

Final Report

Sponsorship of the 2018 Nursery & Garden Industry National Conference and the Australian Green City Conference of the International Association of Horticultural Producers

Project leader:

Peter Vaughan

Delivery partner:

Nursery & Garden Industry Australia

Project code:

NY17001

Project:

Sponsorship of the 2018 Nursery & Garden Industry National Conference and the Australian Green City Conference of the International Association of Horticultural Producers – NY17001

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Level 8
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Telephone: (02) 8295 2300

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Summary

NY17001 is a standard form of agreement for services between Hort Innovation and Nursery & Garden Industry Australia for the delivery of sponsorship recognition and benefits at the following events:

The Growing Edge 2018 Nursery & Garden Industry National Conference Hobart, Tasmania	Principal R&D Partner
Towards a Healthy and Sustainable City Australian Meeting of International Association of Horticultural Producers at the Melbourne International Flower & Garden Show, Melbourne, Victoria	Principal R&D Provider

The Growing Edge, 2018 Nursery & Garden Industry National Conference

The Australian nursery and garden industry is a community contributing to Australia and all Australians through the uniqueness and diversity of our product and our people.

The industry is a community of hardworking organisations and individuals that offer solutions to the challenges of our health and wellbeing and climate mitigation.

More than 240 nursery growers and industry representatives gathered in Hobart across February 19-21 for the biennial Nursery & Garden Industry Australia (NGIA) National Conference to discover the latest trends and research advancing Australia's \$2.29 billion green life sector

Held only every two years, the conference sponsorship, through partnership and investment, provided Hort Innovation opportunity to contribute to the communication, extension, education and adoption of levy funded activities, outputs and outcomes. Hort Innovation also had opportunity to share corporate messages with the nursery industry's leaders.

Hosted at Wrest Point Casino the Conference is the pinnacle event for Industry. In 2018 the conference featured pre-conference tours, a sold out exhibition, two full days of information sessions and three different networking events across the three days.

International Association of Horticultural Producers (AIPH) – Australian Green Cities Conference: Towards a Healthy and Sustainable City

NGIA is the Australian member of AIPH and organized the first meeting of AIPH to be conducted in Australia. As part of the week of meetings in Melbourne to coincide with the Melbourne International Flower and Garden Show (MIFGS), NGIA and AIPH coordinated the next Conference in the series of the AIPH Green Cities Conferences – Towards a Healthy and Sustainable City. The Melbourne conference built on the successful conferences conducted in Antalya - Turkey in 2016, Vancouver – Canada also in 2016 and London – UK in 2014.

The Green Cities Conference provided the opportunity and forum for Australian nursery industry levy payers, broader industry stakeholders and green city “participants” to hear first hand about activities and projects from across the globe. Hort Innovation supported the Conference as the Principal R&D Partner.

Keywords

The Growing Edge, NGIA, National Conference, Principal R&D Partner, Principal R&D Provider, Green Cities Movement, Green Cities Fund, MIFGS, Towards a Healthy and Sustainable City, International, Green Cities, Horticultural Producers, Benchmarking

Introduction

The Growing Edge, 2018 Nursery & Garden Industry National Conference

Held only every two years, the 2018 National Conference was hosted at Wrest Point Casino in Hobart, Tasmania.

Around 244 individuals attended the conference with just over 200 on each day to experience in the pre-conference tours, a sold out exhibition, two full days of information sessions and three different networking events across February 19-21.

Through the agreed benefits of the sponsorship, both via partnership and investment, Hort Innovation had opportunity to contribute to the communication, extension, education and adoption of levy funded activities, outputs and outcomes.

Hort Innovation also had opportunity to share corporate messages with the nursery industry's leaders.

AIPH Australian Green Cities Conference: Towards a Healthy and Sustainable City

This Green City Conference of AIPH was conducted in Melbourne during a range of AIPH meetings conducted in Australia for the first time.

The event took place to coincide with MIFGS, in association with Nursery Garden Industry Australia (NGIA) and Principle R&D Partner, Hort Innovation.

Leading experts in health and sustainability spoke at the conference, in order to demonstrate how Green Cities are places in which people aspire to live, how green-living helps them in their daily lives and how it is utilised to improve their overall standard of living.

A diverse and fascinating range of topics was covered, and presentations included how to make high-density cities healthier places to live in through greening, and how/why green space matters so much in the ongoing fight to prevent heart disease, type2 diabetes and Alzheimer's disease. Presenters also covered the role of green roofs, in-depth case study examples from both South Korea and Singapore, as well as why managing the relationship between water and landscape within a city is so critical.

Methodology

Not Applicable – Standard Form of Agreement for Services

Outputs

The Growing Edge, 2018 Nursery & Garden Industry National Conference

The benefits of the sponsorship are detailed in the standard form of agreement for services as follows:

Branding

1. Recognition as a **'Principle R&D Partner'** in all conference communications (industry and non-industry). This includes:
 - a. verbal and visual recognition as a **'Principle R&D Partner'** in opening and closing addresses, speaker sessions related to industry levy funded projects and activities; where other sponsors are cited and
 - b. conference promotional material
2. Hort Innovation Logo and subject to conference graphic design, the 100-word brand statement to be placed on:
 - a. conference website
 - b. conference materials including conference handbook, conference signage, conference program, registration booklet all sponsor signage, conference app, name badges
3. One insert to be placed into the delegate satchels

Presentation

4. Two 30 minute presentations (additional 5-minute question time) on:
 - a. Hort Innovation Strategic Levy and Frontier Initiatives
 - b. 2020 Vision and associated program fund initiatives

Media

5. Media release announcing support in industry media (Hort Innovation approval required)

Access

6. 8 complimentary full delegate all access registrations
7. 2 additional complimentary tickets to the Industry Dinner (total 10)

Display

8. Opportunity to place three pull up banners in high traffic areas and priority placement in the main conference venue, including, main stage area

Membership Initiative

9. Delegate List post event (subject to privacy laws)

Exhibition

10. Priority selection of 2 x double premium exhibition booths in exhibition area to showcase R&D and Marketing Strategic Levy Investments
11. Distribution of promotional items from your stand to delegates
12. Opportunity for special promotion or competition to be promoted to delegates by MC

Other

13. Delivery of an 'award' should NGIA's position on award announcements change from announcing Industry recognitions only.

AIPH Australian Green Cities Conference: Towards a Healthy and Sustainable City

The benefits of the sponsorship are detailed in the standard form of agreement variation for services as follows:

NGIA will offer Hort Innovation the following activities as part of a 'Principle R&D Partnership' arrangement:

Branding

1. Recognition as a 'Principle R&D Partner' in all conference communications (Industry and non-industry). This includes:

- a. Verbal and visual recognition as a 'Principle R&D Partner' in opening and closing addresses, speaker sessions related to Industry levy funded projects and activities; where other sponsors are cited and
- b. Conference promotional material
2. Hort Innovation logo and subject to conference graphic design, the 100-word brand statement to be placed on:
 - a. conference website
 - b. conference materials including conference handbook, conference signage, conference program, registration booklet all sponsor signage, conference app, name badges
3. One insert to be placed into the delegate satchels

Media

4. Media release announcing support in industry media (Hort Innovation approval required)

Access

Tickets

5. 2 complimentary full delegate all access registrations and 8 complimentary tickets to Industry tours

Outcomes

The Growing Edge, 2018 Nursery & Garden Industry National Conference

The conference received additional outstanding industry support with sponsorship also received from Garden City Plastics, Arthur J Gallagher, Norwood, Ball Australia, ICL, Hort Journal, Commercial Horticulture and Seasol.

1. Branding

The following visual acknowledgements featured the Hort Innovation:

- **rolling gif** featuring logo and recognition level which was activated before each day commenced and during breaks.
- **conference holding graphic** featuring logo and recognition level, in both the Plenary Auditorium and Tasman Concurrent rooms. This graphic was used between speakers and at the Industry Dinner at MONA and featured all conference sponsors; Photo evidence is attached at Appendix A.
- **vinyl sponsors banner (10m x 1.2)** included the Hort Innovation logo and recognition level located in the concurrent Tasman room. Photo evidence is attached at Appendix B.
- **sponsor pull up banners** - included the Hort Innovation logo and recognition level on four (4) pull up banners placed around the conference venue including the registration desk, entry and exit points to conference exhibition area and session room entry. Photo evidence is attached at Appendix C.
- **conference information brochure** - a 9 page document available for download from the NGIA website included Hort Innovation logo and recognition level on the front cover. A copy is attached at Appendix D.
- **conference program** – a 20 page document provided to every delegate via the conference satchel included the Hort Innovation logo and recognition level on two banners (inside front and back cover); program also highlighted conference sponsors and Hort Innovation featured on page 14 with the 100 word recognition statement. A copy is attached at Appendix E.
- **name badges** - included the Hort Innovation logo and recognition level on the flip side of the delegate name badge. Final artwork attached at Appendix F.
- **NGIA Conference website** – each page relating to conference was branded with the sponsors banner and included recognition level; Sponsors were also featured on the website in a separate section which included the logo, recognition level and 100 word brand statement. Screen shots are attached at Appendix G.

All sponsors received a verbal mention each day of the conference as follows:

- On 19 February at the Welcome Function, which was moved into the exhibition area, Conference Committee Chairman, Joe Kerin thanked all sponsors of the conference. On this occasion Hort Innovation including the recognition level was acknowledged.
- On 20 February, Conference MC Matthew Carroll was scripted to acknowledge all sponsors immediately following Afternoon Tea.
- On 21 February, Conference MC Matthew Carroll and Session Chair Chris O'Connor were both scripted to acknowledge all sponsors before the first session of the day. At the conclusion of the conference, the Conference MC again thanked all sponsors. Finally, at the Industry Dinner at Mona, all sponsors were thanked for a final time.
- On each occasion, Hort Innovation was acknowledged as the Principal R&D Partner

For completeness, the conference did not utilise a conference app and only on handbook/program was designed and printed.

Hort Innovation was invited to include an insert in the conference delegate satchel. Inserts were to be delivered to the conference venue by Sunday 18 February to ensure inclusion in the packing order for Monday 19. NGIA did not receive an insert for inclusion.

2. Presentation

Under the agreement, opportunity for two 30 minute presentations was to be made available for Hort Innovation. These were offered on Tuesday 20 February as follows:

12.10	2020 Vision & Plant Life Balance	Ben Peacock
14.40	Hort Innovation Strategic Levy & Frontier Initiatives	Selwyn Snell

In addition to these two sessions, the conference program included the following levy funded R&D initiatives for communication and extension to industry:

Tuesday 20 February

11.00	Horticulture Masterclass Workshop	Alistair Gracie & David Monckton
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Wednesday 21 February

08.30	Results of the Tree Standard Research	Mark Tjoelker
09.05	Nursery Industry Biosecurity Program	John McDonald
09.40	Diagnosing Plant Diseases	Andrew Manners
11.15	Nursery Research & Statistics & Data tool	Jan Paul van Moort

A copy of the conference program is attached at Appendix H.

3. Media

A media release was prepared by Nursery & Garden Industry Australia and received Hort Innovation approval on 31 October 2017.

The media release was dated 1 November 2017 and was circulated to industry trade media, the Horticultural Media Association and the State Nursery & Garden Industry network. The release was also posted on NGIA website (here: https://www.ngia.com.au/Story?Action=View&Story_id=2399). This story was also circulated in NGIA's November enews.

A copy of the media release is attached at Appendix I.

4. Access

Eight pre-conference tours, full registrations and an additional two dinner tickets were made available to Hort Innovation. Our records show the following representatives utilised the complimentary registrations available within the agreement.

Last Name	First Name	Email	Company	Complimentary Full Registration	Complimentary Day Registration Tue	Tour Option Feb 19 2018 8:00AM- 5:00P	Tour Option Feb 19 2018 8:00AM- 5:00P	Waterfront Welcome Drinks Included	Attend?	Waterfront Welcome Drinks	The Hobart Brewing Company - A casual	Industry Dinner	Industry Dinner Included in Registration	Attend?
Kachenko	Anthony	anthony.kachenko@horticulture.com.au	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Wiesz	David	dddweisz@cloud.com	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Vatikiotis	John	john.vatikiotis@horticulture.com.au	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Burgess	Neil	neil.burgess@horticulture.com.au	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Nucifora	Olivia	olivia.nucifora@horticulture.com.au	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Herring	Kali	olivia.nucifora@horticulture.com.au	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Frawley	Megan	meg@republicofeveryone.com	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Clarke	Alexis	alexis@republicofeveryone.com	Hort Innovation	Selected				Selected	Yes				Selected	Yes
Peacock	Ben	ben@republicofeveryone.com	Republic of Everyone		Selected			Selected	Yes		Selected		Selected	No
Snell	Selwyn	anthony.kachenko@horticulture.com.au	Hort Innovation		Selected			Selected	No				Selected	No

We are aware that Olivia Nucifora and Kali Herring were unable to attend the conference.

5. Display

Hort Innovation had opportunity to place three banners in prominent places. Three banners were placed in the conferencing areas as follows:

- Plenary Auditorium
- Concurrent Tasman
- Exhibition Hall next to the Hort Innovation stand.

Photos of each location are provided at Appendix J.

6. Membership initiative

The delegate list, excluding delegates who requested removal for privacy, was provided to Hort Innovation the Friday prior to the conference.

7. Exhibition

Four booth spaces were made available to Hort Innovation in the primary exhibition hall. Photos of the booths and a copy of the floor plan are available at Appendix K.

8. Other

The final Industry Dinner on Wednesday 21 February announced industry honorariums only. In the event that NGIA's position around the announcement of awards changed, Hort Innovation would have been provided opportunity to announce and 'award'. NGIA's position did not change and three industry honorarium were presented on the evening.

One of those awards recognised Anthony Kackenko of Hort Innovation for the Award of Merit. A copy of the citation is attached at Appendix L.

AIPH Australian Green Cities Conference: Towards a Healthy and Sustainable City

Hort Innovation was the Principal R&D Sponsor for the AIPH Green Cities Conference. Significant recognition of Hort Innovation, its sponsorship of the Conference and its role for Australian Horticulture and the Australian Nursery Industry was provided during the conference as detailed below:

Branding

- Hort Innovation was acknowledged as the Principal R&D Partner in all Conference communications and during the conference including:
- The opening address by Karen Tambayong, Chair AIPH Green City Committee and in the closing address by Tim Briercliffe, Secretary General AIPH.
- Byron De Kock, R&D Manager Hort Innovation and R&D Program Manager for the Hort Innovation Green Cities Frontier Fund was provided the opportunity to address the Conference on Hort Innovation and its role in Australian Horticulture and the Australian Nursery Industry.
- Conference promotional material – including the Green Cities Conference brochure and the AIPH Melbourne meeting brochure.
- Hort Innovation logo and 100 word brand statement were included on the AIPH conference

website and conference material where appropriate and as per graphic design requirements.

- Hort Innovation provided an “insert” for inclusion in the delegate satchels for the AIPH meeting and Green Cities Conference
- Hort Innovation received recognition through two presentations during the conference – one by Ben Peacock the Founder of the Republic of Everyone who manage the 2020 Vision Program on behalf of nursery levy payers and Dr Xiaoqi Feng and Dr Thomas Astell-Burt who are working on the Green Cities Frontier Funded project – Greener Cities, Healthier Lives.

Media

- AIPH release pre and post conference media releases that were disseminated through the AIPH and NGIA communications channels and networks

Access

- Hort Innovation were provided with full delegate registration and complimentary access to the events around the Green Cities Conference.

Details and evidence of Hort Innovations recognition is provided in appendix M.

Monitoring and evaluation

Not Applicable – Standard Form of Agreement for Services

Recommendations

Not applicable - Standard Form of Agreement for Services

Refereed scientific publications

Not applicable

References

No references or information sources required.

Intellectual property, commercialisation and confidentiality

No intellectual property to be captured.

