

Final Report

Greenlife Industry Australia National Conference and Field Day

Project leader:

Peter Vaughan

Delivery partner:

Greenlife Industry Australia

Project code:

NY19005

Project:

Greenlife Industry Australia National Conference and Field Day NY19005

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Summary

The nursery industry is the single biggest leviathan commodity of Hort Innovation with a farm gate value of \$2.43 billion, contributing over 2 billion plants to the Australian economy every year. In 2018/2019, the nursery greenlife sector accounted for 17% of total horticulture production.

The *Healthy Plants Healthy People* conference was the inaugural conference for Greenlife Industry Australia, which was held in Perth from 3-5 March 2020, at The Westin.

The national industry conference is held only every two years and in 2020, the Conference uncovered opportunities for and celebrated the positive impact of greenlife on cooling cities, ensuring food safety and supply and contributions to Australia's economy.

The Conference theme, *Healthy Plants Healthy People*, acknowledged a significant year for the industry and association in that:

- 2020 is International Year of Plant Health (IYPH) as proclaimed by Food and Agriculture Organization of the United Nations.
- The Levy marketing program 2020 Vision is transitioning to *Greener Spaces Better Places*.
- It is the first Conference for the nursery industry's new peak body, Greenlife Industry Australia.

The Conference was attended by over 225 people from all sectors in the nursery industry including greenlife production, allied suppliers, retailers and landscapers. Thirty-five speakers including Hort Innovation CEO Matt Brand, presented across a three-day program which featured two field tours and three industry networking events.

The Conference facilitated the extension of nursery levy projects to conference delegates, featuring nine levy project sessions with outputs relevant to the nursery sector.

Further, the IYPH featured throughout the conference indirectly through the inclusion of the subject by presenters and on exhibition stands; and directly in addresses from Bill Crowe from the Operational Science and Surveillance team at the Department of Agriculture, Water and Environment as well as Michelle Portelli, Australia's IYPH Coordinator addressing the delegates at the dedicated conference function for IYPH at Perth City Farm.

Overall, the conference feedback is positive, especially following the challenges related to 19/20 summer of extreme heat and bushfires; and the impending spread of Coronavirus (COVID-19). While there are certainly areas for review, 84% of evaluations received rating the conference presentations as either 'good' and 'very good'; 80% rated the location as either 'good' or 'very good'; and 80% rating the time and opportunities for networking as either 'good' or 'very good'.

Keywords

National Conference, Field Day, Greenlife Industry Australia, Greenlife, Healthy Plants Healthy People, IYPH, IYPH2020

Introduction

The inaugural national conference for Greenlife Industry Australia, the new national peak body for greenlife in Australia was held 3-5 March 2020 in Perth, Western Australia.

This industry run national conference, is held every two years and was formerly hosted by the Nursery & Garden Industry Australia. It attracts senior managers and business owners from around the country and is a demonstration of the professionalism, diversity and exceptional standards of the industry.

The conference focused on the role the industry has in the future production and supply of Australian greenlife and aimed to educate, encourage and enthuse delegates to be leaders in addressing plant health, responsible production practices, research adoption, examination of the barriers to change and highlighting the economic opportunity for greenlife.

The *Healthy Plants Healthy People* Conference tied into the UN proclaimed IYPH and will contributed to raising awareness of how protecting plant health can support people through health and well-being, economic development, protecting the environment and food security.

It was a “ground up” practical conference to assist businesses to be agile, flexible and responsive in a changing business and operating environment.

Methodology

The national industry conference traditionally rotates between major centers around Australia. In mid-2018, the Nursery & Garden Industry WA Board provided their support for the national conference to be held in Perth in 2020. The Nursery & Garden Industry Australia Board concurred and nominated Western Australia as the location for the 2020 national industry conference.

In August 2018 a brief was forwarded to Perth Business Events (PBE), formerly Perth Convention Bureau. This was shared to their members and subsequently potential venues provided NGIA proposals for review. In September 2018, PBE hosted Kobie Keenan in Perth for two days where the proposed venues and locations were visited. Matthew Lunn, CEO of NGIWA joined the visits. It was during this visit that The Westin, Perth was identified as the best venue for the conference and Frasers Kings Park would be the location for the industry recognition dinner. Following contract negotiations, the venues were secured.

Liaison with Nursery & Garden Industry WA continued, and a Conference Committee was formed by September 2018 with the following participants:

Craig Woodroffe, NGIWA President and Owner, Ellenby Tree Farm
Carole Fudge, SIAP Representative and Sales & Marketing Manager, Benara Nurseries
Mark Tucek, NGIWA Member and Owner, HortBiz & Tucker Bush
Matthew Lunn, Executive Officer at NGIWA
Steve Blyth, Greenlife Industry Australia
Peter Vaughan, Greenlife Industry Australia
Kobie Keenan, Greenlife Industry Australia
Matthew Carroll, Greenlife Industry Australia
Heather Henderson, Greenlife Industry Australia.

Two important events occurred in early 2019 which impacted the national conference coordination. In January 2019 the Food and Agriculture Organization of the United Nations announced 2020 to be IYPH; and in June 2019, NGIA Members voted to transition activities to Greenlife Industry Australia (GIA). GIA took on all confirmed commitments of NGIA including the national conference.

These two points influenced the planning and theming for the conference because the industry recognised that its activities and businesses encompassed all greenlife. This idea secured the industry's "perfect match" with IYPH in 2020.

The Committee then developed a conference program which acknowledged the industry's role in the future production and supply of Australian greenlife. They identified the theme **Healthy Plants Healthy People** with the intent to educate, advise and develop delegates to be leaders in the following areas:

- Championing plant health through pest and disease management from grower to consumer
- Implementing responsible production and retail practices
- Encouraging the adoption of research and development outputs
- Focusing on solutions to environmental impacts and climate change
- Examining the barriers to change including government policy; social and cultural practices and highlighting case studies of where adopted change has worked
- Leveraging the opportunities of a changing climate by demonstrating leadership, professionalism and the undisputed necessity of our industry
- Continuing to disseminate the importance of plants to our health and well-being
- Highlighting economic opportunity of greenlife in Australia's growing economy and how their business can benefit
- Focusing on the future and ensuring we have the people and technology to deliver life-changing plant material to all corners of the country.

A copy of the Healthy Plants Health People Conference program is available at **Appendix A**.

Outputs

The outputs for this project are the partnership benefits that Hort Innovation received as the Principal R & D Partner. They include:

- *Acknowledgment of the Hort Innovation Nursery Fund as the principal R&D partner.*

The contract for the NY19005 was executed in December 2019. However, at the 28/29 February 2019 Strategic Industry Advisory Panel meeting, the decision to support the national conference was confirmed. Acknowledgment of Hort Innovation and the Nursery Fund as the Principal R&D Partner commenced immediately. Examples of the acknowledgement are provided throughout the outputs provided below.
- *One plenary and five concurrent sessions for Hort Innovation to utilise for the extension, education and adoption of levy funded projects and outputs to the industry.*

As demonstrated in the program at Appendix A, a total of three plenary and six concurrent sessions extended levy funded projects and Hort Innovation updates to delegates as follows:

4 March 2020

NY17008 18/19 Data collection & 3rd edition benchmarking tool for growers – Dan Watson & JP van Moort
NY15004 High plant health for retailers, sourcing and management – Steve Blyth
MT17006 *Xylella fastidiosa* an important update for the greenlife industry – Craig Elliott
NY15004 Critical updates on the industry's plant health program for nurseries – John McDonald
GC15002 Research & resources to build resilience in urban environments – Leigh Staas

5 March 2020

Greener Spaces Better Places – Ben Peacock

Hort Innovation strategic update – Matt Brand

GC15002 Stakeholder engagement workshop, Which Plant Where – Leigh Staas

NY18008 What's your plan? Tools to manage natural disaster risk in nurseries – Kerry Battersby & Peter James

- *Media release announcing support to industry media.*

A copy of the media release acknowledging Hort Innovation is provided at **Appendix B**

- *Eight (8) complimentary full delegate registrations* and 8 complimentary tickets to your choice of industry tour*

The following delegates attended using the allocated registrations.

Matt Brand, CEO Hort Innovation

Sally Holmes, General Manager Stakeholder Engagement Hort Innovation

Brad Mills, Strategic Industry Partner, Hort Innovation

Angelo Blasi, Fund Manager, Hort Innovation

Gareth Finch, Head of Communications, Hort Innovation

Michelle Portelli, IYPH Coordinator, Hort Innovation

Caitlin Morris, Event Manager, Hort Innovation

Ben Peacock, Republic of Everyone

- *Priority selection of premium space in exhibition area and double premium exhibition booth and the distribution of promotional items from your stand to delegates*

The Hort Innovation was provided double exhibition booth which was positioned in the center of the exhibition with catering provided on either side of the booth. Photos of the exhibition booth is provided at **Appendix C**.

- *Opportunity to place two pull up banners in high traffic areas and priority placement in venue*

A single Hort Innovation banner was positioned on the approach the main plenary room. A photo of the sign positioned as described are provided at **Appendix D**

- *Verbal acknowledgement during the opening and closing conference address, and throughout the conference*

Hort Innovation was acknowledged multiple times during the conference including by:

- Craig Woodroffe, Conference Chairperson at the Welcome Function drinks;
- Concurrent Session Chairpersons acknowledged all sponsors before breaking for lunch each day;
- Matthew Carroll, Conference MC on multiple occasions but specifically scripted following afternoon tea each day; and
- Matthew Carroll, Dinner MC at the Industry Recognition Dinner.

- *One insert to be placed into the delegate satchels.*

The Your Nursery Levy at Work flyer was placed into the conference satchels. A photo of the satchel and the insert is available at **Appendix E**.

- *Access to a list of all delegates (subject to privacy laws)*

A copy of the delegate list was emailed to Caitlin Morris on 24 February 2020.

- *Hort Innovation logo*

Hort Innovation's logo was included on the following conference material items:

- Greenlife Industry Australia Conference website (8 pages) and included a sponsor's profile of Hort Innovation. The conference webpages showing the logo is available at **Appendix F**

- Ten (10) conference newsletters were sent to the industry database of over 2,500. Copies of each newsletter is available at **Appendix G**.
- Two (2) conference advertisements which were placed in Hort Journal as part of the media partnership agreement. The advertisements are available at **Appendix H**.
- Four (4) conference pull up banners and one 800 x 4000 plenary room banner rails. Images of the banners and the banner rail are available at **Appendix I**
- Pre-conference digital information brochure. A copy of the brochure is available at **Appendix J**
- Printed Conference Program with 100-word company profile. A copy of the delegate conference program is available at **Appendix K**
- The Conference Committee decided that in 2020 more conferencing technology would be introduced. One of those elements included a conference app. The conference app featured all the sessions and speakers for levy projects, sponsors and a profile, exhibitors and enabled delegate notifications as described above. The sponsor banner on the conference app received 3,247 impressions from 18 February to 7 March 2020. Screenshots of the conference app featuring Hort Innovation are available at **Appendix L**.
- *Opportunity for special promotion or competition to be promoted to delegates by MC.*

The following statement was made by our Conference MC. Matt Carroll immediately following afternoon tea on Wednesday 4 March. A copy of the MC Script regarding the statement is provided at **Appendix M**

“We acknowledge our principle research partner Hort Innovation for its contribution to the conference program and working with growers to deliver our research & development and marketing investments.”

The statement was also shared on the Conference App on 4 March 2020 however due to the character limitations it was modified slightly. The notification linked to the <https://www.horticulture.com.au/growers/nursery-fund/>. A screenshot of the notification is provided at **Appendix N**.

Outcomes

The outcomes of the project achieved were as follows:

- Increased industry understanding and adoption of best practice and emerging production and supply chain information in relation to R&D project outcomes and outputs.
- Knowledge transfer to the nursery industry value chain through presentations on research findings, best practice, emerging risks and opportunities
- Better-informed industry to increased farm productivity and nursery quality across all business sizes of nursery growers
- Increased understanding of the levy funded marketing program as it transitions from 2020 Vision to Greener Spaces Better Places.
- Conference outputs shared through industry publications, website updates and social media content.
- Networking opportunities to discuss issues that are impacting the industry, as well as future opportunities for research and development

The Healthy Plants Healthy People national conference facilitated the extension of nine (9) sessions related to the nursery industry levy. Each session provided an opportunity for speaker or project

manager to communicate project the outputs to delegates.

The conference, presentations and R&D highlights were communicated broadly to all industry stakeholders including levy payers as profiled in the outputs above.

The conference attracted delegates from all over Australia, the conference saw participation from owners and managers within businesses and organisations that provide products and services for greenlife production; produce, supply and retail greenlife and promote the benefits of and share greenlife with the community. Over 225 delegates attended the conference representing 140 industry businesses.

The outcomes are evidenced through the results of engagement for the sessions as follows:

4 March 2020

Project	Session Description	Evaluation
NY17008	18/19 Data collection & 3 rd edition benchmarking tool for growers –Dan Watson & JP van Moort	57% of delegates rated this session as either good (4) or very good (5) and 93% rated the session (3) or above.
NY15004	High plant health for retailers, sourcing and management – Steve Blyth	50% of delegates rated the session (3) or above.
MT17006	<i>Xylella fastidiosa</i> an important update for the greenlife industry – Craig Elliott	55% of delegates rated this session as either good (4) or very good (5) and 77% rated the session (3) or above.
NY15004	Critical updates on the industry's plant health program for nurseries – John McDonald	80% of delegates rated this session as either good (4) or very good (5) and 93% rated the session (3) or above.
GC15002	Research & resources to build resilience in urban environments – Leigh Staas	46% of delegates rated this session as either good (4) or very good (5) and 92% rated the session (3) or above.

5 March 2020

	Greener Spaces Better Places – Ben Peacock	90% of delegates rated this session as either good (4) or very good (5) and 100% rated the session (3) or above.
	Hort Innovation strategic update – Matt Brand	60% of delegates rated this session as either good (4) or very good (5) and 80% rated the session (3) or above.
GC15002	Stakeholder engagement workshop, Which Plant Where – Leigh Staas	75% of delegates rated this session as either good (4) or very good (5) and 92% rated the session (3) or above.
NY18008	What's your plan? Tools to manage natural disaster risk in nurseries – Kerry Battersby & Peter James	33% of delegates rated this session as either good (4) or very good (5) and 77% rated the session (3) or above.

Monitoring and evaluation

As outlined in the project overview, success of the project is measured by the delivery of the outputs as described above. Each output has been delivered in its entirety.

In addition to session evaluation above, the following feedback on the conference is also provided:

Q	A	1	2	3	4	5
1	Information and updates via website and newsletters prior to the conference were informative and timely. (25)	0	4%	20%	32%	44%
2	Conference organisers responded to my questions in a timely and informative way. (25)	0	0	16%	32%	52%
3	Online registration process was easy and accessible. (25)	0	4%	20%	24%	52%
4	Conference App was a useful source of information. (25)	4%	20%	24%	32%	20%
5	Topics and themes were of value to me. (25)	0	16%	24%	28%	32%
6	Rate the conference presentations overall. (25)	0	4%	8%	40%	48%
7	Rate the plenary presentations overall. (25)	0	0	34%	36%	30%
8	Quality of the program. (25)	0	4%	28%	32%	36%
9	Time and opportunities for networking with other delegates. (25)	0	0%	20%	36%	44%
10	Conference location. (25)	4%	0	16%	20%	60%
11	Conference facilities. (25)	0	0	0%	16%	84%
12	Conference food and beverage. (25)	0	8%	8%	20%	64%
13	Venue staff and services. (25)	0	0%	4%	20%	76%

Recommendations

We have received recommendations from delegates in relation to a number of areas to improve including the functionality of the conference app; the conference format in relation to time away from business and ability to participate in optional additions; future locations for 2022, and types of content that delegates would like to see included.

Overwhelmingly, delegates enjoyed the levy project content and Hort Innovation Nursery Fund updates and so it is a recommendation to continue to engage with Hort Innovation on project extension through the national industry conference.

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report.

Acknowledgements

Greenlife Industry Australia would like to acknowledge the support of the Nursery & Garden Industry WA Board and Membership to deliver the conference. Further, we would like to acknowledge all the participating businesses who support welcomed delegates to their businesses through the field days.

Greenlife Industry Australia would particularly like to acknowledge the support of the conference partners including our Principal R&D Partner, Hort Innovation for its contribution to the conference program and working with growers to deliver our research development and marketing investments.

