



# N&G NEWS

Nursery & Garden Industry NSW & ACT



# Did you know that **83%** of consumers\* would choose a **certified 'garden responsibly'** plant over a non-certified plant?

## CHECK YOUR STOCK LIST TODAY.

Join the Plant Sure Scheme trial to gain access to **FREE MARKETING RESOURCES** to promote great ornamental plants with a low risk of invasiveness.

Macquarie University has identified hundreds of plants that can be promoted under the Scheme.

Email your business contact details and a copy of your current stock list to **info@gardeningresponsibly.org.au**, and put **'Plant Sure Promotion'** in the subject line.

Our Program Manager will contact you directly with the **FREE MARKETING KIT**. Suitable for wholesale and retail nurseries.



\*Consumers = 1,020 people from across NSW, aged 18–84, with an active interest in gardening were surveyed between 6–9 May 2021.

For more information go to  
[www.gardeningresponsibly.org.au](http://www.gardeningresponsibly.org.au)

  
Gardening  
RESPONSIBLY Plant Sure

## In This Issue | Winter 2021

- 4** NGINA's Events and Training Calendars 2021
- 5** President's Report
- 6** CEO's Report
- 8** BTSM's Report
- 10** NGINA Expands Its HR/IR Services for Members
- 12** Australia's Economic Outlook
- 14** How Can You Support Your NextGenners and Your Apprentices?
- 15** Vertical Garden Competition
- 18** Key Trends of 2020—What Have We Learned?
- 20** An Evening at Garden City Plastics
- 22** Celebrating Our Industry Pioneers
- 26** SUCCESSION Is All in the Planning
- 29** A NextGenner Portrait in Words  
— Tahnee Moors
- 30** A NextGenner Portrait in Words  
— Jasmine White
- 32** Board Insights
- 34** Meet Our Members — Burnetts on Barney
- 36** Meet Our Members — Mogo Nursery
- 38** Meet Our Members — QIF
- 40** What's Growing On Plant Trends
- 42** NGINA's Response to Hort Innovation's Draft  
Nursery Strategic Investment Plan 2022–2026

**Publisher:** Nursery & Garden Industry NSW & ACT

**President:** Malcolm Calder

**CEO:** Anita Campbell

**Editor:** Lynn Morris

**Guest Contributors:** Cameron Blakemore, Elizabeth Burnett, Andy Cameron, David Jakobs, JBWere, Phil Mayberry, Tahnee Moors, Twaha Sakar Noor, Craig Perring, QIF, Gayle Smith and Jasmine White

**Address:** PO Box 345, Kenthurst, NSW 2156

**t:** 02 9679 1472 | **e:** info@ngina.com.au | **w:** ngina.com.au

**Finished Art:** Creative Scene

**m:** 0421 440 580 | **e:** michelle@creativescene.com.au

**Printing:** Fishprint

447 Nepean Highway, Brighton East, VIC 3187

**t:** 03 9596 4807 | **w:** fishprint.com.au

**Front Cover:** Main image Mogo Nursery, Mogo, NSW. Within the circles from top to bottom: Wade Kemplen (left) and Ian Bowie (right); Andreasens Green; Narelle Eldridge of Scotts Tubes; Roberto Negri and Jess Busuttill of Arborglen.



### Disclaimer

*N&G News* is published by the Nursery & Garden Industry NSW & ACT (NGINA). The opinions expressed in this publication are those of the authors. They do not purport to reflect the opinions or views of NGINA or its members. Every effort is made to ensure the accuracy and fairness of content, however, NGINA and its team accept no liability for material supplied or information published. In addition, NGINA accepts no responsibility for the content of advertisements — all advertisements are accepted in good faith and liability lies with the advertiser.

**ENVIRONMENTALLY  
FRIENDLY PRINTING**







# Events & Training Calendar 2021

## EVENTS CALENDAR

### June

**Tuesday 8** | Dubbo Trade Day  
**Wednesday 16** | Sydney Trade Day  
**Thursday 24** | Next Gen Event

### July

**Thursday 1** | Central Coast Group Bus Tour  
**Tuesday 13** | Dubbo Trade Day  
**Wednesday 14** | Board Meeting in Canberra  
**Wednesday 21** | Sydney Trade Day

### August

**Tuesday 10** | Dubbo Trade Day  
**Wednesday 18** | Sydney Trade Day  
**Monday 30** | Board Meeting at Port Macquarie  
**Tuesday 31** | Port Macquarie Trade Day

### September

**Tuesday 7** | Northern Rivers Trade Day  
**Tuesday 14** | Spring Trade Day Dinner  
**Tuesday 14** | Dubbo Trade Day  
**Wednesday 15** | Sydney Trade Day  
**Thursday 16** | Next Gen Event

### October

**Thursday 7** | Central Coast Group Event  
**Tuesday 12** | Dubbo Trade Day  
**Wednesday 14** | Board Meeting  
**Wednesday 20** | Sydney Trade Day

### November

**Tuesday 9** | Dubbo Trade Day  
**Wednesday 17** | Sydney Trade Day  
**Wednesday 24** | NGINA AGM

### December

**Friday 3** | Industry Awards & Gala Dinner  
**Thursday 9** | Central Coast Group Christmas Party  
**Tuesday 14** | Dubbo Trade Day  
**Tuesday 14** | Board Meeting  
**Wednesday 15** | Sydney Trade Day  
**Thursday 16** | Next Gen Event

## TRAINING CALENDAR

### June

**Thursday 3** | First Aid | Kenthurst  
**Wednesday 9** | Cyber Security, the Cloud and Microsoft 365  
**Wednesday 23** | AgChem | Brisbane  
**Thursday 25** | Social Media & Digital Marketing Workshop | Pennant Hills

### July

**Thursday 1** | First Aid | Dural  
**Wednesday 7** | ChemCert | East Gosford

### August

**Thursday 26** | ChemCert | Kenthurst

### September

**Thursday 23** | First Aid | Kenthurst

### November

**Thursday 25** | ChemCert | Kenthurst





## President's Report

by Malcolm Calder, President, NGINA

As I continue to travel around the country talking with all state NGIs, CEOs, committee chairs, members and industry stakeholders, there is a continued confirmation of core horticultural industry strength, vision and optimism for the next five years and beyond.

It's of vital importance that we continue to move forward with our businesses, set clearly within an essential industry, knowing we have the backing of the federal and state governments, public awareness and each NGI office providing support, benefits and services.

It's encouraging to personally see the creative innovation at work in the retail garden centre sector and a commitment to automate production nurseries, allowing higher growing outcomes to meet market demands.

As I said in my speech at the recent NGINA Pioneers' Lunch, ours is a truly unique industry covering many sectors, including production, retail, landscape, forestry, etc., all focused on the business of greenlife in Australia. We can be proud to participate in the growing cause of our vital industry's contribution to our nation.

Other news is that NGIV has relocated their Trade Day site from the long-standing site at Caribbean Gardens to KCC Park in Skye, Melbourne, and their first Trade Day there was held on Tuesday 8 June. We stand with the CEO, staff and board at NGIV who are doing an amazing job as they move forward from a challenging 2020. The new site is greatly suited to an ongoing and successful Trade Day and I encourage our NSW/ACT members to visit and consider attending on a regular basis.

I'm also pleased that a new season of inter-NGI office collaboration and resource sharing is happening more and more.

As I reflect over the last six months, with the working implementation of the 'NGINA Strategic Plan 2020-2023', we are well on the way to achieving key targets this year. Our CEO and her staff are working extremely hard for our



From left to right: Mike Rigg (Ozbreed), Malcolm Calder (NGINA President and Marketing Manager at Transplant Systems), Robert Love (Batlow Rhododendron Nursery and NGINA board member) and James Maitland (Ozbreed) attending NGIV's last Trade Day at Caribbean Gardens, where the market's been held for the last 43 years.

members. I see this firsthand and honour them for their commitment and skill. Honour also is due to the Board who also demonstrates, day to day, a high-level of commitment and dedication. This all reflects in the steady, stable growth we are seeing in the Association.

One aspect I particularly enjoy is welcoming (on the very regular basis now!) our new members. Congratulations on joining us! Also, thank you to our key partners who are contributing, not only financially, but also by attending events and carrying out committee work.