Acknowledgements

NGIA and the nursery industry representatives acknowledged the contribution and sponsorship of the NGIA Conference and the AIPH Green Cities Conference. Without the support, both conferences would not have been as successful as they were, in providing nursery levy payers and broader stakeholders with platforms to learn, engage and network.

Appendices

- A. Conference holding slide
- B. Vinyl banner image
- C. Sponsor pull up banner image
- D. Conference Information Brochure
- E. Conference Handbook Program
- F. Name badge final design
- G. NGIA Website screen shots
- H. One page conference program
- I. Media Release dated 1 November
- J. Photos of Hort Innovation pull up banners
- K. Photos of Hort Innovation exhibition.
- L. Copy of citation for Anthony Kachenko
- M. Hort Innovation recognition for the AIPH Green Cities Conference

Appendix A

Conference holding slide



THE GROWING EDGE

Nursery & Garden Industry
National Conference

19-21 February 2018
Wrest Point, Hobart, Tasmania



PRINCIPAL R&D PARTNER

**Hort
Innovation**

PLATINUM PARTNER



GOLD PARTNERS



SILVER PARTNERS



MEDIA PARTNERS



CONFERENCE
SUPPORTER





Nursery & Garden Industry
National Conference
19-21 February 2018
Wrest Point, Hobart, Tasmania

Appendix B

Vinyl banner image

Vinyl banner image



Appendix C

Sponsor pull up banner image

Conference Signage



Appendix D

Conference Information Brochure



THE GROWING EDGE

Nursery & Garden Industry
National Conference

19-21 February 2018
Wrest Point, Hobart, Tasmania

CONFERENCE INFORMATION

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 250 delegates – growers, retailers, suppliers and stakeholders. In 2018 the conference heads to Hobart, Tasmania from February 19-21.

The Australian nursery and garden industry is a community contributing to Australia and all Australians through the uniqueness and diversity of our product and our people.

We are a community of hardworking organisations and individuals that offer solutions to the challenges of our health and wellbeing and climate mitigation. We are a community that contributes significantly to the Australian economy.

With focused leadership, progressive thinking, community resilience, and strong innovation and R&D, Nursery & Garden Industry professionals are at the growing edge of positive change.

The 2018 National Conference and Exhibition will acknowledge our strengths and reveal the unified pathway to influence and recognition through:

- ▶ Keynote addresses from Mark McCrindle, Chris Helder, Rose Herceg and international nursery expert Chris Beytes of Ball Publishing.
- ▶ Presentations on the latest research, production, and marketing programs supporting the industry into the future
- ▶ Panel session on the Industry Structure Review.
- ▶ Networking events including a cruise up the Derwent River to the world-famous museum, MONA and an optional evening at the Hobart Brewing Company.
- ▶ An exhibition showcasing suppliers to the industry and leading innovation in industry technology.

Held in the beautiful dockside city of Hobart, you are invited to enjoy the company of your colleagues and friends at the World Heritage listed Wrest Point Casino.

From all of the 2018 Conference Committee, we are looking forward to seeing you in Hobart in February.



Joe Kerin
Conference Chair



Peter Vaughan
CEO, Nursery & Garden Industry Australia



Pre-Conference Tours

Hobart Retail Tour

Monday 19 February 2018, Departs 8.00am

\$225 Members/\$275 Non-members

Buses depart Wrest Point Casino at 8.00am and head to Harmony Garden Centre one of Australia's most southern garden centres, located on Hobart's beautiful eastern shore at Ralph's Bay, Lauderdale. Harmony Garden Centre and Florist is a family owned business with combined industry experience of over 100 years. Your host will provide morning tea before departing for Clennett's Mitre 10.

Clennetts Mitre 10 stock a wide range of indoor and outdoor plants, gifts, garden hardware and allied product. They also have a selection of planters and pots which has to be seen to be believed.

David Drysdale of Greenhill Nursery will meet you at your next stop. Greenhill Nursery is a growing business meeting local demand for quality advanced trees and shrubs, and an expanding range of 140mm shrubs and grasses. Situated in the foot hills of the Wellington range, and exposed to strong winds and low temperatures their plants are hardy, they settle quicker and grow faster.

Lunch will be provided at Willie Smith's Apple Shed an organic cider house located in the Huon Valley, Tasmania.

Plants of Tasmania Nursery specialises in growing and selling plants native to the island state of Tasmania. They stock over 500 different species and varieties, from small groundcovers to Eucalyptus regnans, the world's tallest flowering plant. The nursery has dedicated coastal, rainforest, ferns and alpine sections and is a unique Tasmania business.

The last stop on the tour is Chandlers Nursery, a large retail nursery covering over 4000sq/m. They provide a large range of seed, seedlings, seasonal herbs, edible fruits (citrus, berries and stone-fruit), indoor plants, cottage plants, Australian natives, water plants, conifers, small and large shrubs, and trees. Afternoon tea will be served before your return to Wrest Point Casino.

Delegates will arrive back at the Casino at approximately 4.00pm.

Hobart Wholesale Tour

Monday 19 February 2018, Departs 8.00am

\$225 Members/\$275 Non-members

Departing Wrest Point Casino at 8.00am, buses will drive north to Tibball's Nursery. Here you will enjoy a tour of this third-generation family owned wholesale nursery business, established in 1946. Tibball's Nursery specialises in flower and vegetable seedlings, along with various pot sizes of herbs, tomatoes, strawberries, vegetables, potted colour, cyclamen, chrysanthemums & perennials.

From Tibball's you will continue north to Granton Plants located on the banks of the Derwent River where morning tea will be provided. Tasmanian owned Granton Plants has grown and supplied an extensive range of native and exotic trees, shrubs and grasses to the nursery and landscaping industry for over 30 years.

The last stop before lunch is Horticultural & Landscape Supplies. Opening in 1982 as a wholesale business, Horticultural & Landscape Supplies serviced hardware and garden centre outlets with packaged goods from the mainland. Today the business has grown to one of the largest garden wholesale businesses in Tasmania servicing plant growers, small independent nurseries, supermarkets and large chain stores.

The historic Butchers Hill Vineyard in Richmond is the location of Pooleys Wines, your venue for lunch.

Westland Nurseries is your final destination for the day. Established by Henry and Catherine Van der Staay in 1956 on a 7 hectare site in Lenah Valley, the business is now located at Seven Mile Beach on a 30 hectare site and offers a wide range of quality advanced trees and shrubs.

Delegates will arrive back at the Casino at approximately 4.15pm.

At 4.30pm the exhibition will open for a walk through and your registration pack can be collected in the conference foyer before welcome drinks on the Waterfront Lawn at 5.30pm
Please note: All tours are subject to achieving minimum participation numbers. In the event your chosen tour does not proceed you will be contacted by NGIA.

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 2018 Registration Form.

Exhibition Walk-Through & Welcome Drinks

Take a walk through the exhibition to view all the new and innovative products and services on offer for industry. Collect your registration pack before joining your colleagues for drinks on the waterfront lawn.

Date:	Monday 19 February 2018
Time:	4.30pm Walk-Through 5.30pm Welcome Drinks
Venue:	Conference Exhibition Room and then Waterfront Law
Dress:	Smart Casual
Cost:	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.
Additional Tickets:	\$80 including GST booked through the accompanying person registration form.

Casual Evening

Enjoy a relaxed night in the sheds of the Hobart Brewing Company. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Tasmania. This is an optional ticketed event. Simply nominate this option when you register online.

Date:	Tuesday 20 February 2018
Time:	6.30pm-10.30pm
Venue:	Hobart Brewing Company
Dress:	Casual
Cost:	Optional event for \$90 Please indicate on the registration form if you wish to attend this function and the ticket will be added to your invoice.
Additional Tickets:	\$90 including GST booked through the accompanying person registration form.

Industry Dinner

Departing the Wrest Point Pier at 6pm sharp, enjoy canapes and drinks while you ride down the Derwent River to the acclaimed Museum, Gallery and dining spectacular – MONA. Take advantage of a private viewing of the astounding venue before you are seated for a feast and the announcement of the Industry Recognitions to conclude the 2018 conference.

Date:	Wednesday 21 February 2018
Time:	Ferry departs the Wrest Point Wharf at 6.00pm SHARP
Venue:	Museum of Old and New Art (MONA)
Dress:	Cocktail, Suit no tie
Cost:	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.
Additional Tickets:	\$200 including GST booked through the accompanying person registration form.



Registration

The 2018 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 business principals and staff.

How to register

Register now online at www.ngia.com.au

Registration & Accommodation links

Registration online only:

https://www.ngia.com.au/Category?Action=View&Category_id=732

Accommodation:

https://www.ngia.com.au/Category?Action=View&Category_id=734

Each delegate and/or accompanying person must complete a separate registration form.

Please note that the conference early bird registration closes on 30 November 2017.

Registration entitlements

Full conference registration includes:

- ▶ Exhibition Walk Through and Waterfront Welcome Monday 19
- ▶ All conference sessions and workshops on Tuesday 20 and Wednesday 21
- ▶ Morning Tea, Lunch and Afternoon Tea on Tuesday 20 and Wednesday 21
- ▶ Access to the Industry Exhibition throughout the conference.
- ▶ Industry Dinner including Ferry, private viewing and feast on Wednesday 21

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.

Optional additions for full delegates include:

- ▶ Retail Tour departing early Monday 19
- ▶ Production Tour departing early Monday 19
- ▶ The Hobart Brewing Company – Casual networking night Tuesday 20

Day Registration includes:

- ▶ All conference sessions and workshops on your chosen day
- ▶ Morning Tea, Lunch and Afternoon Tea on your chosen day
- ▶ Access to the Industry Exhibition on your chosen day

Please note that social functions are not included in day registrations

Optional additions for day delegates:

- ▶ Exhibition Walk-Through and Waterfront Welcome Monday 19
- ▶ Retail Tour departing early Monday 19
- ▶ Production Tour departing early Monday 19
- ▶ The Hobart Brewing Company, casual networking night on Tuesday 20
- ▶ MONA – Museum of Old and New Art, Industry Dinner on Wednesday 21

Registration (cont.)

Additional Tickets

Full and day delegates can purchase additional tickets for the following events:

- ▶ Exhibition Walk-Through and Waterfront Welcome Monday 19
- ▶ The Hobart Brewing Company, casual networking night on Tuesday 20
- ▶ MONA – Museum of Old and New Art, Industry Dinner on Wednesday 21

For assistance or more information contact NGIA on 1800 252 468 or email us at conference@ngia.com.au.

Registration Fees

All fees are quoted in Australian Dollars (AUD) and are inclusive of 10% GST.

Registrations made after 12 February 2018 must be made onsite at the conference or by contacting NGIA on: +61 2 8861 5100 or 1800 252 468 (Toll Free)

Pre Conference Tours Monday 19 February 2018	Member inc. GST	Non-member inc. GST
Tours (All day)	\$225.00	\$275.00
Conference Registration 20-21 February 2018	Early Bird inc. GST	Standard inc. GST
Full conference registration (Member)	\$870	\$1020
Full conference registration (Non-member)	\$1020	\$1140
Day registration (Member)	\$450	\$550
Day registration (Non-member)	\$550	\$650

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.

- ▶ **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: 19 January 2018

Cancellations must be made in writing to the Conference Secretariat.

Cancellations received prior to 5:00pm AEST on 19 January 2018 will receive a full refund minus an AUD150 administration fee.

Cancellations received after 5:00pm AEST on 19 January 2018 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.

Cancellation charges will not exceed AUD150.

Registration (cont.)

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.

NGIA recommends travel insurance for all domestic and international delegates. We strongly recommend that you take out insurance to cover medical and travel expenses. If necessary, consult your travel agent.

Conference Venue

Wrest Point Casino

Enjoy a cocktail and live music at one of four bars, Day Spa Centre for pampering plus full access to the Health Club, pool and Mini Golf. Water transfers from our pier offer an appealing transport mode, and those on business will appreciate in-room free Wi-Fi and Business Bureau facilities.

What's more, the best of Hobart's attractions are right on your doorstep. In less than five minutes' drive or a leisurely walk, you'll be in the heart of Hobart. Wander Salamanca Market, Australia's largest outdoor market and explore the sandstone warehouses of Salamanca Place, home to some of Hobart's best restaurants, bars and artisan galleries.

Wrest Point's proximity to central Hobart allows for free and easy parking, and a launching pad to discover the city's attractions. Take a ferry from the Hobart waterfront to MONA, Australia's largest private art collection, soak up the history at Australia's oldest brewery or venture up Mount Wellington for superb views across all seasons. The Tasmanian Museum and Gallery is at your fingertips near a waterfront dotted with fish punts, maritime heritage and friendly locals.

Accommodation – Wrest Point

You are invited to stay onsite at the Wrest Point and enjoy the company of your colleagues and friends just a short walk from your hotel door, at Wrest Point's own Conference & Exhibition Centre.

On-site Accommodation at a special conference rate has been arranged at Wrest Point from Sunday 18 February to Wednesday 21 February. Details of accommodation types including photo gallery are available at:

<https://reservations.travelclick.com/11382?groupID=1957744#/guestsandrooms>

Tower Suites	\$269
Tower Harbour View	\$189
Tower Mountain View	\$179
Water Edge	\$169



General Information

Money

ATMs are available at the venue and many banks and ATMs can be found in town.

Climate

During summer in Hobart, average temperatures range from 11.5 - 21°C (52.7 - 69.8°F). The months of January and February are also the driest, and beaches are warm enough to swim.

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 drinks and casual evening, the dress code is smart casual. The conference industry dinner will be more formal and guests are invited to wear cocktail and suit with no tie. All other activities are casual dress. See conference social program for more information.

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 Hobart Airport. The taxi ride from the airport to Hobart CBD can take between 15-20 minutes.

Getting around Hobart using public transport is easy. There is an abundance of taxis that can be hailed from the street, or engaged at ranks throughout Hobart city. Bus transport timetables, fare and route information is available from www.metrotas.com.au

Enquiries

General, registration and accommodation enquiries

Email: conference@ngia.com.au.

Sponsorship and Exhibition enquiries

Neville Sloss 0414 562 010

Email: nsloss@ngisa.com.au.

Contact us

NGIA 2018 Conference Secretariat

PO Box 7129

Baulkham Hills BC NSW 2153

Telephone: +61 2 8861 5100 or 1800 252 468 (Toll Free)

Email: conference@ngia.com.au

Conference Organising Committee

Your 2018 National Conference & Exhibition Committee are:

Joe Kerin (Chair) Granton Plants, TAS

Mark vander Staay, Westland Nurseries, TAS

Lauren Chandler, Chandlers Nursery, TAS

Sonja Cameron, Cameron's Nursery, NSW

Estelle Cornell, Allora Gardens Nursery, NT

Grant Dalwood, NGISA

Matthew Lunn, NGIWA

Peter Vaughan, NGIA CEO

Kobie Keenan, NGIA Program Manager

Chris O'Connor, NGIA Program Manager

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 2018 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 2018 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.