Also to:

Platinum Partner Garden City Plastics

Gold Partners ICL Specialty Fertilizers

	Richgro
	BioSecure HACCP
Silver Partners	Norwood Industries
	Ball Australia
Media Partner	Hort Journal Australia
Greenlife Partner	Seasol International P/L
Destination Partner	Perth Convention Bureau

Appendices

- A. Healthy Plants Healthy People program
- B. Media Release – Hort Innovation and the conference
- C. Hort Innovation priority double booth - photos
- D. Hort Innovation priority banner – photo
- E. Conference satchel and Hort Innovation insert – photo
- F. GIA Conference webpages featuring Hort Innovation logo
- G. Conference newsletters featuring Hort Innovation logo
- H. Conference advertisements placed in Hort Journal.
- I. Conference pull up banner and plenary room banner – photos
- J. Digital information brochure
- K. Printed conference program
- L. Screenshots of Conference App.
- M. Special acknowledgement – MC script excerpt
- N. Special acknowledgement – Conference App notification

APPENDIX A

Healthy Plants Health People Conference program

Tuesday 3 March

7.30	TOUR REGISTRATION OPEN (near bus departure point)
8.00-4.15	RETAIL TOUR
8.00-5.30	PRODUCTION TOUR <i>proudly sponsored by ICL Specialty Fertilizers</i>
10.00-4.00	Exhibitor Bump in
5.30-7.30	Registration Collection & Exhibition Walkthrough & Welcome Drinks <i>Exhibition Hall proudly sponsored by Garden City Plastics</i> <i>Welcome Drinks proudly sponsored by Richgro</i>

Wednesday 4 March

7.30	Registration desk open	
8.00	Exhibition Hall opens – Arrival Coffee & Tea	
8.45	Opening announcements & Welcome to Country Opening Announcements - MC Matthew Carroll, Welcome to Country - Olman Walley	
9.00	Welcome to Perth Address by Greenlife Industry Australia President, Glenn Fenton	
9.10	2040 and the greenlife industry. Setting the scene for an industry with answers. Damon Gameau, Actor and Film Maker	
9.50	International trends and the greenlife economy Livestream: Dr Charles Hall, Texas A&M University	
10.30	MORNING TEA - Exhibition Area (30 mins)	
11.00	18/19 Data collection and 3rd Edition Benchmarking Tool for Growers Dan Watson, Down to Earth Research & Jan Paul van Moort, ACIL Allen Consulting	High plant health for retailers: sourcing and onsite management Steve Blyth, Greenlife Industry Australia
11.35	Xylella Fastidiosa – an important update for the greenlife industry Craig Elliott, Program Coordinator National Xylella Preparedness Program	Case study: Food waste, growing media and the benefits for industry Geoff Richards, Managing Director, Richgro & Life Member
12.10	How do we make Work Plants the new House Plants? (Move over #PlantsofInstagram #PlantsofLinkedIn is moving in!) Gabrielle Stannus, Interior Plantscape Association	Consumer behaviour is adapting to climate change. Find out how. Lilly Lim-Camacho, CSIRO Food & Agriculture
12.45	LUNCH- Exhibition Area (45 mins)	
1.30	Reemergence of integrated pest management in plant nurseries Cezar Moraes, Biological Services	Maximising your digital tools: unpacking your digital and social business tools in plain language Catherine Skreiner, Seeking Digital
2.05	Practical weed management in nurseries Dr Sam Stacey, Asia Pacific Technical Manager ICL Specialty Fertilizers	Recycling polypropylene plant pots Jayne Paramor, APCO Matthew Mills, GCP
2.40	Critical updates on the industry's plant health program for nurseries John McDonald Greenlife Industry Australia	An overview of social sustainability opportunity and obligation for greenlife industry businesses Lilly Lim-Camacho, CSIRO Food & Agriculture
3.15	AFTERNOON TEA- Exhibition Area (30 mins)	

3.45	Research and resources to build greenlife resilience in urban environments Leigh Staas, Which Plant Where? Macquarie University
4.30	International Year of Plant Health Lyn O'Connell, Deputy Secretary, Department of Agriculture & Water Resources
5.15	Day 1 Closing announcements. Sessions conclude
6.30	Perth City Farm – Casual social evening

Thursday 5 March

8.00	Registration Desk open	
8.30	Greenlife Industry Australia Strategic Plan & Policies 2020-2025 Peter Vaughan, CEO, Greenlife Industry Australia	
9.05	Its 2020 and greener spaces make better places. An overview of the nursery levy marketing campaign to grow and improve urban green spaces. Ben Peacock, Republic of Everyone	
9.40	Hort Innovation update, strategic plan progress and levy overview Matt Brand, CEO Hort Innovation	
10.15	MORNING TEA- Exhibition Area (30 mins)	
10.45	Workshop	Workshop
	Retail Marketing Workshop Suzi Glover, National Retailers Association	Stakeholder engagement workshop- seeking feedback on the development of the tools for Which Plant Where? Leigh Staas, Macquarie University
12.30	LUNCH- Exhibition Area (60 mins)	
1.30	Automation of high health clonal plant propagation Mr Greg Lowe, Lowes TC Pty Ltd	What's your plan? Tools to manage natural disaster risk in nurseries. Kerry Battersby, Peter James Nursery & Garden Industry Queensland
2.05	Developing Markets: Panel discussion featuring representatives of greenlife supply markets. Facilitated by Dr Josh Byrne, Director, Greenlife Industry Australia Featuring Michael Rogers, AFPA and Belinda Rakers, Bunnings	
3.10	AFTERNOON TEA- Exhibition Area (20 mins)	
3.30	Fit for the future: Thriving not surviving in a disrupted world Gihan Perara, Futurist and author	
4.10	An impossible task. The inspirational story of the cave rescue of the Wild Boars football team. Dr Craig Challen, 2019 Australian of the Year, cave diving expert, author and Perth local.	
4.55	Closing announcements, Conference concludes	
6.30	Fraser's Kings Park – Industry Dinner	

Please note, the program is subject to change without notice.



APPENDIX B

Media release acknowledging Hort Innovation as
Principal R&D Partner.



Greenlife Industry Australia

YOUR LEVY @ WORK

Early bird registrations for Greenlife Industry National Conference extended

7 January 2020 – Interested individuals now have until 15 January 2020 to register for the Greenlife Industry National Conference and still receive early bird pricing.

Held every two years, the conference will take place in Perth from 3-5 March 2020.

Delegates from all areas of the industry including growers, greenlife retailers, growing media suppliers and allied trades are invited to join the close to 250 guests expected to descend on Perth.

The conference, supported by Hort Innovation as the Principal R&D Partner with a strategic investment under the Nursery Fund (NY19005), is an opportunity for industry to network, watch project leads present on levy funded activities, share ideas, and promote the benefits of being part of the greenlife community.

In 2020, the conference theme will be *Healthy Plants, Healthy People*, in recognition of the important role that greenlife plays in the physical and mental well-being of all Australians.

Beyond the importance of plant health, this industry-run event will also focus on workshopping solutions to the environmental impacts and sustainability of production and showcasing ways the industry can be leaders in the face of a changing climate.

Hort Innovation chief executive, Matt Brand will address the conference as a keynote speaker, and a presentation will be delivered on the national *Greener Spaces Better Places* initiative which is working to make Australia's urban areas the greenest in the world.

Greenlife Industry Australia CEO, Peter Vaughan encouraged all members of the industry to get in early to assure their place at the conference.

"We are a diverse group of individuals, businesses and organisations and we all have something to benefit from and contribute to the Healthy Plants, Healthy People Conference.

"It's a 'ground-up' conference, we will focus on practical sessions which provide businesses with actionable insights, enabling them to respond to a rapidly changing business, climatic and economic environment."

2020 is also the United Nations' International Year of Plant Health and according to Mr Vaughan the *Healthy Plants Healthy People* conference will tie in closely with the messages from the UN.

"We are actively working to support the UN's mission to raise awareness of how protecting plant health can support people through health and well-being, economic development, protecting the environment and providing food security."



Greenlife Industry Australia

YOUR LEVY @ WORK

Businesses wishing to sponsor the conference are encouraged to review the many options available to them, including exhibitor, merchandising and speaker packages.

The event will be held at The Westin in Perth, in addition to site visits at production and retail nurseries throughout the region.

To register for the Healthy Plants Healthy People conference or to find out more about exhibitor and sponsorship opportunities visit: <https://www.greenlifeindustry.com.au/>

Media contact: Sam Cox on 0401 464 664 or via samuel.cox@coxinall.com.au

APPENDIX C

Exhibition Booth





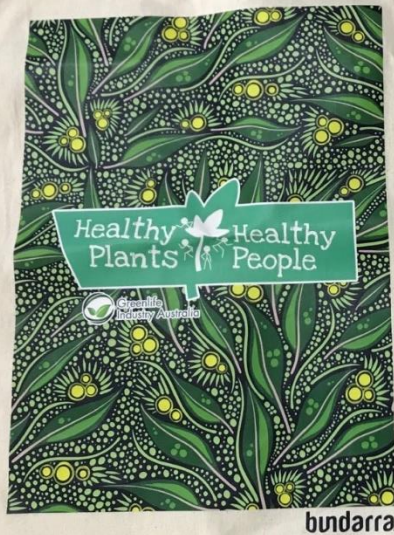
APPENDIX D

Hort Innovation signage in prominent area



APPENDIX E

Satchel and Hort Innovation flyer



YOUR NURSERY LEVY AT WORK

The Nursery Industry Strategic Investment Plan for 2015-21 identifies five key outcomes for industry. Here's a snapshot of how some of the nursery levy funded projects are working towards achieving these outcomes.

- 1. Lifting demand and sales of green life by 4% per annum**

OUTCOME: National investment in a coordinated engagement plan (NIVAP) connects with the benefits of urban greening to local councils and developers and encourages them to act upon current community attitudes.

IMPACT: Growing through the national greening program, Nurseries Trust will now research building support for greening projects among councils and developers and subsequently building demand for greenable products.
- 2. Improving access to consumer and product insights**

OUTCOME: Nursery Industry Statistics (NIS) (2017/18) (2017/18) provides a better understanding of the Australian nursery industry and its economic, social and environmental contribution.

IMPACT: The 2017/18 project surveyed 200 growers across Australia, a 25% increase in participation from 2015/16. The data collected informed a new benchmarking tool for growers to measure key financial aspects of the business.
- 3. Protecting industry from plant pests and disease**

OUTCOME: Improving pest management for the nursery industry (2017/18) supports the focus on education for production nurseries that implement a national and effective pest management and monitoring program.

IMPACT: Working with several production nurseries, this project is delivering a cost-effective analysis of implementing IPM in the nursery industry as well as providing growers with the latest research on insecticides.
- 4. Promoting innovation and best management practices**

OUTCOME: National nursery industry innovation program (NIVIP) focuses on research and innovation from being future research & development and ensuring nurseries are effectively connected with growers.

IMPACT: A series of 10 case studies, articles and videos that inspire growers and industry stakeholders with the latest research and marketing knowledge to drive practice change and innovation in the business.
- 5. Investing in our most precious resources, people**

OUTCOME: Nurseries in Horticultural Business (NIB) (2017/18) provides a free NIB. This course is an essential to assist professional development program for those looking to increase their current retail Australian horticulture.

IMPACT: Several growers and staff from five growing production nurseries have successfully completed the course and benefited from a lot of skills and knowledge to grow their business and industry more broadly.
- 6. Want to know more about your levy?**

Contact Bradley Mills, Industry Strategic Partner, Hort Innovation, at
T: 08 835 8545
E: bradley.mills@horticulture.com.au
Or contact Specialty Nursery Australia, industry representative body, at
T: 02 9441 5500
E: info@specialnursery.com.au
W: www.specialnursery.com.au

To read up on all the current research & development and marketing projects underway, visit horticulture.com.au/nurseryfund/investments

Access the full 2015-21 nursery fund SIP via horticulture.com.au/governance/building-continuing-investing

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APPENDIX F

Greenlife Industry Australia conference webpages

[REGISTER HERE \(/CATEGORY?
ACTION=VIEW&CATEGORY_ID=732\)](#)

[CONFERENCE PROGRAM
\(/CATEGORY?
ACTION=VIEW&CATEGORY_ID=735\)](#)

[KEYNOTE SPEAKERS
\(/CATEGORY?
ACTION=VIEW&CATEGORY_ID=771\)](#)

[PRE CONFERENCE TOURS
\(/CATEGORY?
ACTION=VIEW&CATEGORY_ID=740\)](#)

[SOCIAL PROGRAM
\(/CATEGORY?
ACTION=VIEW&CATEGORY_ID=737\)](#)

[VENUE & ACCOMMODATION
\(/CATEGORY?
ACTION=VIEW&CATEGORY_ID=734\)](#)

[SPONSORS & EXHIBITORS
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([https://www.greenlifeindustry.com.au/Folder?
Action=View%20File&Folder_id=183&File=2020_Registration%20Brochure_v9.pdf](https://www.greenlifeindustry.com.au/Folder?Action=View%20File&Folder_id=183&File=2020_Registration%20Brochure_v9.pdf)) Online registration has now closed.

If you would like to register for the conference, please contact Greenlife Industry Australia on 1800 252 468 or email us at conference@greenlifeindustry.com.au (<mailto:conference@greenlifeindustry.com.au>)



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KEYNOTE SPEAKERS

Damon Gameau
Director, Writer, Producer, Presenter

Damon Gameau is an Australian actor and director.

Damon's new film, 2040, is an innovative feature documentary that explores what the future would look like by the year 2040 if we embraced the best solutions already available to us to improve our planet. It was released in April 2019 and is already in the top 5 highest grossing documentaries of all time in Australia at the cinema.

As a director he wrote, directed and performed vocals for the 2011 winning Tropfest short film, ANIMAL BEATBOX, which has now played at over 25 festivals worldwide. He was also a finalist in 2010 with his film, ONE, which he co-directed with Gareth Davies. THAT SUGAR FILM was Damon's first feature length film as a director and won Best Documentary at the Australian AACTA awards and was a hit at the Australian box office. THAT SUGAR BOOK is his first published book.

He has starred in several feature films, including Rolf De Heer's critically acclaimed THE TRACKER, Darren Ashton's THUNDERSTRUCK and RAZZLE DAZZLE, Robert Connolly's BALIBO opposite Anthony La Paglia, PATRICK with Rachel Griffiths and Charles Dance and SAVE YOUR LEGS! with Stephen Curry and Brendan Cowell. Damon's performance in BALIBO earned him and AFI Award nomination for Best Supporting Actor. His television credits include UNDERBELLY, HOWZAT, LOVE MY WAY, PUBERTY BLUES, SECRETS AND LIES, GALLIPOLI and THE KETTERING INCIDENT.



Dr Charles Hall

Professor and Ellison Chair International Floriculture, Texas A & M University

Dr. Charlie Hall received a B.S. in Agricultural Economics from the University of Tennessee in 1984, a Master's Degree in Ornamental Horticulture and Landscape Design from the University of Tennessee in 1986, and his Ph.D. from Mississippi State University. He began his academic career at Texas A&M University in 1988, where he spent 13 years on the faculty before joining the faculty at the University of Tennessee in 2002. In August 2007, Dr. Hall returned to Texas A&M University as Professor and Ellison Chair in International Floriculture. Dr. Hall's expertise is in the production and marketing of green industry crops is *nationally recognised* in academia and among the horticultural clientele he serves.

Dr. Hall currently serves as the *Chief Economist* for AmericanHort and Co-Chair of the *Advisory Council of Seed Your Future*. He is former President and Past-President of the board of directors for America in Bloom. He received the Paul Ecke, Jr. award from the Society of American Florists for professional contributions to the floral industry and the Porter Henegar Memorial Award from the Southern Nursery Association for significant contributions to ornamental horticulture research and to the Southern Nursery Association. He is an *Honorary Lifetime Member* of the Texas Nursery and Landscape Association and has received TNLA's *Staff Award for Outstanding Service to the Industry*.



Ben Peacock

Founder, Republic of Everyone

Ben has had the pleasure of working with the nursery industry since 2013, over which time his plant life balance has improved considerably.

Ben and his team of amazing all-stars designs and delivers the nursery levy funded, Greener Spaces Better Places program, formerly known as 202020 Vision as well as other award winning programs that make community, health and environment something that everyone wants to get involved in.



Matt Brand
CEO, Hort Innovation

Matt joined Hort Innovation as CEO in September 2018. He is driven by his passion to achieve the very best for Australia's horticulture growers and the sector as a whole.

Prior to joining Hort Innovation, Matt was CEO of NSW Farmers – Australia's largest state farmer organisation. He held this position for nearly eight years, before which he was General Manager of Strategy and Marketing and Head of Corporate Partnerships, Marketing and Licensing at Australian Rugby Union.

Matt has a Bachelor of Applied Science (Systems) Agriculture from Hawkesbury Agricultural College and a Master's in Business (Marketing) from Monash University.

In his spare time, Matt enjoys spending time with his family chasing waves along Sydney's beaches.



Gihan Perera
Futurist, Author, Consultant

Gihan Perera is a futurist, author and consultant who gives you a glimpse into what's ahead – and how you can become fit for the future, in your professional and personal life.

Since 1997, he has worked with business leaders, thought leaders, entrepreneurs, and other change agents – helping them with their strategy for thriving in a fast-changing world. He has clients throughout Australia, as well as in New Zealand, South Africa, the United Kingdom, Singapore, the USA and Canada.

He is the author of "The Future of Leadership", "Disruption By Design", and 10 other books.

His formal background is in science and technology, with a Bachelor of Science degree from the University of Western Australia. But he's always been interested in people and the way they communicate.