**“Make measurable progress  
in reasonable time.”**

**Jim Rohn**



# CEO's Report

by Anita Campbell, CEO, NGINA

NGINA is first and foremost a membership organisation. We exist to serve our members and to encourage and facilitate interaction and collaboration. The industry is stronger together!

To ensure we serve our members the best way possible we surveyed our members and developed our strategic plan that identifies specific activities. These are contained within four main pillars: membership, professional development, advocacy and sustainability.

We've had a busy few months and I'm happy to report on our activities.

## MEMBERSHIP SERVICES

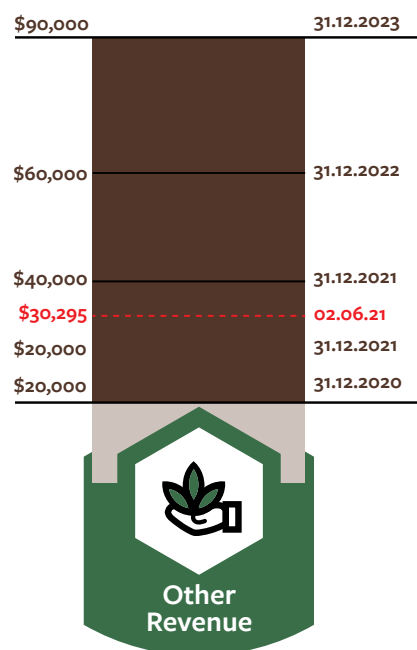
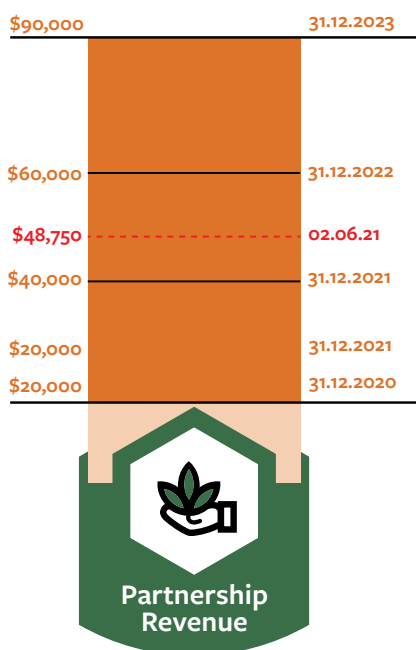
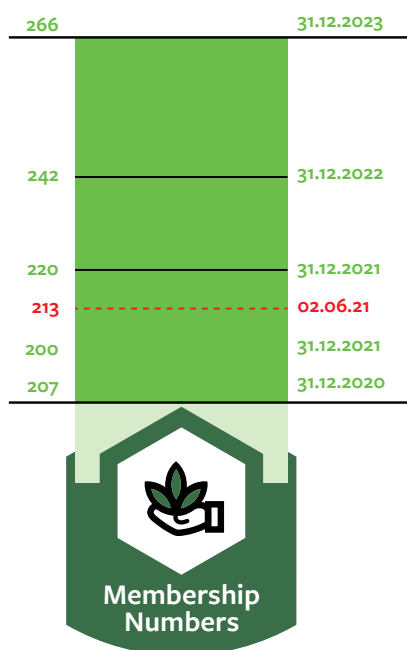
Our monthly Online Members' Forum continues to be a valuable medium for us to engage with our members on a regular basis, regardless of geography.

In April we had Penny Lee from Sidekicker, NGINA's bronze partner, who discussed the challenges faced by many of

our members around staffing and staffing-related issues. Sidekicker's on-demand workforce is already a solution for many of our members who have taken advantage of NGINA's exclusive rates. Aimee Freimanis presented on the Plant Sure Scheme, which is a responsible gardening initiative that will help growers, retailers and consumers of ornamental plants to grow, sell and buy plants that don't cause harm to the environment.

At the forum in May, Business Australia explained their energy comparison deal, which is available to all NGINA members, and guest speaker Andrew Hallinan, a Plant Breeders Rights (PBR) examiner, discussed what a PBR is, how it is different to a trademark or patent, what can be registered, the basics of applying and how to decide if a PBR is right for your business.

As well as these virtual catch-ups we've also had a series of successful and well attended events. On 5 May the Central Coast/Hunter Group joined forces with the Growers & Suppliers Group and held an event at Garden City Plastics



(GCP) in Somersby. Over 50 people came out for a tour of the facility and heard from Craig Williams, GCP's State Manager, about their exciting new pot recycling initiative and from Elliott Akintola, GCP's Melbourne-based agronomist, who talked all things agronomy. Read more about the event on pages 20–21.

On 26 May we hosted a lunch for our industry pioneers at The Galston Club. NGINA has a long and proud history, and it is imperative that we continue to honour those that paved the way for all of us who followed. More information and a collection of photos can be found on pages 22–25.

We have launched our HR/IR services. We all know that having up-to-date, relevant and compliant policies and procedures in your workplace is critical because without them your business could be exposed. We now have a library of over 200 policies, agreements/contracts and checklists, all written and maintained by the Workplace Relations team at Australian Business Lawyers & Advisors (ABLA), that members can purchase at a subsidised rate. Full information can be found on pages 10 and 11.

Don't forget to save the date for our 2021 NGINA Gala Dinner & Awards Presentation night on Friday 3 December at Rydges Norwest Sydney. We are pleased to announce that Simon Marnie will be our Master of Ceremonies. We are pleased to let you know that we have added a new category: Apprentice of the Year Award (see page 14). Nomination forms for all categories will go out later this month.

### PROFESSIONAL DEVELOPMENT

We must do more to promote the greenlife industry as a rewarding career path. We must, therefore, engage with

schools, we must work with all the players involved in vocational training, we must engage with the next generation of nursery workers, and we must provide quality professional development options for our existing workers.

To that end we are continuing to run our successful 'Introduction to Basic Horticulture' workshops at Sydney schools. We judged the vertical gardens competition and went out to the winning schools to present the prizes. More information on that can be found on pages 15–17.

Our upcoming NextGen event aims to top the success of the last one and is being held at Bonnyrigg Garden Centre on Thursday 24 June. We're excited to welcome Costa as our special guest.

Since our last N&G News we have run seven training courses for our members covering first aid, manual handling, chemical handling and cyber security.

### ADVOCACY

We are developing the framework for NGINA's water policy. There is more information on page 32.

### ASSOCIATION SUSTAINABILITY

We have 213 members and are well on track to achieve a target of 220 by the end of the year. We have achieved over \$48,750 in partnership this year already, which smashes our target of \$40,000 by the end of the year. We have so far this year made \$30,295 in alternative revenue, which puts us well on track to make the required \$40,000 by the end of the year.

As we embrace winter there will be an opportunity to take stock, conduct maintenance, continue to prepare for spring and potentially take a break. Stay warm!



## NGINA Partners

### Diamond



### Platinum



### Gold



### Silver



### Bronze



Thank you to NGINA partners  
for their continued support.



## Advertise with us!

If you want to advertise in **N&G News**, call the office on (02) 9679 1472 or email [info@ngina.com.au](mailto:info@ngina.com.au)







# BTSM's Report

by Craig Perring, Business & Technical Support Manager, NGINA

## WATER

Results from last year's NGINA member engagement survey showed that one of the top five issues really important to both members and their businesses is water restrictions. Although dam levels are much healthier across the state compared to recent years, NGINA continues to look at ways it can work with government and industry to improve relationships with water authorities.

Together with NGINA Board Member Andy Cameron, I have drafted an NGINA water policy and hope to be able to circulate this to members soon. The policy focuses on advocating to government that work and education around drought, particularly indoor water use, is addressed now rather than waiting until dam levels start to drop. Despite

what some might think, we are not merely a “visual industry” and can't simply ‘turn off the taps’ when water is in short supply.

In addition to the above, we have also completed the annual Sydney Water Stakeholder Survey, expressing our concerns around some of the ambiguous water restrictions that have previously been implemented with limited industry consultation.

## DESIGN AND PLACE STATE ENVIRONMENTAL PLANNING POLICY (SEPP)

Last year we reported that NGINA, in conjunction with NSW Turf and The Landscape Association, provided input into the development of the draft Greener Places Design Guide, which provides information on how to design, plan and implement green infrastructure in urban areas throughout NSW. The purpose of our input was to clearly outline key priorities and values our organisations would like to see reflected in the design guide, as well as form the foundation of the forthcoming Design and Space SEPP.