Monday 19 Feb	
0800-1630	Industry Tours
1630-1730	Registration Collection & Exhibition Walkthrough
1730-1930	Waterfront Welcome Drinks

Tuesday 20 Feb	
0730	Registration desk open
0800	Exhibition opens
0830	Conference Opening & Welcome MC Opening Announcements & Welcome NGIA President
0845	Address to Industry Senator Anne Ruston <i>(to be confirmed)</i>
0905	Welcome to Tasmania – Selling the story of the grower... Matt Evans, <i>The Gourmet Farmer</i>
0950	American Trends for Australian Nursery & Garden Businesses Chris Beytes, <i>Ball Publishing, Florida USA</i>
1035	MORNING TEA - Exhibition Area
1100	Workshop: Horticulture Masterclass Dr Alistair Gracie & Dr David Monckton, <i>Tasmanian Institute of Agriculture, School of Land and Food, University of Tasmania</i>
	Sorry, not available! Dealing with plant shortages Christina Gnezdiloff, <i>Evergreen Connect</i>
	Managing the pressures of farming Kerri-Lynn Peachey, <i>Australian Centre for Agricultural Health and Safety</i>
	2020 Vision and Plant Life Balance Ben Peacock, <i>Republic of Everyone</i>
1245	LUNCH - Exhibition Area
1330	Drone technology: opportunity for nursery application Adam Kilpatrick, <i>University of Adelaide</i>
	An update from Garden Centers of Australia (GCA) and Garden Releaf 2018 Leigh Siebler, <i>Garden Centres of Australia</i>
	Innovative management and marketing strategies for nursery & garden businesses Chris Beytes, <i>Ball Publishing, Florida</i>
	Biosecurity War – 2018's high and medium risks explained Lois Ransom, <i>Department of Agriculture and Water Resources</i>
	Hort Innovation Strategic Levy and Frontier Initiatives Selwyn Snell, <i>Chairman, Hort Innovation</i>
1515	AFTERNOON TEA – Exhibition Area
1535	Nursery & Garden Industry Australia – State of Play Peter Vaughan, <i>CEO Nursery & Garden Industry Australia</i>
1610	Industry Structural Change Panel Discussion.
1700	Closing announcements – Day 1
1830	OPTIONAL - Hobart Brewing Company Casual Function

Wed 21 Feb	
0800	Registration Desk open
0830	Results of the Tree Standard Research Professor Mark Tjoelker, <i>University of Western Sydney</i>
	The art and science of plant breeding and selection Angus Stewart
	Nursery Industry Biosecurity Program John McDonald, <i>Nursery & Garden Industry Australia</i>
	Diagnosing Plant Diseases Andrew Manners, <i>University of Queensland</i>
	Weed management in nurseries using herbicide David Docherty, <i>Syngenta Australia</i>
1015	MORNING TEA - Exhibition Area
1040	The future of retail: Five trends shaping how we shop Louise Grimmer, <i>University of Tasmania</i>
	21st Century Plant Propagation - New technologies and techniques Angus Stewart
	Nursery Research & Statistics & Data Tool Jan Paul Van Moort, <i>ACIL Allen Consulting</i>
	Future for nursery and greenhouse crops Chris Beytes, <i>Ball Publishing, Florida USA</i>
	Retail Health Check Louise Grimmer, <i>University of Tasmania</i>
1225	LUNCH - Exhibition Area
1310	The future of the Nursery Industry & the Digital World Rose Herceg, <i>Futurist, Social Forecaster, Chief Strategy Officer, WPP AUNZ</i>
1355	Demographic shifts for greenlife growers and retailers to capture! Mark McCrindle, <i>Social Researcher, Principle at McCrindle Research</i>
1440	AFTERNOON TEA - Exhibition Area
1500	Repositioning Industry! Value what you do and others will follow -Culture Shift Chris Helder, Author of 'Useful Belief' and 'The Ultimate Book of Influence'
1545	SURPRISE KEYNOTE SPEAKER
1630	Closing announcements – Conference concludes
1800 Sharp	Industry Dinner -Ferry departs for MONA Museum of Old & New Art

*Current as at November 2017. Program subject to change without notice



Nursery & Garden Industry
National Conference
19-21 February 2018
Wrest Point, Hobart, Tasmania

Appendix E

Conference Handbook Program



THE GROWING EDGE

Nursery & Garden Industry
National Conference

19-21 February 2018
Wrest Point, Hobart, Tasmania

CONFERENCE
PROGRAM

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MEDIA PARTNERS



CONFERENCE SUPPORTER



Committee Welcome

Welcome to Hobart and to the 2018 Conference – The Growing Edge.

Every two years a national Nursery & Garden Industry Conference is held in an Australian city and over the past 30 years it has attracted a committed group of growers, retailers and suppliers to the Australian nursery and garden industry.

The Australian nursery and garden industry is a community contributing to Australia and all Australians through the uniqueness and diversity of our product and our people.

We are a community of hardworking organisations and individuals that offer solutions to the challenges of our health and wellbeing and climate mitigation. We are a community that contributes significantly to the Australian economy.

With focused leadership, progressive thinking, community resilience, and strong innovation and R&D, Nursery & Garden Industry professionals are at the growing edge of positive change.

The 2018 National Conference and Exhibition will acknowledge our strengths and reveal the unified pathway to influence and recognition through a comprehensive program including:

- ▶ Keynote addresses from Paul de Gelder, Mark McCrindle, Chris Helder, Rose Herceg and international nursery expert Chris Beytes of Ball Publishing.
- ▶ Presentations on the latest research, production, and marketing programs supporting the industry into the future
- ▶ Must see panel session on the Industry Structure Review.
- ▶ Networking events including a cruise up the Derwent River to the world-famous museum, MONA and an optional evening at the Hobart Brewing Company.
- ▶ An exhibition showcasing suppliers to the industry and leading innovation in industry technology.

Our venue, the World Heritage listed Wrest Point Casino offers plenty of atmosphere and convenience all on the banks of the Derwent River. Perfect for you to enjoy your stay and enjoy the company of your colleagues and friends.

On behalf of the Conference Organising Committee, thank you for joining us



Joe Kerin
Conference Chair



Peter Vaughan
CEO, Nursery & Garden Industry Australia

CONFERENCE ORGANISING COMMITTEE

Your 2018 National Conference & Exhibition Committee are:

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Mark van der Staay, Westland Nurseries, TAS
Lauren Chandler, Chandlers Nursery, TAS
Sonja Cameron, Cameron's Nursery, NSW
Estelle Cornell, Allora Gardens Nursery, NT
Grant Dalwood, NGISA
Matthew Lunn, NGIWA
Peter Vaughan, NGIA CEO
Kobie Keenan, NGIA Program Manager
Chris O'Connor, NGIA Program Manager

Nursery & Garden Industry Australia

PO Box 7129
BAULKHAM HILLS BC NSW 2153
58/5 Gladstone Road
CASTLE HILL NSW 2154
P 02 8861 5100
conference@ngia.com.au



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	Improving synergies between retailers and growers Bruce Stanley, <i>Alpine Nurseries</i>
	Innovative management and marketing strategies for nursery & garden businesses Chris Beytes, <i>Ball Publishing, Florida</i>
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1440	AFTERNOON TEA - Exhibition Area
1500	Repositioning Industry! Value what you do and others will follow -Culture Shift Chris Helder, Author of 'Useful Belief' and 'The Ultimate Book of Influence'
1545	FINAL SPEAKER Improvise, Adapt, Overcome Paul de Gelder, <i>Advocate, Adventurer and former Navy Clearance Diver</i>
1630	Closing announcements – Conference concludes
1800 Sharp	Industry Dinner -Ferry departs for MONA Museum of Old & New Art

*Current as at January 2018.
Program subject to change without notice



Nursery & Garden Industry
National Conference
19-21 February 2018
Wrest Point, Hobart, Tasmania

Invited Speakers And Session Information



Chris Beytes

*Editor Grower Talks, Ball Publishing,
Florida USA*

American Trends for Australian nursery and garden businesses

Capture ideas and innovations hot off the press from the US

Tuesday 20 February, 9.50am (Auditorium)

Innovative management and marketing strategies for nursery and garden businesses

Practices you should be doing in business, to keep ahead of your competition

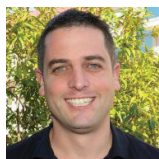
Tuesday 20 February, 2.05pm (Tasman)

Future for nursery and greenhouse crops.

What will nursery and greenhouse practices look like in 10 years? Your tips for starting your transition now.

Wednesday 21 February, 11.50am (Auditorium)

Chris Beytes is editor of GrowerTalks and Green Profit magazines and author of the widely read weekly e-newsletter Acres Online, which reaches 22,000 horticulture industry folks in 66 countries. Chris is a graduate of the University of Florida with a degree in journalism and a minor in ornamental horticulture. A former greenhouse owner with his wife, Laurie, Chris has been with Ball Publishing since 1993. In that position, Chris travels the U.S. and the world to stay current on the latest horticultural production, marketing and retailing technologies and trends. Highlight of his career (thus far) including interviewing King Willem Alexander of the Netherlands, and emceeing (twice) the International Grower of the Year awards in Germany.



Matthew Carroll,

Hortigroup Pty Ltd – Conference MC

Matthew Carroll is a regular MC and presenter at gardening events across the country where he shares his enthusiasm for all things horticultural as his alter ego, Hortiman. He has received several awards over the years from various bodies including NGINA Allan Seale Award; Young Horticulturist of the Year (AIH) and Horticultural Media Association Laurel. He is current President of the Horticultural Media Association of NSW (Vice President Horticultural Media Association Australia).



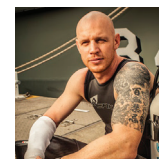
Karen Brock

*NGIA President and owner of
Brocklands Pty Ltd*

Conference Opening and Welcome

Tuesday 20 February, 8.30am (Auditorium)

Karen has 25 years' experience in Floriculture and Horticulture which also involved industry participation by serving as President of Nursery & Garden Industry Tasmania (NGIT) for six years and a standing committee member of Agrifoods Skills Council for four years. She was appointed to the NGIA Board on 25 November 2014. Karen holds an Advanced Diploma Horticulture and is a Nuffield Scholar.



Paul de Gelder

*Advocate, Adventurer, former Navy
Clearance Diver*

Improvise Adapt Overcome

Just to prove that a culture shift is possible. We hear

from a human who has proved we can change.

Wednesday 21 February, 3.45pm (Auditorium)

On February 11th, 2009 Paul was on exercise in Sydney Harbour between Garden Island and Mrs Macquarie's Chair when he was attacked by a massive bull shark resulting in the loss of his right leg and right hand. In a race against time Paul's mates hauled him from the water providing emergency first aid and rushed him to the wharf to await the paramedics. His recovery is an inspirational story of mental and physical courage. Today he's back surfing, diving, running and training in the gym with the help of specially made prosthetics and has since dived with sharks all over the world and even filmed two documentaries for Discovery channel about Great Whites Sharks. Improvise, Adapt & Overcome...a mantra he learnt when he first joined the Australian Army has become his mantra for everyday life. It is a lesson that we each owe to ourselves to help us make the best of our lives.



Daniel Docherty

*Syngenta Turf & Landscape, Syngenta
Australia Pty Ltd*

Weed Management in Nurseries using herbicide.

Understand more about contact v's pre-emergent herbicides, typical weed species and managing

herbicide resistance, incorporating cultural methods and application timing.

Wednesday 21 February, 9.40am (Tasman)

Daniel has 25 year's experience in the Turf industry starting his career in turf working at Amstel Golf Club. Then moving on to be a very successful Client Manager at Globe Turf Solutions before joining Syngenta in 2012. Dan now has a national sales role where he utilizes his exceptional customer service and excellent turf & Horticulture qualifications (Diploma in Horticulture, Certificate in Turf Management, a Diploma in Natural Resource Management and Agsafe Accreditation) to deliver technical advice and solutions for a range of customers throughout Australia.



Matthew Evans
The Gourmet Farmer

Welcome to Tasmania - Selling the story of the grower

See Tasmania's highlights reel and hear from one their most famous exports on how to be a great contributor, love what you do and tell everyone above it.

Tuesday 20 February, 9.05am (Auditorium)

Matthew Evans is a former chef and food critic turned Tasmanian smallholder. He fattens pigs, milks a cow, tends a garden and writes about food from his office overlooking the silver birches atop his cottage on Puggle Farm, in the gorgeous Huon Valley. The man behind SBS' Gourmet Farmer, now in its third season, Matthew is the author of nine books on food, including the authoritative Real Food Companion, his autobiography Never Order Chicken on a Monday, and the recently co-authored Gourmet Farmer Deli Book. He writes regularly for Feast magazine, attends markets and food festivals, sometimes in his hot red 1980s Fat Pig food van, specialising in old and rare

breed pork. Matthew's other project is A Common Ground, an artisan Tasmanian foodstore he co-owns with Nick Haddow, which also specialises in regional produce events. Matthew is a strong believer in Real Food; food where the provenance is known and the producer valued. He believes in home cooking, using the seasons and your geography as the guide. It is his hope that more and more people will try to grow their own food (just start with parsley and go from there), or know exactly where their produce is coming from.



Gary Eyles
AT Eyles and Sons

Structural Change Review Panel Session

Nursery Industry Structure Review

A presentation from the Structure Review Advisory Panel on their investigations and final report with opportunities for questions from delegates.

Tuesday 20 February, 4.10 pm (Auditorium)

Gary Eyles is a citrus tree grower, businessman and marketer, with over 46 years in the business of production horticulture.

A third generation nurseryman, Gary operates the Eyles Citrus enterprise in Kenthurst NSW. Gary is a past vice president of the NGINA and has in recent times sat on the boards of NGIA and chaired the NIASA committee at state and national level.

Gary is active board member of AusCitrus and has been instrumental in the adoption of the new Citrus Security scheme.

A founding member, director and past president of the International Society of Citrus Nurserymen, Gary is a contributor to the world of horticulture internationally and locally.



Glenn Fenton
Nationwide Trees Pty Ltd

Structural Change Review Panel Session

Nursery Industry Structure Review

A presentation from the Structure Review Advisory Panel on their investigations and final report with opportunities for questions from delegates.

Tuesday 20 February, 4.10 pm (Auditorium)

Glenn Fenton established Nationwide Trees with his wife Jenni in 2003, following the purchase of Lucas Liners in 2002. He holds Bachelor of Social Science (Human Resource Development) and Graduate Diploma in Strategic Management Studies. Since joining the industry, Glenn has demonstrated commitment to the advancement of the industry, holding both State and National leadership roles including Chair of Victorian Tree & Shrub Growers Group, President and Vice-President of NGIV, Director and Vice President of NGIA; Member of the HAL-Nursery Industry Advisory Committee, Chair – NGIA Environmental & Technical Committee, Director of the MIFGS and presently Chairman. Glenn is also a Life Member of NGIV.



Christina Gnezdiloff
EvergreenConnect

Sorry - not available! Dealing with plant shortages

Discover the fastest most efficient way to find plants in a hurry.

Monday 20 February, 11am (Tasman)

Christina is the Marketing Director of EvergreenConnect, a national plant source database

created for the nursery and associated landscape industries. Christina has worked within the nursery industry for over 10 years, primarily within wholesale production businesses where her roles have centred on sales, marketing, business development and production management. These roles have enabled her to utilise previous marketing skills learnt working in print media advertising and follow her passion for horticulture and design, whilst still satisfying the inner child who grew up on a farm in regional Queensland. With a business degree in Marketing and a 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 landscapes in both the public and private realms. As a board member of the NGIQ, Christina's involvement with the nursery industry goes well beyond who grows what plants, and as a practicing Landscape Architect with 2017 AILA national award winning firm Landscapology, Christina's understanding of the bigger picture in terms of market potentials and diversity is unmatched.



Dr Alistair Gracie

(Presenting with Dr David Monckton)

Tasmanian Institute of Agriculture, School of Land and Food, University of Tasmania

WORKSHOP: Horticulture Masterclass - condensed module delivery

A conference workshop providing you with a taste for the University of Tasmania's Horticulture Masterclass.

Monday 20 February, 11am (Auditorium) 1 hour 40 mins

Dr Alistair Gracie is Deputy Head of the School of Land and Food at the University of Tasmania and the Program Director of the Masterclass in Horticultural Business. The Masterclass has been specifically designed for upcoming leaders in the horticulture and is the first of its kind in Australia for the horticulture

industry. Dr Gracie completed his PhD in Horticultural Science in 2002 and since then has developed a successful career in both agricultural teaching and research. He has been a chief investigator or associate investigator on 41 successful research grant applications and oversees a research program that partners extensively with local industry to deliver economic benefits through greater understanding of scientific processes. Dr Gracie has successfully supervised or co-supervised over 35 honours and postgraduate students and has received numerous teaching and learning awards in recognition of his leadership in this field.