Dr Craig Challen
2019 Joint Australian of the Year, Veterinary Surgeon, Cave Diver

Craig Challen is an Australian cave explorer and member of the Wet Mules diving group.

After commencing cave diving in the 1990s he was an early adopter of closed-circuit mixed gas rebreathers. Notable explorations include the extension of Cocklebidy Cave on the Nullarbor Plain of Australia in 2008 and the Pearse Resurgence in New Zealand over the last 10 years. He has additionally explored caves throughout Australia and New Zealand and in China, Thailand, Vanuatu and the Cook Islands. Craig also has an avid interest in shipwreck diving and has explored sites over the last 15 years in the South China Sea, Solomon Islands, Australia, New Zealand, Thailand, Malaysia and Indonesia.

A veterinary surgeon by profession, he founded the Vetwest (later Australian Animal Hospitals) group of veterinary practices in 1993 and ran it until selling his interest and retiring in 2017. Craig is also an enthusiastic helicopter and aeroplane pilot.

In July 2018 Craig participated in the Tham Luang cave rescue of 13 people in Thailand. He has been named as the 2019 Australian of the Year for Western Australia and the joint 2019 Australian of the Year with his dive partner Richard Harris.



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VENUE & ACCOMMODATION

Venue - The Westin, Perth

Find your balance at The Westin Perth, which welcomes guests with luxury accommodations, 5 star amenities and a dynamic city centre location.

Situated towards the rejuvenated east end of Perth CBD, the hotel places guests a walk away from Optus Stadium and Elizabeth Quay, plus is steps away from dynamic shopping and dining.

Experience a refreshing stay in the sophisticated guest rooms and suites, impeccably designed with Westin Heavenly® Beds, sleek bathrooms and complimentary high-speed Wi-Fi.

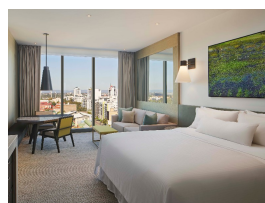
Savour a nourishing meal at the Haven Lounge, the lobby restaurant, and sample rustic Roman cuisine at Garum, their signature Italian restaurant by Chef Guy Grossi.

Wellness enthusiasts can reboot and relax with a luxury treatment at Bodhi J Spa or visit the 24-hour Westin WORKOUT® Fitness Studio. They also offer a heated infinity-edge pool, ideal for soaking up the Perth sunshine.

Accommodation

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

On-site Accommodation at a special conference rate has been arranged at the Westin from Monday 2 March to Friday 6 March.



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Tuesday 3 March 2020 – OPTIONAL DAY

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

8.00AM Industry Tours - [Tour details \(https://www.greenlifeindustry.com.au/Category?Action=View&Category_id=740\)](https://www.greenlifeindustry.com.au/Category?Action=View&Category_id=740)

4.30PM Registration Opens & Exhibition Walk-Through

5.30PM-7.30PM Welcome Reception – Exhibition Area

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

Wednesday 4 March 2020 – 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. Don't miss 2040 filmmaker Damon Gameau and Deputy Secretary, Department of Agriculture & Water Resources, Lyn O'Connell.

7.00PM OPTIONAL – The Perth City Farm

To enjoy this relaxed night in the barn of the Perth City Farm. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Western Australia. This event is included in your full registration. Please RSVP when you register.

Thursday 5 March 2020 – FINAL DAY OF CONFERENCE

8.00AM Registration Desk and Exhibition Open

8.30AM Sessions Resume

Return on the second day to capture the sector specific workshops on retail marketing and the stakeholder tools for *Which Plant Where?* Or catch visionary speakers discussing disruption and hear the inspirational story of the rescue of the Wild Boar's football team, first hand, from Dr Craig Challen, Perth local, cave diving expert.

6.30PM Industry Dinner @ Fraser's Kings Park

Take in the spectacular view of the City of Perth from the famous Fraser's Kings Park. Celebrate the announcement of the Industry Recognitions and enjoy the company of your industry colleagues to conclude the 2020 conference. *Dress: Cocktail, Suit no tie*

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Opportunities for sponsorship of the conference and exhibition are available.

Businesses supporting the conference in 2020 will be associated with the inaugural Greenlife Industry Australia national event. You can choose from options to suit your marketing needs and have the opportunity for brand engagement pre-event, during and post-conference.

Neville Sloss is the *Healthy Plants Healthy People* Sponsorship and Exhibitions Manager. For more information download the [opportunities at a glance](#) ([http://www.greenlifeindustry.com.au/Folder?Action=View%20File&Folder_id=183&File=HPHP2020_Digital_Opportunities_v4.pdf](#)) and contact Neville on:

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PRE CONFERENCE TOURS

Perth Production Tour

Tuesday 3 March 2020, Departs 8.15am

Departing **The Westin** at 8.15am, delegates will head south to visit **Richgro**, proudly Australian owned and operated by the last four generations of the Richards's Family and accredited under the industries FMS program. You will hear from Greenlife Industry Australia Life Member Geoff Richards about the commercial media business and their 'Waste to Energy' strategy and enjoy morning tea before departure.

Delegates will benefit from an 'In Transit' Photography Workshop by **Venture Photography Workshops & Tours**. While in transit, the photographer Dale Neill will provide expert tips and advice on how to maximise your mobile device in capturing imagery for business marketing. Whether it is to capture content for social media or quality plant images for catalogues and websites, mobile devices can deliver.

The tour will leave Jandakot for **Benara Nurseries**, Forrestdale, a trademart servicing southern regions of Perth. The wholesale site features an extensive range of high-quality plants, from seedlings, ornamental, exotic and native shrubs and trees, through to advanced trees.

The final stop before lunch is **The Seedling Factory**, the dominant supplier of seedlings into the Western Australian vegetable, rehabilitation, forestry and ornamental markets. A sub-division of the Winterbourn Group since 2012, the forty-acre site produces fifty million seedlings per year.

You will farewell your photography facilitator at **The Camfield**, your lunch venue. Located on the picturesque banks of the Swan River on Burswood Peninsula it is also the nearest neighbour of your next site visit of **Optus Stadium Park**. The precinct design reflects Perth's unique culture, utilises the nearby Swan River and acknowledges the site's Aboriginal heritage.

Grab a piece of fruit if you are peckish, on the way to your final stop on the tour, **Kings Park Botanic Gardens Nursery**. Here you will have the opportunity to visit the nursery and seed bank, and learn about the research and breeding programs.

Delegates will arrive back at **The Westin** at approximately 5.30pm for the opening of the exhibition, collection of conference registration and welcome drinks.

\$275 Members/\$325 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 Greenlife Industry Australia**

Perth Retail Tour

Tuesday 3 March 2020, Departs 8.00am

Departing **The Westin** at 8.00am, buses will head to Subiaco for the retailer - **Garden Elegance**. Providing diverse greenery including trees, shrubs, seedlings, roses, citrus trees, hedging, seeds and herbs Garden Elegance, a uniquely positioned retailer which has creatively maximised their unique retail space since 1975.

Delegates will benefit from an 'In Transit' Photography Workshop by **Venture Photography Workshops & Tours**. While in transit, the photographer Michelle Power will provide expert tips and advice on how to maximise your mobile device in capturing imagery for business marketing. Whether it is to capture content for social media or quality plant images for catalogues and websites, mobile devices can deliver.

Morning Tea will be served in the garden at the award winning **Zanthorrea Nursery**, a family-owned garden centre located in the tranquil hills of Perth. Specialising in Australian natives, this accredited nursery sells over 600 varieties of Australian plants.

You will then head for **Guildford Town Garden Centre**. Operating in the community for over 26 years, this Waterwise Accredited business specialises in ornamental and fruit trees including rare, unusual and bare rooted varieties as well as stocking an interesting range of giftware and garden art.

Grab a piece of fruit on bus if you're peckish, on your way to **Miaflora Garden Centre & Gift Shop**, the last stop before lunch. Stocking a range of traditional cottage plants, water wise succulents and natives and lush indoor foliage Miaflora also features some amazingly beautiful products from local designers.

You will farewell your photography facilitator at **The Camfield**, your lunch venue. Located on the picturesque banks of the Swan River on Burswood Peninsula it is also the nearest neighbour of your next site visit of **Optus Stadium Park**. The precinct design reflects Perth's unique culture, utilises the nearby Swan River and acknowledges the site's Aboriginal heritage.

At the conclusion of the tour, delegates will arrive back at **The Westin** at approximately 4.15pm for the opening of the exhibition, to collect your conference registration and join the welcome drinks with your colleagues.

\$275 Members/\$325 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 Greenlife Industry Australia**

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SOCIAL PROGRAM



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, delicious food and a relaxed atmosphere will provide unforgettable memories.

Please indicate your attendance at these social functions in your registration.

Exhibition Opening & Welcome Drinks

Take a walk through the Exhibition Hall to view new and innovative products and services on offer for industry. Collect your registration pack before joining your colleagues for welcome drinks in the exhibition hall.

Date: Tuesday 3 March 2020
Time: 5.30pm Welcome Drinks
Venue: Conference Exhibition Room, The Westin
Dress: Smart Casual
Cost: Inclusive for full registrations.
Additional Tickets \$80 including GST booked through the accompanying person registration form.



Perth City Farm - Casual Evening

Enjoy a relaxed night in the barn at Perth City Farm. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Western Australia and in celebration of International Year of Plant Health.

Date: Wednesday 4 March 2020
Time: 6.30pm-9.30pm
Venue: Perth City Farm
Dress: Casual
Cost: Inclusive for full registrations. Additional Tickets \$110 including GST booked through the accompanying person registration form.



Fraser's Kings Park - Industry Dinner

Enjoy the spectacular view of the Swan River and City of Perth from the famous Fraser's Kings Park. Situated among the beautiful Perth Botanic Gardens on an avenue lined with lemon-scented gums forming a majestic canopy, the entrance will set the scene for a local feast and the announcement of the Industry Recognitions to conclude the 2020 conference.

Date: Thursday 5 March 2020
Time: 6.30pm-11.00pm
Venue: Frasers Kings Park
Dress: Cocktail, Suit no tie
Cost: Inclusive for full registrations. Additional Tickets \$210 including GST booked through the accompanying person registration form.



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APPENDIX G

Greenlife Industry Australia conference newsletters

Conference 7

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**MEMBERS CONTINUE TO SAVE ** ON STANDARD REGISTRATION



This conference session puts the spotlight on **developing greenlife markets**. Panellists include representatives from the independent retail and landscape sectors together with **Michael Rogers** from the Australian Fresh Produce Alliance and **Belinda Rakers**, Category Manager at Bunnings. [Read more.](#)



There are so many reasons to join your colleagues at the Healthy Plants Healthy People Conference. Take advantage of the **Member Discount** saving 5% off the standard rate. Enter the promotional code: **99859859**



From **Wattleseed damper**, pickled **Lilly Pilly** and **Tiger Prawns** with bush tomato cream to **Choc Rivermint Brownies**, the conference social event on Wednesday 4 March at Perth City Farm will feature many West Australian delicacies and a full native food experience.



GIA has partnered with the National Retailers Association to bring an **excellent learning opportunity** for retail nursery and garden centre operators and staff to Conference this March. The workshop is **beneficial to all levels** of retail experience and is a great opportunity to up skill your employees. [Read more.](#)



As a proud **Gold Sponsor** of the Healthy Plants Healthy People conference, **Richgro** Managing Director and industry Life Member **Geoff Richards**, provided us a snippet of the rich history of this iconic industry business. [Read more](#) here and catch Geoff presenting at the conference on Wednesday 4 March.



How do social media algorithms work? How can you manage content easily without duplicating effort? Do you need all your social media accounts? Are there other digital tools which will be more effective? **Get the answers** with this must see session. [Read more.](#)

ICYMI: Read up on previous articles about conference

- [Top 5 Grower Sessions](#)
- [Must see sessions: Which Plant Where?](#)
- [Staying in Perth? Holiday discounts.](#)
- [Sponsor Spotlight: Hort Innovation](#)
- [Conference Tours selling fast](#)
- [Must see session: Tools to manage natural disaster risk in nurseries](#)

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Opportunities for conference sponsorship and exhibition are available. [DOWNLOAD THE OPPORTUNITIES AT A GLANCE](#) for details or contact Neville Sloss, *Healthy Plants Healthy People* Sponsorship and Exhibitions Manager.



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Conference registration is open

The 2020 *Healthy Plants Healthy People* conference program incorporates industry tours; a comprehensive speakers schedule; an exhibition hall of valued industry product and service providers; networking events including a social evening at Perth City Farm and the Industry Dinner at Fraser's Kings Park which overlooks the beautiful City of Perth. Take advantage of the pre-program promotion and register before 21 November 2019. [Read More...](#)



Early bird registration is open. Visit www.greenlifeindustry.com.au for the conference information or register online and enter the 'pre-program' promotional code for an additional discount.



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

Opportunities for sponsorship of the conference and exhibition are available. Neville Sloss is the *Healthy Plants Healthy People* Sponsorship and Exhibitions Manager. [DOWNLOAD THE OPPORTUNITIES AT A GLANCE](#) for more information.



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Sydney, NSW 2153
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Conference 2

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The pre-program registration rate is expiring in 7 days and we thought it would be a good time for a sneak peek at a few speakers in the line-up. Now is also a great time to get think about how the Greenlife Industry Australia conference can put your business in front of a national audience. And, a reminder to keep your eye on some of the flight deals to Perth by the major carriers.

USE PRE-PROGRAM PROMO CODE: **99859859** at checkout before midnight 21 November 2019 for an additional 5% off the early bird rate.



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



EXHIBIT AT CONFERENCE
Opportunities for sponsorship of the conference and exhibition are available. Contact Neville Sloss for more information and download the Opportunities at a Glance for more information.



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Conference 3

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****SAVE \$150****

EARLY BIRD REGISTRATION ENDS 31 DECEMBER 2019



Download the conference program and activities including, tour itineraries, networking events, venue and accommodation details. It is all available in the Conference Information brochure.



A conference first! Delegates touring on 3 March will have the added benefit of a mobile photography workshop. Get the low down on how it will work and what you need.



Garden centres and retail nurseries account for \$1.23 billion of farm gate greenlife sales, provide inspiration, advice and support to consumers. The Healthy Plants Healthy People conference is delivering for retailers. Find out how.



Read about the incredible line up of keynote speakers who will be delivering valuable information on international trends, plant health, future performance, climate impacts, R&D adoption and much more.



Garden City Plastics will profile a new recycling initiative at the Healthy Plants Healthy People Conference. In 2020, they continue almost two decades of national support as a Platinum Partner and proud sponsor of the GCP Exhibition Hall. Read more here.



The conference is a great opportunity to develop or reward your staff. Group discounts are available to businesses sending more than two people. Learn more.



Opportunities for conference sponsorship and exhibition are available. [DOWNLOAD THE OPPORTUNITIES AT A GLANCE](#) for details or contact Neville Sloss, Healthy Plants Healthy People Sponsorship and Exhibitions Manager.



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Conference 4

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****SAVE \$150****
EARLY BIRD CLOSING IN 7 DAYS
MIDNIGHT 15 JANUARY 2020



As well as capturing valuable information from the incredible line up of keynote speakers, we've listed our Top 5 must see sessions for growers.



Macquarie University is leading the Which Plant Where project researching the future resilience of plant varieties and developing valuable resources for plant growers and specifiers. Hear about the project and contribute to tool development in the workshop on day 2.



Don't miss Kerry Battersby's presentation on the project to boost the greenlife industry's resilience to natural disasters and severe weather events. The presentation will highlight important tools to help manage the risk.



Both the retail and production pre-conference tours on 3 March are visiting notable WA business and incorporate the Optus Stadium precinct. Places are limited and are booking fast. You can read more about the tours here.



Hort Innovation is the **Principal R&D Partner** for the Healthy Plants Healthy People Conference. In 2020, they continue their support of the National Conference with the goal of improved understanding and adoption of best practice and emerging R&D outputs. Read more here.



Extending your stay in Perth? Why not turn your pre or post conference trip to Perth, into a mini break? Greenlife Industry Australia in partnership with Perth Convention Bureau have arranged this great deal exclusively for conference delegates.

ICYMI: Read up on previous articles about conference

- [Download the Conference Information Brochure](#)
- [Keynote Speakers highlighted](#)
- [Top 5 Retail Sessions](#)
- [Group Discounts available](#)
- [Sponsor Spotlight: Garden City Plastics](#)
- [On Tour with mobile photograph workshops](#)

PRINCIPLE RESEARCH PARTNER



PLATINUM



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MEDIA PARTNER



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Conference 8

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ONLINE REGISTRATION CLOSES 21 FEB
RECEIVE 5% OFF THE STANDARD RATE
USE PROMO CODE 99859859



REGISTER HERE



The conference is a great opportunity to develop or reward your staff. Group discounts are available to businesses sending more than two people. [Learn more.](#)



GIA has partnered with the National Retailers Association to bring an **excellent learning opportunity** for retail nursery and garden centre operators and staff to Conference this March. The workshop is **beneficial to all levels** of retail experience and is a great opportunity to up skill your employees. [Read more.](#)



As well as capturing valuable information from the incredible line up of keynote speakers, we've listed our Top 5 must see sessions for growers.