In April this year, the draft Design and Place SEPP was released to industry for feedback, however, it did not consider our response in full and resulted in us submitting further feedback including:

*NGINA appreciates and recognises the significance to the forthcoming Design and Place SEPP and the critical role that it plays in giving the draft Design Guide a level of statutory recognition. Having guidance is a good move, having regulation is a much better one.*

*Research tells us that despite almost 90% of urban councils having an urban forestry strategy (or equivalent) almost every LGA is undergoing tree canopy loss as the LGAs continue to meet the needs of communities and sporting organisations to hold sport and other activities.*

*We believe that having a policy and/or target is one thing, but what really matters is having the means—regulatory, financial and expertise.*



An aerial view of Warragamba Dam taken in October 2020 (source: James Brickwood)



*DPIE NSW's proposed Design and Place SEPP does not sufficiently regulate green space targets. History has shown that a design process code without mandatory minimum standards can trigger a wave of low-quality over development. This would be a huge step backwards for NSW.*

*We oppose the repeal of the BASIX (Building and Sustainability Index) SEPP and recommend the BASIX SEPP be reviewed to incorporate standards for green infrastructure and tree canopy.*

We will continue to work on this issue. If you are interested in reading our submission, please don't hesitate to contact me.

### PLANT SURE SCHEME UPDATE

Plant Sure recently commissioned consumer insights research to better understand consumer perceptions, understanding and habits around ornamental plants and invasive species. A representative sample of 1,020 people from across NSW, aged 18–84 and with an active interest in gardening, was surveyed between 6–9 May 2021. ABS benchmarks for gender, age group and regional/metro split were applied to survey quotas. Excitingly, this research showed that **82.7% of people would choose a 'gardening responsibly' branded plant over a**

**similar non-branded plant.** Out of that 82.7%, 27.3% would choose a 'gardening responsibly' plant **even if it was more expensive** than other similar non-branded plants.

There are more exciting insights to be taken from this recent research. Further consumer applications and communications implications will be shared as the research is reviewed in full.

I encourage you to join the Plant Sure Scheme trial (which is suitable for both wholesale and retail nurseries) to gain access to free marketing resources to promote great ornamental plants with a low risk of invasiveness. Macquarie University has identified hundreds of plants that can be promoted under the Scheme.

To join, simply email your business contact details and a copy of your current stock list to [info@gardeningresponsibly.org.au](mailto:info@gardeningresponsibly.org.au), and put 'Plant Sure Promotion' in the subject line. The Program Manager, Aimee Freimanis, will contact you directly with the free marketing kit. Alternatively, please give me a call.

Contact Craig Perring on **0404 407 262**  
or email [craig.perring@ngina.com.au](mailto:craig.perring@ngina.com.au).

## Cool Climate Retail Nursery for Sale

- Retail nursery set on 3.16 acres
- Only 2 kms from Armidale town centre
- Production nursery attached to property
- Secure water, including one-megalitre holding dam
- Plant and equipment (hothouse, 2 trucks, sheds and more)
- SAV (stock at valuation)
- An established business that started in 2011
- Long-standing clients
- NGINA member

**Currently taking expressions of interest.**  
Please contact Olivia on 0411 185 887





## NGINA Expands Its HR/IR Services for Members

According to NGINA's 2020 member engagement survey, over 60% of members feel that HR and IR services are among the most important services that NGINA should be offering its members.

NGINA has always offered members access to Business Australia's Workplace Advice Line, where members can speak directly with an HR professional at Business Australia. We typically buy between 100 and 150 calls each year and have found that a broad range of our members utilise this service.

However, we listened to the members who answered our survey and have significantly expanded the HR services that we can now offer to all our members.

Through our partnership with Business Australia, members can now purchase legally compliant documents for their businesses from NGINA at a significantly subsidised rate. The library contains over 200 policies, contracts and checklists, which are all written and maintained by the Workplace Relations team at Australian Business Lawyers and Advisors (ABLA).

**“NGINA will customise the documents with your logo and any pertinent information about your business.”**

Members will receive these documents in both Word and PDF. These documents are editable but we strongly recommend you only make changes with the assistance of the Workplace Advice Line to ensure the integrity of the document stays intact and it remains legally compliant. The Workplace Advisors at Business Australia are familiar with the suite of documents and can assist NGINA members with any questions they have regarding the templates and their particular business circumstances.

### WHY ARE THESE DOCUMENTS SO IMPORTANT?

Your business may be at risk from one or more of the following sources:

- The Fair Work Ombudsman who can issue compliance notices, fines, prosecutions.
- Employee organisations (unions) who can claim right of entry and commence legal action.
- Individual employees who can pursue a claim against you with the Fair Work Ombudsman or Commission, or commence legal action against your business.
- The traditional media can investigate your business and report on their findings leading to severe reputational risks.
- Social media reporting, which can damage your brand.

### WHY DO I NEED TO IMPLEMENT POLICIES FOR MY BUSINESS?

Policies can go a long way to protect your business. A policy is a statement document that details how specific issues will be dealt with inside an organisation. It communicates an organisation's values and the organisation's expectations of employee behaviours and performance.

Well-written policies help employers manage staff more effectively by clearly defining acceptable and unacceptable behaviour in the workplace, and set out the implications of not complying with those policies.

Policies that are well written and well communicated can also assist employers in litigation down the track. They are useful to rely on when a legal dispute arises between an employer and an employee. Where the employer can point to a policy to show the employee should have known what his or her responsibilities were in relation to the disputed matter, the employer is likely to be in a much stronger position before a court or tribunal.



As long as your company policies are lawful and reasonable in their terms, company policies should:

1. be practicable and meaningful.
2. set the standard of behaviour and performance expected of employees, and provide clear parameters around what is and isn't acceptable in your workplace.
3. allow flexibility to vary them as business needs or the law change over time.
4. be communicated during induction and training.
5. be monitored and reviewed on a regular basis, e.g., once a year, and
6. not contradict or work against your contract of employment!

### HOW DO YOU KNOW WHAT POLICIES YOU NEED?

As part of the suite of documents NGINA also offers members the opportunity to purchase an audit. There are five separate audits available:

1. HR Essentials Audit
2. HR Health Check
3. Policies Audit
4. Training Audit
5. WHS Essentials Audit

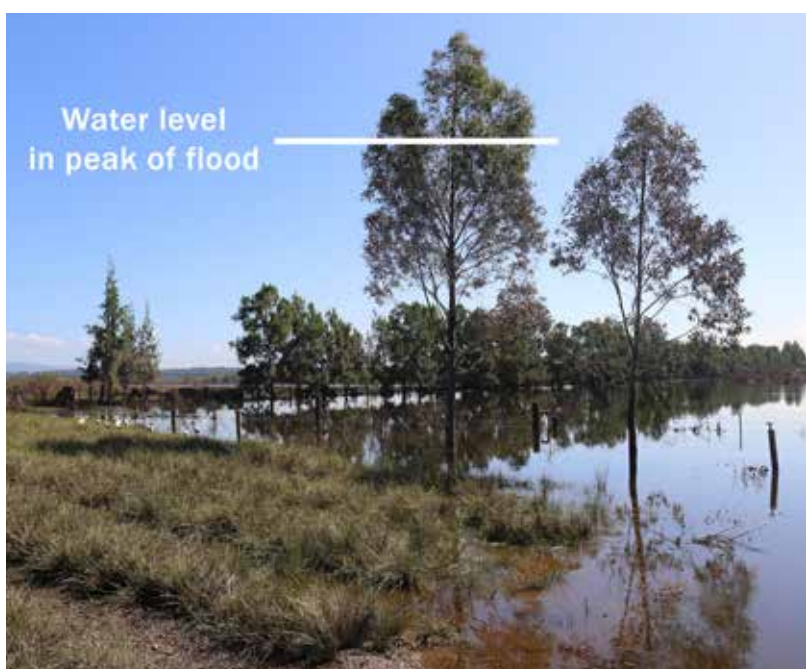
By answering a series of questions NGINA will be able to generate a comprehensive report that will identify any areas of exposure in your business and suggest policies or procedures that you might want to consider adding to your suite of documents.



