates.
  - Update from DPI on what the Biosecurity Bill that has been passed means for growers and retailers which also tied into the presentation on supply chain efficiencies from GS1 that barcoding brings in terms of identification.
  - E-commerce and Marketing on line were presented to delegates to show how to build industry capacity in the connected age and where new channels to market exist with B2C and B2B customers.
  - The presentation on best practice –“top tips for production success” that built on the work of the NPFMS project.
- NGIWA – Successful joint conference with LIAWA facilitating good interaction with the wider ‘green’ industry including:
  - Facilitating the adoption of R&D and/or marketing outcomes through the presentation and communication of findings and new initiatives.
  - Increasing the industry profile with internal and external stakeholders.
  - Building networks and relationships with partners inside and outside the industry.
  - Presenting the industry’s strategic direction and potential by identifying issues, challenges and possible solutions.

- Developing skills and knowledge bases through field trips and other activities that address conference topics.
- Providing the opportunity for the exhibition of trade information and materials.
- NGIQ - Well attended technical workshop were conducted on best practices in crop nutrition which included the following learning outcomes:
  - Understanding the importance of water quality on crop nutrition.
  - Identifying the effects of growing media components on crop nutrition.
  - Improving knowledge based on slow release fertiliser formulations and usage.
  - Improving knowledge based on controlled release fertiliser formulations and usage.
  - Defining the various types of liquid formulations and their effects on crop nutrition.
  - Diagnosing common nutritional disorders.
  - Key learnings and application of industry best practice for crop nutrition.
  - Networking with industry growers.

### **Intellectual Property, Commercialisation and Confidentiality**

No IP, commercialisation or confidentiality issues or development to report.

### **Issues and Risks**

Issues and risks are detailed within each regional milestone report attached.

### **Other Information**

No additional information to report.

### **Appendices**

- Nursery & Garden Industry NSW & ACT – Final Report
- Nursery & Garden Industry QLD – Final Report
- Nursery & Garden Industry WA – Final Report

# Appendix J

**National Conference 2016 - Organising Committee Meeting**  
**Teleconference**  
**1.30 pm (AEST), Wednesday 8 July 2016**

Attendance: Geoffrey Fuller (Chair), Kobie Keenan, Grant Dalwood, Chantal Tenace, David Foster, Esther Ngang  
Apologies: Peter Vaughan, Estelle Cornell  
Guests: Chris O'Connor

**MINUTES**

**1. Welcome**

GF welcomed everyone and encouraged a great conference noting the capable group and need for good communication.

**2. Conference Guidelines**

Primarily the Committee were happy with the content of the Guidelines.

DF raised the 'profit sharing' line from the Conference Guidelines (p4 last bullet). He noted there should be clarity over 'loss sharing' also. He mentioned to the Committee that there was still some conjecture around the invoice NGIA been sent for their share of the Sydney 2014 loss. Concern was shared by EN and GD. GF said he would refer to the Board for advice

Agreed that NGIA would manage the conference (no PCO) with assistance from Heather and Jennifer of NGIA. It was noted that additional resources should be considered for procurement of sponsorship or exhibition, or feet on ground etc (as needed). KK advised we would be utilising an online registration process. Member Connex was also suggested as an option.

GF noted that NGIA will be responsible for all payments and contracting within the Conference.

ACTION: GF to refer to the Board and advise on 'loss' inclusion in the Guidelines

AGREED: NGIA to manage all finances and contracting.

AGREED: PCO will not be engaged for 2016 Conference. NGIA to manage conference registration and seek additional resources in peak times as required.

**3. Feedback and evaluation from Sydney 2014**

The Committee referred to the supporting notes provided including registration summary and feedback from Sydney 2014 and also notable figures provided from the 2014 budget. Of note was the need for priority speakers such as Ben Roberts-Smith who spoke at Sydney.

The Committee was encouraged to keep some of those costs, comments etc in mind when proposing speakers and themes and social ideas.

DF noted that people are happy with 'no frills' options.



#### 4. Budget and explanation HIA project funding & VC requirements

The Committee briefly considered the draft budgets.

It was noted that option 1 essentially outlined the traditional format and 3 day conference, with registration that was all inclusive. Option 2 tried to incorporate 'opt in' activities, build in efficiencies and shorter two days of sessions.

KK explained the HIA funding noting effectively we receive 42K not 100K from HIA in funding and that the balance of the 100K was the VC component to be provided by NGIA. It was also noted that is a E350K conference and we would need to ensure sufficient income was raised and be mindful of the expenses. .

It was noted that to finalise the budget the conference format, registration fees etc would need to be determined.

#### 5. Conference Format: Discussion

The Committee discussed the format having regarding to delegates ie, the cost to them and time away from their business. It was also considered having regard to exhibitors and ensuring value for both them and sponsors.

The tours were discussed at length. Suggestions were made around how to engage delegates on the buses. Discussion turned to destinations and options to form combined production and retail in 2 different tours (one north one south). Making the tours optional on the Monday was suggested noting it would shorten the conference by a day and be an 'opt in' to attend. Workshops were also suggested for the Monday as another 'opt in'. It was noted that with both the tours and/or workshops the conduct of these would be determined by the number of delegates who opt in.

The group noted that exhibition was a good opportunity for industry to see new products and to derive income for the conference.

AGREED: Dates Monday 15-Wednesday 17 February.

AGREED: Tours/Workshop Day would be offered as an optional activity.

AGREED: The format would follow this draft concept:

Monday 15 Feb	OPTIONAL – Tour/Workshop Day Evening: No activities
Tuesday 16 Feb	Welcome Registration Breakfast Sessions Evening: Casual function
Wednesday 17 Feb	Sessions: Evening: Nursery & Garden Awards Gala Dinner
Thursday 18 Feb	Sector Groups to arrange meetings this day at own cost.

AGREED: An exhibition will accompany the conference. Likely 2x3m booth.

#### 6. Conference venue & alternative accommodation venues

The committee noted that with the format agreed we could revisit the proposals received by GD to shortlist and amend the budget accordingly. GD expressed that centrality of the Grand Chancellor proximity to transport. . He also noted the Fringe Festival was on at the same time and there may be opportunity to incorporate elements into the conference social program.

ACTION: GD & KK to discuss to frame up the venue proposals in more detail.

## **7. Conference Theme & feedback from State CEO's program topics**

The theme was discussed.

KK noted that the suggestions in the papers were to stimulate discussion only and not the only options.

On behalf of PV, KK extended the concept of 'unity' within the theme noting the link between 2020 Vision and the formulation of the new industry strategic plan which would start in 2016-2020.

A number of speakers were also recommended and the point was made again regarding Ben Robert-Smith and needing a speaker of that calibre.

ACTION: The Committee forward theme ideas and speaker suggestions to KK by 16 July 2015.

ACTION: KK to collate suggestions theme ideas and speaker suggestions and build a program shell for circulation with the minutes on 20/7.

## **8. Sponsorship: Discussion**

GF proposed Neville Sloss of NGISA advance sponsorship. KK indicated that NGIA should be involved in that process with Neville.

ACTION: KK and Neville Sloss to discuss package options having regard to social functions, speakers and the format (now decided above).

## **9. Timeline**

The Committee was encouraged to consider a registration 'open' date and early bird close date. It was noted that these dates would drive other critical elements of the conference preparation. The proposed dates of Monday 14 September and 15 January 2016 respectively. EN raised the awards dates and suggested a review of the awards dates to avoid multiple date reminders.

ACTION: KK to refer to Awards timeline and consider date correlation and refer back to Committee and next meeting.

## **10. General Business – None**

## **11. Next Meeting**

It was suggested the next meeting could be conducted using the internet via Google Hangouts etc. CT will be overseas and so this format will ensure inclusion of everyone.

Also discussed was the onsite visit to SA for 18 August to finalise the primary venue and consider social options. KK advised the committee that this would best be done by a sub-group of the committee for reasons of budget constraints.

AGREED: GF, GD, PV and KK to attend onsite in Adelaide on 18 August.

ACTION: Next internet meeting to be arranged for Tuesday 21 July at 1.30pm AEST

# Appendix K



## **THE ROAD AHEAD**

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ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

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NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE



## **THE ROAD AHEAD**

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ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

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NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE

# Appendix L





**SHARE THE  
VISION**

## **THE ROAD AHEAD**

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**ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016**

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**NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE**

# **INVESTMENT OPPORTUNITIES**

# INVESTMENT OPPORTUNITIES

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The Nursery & Garden industry in Australia is a \$1.5 billion industry employing over 20,000 people through around 2,500 businesses across the country.

Every two years a national NGIA Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers, retailers, suppliers and stakeholders.

In 2016 the conference returns to one of the favourite conference cities, Adelaide, from February 15-17.

Held in the newly renovated Adelaide Hilton, the conference will have a vibrant atmosphere and plenty to offer delegates before, during and after the conference, sharing the dates with the Adelaide Fringe Festival.

The conference will include:

- ▶ Presentations on the latest research, production, marketing, and big picture issues affecting the industry
- ▶ Panel discussions and tailored sessions for industry sectors
- ▶ Networking events and social functions
- ▶ An exhibition space to showcase suppliers to the industry
- ▶ Presentation of the annual Nursery & Garden Awards at a gala dinner.

We now have three levels of partnership available to promote your business, your products and your support of the Nursery & Garden Industry.

They offer widespread promotion to the industry in the months leading up to the conference, as well as a direct return at the conference and in post conference reporting. Importantly you will be getting your marketing or corporate message to the industry's leaders.

For the first time, partnership packages include a combination of:

## Conference + Exhibition + Nursery & Garden Awards

We look forward to working with you to tailor just the right package to suit your marketing goals and budget. You will also be playing a vital role in bringing a successful conference to our industry.

(All \$ figures are exclusive of GST)

# PLATINUM PARTNER



2 only valued at \$24,000

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## CONFERENCE – VALUE \$10,000

- ▶ 4 complimentary full delegate registrations\* and 4 complimentary tickets to either the industry tour or half day workshop, value \$3600
- ▶ 2 additional complimentary tickets to the Casual Dinner, value \$200
- ▶ 4 additional complimentary tickets to the Industry Gala Dinner, value \$640
- ▶ Opportunity to place two pull up banners in high traffic areas and priority placement in main venue
- ▶ Verbal acknowledgement during the opening and closing conference address, and throughout conference
- ▶ One insert to be placed into the delegate satchels
- ▶ Delegate List post event (subject to privacy laws)
- ▶ Logo on: Conference website, all sponsor signage at venue, digital Registration Brochure, Conference Program + 100 word company profile (subject to printing deadlines)
- ▶ Full page advertisement in the Conference Program, value \$1,500
- ▶ Media release announcing Platinum partnership status to industry media

## EXHIBITION – VALUE \$4,000

- ▶ Priority selection of premium space in exhibition area
- ▶ One Premium exhibition booth, value \$3200
- ▶ Four exhibitor registrations\*, value \$1080
- ▶ Distribution of promotional items from your stand to delegates
- ▶ Opportunity for special promotion or competition to be promoted to delegates by MC

**PLUS, either of these two excellent marketing opportunities:**

1 of 2 Principal sponsor of the Nursery & Garden Awards Gala Dinner & the Primary Conference Keynote Speaker, value \$10,000

OR

1 of 2 Principal sponsor of the Nursery & Garden Awards Gala Dinner & Casual Dinner naming rights, value \$10,000

## AWARDS

- ▶ Shared recognition of the Gala Dinner with other principal sponsor (non conflicting)
- ▶ Name and logo association with all Awards information distributed to industry (post agreement).
- ▶ Media release announcing Awards sponsorship to industry media.
- ▶ Presentation of a major award.
- ▶ Banner priority placement at dinner.
- ▶ Verbal acknowledgement during the dinner.

PLUS, sponsorship of one of the Nursery & Garden Industry Awards of your choice

## KEYNOTE SPEAKER

- ▶ Private audience with Keynote Speaker.
- ▶ Three minute speaking opportunity and option to introduce a keynote speaker.
- ▶ Logo in the program grid next to speaker.
- ▶ Logo on conference presentation slide.
- ▶ Verbal acknowledgement by MC prior to speaker introduction.

## AWARDS

- ▶ Shared recognition of the Gala Dinner with other principal sponsor (non conflicting)
- ▶ Name and logo association with all Awards information distributed to industry (post agreement).
- ▶ Media release announcing Awards sponsorship to industry media.
- ▶ Presentation of a major award.
- ▶ Banner priority placement at dinner.
- ▶ Verbal acknowledgement during the dinner.

PLUS, sponsorship of one of the Nursery & Garden Industry Awards of your choice

## CASUAL DINNER

- ▶ Naming rights to dinner – the Casual Dinner of the 2016 NGIA Conference brought to you by “X”
- ▶ Opportunity to place company provided, free standing, pull up banners and signage around venue
- ▶ Three minute speaking opportunity at start of the dinner
- ▶ Acknowledgement by MC throughout the night
- ▶ Opportunity for giveaway product to each dinner attendee

Either of the Platinum partnerships can be tailored to suit your corporate or marketing needs by agreement.

# GOLD PARTNER



4 only valued at \$15,000

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## CONFERENCE – VALUE \$5,000

- ▶ 2 complimentary full delegate registrations\* and 2 complimentary tickets to either the industry tour or half day workshop, value \$1800.
- ▶ 2 additional complimentary tickets to the Casual Dinner, value \$200.
- ▶ 2 additional complimentary tickets to the Industry Gala Dinner, value \$320.
- ▶ Signage opportunities in main auditorium.
- ▶ Logo: on all sponsor signage at venue, in digital Registration Brochure, Conference Program (subject to printing deadlines).
- ▶ Half page advertisement in the Conference Program, value \$750.
- ▶ 50 word company profile in the Conference Program (subject to printing deadlines).
- ▶ Acknowledgement by MC throughout conference.
- ▶ One insert to be placed into the delegate satchels.
- ▶ Delegate List post event (subject to privacy laws).

## EXHIBITION – VALUE \$4000

- ▶ One Premium Exhibition booth, value \$3200.
- ▶ Priority site selection.
- ▶ 3 exhibitor registrations\*, value \$810.
- ▶ Distribution of promotional items from your stand to delegates.
- ▶ Opportunity for special promotion or competition to be promoted to delegates by MC.

## NATIONAL NURSERY & GARDEN AWARDS – VALUE \$3,000

- ▶ Sponsorship of an Award of your choice (subject to availability).
- ▶ Name and logo association with all Awards information distributed to industry (post agreement).
- ▶ Media release announcing Award sponsorship to industry media.
- ▶ Presentation of the award to the recipient.
- ▶ Banner placement at Awards dinner.



PLUS one of the following options all valued at \$3,000

### Gold Option 1



## CONFERENCE WELCOME BREAKFAST

Held in the exhibition area early on Day 1, this breakfast is the first official conference function and included in the registration fee.

- ▶ Two minute speaking opportunity.
- ▶ Logo included on welcome breakfast signage.
- ▶ Logo in the program grid next to function.
- ▶ Verbal acknowledgement by MC at in the welcoming address for Day 1 following the function.
- ▶ Logo on conference presentation slide.
- ▶ Opportunity to place signage in breakfast area.

### Gold Option 2



## DELEGATE NAME BADGE & LANYARDS

Every registered delegate will receive an official Conference name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.

- ▶ Logo on Name Badge.
- ▶ Logo on Lanyard.

### Gold Option 3

## OFFICIAL CONFERENCE SACHEL

Every registered delegate will receive an official Conference satchel upon registration. The practical, multi-use bag encourages use by delegates well after the Conference has concluded.

- ▶ Option to select the satchel from a short list determined by the Conference Organising Committee.
- ▶ Logo on Conference Satchels, size and placement of logo will be at the discretion of the Conference Organising Committee.
- ▶ Additional insert to be placed into the delegate satchels, size and content to be approved by the Conference Organising Committee.

### Gold option 4



1 remaining

## PLENARY SESSION SPONSOR

These sessions will feature key speakers which will attract a high delegate attendance. You will have a choice of one of these plenary sessions, with:

- ▶ Verbal acknowledgement by MC prior to speaker introduction.
- ▶ Company name in Conference Program (subject to printing deadlines).
- ▶ Logo on Conference Website, session slide and program grid in program.

Gold partnerships can be tailored to suit your corporate or marketing needs by agreement.

# SILVER PARTNERS



6 only valued at \$9,000

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## CONFERENCE – VALUE \$3,000

- ▶ 2 complimentary full delegate registrations\* and 2 complimentary tickets to either the industry tour or half day workshop, value \$1800.
- ▶ 2 additional complimentary tickets to the Industry Gala Dinner, value \$325.
- ▶ ¼ page advertisement in conference program, value \$400.
- ▶ Logo on Conference Website, sponsor signage at venue, in digital Registration Brochure & Conference Program+ 25 word company profile (subject to printing deadlines).
- ▶ One insert to be placed into the delegate satchels.
- ▶ Verbal acknowledgement by MC throughout conference.

**AND EITHER ONE of the following options, valued at \$3,000:**

Both are available at an additional cost of \$3,000

## EXHIBITION

- ▶ One Exhibition booth.
- ▶ Distribution of promotional items from your stand to delegates.



## NATIONAL NURSERY & GARDEN AWARDS

- ▶ Sponsorship of an Award (of your choice subject to availability).
- ▶ Name and logo association with all Awards information distributed to industry (post agreement).
- ▶ Presentation of the award to the recipient.
- ▶ Banner placement at Awards dinner.

PLUS ONE of the following options, valued at \$3,000:

### Silver Option 1

## DAILY WIFI SPONSOR

Wifi is available throughout the venue for delegate connectivity each day of the conference.

- ▶ Verbal recognition as the WIFI sponsor at daily announcement.
- ▶ Logo on session slide, in Conference Program & Website.

### Silver Option 2

## LUNCHES (X2)



- ▶ Logo on Lunch signage for your allocated day.
- ▶ Opportunity to place pull up banners in lunch area.
- ▶ Verbal acknowledgement by MC prior to lunch.

### Silver Option 3

## NOTE PAD AND PEN



Every registered delegate will receive a note pad and pen in his or her delegate satchel, to be used during and after the Conference has concluded.

- ▶ Logo on Note Pad, Pen, in Conference Program & on Conference Website.
- ▶ Banner placement in main venue.

### Silver Option 4

## PLENARY SESSIONS (X2)



- ▶ Logo on session slide.
- ▶ Verbal acknowledgement by MC prior to speaker introduction.
- ▶ Company name in Conference Program (subject to printing deadlines).
- ▶ Logo on Conference Website, in the program grid next to speaker, on session slide.

Silver partnerships can be tailored to suit your corporate or marketing needs by agreement.

# OTHER MARKETING OPPORTUNITIES

There are other distinct opportunities for discussion for sponsorship such as:

- ▶ Plenary Sessions
- ▶ Bottled Water
- ▶ Conference App

## CONFERENCE PROGRAM ADVERTISING

There will be limited space available in the Conference Program with finished art supplied by due date.

**Full Page**                      **\$1,500**

**Half Page**                      **\$750**

**Quarter Page**                **\$400**

\*A full delegate registration relates to activities on Tuesday 16 and Wednesday 17 and includes the welcome breakfast, sessions, casual and gala dinners. An exhibitor registration relates to activities on Tuesday 16 and Wednesday 17 and includes the welcome breakfast and sessions only. Please note exhibitor registrations do not include either the casual or gala dinners.

## MORE INFORMATION

For more information on sponsorship of the 2016 Nursery & Garden Industry Conference or participation in the Conference Exhibition, please contact Neville Sloss on 0414562010 or via email at [nsloss@ngisa.com.au](mailto:nsloss@ngisa.com.au). Alternatively, contact NGIA on (02) 8861 5100 or email your enquiry to [info@ngia.com.au](mailto:info@ngia.com.au).

# Appendix M





## THE ROAD AHEAD

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ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

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NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE

# EXHIBITION OPPORTUNITIES

# THE EXHIBITION

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The Nursery & Garden industry in Australia is a \$1.5 billion industry employing over 20,000 people through around 2,500 businesses across the country.

Every two years a national NGIA Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers, retailers, suppliers and stakeholders.

In 2016 the conference returns to one of the favourite conference cities, Adelaide, from February 15-17. Held in the newly renovated Adelaide Hilton, the conference will have a vibrant atmosphere and plenty to offer delegates before, during and after the conference, sharing the dates with the Adelaide Fringe Festival.

The conference will include:

- ▶ Presentations on the latest research, production, marketing, and big picture issues affecting the industry
- ▶ Panel discussions and tailored sessions for industry sectors
- ▶ Networking events and social functions
- ▶ Presentation of the annual Nursery & Garden Awards at a gala dinner
- ▶ An exhibition space to showcase suppliers to the industry.

## EXHIBITION OPPORTUNITIES

The exhibition will be a major component of the Conference and is a chance for companies to present their products and/or services to the industry leaders – owners, managers – and future leaders.

The Conference Program has been designed to maximise the opportunity for delegates to visit the exhibition.

The welcome breakfast and all refreshment breaks including lunches (?) will be located within the exhibition area.

**The exhibition is set to be the primary networking arena for delegates, sponsors and exhibitors.**

There are a limited number of spaces available, with priority selection to conference partners, then to others in the industry.