Dr Louise Grimmer

Tasmanian School of Business & Economics, University of Tasmania

The future of retail: Five trends shaping how we shop

Retail expert discussing global trends in retail and how they might impact on independent garden retailers

Wednesday 21 February, 10.40 (Auditorium)

Retail health check

Practical, easy to implement service and communication ideas ensuring the health of your retail business

Wednesday 21 February, 11.50 (Tasman)

Dr Louise Grimmer is one of Australia's leading retail experts and commentators who is regularly called on for her impartial expertise and knowledge by local, national and international media outlets. Louise is a Lecturer in Marketing in the Tasmanian School of Business & Economics at the University of Tasmania. Louise is an active retail researcher with a focus on SME and independent retailing, retail precinct marketing, and how the digital economy is transforming traditional modes of shopping. Louise is a Member and CPM of the Australian Marketing Institute, the American Marketing Association and a Fellow of the Institute of Place Management (IPM).



Chris Helder

Author of 'Useful Belief' and 'The Ultimate Book of Influence'

Nursery Horticulture: No longer a Plan B.

If the nursery industry wants to be valued, it needs to value itself. The biggest culture shift of all.

Wednesday 21 February, 3.00 (Auditorium)

Chris Helder is an expert in the areas of communication and influence. He has been a professional speaker for 16 years and has done over 2,000 presentations around the world. He is the author of two bestselling books "The Ultimate Book of Influence" which has been published in five languages and his latest release, "Useful Belief", which is one of the highest selling Australian business books of all time. Get ready for a high-energy presentation that will leave you with tools to put in place to improve all areas of your life...



Rose Herceg

Futurist, Social Forecaster, Chief Strategy Officer, WPP AUNZ

The Terminator is just a movie. Right?

Unthinkable benefits on the horizon for nursery businesses

Wednesday, 21 February, 1.10pm (Auditorium)

Rose's first business, Pophouse launched in 1999, became known as Australia's best regarded company for innovation, social trends and business strategy. BRW Magazine named Rose the number one innovative thinker in the country and Pophouse the country's best place to go for new business models and emerging trends data. In 2006, Rose sold her company to the STW Group. Rose maintains a close working relationship with STW consulting on a regular basis to STW-owned companies in areas of strategy,

social forecasting and innovation. In March 2015, Rose was appointed as the Chief Strategy Officer for the STW Group, now called WPP AUNZ after its merger with global communications powerhouse WPP. Rose has written three books – her latest ‘The Power Book’ has been translated into several languages and is selling in Europe, Asia & the Middle East and is soon to be launched in the US market. Rose received Business Class Magazine Small Businesswoman of the Year Award from Prime Minister John Howard in 2002.



Peter Jong

Jong's Nursery

Structural Change Review Panel Session

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Tuesday 20 February, 4.10 pm (Auditorium)

Originally from the Netherlands, Peter Jong has grown up in and around nurseries. Interested in following up his family tradition, he decided to study production horticulture. Quickly after finishing his Diploma, at the age of 23 Peter moved to Australia where together with his family he set up Jong's Nursery. In 2011 he was a National finalist for the Heather Rumsey Young leader award and has been building his involvement with the Industry ever since. Peter is the driving force behind a reinvigorated Nextgen group in South Australia and sits on the NGISA board.



Adam Kilpatrick

Department of Ecology & Environmental Science, University of Adelaide

Using drones to assess tree health

Using arborist technology for nursery application and how to access the technology easily

Tuesday, 20 February, 1.30pm (Auditorium)

Adam is the Chief Remote Pilot of The University of Adelaide, as well as an Environmental Scientist. As Chief Remote Pilot he oversees training and compliance of all RPAS (Remotely Piloted Aircraft Systems) activity at the University, including contributing to application research, and setting up the first CASA approved University training school in Australia. Adam has trained over one hundred remote pilots to map the environment and agriculture in Australia and several overseas countries including Indonesia, Peru, New Caledonia, and Timor Leste. Adam's research and teaching background includes Arid and Landscape Ecology, Remote Sensing, GIS and Spatial Analysis."



Andrew Manners

University of Queensland

Diagnosing Plant Diseases

Techniques for identifying plant diseases and the first steps for responding.

Wednesday, 21 February, 9.40am (Auditorium)

Andrew has completed a number of degrees in entomology at the University of Queensland. He began working in the management of pests of production nursery industries, cut flowers and turfgrass at the Redlands Research Station (Cleveland, Qld) in 2009. Since 2012, he has been based at the Ecosciences Precinct (Department of Agriculture and Fisheries) working in pest and disease management, mainly in the nursery production industry, and has managed the pest and disease diagnostic service Grow Help Australia for 5 years. He has written numerous factsheets on

the management of important pests and diseases and delivered over 60 workshops to production nurseries across Australia. Overall, he has worked in or studied various aspects of integrated pest management for over 15 years.



Mark McCrindle

Social Researcher, Principal at McCrindle Research

Demographic shifts for greenlife growers and retailers to capture!

Understanding where your products will finally rest so you can sell more.

Wednesday, 21 February, 1.55pm (Auditorium)

Mark is an award-winning social researcher, best-selling author, and influential thought leader, who is regularly commissioned to deliver strategy and advice to the boards and executive committees of some of Australia's leading organisations. Mark's understanding of the key social trends as well as his engaging communication style places him in high demand in the press, on radio and on television shows, such as Sunrise, Today, ABC News 24, A Current Affair, and Today Tonight. His research firm counts amongst its clients more than 100 of Australia's largest companies and his highly valued reports and infographics have developed his regard as an expert demographer, futurist and social commentator.



John McDonald

Nursery & Garden Industry Australia

Awareness and preparedness: Nursery Industry Biosecurity Program

Learn how the industry's BioSecure HACCP program is recognised. How can your business benefit?

Wednesday, 21 February, 9.05am (Auditorium)

John McDonald, National Biosecurity Manager, has more than 29 years' experience in production horticulture including state based nursery production industry development and overseeing the national portfolios of biosecurity and pesticide minor use. John currently manages the National Nursery Industry Biosecurity Program including on-farm biosecurity, industry biosecurity preparedness and awareness plus the minor use pesticide program. John has spent the past 9 years developing BioSecure HACCP, a component of the Nursery Production Farm Management System gaining national agreement for BioSecure HACCP to be a legal interstate market access program for the movement of nursery stock across Australia.



Dr David Monckton

(Presenting with Dr Alistair Gracie)

Tasmanian Institute of Agriculture, School of Land and Food, University of Tasmania

Horticulture Masterclass - condensed module delivery

A conference workshop providing you with a taste for the University of Tasmania's Horticulture Masterclass.

Monday 20 February, 11am (Auditorium) 1 hour 40 mins

Dr David Monckton is a Lecturer in Agribusiness for the Masterclass in Horticultural Business at the University of Tasmania. David is passionate about all aspects of agribusiness, but has a particular interest in horticulture and sustainable and ethical production. David has a wealth of experience in agriculture and agribusiness, having worked for many years as a consultant in both Australia and overseas. Before joining the University of Tasmania, David taught Economics at the University of Queensland, and also worked in economic and engineering policy positions in government. His

teaching expertise is broad and includes agribusiness, sustainable water use, exports, management, policy and legislation.



Kerry-Lynn Peachy

University of Sydney

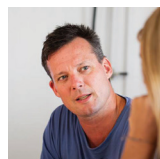
Managing the Pressures of Farming

Three straightforward checklists that you can use to identify and manage the most difficult pressures on your business, family and yourself

Tuesday 20 February, 11.35 am (Tasman)

GradDipAppSc – Agricultural Production

Kerri-Lynn is the Farm Safety Project Officer at the Australian Centre for Agricultural Health and Safety, School of Rural Health, University of Sydney. She has a Graduate Diploma in Applied Science and has been working on health and safety programs and research in the agricultural and horticultural sectors since 2001. She is currently involved with monitoring all fatal and non-fatal incidents that occur in a rural setting and providing advice on farm safety and well-being to the broader farming community. In addition operates a mixed cropping and livestock enterprise with her husband, therefore recognises and acknowledges the necessity to enhance the resilience in the farming workforce to manage the pressures of work and life on the farm.



Ben Peacock

Republic of Everyone

2020 Vision & Plant Life Balance - update for industry

Hear the results of the levy's consumer campaign for Spring 2017 following the relaunch of Plant Life Balance and planned activities for 2020 Vision.

Tuesday 20 February, 12.10 pm (Tasman)

Ben has had the pleasure of working with the nursery industry for the past four years, over which time his plant life balance has improved considerably. Ben and his team of amazing all-stars designs and delivers the 2020 Vision as well as other award winning programs that make community, health and environment something that everyone wants to get involved in.



Lois Ransom

Assistant Secretary | Plant Import Operations | Biosecurity Plant Division, 1330

Biosecurity War - 2018's high and medium risks explained

Be aware and prepared with the latest news biosecurity threats for our industry.

Tuesday 20 February, 2.40 pm (Tasman)

Lois Ransom is the Assistant Secretary for Plant Import Operations in the Commonwealth Department of Agriculture and Water Resources. Mrs Ransom is the current Chair of the Commission on Phytosanitary Measures of the International Plant Protection Convention (IPPC) – the world organisation for plant health - and has held executive roles in both the IPPC and the Pacific Plant Protection Organisation. A plant pathologist by training and practice, Mrs Ransom worked for the Tasmanian Government before moving to the Australian Government in Canberra, where she has held a number of senior biosecurity positions, including as Australia's Chief Plant Protection Officer (CPPO). In a two year project with the New Zealand Ministry for Primary Industries, she assisted the development of the Government Industry Agreement

for Biosecurity Readiness and Response (GIA) and established the independent GIA Secretariat. As CPPO Mrs Ransom chaired the Consultative Committee for plant pest responses under Australia's Emergency Plant Pest Response Deed for more than seven years, leading the national responses to citrus canker, European house borer, Myrtle rust, red imported fire ant and many others. She has also chaired a number of national policy committees including the Plant Health Committee and the Biosecurity Emergency Preparedness Working Group. Mrs Ransom was Australia's Agriculture Counsellor in Tokyo from 2000 to 2003.



Leigh, Siebler
Garden Centres of Australia

Garden Centres of Australia retailer activities

GCA provide an update on retailer activities and details on Garden Releaf 2018.

Tuesday, 20 February, 2.05 pm (Auditorium)

Leigh Siebler has been involved with the nursery and garden industry in many and varied roles for 47 years. Leigh started in the industry managing a family-owned retail plant nursery in Ashburton, Melbourne for ten years from February 1970. During that time the nursery was a member of Retail Nurserymen's Cooperative (ultimately becoming Plants Plus) and Leigh saw an opportunity to become manager of the cooperative and editor of 'The Nurserymen' magazine, a monthly publication. The cooperative went from strength to strength during the 1980s and 1990s with Leigh ultimately becoming CEO. He worked with the cooperative for nearly fifteen years until 1994 and then decided it was time for a career change and established Siebler Publishing Services to consult to and work within the nursery and garden industry. Leigh is currently manager of Garden Centres Association of Australia (GCA). The consultancy with GCA is largely

an administrative and marketing one. However, part of the role entails Leigh and Jan regularly visiting garden centres around Australia and overseas.



Damien Smith
Enterprise Care

Structural Change Review Panel Session

Nursery Industry Structure Review

A presentation from the Structure Review Advisory Panel on their investigations and final report with opportunities for questions from delegates.

Tuesday 20 February, 4.10 pm (Auditorium)

Damien is Founder and Managing Director of Enterprise Care, a business focused on driving good governance in Not-for-Profits and SMEs. He is the Principal of Damien J Smith Lawyers.

Damien has held positions of Chairman, Executive Chairman and Director of various organisations; and continues to hold multiple directorships.

Recently Damien created and introduced the leading diagnostic Governance Intelligence® Audits. This is endorsed by both Governance Institute of Australia; and the Australasian Society of Association Executives (AuSAE).

Some of Damien's recent work includes advising the Boards and CEOs of community, charity and Trustee organisations, industry and professional bodies, in respect to a range of governance structures and practices, the optimum organisational arrangements, the strategic repositioning and restructuring for the future, drafting of Constitutions, the merger and de-incorporation of various federal entities; and the submission of a feasibility paper outlining a Future Model of operations for the Not-for-Profit body.



Selwyn Snell
Hort Innovation Australia

HIA Project and Activities Update

HIA providing an update on levy receipts, cross industry projects and HIA activities for their members.

Tuesday, 20 February, 2.40 pm (Tasman)

Selwyn is the current Chairman of Hort Innovation and Barawyn Pty Ltd. With more than 40 years of experience at senior executive and CEO level in agriculture, biotech and life sciences industries, Selwyn has served on numerous listed, unlisted and not-for-profit companies both internationally and domestically. Selwyn has served as the former chairman of the Council of Rural Research and Development Corporations, non-executive Director of Plant Health Australia Ltd, and non-executive Director of the APVMA, among other roles. Selwyn is a fellow of the Australian Institute of Management and a graduate member of the Australian Institute of Company Directors.



Bruce Stanley
Alpine Nurseries

Improving synergies between retailers and growers

An insight from a retailing expert focused on harnessing synergies between supplier and seller.

Tuesday 20 February, 1.30 pm (Auditorium)

A career expanding over 30 years in retail, Bruce Stanley has experienced most of the changes that have occurred in retail Horticulture during the past four decades. He has played an influential part

in many businesses ranging from entrepreneurial family owned Retail Garden Centre's to the Multi-National "Big Box" retailers such as Bunnings and Masters Home Improvement. Now, having "made the switch", Bruce is Sales Manager of the successful NSW Wholesale Nursery business Alpine Nurseries, a business specialising in supplying the Landscape Trade and Garden industry. Bruce has a comprehensive understanding of the supply chain demands right across all facets of the Nursery & Garden Industry.



Angus Stewart

Gardening with Angus

WORKSHOP: The art and science of plant breeding and selection

Nursery crops start with having the very best genetic potential available. Understanding the process of plant breeding and selection will better equip you to make the right choices for your business. It may even make sense to create your own varieties to give your nursery a unique edge in branding and marketing. Angus will take you through the various methods used by plant breeders to help you formulate a strategy to give your business the edge it needs when it comes to genetic potential and how to turn this into the best possible result.

Wednesday, 21 February, 8.30 (Tasman) 1hr 10min

WORKSHOP: 21st Century Plant Propagation - New technologies and techniques

Angus Stewart has spent a lifetime as a respected Australian plant breeder and propagation specialist. He will present new technologies and techniques for commercial plant propagation and discusses the choices of when to use these techniques in-house, or whether to outsource and purchase ready to use propagation stock. Production starts with having the

best quality propagation stock of the right genetics at the right time. This workshop will focus on techniques and technologies that will help you achieve these goals.

Wednesday, 21 February, 10.40am (Tasman) 1hr 10min

Angus Stewart graduated from Sydney University with a First Class Honours Degree in Agricultural Science, majoring in Environmental Horticulture and has worked extensively in the nursery and cut flower industries ever since. He has worked on all sorts of projects that have given him a broad knowledge of not only Australian plants, but also the world of exotic plants as well. As a professional horticulturalist Angus has spent a lifetime working with and breeding Australian native plants to make them more gardener friendly. In January 2016, among his many achievements as a plant breeder, he released his new 'Tall and Tough' Landscape range of kangaroo paws. Angus has also specialized in commercial scale plant propagation throughout his career and has established a number of commercial plant tissue culture laboratories both in Australia and overseas, and has also consulted widely to plant propagation nurseries on various aspects of large scale commercial production and authored an Australian plant propagation handbook Let's Propagate that is widely used by TAFE and other horticultural education bodies in Australia. Angus is also well known for his career in horticultural media that began on ABC Radio 702 and as the NSW presenter on ABC TV's Gardening Australia for 11 years up until mid 2017. Angus has also published six highly successful gardening books including his most recent publications The Australian Native Garden and Grow Your Own – How to be an Urban Farmer. Angus is an Honorary Research Associate at the Australian Botanic Garden Mt Annan and at the University of Tasmania, where he is domesticating Australian native plants from the wild for future use for their ornamental and economic qualities such as medicinal usage.