From left to right: Roberto Negri, Jess Busuttil and Tim Dempster of Arborglen



From left to right: Cameron de Wacht, Brandon Lloyd, Wade Kemplen and Ian Bowie of Andreasens Green at Mangrove Mountain



BRED BEYOND  
NATURE

**SHARA™**  
**LOMANDRA**

FOR THE TOUGHEST LANDSCAPE  
PLANTS GO TO [WWW.OZBREED.COM.AU](http://WWW.OZBREED.COM.AU)



# Australia's Economic Outlook

**The Australian economy will grow this year at its fastest pace since 2007, driven by massive stimulus and the containment of COVID-19.**

At a time when most major economies are battling a fresh wave of COVID cases, Australia has largely curtailed the outbreak, counting only about 30,000 local infections and 910 deaths since the start of the pandemic. That has allowed authorities to ease restrictions and put the economy on a faster recovery trajectory.

The economic outlook below has been provided by our investment managers at JBWere, Fiona Archer and Michael Miller. It is an extract from the May CIO View written by JBWere's Chief Investment Officer Sally Auld, with additional data and forecasts from the NAB Economics Team. JBWere is 100% owned by NAB.

## ECONOMIC OUTLOOK

The Australian economy has recovered very strongly from the depths of the COVID-19 recession, and significant policy support will remain in place for a number of years. This should deliver GDP growth of 4.5% in 2021 and 3.3% in 2022, outcomes well above trend. However, it won't be enough to generate full employment, which is why the Reserve Bank of Australia (RBA) is likely to remain patient. A sustained lift in core inflation requires wage growth of 3% and an unemployment rate of -4%.

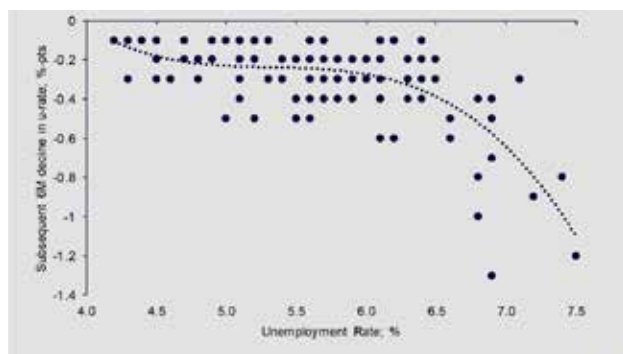
In terms of the composition of growth this year, we observe that the consensus expects that:

- Household consumption will do much of the heavy lifting through the middle of the year, before returning to more trend-like rates of growth into 2022. A rotation from goods to services is likely through the year.
- Investment is forecast to grow at 4.7% in 2021 and 3.8% in 2022. The slowing in 2022 is largely a reflection of softer residential investment, as the impact of government stimulus fades on residential construction.

So far, the unemployment rate has fallen to 5.6% from 7.5%, a much faster improvement than most anticipated. The NAB economics team suggests that the unemployment rate could be below 5% by the end of the year and 4.3% by the end of 2023.

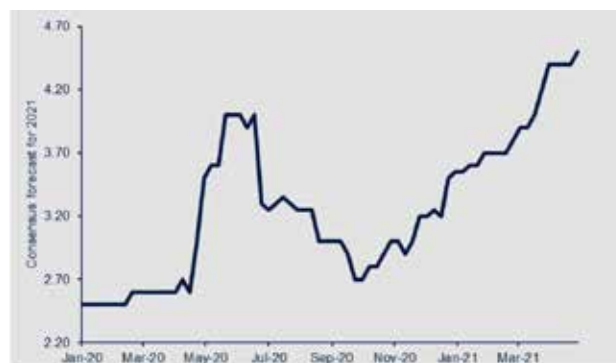
The RBA has made it clear that 3% wages growth is a necessary condition for core inflation to remain sustainably in the 2-3% target band, and that an unemployment rate in the low 4s or high 3s is required to generate this level of wages growth. So it is probable that core inflation will remain stubbornly below 2% for some time yet. NAB sees wages growth gradually lifting to 2.8% by the end of 2023.

**Typically, the rate of decline in the unemployment rate slows as the unemployment rate approaches NAIRU**



Source: Bloomberg and JBWere. Past performance is not a reliable indicator of future performance. We use the last 130 months of labour force data and calculate the 6M change. We use only the observations for this chart where the 6M change in the unemployment rate is less than zero.

**The consensus forecast for Australian GDP in 2021 has been steadily revised over the course of the year**



Source: Bloomberg and JBWere. Past performance is not a reliable indicator of future performance.



One difficult area for Australian policy makers at present is housing. Rising house prices can become problematic if they are associated with loose lending conditions, and excessive leverage build up. While regulators suggest this is not the case at the moment, it's not clear that this aspect of the housing boom will remain so benign. If so, then policy makers will face a difficult choice, as macro-prudential regulations will slow house price growth, and potentially, economic growth too.

NAB's most recent SME Business Survey saw further improvement in business conditions during the first quarter of 2021. Trading conditions are driving the improvement, but employment and profitability have also edged higher. By industry, SME sectors that were most impacted by the pandemic continued to rebound, with accommodation, cafés

and restaurants, property services and construction seeing big gains as restrictions continued to ease and residential construction gathered pace. Most other industries also saw improving conditions, except retail, health and transport.

We see the AUD/USD tracking around the 0.77–0.79 level through to 3Q22.

Global growth is likely to record two of its strongest quarters on record through the middle of the year. However, the distribution of growth out-performance remains quite uneven, and strongly favours the developed market complex. China's growth faces the headwind of policy normalisation, Brazil and India are still grappling with elevated infection rates and vaccine rollout among most of the emerging market economies is slow or non-existent.



## BECOME A STAND HOLDER



Have you ever considered becoming a stand holder at our Sydney Trade Day. With more interest in our market than ever before the time is ripe.

Trade Day provides a great opportunity to meet new customers and service existing ones, and keep up to date with what's going on in the industry.

Get maximum exposure by advertising in our Trade Day email, which is sent out to over 2,500 people in the industry. Our new stand holders have reported fantastic pre-market sales and their customers benefit from the convenience of collecting multiple orders and purchasing stock all in the one location.

If you would like to know more, please contact NGINA HQ for more details.

**t: (02) 9679 1472 | e: [info@ngina.com.au](mailto:info@ngina.com.au)**



**Nursery & Garden Industry  
NSW & ACT**





Jon Philliponi of Andreasens Green wins NGINA's Bloomer of the Year 2020 award



Some of our NextGen Committee, from left to right: Jon, Tahnee Moors (Alpine Nurseries), Caitlin Desmond (Ozbreed) and Jack Thorburn (Honeysuckle Nurseries and a previous winner of Bloomer of the Year)

# How Can You Support Your NextGenners and Your Apprentices?

## Nominate Them for an NGINA Award!

One sobering fact about our industry is that only 15% of those people employed in it are under the age of 40. That is our future right there! What that tells us is that we, as an industry, need to be doing more to encourage young people to enter our industry and we need to be doing a lot more to keep those that we already have.

A recent Gallup report on the millennial generation revealed that 21% of millennials say they've changed jobs within the past year, which is more than three times the number of non-millennials who report the same. Why do they move around so much? Gallup found that only 29% of millennials are engaged at work, meaning only about three in 10 are emotionally and behaviourally connected to their job and company.

There are certainly strategies that businesses can employ to retain young workers:

- 1. Offer training:** Providing leadership development training ensures staff know their employer is investing time and resources into their development, which encourages long-term commitment.
- 2. Non-monetary perks:** While salary is still important, many Generation Y workers may respond better to recognition and a sense of being valued.
- 3. Collaborative atmosphere:** A supportive workplace environment underpinned by teamwork-based projects is crucial to millennials' job satisfaction.
- 4. Democratic leadership:** Young employees want to participate in decision-making processes and offer suggestions. As such, they are more likely to avoid businesses with autocratic leadership models.
- 5. Work-life balance:** Again, money isn't everything, so be prepared to provide flexibility for travelling, further education and even hobbies to attract the top talent.

By nominating employees for an award, employers can prove to their younger workers that they value their contribution. Employers can promote satisfaction and wellbeing by illustrating how individuals contribute to overall organisational success. They can promote positive communication and praise

within the workplace, which in turn could increase employee retention rates through gratitude by rewarding employee excellence.