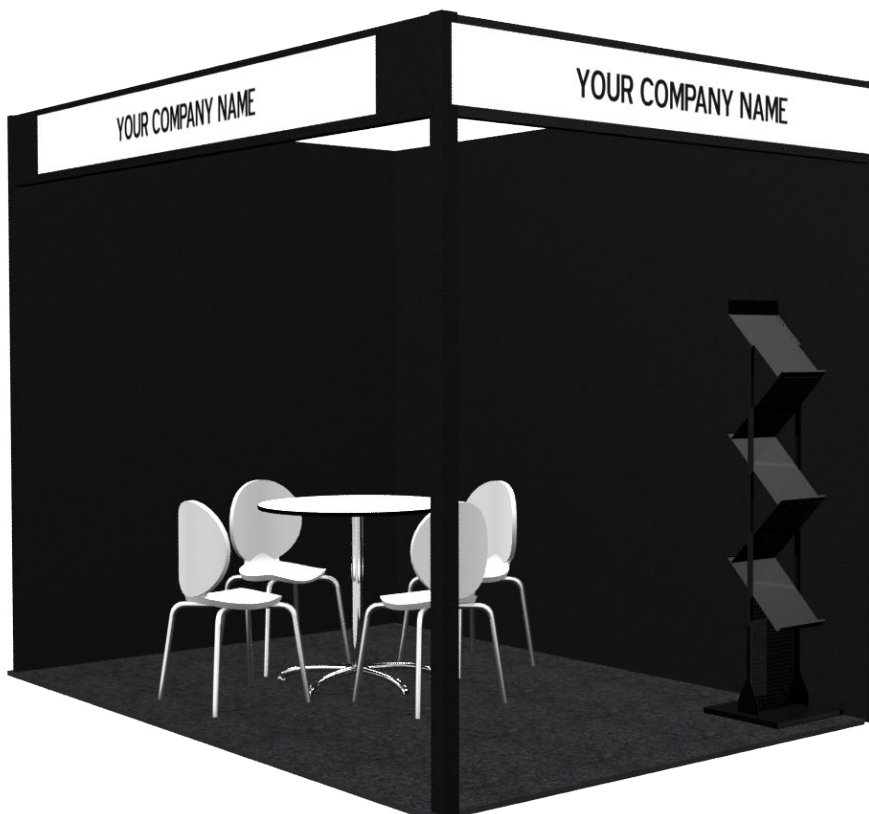
## EVENT INFORMATION

<b>EVENT</b>	Nursery & Garden Industry National Conference
<b>VENUE</b>	Hilton Adelaide
<b>DATES</b>	16– 17 February, 2016
<b>BUMP-IN</b>	Monday 15th
<b>BUMP-OUT</b>	Wednesday 17th

## EXHIBITER BOOTH **AUD\$3,500 inc of GST**

The shell scheme package includes:

- ▶ Walling: 2.48m high black velcro compatible walling
- ▶ Fascia/ Name Board: Digital print fascia name board sign featuring single colour lettering on white background. A company sign will be installed over each open side. Logo or back lit name board signs can be produced at an additional cost (POA)
- ▶ Lighting: 2 x 150 watt spotlights per 3m x 2m booth (6sqm)
- ▶ Power: 1 x 10amp power point per 3m x 2m booth (6sqm)
- ▶ One full delegate conference registration, including attendance at sessions and social activities.
- ▶ Company listing in the Conference Program
- ▶ Delegate List at Conference

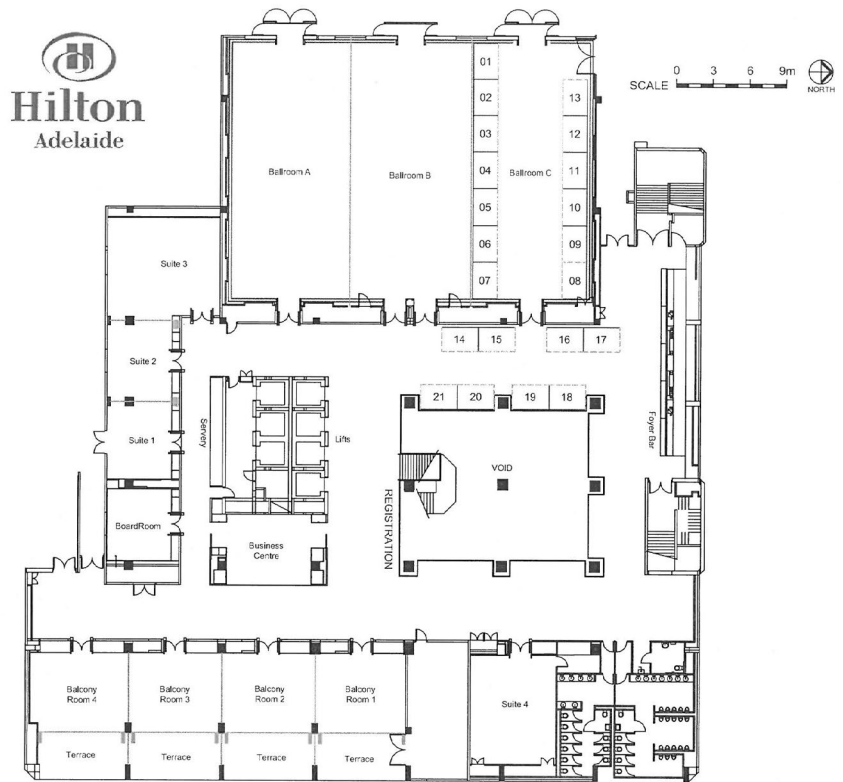


\*Indicative image of a 3m x 2m black Corinthian corner booth. Furniture not included.

Note: all furnishings are at the expense of the exhibitor – contact details can be provided for the exhibition suppliers to make arrangements direct and at your own cost.

## EXHIBITION FLOOR PLAN

This floor plan is correct at the time of printing, however the 2016 Conference Committee, retains the right of alteration should it be deemed necessary. These changes may occur without notice.



## GENERAL INFORMATION

Additional full or exhibitor registrations can be purchased.

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt. An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors.

## CONDITIONS OF PAYMENT

50% deposit is required upon confirmation of your sponsorship item and/or booth number. The remaining 50% will be required 30 days before the event (15 January 2016).

Should your booking occur after the 15 January 2016, 100% payment will be due at the time of booking.

Payment must be made for all sponsorship and exhibition monies prior to close of business Friday 15 January 2016. Failure to do so may result in your sponsorship item or exhibition stand being released again for sale.

## FURTHER INFORMATION

For further information about sponsorship or exhibition at the 2016 Nursery & Garden Industry National Conference & Exhibition, please contact:

**Neville Sloss**

*Sponsorship and Exhibitions, Nursery & Garden Industry Australia*

PO Box 7129  
BAULKHAM HILLS BC NSW 2053

Tel: 0414 562 010  
Fax: +61 2 9659 3446  
Email: [nsloss@ngisa.com.au](mailto:nsloss@ngisa.com.au)

# EXHIBITION BOOKING FORM

Nursery & Garden Industry Australia  
2016 National Conference & Exhibition  
16-17 February 2016

## PERSONAL DETAILS

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name:

Contact Person:

Position:

Postal Address:

State:

Postcode:

Email:

Phone:

Fax:

## EXHIBITION

Exhibition Booth	No.	\$3,500 inc GST	Total \$
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Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt. Preferred exhibition location:

First Choice:

Second Choice:

Third Choice:

I have read and accept the terms and conditions in the prospectus and wish to become an exhibitor at NGIA 2016.

I agree to be invoiced for a total \$ including GST.

Signature:

Date:

## METHOD OF PAYMENT

I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation.

I wish to pay by credit card:

Cardholder Name:

Creditcard Number:

Expiry Date:

Please note: All credit card payments will appear as Nursery & Garden Industry Australia on your statement.

**Forward completed  
application forms to**

**Neville Sloss**  
Nursery & Garden Industry  
Australia

PO Box 7129 Baulkham Hills  
BC, NSW, 2153

F: 02 9659 3446

E: nsloss@ngisa.com.au



# EXHIBITOR TERMS & CONDITIONS

1. The term “Organiser” refers to Nursery & Garden Industry Australia Pty Ltd and includes associations, corporate and government bodies who have engaged NGIA as their representative.

2. The term “Exhibitor” includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for exhibition space.

3. A “contract” is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.

4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

## The Application

5. An official Exhibition Application Form must be received to reserve space.

6. The Organiser reserves the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

## Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.

8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.

9. The Organiser agrees to promote the exhibition to maximise participation.

10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.

11. The Organiser reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.

12. The Organiser reserves the right to change the exhibition floor layout if necessary.

13. The Organiser is responsible for the control of the exhibition area only.

14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.

15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.

16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.

17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.

18. The Organiser reserves the right to specify heights of walls and coverings for display areas.

19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.

20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.

21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.

22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.

24. The Organiser will accept no liability for loss or damage.

25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

## Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.

27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.

28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.

29. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibition Manual.

30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.

31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.

32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.

33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.

34. The Exhibitor is responsible for all items within their allocated exhibition space.

35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.

36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoiced for all repairs.

39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

## Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

## Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

## Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.

43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.

44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

45. The Organiser shall not be liable for any loss, which exhibitors may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.

46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

## Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.

48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.

49. If the Exhibitor wishes to cancel their participation a request must be submitted to the Organiser in writing. Exhibitor cancellations and refunds will be administered as follows:

a. If notice of cancellation is received before 30 days prior to the event the exhibitor will be entitled to a 50% refund on funds due to the time of cancellation.

b. If notice of cancellation is received after 30 days prior to the first day of the exhibition, the Exhibitor will not be entitled to a refund.

c. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor may be invoiced for the difference to satisfy the above cancellation and refund policy.

50. If notice of cancellation is received prior to the first payment being made, the Exhibitor will be invoiced for and agrees to pay 25% of the total funds owing at that time.

51. Booth availability may be limited or restricted, and allocations and available quantities will be advised upon processing your application.

Terms & Conditions of Contract Reviewed July 2016

# Appendix N



## THE ROAD AHEAD

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ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

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NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE

# CONFERENCE INFORMATION

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## CONFERENCE ORGANISING COMMITTEE

Your 2016 National Conference & Exhibition Committee are:

Geoffrey Fulle (*Chair*) *NGIA Executive*

Estelle Cornell, *Allora Gardens Nursery*

Chantal Tenace, *Garden Soiree and 2015 Heather Rumsey Young Leader*

Grant Dalwood, *NGISA*

David Foster, *NGINA CEO*

Esther Ngang, *NGIWA CEO*

Peter Vaughan, *NGIA CEO*

Kobie Keenan, *NGIA Program Manager*

## KEY DATES

15 January 2016

**Close of early bird registration**

15 January 2016

**Accommodation booking deadline**

15-17 February 2016

**Conference**

# WELCOME

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Dear Industry Colleagues

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers, retailers, suppliers and other industry stakeholders. In 2016 the conference returns to one of the favourite conference cities, Adelaide, from February 15-17.

The nursery industry faces significant change over the next four years and it is presented with a range of opportunities to represent and advocate for the sector. Share The Vision: The Road Ahead is the theme for the conference which is delivering a program showcasing a solutions driven industry that is strategic, professional and adaptable.

We invite you to join your industry colleagues to hear about the opportunities for the nursery sector over the next four years through our future focused program. This includes, presentations on the latest research, production, marketing, and big picture issues affecting the industry; networking events and social functions incorporating the famous Adelaide Fringe Festival; an exhibition showcasing new and faithful industry product and service providers; optional pre-conference tours and workshops and it will conclude with the announcement of the national award winners at the annual gala dinner.

With the support of our amazing sponsors, the conference is guaranteed to have a vibrant atmosphere and plenty to offer delegates and you may like to consider extending your stay and enjoy more of the Fringe Festival. With this in mind, we encourage you to secure your flights and accommodation and take advantage of the early bird pricing and register as soon as possible.

From all of the 2016 Conference Committee, looking forward to seeing you in Adelaide in February.



**Geoffrey Fuller**

*Conference Chair & NGIA Board*



**Peter Vaughan**

*CEO, Nursery & Garden Industry Australia*

## VENUE – HILTON ADELAIDE

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Ideally situated overlooking Victoria Square, the Hilton Adelaide hotel is located at the heart of the city's entertainment, shopping and dining precincts.

The Central Market, Chinatown and Gouger Street - Adelaide's most vibrant dining destinations - are just minutes from this Adelaide hotel. Catch a tram from outside the hotel to seaside Glenelg, or along North Terrace to the Casino, the River Precinct, Convention Centre and Adelaide Entertainment Centre. The Hilton Adelaide hotel is also conveniently located just four miles from the airport and one mile from the Convention Centre.



# CONFERENCE ACCOMMODATION – HILTON ADELAIDE

## Preferred conference accommodation

Rates quoted are per room per night and inclusive of 10% GST. Accommodation bookings are subject to availability.

Room	Rate
Hilton Deluxe room (twin or king)	\$225
Hilton Deluxe plus (king only)	\$265
Hilton Executive (king only)	\$295

## Deposit

Accommodation will not be confirmed until a deposit of one night's tariff is received. This deposit will be forwarded to your hotel and will be credited to your room account. Delegates must settle the balance of their account with the hotel concerned upon check out. The Conference Secretariat does not take responsibility for accommodation if deposits are not received by this date.

## Early arrival

As most hotels do not allow check in until 3pm, it is possible that your room may not be ready if you check in earlier than this time. Whilst hotels will do everything possible to accommodate early arrivals, if you are arriving on an early flight and wish to be guaranteed immediate occupation you can pay an extra day's tariff for the night before you are due to arrive. If you wish to take this precaution, please advise the Secretariat on the registration form so that we can notify the hotel that your room is pre-registered.

## Late arrival

Please indicate if you will arrive at your hotel after 6pm. Failure to do so may result in your room being released by the hotel.

## Change of accommodation booking

Prior to 5 February 2016 any change in booking must be made in writing to the conference secretariat and NOT directly to the hotel. After 5 February 2016, please contact the hotel directly for any changes to your booking.

## Accommodation Cancellations

No accommodation deposits will be refunded on or after 15 January 2016.

To secure your rooms at Hilton Adelaide you are required to provide a first night deposit which is refundable up to 30 calendar days in advance of the arrival date, after which it is non-refundable. All credit cards used to prepay will be charged immediately. Cancellations within 30 days prior to arrival will be charged 100% of the full booking. No shows are subject to 100% charge of room nights booked.

Delegates who confirm attendance and provide credit card details but do not advise of cancellation before the 30 day period of conference commencement will incur charges for the 'no-show' rate, as penalised by the hotel. This charge is calculated as the room rate per night multiplied by the dates booked and secured. Please ensure that accommodation dates are correct at time of booking.

## ALTERNATIVE ACCOMMODATION VENUES

The 2016 Conference Organising Committee has reviewed a number of alternative accommodation venues, in close proximity to the conference venue. Arrangements can be made with these venues by contacting these venues directly:

We have done some research and found a number of other great accommodation venues in Adelaide. You will find their information below. If you would like to stay at these venues, please contact them and arrange accommodation directly.

It is important to note that the conference accommodation requirements coincide with the Adelaide Fringe Festival and the Clipsal 500. Please do not delay.

### Adina Apartments Adelaide Treasury

*(300m 4 minute walk to Adelaide Hilton)*

[www.tfehotels.com/brands/adina-apartment-hotels/adina-apartment-hotel-adelaide-treasury](http://www.tfehotels.com/brands/adina-apartment-hotels/adina-apartment-hotel-adelaide-treasury)

2 Flinders Street, Adelaide, SA

Contact reservations on 08 8112 0000 or at [Adelaide@adinahotels.com.au](mailto:Adelaide@adinahotels.com.au)

Rooms start from \$205 per night. Enjoying a prominent position on Victoria Square, Adina Apartment Hotel Adelaide Treasury is widely considered to be one of Australia's most historically important buildings. With a selection of accommodation options such as studio rooms to one or two bedroom apartments, there is a space at Adina to suit your travel needs.

### Quest on Franklin

*(450m 6 minute walk to Adelaide Hilton)*

[www.questapartments.com.au/Accommodation/452/Australia/Adelaide\\_CBD/Quest\\_On\\_Franklin/Welcome.aspx](http://www.questapartments.com.au/Accommodation/452/Australia/Adelaide_CBD/Quest_On_Franklin/Welcome.aspx)

74 Franklin Street, Adelaide, SA

Contact reservations on 08 8113 7500 or at [questonfranklin@questapartments.com.au](mailto:questonfranklin@questapartments.com.au)

Rooms start from \$199 per night. Quest on Franklin – new serviced apartments in Adelaide - offers the choice of studio, one, two & three bedroom apartments. All apartments are 4.5 star self-rated and feature quality kitchen facilities and private laundry (excluding studios & one bedroom access) balconies, dining and lounge areas.\*rates correct at time of publication. Delegates should make their own enquiries.

# PROGRAM

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## OPTIONAL PRE CONFERENCE ACTIVITIES

### Monday 15 February 2016

Elect to participate in nursery industry tours or a workshop. Simply nominate this option when you register online. Please be aware that tours and workshops run simultaneously so be careful not to double book.

8.30 – 4.30	<b>Industry Tours</b>
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OR

12.30 – 4.30	<b>Workshops</b>
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## FIRST DAY OF CONFERENCE

### Tuesday 16 February 2016

7.30am	<b>Conference Welcome Breakfast</b> Collect your registration pack and join your colleagues for breakfast in the exhibition hall to view all the new and reliable products and services on offer for industry
9.00am	<b>Conference Opens</b> The first day of exciting and innovative speakers delivering 'need to know' information for industry
7.00pm	<b>Casual Catch Up</b> Get comfortable and relax at the casual evening. Enjoy dinner, network and catch up with friends.  <b>Fringe Club</b> The exclusive artists' bar is ground zero for Fringe festivities.

## FINAL DAY OF CONFERENCE

### Wednesday 17 February 2016

9.00am	<b>Sessions resume</b> Return on the second day to capture 'must do's' on the road to 2020 and hear from exciting keynote speakers including John Hewson and Dan Gregory.
7.00pm	<b>Nursery &amp; Garden Awards Gala Dinner</b> This black tie event will announce the National Winners of the 2016 Nursery & Garden Awards. It's the industry's most prestigious event of the year and the conclusion of the conference.

# INVITED SPEAKERS

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## Verity James – Conference MC

*Broadcaster and Journalist*

Verity has been invited as the MC for the 2016 Conference. VJ is an accomplished journalist, broadcaster and master of ceremonies and she a welcome addition to the conference program.



## John Hewson

*Economist, Businessman, Political advisor*

John has been invited to speak on the competitive business environment, including commentary on the statutory transition of HAL to HIA and the outcomes of the independent Senate Levy Review.



## Dan Gregory

*CEO at The Impossible Institute, Comedian, Human Behaviourist*

Dan has been invited to speak on 'The business of human behaviour' and how our industry can link human behaviour to successful promotional strategy.



## Glenn Cooper

*Chairman & Ambassador, Coopers Brewery*

The challenges of a family business working to deliver value and quality and remaining competitive are familiar to Glenn. He will be speaking about the winding road of business and the importance of never losing sight of your vision.



## Peter Vaughan

*CEO, Nursery & Garden Industry Australia*

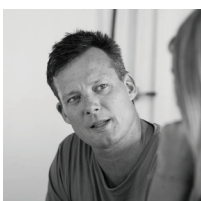
Peter will be launching the Nursery & Garden Industry's Strategic Plan for 2016-2020. This presentation will focus on the future outlook for the nursery industry and the strategy to achieve industry priorities.



## David Moore

*R&D Manager Horticulture Innovation Australia*

An update on from Horticulture Innovation Australia on the nursery industry levy receipts, Pool 1 levy projects, R&D priorities and industry engagement and consultation.



## Ben Peacock

*Republic of Everyone*

The 2020 Vision is the industry's marketing campaign to achieve 20% more green space by 2020. Funded by the nursery industry pot levy, Ben will provide delegates with an update on the campaign and the phase three consumer engagement program, My Park Rules.

# PRE-CONFERENCE WORKSHOPS & TOURS

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## PRE-CONFERENCE TOURS

### Northern Wholesale and Retail Tour

**Monday 15 February 2015, departs 8.30am**

Buses will leave the Hilton at 8.30am, driving north through Adelaide to Heyne's Wholesale Nursery where we will have morning tea and guided tours of SA's longest established nursery that grows a wide range of product from 140mm to advanced and super advanced. The team is headed by the patriarch of the Heyne dynasty, Garry Heyne and son Carl. From Heyne's we drive a short distance to Edinburgh Parks Nursery to view their wholesale growing nursery that specialises in propagating and growing native plants from the greater Adelaide region for revegetation and large landscape projects. Lunch will be at the largest retail garden centre in SA and commercial vegetable seedling grower, Virginia Nursery. Owner Jim Chencheff and son Chad will guide the delegates through their vast complex, described as not only a nursery, but a destination. From Virginia we head to Geoff Prettejohn's premier seedling nursery, Living Colour Plant Nursery. Geoff has been involved in seedling growing for over 40 years and produces a wide range of quality seedlings and potted colour. Delegates will leave at approximately 3.30pm to arrive at the Hilton Hotel to rest and relax before enjoying the culinary delights of the many eating places in nearby Gouger Street.

### Northern Retail Tour

**Monday 15 February 2015, departs 8.30am**

Buses will leave the Hilton at 8.30am, driving through the eastern suburbs of Adelaide to the multi award winning garden centre Newman's Nursery. With a history dating over 130 years, Newman's have won many awards ranging from the 1887 First Orders of Merit to the Banksian Medals and contemporary business and industry awards including Tourism and Recreation Awards and the 2015 Garden Centre of the Year. Garden Grove Supplies are a short distance away, where delegates will enjoy morning tea whilst viewing a wide range of plants displayed amongst majestic gum trees. Garden Grove also supply bulk potting media, landscape supplies and a wide range of gardening tools and equipment. Delegates will then drive through the beautiful outer Adelaide suburb of Garden Grove to Vadoulis Garden Centre. The multi-talented and nursery industry icon, Milton Vadoulis will take time out of his busy media schedule to guide us through his garden centre. Milton has specialised in the very different to innovation of display and promotion of product since starting work with his dad, Parry. A later lunch will be at the largest retail garden centre in SA and commercial vegetable seedling grower, Virginia Nursery. Owner Jim Chencheff and son Chad will guide the delegates through their vast complex, described as not only a nursery, but a destination. Delegates will leave at approx 3.45pm to arrive at the Hilton Hotel to rest and relax before enjoying the culinary delights of the many eating places in nearby Gouger Street.