Prof Mark Tjoelker

University of Western Sydney

Results of the Tree Standard Research

Get the results of the Tree Standard research from lead Researcher Mark Tjoelker and understand how they will affect your practices.

Wednesday, 21 February, 8.30 am (Auditorium)

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 tree stock standard for landscape trees in Australia in conjunction with the nursery industry and Horticulture Innovation Australia."



Jan Paul van Moort

ACIL Allen Consulting

Nursery & Garden Industry Statistics & Research: Good data and business tool

A recent research project has delivered great results and a benchmarking tool for industry. Understand why you can be confident in the results and how to use the tool in your business.

Wednesday 21 February, 11.15 am (Auditorium)

Jan Paul specialises in strategic planning, performance evaluation and facilitation. He leads the firm's rural research development and extension (RD&E), agricultural development and natural resource management practices.

He has a deep understanding of understanding of the strategic and operational dimensions of agricultural industries, regional communities and associated challenges and opportunities based on 20 years of consulting and public sector experience

Jan Paul works with industry organisations, governments and rural communities across agriculture and other industries. Jan Paul's work includes establishing, implementing and reviewing agricultural policies, programs and projects and organisations which are aligned to improve industry productivity and sustainability.



Peter Vaughan

Nursery & Garden Industry Australia

State of Play - Nursery & Garden Industry Australia

NGIA CEO Peter Vaughan provides an update on the NGIA's representation of Members and receive achievements

Tuesday 20 February, 3.35 pm (Auditorium)

Peter Vaughan started as the NGIA CEO in April 2015. Peter 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. 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.

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 2018 Registration Form.

Exhibition Walk-Through & Welcome Drinks

Take a walk through the exhibition to view all the new and innovative products and services on offer for industry. Collect your registration pack before joining your colleagues for drinks on the waterfront lawn.

Date:	Monday 19 February 2018
Time:	4.30pm Walk-Through 5.30pm Welcome Drinks
Venue:	Conference Exhibition Room and then Waterfront Lawn
Dress:	Smart Casual
Cost:	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.



Casual Evening

Enjoy a relaxed night in the sheds of the Hobart Brewing Company. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Tasmania. This is an optional ticketed event. Simply nominate this option when you register online.

Date:	Tuesday 20 February 2018
Time:	6.30pm-10.30pm
Venue:	Hobart Brewing Company
Dress:	Casual
Cost:	Optional event for \$90 Please indicate on the registration form if you wish to attend this function and the ticket will be added to your invoice.
Additional Tickets:	\$90 including GST. Contact the registration desk to purchase additional tickets.



Industry Dinner

Departing the Wrest Point Pier at 6pm sharp, enjoy canapes and drinks while you ride down the Derwent River to the acclaimed Museum, Gallery and dining spectacular – MONA. Take advantage of a private viewing of the astounding venue before you are seated for a feast and the announcement of the Industry Recognitions to conclude the 2018 conference.

Date:	Wednesday 21 February 2018
Time:	Ferry departs the Wrest Point Wharf at 6.00pm SHARP
Venue:	Museum of Old and New Art (MONA)
Dress:	Cocktail, Suit no tie
Cost:	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.
Additional Tickets:	\$200 including GST. Contact the registration desk to check availability.

OUR SPONSORS

PRINCIPAL R&D PARTNER

Horticulture Innovation Australia



Horticulture Innovation Australia (Hort Innovation) is a not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9 billion horticulture industry. Hort Innovation invests around \$100 million in research and development (R&D) and marketing programs annually to provide benefit to industry and the wider community. Over the next five years, the Nursery Strategic Investment Plan (SIP) will help guide Hort Innovation's oversight and management of investment programs for the nursery industry. The SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the industry to ensure levy investment decisions align with industry priorities.

PLATINUM SUPPORTER

Garden City Plastics



Garden City Plastics have been supplying the Horticultural market for over 40 years. We're a Family business manufacturing flower pots in Dandenong Victoria and supplying the most extensive allied product range needed in the horticultural market right throughout Australia. We have warehouse & distribution centres and a team of people servicing every state. We source the highest quality products and support networks assisting your business to achieve its best Yield. We're focussed suppliers of top quality Pots, Tubes, Buckets, Coir, Peat, Fertiliser, Chemicals, Container Printing and Packaging. At Garden City Plastics, we'll bring industry knowledge and advice to your door as "Trusted Partners in Horticulture".

GOLD SUPPORTERS

Norwood Industries



If you're in need of digital commercial printing services or an efficient horticultural plant tag and royalty service, Norwood can help. They have been around for years and have pioneered the way, always ahead of the curve and using the latest and greatest printing technology to ensure they exceed at every job. They have worked closely with industry to figure out our exact needs to develop both outstanding and practical results. They lead the way with specialised methods including, such as UV printing, and can print on almost all types of materials. They constantly research new printing methods and systems so the end result looks better and is as affordable as possible for all. No matter what printing service you need, give them a call and see the difference Norwood can make today. They are based in Melbourne but are able to help businesses all over Australia.

Arthur J Gallagher



Gallagher is the proud insurance partner of the 2018 Nursery & Garden Industry National Conference & Exhibition.

Developed specifically for the Nursery and Growing industry, our Nurserypac insurance product comprehensively addresses your risks, including those that are unique to retail and wholesale nurseries and plant growing businesses.

Some of the key features of Nurserypac are:

- ▶ property, stock and contents cover
- ▶ Public and products liability
- ▶ Flood cover
- ▶ Hail damage – even for open air stock and contents
- ▶ Insurance cover for shade sails, glass houses and green houses
- ▶ Appreciating growing stock protection
- ▶ Cover for theft, employee dishonesty, machinery breakdown, electronics, unregistered vehicles, glass and tax audits

To find out more about how Gallagher can help your business, call 1800 572 145 to be put in touch with your nearest nursery specialist broker. Alternatively, request more information on our range of services here.

SILVER SUPPORTERS

Ball Australia



Ball Australia has been operating in Australia since 2001 and offers an extensive range of annual and perennial flower varieties in seed and plugs to professional growers all over Australia.

In 2017 Ball Australia made the move to a larger 18ha site in Skye, Victoria, Australia. The new production nursery boasts 32,000m² of growing capacity on 18 hectares of land and puts in place the right tools of the trade for Ball Australia to supply the Australian market quality flower and vegetable young plants. Plugs are produced to order, in a range of plug sizes: 512, 288, 144 and 105 cells plus production of vegetative items in our specially developed production facility. A wide variety of Ball Certified varieties are available.

ICL-Group



ICL is one of the world's leaders in the market of specialty fertilisers. Everything we do is focused on one aim: making plants, crops and grass grow better. We leverage state-of-the-art precision nutrition and technologies to ensure maximum growth. We offer a wide range of high quality fertilisers, plant protection products and wetting agents and our team of specialised experts are always here to help and support our customer.

MEDIA PARTNERS

Hort Journal



Hort Journal Australia magazine published monthly by Greener Publishing & Media Pty Ltd. Australia's most exciting Horticultural trade media and communication solution for the nursery and garden industry. Hort Journal Australia services all industry sectors including Production, Wholesale and Retail nurseries, Council and Local Government, Garden Designers and Landscapers, Horticulturists, Allied Industries, Education and Training organisations. Hort Journal Australia is published to fulfil the need of technical and innovative information that was needed in the industry; our writers and contributors are experts in their field.

Commercial Horticulture



Commercial Horticulture Magazine is published bi-monthly and is the official nursery trade industry magazine covering news and views from NZ and around the world. Information regarding what others in the trade are saying and doing, the best business & product ideas, marketing and merchandising ideas and advice from local and international experts. Consumer buying trends and preferences, upcoming industry events around the world, management advice. New plant reviews, new products, research reports etc.

CONFERENCE SUPPORTER

Seasol



Seasol manufacture and market Australia's favourite liquid seaweed along with a range of liquid fertilisers, soil conditioners and recently released slow and controlled release granular products. At Seasol, we were green and organic a long time before it became fashionable and we want every gardener, be they commercial, enthusiast or novice, to reap the rewards of watching a crop perform better than before, or the simple pleasure of planting a garden and enjoying the many benefits it can bring. As a company, we care about our people, as we care about the industry in which we operate, for without the two, Seasol would simply be a name.

EXHIBITION



Exhibitors



Agsafe

Agsafe ensures the safe supply, use and disposal of agricultural and veterinary (agvet) chemicals and containers through the supply chain. Agsafe runs four product stewardship programs: Training, Accreditation, drumMUSTER and ChemClear. Agsafe training provides participants with the knowledge and understanding to safely and legally transport, handle and store chemicals. Agsafe member businesses may become Agsafe Accredited against an Industry Code of Practice for the Safe Transport, and Storage of chemicals. drumMUSTER collects empty, clean chemical containers. Drums are recycled and transformed into a range of products including wheelie bins, public furniture, construction materials and road markers. ChemClear provides chemical users with an ongoing avenue to dispose of agvet chemicals safely and encourage the protection of land and waterways.



Amgrow

A diversified sales and distribution business providing product and service innovation to the professional turf, pest management, home garden and specialty agriculture industries in Australasia, committed to empowering our people and adding value to our customers, supply partners and the industries in which we participate.

Amgrow Home Garden is one of Australia's largest home garden product suppliers, offering a wide range of solutions that allows the

home gardener to see proven results in their everyday gardens.

- ▶ Amgrow Home Garden is one of the largest suppliers to the home garden consumer market in Australia
- ▶ A national wholesale business operating in every Australian state with in-house manufacturing capability and 9 strategically located warehouses
- ▶ Main product segments include Growing Media, Plant Nutrition, Plant Protection, Home Pest Control and Soil Surfactants (Wetting Agents)
- ▶ An extensive product portfolio focused on developing quality branded products
- ▶ Amgrow products are sold through corporate and independent hardware stores, garden centres and variety outlets.



Brocklands

Brocklands Pty Ltd is a specialist propagation nursery focussed on commercial horticulture outcomes particularly with berry and woody plant production. All plants both, proprietary and public, are DNA and pathogen tested for authenticity and allocated to clients specifically. Our facility allows us to produce plants all year round and plants are moved as plugs or as tissue culture plantlets according to customer specifications.

We embrace new technologies to make lighter work of the task at hand which enables Brocklands Pty Ltd to remain competitive with our mainland counterparts. Being involved with the NGIA Farm Management Scheme gives us the ability to ship into areas where Biosecurity protocols can be prohibitive.



CSIRO

At CSIRO, we do the extraordinary every day. We innovate for tomorrow and help improve today – for our customers, all Australians and the world. Our innovations contribute billions of dollars to the Australian economy every year. Working with our partners, we've assembled strong multidisciplinary research teams to tackle major national and international health and biosecurity challenges, protecting the health of our farming sector, environment, people, and our way of life. With more than 5,000 experts across CSIRO and a burning desire to get things done, we are Australia's catalyst for innovation.

CSIRO. We imagine. We collaborate. We innovate.



Horticulture and Landscape Supplies

Nestled in the Northern Suburbs of Hobart, Horticultural and Landscape Supplies (HALS) is a proudly Tasmanian owned company that specialises in the manufacture and distribution of quality certified horticultural products to meet industry and customer needs. Under the watchful eye of owner Steven Gavalas the HALS team of 25 local staff manufacture and distribute products for major national brands complying with Australian Standards (AS3743, AS4419, AS4454), has NIASA accreditation and ACO certification (11926).

HALS services hardware, garden centre outlets and nurseries statewide and has recently expanded to servicing outlets on the mainland. Today the business has grown to be one of the largest garden wholesale businesses in Tasmania and has "Helped Tasmanians Grow since 1982"



Passfield

Passfield is a powerful software system that is purpose built for the horticultural industry. Passfield gives nurseries unprecedented control from customer relations management, sales and stock control through to production planning and purchasing.

Passfield has an extensive range of functionality that can be configured to suit your nursery's operations making Passfield the perfect nursery management tool for all nurseries from small family businesses to large multi-site businesses.

Come and see why Passfield has a proven track record in the UK and an expanding presence in Australia.



Syngenta

Syngenta are a global leading Research and Development Company, the Turf and Landscape division the largest of its kind in the world focuses specifically on urban horticulture, to protect the environment and improve health and quality of living.

Syngenta through products and programs provide solutions for often complex problems.

Barricade Herbicide is an innovation that has recently been registered for use in pots for nursery production and gardens. Barricade offers excellent pre-emergent control of a broad range of weeds.

To learn more about how to use Barricade Herbicide efficiently please come to our stand.

We take the stewardship of our products seriously.



Transplant Systems

Transplant Systems (Est. 1984) is committed to offering customers a trouble-free experience in the procurement, supply and installation of nursery, forestry and field machinery, equipment and solutions. Transplant Systems has won domestic and international recognition for their capabilities in plant nursery design, construction, installation and commissioning. Transplant Systems work hard to provide customers with quality products and top-notch service - bringing together specialist staff, an integrated team of professional consultants and exceptional international suppliers - so that customers achieve the best results for their business. Whether your business is undertaking a new project, is managing an existing project, or is starting out with automation - Transplant Systems have the right advice, equipment and follow-up support to get you there sooner and see a faster return on your investment.

Specialists in Protected Cropping Automation.



Waratah

Waratah is a trusting, reliable major supplier to the Commercial and Retail Horticultural Industry of Tasmania. We have over 45 years of operation and experience, now with warehouse / showroom locations in both Hobart and Launceston. We offer convenience to our customers and delivery into all areas statewide.

General Information

REGISTRATION DESK

The registration desk is opposite the Plenary Entrance. The desk will be open at the following times:

Monday 19 Feb	7:00 - 8:00
<i>(Hotel lobby for tour departures only)</i>	
Tuesday 20 Feb	7:30 - 17:00
Wednesday 21 Feb	8:00 - 15:00

Contact details:

Heather Henderson - 0428 383 369
Kobie Keenan - 0410 686 901

DELEGATE ENTITLEMENTS

Full conference registration includes:

- ▶ Exhibition Walk Through and Waterfront Welcome Mon 19
- ▶ All conference sessions and workshops on Tues 20 and Wed 21
- ▶ Morning Tea, Lunch and Afternoon Tea on Tues 20 and Wed 21
- ▶ Access to the Industry Exhibition throughout the conference.
- ▶ Industry Dinner including Ferry, private viewing and feast on Wed 21

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.

Optional additions for full delegates include:

- ▶ The Hobart Brewing Company – Casual networking night Tues 20

Day Registration includes:

- ▶ All conference sessions and workshops on your chosen day
- ▶ Morning Tea, Lunch and Afternoon Tea on your chosen day
- ▶ Access to the Industry Exhibition on your chosen day

Please note that social functions are not included in day registrations

Optional additions for day delegates:

- ▶ Exhibition Walk-Through and Waterfront Welcome Mon19
- ▶ The Hobart Brewing Company, casual networking night on Tues 20
- ▶ MONA – Museum of Old and New Art, Industry Dinner on Wed 21

ADDITIONAL TICKETS

Full and day delegates can purchase additional tickets for the following events:

- ▶ Exhibition Walk-Through and Waterfront Welcome Mon 19
- ▶ The Hobart Brewing Company, casual networking night on Tues 20
- ▶ MONA – Museum of Old and New Art, Industry Dinner on Wed 21

For assistance or more information contact NGIA on 1800 252 468 or email us at conference@ngia.com.au.