NGINA has two award categories specifically designed for your younger or still-learning workers.

### NGINA APPRENTICE OF THE YEAR 2021

The 'NGINA Apprentice of the Year' award is presented to an apprentice who has been outstanding in all aspects of their training and demonstrates the relevance of life-long learning. NGINA will nominate the winner in this category for the 'NSW Apprentice of the Year' award.

To be eligible nominees must:

- be a permanent resident of Australia and undertaking training in NSW.
- have completed or be due to complete their training (i.e., contract end date) between 1 October 2021 and 30 September 2022 in a training course that leads to a nationally recognised outcome or qualification relevant to the nursery and garden industry.
- have a registered training contract with the NSW Department of Education.

### NGINA INDUSTRY BLOOMER OF THE YEAR 2021

The 'NGINA Industry Bloomer of the Year' award is presented to an individual aged under 30 years old as at 31 December 2021. This award is designed to recognise the effort and achievement of a young industry member.

Factors for consideration may be exemplary customer service, development of skills, dedication to their role, projects or initiatives they are involved in, business development or meritorious formal training outcomes.

Last year's winner, Jon Philliponi, said it meant "everything" to have won this award. He now co-chairs the NGINA NextGen Committee with a previous winner in this category, Jack Thorburn. Together they continue to be a great asset to their own businesses and to our industry.



# Vertical Garden Competition

by Twaha Sarkar Noor

**Year 7 AgSTEM Student  
Centre of Excellence in Agricultural Education  
— Richmond Agricultural College**



My name is Sarkar Twaha Noor but I prefer to be called Twaha. I was born in Bangladesh in 2008 but moved to Australia only nine months later. My favourite colours are sage green and dandelion yellow, I love frogs and mushrooms. I am 12 years old, in Year 7 and attend the Centre of Excellence in Agricultural Education, the first agricultural STEM class in the state. I am an only child and live with my mum and dad. I hope that one day I can grow up to be an environmental scientist or a journalist.

During the last school term multiple primary and secondary schools competed in the inaugural Centre of Excellence in Agricultural Education and Nursery & Garden Industry NSW & ACT (NGINA) vertical garden competition, which was judged at the Hawkesbury Show, to see who could design the best vertical garden. Vertical gardens enable people to enjoy the pleasures and benefits of gardening even when they have limited space.

This competition required a series of qualities from each team member, and students needed to learn how to communicate with each other and work collaboratively as they designed and assembled gardens linked to one of three themes—climate resilient plants, plants that support food production or indigenous plants.

Each garden needed to have 10 plants running throughout the theme and 10 artistic panels that had facts and information about the plants they were showcasing—this was the aesthetic part of the project. All plants need water to survive so students had to build their own unique watering system. All the ideas were magnificent and different, each one with their own qualities.

There were three different age groups: primary, Years 7–8 and Years 9–10. Within all age groups first, second and third place prizes were awarded to the winning gardens—first prize was \$250 plus a selection of plants, second prize was \$150 plus a selection of plants, and third prize was \$100 plus a selection of plants. All entries were presented at the Hawkesbury show.

I myself attend the Centre of Excellence as an AgSTEM specialist student and was part of the vertical garden competition. My group decided to go with the climate resilient plant theme and did succulents. Over a period of a month we

researched how succulents live in certain conditions and wrote an A4 information sheet for the judges, which was linked to our research and showed how to care for our plants. This also educated other people about succulent plants. All our work was split up in our group so that everyone could be involved. I did the information sheet with the research and facts, and one of my group did the art pieces and placement of the ten plants. Another one of my group members designed and built the watering system to suit our garden's needs. We came second in the Years 7–8 age group and will use our prize money to build further garden beds as part of our learning.



Richmond Ag College won second place in the Years 7–8 category for their climate resilient plant theme entry







We all enjoyed the experience as it was collaborative and challenged our perspectives. We learnt new skills—two of our students took charge of the irrigation system and taught others how to put together an effective system to support their particular plants. Bradley, one of our irrigation engineers,

explained that he enjoyed figuring out the best way to run the water systems to suit everyone's chosen plants. He was happy to work with his hands and teach others.

Now to hear from two other schools who won the competition in their age groups.

Wyndham College won first place in their division for Years 9–10. Their garden was called "Hotel Bugtopia" and had their 10 plants on a uniquely designed frame with small nooks and crannies for insects and bugs to have a home. They used recycled materials to develop their beautiful and functional pollinator garden, built using native plantings. Students worked together and enjoyed learning about pollinators, native plants and the skills to build their garden. Their garden is part of a bigger sustainability project within the school and they will be using their prize money to further enhance their garden and pollinator studies. Some of the students identified they learnt to be effective communicators and enjoyed working with other classmates.



Windsor Public School won the primary school category and Kris Beazley (the Principal of the Centre of Excellence in Agricultural Education) and Anita Campbell (CEO of NGINA) went to visit the students. They were excited to interview the students and see that the learning from the project was continuing as students were still undertaking research about drip irrigators.

Students at the school explained, "We wanted to see how plants grow and experiment to see how to keep them alive and keep up the right amount of water." They went on to explain, "We did a colour-coded drip system outside and have been changing our drip speed in the experiment." As part of the learning program for their garden, primary students included science experiments to look at growth rates of plants and experimented with the drip-rate speeds in their irrigation systems. The class explained they were excited to continue with their gardens at school and at home.



The vertical garden instalment system is a wonderful and exciting opportunity for many students in Western Sydney. It helped students collaborate and think about how they

could integrate plants and gardening into their learning and daily lives.



# Key Trends of 2020 —What Have We Learned?

by David Jakobs, CEO of Oasis Horticulture and NGINA Vice President

While we are all busy with the day-to-day requirements of running our business, we do need to pause and think about what trends are driving our consumers' purchasing behaviours and how, as an industry, we retain the new gardeners that have recently 'seen the gardening light', so to speak.

It has been reported that in the US 16 million new gardeners entered the market during 2020. Based on Census data the US population is currently 332.4 million—that's a growth of 4.8% in overall gardening participation. If we extrapolate this US growth to Australia, with a population of 25.6 million, this would account for an increase of 1.2 million new gardeners. Clearly this is not validated through any domestic research but perhaps it's time our industry thought about how it can capture similar data, allowing us to develop insights that lead to a better understanding of what our consumers want and need now, and what they will want and need in the future—the micro and macro trends.

Garden Media in the US just launched their 2021 *Garden Trends Report: The Great Reset* that contains some interesting insights, a number of which are applicable and/or transferable to our local market:

**Improv Era:** from delivery to click and collect, the supply chain is changing and we need to adapt to these new opportunities—successful businesses will be quick to adapt. New shoppers want convenience and speed. Consumers have been trained to shop differently and we can now sell using technology—streaming on social channels using DIY 'how to' videos to retain and engage new, younger gardeners; how we set up our retail in-store POS systems to meet the increase in electronic payments and touchless transactions—all focus on making it easier, faster and more convenient for the new gardening consumers to deal with our business. Trust and confidence will become a new currency.

**Broadacre Cities:** In the US, like Australia, there has been an exodus from the high-priced big cities into the regions and

COVID has accelerated this process. Remote working has given employers and employees time to convert the commute into improved time with family, and the development of their own indoor and outdoor spaces further driving consumption closer to home. If this trend, which seems to be consistent around the globe, continues (and that seems likely!), then governments will need to rethink how they reengage communities. It will require a changed approach to CBD development to both entice business and engage employees, increased open public spaces, better interior scaping of offices... all which will create opportunities for green industries.

**Backyard Aficionado:** From changing business models to product offerings to new consumers. According to results of the 2021 *National Gardening Survey*, released by the National Gardening Association in the US, most of the new gardeners were under the age of 35, with the 35- to 44-year-old age bracket having the highest mean spending. Logically, many of these are starting to raise a family and/or are entering the home market. If this is also consistent in our local market then it will be extremely important to find ways to keep them engaged in gardening. Save them time and minimise the fear of failure, the two big reasons why people don't garden. The development of products and services that make gardening easier, packaged educationally on social platforms will be extremely important if we are to succeed in retaining the new COVID gardeners over the longer term.

Home grown food will also increase in importance, which is supported by the *Findings and Action Agenda from the 2020 National Pandemic Gardening Survey*, published by Sustain (the Australian Food Network).