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## PRE-CONFERENCE WORKSHOPS

### Buying & Delivering Profit Workshop

**Monday 15 February 2016, 12.00pm**

*Presented by Numensa Retail Consulting*

Numensa are a team of consultants, trainers, facilitators, product developers and mentors who are experts in the retail field. They will be delivering the pre-conference workshop for independent retailers on commercial buying and delivering profit by focusing on three key areas and providing delegates with key initiatives for use in your business. Workshop will be held at the Hilton Adelaide and participation includes workshop materials and breaks. For more information on Numensa visit [www.numensa.com.au](http://www.numensa.com.au).

### Grafting Techniques

**Monday 15 February 2016, 12.00pm**

This facilitated and practical workshop will be held at the Hilton Adelaide. It will focus on grafting techniques for natives, citrus and roses and is presented by experts in this field. Participation includes workshop materials and breaks. For more information contact Grant Dalwood at NGISA on 08 8372 6822.

*\*\* Please note: All workshops and tours are subject to achieving minimum participation numbers. In the event your chosen workshop or tour does not proceed you will be contacted by NGIA.*

# SOCIAL PROGRAM

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The conference social program will be a time for delegates to catch up with old friends and meet new ones in a relaxed atmosphere, away from the hustle and bustle of the conference sessions.

Quality venues, fine wines, delicious food and a relaxed atmosphere will provide unforgettable memories

Please indicate your attendance at these social functions on the 2016 Registration Form.

## WELCOME BREAKFAST

Collect your registration pack and join your colleagues for breakfast in the exhibition hall to view all the new and reliable products and services on offer for industr

<b>Date:</b>	Tuesday 16 February 2016
<b>Time:</b>	7.30 am
<b>Venue:</b>	Conference Exhibition Room, Ballroom C, Adelaide Hilton
<b>Dress:</b>	Smart Casual
<b>Cost:</b>	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.
<b>Additional Tickets</b>	\$35 including GST booked through the registration form.

## CASUAL EVENING

The Fringe Club is the venue for the conference casual catch up. This is the exclusive artists' bar and ground zero for Fringe festivities. Enjoy the cocktail hospitality while experiencing a few short fringe stage performances while you network and catch up with friends.

<b>Date:</b>	Tuesday 16 February 2016
<b>Time:</b>	7pm
<b>Venue:</b>	The Fringe Club
<b>Dress:</b>	Casual
<b>Cost:</b>	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.
<b>Additional Tickets</b>	\$100 including GST booked through the registration form.

## GALA DINNER

Held in the Grand Ballroom of the Adelaide Hilton, this black tie event will announce the National Winners of the 2016 Nursery & Garden Awards. It's the industry's most prestigious event of the year and will be an uplifting and enjoyable conclusion of the conference.

<b>Date:</b>	Wednesday 17 February 2016
<b>Time:</b>	7.00pm for pre-dinner drinks
<b>Venue:</b>	Ballroom, Adelaide Hilton
<b>Dress:</b>	Black Tie
<b>Cost:</b>	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.
<b>Additional Tickets</b>	\$160 including GST booked through the registration form.



# REGISTRATION

The 2016 Nursery & Garden Industry National Conference & Exhibition is currently open for online registration. Please read this information carefully before completing the registration form.

## WHO SHOULD ATTEND?

All stake holders with an interest in the greenlife industry

- ▶ Plant Growers
- ▶ Retailers
- ▶ Allied Trades
- ▶ Local Government
- ▶ Educators

The program will be relevant to both principals and staff

## HOW TO REGISTER

Register now online at [www.ngia.com.au](http://www.ngia.com.au)

Each delegate must complete a separate registration form.

Please note that the conference early bird registration closes on 15 January 2016.

## REGISTRATION ENTITLEMENTS

Full conference registration includes:

- ▶ Attendance at all conference sessions
- ▶ Welcome Breakfast
- ▶ Casual Dinner
- ▶ Nursery & Garden Awards Gala Dinner
- ▶ Morning tea, lunch and afternoon tea
- ▶ Name badge and lanyard
- ▶ Conference bag
- ▶ Program

Please note that while most social functions are included in the full registration rate you must register to attend. Entry will be by ticket only.

Day Registration fees include:

- ▶ Attendance at the sessions on that day only
- ▶ Morning tea, lunch and afternoon tea on that day only
- ▶ Name badge and lanyard
- ▶ Conference bag
- ▶ Program

*Please note that social functions are not included in day registrations*

Horticultural Student Registration fees include:

- ▶ Attendance at all the conference sessions
- ▶ Morning tea, lunch and afternoon tea
- ▶ Name badge and lanyard
- ▶ Conference bag
- ▶ Program

Please note that social functions are not included in a student registration. Students are required to provide evidence they are a horticultural student such as, current invoice from education institution.

## REGISTRATION FEES

All fees are quoted in Australian Dollars (AUD) and are inclusive of 10% GST. Registrations made after 5 February 2016 must be made onsite at the conference.

<b>Pre Conference Tours &amp; Workshops</b> <i>Monday 15 February 2016</i>	<b>Member</b> <i>inc GST</i>	<b>Non-member</b> <i>inc GST</i>
Tours (All day)	\$175.00	\$225.00
Workshops 12:30pm – 4:30pm	\$120.00	\$170.00

<b>Conference Registration</b> <i>16-17 February 2016</i>	<b>Early Bird</b> <i>inc GST</i>	<b>Standard</b> <i>inc GST</i>
Full conference registration (Member)	\$770	\$920
Full conference registration (Non-member)	\$920	\$1,040
Day registration(Member)	\$350	\$450
Day registration(Non-member)	\$450	\$550
Student Registration – Evidence required	\$270	\$320

## METHOD OF PAYMENT

Payment of fees must accompany all complete registrations. No registration will be confirmed until full payment is received. Payment can be made by the following methods:

**Cheque:** Cheques should be made payable to Nursery & Garden Industry Australia Limited and posted to:

Nursery & Garden Industry Australia Limited  
PO Box 7129  
Baulkham Hills NSW 2153

**Direct Deposit:** Please ensure a copy of the remittance advice is sent through to the Conference Secretariat at [conference@ngia.com.au](mailto:conference@ngia.com.au).

Bank Name: Westpac Banking Corporation  
Bank Address: Epping NSW, Australia  
BSB: 032-287  
Account Number: 14-7435  
Swift Code: WPACAU2S

**Credit Cards:** Visa, MasterCard. Amex is not accepted.

**Payment terms:** Payable on receipt of invoice.

# REGISTRATION CANCELLATION POLICY

## Deadline: 15 January 2016

NGIA recommends travel insurance for all domestic and international delegates.

Cancellations must be made in writing to the Conference Secretariat. Cancellations received prior to 15 January 2016 will receive a full refund minus an AUD150 administration fee.

Cancellations received after 15 January 2016 will not be refunded.

The conference committee will consider cancellations of registration under exceptional circumstances. Refunds will not be granted on failure of visa application.

Substitute delegates will be accepted at no charge.

We strongly recommend that you take out insurance to cover medical and travel expenses. If necessary, consult your travel agent.

## DISCLAIMER

All best endeavours will be made to present the program as printed in this document. The conference

and its agents reserve the right to alter without prior notice, any of the arrangements, timetables, plans or other items relating to the conference, for any cause beyond its reasonable control. The 2016 Conference Organising Committee and the conference organisers are not liable for any loss or inconvenience caused as a result of such alteration. In the event of unforeseen circumstances, the 2016 Conference Organising Committee and conference organisers do not accept responsibility for loss of monies, however caused. Participants are advised to take out personal travel insurance and to extend their policy to cover personal possessions. The conference does not cover individuals against cancellation of bookings or theft or damage to belongings.

## ENQUIRIES

### NGIA 2016 Conference Secretariat

PO Box 7129  
Baulkham Hills BC NSW 2153

Telephone: +61 2 8861 5100 or 1800 252 468 (Toll Free)

Fax: +61 2 9659 3446

Email: [conference@ngia.com.au](mailto:conference@ngia.com.au)

# GENERAL INFORMATION

## Banks

Numerous ATMs are located close to the venue.

## Climate

Adelaide has a hot Mediterranean climate with mild winters with moderate rainfall and hot, dry summers. In summer, the average maximum temperature is around 29 C. Please be aware, that during this time there is considerable variation with occasional daytime temperatures over 40 C.

## Travel and health insurance

We strongly recommend that you take out insurance to cover medical and travel expenses. If necessary, consult your travel agent.

## Wheelchair access or other mobility disability access is available at the venue

When you register, please notify the secretariat of any mobility disabilities you have so that any venue access challenges can be addressed.

## Dress code

For the conference welcome breakfast, the dress code is smart casual. The conference gala dinner will be more formal and guests are invited to wear cocktail / formal. All other social functions are casual dress.

## What's On

The Adelaide Fringe Festival shares the dates with the conference. For information on the festival visit [www.adelaidefestival.com.au](http://www.adelaidefestival.com.au). Or for information on what's on in South Australia visit [www.tourism.sa.gov.au](http://www.tourism.sa.gov.au).

## Transport from the airport

The conference does not provide any transfers from the airport to conference hotels. All delegates must make their own transport arrangements from the airport. Taxis can be engaged at ranks at Adelaide Airport. The taxi ride from the airport to the Adelaide CBD can take between 15-20 minutes.

Getting around Adelaide using public transport is easy. There is an abundance of taxis that can be hailed from the street, or engaged at ranks throughout Adelaide city. All public transport timetables, fare and route information is available from [www.adelaidemetro.com.au](http://www.adelaidemetro.com.au).

## Contact us

### NGIA 2016 Conference Secretariat

PO Box 7129  
Baulkham Hills BC NSW 2153

Telephone: +61 2 8861 5100 or 1800 252 468 (Toll Free)

Fax: +61 2 9659 3446

Email: [conference@ngia.com.au](mailto:conference@ngia.com.au)

## Enquiries

### General, registration and accommodation enquiries

Email: [conference@ngia.com.au](mailto:conference@ngia.com.au)

### Sponsorship and Exhibition enquiries

Neville Sloss

Phone: 0414 562 010

Email: [nsloss@ngisa.com.au](mailto:nsloss@ngisa.com.au)

# REGISTRATION FORM

Nursery & Garden Industry Australia  
2016 National Conference & Exhibition  
16-17 February 2016

ABN: 37 001 318 136

Register online at [www.ngia.com.au](http://www.ngia.com.au) or return form to:

NGIA 2016 Conference Secretariat, PO Box 7129, Baulkham Hills BC NSW 2153

All fees are quoted in Australian dollars (AUD) and are inclusive of GST

Please complete one form for each registrant.

PLEASE USE BLOCK LETTERS

## SECTION 1 PERSONAL DETAILS

Please note all correspondence including invoices will be sent to the contact supplied below.

Title:	<input type="text"/>	First Name:	<input type="text"/>	Last Name:	<input type="text"/>
Position:	<input type="text"/>				
Organisation:	<input type="text"/>				
Address:	<input type="text"/>				
State:	<input type="text"/>	Postcode:	<input type="text"/>	Country:	<input type="text"/>
Phone:	<input type="text"/>			Fax:	<input type="text"/>
Email Address:	<input type="text"/>				

Dietary/Special Requirements for the Conference and Social Functions

<input type="checkbox"/> Vegetarian	<input type="checkbox"/> Vegan	<input type="checkbox"/> Gluten Free	<input type="checkbox"/> Lactose Free	<input type="checkbox"/> Kosher*	<input type="checkbox"/> Halal	<input type="checkbox"/> Other	<input type="text"/>
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\*Please note that Kosher meals will incur additional charges at your own expense

## SECTION 2 PRE CONFERENCE TOURS & WORKSHOPS - MONDAY 15 FEBRUARY 2015

Please note, workshops and tours run simultaneously on Monday 15 February 2015. Please see website for full details of the tours. Please select the tour / workshop you wish to attend.

All fees are quoted in Australian Dollars (AUD) and are inclusive of 10% GST. Registrations made after 5 February 2016 must be made onsite at the conference. Please indicate your registration choices by ticking the appropriate box.

Qty		Member	Non-member
<input type="checkbox"/>	Northern Retail Tour – All day	\$175.00	\$225.00
<input type="checkbox"/>	Northern Wholesale & Retail Tour – All day	\$175.00	\$225.00
<input type="checkbox"/>	Technical: Plant Grafting Workshop - 12.30-5pm	\$120.00	\$170.00
<input type="checkbox"/>	Retail: Commercial buying and delivering profit workshop - 12.30-5p	\$120.00	\$170.00

PRE CONFERENCE OR WORKSHOP FEE TOTAL: \$

## SECTION 3 CONFERENCE REGISTRATION – TUESDAY 16-17 FEBRUARY 2015

Qty	Full Conference Rates	Early Bird Rate (to 15 January 2016)	Standard Rate (from 16 January 2016)
	Member	\$770.00	\$920.00
	Non-Member	\$920.00	\$1040.00
	Student Registration	\$270.00	\$320.00
	Day Only Rates		
	Member	\$350.00	\$450.00
	Non Member	\$450.00	\$550.00

**REGISTRATION FEE TOTAL: \$**

### Registration Entitlements

Full conference registration fee includes:

- ▶ Attendance at all conference sessions
- ▶ Welcome Breakfast
- ▶ Casual Dinner
- ▶ Nursery & Garden Awards Gala Dinner
- ▶ Morning tea, lunch and afternoon tea
- ▶ Name badge and lanyard
- ▶ Conference bag
- ▶ Program

Day Registration fees include:

- ▶ Attendance at all sessions on that day only
- ▶ Morning tea, lunch and afternoon tea on that day only
- ▶ Name badge and lanyard
- ▶ Conference bag
- ▶ Program

Horticultural Student Registration fees include:

- ▶ Attendance at all conference sessions
- ▶ Morning tea, lunch and afternoon tea
- ▶ Name badge and lanyard
- ▶ Conference bag
- ▶ Program

## SECTION 4 SOCIAL FUNCTIONS

The conference social program will be a time for delegates to catch up with old friends and meet new ones in a relaxed atmosphere. All social functions are inclusive with full registrations. Please indicate your attendance at the functions below and any additional tickets required.

### Welcome Breakfast

Date: Tuesday 16 February 2016  
Time: 7.30am – 9.00am  
Venue: Conference Exhibition Room, Ballroom C, Adelaide Hilton  
Dress: Smart Casual

Qty		Rate
	Delegate	(inclusive)
	Additional Ticket	\$35 including GST per person

### Casual Evening

Date: Tuesday 16 February 2016  
Time: 7pm  
Venue: The Fringe Club  
Dress: Casual

Qty		Rate
	Delegate	(inclusive)
	Additional Ticket	\$100 including GST per person

### Conference Gala Dinner

Date: Wednesday 17 February 2016  
Time: 7.00pm pre-dinner drinks  
Venue: Ballroom, Adelaide Hilton  
Dress: Black Tie

Qty		Rate
	Delegate	(inclusive)
	Additional Ticket	\$160 including GST per person

**SOCIAL FUNCTIONS TOTAL: \$**

## SECTION 5 ACCOMMODATION

The Conference Secretariat can book accommodation on your behalf at the Hilton hotel. Payment of first night's tariff must be received with your registration to secure your booking. You will pay the remainder of the room nights directly to the hotel upon check-out. Please see the conference website for further details on accommodation booking conditions.

We have also done some research and found a number of other great accommodation venues in Adelaide. You will find their information on the website. If you would like to stay at these venues, please contact them directly to arrange accommodation.

### Hilton Hotel

Tariff per room/per night (includes GST)

Qty	Room	Rate
	Hilton Deluxe room	\$225
	Hilton Deluxe room plus	\$265
	Hilton Executive room	\$295

\*Please note the rates above are per night and are inclusive of 10% GST.

Arrival Date   ETA

Departure Date

Special Requests

- ☐ I require a wheelchair accessible room
- ☐ As I will be checking in prior to 1500hrs, I wish to pre-register my room (and pay an additional night's tariff)

ACCOMMODATION DEPOSIT: \$

## SECTION 6 SUMMARY OF PAYMENTS

Section 2 – Pre-Conference Workshops OR Tour	\$	<input type="text"/>
Section 3 - Registration Fees	\$	<input type="text"/>
Section 4 - Social Functions	\$	<input type="text"/>
Section 5 - Accommodation Deposit	\$	<input type="text"/>
Manual Processing Fee* (only charged on manual registrations)	\$ 20.00	
TOTAL PAYMENT ENCLOSED: \$		<input type="text"/>

### Method of Payment

- ☐ **Cheques:** Cheques should be made payable to: Nursery and Garden Industry Australia Limited
- ☐ **Direct Deposit:** Please ensure a copy of the remittance advice is sent through to the Conference Secretariat.
- Account Name: Nursery & Garden Industry Australia  
Account Number: 14-7435 BSB: 032-287  
Bank: Westpac Banking Corporation  
SWIFT Code: WPACAU2S

- ☐ **I wish to pay by credit card:**

Card Holder Name:

Credit Card Number:  CCV:

Signature:

Expiry Date:



## REGISTRATION CHANGES AND CANCELLATION POLICY

### DEADLINE: 15 JANUARY 2016

Please contact Heather Henderson: [conference@ngia.com.au](mailto:conference@ngia.com.au) with any registration or accommodation changes or cancellations.

Cancellations must be made in writing to the Conference Secretariat. Cancellations received prior to 5:00pm AEST on 15 January 2016 will receive a full refund minus an AUD150 administration fee. Cancellations received after 5:00pm AEST on 15 January 2016 will not be refunded.

The conference committee will consider cancellations of registration under exceptional circumstances. Refunds will not be granted on failure of visa application. Substitute delegates will be accepted at no charge.

For conference cancellation policy, please refer to the Terms and Conditions at the end of this registration form. Cancellation charges will not exceed AUD150. We strongly recommend that delegates take out insurance to cover medical and travel expenses.

In registering for the Conference relevant details will be incorporated into a delegate list for the benefit of all delegates, and also may be made available to parties directly related to the Conference including venues, accommodation providers, sponsors and key suppliers.

☐

I consent to the collection, use and disclosure of information (excluding credit card details) provided in this registration form in accordance with and for the purpose outlined above.

Signature:

Date:

#### Please Send Form and Payment to:

##### **NGIA 2016 Conference Secretariat**

PO Box 7129 Baulkham Hills BC, NSW, 2153

Phone: +61 2 8861 5100

Fax: +61 2 9659 3446

Email: [conference@ngia.com.au](mailto:conference@ngia.com.au)

Website: [www.ngia.com.au](http://www.ngia.com.au)

# Appendix O



## Media gig: Radio

**Marianne Cannon started Real World Gardener in 2009. It's now syndicated to more than 25 stations nationally.**

**Why did you start a radio show?**  
I started a radio gardening program because six years ago, and pretty much today, there's not much scope for horticulturists and garden-landscape designers who want to get into media. I wanted to start a program that educates about gardening, offers lots of alternatives, is entertaining and informative and which also has different segments that regularly rotate.

### How did you get into it?

Fortunately, at the end of my street is a community radio station, 2RRR, Ryde Regional Radio. I enrolled in the radio-training course, led by Steve Ahearne (an international broadcast training consultant) and then pitched my program idea. The station manager wasn't keen on gardening so took some convincing that I could survive on air. That was mid-year 2009. By September that year I was on air.

### What's your background?

I come from a TV production background so putting together a pitch and learning the ropes was pretty straight forward, although the first program on air was nerve wracking. In community radio you're pretty much left to your own devices as long as you stick to what you said you'd do and play the required community services announcements (CSAs) and sponsorship announcements.

### What's on your show?

My idea was to pre-record a variety of segments and then link them together with introductions and back announcements. The segments have grown from just four to about 10. Some are short-lived, others rotate.

The segments include:  
Design elements: Explained through segments that cover styles and themes.  
Vegetable heroes: Extends knowledge of growing herbs, fruits and vegetables by delving into their history, uses and benefits.  
Plant of the week: Extends plant knowledge with plant description and tips on cultivation, pruning and fertilising.  
Plant doctor: Pest and diseases in the garden and mostly organic ways to treat them.  
Spice it up: History of spices and herbs, looking at uses in cooking, and growing tips.  
Living planet: Conservancy through caring for natural surrounds and providing garden habitat for reptiles, birds, mammals.  
Wildlife in focus: Segments that examine Australian birdlife and mammals.  
The good earth: Offering alternatives to traditional gardening, such as no dig and permaculture.  
Soil savvy: Soils, compost and garden hygiene.

### Has the audience grown?

Shortly after I started, I thought that doing a blog about what was on the show would be helpful to listeners who wanted to know more or just listen to a podcast of one or two of the segments. Since those early beginnings, I now average 3,000 page views a month (realworldgardener.com).

Four years ago I applied to the Community Broadcasting Association of Australia to have the show syndicated nationally. I was successful. From a humble beginning of seven stations taking my program, now more than 25 stations nationally re-broadcast *Real World Gardener*. It is broadcast to the Huon valley in Tasmania, northern NSW and across to South Australia and across Victoria. The program is edited every week to remove all local content. So I'm pretty good with audio editing programs. Listen to *Real World Gardener* via the *CRW* version on [cpod.org.au](http://cpod.org.au) and select 2hr.