NAME BADGES

Proudly sponsored by



For security purposes, delegates, sponsors, exhibitors and speakers are

requested to wear their name badges at all times during the conference.

CONFERENCE SATCHEL

Proudly sponsored by



Satchels can be collected from the registration desk.

MOBILE PHONES

Delegates are requested to turn their phones to silent during conference sessions.

REFRESHMENTS

Morning tea, lunch and afternoon tea breaks will be provided each day in the conference exhibition area.

VENUE WIFI

WiFi is available each day of the conference.

MONEY

ATMs are available at the venue and many banks and ATMs can be found in town.

CLIMATE

During summer in Hobart, average temperatures range from 11.5 - 21°C (52.7 - 69.8°F). The months of January and February are also the driest, and beaches are warm enough to swim.

WHEELCHAIR ACCESS

Wheelchair access or other mobility access is available at the venue.

DRESS CODE

For the conference welcome drinks and casual evening, the dress code is smart casual. The conference industry dinner will be more formal and guests are invited to wear cocktail and suit with no tie. All other activities are casual dress. See conference social program for more information.

TRANSPORT

The conference does not provide any transfers from the airport to conference hotels. All delegates must make their own transport arrangement from the airport. Taxis can be engaged at ranks at Hobart Airport. The taxi ride from the airport to the Wrest Point Casino can take between 20-40 minutes.

Getting around Hobart using public transport is easy. There is an abundance of taxis that can be hailed from the street, or engaged at ranks throughout Hobart city. Water transfers from Wrest Point pier offer an appealing transport mode. Bus transport timetables, fare and route information is available from www.metrotas.com.au

Shuttle buses operate between Hobart Accommodations (including The Casino) and the Airport for every departure and arrival of mainland flights. The shuttle departs outside the terminal after the arrival of every mainland flight, transferring passengers to the city. **BOOKINGS SHOULD BE MADE 2hrs PRIOR TO PICKUP TIME.** Contact the hotel reception for more information.



PRINCIPAL R&D PARTNER



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THE
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EDGE

Nursery & Garden Industry
National Conference

19-21 February 2018
Wrest Point, Hobart, Tasmania

Barry Humphris
Humphris Nursery



Monday 19 Feb

0800-1630	Industry Tours	
1630-1730	Registration Collection	& Exhibition Walkthrough
1730-1930	Waterfront Welcome Drinks	

Tuesday 20 Feb

0730	Registration desk open	
0800	Exhibition opens	
0830	Conference Opening & Welcome MC Opening Announcements & Welcome NGIA President Karen Brock	
0845	Address to Industry	
0905	Welcome to Tasmania – Selling the story of the grower... Matt Evans, <i>The Gourmet Farmer</i>	
0950	American Trends for Australian Nursery & Garden Businesses Chris Beytes, <i>Ball Publishing, Florida USA</i>	
1035	MORNING TEA - Exhibition Area	
	Auditorium	Tasman
1100	Workshop: Horticulture Masterclass Dr Alistair Gracie & Dr David Monckton, <i>Tasmanian Institute of Agriculture, School of Land and Food, University of Tasmania</i>	Sorry, not available! Dealing with plant shortages Christina Gnezdiloff, <i>Evergreen Connect</i> Managing the pressures of farming Kerri-Lynn Peachey, <i>Australian Centre for Agricultural Health and Safety</i> 2020 Vision and Plant Life Balance Ben Peacock, <i>Republic of Everyone</i>
1245	LUNCH - Exhibition Area	
1330	Drone technology: opportunity for nursery application Adam Kilpatrick, <i>University of Adelaide</i> An update from Garden Centres of Australia (GCA) and Garden Releaf 2018 Leigh Siebler, <i>Garden Centres of Australia</i> Biosecurity War – 2018's high and medium risks explained Lois Ransom, <i>Department of Agriculture and Water Resources</i>	Improving synergies between retailers and growers Bruce Stanley, <i>Alpine Nurseries</i> Innovative management and marketing strategies for nursery & garden businesses Chris Beytes, <i>Ball Publishing, Florida</i> Hort Innovation Strategic Levy and Frontier Initiatives Selwyn Snell, <i>Chairman, Hort Innovation</i>
1515	AFTERNOON TEA – Exhibition Area	
1535	Nursery & Garden Industry Australia – State of Play Peter Vaughan, <i>CEO Nursery & Garden Industry Australia</i>	
1610	Industry Structural Change Panel	Discussion.
1700	Closing announcements – Day 1	
1830	OPTIONAL - Hobart Brewing	Company Casual Function

Wed 21 Feb

0800	Registration Desk open	
0830	Results of the Tree Standard Research Professor Mark Tjoelker, <i>University of Western Sydney</i> Nursery Industry Biosecurity Program John McDonald, <i>Nursery & Garden Industry Australia</i> Diagnosing Plant Diseases Andrew Manners, <i>University of Queensland</i>	The art and science of plant breeding and selection Angus Stewart Weed management in nurseries using herbicide Daniel Docherty, <i>Syngenta Australia</i>
1015	MORNING TEA- Exhibition Area	
	Auditorium	Tasman
1040	The future of retail: Five trends shaping how we shop Louise Grimmer, <i>University of Tasmania</i> Nursery Research & Statistics & Data Tool Jan Paul Van Moort, <i>ACIL Allen Consulting</i> Future for nursery and greenhouse crops Chris Beytes, <i>Ball Publishing, Florida USA</i>	21st Century Plant Propagation - New technologies and techniques Angus Stewart Retail Health Check Louise Grimmer, <i>University of Tasmania</i>
1225	LUNCH- Exhibition Area	
1310	The future of the Nursery Industry & the Digital World Rose Herceg, <i>Futurist, Social Forecaster, Chief Strategy Officer, WPP AUNZ</i>	
1355	Demographic shifts for greenlife growers and retailers to capture! Mark McCrindle, <i>Social Researcher, Principle at McCrindle Research</i>	
1440	AFTERNOON TEA- Exhibition Area	
1500	Repositioning Industry! Value what you do and others will follow -Culture Shift Chris Helder, Author of 'Useful Belief' and 'The Ultimate Book of Influence'	
1545	FINAL SPEAKER Improvise, Adapt, Overcome Paul de Gelder, <i>Advocate, Adventurer and former Navy Clearance Diver</i>	
1630	Closing announcements – Conference concludes	
1800	Industry Dinner -Ferry departs for MONA Museum of Old & New Art	
Sharp		

*Current as at January 2018.
Program subject to change without notice

Nursery & Garden Industry
National Conference
19-21 February 2018
Wrest Point, Hobart, Tasmania



Appendix G

NGIA website screen shots

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Horticulture Innovation Australia

Horticulture Innovation Australia (Hort Innovation) is a not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9 billion horticulture industry. Hort Innovation invests around \$100 million in research and development (R&D) and marketing programs annually to provide benefit to industry and the wider community. Over the next five years, the Nursery Strategic Investment Plan (SIP) will help guide Hort Innovation's oversight and management of investment programs for the nursery industry. The SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the industry to ensure levy investment decisions align with industry priorities

Platinum Partner



Garden City Plastics

Garden City Plastics have been supplying the Horticultural market for over 40 years. We're a Family business manufacturing flower pots in Dandenong Victoria and supplying the most extensive allied product range needed in the horticultural market right throughout Australia. We have warehouse & distribution centres and a team of people servicing every state. We source the highest quality products and support networks assisting your business to achieve its best Yield. We're focussed suppliers of top quality Pots, Tubes, Buckets, Coir, Peat, Fertiliser, Chemicals, Container Printing and Packaging. At Garden City Plastics, we'll bring industry knowledge and advice to your door as "Trusted Partners in Horticulture".

Gold Partners



Arthur J Gallagher

Gallagher is the proud insurance partner of Nursery & Garden Industry Australia.

Developed specifically for the Nursery and Growing industry, our Nurserypac insurance product comprehensively addresses your risks, including those that are unique to retail and wholesale nurseries and plant growing businesses.

Some of the key features of Nurserypac are:

- property, stock and contents cover
- Public and products liability
- Flood cover
- Hail damage – even for open air stock and contents
- Insurance cover for shade sails, glass houses and green houses
- Appreciating growing stock protection
- Cover for theft, employee dishonesty, machinery breakdown, electronics, unregistered vehicles, glass and tax audits

To find out more about how Gallagher can help your business, call 1800 572 145 to be put in touch with your nearest nursery specialist broker. Alternatively, request more information on our range of services [here \(http://info.ajg.com.au/ngia\)](http://info.ajg.com.au/ngia).



Norwood

If you're in need of digital commercial printing services or an efficient horticultural plant tag and royalty service, Norwood can help. They have been around for years and have pioneered the way, always ahead of the curve and using the latest and greatest printing technology to ensure a they exceed at every job. They have worked closely with industry to figure out our exact needs to develop both outstanding and practical results. They lead the way with specialised methods including, such as UV printing, and can print on almost all types of materials. They constantly research new printing methods and systems so the end result looks better and is as affordable as possible for all. No matter what printing service you need, give them a call and see the difference Norwood can make today. They are based in Melbourne but are able to help businesses all over Australia.

Silver Partners



Ball Australia

Ball Australia has been operating in Australia since 2001 and offers an extensive range of annual and perennial flower varieties in seed and plugs to professional growers all over Australia.

In 2017 Ball Australia made the move to a larger 18ha site in Skye, Victoria, Australia.

The new production nursery boasts 32,000m2 of growing capacity on 18 hectares of land and puts in place the right tools of the trade for Ball Australia to supply the Australian market quality flower and vegetable young plants.

Plugs are produced to order, in a range of plug sizes: 512, 288, 144 and 105 cells plus production of vegetative items in our specially developed production facility. A wide variety of Ball Certified varieties are available.



ICL-Group

ICL is one of the world's leaders in the market of specialty fertilizers. Everything we do is focused on one aim: making plants, crops and grass grow better. We leverage state-of-the-art precision nutrition and technologies to ensure maximum growth. We offer a wide range of high quality fertilizers, plant protection products and wetting agents and our team of specialised experts are always here to help and support our customer.

Media Partners



Hort Journal

Hort Journal Australia magazine published monthly by Greener Publishing & Media Pty Ltd. Australia's most exciting Horticultural trade media and communication solution for the nursery and garden industry. Hort Journal Australia services all industry sectors including Production, Wholesale and Retail nurseries, Council and Local Government, Garden Designers and Landscapers, Horticulturists, Allied Industries, Education and Training organisations. Hort Journal Australia is published to fulfill the need of technical and innovative information that was needed in the industry; our writers and contributors are experts in their field.



Reference Publishing

Commercial Horticulture Magazine is published bi-monthly and is the official nursery trade industry magazine covering news and views from NZ and around the world. Information regarding what others in the trade are saying and doing, the best business & product ideas, marketing and merchandising ideas and advice from local and international experts. Consumer buying trends and preferences, upcoming industry events around the world, management advice. New plant reviews, new products, research reports etc.

Conference Supporter



Seasol

Seasol manufacture and market Australia's favourite liquid seaweed along with a range of liquid fertilisers, soil conditioners and recently released slow and controlled release granular products.

At Seasol, we were green and organic a long time before it became fashionable and we want every gardener, be they commercial, enthusiast or novice, to reap the rewards of watching a crop perform better than before, or the simple pleasure of planting a garden and enjoying the many benefits it can bring.

As a company, we care about our people, as we care about the industry in which we operate, for without the two, Seasol would simply be a name.

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Monday 19 February 2017 – OPTIONAL DAY

Elect to participate in nursery industry tours. Simply nominate this option when you register online.

8.00AM Industry Tours - Tour details will be available shortly

4.30PM Registration Opens & Exhibition Walk-Through

5.30PM-7.30PM Welcome Reception – Waterfront Garden

Collect your registration pack and take a walk through the conference exhibition before joining your colleagues on the waterfront lawn for drinks and canapes in a welcome to conference.

Tuesday 20 February 2017 – FIRST DAY OF CONFERENCE

8.00AM Registration Desk and Exhibition Open

8.30AM Conference Opening

The first day of exciting and innovative speakers delivering 'need to know' information for industry. Day one includes a Horticultural Masterclass and the presentation of the Final Report from the Structural Change Advisory Committee.

7.00PM OPTIONAL – The Hobart Brewing Company

To enjoy this relaxed night in the sheds of the Hobart Brewing Company. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Tasmania. Simply nominate this option when you register online.

Wednesday 21 February 2017 – FINAL DAY OF CONFERENCE

8.00AM Registration Desk and Exhibition Open

8.30AM Sessions Resume

Return on the second day to capture the technical workshop for production nurseries as well as visionary speakers discussing access to futuristic business and the industry's critical need to value itself.

5.45 for 6.00pm Industry Dinner @ MONA

Departing the Wrest Point Pier at 6pm sharp, and enjoy canapes and drinks while you ride down the Derwent River to the acclaimed Museum, Gallery and dining spectacular – MONA. Take advantage of a private viewing of the astounding venue before you seated for a feast and the announcement of the Industry Recognitions to conclude the 2018 conference. *Dress: Cocktail, Suit no tie*



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PAGE ATTACHMENTS

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Registration Rates

	Member	Non-Member
Early Bird Registration	870	1020
Standard Registration	1020	1140
Early Bird Day Registration	450	550
Standard Day Registration	550	650

Optional Activities & Additional Tickets

Retail Tour - Monday 19 February	225	275
Production Tour - Monday 19 February	225	275
Exhibition Walk Through and Waterfront Welcome Monday 19 February	80	
The Hobart Brewing Company - Tuesday 20 February	90	
MONA – Museum of Old and New Art, Industry Dinner Wednesday 21 February	200	

Inclusions

Full Registration includes:

- Exhibition Walk Through and Waterfront Welcome Monday 19
- All conference sessions and workshops on Tuesday 20 and Wednesday 21
- Morning Tea, Lunch and Afternoon Tea on Tuesday 20 and Wednesday 21
- Access to the Industry Exhibition throughout the conference.
- Industry Dinner including Ferry, private viewing and feast on Wednesday 21

Optional additions for full delegates include:

- Retail Tour departing early Monday 19
- Production Tour departing early Monday 19
- The Hobart Brewing Company – Casual networking night Tuesday 20

Day Registration includes:

- All conference sessions and workshops on your chosen day
- Morning Tea, Lunch and Afternoon Tea on your chosen day
- Access to the Industry Exhibition on your chosen day

Optional additions for day delegates

- Exhibition Walk-Through and Waterfront Welcome Monday 19
- Retail Tour departing early Monday 19
- Production Tour departing early Monday 19
- The Hobart Brewing Company, casual networking night on Tuesday 20
- MONA – Museum of Old and New Art, Industry Dinner on Wednesday 21

Additional Tickets

Full and day delegates can purchase additional tickets for the following events:

- Exhibition Walk-Through and Waterfront Welcome Monday 19
- The Hobart Brewing Company, casual networking night on Tuesday 20
- MONA – Museum of Old and New Art, Industry Dinner on Wednesday 21

For assistance or more information contact NGIA on 1800 252 468 or email us a conference@ngia.com.au (<mailto:conference@ngia.com.au>).



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Pre Conference Tours

PRE CONFERENCE TOURS



Registration for the pre conference workshops and tours is **OPEN**.

Hobart Retail Tour

Monday 19 February 2018, Departs 8.00am

Buses will depart Wrest Point Casino at 8.00am and head to **Harmony Garden Centre** one of Australia's most southern garden centres, located on Hobart's beautiful eastern shore at Ralph's Bay, Lauderdale. Harmony Garden Centre and Florist is a family owned business and with combined industry experience of over 100 years. Your host will provide morning tea before departing for Clennett's Mitre 10.

Clennetts Mitre 10 is your next stop. They stock a wide range of indoor and outdoor plants, gifts, garden hardware and allied product. They also have a selection of planters and pots which has to be seen to be believed.