**THE 2020 NATIONAL PANDEMIC GARDENING SURVEY SURVEYED OVER 9,000 CONSUMERS ACROSS AUSTRALIA WITH A MAJORITY OF RESPONDENTS IN URBAN AREAS:**

**52%**

were over the age of 55 with ethnic and cultural backgrounds widely reflective of Census data

**72%**

of respondents indicated that gardening activities either greatly or significantly resulted in improved mental health and wellbeing

**43%**

spending 5–10 hours or more a week in the garden

**70%**

had a household income less than the Australian national average of \$117,000

**52%**

had more than 10 years' gardening experience

**77%**

respondents were female

The key foods grown during the pandemic were:

**97%**

vegetables

**66%**

fruit

**28%**

eggs

In total  
**45%**

of households that were growing 30% or more of their own food had an annual income of under \$50,000, with another 16% under \$74,900

Both US and Australian reports talk about the importance of health and wellness, and how gardening plays a role in positive outcomes. As an industry we can positively reduce the negative impacts of mental health and this should be high on our messaging priorities.

**Impatient Gratification:** Smaller plants for shrinking backyards. The miniature (small spaces) plant trend will continue to grow, think of the alfresco space transitioning into the backyard and the courtyard windowsill, interior décor and the importance of bringing indoor plants into the home or greening up the drab office space.

These are a few of the trends that are emerging in the US and some are very relevant here in Australia.

How do we develop systems to capture and monitor these trends? Do we look at retail data capture like Chris Beytes does and publishes via *GrowerTalks*, also a US publication. This is similar to what GCA did for many years, but the US version is more linked to sales trends linked to a rating system by regional

area. The current Greenlife Industry Australia, Hort Innovation funded industry data projects NY 17008 and NY 16004 are starting to help us better understand the key high-level industry statistics and after three years also starting to give us some linear trends that we can start to use to better define where we are heading. It is, however, mainly a resource for business and a policy-setting audience. That said, better data will assist in developing better strategies, decision making and improving marketing effectiveness of the whole greenlife industry.

Let's not forget the consumer and the need to think globally and act locally.

### References/Resources

US Census Data

Findings and Action Agenda from the 2020 National Pandemic Gardening Survey 2020 National, published by Sustain (the Australian Food Network)

2021 Garden Trends Report: The Great Reset, published by the Garden Media Group

Hort Innovation funded nursery and garden industry statistics and research projects NY16004 and NY17008



## An Evening at Garden City Plastics

Garden City Plastics (GCP) was pleased to host a combined Growers & Suppliers Group and Central Coast/Hunter Group event on the evening of Thursday 6 May.

This was long overdue and was squeezed in just before COVID restrictions were once again enforced.

The event started with a tour of the facilities at GCP's Somersby warehouse, highlighting their extensive range of stock lines, and discussions were held around how they manage their supply lines and the challenges they're facing in the current COVID environment. GCP's State Manager, Craig Williams, then gave an exciting presentation on the new PP5 plastic pot recycling program that GCP is rolling out across the country. "This is an exciting program for our industry and requires the collaboration of all parties to 'play their part' to ensure its success", said Craig. More information will be communicated in the coming months.

**"This is an exciting program for our industry and requires the collaboration of all parties to 'play their part' to ensure its success."**

This was followed by an in-depth look at the life of an agronomist, presented by GCP's very own Melbourne-based agronomist, Elliott Akintola. Elliott had everyone engaged and fascinated at the services he can offer. You can contact NGINA or GCP directly if you'd like more information on this.

Plenty of giveaways were on offer throughout the night and GCP would like to thank ICL and Seasol for their generous gift donations. Dinner and dessert was supplied by Rodger and Jess from Café Camino Events & Catering, which had many guests going back for seconds.

If you've ever thought about joining one of these special interest groups and wondered what they do, when they meet and generally what they're all about, then contact NGINA HQ to locate your nearest group. Groups are open to all members of the Association, from growers and suppliers, to retailers and landscapers.



From left to right: Michael Elbourn of Palmdale Nursery, and Gary Bratby and Frank Hogan of Colourmaster Nursery



Dessert supplied by Camino Café Events & Catering



From left to right: Carolyn Barrett, Elliott Akintola and Michelle Bray of GCP





Dessert supplied by Camino Café Events & Catering



Craig Williams, GCP's State Manager, presenting on the new PP5 plastic pot recycling program



From left to right: Jenni Follington, Carolyn Barrett, Michelle Bray and Luciana Muzzucchi of GCP



One of two paellas (this one seafood) supplied by Camino Café Events & Catering





# Celebrating Our Industry Pioneers

On Wednesday 26 May we celebrated and acknowledged our industry pioneers at our Pioneers' Lunch. NGINA has a long and proud history and it is imperative that we continue to honour those who paved the way for all of us who followed. Owing to COVID we were unable to host this event last year so it was great to see around 60 industry pioneers and heroes come along for a lovely lunch at The Galston Club. A number of guests took the mic, including President Malcolm Calder who read a piece written by Peter Albery that took us on a journey down memory lane, Robert Swane gave us some personal family history, Ken Turnidge told us about the very first Trade Day and Ingrid Nemetz honoured the great contribution of the women in the room. We also remembered those friends we have lost over the past two years. NGINA's CEO, Anita Campbell, commented that "it was fantastic to meet so many of the local nursery royalty and there was definitely a sense of camaraderie and support in the room."



















Willem with his daughter Anneke at Sydney Trade Day in May

## SUCCESSion Is All in the Planning

by Craig Perring, Business & Technical Support Manager, NGINA

I get to visit many nurseries and often ask about business succession planning as I see it as an issue for our industry—not only in the sense of potentially less nurseries for consumers to enjoy but also the capital cost of someone investing in a nursery—or land—where the business value is often null and void.

I meet regularly with Willem Duiveman and his daughter Anneke (and Miko the dog) from Australian Cactus & Succulents Supplies at NGINA's Sydney Trade Day and recently visited their nursery in Booral, NSW. Not only was I impressed by his nursery but also his thoughts on succession planning and his industry foresight 40 years ago.

**“With dad on the verge of retirement, companionship and that constant feeding of knowledge will be the two things I miss most.”**

“I studied biological sciences, specialising in plant physiology, at university but my passion for plants—particularly cacti—was simply a hobby that started 46 years ago, back in 1975. I realised, while focusing on seed-raised cacti, as opposed to cuttings, in my backyard at Mount Druitt that there was a lack of good quality bareroot cacti in the nursery sector, with only three reputable nurseries in this space at the time.

So, I decided to establish a cactus nursery at Sunshine, in the Hunter Valley.

I joined NGINA as a member in 1980 and started direct wholesaling (potted) to retailers and production nurseries through Trade Day at Rouse Hill,” said Willem.

Although Willem says he is not a “collector” he has between 600 and 700 varieties, of which he sells 100 or so commercially. He proudly (and humbly!) states that there are people who leave him cacti in their wills as they know that he will look after them.

From humble beginnings in Sunshine, to being a board member of The Cactus and Succulent Society of NSW, Willem has his sights set on retirement and travelling around Australia.

With three children, Fred (29), Pat (27) and Anneke (23), he says that he always knew Anneke would be the one to take over the business.

“I’m definitely in a fortunate position to be able to hand over the business to my daughter Anneke. Not everyone is lucky enough to have a family member come through the ranks. The boys have helped over the years but have their own careers in computer and chemical engineering. Anneke has always shown a key interest in the business and the plants,” said Willem.

Anneke was born into the business and receives daily on-the-job training from Willem as he passes on his wealth of knowledge.





Miko the dog is heavily involved in the business



Selling by the tray enables handling efficiencies

“As a kid I was interested in vet nursing and still have a love for animals but working with dad over the years I have developed the same passion for the business and cacti thanks to him. He has taught me over 40 years’ worth of knowledge in 10 years as he talks me through every little process he does from propagation and watering, to maintenance and sales. To this day he still talks his way through the day, teaching me why he does certain things a certain way! It is knowledge you can’t learn from a textbook,” Anneke said.

Having relocated to Booral in 2017 the business has invested in infrastructure to ensure the longevity of the business. Between Anneke and Willem, they have built a 3,000 m<sup>2</sup> shade house and a 600 m<sup>2</sup> outside area for growing.