Karen is pictured with producer daughter, Lili, who is the station's youngest producer at 16

## Talkback gardening

In South Australia, Karen Montgomery's radio talkback gardening program *Karen's Garden* celebrates its first birthday. Broadcast every Saturday morning from 9am on Hills Radio 88.9fm (the voice of the Adelaide Hills), Karen has regular guests and takes people's gardening question calls. "The show is focused on organic food growing, sustainability and community gardening," explains Karen. "I am always looking for guests," she says, also thanking all who have supported her radio journey thus far.

## Gala awards night

## HMAA LAURELS 2016

The 2016 Laurel Awards Dinner will be held at the iconic Royal Melbourne Hotel (RML) in Bourke Street, on Tuesday, March 15. Hosted by Pam Vardy, HMAA Vice-president, member of the 2016 Laurels organising committee and resident presenter of 3CR's *Gardening Talkback* program, the focus will be on acknowledging excellence in Australian horticultural media and celebrating the winners' success.

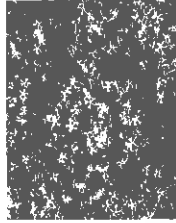
Located within the site of Melbourne's former Bourke Street West Police Station, the RML complex includes modern architecture, blended with historical features such as the cellblock, watch house, police barracks, sergeant's quarters and marshalling yard. Construction started in 1887.

The venue is atmospheric to say the least. In quiet moments, one can almost hear the cries of the prisoners of a bygone era. The red brick barracks fronting Bourke Street are designed in a distinctive Gothic revival style with a carriageway leading to the iconic marshalling yard, which is where the HMAA Laurels Awards Dinner will be held. Today it's a magnificent glass-roofed atrium.

Dinner booking details will be released early in 2016. Remember Tuesday, March 15 is the evening before MIFGS. If you're travelling from interstate, book your accommodation early because in 2016 MIFGS coincides with the Melbourne F1 Grand Prix. — Noelle Weatherley

## My top 5

By Jan Chamberlain



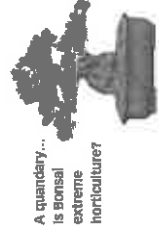
Better each year, are Melbourne's flowering native (Hymenocallis florum).



Are we always impatient to buy innovations?



From pastoral lease to environmental success, Ned's Corner has been transformed in just 10 years. ([nedscorner.com.au](http://nedscorner.com.au))



A quinary... Is Bonsai extreme horticulture?



- ▲ Presentations from Dr John Hewson and Glenn Cooper.
- ▲ Pre-conference workshops including Buying for Independent Retailers presented by Numansa and Grafting Techniques focusing on natives, citrus and roses.
- ▲ Pre-conference Tours to some outstanding retail and production businesses in the Northern suburbs of Adelaide.
- ▲ Networking events and social functions incorporating the Adelaide Fringe Festival and Industry Gala Dinner.

"I want to be updated on best practices and hear first-hand industry news. I also want to have fun with peers from interstate with similar backgrounds."

Daniel Bartsch, Barossa Nursery, SA

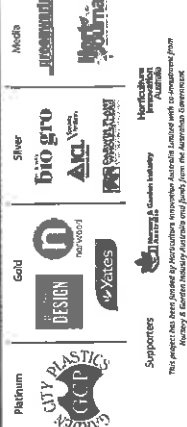
The National Conference provides you the perfect opportunity to build on your knowledge and observe how other companies do business, uncover opportunities and the social functions are a great laugh!"

Ryan Weber, Ramm Botanicals

"Conference is great for checking out the new products, socialising, learning from and listening to interesting speakers to keep up with the times within our industry."

Estelle Cornell, Allora Gardens Nursery

For more information on to register visit [www.ngia.com.au](http://www.ngia.com.au)



Deef Jan

lar greater numbers, these varieties into native plant nurseries where other species have not yet made this journey to such levels of commercialisation.

Closely marching behind in both versatility and determination to survive, growing upwards and outwards as if to mock the power of the Perth sun, can be seen the branches of Mottelach (*Eucalyptus macrocarpa*). Full of their famous brittle, yet gracious hard silver leaves and red exploding flowers, this must surely be one of the most impressive Eucalypts.

Formally more impressive perhaps for diversity of colour, is the region extending from the north of Shark Bay and east to Dalwallinu. Such is the harshness of the region it is mainly covered by low shrubby heath called Kwongan. This area has no canopy but an abundance of floral shows in late spring and early summer. With spring in full force through the gardens, the displays were supplemented with the impressive floral decoration from the sand bottlebrush (*Beaufortia squarrosa*) and smokebush (*Conospermum* spp.). Not to be outdone was a rainbow of the ever reliable kangaroo paw (*Anigozanthos pulcherrimus*).

The journey to find the king of the arid land must surely be to find us stumbling and dehydrated but in awe amongst a home of acacia. Acacias are the largest group of woody plants in Australia,

with more than one thousand species occurring in niches ranging from desert to aquatic. They are likely the largest native genus in the state, with most feeling at ease in arid or semi-arid zones. These are indeed the toughest of them all.

Wattle is portrayed as having yellow spherical blossoms but in truth they are diverse in flower and in leaf shape. Some acacias have 'true' leaves while others have lost their leaves and have flattened stems (phylloclades) being one of the key adaptations made to survive in the arid.



*Conostylis aculeata* or Prickly Conostylis. Not a tidy plant but never asks for much and is very common on the sandy banks of the Perth shoreline

dwellings they make their home. Many species are also not only a picturesque work of art but commercially valuable for wood and indeed stock feed for farmers.

It was fair to say that the search for the toughest of horticultural souls appeared to have started and ended in arguably one of the greatest showgrounds and education centres in Australia. Kings Park, Perth is home to a sea of the hardy and handy and a choppy sea of examples of how plants have not only survived, but grown in both commercial value and horticultural acclaim.



The gardens of Kings Park have managed to combine both subtle colour and true resilience in their courtyard plantings



## THE ROAD AHEAD

ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE

## REGISTRATION FOR 2016 CONFERENCE IS NOW OPEN.

Join your colleagues at the newly renovated Adelaide Hilton for a vibrant and active national conference. Hosted by Conference MC Verity James, the program will showcase a solutions focused industry that is strategic, professional and adaptable.



"I want to be updated on best practices and hear first-hand industry news. I also want to have fun with peers from interstate with similar backgrounds."

Daniel Bartsch,  
Barossa Nursery, SA

"I've been going to national conference for 25 years. It's the comradery and the sharing of knowledge with mates from interstate that is the biggest drawcard for me."

Barry Humphris,  
Humphris Nursery, VIC

"We attend for several reasons. The sessions provide a great opportunity for learning and it is a chance to network and have a laugh with our nursery industry family."

Sonja Cameron,  
Cameron's Nursery, NSW

- ▶ Presentations from Mark Tjoelker on the assessment of the newly adopted (AS2303) Tree Stock For Landscape Use; Tracy & Hilton Blake on retailing in 2020; and Ben Peacock from Republic of Everyone on the 2020 Vision and My Park Rules projects.
- ▶ Networking events and social functions incorporating the Adelaide Fringe Festival.
- ▶ An exhibition space to showcase suppliers to the industry
- ▶ Presentation of the annual Nursery & Garden Awards at the Conference Gala Dinner.

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)

Platinum



Gold



Silver



Media



Supporters



This project has been funded by Horticulture Innovation Australia Limited With co-investment from Nursery & Garden



Gold Partner



Silver Partner



## Calendar

<b>10 December 2015 (Thurs)</b> Brisbane Trade Day Brisbane Showgrounds Contact: Kathy at NGIQ - 07 3275 3423	<b>13 January 2016 (Wed)</b> Brisbane Trade Day	<b>20 January 2016 (Wed)</b> Retailers Workshop, Brisbane	<b>10 February 2016 (Wed)</b> Brisbane Trade Day	<b>15 - 17 February 2016 (Mon-Wed)</b> NGIA National Conference Adelaide Contact: NGIA 02 8861 5100	<b>23 March 2016 (Wed)</b> Brisbane Trade Day	<b>12 April 2016 (Tue)</b> Toowoomba Trade Day	<b>20 April 2016 (Wed)</b> Brisbane Trade Day
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### THE ROAD AHEAD

ADELAIDE SOUTH AUSTRALIA  
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"I want to be updated on best practices and hear first-hand industry news. I also want to have fun with peers from interstate with similar backgrounds."

David Bartsch,  
Bureau Nursery, SA  
"I've been going to national conference for 25 years. It's the knowledge and the sharing of that is the biggest drawcard for me."

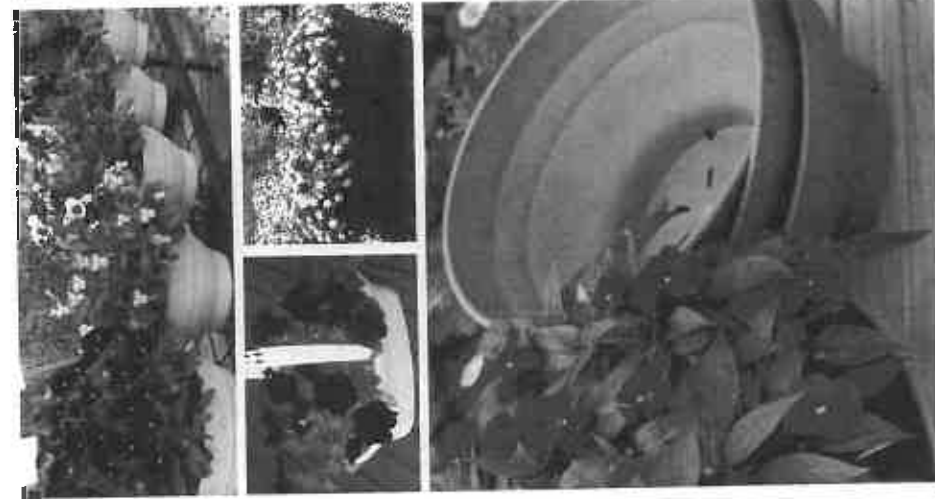
Berry Humphris,  
Humphris Nursery, VIC  
"We attend for several reasons. The sessions provide a great opportunity for learning and it is a chance to network and have a laugh with our nursery industry family."

Sally Cameron,  
Cameron's Nursery, NSW

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**THE ROAD AHEAD**  
ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016  
NURSERY & GARDEN INDUSTRY  
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Platinum



Gold



Silver



This project has been funded by Horticulture Innovation Australia Limited with co-investment from Nursery & Garden Industry Australia and funds from the Australian Government

## First Industry Recognition Award to Van Schaiks



Hans and Marjan Van Schaik.

The NGISA Board announced a new award at the Awards of Excellence - the NGISA Industry Recognition Award for a person's outstanding contribution to the development of the nursery & garden industry in South Australia.

The first industry award in fact went to two people, Hans and Marjan Van Schaik of Van Schaiks BioGro.

Presented by President Graham Brown, Graham told the gathering that Bio Gro had its origins over four decades ago by Hans Van Schaik and Marjan as a small earth moving business operating within the heartland of Australia's Radiata pine plantations, Mount Gambler, South Australia.

Hans had a particular interest in peat and soil management, and in the early 70s noticed bark and mill residues that were by-products of the local forestry industry were being dumped into landfill and believed that those organic residues could, and should be value-added.

Against popular opinion at the time, Hans went about testing, trialling and evaluating products formulated from these residues. Not long after he expanded the company's operating

portfolio to include the production and sale of various forms of growing mediums, soil amendments and mulching mediums.

In 1975 Van Schaiks Organic Soils and Bark Supplies was started.

By 1985 the company was servicing both the Victorian and SA markets and in 1995 Van Schaiks BioGro became the new name of the business. In the late 90s the company had established premises in Victoria.

Today Bio Gro is still a privately held, family-owned company, with the third generation now on board. Both Hans and Marjan still take particular interest in the business, along with their son and Managing Director Stephen Van Schaik and his wife Heather.

The company employs 100 employees across 5 operational sites, processes in excess of 750,000 cubic metres of organic material per annum and is Australia's leading Biosecure HACCP supplier of growing media and landscaping products.

Congratulations to Hans and Marjan Van Schaik, the first recipients of the NGISA Industry Recognition Award.



## President's REPORT

Here we are at the end of another year and what a year it has been for NGISA and our industry.

NGIA has 121 members now and 2015 has seen a number of businesses re-join as they see the benefits of an association working on their behalf and keeping them informed.

We have had three trade days, with the first spring trade day being one of our best ever. That day coincided with the launch of the new combined SAGardens & SAOutdoor Living magazine in conjunction with Canongate Publishers.

Your association took the lead on the initiative and brought on board other associations to promote our messages.

Through our distribution charges it has also provided a vital revenue source at a time when national levies shared to states dried up under the new Horticulture Innovation Australia Ltd.

A very big thank you to Grant and Neville for their significant contribution during the year - we are now in the strongest position we have been for many years, with over 120 members now on board - an increase of 19 this year. Finally a very Merry Christmas to you and your families and best wishes for a safe and happy festive season. See you in 2016!

## DIARY DATES

NGISA Office Closure  
- Dec 24th - Jan 11  
National Conference  
- 15-17 February  
Autumn Trade Day  
10 March

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**Cover photo:** The Ball trials in Melbourne were world class in presentation and quality. Full story on p19.



# NURSERY & GARDEN INDUSTRY NATIONAL CONFERENCE

BY HILTON BLAKE



Following on from the retail and production tours, the NGIA National Conference began on the Tuesday morning and was officially opened by SA Governor, Hieu Van Le AO before being addressed by Senator Anne Ruston. With the formalities behind us, we were all buckled in and ready to **SHARE THE VISION** for the **ROAD AHEAD**.

The first morning continued with a selection of interesting presentations. These were held between two venues and delegates selected the topic that was most relevant for their situation. The topics were great and included tree stock research, horticultural scholarships, field testing, buying for independent retailers, nursery operations, and speaking in generations. The speakers were great with excellent information and insight for planning the **ROAD AHEAD**.

It is often said that the networking that happens during breaks is just as important as the more formal side of conferences. This certainly appeared to be so and it was obvious that the Conference MC Verity James was going to have trouble in herding us back into the sessions despite some excellent bell ringing by Jennifer from NGIA.

Tuesday afternoon was the time for looking at larger industry issues. Updates from HIA on levies, R&D and industry consultation

began to get the wheels turning. NGIA CEO Peter Vaughan shared an overview of the industry and Ben Peacock presented an update on the 2020 Vision and shared some of the progress that has been made.

The final session of the day was the open panel discussion and there was certainly an opportunity for views, opinions and grievances to be aired. It did appear the 2020 Vision was accepted as an excellent strategy, but there were some potholes in the road forward. Although funding and return on the investment were mentioned, the main problem seemed to be a perception of poor communications and the feeling of not being heard. Hopefully the lively discussions have highlighted the need for some roadwork in this area.

An evening at The Fringe Club (part of Adelaide's Fringe Festival) completed day one on a much lighter note.



## DAY 2

The full morning of different presentations once again gave the opportunity for delegates to select the topics to help them on their journey forward. Topics included El Niño weather, LED lighting for horticulture, GCA updates, retail must do's, pest management, growing media, water treatment, logistics, family business, digital media, industry biosecurity, green infrastructure and IP/PBR laws. There were great presentations with valuable information and tools for planning future directions and strategies.

The excellent networking continued during the breaks with plenty of activity in exhibitor's areas. Exhibitors indicated that the conference had been beneficial and they had found that growers and retailers were generally positive about the **ROAD AHEAD** and future opportunities.

The final conference afternoon promised lots and began with the inspirational story of Coopers Brewery. The company chairman, Glenn Cooper gave delegates a wonderful insight into the successes and struggles of the family owned company that stands proudly as the only major brewer that remains 100% Australian owned. Glenn shared wonderful stories of the foresight of the original 'Coopers' that saved the company from being taken over by a major competitor, the advertising

strategies that have been so successful and the pride that still remains for future 'Coopers' to continue the work.

Dan Gregory, a regular on ABC's Gruen Planet combined his skills as a comedian, advertising expert and great communicator to give an insight into human behavior, habits and social changes that influence customers and effect business practices. Dan's presentation was extremely entertaining, eye-opening and challenging as we were given the realities of conveying our messages in an interactive and fast changing world.

After being inspired and entertained by these two presentations Dr John Hewson finished the conference by quickly bringing us back to earth with his insight into the economic forecast for these years ahead that we had become so excited about. Although many felt that this finished our days together on a low, the reality of the challenges that we face in Australia and as part of the global economic community are very real considerations that need to be part of our planning for the **ROAD AHEAD**. John spoke of the need for one united voice, an effective national body for both politics and for business, but then continued on to say 'the only way this can happen is by getting our own house in order is first priority'. After all that had been said I thought that this was a wonderful line to finish the conference. 🍷

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**Craig Taberner**  
CEO, NGIV

**A**elaide was the place to be for the Nursery and Garden Industry National Conference, themed "Share The Vision: The Road Ahead".

My assessment was that Victoria led the charge, with strong attendee numbers, positive engagement and a presence on the social circuit.

Key highlights:

» Nursery and Garden Industry Australia (NGIA) President, Mike Mehigan, announced formation of a special committee, chartered to conduct a broad ranging review of the current structure of the NGI and make recommendations on the future structure of industry.

» Assistant Minister for Agriculture and Water Resources, Senator Anne Ruston outlined her support for Peak Industry Bodies (PIB), which is such a reversal on the exclusion model adopted by Horticulture Innovation Australia (HIA). Senator Ruston was adamant that there is a role to play for NGIA, and clearly the exclusion of PIB's was a mistake.

» The panel session involving Hamish Mitchell, Ben Peacock (V202020), Peter Vaughan, Mike Mehigan and David Moore (HIA) sparked heated discussion. All questions were directed at David Moore (HIA), so if HIA didn't pick up on the disengagement with levy payers from our industry, I think they will never get it.

» Glenn Cooper of Coopers Brewery sold an inspirational story on how a family business works to deliver value, quality and remain competitive. Key take home messages for business owners were to not forget your:

- competitive advantage
- point of difference
- culture; and
- values to sell your story.

Congratulations to our national finalists, Diaco's Garden Nursery and Parkside Nursery – City of Whitehorse, and to our national winner, Tesselaar Plants, Daphne Perfume Princess.

Congratulations and well done to NGIA President, Mike Mehigan, Chief Executive Peter Vaughan, the NGIA team and Conference Committee that put on such a professional and informative event. For those members unable to attend the conference, presentations are available on the NGIA website.

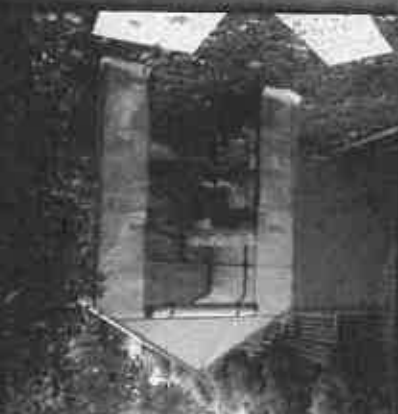
**Craig Taberner**  
Chief Executive Officer, NGIV

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## NGIA CONFERENCE 2016

## MONDAY 15TH FEBRUARY RETAIL TOUR

BY HILTON BLAKE

SHARE THE  
VISION  
THE ROAD AHEAD

With the theme of this year's NGIA National Conference being *Sharing The Vision – The Road Ahead*, an excellent way to begin the conference was to hit the road for a day of exploring some of South Australia's premier garden centres. As we gathered at the Adelaide Hilton for the road ahead, one of the Fringe Festival venues just across the street was cleaning up after the night before and preparing for another day of unique Adelaide entertainment. We are certainly in a great city and were looking forward to our trip to share the vision of these 5 great garden retailers.

Our first stop was Newmann's Nursery situated at Tea Tree Gully in the picturesque Adelaide Hills. Newmann's is a beautiful garden centre in a beautiful setting with a large selection of healthy plants displayed throughout the inspiring display gardens. One of the features of the gardens is the original plant of *Cupressus Greenstead Magnificent* with a plaque detailing the history of the plant situated below its canopy. With a rich history spanning over 130 years, recent changes including a new showroom, restructure of the Toplay Café and a strong focus on environmentally friendly practices has seen Newmann's continue to maintain its position as one of Australia's most iconic garden retailers.

Garden Grove Supplies was only a short distance to travel but a world away from the historic experience of Newmann's. This large, impressive, modern operation has the luxury of room and everything felt big, very efficient and well organised. With a large landscape supply offer and large fleet of trucks delivering product throughout SA and beyond, Garden Grove has a huge presence and huge offer of everything needed to complete the home improvement project. The landscape supplies are about 60% of the total business sales with plants, pots, hardware, lifestyle gifts and café making up the remaining 40%. The large showroom

gives ample room to display the extensive range of furniture, bins and garden decor but also an extremely impressive offer of garden equipment. The Garden Grove STLH range of garden equipment is extensive and Garden Grove is one of the few businesses able to offer this range 7 days a week and also have a complete repair and maintenance workshop service available.

Our adventure continued as we made our way to *Vadoulis Garden Centre* and we were warmly greeted at the front door. As Milton was giving away some edible delights as we entered the garden centre, I thought how typical this was as Milton has always been so friendly, open and welcoming and willing to give so much to the industry and always with a smile on his face. After having a new major competitor open just across the road during spring, Milton proudly reported how sales had held up strongly and the business had continued to grow as they focus on their strengths. The furniture, giftware, café and lifestyle offer is extremely strong and an important part of the appeal of the garden centre. Milton spoke of some of the goals of the business and the importance of the right staff to help to achieve these goals. *Vadoulis Garden Centre* employs a merchandiser on staff and her excellent work adds style and appeal as part of the customer experience.