David Drysdale of **Greenhill Nursery** will meet you at your next stop. Greenhill Nursery is a growing business meeting local demand for quality advanced trees and shrubs, and an expanding range of 140mm shrubs and grasses. Situated in the foot hills of the Wellington range, and exposed to strong winds and low temperatures their plants are hardy, they settle quicker and grow faster.

Lunch will be provided at **Willie Smith's Apple Shed** an organic cider house located in the Huon Valley, Tasmania – one of the most pure and untouched places on earth. Andrew Smith is the fourth generation operator of the orchard and he credits this amazing facility to William and Elsie Smith who planted the first tree in the orchard in 1888, and it is still picked from today.

Plants of Tasmania Nursery specialises in growing and selling plants native to the island state of Tasmania. They stock over 500 different species and varieties, from small groundcovers to *Eucalyptus regnans*, the world's tallest flowering plant. The nursery has dedicated coastal, rainforest, ferns and alpine sections and is a unique Tasmania business.

The last stop on the tour is **Chandlers Nursery**, a large retail nursery covering over 4000sq/m. They provide a large range of seed, seedlings, seasonal herbs, edible fruits (citrus, berries and stone-fruit), indoor plants, cottage plants, Australian natives, water plants, conifers, small and large shrubs, and trees. Afternoon tea will be served before your return to Wrest Point Casino.

Delegates will arrive back at the Casino at approximately 4.05pm. At 4.30pm the exhibition will open for a walk through and registration pack can be collected in the conference foyer before welcome drinks on the Waterfront Lawn at 5.30pm.

\$225 Members/\$275 Non-members

Hobart Wholesale Tour

Monday 19 February 2018, Departs 8.00am

Departing Wrest Point Casino at 8.00am, buses will drive north to **Tibball's Nursery**. Here you will enjoy a tour of this third-generation family owned wholesale nursery business, established in 1946. Tibball's Nursery specialises in flower and vegetable seedlings, along with various pot sizes of herbs, tomatoes, strawberries, vegetables, potted colour, cyclamen, chrysanthemums & perennials.

From Tibball's you will continue north to **Granton Plants** located on the banks of the Derwent River where morning tea will be provided. Tasmanian owned Granton Plants has grown and supplied an extensive range of native and exotic trees, shrubs and grasses to the nursery and landscaping industry for over 30 years.

The last stop before lunch is **Horticultural & Landscape Supplies**. Opening in 1982 as a wholesale business, Horticultural & Landscape Supplies serviced hardware and garden centre outlets with packaged goods from the mainland. Today the business has grown to one of the largest garden wholesale businesses in Tasmania servicing plant growers, small independent nurseries, supermarkets and large chain stores.

The historic Butchers Hill Vineyard in Richmond is the location of **Pooleys Wines**, your venue for lunch.

Westland Nurseries is your final destination for the day. Established by Henry and Catherine Van der Staay in 1956 on a 7 hectare site in Lenah Valley, the business is now located at Seven Mile Beach on a 30 hectare site and offers a wide range of quality advanced trees and shrubs.

Delegates will arrive back at the Casino at approximately 4.15pm. At 4.30pm the exhibition will open for a walk through and your registration pack can be collected in the conference foyer before welcome drinks on the Waterfront Lawn at 5.30pm.

\$225 Members/\$275 Non-members

*** Please note: All tours are subject to achieving minimum participation numbers. In the event your chosen tour does not proceed you will be contacted by NGIA.*



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Social Program

SOCIAL PROGRAM



Monday 19 February 2017

4.30PM REGISTRATION OPENS & EXHIBITION WALK-THROUGH
5.30PM-7.30PM WELCOME RECEPTION – WATERFRONT GARDEN DRESS CODE: SMART CASUAL

Collect your registration pack and take a walk through the conference exhibition before joining your colleagues on the waterfront lawn for drinks and canapes.

Tuesday 20 February 2018

6.30PM OPTIONAL - THE HOBART BREWING COMPANY DRESS CODE: SMART CASUAL

To enjoy this relaxed night in the sheds of the Hobart Brewing Company. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Tasmania. Simply nominate this option when you register online.

Wednesday 21 February 2018

6.00PM DEPARTURE INDUSTRY DINNER DRESS CODE: COCKTAIL, SUIT, NO TIE

Departing the Wrest Point Pier at 6pm sharp, canapes and drinks while you ride down the Derwent River to the acclaimed Museum, Gallery and dining spectacular – MONA. Take advantage of a private viewing of the astounding venue before you are seated for a feast and the announcement of the Industry Recognitions to conclude the 2018 conference.



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Speakers

SPEAKERS



Matthew Evans - Keynote



Matthew Evans is a former chef and food critic turned Tasmanian smallholder. He fattens pigs, milks a cow, tends a garden and writes about food from his office overlooking the silver birches atop his cottage on Puggle Farm, in the gorgeous Huon Valley. The man behind SBS' Gourmet Farmer, now in its third season; he is the author of nine books on food, including the authoritative Real Food Companion, his autobiography Never Order Chicken on a Monday, and the recently co-authored Gourmet Farmer Deli Book.

Chris Beytes- Keynote



Chris Beytes is editor of GrowerTalks and Green Profit magazines and author of the widely read weekly e-newsletter Acres Online, which reaches 22,000 horticulture industry folks in 60 countries. Chris is a graduate of the University of Florida with a degree in journalism and a minor in ornamental horticulture. A former greenhouse owner with his wife, Laurie, Chris has been with Ball Publishing since 1993. In that position, Chris travels the U.S. and the world to stay current on the latest horticultural production, marketing and retailing technologies and trends. Highlight of his career (thus far) including interviewing King Willem Alexander of the Netherlands, and emceeing (twice) the International Grower of the Year awards in Germany.

Rose Herceg - Keynote



Rose Herceg has built a career as one of Australia's most respected futurists and social forecasters. Rose's first business, Pophouse launched in 1999, became known as Australia's best regarded company for innovation, social trends and business strategy. BRW Magazine named Rose the number one innovative thinker in the country and Pophouse the country's best place to go for new business models and emerging trends data. In 2006, Rose sold her company to the STW Group. Rose has maintained a close working relationship with STW consulting and in March 2015, Rose was appointed as the Chief Strategy Officer for the STW Group, now called WPP ALUNZ after its merger with global communications powerhouse WPP.

Mark McCrindle



Mark McCrindle is a social researcher with an international following. He is recognised as a leader in tracking emerging issues and researching social trends. As an award-winning social researcher and an engaging public speaker, Mark has appeared across many television networks and other media.

He is a best-selling author, an influential thought leader, TEDx speaker and Principal of McCrindle Research. His advisory, communications and research company, McCrindle, count among its clients more than 100 of Australia's largest companies and leading international brands.

Mark's highly valued research and reports, presented through infographics, data visualisations, videos, media input, resources, and blogs, have developed his regard as an expert demographer, futurist and social commentator.

Chris Helder



Chris Helder is a business communication genius and master storyteller whose presentations have radically transformed how thousands of people worldwide communicate with clients, customers, colleagues, staff and teams. He has been a professional speaker for 16 years and has done over 2,000 presentations around the world.

He is the author of two bestselling books 'The Ultimate Book of Influence' which has been published in five languages and his latest release, 'Useful Belief', which is one of the highest selling Australian business books of all time.

Conference MC - Matthew Carroll



Matthew has been invited as the MC for the 2018 Conference. Matt is an industry identity recognised as the founder of Hortigroup. He is a presenter and social media expert and he is a welcome edition to the conference program.



PRINCIPLE RAO PARTNER



PLATINUM PARTNER



GOLD PARTNERS



SILVER PARTNERS



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CONFERENCE SUPPORTER



2020 NATIONAL CONFERENCE
(/CATEGORY?ACTION=VIEW&CATEGORY_ID=330)
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REGISTRATION & PRICING (/Category?Action=View&Category_id=732)
Pre Conference Tours
(/Category?Action=View&Category_id=740)
Social Program (/Category?Action=View&Category_id=737)
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VENUE & ACCOMODATION

Venue - Wrest Point Casino



Wrest Point Hobart has an impressive range of facilities are just beyond your hotel door. From the boutique casino and choice of five restaurants, including one of Hobart's signature dining destinations, you're spoilt for choice.

Enjoy a cocktail and live music at one of four bars, Day Spa Centre for pampering plus full access to the Health Club, pool and Mini Golf. Water transfers from our pier offer an appealing transport mode, and those on business will appreciate in-room free Wi-Fi and Business Bureau facilities.

What's more, the best of Hobart's attractions are right on your doorstep. In less than five minutes' drive or a leisurely walk, you'll be in the heart of Hobart. Wander Salamanca Market, Australia's largest outdoor market and explore the sandstone warehouses of Salamanca Place, home to some of Hobart's best restaurants, bars and artisan galleries.

Wrest Point's proximity to central Hobart allows for free and easy parking, and a launching pad to discover the city's attractions. Take a ferry from the Hobart waterfront to MONA, Australia's largest private art collection, soak up the history at Australia's oldest brewery or venture up Mount Wellington for superb views across all seasons. The Tasmanian Museum and Gallery is at your fingertips near a waterfront dotted with fish punts, maritime heritage and friendly locals.

Accommodation

You are invited to stay onsite at the Wrest Point and enjoy the company of your colleagues and friends just a short walk from your hotel door, at Wrest Point's own Conference & Exhibition Centre.

On-site Accommodation at a special conference rate has been arranged at Wrest Point from Sunday 18 February to Wednesday 21 February. Details of accommodation types including photo gallery are available here.

For access to the conference rate at Wrest Point please use this link to book directly with the hotel. (<https://reservations.travelclick.com/11382?groupID=1957744>)

Tower Suites	269
Tower Harbour View	189
Tower Mountain View	179
Water Edge	169



PRINCIPLE R&D PARTNER



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(/CATEGORY?
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Sponsors & Exhibitors

SPONSORS & EXHIBITORS



Sponsorship & Exhibition Opportunities

Sponsorship and Exhibition packages for the 2018 National Conference & Exhibition are available. For further information about sponsorship or exhibition at the 2018 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
Email: nsloss@ngisa.com.au (<mailto:nsloss@ngisa.com.au>)
(<mailto:nsloss@ngisa.com.au>)



Appendix H

One page conference program

Monday 19 Feb	
0800-1630	Industry Tours
1630-1730	Registration Collection & Exhibition Walkthrough
1730-1930	Waterfront Welcome Drinks

Tuesday 20 Feb	
0730	Registration desk open
0800	Exhibition opens
0830	Conference Opening & Welcome MC Opening Announcements & Welcome NGIA President Karen Brock
0845	Address to Industry
0905	Welcome to Tasmania – Selling the story of the grower... Matt Evans, <i>The Gourmet Farmer</i>
0950	American Trends for Australian Nursery & Garden Businesses Chris Beytes, <i>Ball Publishing, Florida USA</i>
1035	MORNING TEA - Exhibition Area
	Auditorium <i>Tasman</i>
1100	Workshop: Horticulture Masterclass Dr Alistair Gracie & Dr David Monckton, <i>Tasmanian Institute of Agriculture, School of Land and Food, University of Tasmania</i>
	Sorry, not available! Dealing with plant shortages Christina Gnezdiloff, <i>Evergreen Connect</i> Managing the pressures of farming Kerri-Lynn Peachey, <i>Australian Centre for Agricultural Health and Safety</i> 2020 Vision and Plant Life Balance Ben Peacock, <i>Republic of Everyone</i>
1245	LUNCH - Exhibition Area
1330	Drone technology: opportunity for nursery application Adam Kilpatrick, <i>University of Adelaide</i> An update from Garden Centers of Australia (GCA) and Garden Releaf 2018 Leigh Siebler, <i>Garden Centres of Australia</i> Biosecurity War – 2018's high and medium risks explained Lois Ransom, <i>Department of Agriculture and Water Resources</i>
	Improving synergies between retailers and growers Bruce Stanley, <i>Alpine Nurseries</i> Innovative management and marketing strategies for nursery & garden businesses Chris Beytes, <i>Ball Publishing, Florida</i> Hort Innovation Strategic Levy and Frontier Initiatives Selwyn Snell, <i>Chairman, Hort Innovation</i>
1515	AFTERNOON TEA – Exhibition Area
1535	Nursery & Garden Industry Australia – State of Play Peter Vaughan, <i>CEO Nursery & Garden Industry Australia</i>
1610	Industry Structural Change Panel Discussion.
1700	Closing announcements – Day 1
1830	OPTIONAL - Hobart Brewing Company Casual Function

Wed 21 Feb	
0800	Registration Desk open
0830	Results of the Tree Standard Research Professor Mark Tjoelker, <i>University of Western Sydney</i> Nursery Industry Biosecurity Program John McDonald, <i>Nursery & Garden Industry Australia</i> Diagnosing Plant Diseases Andrew Manners, <i>University of Queensland</i>
	The art and science of plant breeding and selection Angus Stewart Weed management in nurseries using herbicide Daniel Docherty, <i>Syngenta Australia</i>
1015	MORNING TEA - Exhibition Area
	Auditorium <i>Tasman</i>
1040	The future of retail: Five trends shaping how we shop Louise Grimmer, <i>University of Tasmania</i> Nursery Research & Statistics & Data Tool Jan Paul Van Moort, <i>ACIL Allen Consulting</i> Future for nursery and greenhouse crops Chris Beytes, <i>Ball Publishing, Florida USA</i>
	21st Century Plant Propagation - New technologies and techniques Angus Stewart Retail Health Check Louise Grimmer, <i>University of Tasmania</i>
1225	LUNCH - Exhibition Area
1310	The future of the Nursery Industry & the Digital World Rose Herceg, <i>Futurist, Social Forecaster, Chief Strategy Officer, WPP AUNZ</i>
1355	Demographic shifts for greenlife growers and retailers to capture! Mark McCrindle, <i>Social Researcher, Principle at McCrindle Research</i>
1440	AFTERNOON TEA - Exhibition Area
1500	Repositioning Industry! Value what you do and others will follow -Culture Shift Chris Helder, Author of 'Useful Belief' and 'The Ultimate Book of Influence'
1545	FINAL SPEAKER Improvise, Adapt, Overcome Paul de Gelder, <i>Advocate, Adventurer and former Navy Clearance Diver</i>
1630	Closing announcements – Conference concludes
1800 Sharp	Industry Dinner -Ferry departs for MONA Museum of Old & New Art

*Current as at January 2018.
Program subject to change without notice



Nursery & Garden Industry
National Conference
19-21 February 2018
Wrest Point, Hobart, Tasmania

Appendix I

Media Release dated
1 November 2017

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Support for the conference continues to grow with an exceptional line up of Sponsors and Exhibitors

SUPPORT FOR THE CONFERENCE CONTINUES TO GROW WITH AN EXCEPTIONAL LINE UP OF SPONSORS AND EXHIBITORS



Hort Innovation is the latest organisation to join the growing list of supporters for *The Growing Edge* National Conference in Hobart from 19-21 February 2018 as 'Principle R&D Partner'.

Hort Innovation Strategic Levy and Frontier Initiatives will feature in the conference program alongside presentations on levy funded activities including Results of the Tree Standard Research, Nursery Research, Statistics and Data Tool and Industry Biosecurity Program.

In welcoming the partnership, NGIA CEO Peter Vaughan acknowledged the need for industry to continue to maximise the benefits of the container levy through insightful and purposeful research, development and marketing programs, which Hort Innovation is tasked with managing.

"The Growing Edge conference is about embracing progressive thinking, community resilience, and strong innovation and R&D. This partnership provides an opportunity for both levy payers and conference delegates to learn more about Hort Innovation activities and perhaps adopt some of the project outcomes within their own organisations, said Peter

Other Hort Innovation projects featuring in the conference program include 2020 Vision and Plant Life Balance, Diagnosing Plant Diseases and a condensed module from the Horticulture Masterclass which is being run by the University of Tasmania.