“It is knowledge you can’t learn from a textbook”

Anneke states that, “Although we have a huge dam on the property the nursery runs on tanks we have recently installed.”

“Like all nurseries, water and smart use of water is imperative. When growing cacti and succulents the water regime is probably the most important thing through the lifecycle of the plant. Our irrigation systems are fully automated and we use approximately 200,000 litres of water a year, with a six-weekly watering schedule in winter and fortnightly schedule in summer. This was one of the first key steps in our succession process.



Between 600 and 700 varieites are held on site

Part of the legacy I will take forward in the business is more automation, particularly around sales, through the introduction of software. With this in place I can manage the nursery with just one other staff member. I will be looking to add extra efficiencies to the business where I can and I’m looking forward to that challenge,” she said.

Anneke continues, “With dad on the verge of retirement, companionship and that constant feeding of knowledge will be the two things I miss most.

My dog Miko still works with me every day and I’ll boot mum and dad into their motorhome once they retire for good and move into their house! On a serious note, like many nurserymen, dad will never fully give it up and I know he is only a phone call away if I need help, and I am always happy to take on his expertise,” she said.

## NEXTGEN

Although Anneke missed our inaugural NextGen event she is keen to keep Willem’s legacy going.

“I’m definitely keen to get involved in the NextGen Program that NGINA has recently re-established. Knowing there is a bunch of people with the same interests as me provides a great opportunity to meet new people, create the long-lasting networks like dad has done and learn from my peers,” she said.

## THINKING ABOUT SUCCESSION

With land values dramatically high and not everyone having a family member coming through the ranks as a future nurseryperson, there are other ways to think about your business as a natural asset for would-be investors.

Succession planning tools enable you to identify candidates who you might want to place into critical roles when you or members of your leadership team retire or leave your organisation. There are some great NGINA members who do this exceptionally well and you don’t even need to ask about their succession plans—you can see them in action.

Some important tips to consider when succession planning:

- **Start early:** Succession planning starts early in the business cycle. Do not wait until retirement or key staff leave your business. Effective succession planning is a long-lead item and will take years to plan—make a plan!
- **Involve staff and different levels of management in the decision making:** Finding the right staff can be hard



Hand picked cactus babies

enough but it is important to identify the ones that are career focused and passionate. You never know, your next apprentice could be the one that buys your business in 20 years' time!

● **Provide learning and staff development opportunities:**

It is often a missed opportunity by business owners and senior management that personal development opportunities for staff are often overlooked due to staff shortages, being time poor or too busy and cost. It is important that part of the succession planning process involves providing opportunities to potential successors so that they can gain the knowledge and experience they need to succeed in a larger role.

● **Let them know:** Explain to each potential successor that they're being singled out for positions of increasing importance. Providing staff with an initial sense of ownership can do wonders for morale and efficiencies. However, it is important to establish an understanding that there are no guarantees. Circumstances, whether they be within the business or relating to a potential succession candidate, can change.

● **Do a trial run of your succession plan:** Don't wait until there's a staffing crisis to test whether an employee has the right stuff to assume a more advanced role. Have a potential successor assume some responsibilities of a manager who is going on holiday. The employee will gain valuable experience and appreciate the opportunity to shine. You can also assess whether that person might need some additional training and development.

● **Keep good records:** Not just financial records but also policies, procedures, contracts, etc. When it comes to selling, great record keeping can add a lot of weight for a potential buyer.

If you need any help with succession planning, please feel free to contact the NGINA office (02 9679 1472) or get in touch with me directly.

Contact Craig Perring on **0404 407 262**  
or email [craig.perring@ngina.com.au](mailto:craig.perring@ngina.com.au).



## ADVERTISE HERE

**If you're reading this,  
so are your potential  
customers**

If you want to advertise in **N&G News**,  
call the office on **(02) 9679 1472**  
or email [info@ngina.com.au](mailto:info@ngina.com.au)





# NextGen



## A NextGenner Portrait in Words — Tahnee Moors, Alpine Nurseries

### WHERE DO YOU CURRENTLY WORK?

Alpine Nurseries in Dural.

### WHAT IS YOUR ROLE?

I'm a second-year apprentice. At Alpine we have a training program for apprentices where we spend a few months in each section at the nursery. So far, I've worked in small plant maintenance, small plant potting, irrigation and semi-mature tree maintenance. It's a great system for learning during the apprenticeship.

### HOW LONG HAVE YOU WORKED THERE?

Just over a year now and I love my job so much!

### WHY DID YOU CHOOSE TO WORK IN THE NURSERY AND GARDEN INDUSTRY?

Growing up mum was always in the garden and when I was at school I was an enthusiastic member of the gardening club. I definitely owe it to mum for introducing me to the world of plants. My love of plants, nature and the outdoors has always been there, although I never thought to pursue it as a career.

Prior to working in the industry, I was working in an office, which left me feeling stressed and drained by the end of the day. I'd get stuck into my garden each evening to relieve the stress and one evening my partner asked why I didn't just look into horticulture as a job. It honestly hadn't even occurred to

me that I could just drop everything and start a new career. I'm so glad I did because it's such an incredible industry filled with the most wonderful, inspiring, plant-loving people!

### WHAT ARE YOUR CAREER GOALS?

Eventually I would love to be part of the horticulture faculty at TAFE and teach, although I think that's a fair way off yet. I studied education straight out of high school so teaching is something I'll always be drawn to—it's so important in our industry, especially for apprentices like me. One day I'd love to build knowledge in new members of the industry just like my teachers and managers have for me.

### WHAT DO YOU FIND REWARDING ABOUT YOUR JOB?

Working in a production nursery, we get to see each stage of a plant's growth working towards its sale. I love being a part of that process, whether it be pruning, fertilising, repotting, etc. It's so rewarding walking through the nursery and seeing a batch that you personally worked on and seeing how far it's come.

### DID YOU STUDY, OR ARE YOU CURRENTLY STUDYING, HORTICULTURE?

I'm currently studying a Cert. III in Production Nursery and would love to continue on and complete courses in horticulture and retail nursery. A future goal is to perhaps study botany at some point.

### WHAT DO YOU LIKE/DISLIKE THE MOST ABOUT WORKING IN THE INDUSTRY?

I love knowing the plants we nurture at work are going on to do bigger and better things once they reach sale. I also love working with such passionate individuals.

Regarding dislike, definitely the summer!! The red-haired complexion makes summer in Australia a challenge at the best of times. Luckily it only lasts a few months of the year.

### IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE THINKING ABOUT A CAREER IN HORTICULTURE, WHAT WOULD IT BE?

Do it!! Changing career was the best thing I ever did. Whether,



Tahnee (second left) is part of NGINA's NextGen Committee. Here she is at our inaugural NextGen event held earlier in the year with some fellow committee members (left to right: Jon Philliponi from Andreasens Green; Caitlin Desmond from Ozbreed and Jack Thorburn from Honeysuckle Park)



Tahnee Moors, Alpine Nurseries

like me, you're in a job that isn't doing anything for your mental health and you're tossing up the idea of joining the industry, or you're fresh out of school looking for a trade, horticulture is a great trade to be in. There are so many different opportunities and different avenues that all link together with areas like nursery, garden maintenance, landscaping, landscape design, greenkeeping, etc. There's something for everyone.

### WHAT'S YOUR FAVOURITE PLANT/TREE/SHRUB AND WHY?

Tagetes, specifically the Zenith™ series. I love how bushy and compact they are, and the double flower heads in reds, oranges and yellows are definitely a positive. Such a cheerful little annual.

### WHAT DO YOU LIKE TO DO IN YOUR SPARE TIME?

I love reading, horses, bush walks and true-crime documentaries.

### TELL US A FUN FACT ABOUT YOURSELF?

I was in a grunge band for a few years, playing bass and rhythm guitar. 🤘

## A NextGenner Portrait in Words — Jasmine White, Scotts Tubes



### WHERE DO YOU CURRENTLY WORK?

I have recently joined the team at Scotts Tubes, a wholesale nursery located in Mangrove Mountain on the beautiful Central Coast. It's a family-run business that won best wholesale nursery last year at the NGINA awards. The business specialises in renaissance herbs, romantic cottage lines, upstart tubes and colour.