REGISTER HERE



Dr Charlie Hall

Read about the incredible line up of keynote speakers including renowned industry experts **Charlie Hall** and Lyn O'Connell as well as **Damon Gameau**, **Gihan Perera** and **Dr Craig Challen**. The #HPHP2020 program will deliver valuable information on international trends, plant health, future performance, climate impacts, R&D adoption and much more.



REGISTER HERE



Gold Sponsor ICL Specialty Fertilisers is proudly supporting the Healthy Plants Healthy People Production Tour on Tuesday 3 March. You can visit the ICL Team in Exhibition Hall following the Tours and across the conference. [Read more about ICL here.](#)



Garden centres and retail nurseries account for \$1.23 billion of farm gate greenlife sales, provide inspiration, advice and support to consumers. The Healthy Plants Healthy People conference is delivering for retailers. [Find out how.](#)

ICYMI: Read up on previous articles about conference

- [Perth City Farm: Western Australia's flavour explosion](#)
- [Session Profile: unpacking your digital, social and business tools in plain language](#)
- [Meet a rare breed this March in Perth: Kings Park Botanic Garden](#)
- [Must see session: Tools to manage natural disaster risk in nurseries](#)
- [Must see sessions: Which Plant Where?](#)
- [Conference Tours selling fast](#)
- [Staying in Perth? Holiday discounts.](#)
- [On Tour with mobile photograph workshops](#)

ALSO

- [Sponsor Spotlight: Hort Innovation](#)
- [Sponsor Spotlight: Garden City Plastics](#)
- [Sponsor Spotlight: Richgro: A rich history](#)



Opportunities for conference sponsorship and exhibition are available. [DOWNLOAD THE OPPORTUNITIES AT A GLANCE](#) for details or contact Neville Stoss, Healthy Plants Healthy People Sponsorship and Exhibitions Manager.



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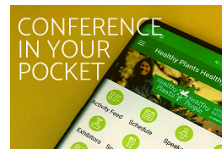
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ONLINE REGISTRATION CLOSES THIS FRIDAY - MIDNIGHT 21 FEB



Make sure you download the **#HHP2020** app to stay up to date on the events and activities occurring across the conference. Use the app to schedule your sessions, provide feedback, connect with other delegates and upload photos of your experience. Get the **download instructions here**.



Araluen Botanic Park is offering **#HHP2020 delegates free entry** to the gardens. The park is open every day between 9am and 6pm. Visit the park's 45 hectares of native bush and 14 hectares of gardens featuring Australian and exotic plant species. Just show your delegate pass or proof of registration at entry.



Online registration **closes midnight** tomorrow **21 February 2020**. This is your last chance to join your colleagues in Perth for three 'jam packed' days of networking and hearing new information and priority updates from industry experts. The **Member discount still applies**. Use code 99859859.

Hort Innovation
Strategic levy investment

NURSERY FUND

#HHP2020 Principal R&D Partner

The Healthy Plants Healthy People Conference is made possible with the advice and assistance of committed industry organisations. Our sponsors are exhibition at the conference next month. Please stop by the exhibition hall to say hello. Find out more about the **#HHP2020** partners here.



ICYMI: Read up on previous articles about conference

- [Perth City Farm: Western Australia's flavour explosion](#)
- [Session Profile: unpacking your digital, social and business tools in plain language](#)
- [Meet a rare breed this March in Perth: Kings Park Botanic Garden](#)
- [Must see session: Tools to manage natural disaster risk in nurseries](#)
- [Must see sessions: Which Plant Where?](#)
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- [Sponsor Spotlight: Hort Innovation](#)
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APPENDIX H

Conference advertisements placed in Hort Journal

REGISTRATION OPEN

Healthy Plants Healthy People

GREENLIFE INDUSTRY NATIONAL CONFERENCE

3-5 MARCH 2020, THE WESTIN, PERTH

Join your colleagues on the industry tours, hear from a comprehensive speaker line-up; visit the exhibition hall of valued industry product and service providers; network at the social evening at Perth City Farm and celebrate at the Industry Dinner at Fraser's Kings Park.

REGISTER ONLINE AT

WWW.GREENLIFEINDUSTRY.COM.AU

FURTHER INFORMATION

For more information contact Kobie Keenan at Greenlife Industry Australia on 1800 252 468.

SPONSORSHIP & EXHIBITION OPPORTUNITIES ARE AVAILABLE

Visit www.greenlifeindustry.com.au or contact Neville Sloss on 0414 562 010 or via email nsloss@ngisa.com.au



DAMON GAMEAU

Australian actor and director, 2040 Documentary

Damon's new film, 2040, is an innovative feature documentary that explores what the future would look like by the year 2040 if we embraced the best solutions already available to us to improve our planet



CRAIG ELLIOT

Xylella Coordinator, Plant Biosecurity Research Initiative

Hear important updates and learn about awareness and coordination of national preparedness activities for Xylella Fastidiosa



DR LILLY LIM-CAMACHO

CSIRO Agriculture & Food

Understand demographics and community attitudes of consumers as their behaviour adapts to climate change.



PRINCIPAL RESEARCH PARTNER



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REGISTRATION OPEN

Healthy Plants Healthy People

GREENLIFE INDUSTRY NATIONAL CONFERENCE

3-5 MARCH 2020, THE WESTIN, PERTH

PRINCIPLE RESEARCH PARTNER

**Hort
Innovation**

PLATINUM



GOLD



SILVER



MEDIA PARTNER

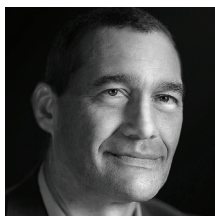


The national conference for the greenlife industry is heading to Perth, 3-5 March 2020.

Join your colleagues on the famous industry tours, hear from a comprehensive speaker's line-up; visit an exhibition hall of valued industry product and service providers; network at the social evening at Perth City Farm and the Industry Dinner at Fraser's Kings Park.

EARLY BIRD REGISTRATION CLOSES
31 DECEMBER 19

REGISTER ONLINE AT
WWW.GREENLIFEINDUSTRY.COM.AU



DR CRAIG CHALLEN OAM

2019 Joint Australian of the Year, Cave Diver, Veterinary Surgeon, Perth Local

The impossible made possible. Hear the incredible story of the Thai rescue of the Wild Boars soccer team from a man who made it happen.



LEIGH STAAS

Project Manager, Which Plant Where?

Learn about the research and resources focused on growing greenlife resilience for urban environments.



BEN PEACOCK

Republic of Everyone

Greener Spaces Better Places is the new campaign to develop greenlife markets and encourage adoption of greenlife in urban environments.



Greenlife
Industry Australia

FURTHER INFORMATION

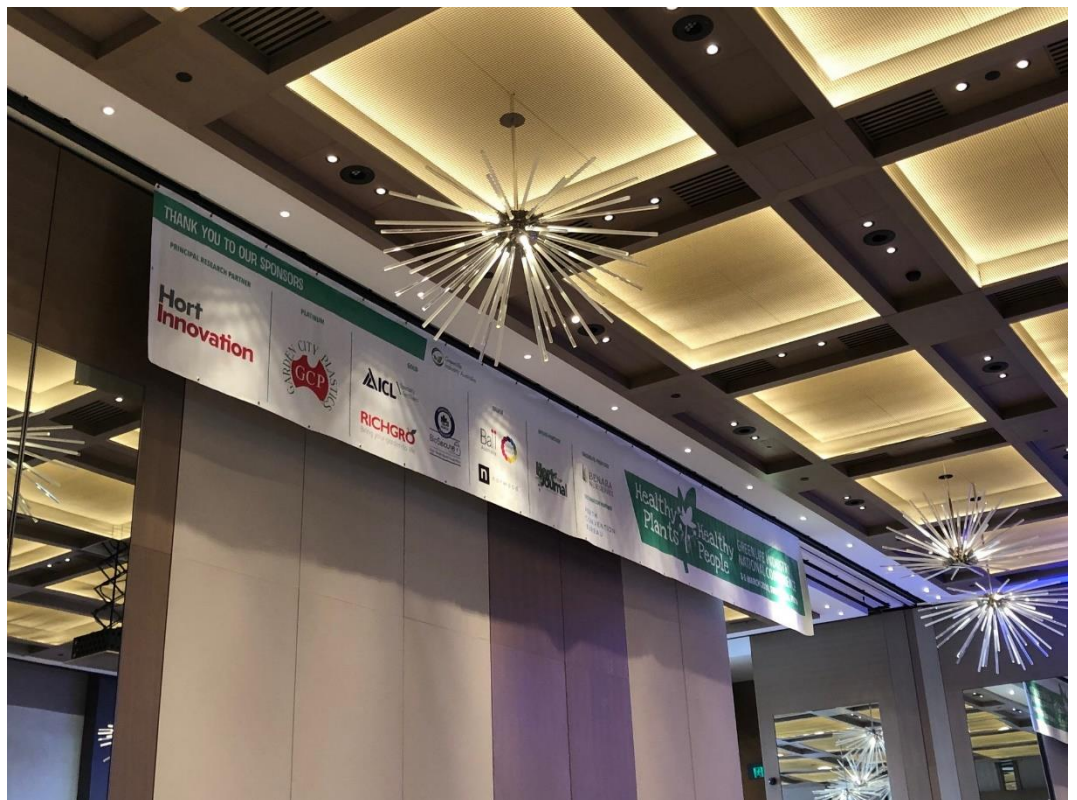
For more information contact Kobie Keenan at Greenlife Industry Australia on 1800 252 468.

SPONSORSHIP & EXHIBITION OPPORTUNITIES ARE AVAILABLE

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APPENDIX I

Examples of banner signage



APPENDIX J

Digital information brochure



Healthy Plants Healthy People

GREENLIFE INDUSTRY
NATIONAL CONFERENCE

3-5 MARCH 2020, THE WESTIN, PERTH

CONFERENCE INFORMATION

Healthy Plants Healthy People



Hosted by Greenlife Industry Australia, the national nursery industry conference traditionally attracts up to 200 delegates. Delegates come from the various greenlife sectors within the industry including growers, greenlife retailers, growing media suppliers and allied trades.

Our industry has the role to play in the future production and supply of Australian greenlife and the *Healthy Plants Healthy People* Conference will educate, encourage and enthuse delegates to be leaders in addressing:

- ▶ Plant health though pest and disease management from grower to consumer
- ▶ Encouraging the adoption of research and development outputs
- ▶ Focusing on solutions to environmental impacts and sustainability of production
- ▶ Leveraging the opportunities of a changing climate by demonstrating leadership and professionalism.
- ▶ Continuing to disseminate the importance of plants to our health and well-being
- ▶ Highlighting economic opportunity of greenlife in Australia's growing economy.

The Conference also ties into the UN proclaimed 2020 International Year of Plant Health and will contribute to raising awareness of how protecting plant health can support people through health and well-being, economic development, protecting the environment and providing food security.

You will enjoy fabulous social events beginning with the opening of the Exhibition Hall with welcome drinks. On Wednesday you'll enjoy a cultural feast at Perth City Farm and the first Greenlife Industry Australia national conference will conclude with gala dinner and the announcement of Industry Honours at the famous Frasers Kings Park.

Held in the riverside city of Perth, you are invited to enjoy the company of your colleagues and friends at the new Westin hotel.

From all the 2020 Conference Committee, we are looking forward to seeing you in Perth in March.



Peter Vaughan
CEO, Greenlife Industry
Australia



Craig Woodroffe
NGIWA President &
Conference Committee Chair

CONFERENCE PROGRAM

Tuesday 3 March

7.30	TOUR REGISTRATION OPEN (near bus departure point)
8.00-4.15	RETAIL TOUR
8.00-5.30	PRODUCTION TOUR <i>proudly sponsored by ICL Specialty Fertilizers</i>
10.00-4.00	Exhibitor Bump in
5.30-7.30	Registration Collection & Exhibition Walkthrough & Welcome Drinks <i>Exhibition Hall proudly sponsored by Garden City Plastics</i> <i>Welcome Drinks proudly sponsored by Richgro</i>

Wednesday 4 March

7.30	Registration desk open	
8.00	Exhibition Hall opens – Arrival Coffee & Tea	
8.30	Opening announcements & Welcome to Country Opening Announcements - MC Matthew Carroll, Welcome to Country - Olman Walley	
8.45	Official Address Invited: Senator Bridget McKenzie, Federal Minister for Agriculture and Water Resources	
9.00	Welcome to Perth Address by Greenlife Industry Australia President, Glenn Fenton	
9.10	2040 and the greenlife industry. Setting the scene for an industry with answers. Damon Gameau, Actor and Film Maker	
9.50	International trends and the greenlife economy Livestream: Dr Charles Hall, Texas A&M University	
10.30	MORNING TEA - Exhibition Area (30 mins)	
	18/19 Data collection and 3rd Edition Benchmarking Tool for Growers Dan Watson, Down to Earth Research & Jan Paul van Moort, ACIL Allen Consulting	High plant health for retailers: sourcing and onsite management Steve Blyth, Greenlife Industry Australia
	Xylella Fastidiosa – an important update for the greenlife industry Craig Elliott, Program Coordinator National Xylella Preparedness Program	Case study: Food waste, growing media and the benefits for industry Geoff Richards, Managing Director, Richgro & Life Member
	How do we make Work Plants the new House Plants? (Move over #PlantsofInstagram #PlantsofLinkedin is moving in!) Gabrielle Stannus, Interior Plantscape Association	Consumer behaviour is adapting to climate change. Find out how. Lilly Lim-Camacho, CSIRO Food & Agriculture
12.45	LUNCH- Exhibition Area (45 mins)	
1.30	Reemergence of integrated pest management in plant nurseries Biological Services	Maximising your digital tools: unpacking your digital and social business tools in plain language Catherine Skreiner, Seeking Digital
	Practical weed management in nurseries Dr Sam Stacey, Asia Pacific Technical Manager ICL Specialty Fertilizers	Industrial relations for the greenlife industry
	Critical updates on the industry's plant health program for nurseries John McDonald Greenlife Industry Australia	An overview of social sustainability opportunity and obligation for greenlife industry businesses Lilly Lim-Camacho, CSIRO Food & Agriculture
3.15	AFTERNOON TEA- Exhibition Area (30 mins)	
3.45	Research and resources to build greenlife resilience in urban environments Leigh Staas, Which Plant Where? Macquarie University	
4.30	International Year of Plant Health Lyn O'Connell, Deputy Secretary, Department of Agriculture & Water Resources	
5.15	Day 1 Closing announcements. Sessions conclude	
6.30	Perth City Farm – Casual social evening	

CONFERENCE PROGRAM (CONTINUED)

Thursday 5 March

8.00	Registration Desk open	
8.30	Greenlife Industry Australia Strategic Plan & Policies 2020-2025 Peter Vaughan, CEO, Greenlife Industry Australia	
9.05	Its 2020 and greener spaces make better places. An overview of the nursery levy marketing campaign to grow and improve urban green spaces. Ben Peacock, Republic of Everyone	
9.40	Hort Innovation update, strategic plan progress and levy overview Matt Brand, CEO Hort Innovation	
10.15	MORNING TEA- Exhibition Area (30 mins)	
10.45	Workshop	Workshop
	Retail Marketing Workshop Suzi Glover, National Retailers Association	Stakeholder engagement workshop- seeking feedback on the development of the tools for Which Plant Where? Leigh Staas, Macquarie University
12.30	LUNCH- Exhibition Area (60 mins)	
1.30	Automation of high health clonal plant propagation Mr Greg Lowe, Lowes TC Pty Ltd	What's your plan? Tools to manage natural disaster risk in nurseries. Kerry Battersby, Peter James Nursery & Garden Industry Queensland
2.05	Developing Markets: Panel discussion featuring representatives of greenlife supply markets. Facilitated by Dr Josh Byrne, Director, Greenlife Industry Australia	
3.10	AFTERNOON TEA- Exhibition Area (20 mins)	
3.30	Fit for the future: Thriving not surviving in a disrupted world Gihan Perara, Futurist and author	
4.10	An impossible task. The inspirational story of the cave rescue of the Wild Boars football team. Dr Craig Challen, 2019 Australian of the Year, cave diving expert, author and Perth local.	
4.55	Closing announcements, Conference concludes	
6.30	Fraser's Kings Park – Industry Dinner	

OPTIONAL TOURS

PERTH PRODUCTION TOUR

Tuesday 3 March 2020 *Departs 8.15am*

\$275 Members/\$325 Non-members



Departing **The Westin** at 8.15am, delegates will head south to visit **Richgro**, proudly Australian owned and operated by the last four generations of the Richards's Family and accredited under the industries FMS program. You will hear from Greenlife Industry Australia Life Member Geoff Richards about the commercial media business and their 'Waste to Energy' strategy and enjoy morning tea before departure.