"There are a host of nursery-related research and development projects being delivered through Hort Innovation at the moment, and we are pleased to partner with the NGIA to provide industry with a snapshot of all the work going on," Hort Innovation chief executive John Lloyd said.

"Also, keep an eye out for the 2020 Vision and Hort Innovation stand in the exhibition area where we'll have staff available to answer any questions industry has, and help growers submit their R&D ideas into the organisation's concept pipeline."

And Hort Innovation are not alone.

Platinum Sponsor **Garden City Plastics** has been unwavering in its support of the Nursery & Garden Industry nationally and particularly with the national conference which it has consistently supported for the last decade.

They are joined by **Norwood Industries**, a Gold Sponsor, who returns to provide delegates with outstanding resources, clever ideas and a good time. Also in the category this year, NGIA welcomes **Arthur J Gallagher** who have Nursery specific insurance products to share with delegates.

Thanks also go to Silver Sponsors, **Ball Australia** and **ICL** and to the conference media partners **Hort Journal** and **Commercial Horticulture** and to all conference sponsors and exhibitors.

"Events such as this do not happen without the great support of these organisations" said Peter. "We thank them for dedication to the industry and look forward to seeing them all in Hobart."

Registration for the conference is now open with early bird discounts ending on 30 November 2017. [To register for the conference \(https://www.ngia.com.au/Category?Action=View&Category_id=732\)](https://www.ngia.com.au/Category?Action=View&Category_id=732), view the [program \(/Category?Action=View&Category_id=735\)](https://www.ngia.com.au/Category?Action=View&Category_id=735) or for more information, visit [www.ngia.com.au \(http://www.ngia.com.au\)](http://www.ngia.com.au).

Appendix J

Photos of Hort Innovation pull
up banners



NGIA National Conference 2018 - The Growing Edge

Banner in main Plenary Hall behind MC Matthew Carroll



NGIA National Conference 2018 - The Growing Edge

Banner in Concurrent Room behind Ben Peacock



NGIA National Conference 2018 - The Growing Edge

Third banner remained at the Hort Innovation stand.

Appendix K

Photos of Hort Innovation
exhibition

Hort Innovation Exhibition



Appendix L

Copy of citation for
Anthony Kachenko



Nursery & Garden Industry Australia

Award of Merit - Citation

Dr Anthony Kachenko

February 2018

The Award of Merit recognises outstanding service to the Australian nursery industry and is awarded to individuals in areas of support to the industry such as the allied trades, education, research and development fields.

Having proven himself time and time again as an unwavering advocate for the industry, our recipient has worked tirelessly to improve outcomes for growers at both the on farm and broad industry levels.

In the early stage of his career our recipient undertook roles in both retail and production nurseries. At the same time, he completed an Honours Degree in Horticultural Science followed by a PhD through Sydney University.

He came to broader industry exposure however when he was appointed as NGIA's Environmental & Technical manager in October 2008.

In this role he took a lead in developing and implementing industry research, development and extension projects nationally. This included the management and continued development of the Nursery Production Farm Management System including NIASA, EcoHort and BioSecure HACCP.

Likewise, he kept abreast of broad trends likely to impact the industry and with consultation with industry established strategies and policy to ensure that the industry was well positioned to respond and adapt to current and future issues. This included managing relationships with a broad range of key stakeholders and advocating on behalf of the industry.

In 2012 our recipients work was recognised with an invitation to Ragu, Chile to present on Australian nursery industry research and best practice programs at the International Symposium on Plant Propagation.

2013 saw our recipient change roles and he became more focused on market development as the NGIA Research and Market Development Manager. In this role he became one of the early champions of the 2020 Vision. His passion in this area shone through and he established numerous relationships with government, researchers, the broader industry and other key sectors

promoting the benefits of plants. Our recipient was adept at bringing industry, researchers, government and users of green life together and acting as a conduit to share information and promote our worth.

From here our industry lost his direct day to day input, as our recipient progressed his career into Horticulture Australia Limited as the Research & Development Team Leader. In this role he has been integral in shaping the research and development which supports not only our own industry, but that of all Australian Horticulture.

Our recipient as you can well imagine has previously been awarded many other accolades including

- The Kendle Wilkinson award recognising an outstanding young scientist working in the horticultural sector who has demonstrated commitment to bridging the gap between science and farm best practice.
- The Standards Australia Young Leader Award for his work on developing an Australian Standard for Tree Stock for landscape use (AS2303:2015).

Our recipient continues to give back and he volunteers time to support various boards and committees such as Australasia-Pacific Extension Network (APEN) as a Board Director and the Australian Society of Horticultural Science (AusHS) as a Member of the Management Committee.

Some of you may even remember his past contributions as part of the NSW Next Gen group.

In all these settings our recipient continues to support our industry by advocating our importance to Horticulture and to the quality of life we have here in Australia today.

In recognition of his commitment and ongoing support to our industry can I please ask you to join me in congratulating tonight's NGIA Award of Merit recipient, Dr Anthony Kachenko.

Appendix M

AIPH Green Cities Conference

Appendix M – AIPH Green Cities Conference

Hort Innovation Presentation:

Byron de Kock, R&D Manager Hort Innovation, welcomed delegates and provided an overview of Hort Innovation and role as the Principal R&D Partner for the Green Cities Conference on behalf of the Australian Nursery Industry.



MELBOURNE GREEN CITY CONFERENCE

Taking place at:



In association with:



R&D Partner:



Horticulture Innovation Australia (Hort Innovation) is a not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9 billion horticulture industry. Hort Innovation invests around \$100 million in research and development (R&D) and marketing programs annually to provide benefit to industry and the wider community. Over the next five years, the Nursery Strategic Investment Plan (SIP) will help guide Hort Innovation's oversight and management of investment programs for the nursery industry. The SIP lays the foundation for decision-making in levy investments and represents the balanced interests of the industry to ensure levy investment decisions align with industry priorities.



4 April 2018

HEALTH AND SUSTAINABILITY ADDRESSED AT AIPH GREEN CITY CONFERENCE

Many cities are taking action to improve their health and sustainability. This was clear to delegates attending the AIPH International Green City Conference in Melbourne, Australia on 22nd March. The conference, organised by the International Association of Horticultural Producers (AIPH) and Nursery Garden Industry Australia (NGIA) was held on the grounds of Melbourne International Flower & Garden Show (MIFGS) with Hort Innovation as the Principal R&D Partner. Delegates from around the world heard about ground-breaking initiatives and research to improve the health and sustainability of cities using plants.

The conference included speakers from Korea and Singapore as well as researchers and practitioners in the Melbourne area. Ian Shears, Manager of Urban Sustainability for Melbourne City Council gave many clear examples of Green City in action with real-life initiatives that are reducing city temperatures and strengthening the bond between citizens and their green environment. Trees are even given an email address and people can write directly to a tree - and get a reply! They expect to reduce Melbourne temperatures by 4 degrees centigrade as a result of greening policy. It was clear to delegates why Melbourne has seven times been voted the world's most liveable city.

Ben Peacock from The Republic of Everyone, explained the Vision 2020 campaign that he has managed with industry funding. This innovative campaign has the goal of increasing green space in urban areas by 20% by 2020 and other countries can learn from the tactics used to bring attention to how plants make life better.

The conference included a strong emphasis on the evidence for how greening improves health. Dr. Xiaoqi Feng and Dr. Thomas Astell-Burt from Wollongong University gave the sound scientific case for how using green spaces genuinely improves health and Dr. Melanie Davern showed how this can be implemented through policy, something supported by Neil McCarthy, CEO of World Urban Parks who also spoke.

Practical examples of the positive impact of city greening were demonstrated by Prof. Tony Wong, CEO of CRC for Water Sensitive Cities. He highlighted how cities should build functional services in a way that supplements and supports the function of the natural environment. Cities should be providing ecosystem services and an integrated

approach can achieve this as he showed with many examples, including the use of wetlands in city centres.

Prof. Sung-Kyun Kim of Seoul National University detailed how he had transformed an old railway line through Seoul into a green space that connected the city together at the same time as encompassing history, culture, shopping, nature, art and relaxation in a way that made green space a valuable community asset. Matthew Dillon, President of Green Roofs Australia, showed good and bad examples of green roofs and how this technology is developing fast. Andy Kwek, Senior Director (Conservatory Operations and Engineering) at Gardens by the Bay in Singapore highlighted the cutting edge technology used in the gardens to use natural means to deliver essential services.

Chair of the AIPH Green City Committee, Ms. Karen Tambayong, commented “Through this conference we have been treated to the knowledge and experience of those who know the benefits of city greening better than anyone. There can be no debate any more about whether a Green City matters, only how to do it best. Through this conference we have learnt from the best and I hope that cities all over the world will learn from this.”

CEO of NGIA, Peter Vaughan commented “We were delighted, along with our partners Hort Innovation, to have hosted this conference in Melbourne. It is clear that Australia is a rich source of Green City knowledge and practice and sharing initiatives at an international level like this will help us improve cities all over the world.”

The presentations from the conference can be viewed at <http://aiph.org/melbourne-green-city-conference>

Notes for Editors:

International Association of Horticultural Producers (AIPH)

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing plants that enhance lives, advance societies and sustain our planet, for this generation and the next.



12 February 2018

AIPH TO REVEAL SECRETS OF A HEALTHY AND SUSTAINABLE CITY

City decision makers, planners, landscape architects and the horticulture industry are invited to attend the next International Green City Conference of the International Association of Horticultural Producers (AIPH). Leading experts in health and sustainability have been secured to speak at the conference which will take place at the Melbourne International Flower & Garden Show (MIFGS) in Melbourne, Australia on 22 March 2018 in association with Nursery Garden Industry Australia (NGIA) and Principle R&D Partner, Hort Innovation.

The conference, entitled 'Towards a Healthy and Sustainable City' aims to demonstrate how Green Cities are places where people want to live, how it helps them and how 'living green' is used to achieve this.

Presentations include how to make high density cities healthier through greening and why green space matters in the fight to prevent heart disease, Type 2 Diabetes and Alzheimers. Also, covered will be the role of green roofs and case study examples from Korea and Singapore.

High level speakers will outline the strategy for future Green Cities, including Dr. Melanie Davern from RMIT University, Melbourne; Dr. Xiaoqi Feng and Dr. Thomas Astell-Burt from University of Wollongong; Neil McCarthy, CEO of World Urban Parks; Prof. Kim Sung-Kyun of Seoul National University and Andy Kwek from Gardens by the Bay, Singapore.

Chair of the AIPH Green City Committee, Ms Karen Tambayong commented "I am delighted that AIPH can open this invitation to attend a Green City conference made up of such high calibre speakers from Australia and other countries. I look forward to a high level debate on how greening can make cities healthier and more sustainable."

For further information and to reserve your place visit <http://aiph.org/melbourne-green-city-conference/>

The event will take place during a week of AIPH activities in Melbourne. See <http://aiph.org/events/melbourne/>

Taking place at



In Association with



Principle R&D Partner



For more information visit www.aiph.org/events/melbourne/ and to register visit www.eiseverywhere.com/aiph-melbourne-2018.

Notes for Editors:

International Association of Horticultural Producers (AIPH)

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing plants that enhance lives, advance societies and sustain our planet, for this generation and the next.



AIPH MEETING

20-23 March 2018
The Hotel Windsor,
Melbourne
Australia



AIPH



Nursery & Garden Industry
Australia

**Hort
Innovation**

SAVE THE DATE

Please reserve 20-23 March 2018 for what will be an unmissable AIPH Meeting. Thanks to the support of AIPH member, NGIA we will provide an informative, valuable and stimulating programme for AIPH members and other delegates as well as great networking. Full details are still in development but the draft programme is shown below:

TUESDAY 20 MARCH:

In the morning there will be an **AIPH Board Meeting** for Board members only.

The afternoon will be progress reports from **International Horticultural Exhibitions** approved by AIPH, including Taichung 2018 (Chinese Taipei), Beijing 2019 (China), Sydney 2020 (Australia), Hatay 2021 (Turkey), Yangzhou 2021 (China), Qatar 2021/22, Almere 2022 (Netherlands) as well as applications for future exhibitions.

WEDNESDAY 21 MARCH:

The day will include the launch of the Final Report of the **AIPH International Vision Project** and breakout sessions for members to discuss the challenges facing the industry, what members are doing to address these and how members can work together to further **grow the industry**.

This will be followed by an opportunity for members to share **Green City** developments in their countries.

The afternoon will include a session on developing and implementing industry-led Plant Health certification and initiatives as well as an update on AIPH work in this area.

The General Meeting will include reports from the Committees including **Green City, Ornamentals Production** and **Exhibitions** as well as other AIPH activity and initiatives.

THURSDAY 22 MARCH:

AM: Guided tour of **Melbourne International Flower and Garden Show** (MIFGS)

PM: **AIPH International Green City Conference**. This conference will feature expert international and Australian speakers on city greening. This conference is run with the support of NGIA and Horticulture Innovation Australia.

FRIDAY 23 MARCH:

With the support of NGIA, delegates can join **professional visits** to high quality local nurseries and **Melbourne Botanic Gardens**

BOOKING:

The booking website will be open soon and further information will be circulated when available.

HOTEL:

The Hotel Windsor, 111 Spring St, Melbourne VIC 3000

More information will be available at www.aiph.org as it becomes available or contact Gareth Burke at events@aiph.org.



AIPH GREEN CITY CONFERENCE – TOWARDS A HEALTHY AND SUSTAINABLE CITY

22 March 2018
Melbourne
Australia



AIPH



Nursery & Garden Industry
Australia

**Hort
Innovation**

AIPH INTERNATIONAL GREEN CITY CONFERENCE – TOWARDS A HEALTHY AND SUSTAINABLE CITY

Melbourne has been selected as this year's venue for the next Green City Conference of the International Association of Horticultural Producers (AIPH).

Taking place on **Thursday, 22nd March 2018**, key decision-makers, landscape architects, planners and the horticulture industry are invited to participate in this ever-growing conference.

The event will take place at the **Melbourne International Flower & Garden Show**, in association with Nursery Garden Industry Australia (NGIA) and Principle R&D Partner, Hort Innovation.

Leading experts in health and sustainability have confirmed their attendance as speakers at the conference, in order to demonstrate how Green Cities are places in which people aspire to live, how green-living helps them in their daily lives and how it is utilised to improve their overall standard of living.

With a diverse and fascinating range of topics to be covered, presentations will include how to make high-density cities healthier places to live in through greening, and how/why green space matters so much in the ongoing fight to prevent heart disease, type2 diabetes and Alzheimer's disease. Also covered will be the role of green roofs, with in-depth case study examples from both South Korea and Singapore, as well as why managing the relationship between water and landscape within a city is so critical.

High-level experts will outline the strategy for future Green Cities, including Dr. Melanie Davern of RMIT University, Melbourne; Dr. Xiaoqi Feng and Dr. Thomas Astell-Burt of the University of Wollongong; Neil McCarthy, CEO of World Urban Parks; Professor Kim Sung-Kyun of Seoul National University; Andy Kwek of Gardens by the Bay, Singapore; Matthew Dillon, President of Green Roofs Australia and Professor Tony Wong, CEO of CRC for Water Sensitive Cities.

Melbourne has been selected as the world's most liveable city for seven consecutive years, so there will be discussions about how green space is used to enhance its citizens' quality of life. Ben Peacock, founder of brand, sustainability and innovation agency, The Republic of Everyone, will discuss how his organisation has managed Australia's Vision 2020 programme since its inception; its aim being to increase city greening by 20% by 2020.



In order to participate in this exciting programme, please register your attendance here:

<https://www.eiseverywhere.com/aiph-melbourne-2018>

Should you require any further information, please refer to the AIPH website:

<http://aiph.org/melbourne-green-city-conference/>

or contact Gareth Burke and the events team by emailing:

events@aiph.org

We very much hope that you can join us in March!