A section of the huge Garden Grove offer



Newmann's Nursery – A beautiful garden centre in a beautiful setting.

Our journey continued as we travelled to the stunning *Barossa Valley* and in fitting with this beautiful part of the country is the wonderful *Barossa Nursery*. The Bartsch family have just completed a major investment of a new 850m<sup>2</sup> showroom and are enjoying a great response after the stresses of a year of construction and interruptions to normal trading. The new showroom has many well planned elements that add style and appeal to the new building. The very good layout, merchandising and shopability of the fantastic new showroom has not only seen strong sales growth in the indoor offer but also a wonderful connection with the existing outdoor sales area to complete an exciting and inspirational retail experience. The quality of plants are also a standout feature of *Barossa Nursery*. With many of the greenline lines being grown on their own production site, *Barossa Nursery* has a very real grown locally for local conditions' point of difference and they promote this strongly. Many good and positive comments were forthcoming from the tour participants about the *Barossa Nursery* experience with many notes and pictures taken on the visit.

Our day finished with a visit to the massive retail destination of *Virginia Nursery*. The garden centre is huge and needs to draw customers from a large area. The retail experience is certainly big, bold and beautiful and *Virginia Nursery* and the complementary

The furniture and lifestyle offer is major strength at *Vadoulis Garden Centre*

## RETAIL STATE OF PLAY

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## 202020 – who benefits?

It was interesting to attend the excellent NGIA conference in Adelaide in February and listen to the discussion on 202020. Don't get me wrong, I like the idea but is the industry benefiting from it? As I understand it, around \$800,000 is spent on it, the bulk of the Marketing Pot Levy. It is apparently owned and controlled by the producers (stated in legislation) but is run out of H/A with little consultation with industry. During the discussion, I reckon the word growers was mentioned numerous times and garden centres just once. However, it seemed from the meeting that even the growers are not happy with the results and it was mentioned that the funding could collapse.

To me, the environment will benefit from 202020 and that's great, but it is scarce industry marketing funds paying for it with little perceived value for the industry. 202020 appears to largely benefit local government, landscapers, tree growers and developers.

I know it's easy to be critical but one would hope that an industry marketing levy would benefit all members. Wouldn't it? I'd love some answers.

## Opportunities for us are immense

On a brighter note, I thought the conference was excellent and mainly positive.

We need to seek out the many opportunities for our industry, seize them and run with them. Our industry puts a smile on faces and brings pleasure to lives.

Keep smiling and wear a happy face. It's catching you know

Leigh Stebler,  
Garden Centres of Australia  
leigh.stebler@bgpond.com



www.gardenretail.com.au

# CEO's Report ~ Share the Vision

By David Foster, Chief Executive Officer, NCINGA

What a busy month February has been and has come and gone so quickly. Quite a lot of variable weather conditions in NSW has kept the dams full in most parts and quite a bit of scorching heat as well. At least we were not beset by bush fires that burned in many other states and caused issues for some of the NCI members there.

The highlight of the month was certainly the Nursery and Garden Industry Australia National Conference in Adelaide held on February 15-17 at the Adelaide Hilton. Titled "Share the Vision - The Road Ahead", the conference had something in it for everyone and was deemed to be very successful based on the feedback gained.

It was well supported by industry with a large trade show also incorporated and delegates from every corner of Australia in attendance. Timed around the Adelaide "Fringe" Festival there was also plenty to see and do around the city. There were so many highlights in the conference I could fill the magazine with them but I will try and concentrate on a few.

## Day 1

The opening by the NCIA President Mr Michael Mehigan painted a not so rosy picture for the Nursery and Garden Industry with his statements that some of the State Associations had become irrelevant due to their lack of finance and the change wrought by the HAL / HIA changes. He announced that the NCIA had commissioned a structural review that will seek input from industry members and State bodies as the current system is "broken". NCIA themselves are facing a significant funding shortfall for the year ahead unless fee structures change significantly.

NCIA will announce shortly the terms of reference for this review and the process to be undertaken by a member based committee. All State Presidents supported this review take place and welcome the opportunity for members to input their thoughts and let NCIA know what is valued most by industry.

We were entertained by the Governor of South Australia, his Excellency the Honourable Hieu Van Le AO, who welcomed the delegation to Adelaide as he is an avid gardener and he warmed to the audience through his explanation of coming to Adelaide as a migrant from Vietnam and getting bored with eating lamb and vegetables everyday then deciding to go out and find some ingredients to cook SE Asian food. Everywhere he went he could not find any lemongrass and the last fruit and veg shop he tried the owner said "look mate here in Australia we don't eat bloody grass".

He was followed by the recently appointed (September 2015) Assistant Minister for Agriculture, Senator Anne

Ruston, who was like a breath of fresh air into the room with her common sense approach to a review of HIA and in general her support for the Horticulture sector which through her background she understand very well the key issues confronting industry. She pointedly said that she was keen to deal with industry bodies that are unified in their approach and is working with the Voice of Horticulture in regards to the review of HIA and certainly from her perspective industry bodies should be involved in levy matters.

There were several technical sessions that I will leave to my colleagues to report on as I chaired the next session on business matters. I listened to a very thoughtful presentation on the benefits that Karen Brock from Brocklands Nursery in Tasmania obtained for the Nuffield scholarship she received. In particular the possibilities for those involved in growing within the foodchain here in Australia have an excellent opportunity to develop their business for overseas markets utilising Australia's pure image and leveraging new technologies in growing and transgenics. Also how organic has really taken off overseas in a big way.

After lunch on the first day we heard from David Moore the GM of Research, Marketing & Investment at HIA who outlined where the levy was at and the projects that have been approved. NCIA have been contracted to deliver a new Biosecurity project that encompasses awareness and preparedness for an incursion as well as NCIA's responsibilities as a member of the Consultative Committee for Emergency Plant Pests (CCEPP). The project also seeks to gain the ability moving forward to utilise the FMS certification in developing BioSecure HACCP as a national interstate market access system.

A further project that is about communication to levy payers has been also tendered and awarded to Cox Hall and in part to NCIA. Further news about this project will be issued by NCIA soon. Other than these projects Ben Peacock from Republic of Everyone updated the audience on the progress made with the 2020 Vision project and that 2020 Vision as an entity had been invited to the Liveable cities workshop that was held in Canberra and attended by politicians of all sides and many bodies relevant to the topic. So it is certainly great news that the movement of 2020 Vision is now gaining political headway and recognition.

## NCIA 2020 Strategic Plan

Peter Vaughan then launched the NCIA 2020 Strategic plan which is distilled here down to three main points to achieve in the time frame.

Given the current operating environment and the

Continued over page >



vision, purpose, objective, SWOT analysis and strategic imperatives identified at the January 2015 workshop with States, the following three stage strategy is proposed over the next 3-5 year period:

1. Ensure the financial viability of NGIA
2. Work to achieve the unified industry
3. Work to have the unified industry as part of a larger

#### "Green Industry Alliance"

An industry panel which included David Moore from HIA and industry representatives ended up being mainly a feedback session to David about the changes to the levy model, the consultation on projects and peak industry involvement.

## Day 2

Some excellent presentations occurred on Day 2 with

something for everyone from how to use Digital media to grow your business, benefits of LED lighting on growing conditions, integrated Pest Management to reduce reliance on chemicals and what you need to know if you're a breeder or grower in relation to IP and PBR.

What set the audience alight in the afternoon however

were some riveting presentations from key note speakers. First up was Glenn Cooper the Chairman of Coopers

Brewery, I can hear you ask what does a brewer have to do with the Garden industry. Well the key thing is that

Coopers are a family company that has been in business for over 150 years. They have survived despite the big

globalisation trends that have taken place across the brewing and many other industries that have swallowed

many smaller companies in their time. Also significant is that the company has managed to

prosper at a time when retail consolidation occurred, like our industry has now with Westfarmers Buntings, through

having a very sound marketing strategy and solid brand identity.

What brought tears to many in the rooms eyes (including Glenn himself) was the passionate defence that occurred

when the family company was threatened with a takeover by the global Kirin Brewery. This cost the business a

considerable amount in legal fees to defend but in the end all the extended family stayed firm and voted to keep the

company out of any other brewer's hands. This inspiring talk was followed by an equally as passionate

and impressive presentation from Dan Gregory, who introduced himself as the "fat one" from The Gruen

Transfer. As it turns out he had a stand-up comedy background so his talk was interspersed with lots of

humour. The information he provided was very serious though and

focused on how to really engage your team, provide focus on customers differing needs and drive innovation in your

organisation. Finally the closing address was given by Dr John Hewson

who was well placed to give delegates an insight into what's happening today in the world economy, the

geopolitical situation that all has an impact on Australia.

One thing he did also note for us was his love of gardens and he shared that the garden in the house he owns in

Bowral (which has a ballroom to seat 300) was designed and built by Sorenson.

He went on and painted a bit of a scary view as he stated that the world economy has gone into uncharted territory

as the old methods of fixing things don't appear to be working as they used to. Now with record low interest

rates globally there is no more room for any other stimulus. He also decried that lack of foresight into renewable

energy and the stifling of innovation in that sector through lack of investment will hurt Australia in the longer term as

the need for our resources will dwindle. One example of this is where there already is the capability of refining coal

to burn clean and the by-product can be used as a fuel in its own right. So while the conference finished on a bit of

a down note it was good to have this sober reflection of where the world may head into the near future.

All in all it was a well organised and attended conference which based on feedback hit the mark. Congratulations

to South Australia, particularly Geoff Fuller and Grant Dalwood for their part in putting on a great show and

also Kobie Keenan from NGIA who took on the role as conference organiser to save costs and did a very

professional job.

Dan Gregory, "the fat one" from The Gruen Transfer



Glenn Cooper the Chairman of Coopers Brewery



Kobie Keenan

**From:** NGIA <conference=ngia.com.au@mail79.atl91.mcsv.net> on behalf of NGIA  
**Sent:** Wednesday, 10 February 2016 9:30 AM  
**To:** Kobie Keenan  
**Subject:** 10 Feb: Last day to register for National Conference 2016

Registration closes Wednesday 10 February 2016  
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**Kobie Keenan**

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**Sent:** Thursday, 25 February 2016 4:02 PM  
**To:** Kobie Keenan  
**Subject:** NGIWA eNews February 2016



#### What's news...

- Leon Spratt - Young Leader Award 2016
- Retailers Night - Trends & Styling (March 16)
- Visual Merchandising 101
- Nursery & Garden Industry National Conference
- Nursery & Garden Industry Awards 2016
- NEW NGIWA member: Tropical Forestry Services
- New Committee To Look At Industry Structure
- 5 Things About Young Plant Buyers
- Perth Garden Festival - April 28 to May 1
- City of Fremantle's Green Plan 2020



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## Nursery & Garden Industry National Conference 2016

Delegates agreed that the 2016 Nursery & Garden Industry National Conference (held in Adelaide Feb 15-17) was a great one to remember.

After the pre-conference tours and the special grafting workshop, the conference presented an impressive array of speakers who informed and inspired around 200 guests. The conference concluded with the presentation of the 2016 Nursery & Garden Industry Awards.



*"Adelaide put on a great show, beautiful weather, the Fringe Festival, a great selection of trade exhibits*

and comprehensive conference program. MC'd by West Australian Verity James, the conference provided a good variety of speakers covering technical developments and opportunities, retail trends and demographics, the challenges of family businesses, the lighter side of marketing, and a sobering analysis of Australia's economy. Leon flew the WA flag by taking out the Young Leader award."

**Colin Groom (Domus Nursery)**

"Verity did a brilliant job as MC, Glenn Cooper from Coopers Brewery talk on family businesses and succession planning and loyalty was passionate and emotive. Dan Gregory delivered a very polished inspirational and funny talk on consumer marketing. The overall calibre of the speakers was high as usual and the feedback from many at the end of the conference was it was one of the best ever."

**Carole Fudge (Benara Nurseries)**



## Nursery & Garden Industry Awards 2016

And the winners are...

Category	Winner
Best Environment	Cameron's Nursery, Arcadia, NSW
Best Industry Marketing	The Plantsmith, Howard Springs, NT
Large Production Nursery of the Year	Darwin Plant Wholesalers, Lambells Lagoon, NT
Small Production Nursery of the Year	The Plantsmith, Howard Springs, NT
Large Retailer of the Year	Honeysuckle, Mosman, NSW
Small Retailer of the Year	Morgan Park Garden Centre, Victor Harbor, SA
Industry Innovation	Agnov8, Arcadia, NSW
Allied Product of the Year	Yates, Zero Rapid 1HR Action Weedkiller
Plant of the Year	Daphne PERFUME PRINCESS™
Heather Rumsey Young Leader Award	Leon Spratt, Ellenby Tree Farm, WA

CEO of the Nursery and Garden Industry, Peter Vaughan, said judges were delighted with the standard



**Kobie Keenan**

---

**From:** The 202020 Vision <hello=202020vision.com.au@cmail20.com> on behalf of The 202020 Vision <hello@202020vision.com.au>  
**Sent:** Monday, 29 February 2016 5:30 PM  
**To:** Kobie Keenan  
**Subject:** February Grower Update

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Dear Kobie,

Welcome to the February grower 202020 Vision update.



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**Craig Perring**  
*Marketing Manager*  
*Horticulture Innovation Australia Limited*

- [The Australian entire special report](#)

We also have upcoming pieces in trade publications such as ArchitectureAU, The Fifth Estate and GovNews.

Our new digital and print ads also ran in February, appearing in The Australian and The Australian Financial Review. Download them as part of the Growers Asset Pack [here](#).

## NGIA NATIONAL CONFERENCE



Members of the 2020 Vision and Hort Innovation were present at the recent NGIA Conference. 2020 Vision Creative Director, Ben Peacock, not only provided an update on the Vision but also sat on the Q&A panel.

The Hort Innovation team was represented by; David Moore, General Manager of Research, Marketing and Investment; Craig Perring, Nursery Marketing Manager; John Vatikiotis, Nursery Relationship Manager; and Neil Burgess, Nursery Fund Manager. All were available on the day to talk with stakeholders about the changes that have been happening within the business.

David Moore presented information on some of the recent R&D and Marketing Investment. He also proved a popular choice on the Q&A panel, with most questions from growers directed at him. There was a lot of interest around the new RDC model that is Hort Innovation.

A reminder that all marketing and R&D levy investments, financial operating statements project summaries, and more, are available for levy payers at [Horticulture Innovation Australia](#).

## Kobie Keenan

---

**From:** Greenworld Magazine, Editor Jennifer Stackhouse  
<jennifer@glenv.com.au@mail224.atl81.rsgsv.net> on behalf of Greenworld Magazine,  
Editor Jennifer Stackhouse <jennifer@glenv.com.au>  
**Sent:** Friday, 4 March 2016 1:19 PM  
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**Subject:** Keep up to date with news and ideas from Greenworld

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Vol. 34 No. 1 Autumn 2016  
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Kobie,

In this issue

- \* NGIA conference report
- \* New roses for 2016
- \* Latest job ad from Ambius
- \* AIH \* Industry events calendar
- \* Web story exclusive

Welcome to our first autumn enewsletter, which comes as the autumn issue of *Greenworld* magazine heads to your mailbox. Our autumn magazine includes a 10-page Rose Special and in-depth coverage of the recent Nursery and Garden Industry Association conference in Adelaide.

Those visiting Adelaide in mid February for the biennial conference were rewarded with a week of sunshine and gentle breezes. We were also rewarded with an evening at the Adelaide Fringe Festival, which included a book signing with UK comedian and now children's author Julian Clary and lots of glittery fun, which made for many good shots for social media. By the way Julian's book, *The Bolds*, about a family of hyenas masquerading as humans in the London suburbs, is a great read for kids. Look out for it.

We were also rewarded with lovely food at the conference including Chocolate Coconut and Date balls, which became a bit of a talking point. I promised attendees I'd track down a recipe and I have found a delicious version on [taste.com.au](http://taste.com.au) that includes lots of healthy ingredients including chia seeds. Chia is a type of salvia which means it can be grown in gardens!

**Jennifer Stackhouse**  
**Editor**



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## Industry news

### Industry honours exceptional nurseryman

Ten awards to products and businesses from across Australia along with the



Award of Honour were presented during the nursery industry's annual awards dinner in Adelaide on February 17. The gala dinner was held at the conclusion of the Nursery and Garden Industry Australia biennial conference, which attracted around 250 delegates. During the dinner, Queensland nurseryman Peter Young was presented with the Award of Honour. Peter established fruit-tree specialist Birdwood Nursery and helped found the highly successful Queensland Garden Expo at Nambour.

## **Congratulations to the winners**

<b>Category</b>	<b>Winner</b>
Best Environment	Cameron's Nursery, Arcadia, NSW
Best Industry Marketing	The Plantsmith, Howard Springs, NT
Large Production Nursery of the Year	Darwin Plant Wholesalers, Lambells Lagoon, NT
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Industry Innovation	Agnov8, Arcadia, NSW
Allied Product of the Year	Yates, Zero Rapid 1HR Action Weedkiller
Plant of the Year	Daphne PERFUME PRINCESS™
Heather Rumsey Young Leader Award	Leon Spratt, Perth, WA

## **NGIA restructure review announced**

Nursery and Garden Industry Association President, Mike Mehigan, has announced that a review is underway of the structure of the Association. He says that the federated model (state and territory organisations supporting a federal body) had begun to fall apart and needs to be reviewed in the light of falling memberships and the loss of industry. The NGIA board has appointed a four-person Special Project Committee to review the organisation's structure and to come up with other options. The committee is chaired by Gary Eyles from New South Wales. Committee members are Glenn Fenton (Victoria), Carl Heyne (South Australia) and Gina Campbell (Queensland). It will report by November after consultation with members around Australia.

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**Sent:** Monday, 11 January 2016 3:24 PM  
**To:** Kobie Keenan  
**Subject:** 5 speakers not to miss - Conference 2016 early bird closes in 5 days

5 speakers not to miss at 2016 National Conference

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## Five speakers you should not miss!

1. **Senator Anne Ruston**, Assistant Minister for Agriculture and Water Resources and the Minister responsible for Horticulture.
2. **Peter Vaughan**, CEO of NGIA talking strategies and structures for the future of the nursery and garden industry.
3. **David Moore** of Hort Innovation discussing HIA and investment of the levy into R & D programs.
4. **Ben Peacock** of Republic of Everyone updating delegates all things 2020 Vision including the My Park Rules campaign.
5. **Dr John Hewson AM** a leading Australian economist and commentator discussing the economy and what it means for the industry

Click on the program below for more amazing speakers, the schedule and pricing. OR visit [www.ngia.com.au](http://www.ngia.com.au), email [conference@ngia.com.au](mailto:conference@ngia.com.au) or call us on 1800 252 468 for all your conference information needs.



**Click Here**  
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Register online TODAY for the National NGI Conference 2016 and save \$150 . Running from 15-17 February, this year's conference is held at the newly renovated Hilton in the festival city of Adelaide, SA.

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)



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**Sent:** Friday, 15 January 2016 4:26 PM  
**To:** Kobie Keenan  
**Subject:** Early Bird Extended + Fringe Festival Fun - NGI Conference 2016

Early Bird Extended!

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## **7 reasons for 7 days! Why you should register for Conference 2016 before 22 January.**

1. Essential discussion on industry activities including 2020 Vision, levy priorities, HIA consultation, industry structure and strategy to 2020.
2. Listen to informative and inspiring keynote speakers
  - Dr John Hewson AM- Economist, Academic, Commentator
  - Dan Gregory- Human Behavior Expert at The Impossible Institute, Comedian
  - Glenn Cooper AM- Coopers Brewery
3. Outstanding technical speakers covering topics of automation, growing techniques, testing, weather, biosecurity and more.
4. Business professionals discussing succession planning, social media,

scholarships, trademarks & PBR and much more.

5. Retail specialists focusing on buying practices, Garden Centres of Australia Updates and retail 'must do's for 2020.
6. Visit the SOLD OUT Conference Exhibition featuring new and favorite products and service.
7. The Social Program!
  - o A 'Welcome to conference' breakfast Tuesday morning
  - o The best ticket in town to *The Hideaway* in the Fringe Club. Your access to Fringe Festival Fun.
  - o Industry's Night of Nights - 2016 Awards Gala Dinner.

Register online or return the registration form before 22 January and save up to \$150 on your conference experience

Visit [www.ngia.com.au](http://www.ngia.com.au) or email [conference@ngia.com.au](mailto:conference@ngia.com.au) for more information.



### **The Fringe Festival**

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Visit [www.adelaidefringe.com.au](http://www.adelaidefringe.com.au)



### **Venue & Accommodation**

The Adelaide Hilton, host for this year's conference is ideally situated overlooking Victoria Square, the Hilton Adelaide hotel is located at the heart of the city's entertainment, shopping and dining precincts.

Onsite accommodation has been arranged at the Hilton and the conference rate can be accessed through registration.

Visit the [Hilton Adelaide website](http://www.hiltonadelaide.com.au).

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)

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## Kobie Keenan

---

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**Subject:** Keep up-to-date with horticulture

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'Firecracker' is an exciting new variegated metrosideros from Waterworth's Nursery for more information [click here](#).

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## **Masters stores in the balance**

Woolworths has announced plans to sell or close its hardware chain, Masters Home Improvement. Research released this week from Roy Morgan suggests that shopper numbers were increasing across the chain, but whether these improved figures see a buyer step in remains to be seen. Many growers and suppliers within the horticulture

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**2 DAYS TO GO  
EARLY BIRD REGISTRATION  
CLOSES THIS FRIDAY.**

Save up to \$150 on your registration to conference and register before close of business Friday 22 January! Don't miss out!