Delegates will benefit from an 'In Transit' Photography Workshop by **Venture Photography Workshops & Tours**. While in transit, the photographer Dale Neill will provide expert tips and advice on how to maximise your mobile device in capturing imagery for business marketing. Whether it is to capture content for social media or quality plant images for catalogues and websites, mobile devices can deliver.

The tour will leave Jandakot for **Benara Nurseries**, Forrestdale, a trademart servicing southern regions of Perth. The wholesale site features an extensive range of high-quality plants, from seedlings, ornamental, exotic and native shrubs and trees, through to advanced trees.

The final stop before lunch is **The Seedling Factory** in the dominant supplier of seedlings into the Western Australian vegetable, rehabilitation, forestry and ornamental markets. A sub-division of the Winterbourn Group since 2012, the forty-acre site produces fifty million seedlings per year.

You will farewell your photography facilitator at **The Camfield**, your lunch venue. Located on the picturesque banks of the Swan River on Burswood Peninsula it is also the nearest neighbour of your next site visit of **Optus Stadium Park**. The precinct design reflects Perth's unique culture, utilises the nearby Swan River and acknowledges the site's Aboriginal heritage.

Grab a piece of fruit if you are peckish, on the way to your final stop on the tour, **Kings Park Botanic Gardens Nursery**. Here you will have the opportunity to visit the nursery and seed bank, and learn about the research and breeding programs.

Delegates will arrive back at **The Westin** at approximately 5.30pm for the opening of the exhibition, collection of conference registration and welcome drinks.

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 Greenlife Industry Australia.

OPTIONAL TOURS (CONTINUED)

PERTH RETAIL TOUR

Tuesday 3 March 2020 *Departs 8.00am*

\$275 Members/\$325 Non-members



Departing **The Westin** at 8.00am, buses will head to Subiaco for the retailer - Garden Elegance. Providing diverse greenery including trees, shrubs, seedlings, roses, citrus trees, hedging, seeds and herbs Garden Elegance, a uniquely positioned retailer which has creatively maximised their unique retail space since 1975.

Delegates will benefit from an 'In Transit' Photography Workshop by **Venture Photography Workshops & Tours**. While in transit, the photographer Michelle Power will provide expert tips and advice on how to maximise your mobile device in capturing imagery for business marketing. Whether it is to capture content for social media or quality plant images for catalogues and websites, mobile devices can deliver.

Morning Tea will be served in the garden at the award winning **Zanthorrea Nursery**, a family-owned garden centre located in the tranquil hills of Perth. Specialising in Australian natives, this accredited nursery sells over 600 varieties of Australian plants. Leave Maida Vale.

You will then head for **Guildford Town Garden Centre**. Operating in the community for over 26 years, this Waterwise Accredited business specialises in ornamental and fruit trees including rare, unusual and bare rooted varieties as well as stocking an interesting range of giftware and garden art.

Grab a piece of fruit on bus if you're peckish, on your way to **Miaflora Garden Centre & Gift Shop**, the last stop before lunch. Stocking a range of traditional cottage plants, water wise succulents and natives and lush indoor foliage Miaflora also features some amazingly beautiful products from local designers.

You will farewell your photography facilitator at **The Camfield**, your lunch venue. Located on the picturesque banks of the Swan River on Burswood Peninsula it is also the nearest neighbour of your next site visit of **Optus Stadium Park**. The precinct design reflects Perth's unique culture, utilises the nearby Swan River and acknowledges the site's Aboriginal heritage.

At the conclusion of the tour, delegates will arrive back at **The Westin** at approximately 4.15pm for the opening of the exhibition, to collect your conference registration and join the welcome drinks with your colleagues.

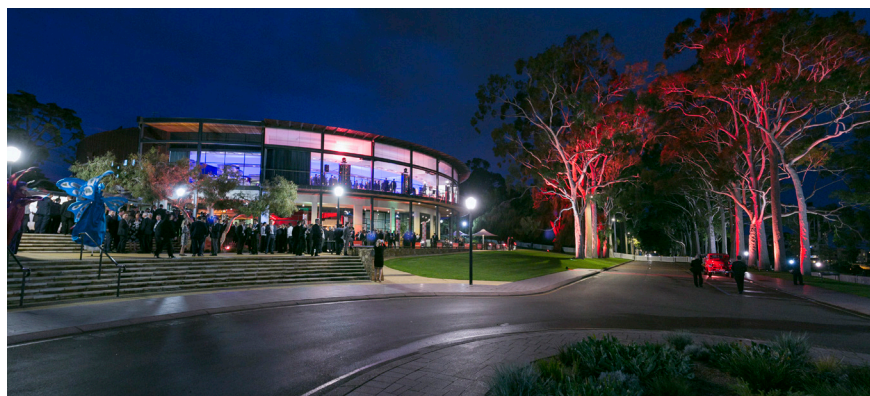
Please note: All tours are subject to achieving minimum participation numbers. In the event your chosen tour does not proceed you will be contacted by Greenlife Industry Australia.

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, delicious food and a relaxed atmosphere will provide unforgettable memories.

Please indicate your attendance at these social functions in your registration.



Exhibition Opening & Welcome Drinks

Take a walk through the Exhibition Hall to view new and innovative products and services on offer for industry. Collect your registration pack before joining your colleagues for welcome drinks on the in the exhibition hall.

DATE	Tuesday 3 March 2020
TIME	5.30pm Welcome Drinks
VENUE	Conference Exhibition Room, The Westin
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 barn at Perth City Farm. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Western Australia and in celebration of International Year of Plant Health.

DATE	Wednesday 4 March 2020
TIME	6.30pm-10.30pm
VENUE	Perth City Farm
DRESS	Casual
COST	Inclusive for full registrations. Please indicate on the registration form if you wish to attend this function.
ADDITIONAL TICKETS	\$110 including GST booked through the accompanying person registration form.

Industry Dinner

Enjoy the spectacular view of the Swan River and City of Perth from the famous Fraser's Kings Park. Situated among the beautiful Perth Botanic Gardens on an avenue lined with lemon-scented gums forming a majestic canopy, the entrance will set the scene for a local feast and the announcement of the Industry Recognitions to conclude the 2020 conference.

DATE	Thursday 5 March 2020
TIME	6:30pm
VENUE	Fraser's Kings Park
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	\$210 including GST booked through the accompanying person registration form.

REGISTRATION

The 2020 Healthy Plants Healthy People National Conference is hosted by Greenlife Industry Australia. Registration for the conference is open online. Please read this information carefully before completing the registration form.

WHO SHOULD ATTEND?

All stake holders with an interest in the greenlife industry

- ▶ Greenlife growers
- ▶ Retailers
- ▶ Allied Trades
- ▶ Local Government
- ▶ Educators
- ▶ Horticultural Media

The program will be relevant to both business principals and staff.

HOW TO REGISTER

Register now online at
www.greenlifeindustry.com.au

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

Please note that the conference early bird registration closes on 31 December 2019.

REGISTRATION ENTITLEMENTS

Full conference registration includes:

- ▶ Exhibition Opening and Welcome Drinks Tuesday 3 March
- ▶ All conference sessions on Wednesday 4 and Thursday 5 March
- ▶ Morning Tea, Lunch and Afternoon Tea on Wednesday 4 and Thursday 5 March
- ▶ Access to the Industry Exhibition throughout the conference.
- ▶ Perth City Farm social event on Wednesday 4 March
- ▶ Industry Awards night at Fraser's Kings Park on Thursday 5 March

Please note that while 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 Tuesday 3 March
- ▶ Production Tour departing early Tuesday 3 March

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

- ▶ Retail Tour departing early Tuesday 3 March
- ▶ Production Tour departing early Tuesday 3 March
- ▶ Exhibition opening and Welcome Drinks Tuesday 3 March
- ▶ Perth City Farm social event on Wednesday 4 March
- ▶ Industry Awards night at Frasers Kings Park on Thursday 5 March

ADDITIONAL TICKETS

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

- ▶ Exhibition opening and Welcome Drinks Tuesday 3 March
- ▶ Perth City Farm social event on Wednesday 4 March
- ▶ Industry Awards night at Fraser's Kings Park on Thursday 5 March

For assistance or more information contact Greenlife Industry Australia on 1800 252 468 or email us at conference@greenlifeindustry.com.au.

REGISTRATION (CONTINUED)

REGISTRATION FEES

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

Registrations made after 21 February 2020 must be made onsite at the conference or by contacting Greenlife Industry Australia on: +61 2 8861 5100 or 1800 252 468 (Toll Free)

PRE CONFERENCE TOURS TUESDAY 3 MARCH 2020	MEMBER INC GST	NON-MEMBER INC GST
Tours (All day)	\$275.00	\$325.00

CONFERENCE REGISTRATION 4-5 MARCH 2020	EARLY BIRD INC GST	STANDARD INC GST
Full conference registration (Member)	\$970.00	\$1,120.00
Full conference registration (Non-member)	\$1120.00	\$1,240.00
Day registration (Member)	\$485.00	\$585.00
Day registration (Non-member)	\$585.00	\$685.00

METHOD OF PAYMENT

Payment of fees must accompany all complete registrations. No registration will be confirmed until full payment is received. Please note that conference administration is being conducted under Nursery & Garden Industry Australia. 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@greenlifeindustry.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: 21 February 2020

Cancellations must be made in writing to the Conference Secretariat.

Cancellations received prior to 5:00pm AEST on 21 February 2020 will receive a full refund minus an AUD150 administration fee.

Cancellations received after 5:00pm AEST on 21 February 2020 will not be refunded except under exceptional circumstances.

Refunds will not be granted on failure of visa applications. Substitute delegates will be accepted at no charge.

Cancellation charges will not exceed AUD150. We strongly recommend that delegates take out insurance to cover medical and travel expenses.

In registering for the Conference relevant details will be incorporated into a delegate list for the benefit of all delegates, may also be made available to parties directly related to the Conference including venues, accommodation providers, sponsors and key suppliers.

CONFERENCE VENUE

THE WESTIN, PERTH

Find your balance at The Westin Perth, which welcomes guests with luxury accommodations, 5 star amenities and a dynamic city centre location.

Situated towards the rejuvenated east end of Perth CBD, the hotel places guests a walk away from Optus Stadium and Elizabeth Quay, plus is steps away from dynamic shopping and dining.

Experience a refreshing stay in the sophisticated guest rooms and suites, impeccably designed with Westin Heavenly® Beds, sleek bathrooms and complimentary high-speed Wi-Fi.

Savour a nourishing meal at the Haven Lounge, the lobby restaurant, and sample rustic Roman cuisine at Garum, their signature Italian restaurant by Chef Guy Grossi.

Wellness enthusiasts can reboot and relax with a luxury treatment at Bodhi J Spa or visit the 24-hour Westin WORKOUT® Fitness Studio. They also offer a heated infinity-edge pool, ideal for soaking up the Perth sunshine.

Accommodation - The Westin

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

On-site Accommodation at a special conference rate has been arranged at the Westin from Monday 2 March to Friday 6 March. Details of accommodation types including photo gallery are available at

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1552963006718&key=GRP&app=resvlink>

Deluxe King Room– single occupancy	\$255.00
Deluxe King Room – double occupancy	\$275.00

Alternative accommodation options are available in the vicinity of The Westin. Please check www.greenlifeindustry.com.au for suggested alternatives.



GENERAL INFORMATION

MONEY

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

CLIMATE

During March in Perth, average temperatures range from 18 - 29°C (63 - 89°F). March in Perth is usually warm and dry with clear blue skies and is considered perfect beach weather.

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 is 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 or Uber rides can be engaged at ranks at Perth Airport. The taxi ride from the airport to Hobart CBD can take between 20-25 minutes.

Getting around Perth using public transport is easy. There is an abundance of taxis that can be hailed from the street, using your Uber app and bus transport timetables, fare and route information is available from www.transperth.wa.gov.au

ENQUIRIES

General, registration and accommodation enquiries

Email: conference@greenlifeindustry.com.au.

Sponsorship and Exhibition enquiries

Neville Sloss

Telephone: 0414 562 010

Email: nsloss@ngisa.com.au.

CONTACT US

2020 Healthy Plants Healthy People
Conference Secretariat

PO Box 7129
Baulkham Hills BC NSW 2153

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

Email: conference@greenlifeindustry.com.au

CONFERENCE ORGANISING COMMITTEE

Your 2020 Healthy Plants Healthy People Conference Organising Committee are:

- ▶ **Craig Woodrofe** (Chair) Ellenby Tree Farm, WA
- ▶ **Carol Fudge**, Benara Nurseries, WA
- ▶ **Mark Tucek**, HortBiz, WA
- ▶ **Matthew Lunn**, NGIWA
- ▶ **Peter Vaughan**, Greenlife Industry Australia, CEO
- ▶ **Kobie Keenan**, Greenlife Industry Australia, Communications Manager
- ▶ **Steve Blyth**, Greenlife Industry Australia, Plant Health Officer
- ▶ **Matthew Carroll**, Greenlife Industry Australia, Social Media Manager

PRINCIPLE RESEARCH PARTNER

**Hort
Innovation**

PLATINUM



GOLD



SILVER



MEDIA PARTNER



DESTINATION PARTNER

**PERTH
CONVENTION
BUREAU**

Register now online at

www.greenlifeindustry.com.au

Early bird registration closes on 31 December 2019.

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 2020 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 2020 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.



Healthy Plants  Healthy People

GREENLIFE INDUSTRY
NATIONAL CONFERENCE
3-5 MARCH 2020, THE WESTIN, PERTH

APPENDIX K

Conference delegate program

A woman with long dark hair is smiling and holding a plant with purple flowers. The plant has green leaves and small purple blossoms. The background is blurred, showing more of the woman and the plant.

Healthy Plants Healthy People

GREENLIFE INDUSTRY
NATIONAL CONFERENCE

3-5 MARCH 2020, THE WESTIN, PERTH

CONFERENCE
PROGRAM

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- 4. Program
- 6. Speaker and session information
- 14. Social Program
- 15. Garden City Plastics Exhibition Hall
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- 18. General Information



PO Box 7129
Baulkham Hills BC NSW 2153

58/5 Gladstone Road
Castle Hill NSW 2154

P: 02 8861 5100

E: conference@greenlifeindustry.com.au

PRINCIPAL RESEARCH PARTNER

**Hort
Innovation**

PLATINUM



GOLD



SILVER



MEDIA PARTNER



GREENLIFE PROVIDER



DESTINATION PARTNER

**PERTH
CONVENTION
BUREAU**

WELCOME

Welcome to Perth and to the first Greenlife Industry Australia national conference, *Healthy Plants Healthy People*.

The conference traditionally attracts up to 200 delegates from the various greenlife sectors within the industry including growers, greenlife retailers, growing media suppliers and allied trades.

Our industry has the role to play in the future production and supply of Australian greenlife and the *Healthy Plants Healthy People* conference will educate, encourage and enthuse delegates to be leaders in addressing:

- ▶ Plant health through pest and disease management from grower to consumer
- ▶ Encouraging the adoption of research and development outputs
- ▶ Focusing on solutions to environmental impacts and sustainability of production
- ▶ Leveraging the opportunities of a changing climate by demonstrating leadership and professionalism
- ▶ Continuing to share the importance of plants to our health and well-being
- ▶ Highlighting economic opportunity of greenlife in Australia's growing economy

The conference also ties into the UN proclaimed 2020 International Year of Plant Health and will contribute to raising awareness of how protecting plant health can support people through health and well-being, economic development, protecting the environment and providing food security.

While you are here, you will enjoy fabulous social events beginning with the opening of the Garden City Plastics Exhibition Hall with welcome drinks proudly supported by Richgro. On Wednesday you'll enjoy a cultural feast at Perth City Farm to celebrate *International Year of Plant Health* which is brought to us by the BioSecure HACCP program; and the first Greenlife Industry Australia national conference will conclude with the gala dinner and the announcement of Industry Honours at the famous Frasers Kings Park.

Held in the beautiful riverside city of Perth, we invite you to enjoy the company of your colleagues and friends and the facilities here at The Westin hotel.

From all the 2020 Conference Committee, thank you for joining us.



