

# MAKING THE MOST OF YOUR MEMBERSHIP

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## NETWORK

It's no secret that building professional relationships is important for career advancement opportunities. Meeting with peers provides opportunities to foster relationships, share ideas, to ask for advice and to learn about trends and developments in our industry. NGINA run many social and educational events providing opportunities for members to meet with peers. If attending events isn't your cup of tea, there is also the opportunity to network online. For example, NGINA's monthly Member Forum allows you to network, get updates and ask questions from wherever you like.

Social media can play an important (and FREE) role in your business too. By interacting (tagging, sharing, liking and commenting) with NGINA's accounts, you are helping your business to be seen by a greater and very industry specific audience and rubbing shoulders with likeminded individuals. Do you follow us? We love being tagged in your posts so we can share them.

Do you read our emails? Make sure you are subscribed to be updated on what's happening in our industry, plus all the events and business updates in between. It's a great way to be across all the current news in our industry and all developments that may impact on our business.

## JOBS

Whether you are looking for a job, or trying to hire someone, **we can help!** Did you know that Members can advertise for FREE on our website, social media and eNews when they are looking for employees? We love using our reach to help find and place people in jobs within our industry.



Nursery & Garden  
Industry  
NSW & ACT

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“Joining a professional association broadens your sector knowledge, updates your skills and offers insight into job opportunities. There are so many free ways that members can use NGINA to their advantage.”

We know that finding staff is hard right now and we are teaming up with local schools, Tafe's, apprenticeships and job ad platforms to help bring more skills and bodies into our industry.

## TRAINING & BUSINESS ADVICE

When you're running a business, keeping up to date with your certifications and training is often the last thing on your mind. Let us do some of the legwork for you so you can focus on the bigger picture!

NGINA runs a training program during the year, some of which are AgSkilled funded and can be saving your company thousands. Many of our members paid for their membership twofold by taking advantage of our recent training opportunities.

Our events and training calendar can be found at the start of this magazine and on our website. We encourage all members to take advantage of their membership by attending and sending staff to as many professional development courses as you are able to!

The member centre of our website also includes (literally hundreds) of useful industry related documents for HR, work health & safety, payrates & awards, plus lots of other advice and resources for you to use or help you get started on what's required of your business. Let us know if you need help finding something!

You can also save time on untying legal knots, looking for technical information and business advice by giving us a call. We are here to help!

## ALLIANCE

We want you to wear your membership with pride! The success of your business and our industry is our goal.

### Show us your sticker!

Let clients and customers know that you are part of the reputable Nursery & Garden Industry body by displaying and promoting your membership badge.

You can publish your badge not only so it's visible at your workplace but also on your email signatures, website, business cards, letterheads, social media accounts, signage, vehicles and promotional material.

Give your reputation a lift. Promote your alliance with us to give customers confidence in the high standards of your business and product.

Use your business listing in the NGINA directory to its full potential. We get 20,000 hits to this directory per year which could have some major benefits to your business.

## OTHER BENEFITS

- We advocate for our industry
- Keep your finger on the pulse of industry trends
- Find new opportunities for your business
- Gain a competitive advantage
- Save money through cost-saving initiatives available through Industry Partners
- NGINA members are automatically added to the GIA trade register.
- A place to call in times of need.
- An additional avenue to promote large upcoming news and events on your behalf
- Professional recognition at Industry awards night
- Representation of your business through us to government, policy makers, regulators and research and development opportunities.

# HOW TO ADD THE MEMBER BADGE TO YOUR EMAIL SIGNATURE

## EMAIL

- open your Gmail account;
- go to the Menu and choose "Settings";
- go to the signature area (make sure that the button is selected next to your email address);
- put the cursor exactly where you would like your image to appear;
- in the signature editor menu, choose the option "Insert image";
- after you see a dialogue box "Add an Image," you can add the image using different methods.

## OUTLOOK

- To add a logo in Outlook:
- first, click the icon in the upper right corner and choose "Options";
- then scroll down and choose category "Layout" and then click the link "Email signature;"

- there you will see two options: "Automatically include my signature on new messages I compose" and "Automatically include my signature on messages I forward or reply to." Make sure you've selected these options by checking the box next to them;
- in the box below, click the image icon in the left corner and upload your logo image from the computer (you can also customize it later).

## APPLE MAIL

- open your Mail app at first;
- in the top menu, click "Mail" and choose "Preferences";
- go to the icon "Signatures" and select "+" to add a signature;
- then click "Signature #1," go to your logo file, right-click to copy it and then paste it into the signature box.

## YAHOO

- To create a business email signature with logo using Yahoo, you will need to do the following steps:
- choose the gear in the top right corner of Yahoo Mail and then go to "Settings";
- on the left, select "writing email";
- then go to the "Accounts" (at the bottom) and check the box titled "Append the signature to the emails you send";
- open the file with logo on your computer and copy it to your clipboard;
- go back to your yahoo account and paste your copied logo to the empty field (below the checked box "Append a signature to the emails you send").

Information from: [How Do I Add My Logo to My Email Signature](#) by NEWOLDSTAMP