Register online or download the form at [www.ngia.com.au](http://www.ngia.com.au)

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**Kobie Keenan**

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5 speakers not to miss at 2016 National Conference

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## Five speakers you should not miss!

1. **Senator Anne Ruston**, Assistant Minister for Agriculture and Water Resources and the Minister responsible for Horticulture.
2. **Peter Vaughan**, CEO of NGIA talking strategies and structures for the future of the nursery and garden industry.
3. **David Moore** of Hort Innovation discussing HIA and investment of the levy into R & D programs.
4. **Ben Peacock** of Republic of Everyone updating delegates all things 2020 Vision including the My Park Rules campaign.
5. **Dr John Hewson AM** a leading Australian economist and commentator discussing the economy and what it means for the industry

Click on the program below for more amazing speakers, the schedule and pricing. OR visit [www.ngia.com.au](http://www.ngia.com.au), email [conference@ngia.com.au](mailto:conference@ngia.com.au) or call us on 1800 252 468 for all your conference information needs.



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TO REGISTER!

Register online **TODAY** for the **National NGI Conference 2016** and save \$150 . Running from 15-17 February, this year's conference is held at the newly renovated Hilton in the festival city of Adelaide, SA.

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)



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**Kobie Keenan**

Program Manager - Industry Events

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## Early Bird is closing in 10 days!

The 2016 NGI National Conference is on in Adelaide from 15-17 February. You can save up to \$150 by registering before 15 January. More information and to register online can be found [here](#).



### National Conference

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers,



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**Kobie Keenan**

Program Manager - Industry Events

... Just now

### Conference Early Bird Registration closes in 10 days

Huge thanks to Outdoor Design Source for their support of the 2016 Nursery & Garden Industry National Conference on from 15-17 February in Adelaide. Save up to \$150 by registering for conference before Friday 15 January. For more information and to register online visit



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#### National Conference

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers.

**Kobie Keenan**

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2016 National Conference - Early Bird Closing!

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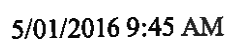
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**Nursery and Garden Industry (NGI)**  
Published by Kobie Keenan · December 20, 2015 at 11:33pm ·

Concluding the conference sessions on the first day is a line up of representatives, answering your questions on levy priorities, inc strategic plan and 2020 Vision. Find out about the panel sess POST your question for the panel in the comments!

NGIA - Have your say at the Industry Panel Ses:  
Nursery & Garden Industry Australia

On the first day of conference you will hear from Senator Ruston, Minister responsible for Horticulture in the morning and a range of sessions by industry representatives. You will have heard a complete update on the industry's play.

[NGIA.COM.AU](http://NGIA.COM.AU)

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**Nursery and Garden Industry (NGI)** shared a link.  
Published by Matthew Carroll · December 10, 2015 at 2:18pm

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Eva Kathleen

September 7, 2015 at 9:15pm

Cutworms are rampant in WA at the moment. They're a problem for new seedlings so thought that I would share this.

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Shane Holborn

August 27, 2015 at 5:54am

Gotta love this.

Like Comment

5

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Tree Preservation Australia

July 27, 2015 at 9:08am

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Published by chris.oconnor@ngia.com.au

December 9, 2015

The Department of Agriculture and Water Resources has recent implemented emergency quarantine measures to reduce the like entry of the bacterial plant pathogen *Xylella fastidiosa* and relate species. The emergency quarantine measures will see changes import conditions around a significant number of plants for nurse

For further information on the emergency quarantine measuresp to the Department of Agriculture and Water Resources website. information on *Xylella* and the potential impact it could cause to industry in Australia please refer to the NGIA fact sheet.

Nursery and Garden Industry

A growing bacterium that blocks xylem and produces water stress symptoms. It has a large number of common names depending upon the host plant it is affecting, e.g. Pierce's disease on grapevine, oleander leaf scotch on oleander (Fig. 1), phony peach disease on peach, oak leaf scotch, plum leaf scald, pernicious wilt, citrus variegated chlorosis and others. The exact symptoms produced are influenced by the host plant infected but often involve necrotic or scorched spots on leaves and leaf margins.

shanking of young shoots, leaf drop and dieback. chlorosis or browning of the leaf margin may become water-soaked before browning and drying. BLS affects over 100 plant species including ornamentals, perennial fruit crops, grasses and forest trees, some of which can carry the disease without symptoms.



Fig. 1. Oleander affected by bacterial leaf scotch. Photo by Joel Clark, University of California Statewide IPM Program

## Nursery Industry fact sheet - Bacterial Leaf Scor (Xylella)

NGIA.COM.AU

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Session**

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**Speaker Profile: Dr  
Sally Stewart-Wade**  
Dr Sally Stewart-  
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## 2016 Conference Program

Download the the industry's future focused conference program [read more](#)

two literature reviews  
on behalf of industry  
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**Be quick to exhibit**  
The Conference is 'just around the corner' as the end of 2015 fast approaches! At the start of 2016, do you want to [read more](#)



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**Horticultural Media Association**  
AUSTRALIA INC

## **From the president...**

It has been a busy spring for many media members especially with the various garden shows around Australia.

Congratulations to all who found the time to enter the 2016 HMAA Laurel Awards. In true media fashion there was an influx of entries that came in on the deadline and we are delighted to report that all categories have been well subscribed.



Entering the Laurels can be a difficult decision for members who are usually a little too humble, or possibly a little too shy to assume they are worthy of entering. The truth is that entering industry awards is not necessarily about "you". More often it is about the rest of the team that helps produce the finished result of your media work. These unsung heroes include producers, directors, editors, camera operators, sound people, sub-editors, graphic designers, publishers, supporters, financiers, sponsors and partners. Or it may be other members of the media team, including staff and contributors.

The next phase of the Laurels now starts. I would like to acknowledge the amount of work that Rob Pelletier has donated in collating all entries and co-ordinating judging panels. Judging is expected to start soon.



The judges are outside the membership of HMA to ensure there is no conflict. The panel consists of highly regarded professionals with expertise in relevant media fields, as well as horticultural professionals who will check and judge for horticultural accuracy. We are hoping that the judges will join us at the Laurels awards and dinner on March 15, 2016.

Look out for dinner booking information in early 2016. And don't forget that as well as member tickets, we will have a small issue of corporate tickets available.

Jim Fogarty

## 2016 NGIA National Conference ...

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers, retailers, suppliers and stakeholders. In 2016 the conference returns to one of the favourite conference cities, Adelaide, from February 15-

17. [\[READ MORE\]](#)



## Garden RELEAF 2016 ...

Garden RELEAF, designed to raise money for *beyondblue* will be held on 9-10 April 2016.

In 2015 more than 100 garden centres and suppliers throughout Australia took part in the event, raising about \$65,000 for *beyondblue*.



Centres held a range of fun activities, designed to get people into the garden and planting. [\[READ MORE\]](#)

## Munns lawn & garden pack ...

When Alexandra and Dallas Munn took over the Adelaide-based family business in 2014, they opted to refresh the brand and its products. The result, a new cleaner look. Contact Alex for a complimentary lawn and garden pack. [alex@munns.com.au](mailto:alex@munns.com.au)



## Congratulations HMA Members ...

Congratulations to Judy Horton and Catherine Stewart who both received honours at the NGINA Awards Night in November. Full details of all the award winners [\[HERE\]](#)





Should you go to  
conference?  
Of course you should!  
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Peter Vaughan  
announces open  
panel session at  
conference. [View here](#)



**IMPORTANT ANNOUNCEMENT**  
**Senator Anne Ruston, Assistant**  
**Minister for Agriculture and**  
**Water Resources confirms**  
**attendance**  
The Hon. Anne Ruston, has been a  
Senator since September 2012 and  
was appointed Assistant Minister of  
Agriculture and Water Resources in  
September 2015 with specific  
responsibility for Horticulture.  
[Read more...](#)



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## CONFERENCE EARLY BIRD REGISTRATION CLOSES 15 JANUARY 2016

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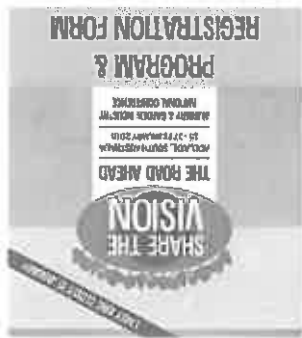


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Senator Anne Ruston, Assistant Minister for Agriculture and Water Resources confirms her attendance

## SENATOR ANNE RUSTON, ASSISTANT MINISTER FOR AGRICULTURE AND WATER RESOURCES CONFIRMS HER ATTENDANCE

The Hon. Anne Ruston, has been a Senator since September 2012 and was appointed Assistant Minister of Agriculture and Water Resources in September 2015 with specific responsibility for Horticulture in Australia.

In July 2014, Anne was elected Senior Deputy Government Whip in the Senate and chair of the Senate Environment and Communications Legislation Committee. She was also an active participant in the Rural and Regional Affairs and Transport Committee, initiating inquiries into the Australian citrus and wine industries.

Prior to becoming a Senator, Anne held several senior positions in government and the private sector, including senior policy adviser to the South Australian Minister for Industrial Affairs and Tourism, Recreation, Sport and Racing, and inaugural chief executive of the National Wine Centre.

Born and raised in Renmark—which is situated on the River Murray in South Australia's Riverland region—Anne is a proud member of the community where she still lives and works to this day. She is the only Senator for South Australia based in a regional area.

Anne is a primary producer and an irrigator, producing commercial cut flowers and implementing irrigation efficiencies on her property that reduced water use by more than 60%. She is a passionate advocate for rural and regional communities and for a balanced approach to water reform in the Murray-Darling Basin. Her vision for the Murray-Darling is for it to become the world's best example of an environmentally healthy, sustainable river system supporting efficient irrigation industries and vibrant river communities.

The nursery industry faces significant change over the next four years and is presented with a range of opportunities to represent and advocate for the sector.

The greatest catalyst for recent change has been the transitioning of horticulture levy funded research and development corporation (RDC) Horticulture Australia (HAL) to Horticulture Innovation Australia Limited (HIA). The transition was prompted following a review of HAL with the establishment of HIA with a new constitution and statutory funding agreement with the Commonwealth Government.

Senator Ruston will be speaking to delegates on Tuesday morning and has been invited to join the conference Morning Tea. This is a great opportunity to share your views and hear first-hand the Government's position for our sector.

Early bird registration closes on **15 January 2016**. You can register today [online \(https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2717654&CFTOKEN=30570c4691a42adb-F3671410-C0C8-18BB-5EA4C017E6151A08\)](https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2717654&CFTOKEN=30570c4691a42adb-F3671410-C0C8-18BB-5EA4C017E6151A08) or [download \(http://www.ngia.com.au/www.ngia.com.au/Folder?Action=View%20File&Folder\\_id=183&\)](http://www.ngia.com.au/www.ngia.com.au/Folder?Action=View%20File&Folder_id=183&)



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Norwood is a proud Gold supporter of the conference and has provided this year's signage, program books, menus, tickets, name badges and lanyards.

For more information visit <http://horticultural.norwood.com.au> (<http://horticultural.norwood.com.au>)

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## SHOULD YOU ATTEND? OF COURSE YOU SHOULD!

The Australian nursery and garden industry is diverse. The 2016 Conference program has been considered by the planning committee to ensure relevance to a broad range of stakeholders.

Not only will you gain insight from the program and speakers but you will join with a group of like-minded professionals working towards the common goal of increasing healthy protected greenlife in Australian communities.

If you categorise yourself as anyone of the following you will get great value from participation in this conference.

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Look forward to seeing you there.

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## SPEAKER PROFILE: DAN GREGORY

Daniel Gregory is the founder and CEO of The Impossible Institute, an innovation and engagement organisation that advises management and sales departments on what truly drives their customers and employees. Dan is a captivating speaker whose business acumen is matched by a rapier wit and rare human insight gained during a stint on the UK and US stand-up comedy circuits. His skills have been put to great use in front of 1.5 million Australians as a regular on ABC TV's *Gruen Planet* (formerly *The Gruen Transfer*) and morning news programs. Dan Gregory helps business create engagement at every level and customer touchpoint, identifies the things that pull our strings, builds team and departmental collaboration into a productive KPI, and helps organisations innovate and lead with intention and meaning. In doing so, Dan hopes to turn Impossible Thinking into an epidemic.



*Dan has been invited to speak on 'The business of human behaviour' and how our industry can link human behaviour to a successful promotional strategy.*

Early bird registration closes on **15 January 2016**. You can register today [online \(https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2717654&CFTOKEN=30570c4691a42adb-F3671410-C0C8-18BB-5EA4C017E6151A08\)](https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2717654&CFTOKEN=30570c4691a42adb-F3671410-C0C8-18BB-5EA4C017E6151A08) or [download \(http://www.ngia.com.au/www.ngia.com.au/Folder?Action=View%20File&Folder\\_id=183&File=4page\\_brochure\\_FINAL\\_V3\\_web.pdf\)](http://www.ngia.com.au/www.ngia.com.au/Folder?Action=View%20File&Folder_id=183&File=4page_brochure_FINAL_V3_web.pdf) our program and registration brochure.

More information is available at [www.ngia.com.au](http://www.ngia.com.au) (<http://www.ngia.com.au>) or you can contact us on (02) 8861 5100.





## THE ROAD AHEAD

ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE

## EARLY BIRD REGISTRATION CLOSES 15 JANUARY.

Join your colleagues at the newly renovated Adelaide Hilton for a vibrant and active national conference. Hosted by Conference MC Verity James, the program will showcase a solutions focused industry that is strategic, professional and adaptable.



- Presentations from Mark Tjoelker on the assessment of the newly adopted (AS2303) Tree Stock For Landscape Use; Tracy & Hilton Blake on retailing in 2020; and Ben Peacock from Republic of Everyone on the 2020 Vision and My Park Rules projects.
- Networking events and social functions incorporating the Adelaide Fringe Festival.
- An exhibition space to showcase suppliers to the Industry
- Presentation of the annual Nursery & Garden Awards at the Conference Gala Dinner.

*"I want to be updated on best practices and hear first-hand industry news. I also want to have fun with peers from interstate with similar backgrounds."*

**Daniel Bartsch,**  
Barossa Nursery, SA

*"I've been going to national conference for 25 years. It's the comradery and the sharing of knowledge with mates from interstate that is the biggest drawcard for me."*

**Barry Humphris,**  
Humphris Nursery, VIC

*"We attend for several reasons. The sessions provide a great opportunity for learning and it is a chance to network and have a laugh with our nursery industry family."*

**Sonja Cameron,**  
Cameron's Nursery, NSW

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)

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*This project has been funded by Horticulture Innovation Australia Limited with co-investment from Nursery & Garden Industry Australia and funds from the Australian Government*



# SHARE THE VISION

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## THE ROAD AHEAD

ADELAIDE, SOUTH AUSTRALIA  
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Join your colleagues at the newly renovated Adelaide Hilton for a vibrant and active national conference. Hosted by Conference MC Verity James, the program will showcase a solutions focused industry that is strategic, professional and adaptable.



- Presentations from Dr John Hewson and Glenn Cooper.
- Pre-conference workshops including Buying for Independent Retailers presented by Numensa and Grafting Techniques focusing on natives, citrus and roses.
- Pre-conference Tours to some outstanding retail and production businesses in the Northern suburbs of Adelaide.
- Networking events and social functions incorporating the Adelaide Fringe Festival and Industry Gala Dinner.

*"I want to be updated on best practices and hear first-hand industry news. I also want to have fun with peers from interstate with similar backgrounds."*

**Daniel Bartsch, Barossa Nursery, SA**

*The National Conference provides you the perfect opportunity to build on your knowledge and observe how other companies do business, uncover opportunities and the social functions are a great laugh!"*

**Ryan Weber, Ramm Botanicals**

*"Conference is great for checking out the new products, socialising, learning from and listening to interesting speakers to keep up with the times within our industry."*

**Estelle Cornell, Allora Gardens Nursery**

For more information or to register  
visit [www.ngia.com.au](http://www.ngia.com.au)

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- Presentations from Dr John Hewson and Dan Gregory.
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# SPEAKER PROFILE – PROFESSOR MARK TJOELKER

Professor Mark Tjoelker is a physiological ecologist at the Hawkesbury Institute for the Environment at Western Sydney University.

Professor Tjoelker's research focuses on the impacts of global environmental change on terrestrial ecosystems. His research explores the linkages between plant traits and processes at the individual, stand, and ecosystem scales including climate change effects on respiration and carbon cycling, climatic adaptation in plant traits, and the biogeography of forest tree species. A goal of his research is to advance fundamental knowledge of plant and ecosystem responses to environmental change and provide science-based information to inform policy choices.



*Prof Tjoelker is leading the research project into assessment of the newly adopted Australian Standard (AS2303) Tree Stock For Landscape Use in conjunction with the nursery industry and Horticulture Innovation Australia and will be presenting on the first day of the conference.*

For more on the conference click [here \(https://www.ngia.com.au/Category?Action=View&Category\\_id=330\)](https://www.ngia.com.au/Category?Action=View&Category_id=330)



[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / Sponsor Profile - Yates

## SPONSOR PROFILE - YATES

[www.yates.com.au](http://www.yates.com.au)

Started by Arthur Yates in Sydney in 1887, Yates has grown to be one of the most recognised and loved brands in Australian gardens. For more than 128 years, Yates' trusted brands like Thrive, Dynamic Lifter, Zero, Blitzem, Weed'n'Feed, BuffaloPro and Nature's Way have been helping gardeners to create, protect and nurture their gardens. Yates is also proud to provide generations of gardeners with horticultural advice and inspiration, through the Yates Garden Guide and also via Yates' comprehensive website and consumer advice services.



For more information on Yates visit their website at [www.yates.com.au](http://www.yates.com.au) (<http://www.yates.com.au>)

*Nursery & Garden Industry would like to thank Yates for their continued, invaluable support of the National Conference. Without support from our valued partners, such events would not be possible.*

For more on the conference click [here \(https://www.ngia.com.au/Category?Action=View&Category\\_id=330\)](https://www.ngia.com.au/Category?Action=View&Category_id=330)

[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / Our Conference Host – Verity James

## OUR CONFERENCE HOST – VERITY JAMES

Verity James was a broadcaster with the ABC for 28 years both in the Eastern States and in WA. She has presented all manner of radio shows from current affairs to lifestyle to specialist language, political and music shows. Verity also presented ABC Television news for 10 years and was a panel member and reporter for the Logie nominated ABC show "Can We Help". Verity is dedicated to a number of charities including The Australian Red Cross with whom she is an augural Ambassador, Radio Lollipop, Lifeline WA, Vision Cambodia and numerous others. VJ is also an honorary member of the Nursery Industry Association WA in part for her founding the first gardening talk back on ABC in WA.



*Verity is the MC for the 2016 Conference. VJ is an accomplished journalist, garden lover, broadcaster and master of ceremonies and she a welcome edition to the conference program.*

For more on the conference click [here \(/Category?Action=View&Category\\_id=330\)](#)

[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) /

The Hideaway – Conference brings the Fringe Festival to you

## THE HIDEAWAY – CONFERENCE BRINGS THE FRINGE FESTIVAL TO YOU

Proudly supported by [Garden City Plastics \(http://www.gardencityplastics.com\)](http://www.gardencityplastics.com), the conference casual function is traditionally a relaxed, informal but entertaining evening for everyone to enjoy.

The year the conference will take you to the Adelaide Fringe Festival!



Situated in the heart of Rymill Park, the Fringe Club is where you'll rub shoulders with the comedians, performers, acrobats and magicians.

Delegates will be taken to The Hideaway, our dedicated space for the evening, where you'll be entertained by a selection of award-winning short performances while enjoying the cocktail delights of dinner.

This is a time for catching up with colleagues, relaxing and enjoying great South Australian hospitality.

The function commences at 7pm sharp. Rymill Park is 15 min walk from the Hilton. Free shuttles to the Fringe Club will depart the Hilton at 6.15pm and 6.45pm. The official function concludes at 9pm where you can remain at The Fringe Club soaking up the festivities or turn in for the evening.

For more information visit the [\*\*social program page \(/Category?Action=View&Category\\_id=737\)\*\*](#).

[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / Pre-conference tours and workshops

## PRE-CONFERENCE TOURS AND WORKSHOPS

On Monday 15 February, the day before conference officially opens; the pre-conference program will be kicking off.

The famous conference tours will be departing The Hilton before 9am taking delegates on a northerly drive to visit some of the South Australian industry's best and brightest businesses. With a **Retail** and **Production** tour to choose from you can tailor your conference experience to maximise its value to you. The tour itineraries are outlined in detailed [here \(/Category?Action=View&Category\\_id=740\)](#).

Delegates arriving Monday morning can opt in to the retail or technical workshops.

The technical workshop will focus on **Grafting Techniques for Citrus, Natives and Roses**. Presented by experienced grafters this workshop will be hands on and deliver practical grafting alternatives. This is a half day workshop which will commence at 12pm and includes lunch and afternoon break. It is expected to conclude before 5pm.

NGIA has engaged **Numensa Retail Consulting** (<http://www.numensa.com.au/>) to deliver a **Commercial Buying & Delivering Profit** workshop targeted to independent retailers. The workshop will cover areas such as profit levers, sustainable supplier relations and much more. This is a half day workshop which will commence at 12pm and includes workbook, lunch and afternoon break. It is expected to conclude before 5pm. Numensa provide a range of services for retailers and have kindly offered special rates for NGIA Members.