Craig Woodroffe
*NGIWA President, Chair 2020
Conference Committee*



Peter Vaughan
*CEO, Greenlife Industry
Australia*

ORGANISING COMMITTEE

Your 2020 Healthy Plants Healthy People Conference Organising Committee are:

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- ▶ **Kobie Keenan**, Greenlife Industry Australia, Communications Manager
- ▶ **Steve Blyth**, Greenlife Industry Australia, Plant Health Officer, WA
- ▶ **Matthew Carroll**, Greenlife Industry Australia, Social Media Manager
- ▶ **Heather Henderson**, Greenlife Industry Australia, Administration Manager

CONFERENCE PROGRAM

Tuesday 3 March

7.30	TOUR REGISTRATION OPEN (near bus departure point)	
8.00-4.15	RETAIL TOUR	
8.00-5.30	PRODUCTION TOUR <i>proudly sponsored by ICL Specialty Fertilizers</i>	
10.00-4.00	Exhibitor Bump in	
5.30-7.30	Registration Collection & Exhibition Walkthrough & Welcome Drinks <i>Exhibition Hall proudly sponsored by Garden City Plastics</i> <i>Welcome Drinks proudly sponsored by Richgro</i>	 

Wednesday 4 March

7.30	Registration desk open	
8.00	Exhibition Hall opens – Arrival Coffee & Tea	
8.30	Opening announcements & Welcome to Country Opening Announcements - MC Matthew Carroll, Welcome to Country - Olman Walley	
8.45	Official Address Invited: The Hon. Stephen Dawson MLC, WA Minister for Environment	
9.00	Welcome to Perth Glenn Fenton, President, Greenlife Industry Australia	
9.10	2040 and the greenlife industry. Setting the scene for an industry with answers. Damon Gameau, Actor and Film Maker	
9.50	International trends and the greenlife economy Livestream: Dr Charles Hall, Texas A&M University	
10.30	MORNING TEA - Exhibition Area (30 mins)	
11.00	18/19 Data collection and 3rd Edition Benchmarking Tool for Growers Dan Watson, Down to Earth Research & Jan Paul van Moort, ACIL Allen Consulting	High plant health for retailers: sourcing and onsite management Steve Blyth, Greenlife Industry Australia
11.35	Xylella Fastidiosa – an important update for the greenlife industry Craig Elliott, Program Coordinator National Xylella Preparedness Program	Case study: Food waste, growing media and the benefits for industry Geoff Richards, Managing Director, Richgro & Life Member
12.10	How do we make Work Plants the new House Plants? <i>(Move over #PlantsofInstagram #PlantsofLinkedin is moving in!)</i> Gabrielle Stannus, Interior Plantscape Association	Consumer behaviour is adapting to climate change. Find out how. Lilly Lim-Camacho, CSIRO Food & Agriculture
12.45	LUNCH- Exhibition Area (45 mins)	
1.30	Reemergence of integrated pest management in plant nurseries Cezar Moraes, Biological Services	Maximising your digital tools: unpacking your digital and social business tools in plain language Catherine Skreiner, Seeking Digital
2.05	Practical weed management in nurseries Dr Sam Stacey, Asia Pacific Technical Manager ICL Specialty Fertilizers	Recycling polypropylene plant pots Jayne Paramor, APCO Matthew Mills, GCP
2.40	Critical updates on the industry's plant health program for nurseries John McDonald, Greenlife Industry Australia	An overview of social sustainability opportunity and obligation for greenlife industry businesses Lilly Lim-Camacho, CSIRO Food & Agriculture

3.15	AFTERNOON TEA- Exhibition Area (30 mins)
3.45	Research and resources to build greenlife resilience in urban environments Leigh Staas, Which Plant Where? Macquarie University
4.30	International Year of Plant Health
5.15	Day 1 Closing announcements. Sessions conclude
6.30	Perth City Farm – Casual social evening <i>proudly sponsored by BioSecure HACCP</i>



Thursday 5 March

8.00	Registration Desk open	
8.30	Greenlife Industry Australia Strategic Plan & Policies 2020-2023 Peter Vaughan, CEO, Greenlife Industry Australia	
9.05	Its 2020 and greener spaces make better places. An overview of the nursery levy marketing campaign to grow and improve urban green spaces. Ben Peacock, Republic of Everyone	
9.40	Hort Innovation update, strategic plan progress and levy overview Matt Brand, CEO Hort Innovation	
10.15	MORNING TEA- Exhibition Area (30 mins)	
10.45	Workshop	Workshop
	Retail Marketing Workshop Suzi Glover, National Retailers Association	Stakeholder engagement workshop- seeking feedback on the development of the tools for Which Plant Where? Leigh Staas, Macquarie University
12.30	LUNCH- Exhibition Area (60 mins)	
1.30	Automation of high health clonal plant propagation Mr Greg Lowe, Lowes TC Pty Ltd	What's your plan? Tools to manage natural disaster risk in nurseries. Kerry Battersby, Peter James Nursery & Garden Industry Queensland
2.05	Developing Markets: Panel discussion featuring representatives of greenlife supply markets. Facilitated by Dr Josh Byrne, Director, Greenlife Industry Australia Featuring Michael Rogers, AFPA; Belinda Rakers, Bunnings; Leigh Siebler, GCA; and Tim Davies, TDL	
3.10	AFTERNOON TEA- Exhibition Area (20 mins)	
3.30	Fit for the future: Thriving not surviving in a disrupted world Gihan Perera, Futurist and author	
4.10	An impossible task. The inspirational story of the cave rescue of the Wild Boars football team. Dr Craig Challen, 2019 Australian of the Year, cave diving expert, author and Perth local.	
4.55	Closing announcements, Conference concludes	
6.30	Fraser's Kings Park – Industry Dinner	

Please note, the program is subject to change without notice.

SPEAKER AND SESSION INFORMATION

Session and speaker information is provided in order of appearance. Download the conference app for program schedules and speaker biographies.



Matthew Carroll

Healthy Plants Healthy People 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 Australia & NSW.



Olman Walley

Welcome to Country

Olman Walley is an acclaimed traditional Aboriginal dancer, didgeridoo player, actor & poet. Olman is a Wilman, Balardong, Binjareb, Wadjuk Nyoongar who was raised in the Wilman (Wheatbelt) region and was taught Noongar culture by family and elders. His Nyoongar name is Chitty Chitty meaning Willy Wagtail and he loves to share the stories, history, music, dance and knowledge of Australia's wonderful ancient culture.



Glenn Fenton

President, Greenlife Industry Australia

Welcome to Perth

Glenn is Managing Director of Nationwide Trees Pty Ltd, Piedmont, Victoria and newly elected President of Greenlife Industry Australia. He has a Bachelor of Social Science and a Graduate Diploma in Strategic Management. He is a 26-year veteran of the Australian Army and has 16 years industry experience and deep understanding of the supply chain. Glenn served on Nursery & Garden Industry Victoria (NGIV) Board including as President from 2010 to 2012. From 2010 to 2013 he served time as a Director and Vice President for the NGIA Board and sat as the Board representative on the Nursery Industry Advisory Committee with Horticulture Australia. Glenn has represented the industry with MIFGS since 2010, and currently sits as Chairman. He also served on the 2016 and 2017 structure review committees and was a member of the 2019 Transition Team for the National Reinvention Project.



Damon Gameau

Director, Writer, Producer, Presenter

2040 and the greenlife industry. Setting the scene for an industry with answers.

Greenlife Industry Australia is a newly formed organisation with targets for 2040 which include a profitable, unified industry with zero nett emissions and waste; and total product (greenlife/plant) traceability. This session will highlight how the industry can be part of the bigger solution for Australia and setting the scene for the conference theme. The Healthy Plants Healthy People conference theme is about plant health (pest and disease, nutrition, growing environment) and human health (food security, air quality, shade, mental health).

Damon Gameau is an Australian actor and director. Damon's new film, 2040, is an innovative feature documentary that explores what the future would look like by the year 2040 if we embraced the best solutions already available to us to improve our planet. It was released in April 2019 and is already in the top 5 highest grossing documentaries of all time in Australia at the cinema.

As a director he wrote, directed and performed vocals for the 2011 winning Tropfest short film, ANIMAL BEATBOX, which has now played at over 25 festivals worldwide. He was also a finalist in 2010 with his film, ONE, which he co-directed with Gareth Davies. THAT SUGAR FILM was Damon's first feature length film as a director and won Best Documentary at the Australian AACTA awards and was a hit at the Australian box office. THAT SUGAR BOOK is his first published book.

He has starred in several feature films, including Rolf De Heer's critically acclaimed THE TRACKER, Darren Ashton's THUNDERSTRUCK and RAZZLEDAZZLE, Robert Connolly's BALIBO opposite Anthony LaPaglia, PATRICK with Rachel Griffiths and Charles Dance and SAVE YOUR LEGS! with Stephen Curry and Brendan Cowell. Damon's performance in BALIBO earned him and AFI Award nomination for Best Supporting Actor. His television credits include UNDERBELLY, HOWZAT, LOVE MY WAY, PUBERTY BLUES, SECRETS AND LIES, GALLIPOLI and THE KETTERING INCIDENT.



Dr Charles Hall

Professor and Ellison Chair International Floriculture, Texas A & M University

International trends and the greenlife economy – LIVESTREAM from MIAMI

Expanding on the future of greenlife outlined above, this session will provide insights to delegates of the current innovative and influential trends for greenlife around the globe. Further, it will examine the impacts, opportunities and economic benefit of greenlife internationally, noting that 2020 is International Year of Plant Health.

Dr. Charlie Hall received a B.S. in Agricultural Economics from the University of Tennessee in 1984, a Master's Degree in Ornamental Horticulture and Landscape Design from the University of Tennessee in 1986, and his Ph.D. from Mississippi State University. He began his academic career at Texas A&M University in 1988, where he spent 13 years on the faculty before joining the faculty at the University of Tennessee in 2002. In August 2007, Dr. Hall returned to Texas A&M University as Professor and Ellison Chair in International Floriculture. Dr. Hall's expertise is in the production and marketing of green industry crops is nationally recognized in academia and among the horticultural clientele he serves.

Dr. Hall currently serves as the Chief Economist for AmericanHort and Co-Chair of the Advisory Council of Seed Your Future. He is former President and Past-President of the board of directors for America in Bloom. He received the Paul Ecke, Jr. award from the Society of American Florists for professional contributions to the floral industry and the Porter Henegar Memorial Award from the Southern Nursery Association for significant contributions to ornamental horticulture research and to the Southern Nursery Association. He is an Honorary Lifetime Member of the Texas Nursery and Landscape Association and has received TNLA's Staff Award for Outstanding Service to the Industry.



Steve Blyth

Plant Protection Officer, Greenlife Industry Australia

High plant health for retailers: sourcing and onsite management

2020 is International Year of Plant Health and the 'Healthy Plants Healthy People' conference is putting plant health and biosecurity at the top of everyone's agenda. In the 2017/2018, 10 plant pest incursions

directly impacted the greenlife industry. With an ever-increasing role for greenlife handlers to be vigilant, Steve Blyth is a Plant Protection Officer at Greenlife Industry Australia and will be sharing some practical advice on sourcing and onsite management of greenlife for high plant health. Steve spent his childhood supporting the family production nursery and large retail site. He has over 20 years operating an award winning and accredited facility, is an experienced educator with a passion for plant health.



Daniel Watson

Down to Earth Research

Jan Paul van Moort

ACIL Allen Consulting

18/19 Data collection and 3rd edition benchmarking tool for growers

The third and most successful year of the industry statistics data collection has recently concluded with more than 300 greenlife production businesses providing their data to the study. Daniel will present the research results and provide an overview of the collection. Jan Paul will share his views on what the results mean for industry and how businesses can use the benchmarking tool to interpret and capitalise on the results.

During the conference, delegates can make appointments with an analyst from ACIL Allen to access face to face support for the benchmarking tool. This initiative is designed to provide specific attention to individual circumstances and is offered free of charge.



Craig Elliott

Program Coordinator, National Xylella Preparedness Program

Xylella fastidiosa – an important update for industry

In a recent media statement about biosecurity, the Minister for Agriculture stated "This includes Xylella fastidiosa, which has no cure and has had a catastrophic impact overseas. Xylella has infected more than 200 million citrus trees in Brazil, destroying one million olive trees in Italy..." In this session, Craig will be providing the most critical updates for the nursery industry to ensure it maintains vigilance and is prepared in relation to this biosecurity risk.



Geoff Richards

Managing Director, Richgro & Life Member

Case Study: Food waste, growing media and the benefits for industry

In 2011, Richgro Managing Director and Industry Life Member Geoff Richards started a conversation on bioenergy. Four years later in September 2015 Australia's first bioenergy plant commenced operations at Richgro's Jandakot site and is expected to save over 142,722 tonnes of carbon dioxide emissions over 20 years. In this presentation Geoff will provide the background of the project, how Richgro are harnessing the energy produced and explain the benefits of the by-product from the plant used as a raw material in Richgro's garden products. He will also outline future opportunities for operation and how that might benefit the greenlife industry.



Gabrielle Stannus

Interior Plantscape Association

How do we make Work Plants the new House Plants (move over #PlantsofInstagram #PlantsofLinkedIn is moving in!)

In this presentation, Gabrielle will discuss how the industry can capitalise on the growing demand for indoor plants and resurgent interest in gardening and how this energy may be transferred into workplace outcomes. Gabrielle will detail what makes a good interior plantscape and what benefits these spaces provide to the people inhabiting them. She will examine key interior plantscaping trends here in Australia and abroad, before addressing some of the challenges facing this industry, i.e. avoiding plant shortages and the boom and bust cycle of on-trend plants. Gabrielle will then present several opportunities to the greenlife industry and allied professionals for their consideration, including the development of new plant varieties and other products, e.g. substrates, sub-irrigated planters and green walls. Gabrielle is a landscape designer, horticulturist and freelance writer with a Master of Urban Horticulture from the University of Melbourne and a Bachelor of Social Science (Environment) from RMIT University.

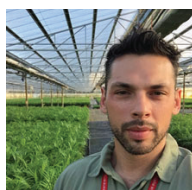


Dr Lilly Lim-Camacho

CSIRO Agriculture and Food

Consumer behaviour is adapting to climate change. Find out how.

This is a must see for any business interested in how they should adjust their marketing and communication activities to consumers who have adapted their attitudes in relation to climate. Dr Lim-Camacho is Research Group Leader at CSIRO Agriculture and Food is a value chain scientist, focused on supporting industry in an era of global change, through applied systems approaches. Lilly utilises strong science communication and engagement techniques in her research, working with a wide range of stakeholders both in the public and private sectors. In a previous life, Lilly worked with the Australian native plant industry to commercialise products for the floriculture and nursery sectors, taking products to many markets domestically and overseas.



Cezar Moraes

Biological Services

Resurgence of integrated pest management in nurseries

In this session, Cezar will provide an overview of viable alternatives to broad spectrum programs used in green living production. Levy-funded research is currently underway to assess the economic benefits of IPM and the resurgence of integrated pest management programs in production planning and practice. Cezar will explain some of the benefits of IPM and highlight new and reliable IPM options. Cezar holds a degree in Agronomy and specializes in entomological research, working with insect screening and field exclusion testing materials. He is a consultant to several cultures in Perth including strawberry, raspberry, citrus, greenhouses and nurseries.



Catherine Skreiner

Seeking Digital

Maximising your digital tools: unpacking your digital, social and business tools in plain language

Most business are using social media to promote their business, but not everyone understands how to use the accounts effectively and efficiently. Which accounts are best for greenlife operators, how do the algorithms work, and how can you manage content easily without duplicating effort?

Do you need all your social media accounts or are there other digital tools which will be more effective? Catherine is a marketing professional, with 20 years' experience across industries such as beauty, energy/ utilities, property and hospitality, with a specialist focus on digital marketing for the past 13 years. She devours the latest in digital media tech & automation and analytics. Join her session for the answers to these questions and more.



Dr Sam Stacey

Asia Pacific Technical Manager, ICL Specialty Fertilisers

Practical weed management in nurseries

Effective weed management starts with sanitation. A single weed plant can produce thousands of seeds that can quickly spread throughout a growing bed and potentially the whole nursery. Sanitation practices that prevent the introduction of weeds and control them prior to flowering are key to effective weed management. Sam has a PhD in plant nutrition and soil chemistry and Bachelor of Agricultural Science from the University of Adelaide. For the last eight years he has actively engaged with growing the nursery industry, running research trials and providing support to customers. This presentation will use real-world examples of sanitation, hand-weeding practices, fertiliser placement and herbicide use to show how weeds can be effectively managed in efficient, modern nurseries.



Jayne Paramor

Australian Packaging Covenant Organisation

Matthew Mills

Garden City Plastics

Recycling polypropylene plant pots

Jayne Paramor represents the Australian Packaging Covenant Organisation (APCO), the co-regulatory, not-for-profit organisation in charge of managing and administering 'the Covenant', a document that sets out how governments and businesses share the responsibility for managing the environmental impacts of packaging in Australia. Garden City Plastics, a member of APCO, has been focused on developing an efficient recycling service for polypropylene plant pots on behalf of the greenlife industry. In this session Jayne and Matthew will outline packaging goals for the industry and the new pot recycling program working to improve industry sustainability credentials, which is a strategic imperative for Greenlife Industry Australia.



John McDonald

National Biosecurity Manager, Greenlife Industry Australia

Critical updates on the industry's plant health program for nurseries

2020 is International Year of Plant Health and with nursery businesses prioritising biosecurity advocacy for industry this session will provide information on the industry's activities in relation to plant health and plant protection strategies and programs as well as sharing an overview of industry's involvement in broader plant health agenda. John has over 30 years' experience in production horticulture and the nursery production industry overseeing the national portfolios of biosecurity and pesticide minor use. John is also the greenlife industry's representative on Australian Steering Committee for International Year of Plant Health.