Visit the [tours and workshops page \(/Category?Action=View&Category\\_id=740\)](#) on the NGIA website or download the [registration brochure \(http://www.ngia.com.au/Folder?Action=View%20File&Folder\\_id=183&File=FINAL\\_Registration\\_brochure.pdf\)](http://www.ngia.com.au/Folder?Action=View%20File&Folder_id=183&File=FINAL_Registration_brochure.pdf) for more information and pricing.



[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / Your invitation to Adelaide

## YOUR INVITATION TO ADELAIDE



**Please join us in Adelaide, February next year.**

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers, retailers, suppliers and other industry stakeholders. In 2016 the conference returns to one of the favourite conference cities, Adelaide, from February 15-17.

The nursery industry faces significant change over the next four years and it is presented with a range of opportunities to represent and advocate for the sector. *Share The Vision: The Road Ahead* is the theme for the conference which is delivering a program showcasing a solutions driven industry that is strategic, professional and adaptable.

We invite you to join your industry colleagues to hear about the opportunities for the nursery sector over the next four years through our future focused program. This includes, presentations on the latest research, production, marketing, and big picture issues affecting the industry; networking events and social functions incorporating the famous Adelaide Fringe Festival; an exhibition showcasing new and faithful industry product and service providers; optional pre-conference tours and workshops and it will conclude with the announcement of the national award winners at the annual gala dinner.

With the support of our amazing sponsors, the conference is guaranteed to have a vibrant atmosphere and plenty to offer delegates and you may like to consider extending your stay and enjoy more of the Fringe Festival. With this in mind, we encourage you to secure your flights and accommodation and take advantage of the early bird pricing and register as soon as possible.

From all of the 2016 Conference Committee, looking forward to seeing you in Adelaide in February.



Geoffrey Fuller                      Peter Vaughan  
Conference Chair & NGIA Board CEO, Nursery & Garden Industry Australia

[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / John Hewson - Keynote Speaker

## JOHN HEWSON - KEYNOTE SPEAKER

### John Hewson - Final Keynote

*John has been invited to speak on the competitive business environment, including commentary on the statutory transition of HAL to HIA and the potential impacts of the Senate Levy Review on nursery industry.*

John Hewson has had virtually four careers as an academic and economist, a businessman, a political adviser and politician, and in the media as a columnist and commentator. In economics, he has worked for the Treasury, the RBA, the IMF, the UN, and as a Professor and Head of School at UNSW, and as Dean of the Macquarie Graduate School of Management. In business, he is best known as a Founder of Macquarie Bank, Chairman ABN AMRO Australia and as Chairman and/or Director of a host of public and private companies and charities. In politics, he was Chief of Staff and Adviser to the Prime Minister and Treasurer in the Fraser Government, and as a Member of the Federal Parliament, he became Leader of the Liberal Party and the Federal Opposition.



[You can register for the conference today \(https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2601657&CFTOKEN=d718f55ceb9760c1-569A9444-A0C7-C18C-7315206AD4F7589E\)](https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2601657&CFTOKEN=d718f55ceb9760c1-569A9444-A0C7-C18C-7315206AD4F7589E) or for more information contact NGIA on 1800 252 468 or email us at [conference@ngia.com.au](mailto:conference@ngia.com.au) (<mailto:conference@ngia.com.au>) .



[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](#) / Conference Program Released

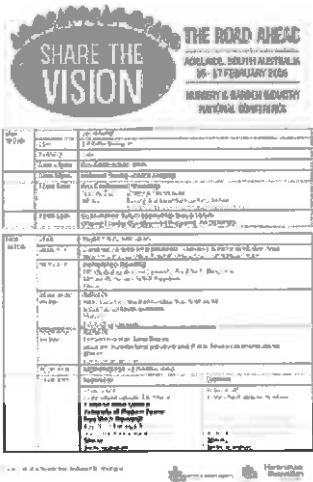
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Traditionally an all inclusive three day conference, this year there is flexible new program allowing delegates to tailor their experience in Adelaide.

Monday 15 February is an opt in day of workshops and tours with the conference officially opening on Tuesday 16 February for a two day program. This program will continue to be updated over the coming weeks

You can register for the conference today (<https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2601657&CFTOKEN=d718f55ceb9760c1-569A9444-A0C7-C18C-7315206AD4F7589E>) or for more information contact NGIA on 1800 252 468 or email us at [conference@ngia.com.au](mailto:conference@ngia.com.au) (<mailto:conference@ngia.com.au>) .





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[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](#) / Conference Program Released

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[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / Garden City Plastics

## GARDEN CITY PLASTICS

### Garden City Plastics - Platinum Sponsor Profile

[\(http://www.gardencityplastics.com/\)](http://www.gardencityplastics.com/)

Garden City Plastics have been supplying the Horticultural market for nearly 40 years. A Family manufacturing flower pots in Monbulk Victoria and supplying an extensive allied product range needed in the horticultural market right throughout Australia.

They have warehouse & distribution centres and a team of people servicing every state and they source the highest quality products and support network assisting your business to achieve its best Yield. GCP are focused suppliers of top quality Pots, Tubes, Buckets, Coir, Peat, Fertiliser, Chemicals, and Packaging.



Garden City Plastics will bring industry knowledge and advice to your door as "Trusted Partners in Horticulture".

For more information on Garden City Plastics visit their website at [www.gardencityplastics.com](http://www.gardencityplastics.com)  
[\(http://www.gardencityplastics.com/\)](http://www.gardencityplastics.com/).

*Nursery & Garden Industry would like to thank Garden City Plastics for their continued, invaluable support of the National Conference. Without support from our valued partners, such events would not be possible.*

[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / Exhibition Space - Get in quick

## EXHIBITION SPACE - GET IN QUICK

[http://www.ngia.com.au/www.ngia.com.au/Folder?Action=View%20File&Folder\\_id=4&File=Exhibitor\\_brochure\\_v2\\_Final.pdf](http://www.ngia.com.au/www.ngia.com.au/Folder?Action=View%20File&Folder_id=4&File=Exhibitor_brochure_v2_Final.pdf)

### Exhibition space selling fast - Get in quick

The Conference is 'just around the corner' as the end of 2015 fast approaches!

At the start of 2016, do you want to:

- Launch new plants, products or services?
- Remind industry of what you have to offer?
- Network with industry peers?
- Promote your brand among industry leaders?

The National Conference Exhibition is your opportunity. It only happens every second year and already the Adelaide Conference, February 15-17 is shaping up to be a great one with excellent keynote speakers and a program which will have something for production, retail and allied trade members, not to mention excellent social and networking opportunities.

The Conference Exhibition will be alongside the main conference room and will be where all morning and afternoon teas and lunches will be held. This will allow maximum opportunities for conference delegates to get around to talk to all exhibitors and give exhibitors the chance to do the same.

The Exhibition space allows for only 21 booths and, already 17 are reserved, so we have only 4 remaining.

The cost of \$3,500 (inc GST) also includes one delegate registration valued at nearly \$1000, so it offers excellent value for money for promotion and networking in the Nursery & Garden Industry.

There will also be a Conference program in which exhibitors will be listed and there is opportunity to advertise in this to delegates. Additionally, there are limited opportunities for a satchel insert.

To secure your space, download the exhibitor brochure and forward the booking form in the brochure by email to Neville Sloss at [nsloss@ngisa.com.au](mailto:nsloss@ngisa.com.au), or if you would like any further information please contact Neville on 0414562010.

For more information on the 2016 National Conference & Exhibition please visit the [Conference website here. \(/Category?Action=View&Category\\_id=330\)](#)



Horticulture  
Production  
Style

The perspective here is on the industry's role in the future of the industry and the role of the industry in the future of the industry.

[Home \(/\)](#) / [News \(http://www.ngia.com.au/Section?Action=View&Section\\_id=38\)](http://www.ngia.com.au/Section?Action=View&Section_id=38) / Conference Registration OPEN

## CONFERENCE REGISTRATION OPEN

<https://www.conferenceonline.com/bookingform/index.cfm?page=booking&object=conference&id=21027&bookingid=0&categorykey=FFD01FB5-D1BD-4D5E-8532-1890520B78D5&CFID=2601657&CFTOKEN=d718f55ceb9760c1-569A9444-A0C7-C18C-7315206AD4F7589E>



### Register Now

Registration for the 2016 National Conference is open.

Traditionally an all inclusive three day conference, this year there is flexible new program allowing delegates to tailor their experience in Adelaide.

Monday 15 February is an opt in day of workshops and tours with the conference officially opening on Tuesday 16 February for a two day program.

This year we have half day workshops with a specific focus for retail or technical. The nursery tours continue with both the retail and production adventures leaving Monday morning to visit the industry's northern businesses.

A full registration to conference will ensure your attendance at the three social functions including the Awards Gala Dinner which concludes the conference the evening of Wednesday 17.

All delegates will receive a conference satchel containing valuable information in the conference program together with information on products and services supporting the industry.

This year Early Bird will conclude after the new year rush on 15 January so there is plenty of time to benefit from this discount. Opportunity also exists for those with limited time to experience the conference with the day rates providing great value.

More information on [registration and pricing \(https://www.ngia.com.au/Category?Action=View&Category\\_id=732\)](https://www.ngia.com.au/Category?Action=View&Category_id=732) visit [www.ngia.com.au](http://www.ngia.com.au) or contact NGIA on 1800 252 468 or email us at [conference@ngia.com.au \(mailto:conference@ngia.com.au\)](mailto:conference@ngia.com.au) .

**Kobie Keenan**

---

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<conference@ngia.com.au>  
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**To:** Kobie Keenan  
**Subject:** News from 2016 National Conference

NGI National Conference & Exhibition 2016

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The 2016 National Conference & Exhibition is delivering a program showcasing a solutions driven industry that is strategic, professional and adaptable.

**In this weeks update...**

- We introduce Verity James - our conference host
- Find out about The Hideaway - Tuesday nights function sponsored by GCP
- Speaker Profile: Professor Mark Tjoelker, lead researcher on the Tree Standard Project
- Learn about the pre-conference tours and workshops



**The Hideaway**  
Conference brings The  
Fringe Festival to  
you...[read more](#)

*Click Here*  
TO REGISTER!

**Register Now.**  
Click here for direct  
access to the  
registration portal.



**Our Conference Host**  
**- Verity James**  
Broadcaster, garden



## Speaker Profile – Professor Mark Tjoelker

Prof Tjoelker is leading the research project into assessment of the newly adopted tree stock standard...[read more](#)



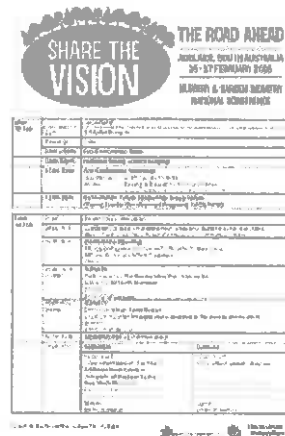
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for conference  
information.**

Download the registration brochure [here](#)



## Pre-conference workshops and tours

With four great options to choose from there's a great reason to start your conference on Monday ...[read more](#)



## 2016 Conference Program

Download the the industry's future focused conference program...[read more](#)

lover, our MC and much more...[read more](#)



**Be quick to exhibit**  
The Conference is 'just around the corner' as the end of 2015 fast approaches! At the start of 2016, do you want to...[read more](#)



## Sponsor Profile: Yates

Yates is a great supporter of the Nursery & Garden Industry...[read more](#)

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)

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# Calendar

**15 October (Thurs) – AusChem Certificate Cairns**

Contact: Kathy at NGIQ 07 3275 3423

**22 October 2015 (Thurs)- Brisbane Trade Day**

Brisbane Showgrounds

Contact: Kathy at NGIQ - 07 3275 3423

**29 October 2015 (Thurs) – Nursery Crop Nutrition Seminar Brisbane**

Contact: Kathy at NGIQ 07 3275 3423

**18 November 2015 (Wed) - Brisbane Trade Day**

Brisbane Showgrounds

Contact: Kathy at NGIQ - 07 3275 3423

**20 November 2015 (Fri) - NGIQ Annual Dinner**

Pullman Hotel, Brisbane

Contact: Kathy at NGIQ - 07 3277 7900

**10 December 2015 (Thurs) - Brisbane Trade Day**

Brisbane Showgrounds

Contact: Kathy at NGIQ - 07 3275 3423

**15 - 17 February 2016 – NGIA National Conference**

Adelaide

Contact: NGIA 02 8861 5100

## SHARE THE VISION

### THE ROAD AHEAD

ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

NURSERY & GARDEN INDUSTRY  
NATIONAL CONFERENCE

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Join your colleagues at the newly renovated Adelaide Hilton for a vibrant and active national conference. Hosted by Conference MC Vicky James, the program will showcase a solutions focused industry that is strategic, professional and adaptable.



*"I want to be updated on best practices and hear first-hand industry news. I also want to have fun with peers from interstate with similar backgrounds."*

Daniel Bartsch,  
Barossa Nursery, SA

*"I've been going to national conference for 25 years. It's the comradery and the sharing of knowledge with mates from interstate that is the biggest drawcard for me."*

Barry Humphris,  
Humphris Nursery, VIC

*"We attend for several reasons. The sessions provide a great opportunity for learning and it is a chance to network and have a laugh with our nursery industry family."*

Sonja Cameron,  
Cameron's Nursery, NSW

- ▶ Presentations from Dr John Hewson and Dan Gregory.
- ▶ Tailored sessions on the latest research, production, marketing, retail and big picture issues affecting the industry
- ▶ Networking events and social functions incorporating the Adelaide Fringe Festival.
- ▶ An exhibition space to showcase suppliers to the industry
- ▶ Presentation of the annual Nursery & Garden Awards at the Conference Gala Dinner.

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)

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Innovation  
Australia

This project has been funded by Horticulture Innovation Australia Limited with co-investment from Nursery & Garden Industry Australia and funds from the Australian Government

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Leaflet Oct 15

# Put February 15 to 17 aside next year for the National Conference



Glenn Cooper.

In February 2016 the national Nursery & Garden Industry Conference returns to one of the favourite conference cities, our own Adelaide.

South Australian members have always got involved in the national conference in our home state, so make sure you put the dates of February 15-17 in your diaries for 2016 now.

Join industry colleagues from around the country to hear from speakers like:

- **John Hewson**, speaking on the competitive business environment, including commentary on the statutory transition of HAL to HIA and the independent push for a Senate Levy Review.
- **Glenn Cooper**, from South Australia's Cooper Brewery, talking about challenges of a family business working to deliver value and quality and remaining competitive.

- **Dan Gregory**, CEO of the Impossible Institute, an innovation and engagement firm which has worked for clients like Coca Cola, News Ltd and Vodaphone. He will speak on 'The business of human behaviour' and linking to successful promotional strategies.

The conference will include sessions on issues affecting the industry, as well as networking events and social functions. There will be tours or workshops, a casual dinner with Adelaide Fringe performers and the gala dinner featuring the presentation of the annual Nursery & Garden Awards.

The newly refurbished Adelaide Hilton is the venue and one of the highlights will be an exhibition featuring the latest products and services for the nursery and garden industry.

The conference is being strongly supported by industry with the following partners at time of printing:

**Platinum** - Garden City Plastics

**Gold** - Yates, Norwood Industries, Outdoor Design Services

**Silver** - Van Schaiks BioGro, Darwin Plant Wholesalers, ICL Group

Registration is open online. Visit [www.ngia.com.au](http://www.ngia.com.au) or contact Kobie Keenan at NGIA on 1800 252 468 (Toll Free) or via email at [conference@ngia.com.au](mailto:conference@ngia.com.au).

## Join the Elite sales explosion

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NGISA Oct 15



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## Welcome

You've just opened your doorway to the world of horticulture. In this issue we take you to places where horticulture is breeding new ground. John Stanley reports from a rooftop in China's Shanghai where a busy garden centre is making use of the top floor of the shopping centre carpark. As John says, the location solves one of the problems many city garden centres face: the rising cost of inner-city space. For more on what the EcoG centre had on offer see John's story on page 22.

While we are travelling, we also call into Cologne in Germany where John Boyer reports on the recent speyer-gala trade show. This must-see event worked its magic on John who was impressed with the products he saw and the people he met. He says the focus in Cologne was definitely on clever and adaptable dual-purpose products, along with those designed with space saving in mind.

He was intrigued by the Yoyo hose that expanded and contracted as it filled with water and with a planter that doubled as a drinks fridge. He also caught up with Australian exhibitors who are now selling their products around the world thanks to the exposure they get by attending international trade shows. John's favourite discoveries from speyer-gala 2015 along with comments from exhibitors can be found on pages 10-13. The show is on again September 4-6, 2016. It's well worth a visit.

## Local heroes

Not all innovations are occurring off shore. We have award-winning pioneers right here in Australia. I caught up with Sonja Cameron from Cameron's Nursery at Arcadia in New South Wales to find out why she keeps winning awards. Cameron's Nursery is dedicated to sustainability. In my story on page 24, Sonja shares her journey. She has advice for others and regularly entertains visitors on site who want to learn more about how they recycle and manage water to grow their premium potted plants.

Despite winning a shelf-load of awards (her most recent this year being the Environment Australia Award from the Nursery and Garden Industry Australia), Sonja has plans to make the nursery even more sustainable. She is investigating the benefits of solar energy to heat their polyhouses. Speaking of awards, we also celebrate the cream of the horticultural crop with coverage of the Australian Institute of Horticulture awards (see pages 19-21). Congratulations to all the



The so-called 'Yoyo' hose will save if the Australian tree products, in which it is made, will be used in Cologne. Germany. It expands when the hose is filled with water and contracts when the water is removed.



Sonja and Andy Cameron from Cameron's Nursery received the United Nations World Environment Day Award in 2013 and have since gone on to win more awards and plenty of accolades for their approach to sustainability in their Arcadia, NSW nursery.

winners and also to the AIH for its recognition of the efforts of its members and others in horticulture in Australia and beyond.

The awards were presented at a dinner in Melbourne in September, which preceded the amazing Australian Landscape Conference, convened by Warwick Forge. Warwick created a fascinating and inspiring line-up of landscape designers to speak at the event. My report is on page 29-31. The next conference will be in spring 2017 - I think you'll want to be there.

Jennifer Southouse  
Editor



# SHARE THE VISION

## THE ROAD AHEAD

ADELAIDE, SOUTH AUSTRALIA  
15 - 17 FEBRUARY 2016

NURSERY & GARDEN INDUSTRY  
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"I want to be updated on best practices and hear first-hand industry news. I also want to have fun with peers from interstate with similar backgrounds."

Daniel Bartsch,  
Barossa Nursery, SA

The National Conference provides you the perfect opportunity to build on your knowledge and observe how other companies do business, uncover opportunities and the social functions are a great laugh!"

Ryan Weber,  
Rann Botanicals

"Conference is great for checking out the new products, socialising, learning from and listening to interesting speakers to keep up with the times within our industry."

Estelle Cornell,  
Alora Gardens Nursery

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)



Greenworld Oct/Nov 2015

conjunction with the CEO have reacted quickly to this new set of circumstances and developed the NGINA Strategic Plan 2015/16 which has re-assessed our key strategies for the future survival and growth of our association whilst still keeping our focus on member needs and concerns.

In 2015, once again our association has delivered a number of events allowing our members to network and promote their individual businesses. Firstly the Ingham Institute and Green Industries Charity Golf Day provided the opportunity for members of NGINA and related industries to get together to have some fun and raise much-needed funds for the Ingham Institute for Medical Research towards the fight against cancer. This year around \$10,000 was raised taking our combined total of funds raised to a figure of just under \$50,000 for this worthwhile cause.

The NGINA State Conference took on a new look for 2015 with the introduction of two regionally based 1-day conferences rather than the larger more elaborate 2 or 3 day event seen in past years. These smaller and more affordable formats seemed to be a hit with members securing greater participation and interaction between members, speakers and NGINA representatives. The conferences were based around Technical Education, Business Support and Marketing allowing something for all member categories.



New format NGINA 2015 Roadshow Conference a hit with members

September saw a fantastic launch into Spring with our inaugural Trade Day Expo held on the association grounds at Rouse Hill, this event was held in conjunction with our traditional Trade Day and from the feedback gathered it was well received by all whom attended. This event comprised of around eighty exhibition stands with coverage across industry from green-life suppliers, allied traders and companies offering business support and marketing. Fusion Showcase was also part of the expo giving our members the opportunity to showcase new releases and innovative ideas to the industry and horticultural media representatives attending on the day. Your association has renewed its contacts with the heads of the Green Industries Group within NSW. Associations including LNA, ALA, ALLDM, HMA, AII, IAL, IACA and Turf Growers are developing a greater allegiance towards one another with the hope of providing a more effective voice

when addressing issues such as lobbying government for change. Some key factors facing all the associations within this Green Industry Group are education, ensuring we have a skilled workforce and providing career pathways for the future, coupled with an effort to stimulate and energise the 2020 Vision Project on a state level.

The association has commenced its advocacy program with the NSW State Government securing meetings with our state minister the Hon. Niall Blair, Minister for Primary Industries, Minister for Lands and Water. The purpose behind this is to build an awareness of our industry and its value to the economy and community throughout New South Wales. We have put forward our case for Nursery Registration and emphasized the importance of being pre-active on Biosecurity issues along with updating the 2020 Vision Project. We have commenced data collection from members to enhance our case for change and we appreciate all the efforts from members for their assistance with the surveys circulated from NGINA.

The association remains focused on creating a climate where our members can grow and prosper concentrating on delivering benefits in key areas. Areas such as our advocacy program, delivery of extension services covering technical advice and accreditation, training and education, networking and communication, market development and events, industry awards and business support programs providing ideal conditions for our members to trade into the future with many of the tools they will require to achieve success.