Dr Lilly Lim-Camacho

CSIRO Agriculture and Food

An overview of social sustainability opportunity and obligation for greenlife industry businesses

The UN Global Impact team explains social sustainability to be about "identifying and managing business impacts, both positive and negative, on people. The quality of a company's relationships and engagement with its stakeholders is critical. Directly or indirectly, companies affect what happens to employees, workers in the value chain, customers and local communities, and it is important to manage impacts proactively." Lilly is a value chain scientist focused on supporting industry in an era of global change, through applied systems approaches. Her expertise is in value chain management and analysis, which she applies in a range of challenges including climate adaptation, sustainable development and social inclusion. This presentation will highlight opportunity and obligation of social sustainability for greenlife businesses and some unexpected benefits.



Leigh Staas

*Project Manager, Which Plant Where?
Macquarie University*

Research and resources to build greenlife resilience in urban environments

The Which Plant Where? project is on a mission to provide greenlife growers and landscaping practitioners with the tools and resources to create sustainable and resilient landscapes under a changing climate. To help achieve this goal, the project team will be integrating scientific research with industry knowledge/experience to develop an online plant selector tool. During this session, Leigh will provide an overview of the project and demonstrate a need for growers and specifiers to understand the impact of climate on some of Australia's favourite landscape species.



Peter Vaughan

CEO Greenlife Industry Australia

Greenlife Industry Australia Strategic Plan 2020-2023

In October 2019, around 50 industry stakeholders from all sectors and geographies of the Greenlife Industry met to develop the new national body's strategic plan for 2020-2023. For the last few months, the plan has been drafted and refined. Peter Vaughan will outline the priorities for the organisation for the next three years as well as providing an overview on the conclusion of transition activities.



Ben Peacock

Founder, Republic of Everyone

Its 2020 and greener spaces make better places. An overview of the nursery levy marketing campaign to grow and improve urban green spaces.

Ben has had the pleasure of working with the nursery industry since 2013, over which time his plant life balance has improved considerably. Ben and his team designs and delivers the nursery levy funded, Greener Spaces Better Places program, formerly known as 202020 Vision as well as other award winning programs that make community, health and environment something that everyone wants to get involved in.



Matt Brand

CEO, Hort Innovation

Hort Innovation updates, strategic plan progress and nursery levy overview

Hort Innovation manages the industry nursery levy. Delegates will be keenly interested of the benefit the nursery levy has delivered for industry in the last two years. Areas to be covered include levy receipts, matched funding, investment and new project identification. Delegates would also like to know about the progress of the Hort Innovation strategic plan as well as other updates including the focus on extension and adoption.

Matt joined Hort Innovation as CEO in September 2018. He is driven by his passion to achieve the very best for Australia's horticulture growers and the sector as a whole. Prior to joining Hort Innovation, Matt was CEO of NSW Farmers – Australia's largest state farmer organisation. He held this position for nearly eight years, before which he was General Manager of Strategy and Marketing and Head of Corporate Partnerships, Marketing and Licensing at Australian Rugby Union. Matt has a Bachelor of Applied Science (Systems) Agriculture from Hawkesbury Agricultural College and a Masters in Business (Marketing) from Monash University.



Suzi Glover

National Retailers Association

Retail Marketing Workshop (1hr 45 mins)

On top of all the content for retailers in the conference program, an excellent learning opportunity for garden centre and retail nurseries will be found at the Retail Marketing Workshop. The workshop will cover customer service, retail and visual merchandising and provide attendees with "take back business advice" on these retailing essentials. Suzi Glover from the National Retailers Association is an experienced retail trainer and industry skills specialist with 10 years of retail and hospitality training experience. Suzi is also an experienced Visual Merchandising trainer and has trained and assisted business with all VM training and display set up. A certificate of attendance will be provided to attendees of this workshop.



Leigh Staas

*Project Manager, Which Plant Where?
Macquarie University*

Stakeholder engagement workshop – grower feedback on the development of the tools for the Which Plant Where project (1hr 45 mins)

The Which Plant Where? project is on a mission to provide greenlife growers and landscaping practitioners with the tools and resources to create sustainable and resilient landscapes under a changing climate.

To help achieve this goal, they will be integrating scientific research with industry knowledge/experience to develop an online plant selector tool. In the lead up to the development of the online tool, the team is conducting a National Roadshow to ensure that the tool will be useful and relevant to the greenlife industry.

This workshop will identify the value proposition and the benefits for businesses and industry; the functionality to be included in the tool; and how it can become financially self-sustaining to ensure it keeps pace with end-user needs. If you are a greenlife producer or a practitioner (National, State and local government, landscaper designer and/or manager, landscape architect) and would like to participate in the co-creation of the tool, come along to this interactive session.



Greg Lowe

Lowes TC Pty Ltd

Automation of high health clonal plant propagation

Healthy Plants start with high plant health. Greg Lowe of Lowes TC will introduce to delegates a 'world first', novel and disruptive technology allowing for an increase in high health clonal plant propagation efficiency. Greg, who has over 40 years in the industry will demonstrate this 'patent pending' technology which includes a new type of liquid media bioreactor and tools to accelerate propagation. Delegates can look forward to learning how this new technology will improve profitability and enhance biosecurity.



Kerry Battersby

NGIQ

Peter James

Cohga

Nursery Industry natural disaster risk mitigation and recovery plan

What's in your plan? Tools to manage natural disaster risk in nurseries

The Australian greenlife industry has inherent strengths and vulnerabilities in the context of natural disaster resilience. With the climate constantly evolving, industry businesses need to be aware of natural disaster risk mitigation and recovery strategies. This presentation outlines how the nursery industry is collaborating with spatial mapping and business continuity specialists to develop practical risk mitigation solutions. It will include a case of a business which has implemented steps to improve its ability to prepare, respond, recover and build natural disaster business resilience.



Expert Panel Session: Developing markets

Facilitated by Josh Byrne, the panel discussion aims to uncover the needs of the major greenlife supply markets of independent retail, chain retail, landscape, primary production, and urban greening infrastructure; and to identify any commonality between the needs of those markets.

Further, in identifying those challenges, the panel will attempt to uncover the opportunities for efficient ways for the industry and its supply network to collaborate in growing the greenlife market.

Confirmed panellists include Michael Rogers, Australian Fresh Produce Alliance and Belinda Rakers, National Category Manager, Bunnings; and Leigh Siebler of Garden Centres of Australia; Tim Davies, of Tim Davies Landscaping in Western Australia.



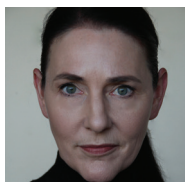
Josh Byrne

Josh Byrne is the Director, Josh Byrne & Associates, Fremantle, Western Australia and a Director of Greenlife Industry Australia. Josh is an environmental scientist, landscape designer, author, television presenter and research academic with 20 years' experience in the industry. He holds a PhD, a Bachelor of Science with Honours, and Diplomas for Landscape and Amenity Horticulture. Josh has held multiple advisory roles with both government and industry including on the Nursery Industry Advisory Committee with Horticulture Australia (now Hort Innovation).



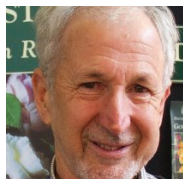
Michael Rogers

Michael Rogers is Chief Executive Officer at Australian Fresh Produce Alliance. Michael has a broad background in agriculture and food including through roles at the Australian Food and Grocery Council, Department of Foreign Affairs and Trade, and the Department of Agriculture and Water Resources. Most recently, Michael was General Manager, Export at Hort Innovation, and also held the role of General Manager, Stakeholder Engagement. Michael is currently CEO of the Australian Fresh Produce Alliance, which was established to be the first-choice industry body that retailers and government go to for discussion and outcomes on issues involving the growing and supply of fresh produce.



Belinda Rakers

Belinda Rakers is the Category Manager of Plants & Garden Care with Bunnings, Australia's Leading DIY Hardware Retailer. Having over 17 years' experience in Buying and Merchandising, Belinda is currently leading a team of State and National Buyers to deliver the widest and innovative range of products for the Australian market. Belinda is passionate about identifying market needs, emerging trends and working together with stakeholders to bring a diverse range of products to market. In her current role developing relationships across industry channels and leveraging both global and local trends, Belinda continues to influence the retail landscape and inspire consumer demand.



Leigh Siebler

Leigh Siebler has been involved with the nursery and garden industry for around 50 years. Leigh started in the industry managing a family-owned retail plant nursery during which time the nursery was a member of Retail Nurserymen's Cooperative (ultimately becoming Plants Plus). In early 1980 Leigh became manager of the cooperative and editor of 'The Nurserymen' magazine, a monthly publication. Growth of the organisation saw Leigh ultimately become CEO where he worked for nearly fifteen years. In 1994 Leigh and his wife Jan established Siebler Publishing Services to consult to and work within the nursery and garden industry. He has worked for Greenworld magazine initially in advertising and then as Editor. Leigh is currently manager of Garden Centres Association of Australia (GCA), acts as the Australian agent for David Austin Roses as well as managing the Garden Inspiration Group and is the Co-ordinator of local nurseries group Victoria.



Tim Davies

Tim Davies is Managing Director of Tim Davies Landscaping. Tim has an Advanced Diploma in Horticulture. After his horticultural training with the Kings Park Board, Tim formed the company in 1982 and quickly developed an award-winning team by leading through example and by conveying a vision of excellence in design and presentation. Tim saw a need to specialise in the design and construction of commercial, civic, residential and remote landscape projects of exceptional quality and he oversees all facets of the business. His multi-disciplined approach to having design, construction and maintenance facilities under the one roof has been paramount in the company's consistent growth. By maintaining his hands-on approach, he is able to keep a finger on the pulse of every project the company undertakes, ensuring the Tim Davies' reputation for quality work and client satisfaction is preserved.



Gihan Perera

Futurist, Author, Consultant

Fit for the Future: Thriving not surviving in a disrupted world.

Gihan Perera is a futurist, author and consultant who gives you a glimpse into what's ahead – and how you can become fit for the future, in your professional and personal life. Since 1997, he has worked with business leaders, thought leaders, entrepreneurs, and other change agents – helping them with their strategy for thriving in a fast-changing world. He has clients throughout Australia, as well as in New Zealand, South Africa, the United Kingdom, Singapore, the USA and Canada.

He is the author of “The Future of Leadership”, “Disruption By Design”, and 10 other books.

His formal background is in science and technology, with a Bachelor of Science degree from the University of Western Australia. But he's always been interested in people and the way they communicate.



Dr Craig Challen

2019 Joint Australian of the Year, Veterinary Surgeon, Cave Diver

An impossible task: The inspirational story of the cave rescue of the Wild Boars football team

Craig Challen is an Australian cave explorer and member of the Wet Mules diving group. After commencing cave diving in the 1990s he was an early adopter of closed-circuit mixed gas rebreathers. Notable explorations include the extension of Cocklebidy Cave on the Nullarbor Plain of Australia in 2008 and the Pearse Resurgence in New Zealand over the last 10 years. He has additionally explored caves throughout Australia and New Zealand and in China, Thailand, Vanuatu and the Cook Islands. Craig also has an avid interest in shipwreck diving and has explored sites over the last 15 years in the South China Sea, Solomon Islands, Australia, New Zealand, Thailand, Malaysia and Indonesia.

A veterinary surgeon by profession, he founded the Vetwest (later Australian Animal Hospitals) group of veterinary practices in 1993 and ran it until selling his interest and retiring in 2017. Craig is also an enthusiastic helicopter and aeroplane pilot.

In July 2018 Craig participated in the Tham Luang cave rescue of 13 people in Thailand. He was named as the 2019 Australian of the Year for Western Australia and the joint 2019 Australian of the Year with his dive partner Richard Harris.

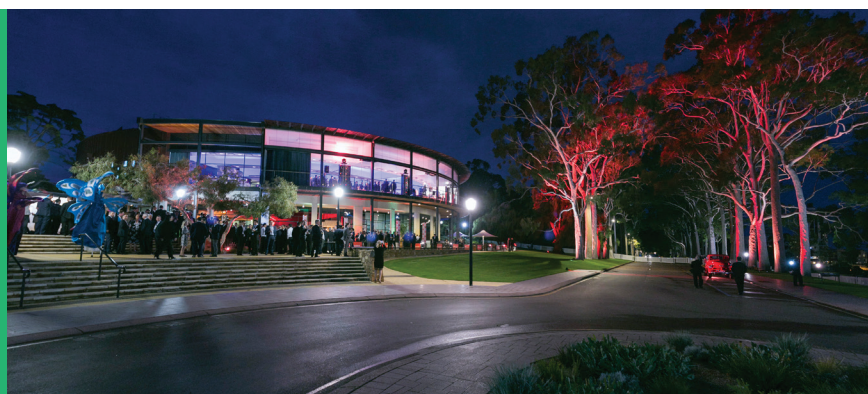
Download the conference app for speaker biographies.

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, delicious food and a relaxed atmosphere will provide unforgettable memories.

RSVP was required for all social function on registration. Functions are ticketed and tickets can be found in your registration pack.



Exhibition Opening & Welcome Drinks

RICHGRO
Bring your garden to life

Take a walk through the Exhibition Hall to view new and innovative products and services on offer for industry. Collect your registration pack before joining your colleagues for welcome drinks in the hall.

DATE	Tuesday 3 March 2020
TIME	5.30pm Welcome Drinks
VENUE	Conference Exhibition Room, The Westin
DRESS	Smart Casual
TICKETS	If you have RSVP'd for this event your ticket will be in your delegate satchel
ADDITIONAL TICKETS	Please check availability at the registration desk.

International Year of Plant Health Casual Evening



Enjoy a relaxed night in the barn at Perth City Farm. This informal networking event is the perfect way to end the first day of the conference and enjoy some unique tastes of Western Australia and in celebration of International Year of Plant Health. The farm is a short walk from the hotel or a 5 minute Uber ride.

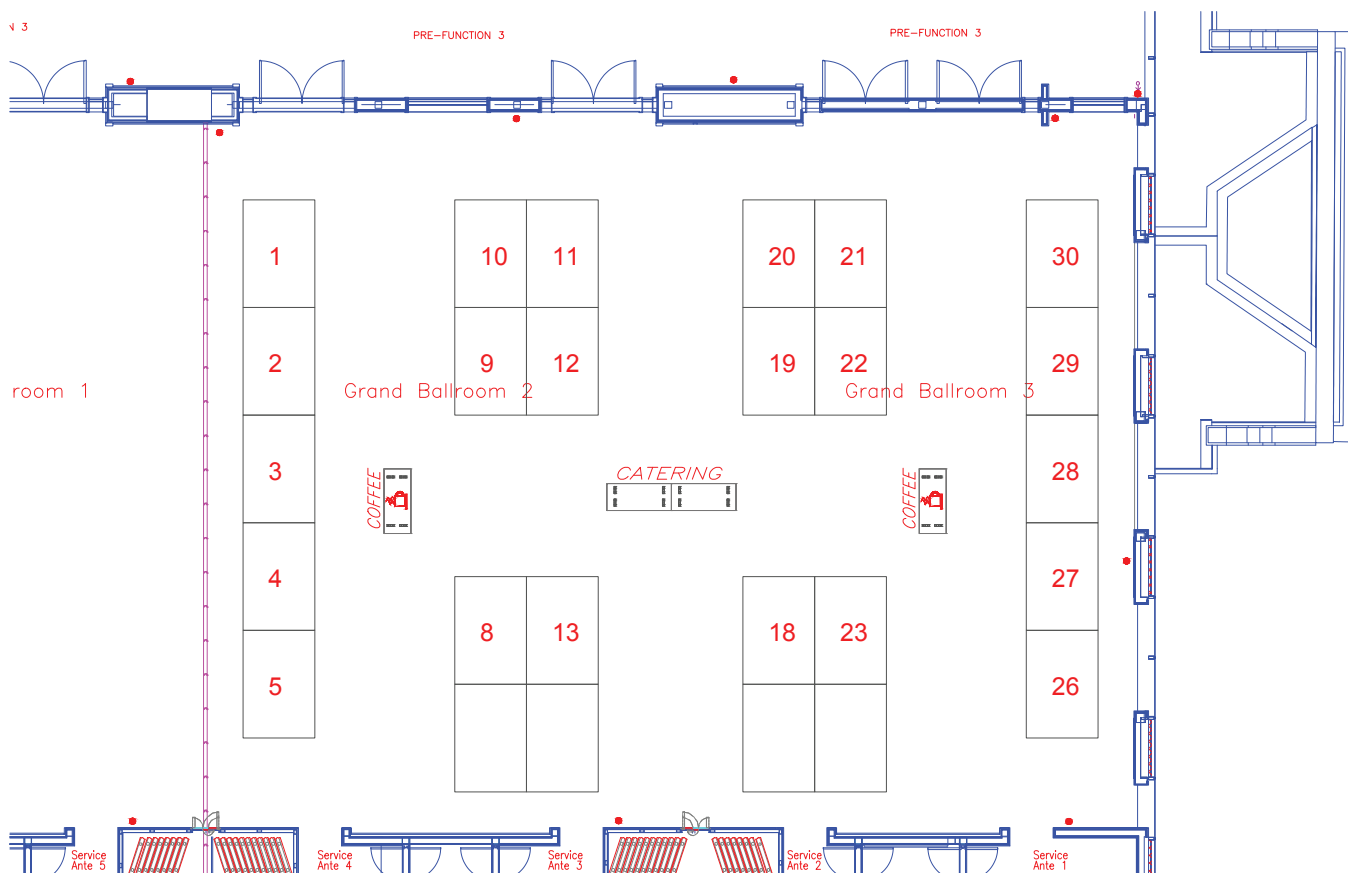
DATE	Wednesday 4 March 2020
TIME	6.30pm-9.30pm
VENUE	Perth City Farm, 1 City Farm Place, East Perth
DRESS	Casual
TICKETS	See above
ADDITIONAL TICKETS	As above



















Industry Recognition Dinner

Enjoy the spectacular view of the Swan River and City of Perth from the famous Fraser's Kings Park. Situated among the beautiful Perth Botanic Gardens on an avenue lined with lemon-scented gums forming a majestic canopy, the entrance will set the scene for a local feast and the announcement of the Industry Recognitions to conclude the 2020 conference. Please make your own way to the venue.

DATE	Thursday 5 March 2020
TIME	6:30pm
VENUE	Fraser's Kings Park, 60 Fraser Avenue, West Perth
DRESS	Cocktail, Suit no tie
TICKETS	See above
ADDITIONAL TICKETS	As above

GARDEN CITY PLASTICS EXHIBITION HALL



- | | | | |
|---|---|--|--|
| 1. Fernland
 | 8., 13. Hort Innovation
 | 18. ICL Group
 | 26. Passfield Data Systems
 |
| 2. Quality Plastic Products
 | 9. Hort Journal/Plant Select
 | 19. 22. Garden City Plastics
 | 27. Nursery Industry Benchmarking Tool |
| 3. Ball Australia
 | 10. Transplant Systems
 | 20. Levy Communications | 28. Tower Systems

<i>We're here to help</i> |
| 4. Greenlife Industry Australia
 | 11. Sygenta
 | 21. Nursery Industry Resilience & Recovery
 | 29. Healthy Plant Solutions
 |
| 5. BioSecure HACCP – High Health
 | 12. Norwood
 | 23. Powerplants
 | 30. Richgro

<i>Bring your garden to life</i> |

Download the conference app for exhibitor profiles and organisation contact information.

OUR SPONSORS

PRINCIPAL 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.

PLATINUM PARTNER



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



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.



At the service of the gardening industry since 1916, Richgro has been proudly Australian owned and family operated over four generations! The company's mission is to offer great products to the consumer garden, horticultural, landscape, turf and agricultural industries with a keen focus on environmental sustainability whilst remaining committed to a carbon free footprint. Richgro specialises in the supply of high-quality growing media, landscape soils, mulches, organics, fertilisers and specialist products. All products are subject to strict quality control procedures which are managed through the on site Laboratory. This is your guarantee that the end product is of the best standard and the results above expectations.



BioSecure HACCP is the national Nursery Industry Plant Protection and Biosecurity Program for production nurseries, growing media manufacturers and greenlife markets. The program is designed to assist businesses to assess and manage their current and future pest, disease and weed risks. The BioSecure HACCP program is framed on the 7 principles of Hazard Analysis Critical Control Point (HACCP) which is a world recognised systematic and preventive approach to identify hazards through anticipation and prevention, rather than end-product inspection and testing. BioSecure HACCP is a program within the Australian Plant Production Standard (APPS) that also includes NIASA and EcoHort. The APPS provides growers with an integrated business and crop management system designed to support a sustainable future for the Australian nursery industry.

SILVER SUPPORTERS



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.



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.

MEDIA PARTNER



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.

GREENLIFE SUPPLIER



Benara Nurseries, established in 1963, has grown over the years to become the leading destination of trade and wholesale plant supply for both garden retailers and the wider landscaping industry throughout Australia. Growing flower and vegetable seedlings, revegetation tubes, Australian natives, exotics, and a wide range of indoor plants, in a wide variety of pot sizes from tubes through to super advanced trees, Benara Nurseries is able to supply into all areas of the Greenlife supply chain. This extensive range, our dedication to quality, value and customer satisfaction has cemented Benara Nurseries position as a leader in the horticultural industry.

DESTINATION PARTNER

PERTH
CONVENTION
BUREAU

GENERAL INFORMATION

REGISTRATION DESK

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

Tuesday 3 March	7:00am - 8:00am
Wednesday 4 March	7:30am - 5:00pm
Thursday 5 March	7.30am - 5.00pm

DELEGATE ENTITLEMENTS

Full conference registration includes:

- ▶ Attendance at all conference sessions
- ▶ Exhibition Walkthrough Welcome Drinks
- ▶ Perth City Farm – Casual evening
- ▶ Industry Dinner – Fraser's Kings Park
- ▶ Morning Tea, Lunch and Afternoon Tea
- ▶ Name Badge and lanyard
- ▶ Conference bag
- ▶ Program

Please note that while social functions are included in the full registration rate you must have RSVP'd to the social functions on registration. Entry will be by ticket only.

Day Registration fees include:

- ▶ Access to the conference exhibition
- ▶ Access to the conference sessions and workshops
- ▶ Morning Tea, Lunch and Afternoon Tea
- ▶ Name badge and lanyard
- ▶ Conference bag
- ▶ Program

Please note that social functions are not included in the day registrations

Optional additions for day delegates:

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

- ▶ Exhibition Walk-Through Welcome Tues 3

proudly sponsored by



- ▶ The Perth City Farm, casual networking night on Wed 4
- ▶ Fraser's Kings Park – Industry Dinner on Thurs 5



For assistance with optional additions, please visit the registration desk.

CONFERENCE SATCHEL

Satchels can be collected from the registration desk. In 2020, the Conference Committee considered the ongoing use and sustainability of the conference satchel as well as supporting Indigenous artists.

CONFERENCE APP

Access the App Store on iOS devices and the Play Store on Android.

Search for CrowdCompass AttendeeHub. Once you've found the app, tap either **Get** or **Install**. After installing, a new icon will appear on the home screen.

Once downloaded, open the AttendeeHub app and enter *Healthy Plants Healthy People* in the search bar.

Tap the name of your event, then tap **Download** to open it

Use password *hphp2020*.

EVALUATION FORM

Delegates are asked to submit an evaluation form on the all aspects of the conference from the venue, the activities, program content and presentations. A hard copy of the evaluation form is available from the registration desk. Alternatively, download the conference to app access the form on line.

EXHIBITION

Proudly sponsored by




Opening times for the Garden City Plastics Exhibition Hall are:

Tuesday 3 March 5:30pm - 7:30pm

Wednesday 4 March 8:00am - 5:00pm

Thursday 5 March 8:00am - 3:30pm

NAME BADGES

Proudly sponsored by  norwood®

For security purposes, delegates, sponsors, exhibitors and speakers are requested to wear their name badges at all times during the conference.

MOBILE PHONES

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

WHEELCHAIR ACCESS

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

REFRESHMENTS

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

VENUE WIFI

Internet connection is available throughout The Westin Perth, making sure that you are able to stay connected during your event. Please approach one of the friendly staff if you require assistance.

WiFi is available each day of the conference.

WiFi Network: *Westin*

Step 1: *Connect to the Westin network*

Step 2: *Open your web browser*

Step 3: *Enter in www.spg.com*

BANKS

Numerous ATMs are located close to the venue.

CLIMATE

During summer in Perth, average temperatures range from 18 - 29°C (64.4 - 84.2°F). Autumn in Perth is like an extension of summer with warm sunny days and cooler nights.

DRESS CODE

For the conference welcome drinks smart casual, Perth City Farm evening, the dress code is casual and Fraser's Kings Park Industry Dinner, Cocktail, Suit 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 arrangements from the airport and to social functions. Taxis can be engaged at ranks at Perth Airport. The taxi ride from the airport to The Westin can take between 20-40 minutes. The hotel does not provide a shuttle service.

Getting around Perth using public transport is easy. There is an abundance of taxis that can be hailed from the street or engaged at ranks throughout Perth city. Transport timetables, fare and route information is available from <https://www.transperth.wa.gov.au/journey-planner>

CAR PARKING

Valet Parking

The Westin Hotel Perth is pleased to provide a 24-hour valet parking service. Guests may leave their vehicles with the hotel Commissionaire to be parked at the secure Wilson car park facility located underneath the Hotel. This is accessed via the Concierge Driveway, which has two entrances either via Hay Street or Murray Street. Valet parking per 24 hours will be charged at \$55.00 AUD per vehicle per day.

Other Parking

Self-parking is also available at Hibernian Place Car Park underneath the Westin Hotel Perth which is owned by Wilson Car Park. Rates apply.

City of Perth Carpark located at Fire Station, 1 Murray Street & Hay Street, is located next to the hotel. Rates apply.

Street Parking is available along Hay Street and is free after 6pm.

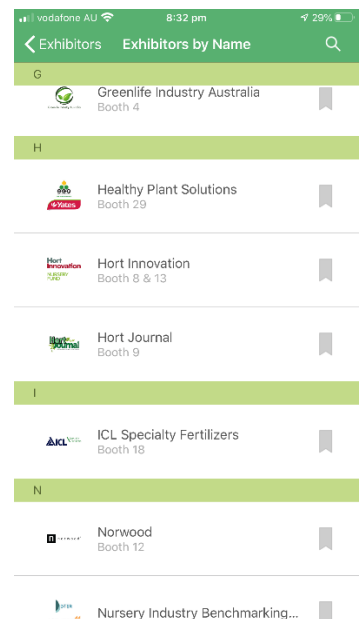
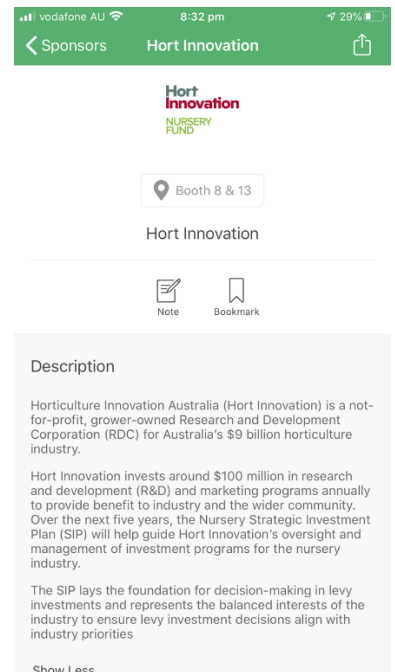
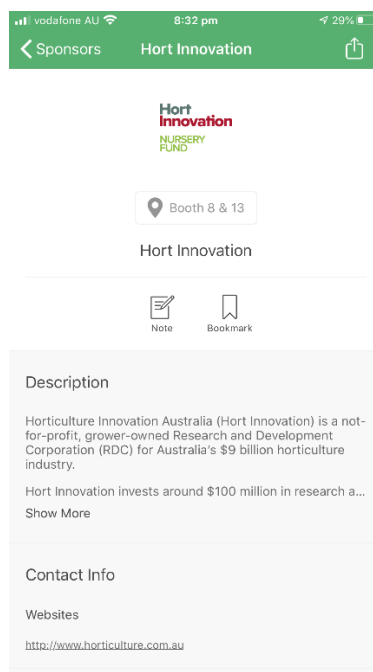
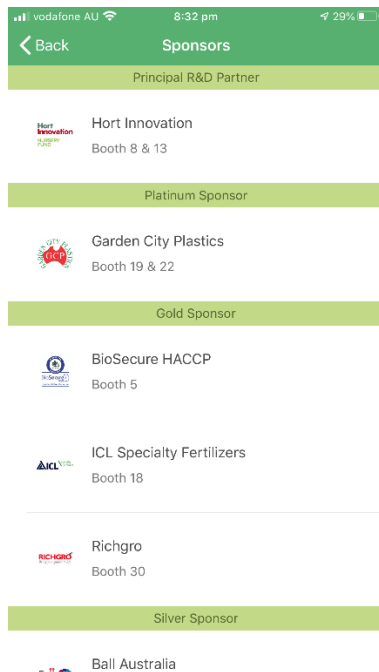
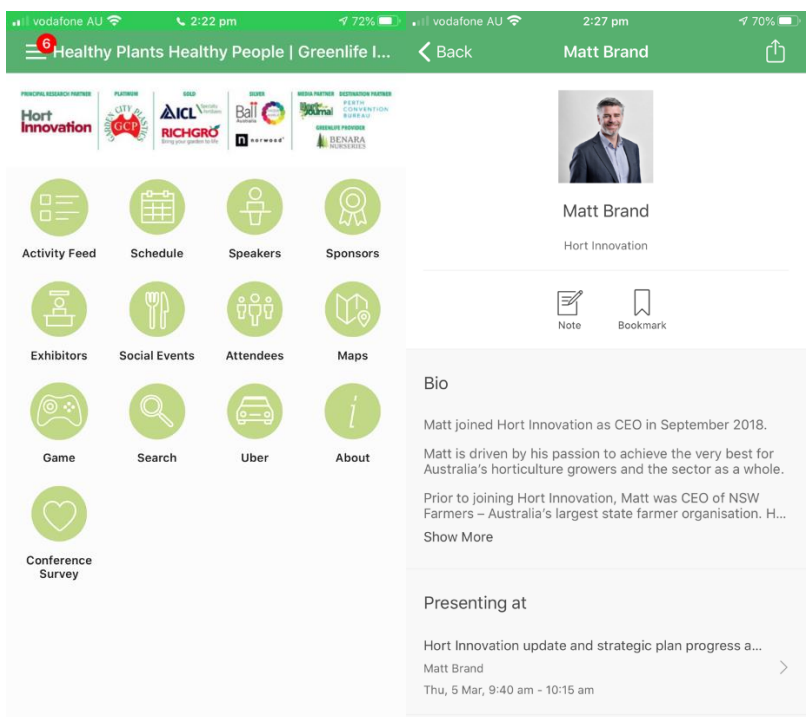
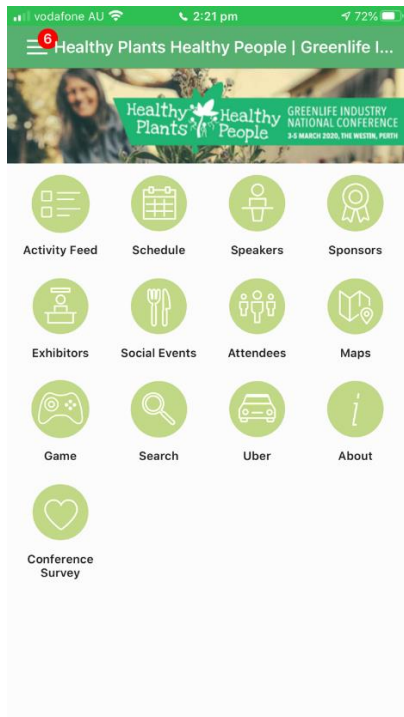


Healthy Plants  Healthy People

GREENLIFE INDUSTRY
NATIONAL CONFERENCE
3-5 MARCH 2020, THE WESTIN, PERTH

APPENDIX L

Screenshots of
Healthy Plants Healthy People
Conference App



APPENDIX M

MC Script with acknowledgement

AFTERNOON TEA

3.15-3.45pm

Plenary Session

¶

MC: Welcome back. We hope you've enjoyed today's concurrent sessions. ¶

Before we continue, you've seen their logos rolling through the screen today -- we would like gratefully acknowledge the support of all our sponsors for this event. ... Particularly ¶

¶

We'd like to acknowledge our **Principal R&D Partner**, Hort Innovation for its contribution to the conference program and working with growers to deliver our research development and marketing investments. ... ¶

Also to our ¶

Platinum Partner → → → Garden City Plastics ¶

Gold Partners → → → ICL Specialty Fertilizers ¶

→ → → → Richgro ¶

→ → → → BioSecure HACCP ¶

Silver Partners → → → Norwood Industries ¶

→ → → → Ball Australia ¶

Media Partner → → → Hort Journal Australia ¶

Greenlife Partner → → → Seasol International P/L ¶

Destination Partner → → → Perth Convention Bureau ¶

And all our exhibitors, without your support of the industry, events such as this are not possible, so thank you. ¶

¶

APPENDIX N

Conference App screenshot with acknowledgement

- Thank you to Principal R & D Partner, Hort Innovation for their support of #HPPH2020 and working to deliver R & D and marketing investments. >

Wed, 04 Mar

- The Production Tour is proudly sponsored by ICL Specialty Fertilisers. Watch our for Sam and Joska onboard your buses today. >

Tue, 03 Mar

- #HPPH2020 Tours depart early tomorrow. Arrive 15 mins before departure. Retail: 8.00am Production 8.15am. >

Mon, 02 Mar

- Extend your stay in Perth with a 10% discount off bookings for exciting activities and tours. Exclusive to #HPPH delegates >

Fri, 28 Feb

- We are looking forward to seeing you tonight at Perth City Farm - Casual social evening proudly sponsored by BioSecure HACCP >

Fri, 28 Feb

- Welcome! Check back here for updates throughout the event.

Mon, 10 Feb