I would like to extend my thanks to my fellow Board Members, our CEO M David Foster and the staff of NGINA for their efforts throughout the first year of my two-year term as President. All have worked towards a common goal throughout this difficult year always placing member needs at the forefront, supporting the association and promoting our industry at every opportunity. Also a thank you to all the people that have served and devoted their time and energy within all our Regional and Special Interest Groups across the state, you are part of the backbone of this industry and your efforts are greatly appreciated.



The inaugural Trade Day Expo Sydney was a great way to launch spring to the industry

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Estelle Cornell,  
Allora Gardens Nursery

- ▶ Presentations from Dr John Hewson and Glenn Cooper.
- ▶ Pre-conference workshops including Buying for Independent Retailers presented by Numensa and Grafting Techniques focusing on natives, citrus and roses.
- ▶ Pre-conference Tours to some outstanding retail and production businesses in the Northern suburbs of Adelaide.
- ▶ Networking events and social functions incorporating the Adelaide Fringe Festival and Industry Gala Dinner.

For more information or to register visit [www.ngia.com.au](http://www.ngia.com.au)

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**Kobie Keenan**

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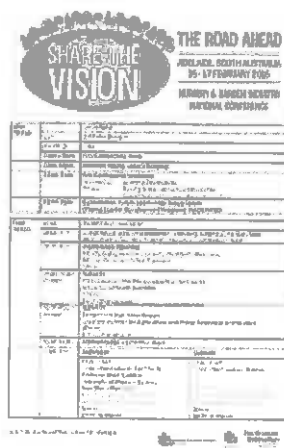
- Your invitation to Adelaide from the 2016 Conference Chair and NGIA CEO.
- Read up on the newly released conference program.
- Information how to get involved in the exhibition.
- Direct link to the registration portal.





## Your invitation to Conference

You are invited to join us in Adelaide in February next year...[read more](#)



## 2016 Conference Program released

Download the the industry's future focused conference program...[read more](#)



## John Hewson - Keynote Speaker

Read about John and his proposed topic for conference...[read more](#)



**Be quick to exhibit**  
At the start of 2016, do you want to...[read more](#)



## Register Today

Click here for direct access to the registration portal.



## Platinum Partner - Garden City Plastics

Garden City Plastics is again supporting the National Conference...[read more](#)

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## MEDIA RELEASE

19 November 2015

### **Nursery & Garden Industry National Conference & Exhibition 2016 Adelaide, South Australia, 15-17 February 2016**

Registration for the 2016 National Conference is open.

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers, retailers, suppliers and other industry stakeholders. In 2016 the conference returns to one of the favourite conference cities, Adelaide, from February 15-17.

The nursery industry faces significant change over the next four years and it is presented with a range of opportunities to represent and advocate for the sector. *Share The Vision: The Road Ahead* is the theme for the conference which is delivering a program showcasing a solutions driven industry that is strategic, professional and adaptable.

Traditionally an all-inclusive three day conference, this year there is flexible new program allowing delegates to tailor their experience in Adelaide. Monday 15 February is an opt in day of workshops and tours with the conference officially opening on Tuesday 16 February for a two day program.

A full registration to conference will ensure your attendance at the three social functions including the Awards Gala Dinner which concludes the conference the evening of Wednesday 17. All delegates will receive a conference satchel containing valuable information in the conference program together with information on products and services supporting the industry.

This year Early Bird will conclude after the new year rush on 15 January so there is plenty of time to benefit from this discount. Opportunity also exists for those with limited time to experience the conference with the day rates providing great value.

With the support of our amazing sponsors, the conference is guaranteed to have a vibrant atmosphere and plenty to offer delegates and you may like to consider extending your stay and enjoy more of the Fringe Festival. With this in mind, we encourage you to secure your flights and accommodation and take advantage of the early bird pricing and register as soon as possible.

More information on [registration and pricing](#) visit [www.ngia.com.au](http://www.ngia.com.au) or contact NGIA on 1800 252 468 or email us at [conference@ngia.com.au](mailto:conference@ngia.com.au).

-ends-



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58/5 Gladstone Road Castle Hill NSW 2154  
P 02 8861 5100 | F 02 9659 3446 | [conference@ngia.com.au](mailto:conference@ngia.com.au)

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### **Nursery & Garden Industry National Conference & Exhibition 2016 Adelaide, South Australia, 15-17 February 2016**

Registration for the 2016 National Conference is open.

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted an average of 300 delegates – growers, retailers, suppliers and other industry stakeholders. In 2016 the conference returns to one of the favourite conference cities, Adelaide, from February 15-17.

The nursery industry faces significant change over the next four years and it is presented with a range of opportunities to represent and advocate for the sector. *Share The Vision: The Road Ahead* is the theme for the conference which is delivering a program showcasing a solutions driven industry that is strategic, professional and adaptable.

Traditionally an all-inclusive three day conference, this year there is flexible new program allowing delegates to tailor their experience in Adelaide. Monday 15 February is an opt in day of workshops and tours with the conference officially opening on Tuesday 16 February for a two day program.

A full registration to conference will ensure your attendance at the three social functions including the Awards Gala Dinner which concludes the conference the evening of Wednesday 17. All delegates will receive a conference satchel containing valuable information in the conference program together with information on products and services supporting the industry.

This year Early Bird will conclude after the new year rush on 15 January so there is plenty of time to benefit from this discount. Opportunity also exists for those with limited time to experience the conference with the day rates providing great value.

With the support of our amazing sponsors, the conference is guaranteed to have a vibrant atmosphere and plenty to offer delegates and you may like to consider extending your stay and enjoy more of the Fringe Festival. With this in mind, we encourage you to secure your flights and accommodation and take advantage of the early bird pricing and register as soon as possible.

More information on [registration and pricing](http://www.ngia.com.au) visit [www.ngia.com.au](http://www.ngia.com.au) or contact NGIA on 1800 252 468 or email us at [conference@ngia.com.au](mailto:conference@ngia.com.au).

The conference has been funded by Horticulture Innovation Australia Limited with co-investment from Nursery & Garden Industry Australia and funds from the Australian Government.

**-ends-**



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News Release

August 14, 2015

### **PARTNERSHIP OPPORTUNITIES FOR CONFERENCE AND AWARDS**

Opportunities for investment in the upcoming 2016 Nursery & Garden Industry National Conference in Adelaide are now available.

The Conference is being held in Adelaide, from February 15 – 17, at the Adelaide Hilton in the heart of Adelaide.

The organising committee headed by SA's NGIA director, Geoffrey Fuller, is promising an action packed program with expert speakers, tours and workshops, as well as plenty of time for networking and catching up with industry colleagues.

NGISA's Communications Manager, Neville Sloss, is managing the partner program on behalf of NGIA and the organising committee.

"I am delighted to announce that Greener Publishing – Hort Journal - has come on board as Media Partner," says Neville.

"It is also great that we can also announce two silver partners already, VanSchaiks Biogro in South Australia and from the Northern Territory, Darwin Plant Wholesalers."

Van Schaik's Biogro is one of Australia's major producers of growing media and is based in Mount Gambier. Darwin Plant Wholesalers has been a strong supporter of national conferences over many years.

"We have three levels of partnership available – Platinum, Gold and Silver – all of which offer good value for money, so we consider them more of an investment than a sponsorship," says Neville.

They all includes registrations and a host of benefits for the conference itself, exhibition space and association with one of the national awards.

"The conference is being held at the Adelaide Hilton which is a great central spot, and it is on during the Adelaide Festival Fringe which offers plenty of extra entertainment and a good reason to stay on or come earlier for a few extra days."

"Exposure to industry leaders from around the country, great networking opportunities and a chance to show confidence in our industry are all part of the value of the partnerships," Neville adds.

There will also be some exhibition spaces available in addition to those of the partners.

For more information on the partner packages and the exhibition, contact Neville at [nsloss@ngisa.com.au](mailto:nsloss@ngisa.com.au) or phone 0414562010

# Appendix P

**NGIA 2016**  
**Adelaide Hilton**  
**15-17 February 2016**



**EVALUATION FORM RESULTS**

Score -1 being the lowest and 5 being the highest

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1.Information and updates via website and newsletters prior to the conference were informative and timely</b>	4%	17%	8%	38%	33%
<b>2.Conference organisers responded to my questions in a timely and informative way</b>	0%	0%	4%	39%	57%
<b>3 Online registration process was easy and accessible</b>	0%	0%	24%	24%	52%
<b>4.Program content met my expectations</b>	3%	0%	20%	30%	47%
<b>5.Topics and themes were of value to me</b>	0%	3%	20%	47%	30%
<b>6.Rate the conference presentations overall</b>	0%	3%	7%	47%	43%
<b>7.Rate the plenary presentations overall</b>	0%	4%	7%	56%	33%
<b>8.Quality of the program</b>	0%	3%	7%	53%	37%
<b>9.Time and opportunities for networking with other delegates</b>	0%	3%	24%	34%	38%
<b>10.Conference location</b>	0%	3%	7%	33%	57%
<b>11.Conference facilities</b>	0%	0%	13%	27%	60%
<b>12.Conference food and beverage</b>	0%	7%	33%	23%	37%
<b>13.Venue staff and services</b>	0%	0%	20%	43%	37%
<b>14.How would you rate the Northern Wholesale and Retail Tour</b>	0%	0%	20%	80%	0%
<b>15.How would you rate the Northern Retail Tour</b>	0%	0%	20%	20%	60%
<b><del>16 — Buying for Profit workshop CANCELLED</del></b>					
<b>17.How would you rate the Grafting Techniques Workshop</b>	0%	0%	0%	20%	80%
<b>18.How would you rate the Welcome Breakfast</b>	0%	13%	33%	29%	25%
<b>19.How would you rate the Casual Catch Up at the Fringe Club</b>	4%	4%	29%	25%	38%
<b>20.How would you rate the Conference Gala Dinner</b>	0%	0%	9%	55%	36%



**21. Any additional comments relating to the program structure and content?**

Allocate more time to 1. breaks and 2. more valuable concurrent speakers.  
Should have had an event on the Monday night. Technical? ??  
Is NGIA in touch with members?  
Contents were really good and informative.  
An amazing opportunity!!!!  
Loved it.  
2020 great initiative.  
Concurrent sessions are always a bit of an issue as they were always double ups.  
Enjoyable and engaging thank you! Excellent conference

**22..Additional comments**

A great conference - need to strengthen the concurrent sessions - less speakers and more time.  
It is time to consider some new formats for conference.  
One day sessions then Nursery Tours and Second day sessions breaks up the conference a bit. Overall well organised thought out presented and informative and eye opening experience to the industry.  
15 minutes not enough time for networking and getting a coffee.  
i had a leave @ 2:15pm each day (being a local I had a kid to pick up from kindy @ 3pm each day!) great conference, wish I could have attended all sessions.  
Too much sugar at morning and afternoon tea! Loved the lunches.  
Need more time to network and discuss industry issues.  
Every second year is not enough to centre or focus members you need to work out a way to get to your members more often.  
Maybe some wine tasting mixed in with the retail tour would have been good - to break the ice!!  
Music for dancing at the Gala Dinner longer. All in All and fabulous event!  
The on screen Awards presentation is very unprofessional and ?? - no pictures - tired graphics.  
I really enjoyed the conference this year. These were a good mix of speakers. The social and networking was excellent. Gala dinner, the food was good, catching up and chatting with people was very enjoyable. Would it be possible to finish an hour later in the future? I also agree that a conference very year would be better as I think staying in touch with everyone is a very important aspect.

Please rate the speakers (1 being the lowest and 5 being the highest)

**Tuesday 16 February 2016**

Presentation / Presenter					
<b>His Excellency the Honourable Hieu Van Le AO</b> Governor of south Australia	0%	0%	4%	16%	80%
<b>Comments:</b> Excellent. Interesting to hear from a governor and his migrant journey, not very relevant to a production nursery. What a great guy. Excellent speech. Excellent, great speaker, positive attitude. Very funny guy. Very engaging and positive. Excellent start. Great character and speaker. Cool! A visit to the garden would be excellent. SA is in good hands. Inspirational.					
<b>Senator the Hon Anne Ruston</b> Assistant Minister for Agriculture and Water Resources (Horticulture)	0%	0%	0%	17%	83%
<b>Comments:</b> Wonderful lady to have on our side. Knew about our industry, another excellent speech. Open and honest dialogue. Very informative. Down to earth and relate -able. Best ministerial speech I have heard. Well presented - there may be hope?! SA is in good hands. Very good need to hear more from her.					
<b>Results of the trials for the tree standard, tree stock research</b> Professor Mark Tjoelker	18%	18%	27%	36%	0%
<b>Comments:</b> Did not relate. Good - bit too quick but overall informative. Concerned that research is not starting with propagation stock. Studies?? To southern species. NB: too many Eucalypts. Need to liaise with Tree Industry as to the most successful amenity trees and where and when do failures occur most!					
<b>Research scholarships and your business</b> Karen Brock	0%	13%	0%	38%	50%
<b>Comments:</b> Good story for Karen with her specific scholarship, I was expecting info on scholarship s. Clear speaker, interesting tape. Brilliant.					
<b>An update on automation in nursery operations and what to expect by 2020</b> Carl Van Loon	11%	0%	44%	0%	44%
<b>Comments:</b> Very interesting to see what is happening in Europe. Top speech and well presented - good use of technology. Average. Love this type of content.					
<b>Buying for independent retailers</b> Catherine English	0%	0%	23%	54%	23%
<b>Comments:</b> Some good info - good speaker. Very informative. Data overload, sales pitch for 2 day workshop. Well presented. May have to cover too much information.					
<b>Advances in onsite field testing for soil, water and tissue samples for essential mineral elements</b> Rob Reynolds	0%	11%	44%	22%	22%
<b>Comments:</b> A plug for Rob Reynolds. Sales job. OK. Great, something different and that we should be using.					

<b>How to speak in generations</b> Chantal Tenace	24%	18%	29%	18%	12%
<b>Comments:</b> Lacked substance. Very interesting figures presented. Irrelevant content, lost the plot nothing new, poor delivery. Could have been done in shorter time frame, felt stretched out. Great perspective. Some generalisations presented as fact. Prefer Dan Gregorys model. Could have been more concise by using tables. Well-presented but a lot of words. Great. It's not all about me. Poor content, poor speaker.					
<b>An update from Horticulture Innovation Australia on levy receipts, R&amp;D priorities &amp; industry consultation</b> David Moore	11%	32%	32%	11%	16%
<b>Comments:</b> Very poorly presented. We did much better at previous levy payer meetings (which were't brilliant!) This guy must work with a lot of yes men! Snug bastard - what ? What priorities. Unsure about this. Poorly presented and not up to date with our industry. Informative - maybe ?? Poor understanding of what is actually happening. Clear manipulation of data. Deny & Defend!					
<b>The road to 2020. The official launch of the Industry Strategic Plan 2016-2020</b> Peter Vaughan	0%	0%	25%	55%	20%
<b>Comments:</b> Difficult topic to make interesting. Really well presented. Good clear information. What ?? To achieve it. Unsure about this. Good presentation. Not inspiring - could have had much more passion! Great. Good.					
<b>An update on 2020 Vision and the results of Phase 3 of the consumer engagement plan</b> Ben Peacock	0%	6%	6%	33%	56%
<b>Comments:</b> Great content, well presented. Very engaging. 90% of the presentation was the same as at Sydney conference 2 years ago. This is the best promotion our industry has ever had. Positive vision. Absolute amazing blew my mind and made it feel very acheivable, great!!!! 8 not 5! Superb as usual. Maybe more for retailers. Ben is a proficient speaker but would prefer more time to talk about what is means to individuals. Third time in 12 months - cool! What an opportunity. Good.					
<b>Panel Session – Have your say with representatives from NGIA, HIA and 2020 Vision answering your questions on current industry activities</b> Peter Vaughan, Mike Mehigan, Hamish Mitchell, David Moore, Ben Peacock	0%	19%	33%	29%	19%
<b>Comments:</b> OK idea, but badly managed. David Moore got what he deserved. Roasted! Why is David Moore still alive? Some things have to be said. Full on!! Retailers may not have understood everything that was said. Disappointing ?? New to industry and recognise there are issues. But found more complaint and less solution focus. Loved how Ben Peacock ?? 3000 pieces of data into one document. Suggest some for our organisation. Time is running out for a united front and go forward. Ref. John Hewson message. this may not have been what was envisaged but a very ?? discussion. Probably could have more time. Honesty - good! Was high jacked by issues with HIA. Good discussion though.					

Wednesday 17 February 2016

<b>El Nino, water, weather – what to expect</b> Darren Ray	0%	11%	11%	39%	39%
<b>Comments:</b> They filled up summer. Interesting & relevant. Informative, concise, good speaker. Very Good.					
<b>Update on GCA activities such as Congress, Garden Releaf 2016</b> Leigh Siebler	0%	0%	25%	38%	38%
<b>Comments:</b> Really great information. Agreed that Retailers are left out of services. Would have loved more structure for retailers to network.					
<b>In water treatments and Organic amendments for growing media</b> Sally Stewart-Wade	11%	11%	44%	22%	11%
<b>Comments:</b> ?? Historical shit. Speaker seemed unsure @ question time. Good.					
<b>Bottom line benefits of using digital media to educate your customers</b> Matthew Carroll	0%	0%	6%	50%	44%
<b>Comments:</b> Excellent - need more education on social media. Very interesting but rushed through slides too quickly. Assume people don't know much and explain more. Engaging and useful. Well pitched to audience.					
<b>The benefits of LED lighting on growing conditions</b> Tony Bundock	0%	14%	43%	29%	14%
<b>Comments:</b> Cost in use? OK.					
<b>Breaking down the barriers to green infrastructure adoption</b> Josh Byrne	0%	7%	27%	27%	40%
<b>Comments:</b> Very good but too much information in one session. I'm still not sure how I get all this information mentioned. Dense. Good presentation - need to have more discussion should have been a plenary session and longer. Informative.					
<b>Update on nursery industry biosecurity</b> John McDonald	0%	9%	9%	45%	36%
<b>Comments:</b> A ?? Versus actual engagement/outcome. Excellent. 10/10 amazing!!					
<b>Leadership &amp; Governance for family businesses</b> Jill Thomas	0%	0%	14%	29%	57%
<b>Comments:</b> Some good and true information. Great world pay money TO HERE IT AGAIN. Great speaker. Interesting subject matter. Not rushed, good amount of information delivered. Useful. Very good. Well presented.					
<b>Integrated pest management – new pest management advances</b> Andrew Manners	8%	25%	33%	25%	8%
<b>Comments:</b> How is it new? Good content. OK. Not much new.					

<b>Top 10 Must Do's for Garden Retailers in 2016 -2020</b> Tracey & Hilton Blake	0%	0%	29%	29%	41%
<b>Comments:</b> Great presentation, great content. Could do with much more time to develop key themes. Great tag team speech. Great speech very informative. Missed half of it but it was great and simple. I always feel motivated after hearing Tracy and Hilton speak. Great stuff. Bit slick but probably inspiring to some. Great presentation - well composed.					
<b>Cost effective logistic opportunities for the nursery industry</b> Teena Sandford	0%	23%	15%	38%	23%
<b>Comments:</b> Interesting info but no relevance to most of our industry. A bit practical. Interesting, lots of into. I was unaware of. (Delivery not great). Very interesting.					
<b>What you need to know about IP and PBR</b> Andrew Christie	8%	0%	0%	46%	46%
<b>Comments:</b> Very well done great speaker. Not so applicable to retailers. Could have been extended to cover copyright - should have been aimed at producers.					
<b>Never lose sight of your vision. The challenges of a family business working to deliver value and quality and remain competitive</b> Glenn Cooper	0%	0%	0%	11%	89%
<b>Comments:</b> Inspiring. Great lessons for succession planning. Excellent Speaker. Excellent talk and very entertaining bit business are thugs. Good. So Good! Excellent, passionate, great message. Fantastic. Straight from a honest man!! Brilliant - 7. I really enjoyed the presentation. Very inspiring. Wonderful talk, funny and honest. Fun, but message was simple and others addressed this. ?? and relevant. Great to hear. So so important messages. Brilliant. Fantastic.					
<b>The business of human behaviour</b> Dan Gregory	0%	4%	4%	4%	88%
<b>Comments:</b> Very useful information. Top presentation. Very funny & topical should have been our last speaker. Another excellent speech. Growers verses Retail. Excellent, relevant, engaging. Inspiring. He was amazing!!! 7. I really enjoyed the presentation. Excellent. Excellent talk, great ideas and information great from an advertising/branding very funny perspective! Excellent. Inspiring. Veru c;ever, very informative. Makes you think! Entertaining - but oh so true! Fantastic. HIA need this.					
<b>Surviving in a competitive business environment with commentary on currently political climate for the nursery industry</b> John Hewson	0%	8%	31%	35%	27%
<b>Comments:</b> Perhaps start with the economist. Bit of a downer/pessimistic note to finish on. But a valuable presentation. Shame this was our last speaker as economics is boring! Too depressing and in the end irrelevant for me as there have always been good companies through bad economic times and we just do the best we can regardless of what China is doing or others around the world. A wealth of information a very smart man. Scene set verses arse end of conference. Dull - depressing. Informative - eye opening. Great presenter but not much relevance for me to the nursery industry?? Les economic rhetoric and more of what can we do in macro and micro. Left feeling unfinished. Top speaker and inspiring insights. A wake up call! NB Environment - green clean minimalist... NB Hewson said unify this industry! An integrated effective Peak Body with a voice... Interesting. Flat & Poor. Not uplifting but the harsh reality of politics and economy.					