### WHAT IS YOUR ROLE?

My current role is team leader of the herb team, as well as production of the renaissance herbs and romantic cottage lines that are sent out to Bunnings stores and other garden centres throughout NSW.

### HOW LONG HAVE YOU WORKED AT SCOTTS TUBES?

I am still quite fresh to the Scotts team having only worked here for two and half months. However, I have quickly progressed up the ranks.

### WHY DID YOU CHOOSE TO WORK IN THE NURSERY AND GARDEN INDUSTRY?

Growing up I have always loved the environment and nature,



Jasmine with Greg Scott of Scotts Tubes



and I always knew I wanted to go into a field related to either animals or plants. The nursery and garden industry sparked my interest because you're growing plants to make the world greener and you are putting nature into people's homes, offices and backyards.

### **OUTLINE WHAT A TYPICAL DAY AT WORK WOULD LOOK LIKE FOR YOU.**

First off, I take a look at my availability lists for our retail clients and see if we have run out of anything and whether to update the numbers. Throughout the day I update this list with plants that are ready to be sent off. My team and I would complete our picking lists, making sure the plants that are picked are up to quality. I would keep a keen eye out for any pests and diseases on the plants and react if there is. Controlling the irrigation is also a huge part, as well as the opening and closing of the hot house. Lastly, I need to keep an idea on the stock levels based on what we sell, so I know what to get my team to plant later in the week.

### **WHAT ARE YOUR CAREER GOALS?**

I would love it if my whole career was to continue in the horticulture industry. I have gained a lot of plant knowledge from people who have been in the industry for many years. One day I would like to share this passion with others and continue to be a role model leader in the industry. I believe Scotts Tubes has already given me this opportunity and I am excited to grow with such a future-focused business.

### **WHAT DO YOU FIND REWARDING ABOUT YOUR JOB?**

I really enjoy spreading my love of plants to my other workmates and overlooking the care of both the herbs and cottage lines. I take great pride in my work, from overseeing the plugs being planted right through to when they are being sent off as high-quality seedlings.

### **DID YOU STUDY, OR ARE YOU CURRENTLY STUDYING, HORTICULTURE?**

Yes, I completed a retail nursery apprenticeship, where I did a Cert. III at Ourimbah TAFE. During this apprenticeship I worked at Flower Power for three years. I was fortunate enough to be mentored by a lovely lady named Heather, who had been with the company for 20 years. She was extremely patient with me and taught me everything I know. Her passion and longevity in the industry really sparked my desire to stick with it. Another colleague that I was also very fortunate to work with was another lady named Heather (it must be the name). She was a walking encyclopedia—she knew everything about every plant and if on that rare occasion she didn't she'd message me that night to tell me the answer. I hope to become as knowledgeable as these two ladies one day. I also plan to study at a higher level and just keep learning.



*Corymbia ficifolia* 'Fairy Floss'

### **WHAT DO YOU LIKE/DISLIKE THE MOST ABOUT WORKING IN THE INDUSTRY?**

I really like the fact it's an industry where people are in it because they're passionate about it and genuinely want to be at work, rather than just being in it for the money. You come across so many like-minded people.

### **IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE THINKING ABOUT A CAREER IN HORTICULTURE, WHAT WOULD IT BE?**

To go for it, it is such a diverse industry with so many different branches and windows of opportunity. You will be doing something you are passionate about for the rest of your life.

### **WHAT'S YOUR FAVOURITE PLANT/TREE/SHRUB AND WHY?**

Oh, I have so many favourites it's very hard to choose. If I had to though I would probably say the *Corymbia ficifolia* 'Fairy Floss'. I have always been drawn to the classic Australian gum look. I really like this one in particular because of its denseness, the vibrancy of the flowers and the fact it flowers just before Christmas time.

### **WHAT DO YOU LIKE TO DO IN YOUR SPARE TIME?**

I am heavily involved in the scouting movement and have been for 10 years. I hold different roles within the movement but my main ones are a youth member as a Rover Scout at 1st Gosford Rover Unit, and as a Scout Leader at 1st Erina Heights. Funnily enough my scouting name is Gumnut.

My weekends usually include some sort of scouting, whether that be jumping off the side of cliffs with abseiling, abseiling down waterfalls and wading through water with canyoning, or camping with people all around Australia.

### **TELL US A FUN FACT ABOUT YOURSELF?**

I am an identical twin. She is also in the environmental field, however, she is with the animal side of things, currently researching koalas for her Masters. We are often referred to by others as flora and fauna.



## NGINA Board Insights

by Andy Cameron, NGINA Director and Owner of Agnov8

I have been a member of NGINA for almost 30 years. I felt it was time to give back to the industry by becoming a Director of NGINA. It is an honour to have been nominated and now to sit on the NGINA Board. I hope my skills and contribution will make for a stronger association and help further the industry. The Association cannot function without a strong Board with a diverse skillset. Members who are interested in the Association and want to make a difference should consider a period of time as a Director. It's very rewarding and also gives you the ability to meet many members and share experiences.

Each of the Directors has been assigned a portfolio that aligns with the four pillars of the 'NGINA Strategic Plan 2020–2023'. My portfolio is Policy & Advocacy.

The NGINA water policy framework is being developed as this is seen as a critical document required by the Association for its members. Though we are not currently

in a drought, dry times will certainly occur again. The water policy will enable the industry to have a framework in place that supports industry when meeting with the NSW State Government and Sydney Water. Together with the industry statistics, this plays a significant role in developing future restrictions for consumers, retailers and growers. Without a policy, consultation becomes difficult with key stakeholders. Stakeholders are also encouraged to work with the industry to educate water users through periods of non drought. As a result, we will achieve an extended and sustainable solution to future-proofing NSW and ACT water in times of drought.

Other policies that are being reviewed include the NGINA Sustainability Policy. This encompasses the pot recycling program, energy saving, waste management and other state government initiatives.

I see an exciting time ahead for our industry in which a strong association is essential.



**If you're reading this, so are  
your potential customers**

If you want to advertise in **N&G News**, call the office  
on (02) 9679 1472 or email [info@ngina.com.au](mailto:info@ngina.com.au)







# WHOLESALE NURSERY FOR SALE

Established in 1997, Bimdadgen Farm Wholesale Nursery is located in the sub-tropical highlands of Coffs Harbour in northern NSW.

Offered for sale is the business and a freehold property of 15.88 hectares including a large, modern four-bedroom, two-bathroom home.

The property includes harvestable rights to high-quality water from a four megalitre spring-fed dam. There are also two other dams from which the nursery can draw water.

There is significant infrastructure, including 4,300 square metres under shade with automatic drip irrigation in all areas. There are also large stock-beds, with over 3,500 *Dracaena* 'Janet Craig', over 350 *Dracaena deremensis* and over 300 *Dracaena marginata*. All the stock plants are large mature plants.

The nursery specialises in growing large quality indoor plants for the plant hire, wholesale, retail and landscape markets. The business has a good reputation with a well-established, long-standing client base. The business has good supply chains and transport arrangements to Sydney, Melbourne and Brisbane.

**Drone footage on YouTube:** [youtube.com/watch?v=zK20fABsMr8](https://youtube.com/watch?v=zK20fABsMr8)

**Price: \$2,400,000**

**For more information contact:** [bimdadgen@bigpond.com](mailto:bimdadgen@bigpond.com)

# Welcome to Our New Members



**Business owners:** Andrew and Elizabeth Burnett  
**Business name:** Burnetts on Barney  
**Address:** 80 Barney Street, Kiama, NSW 2533  
**Business phone:** 02 4233 1322  
**Business email:** enquiries@burnettsonbarney.com.au  
**Nursery size (acres):** 2  
**Number of staff:** 8  
**Website:** burnettsonbarney.com.au  
**Facebook:** @BurnettsOnBarney  
**Instagram:** burnetts\_on\_barney



Aerial view of Burnetts on Barney

Located in Kiama, NSW, Burnetts on Barney became a member of NGINA in April this year. We caught up with Elizabeth to find out about its long history.

“Our business direction started from my husband Andrew’s career as an arborist. We came to Jamberoo, near Kiama, 20 years ago to start a tree care business, Burnett Trees. We hung out our shingle and just gave it a go, working together on that business from our home while raising three young children. Andrew had previously worked in forestry science and then had studied arboriculture, tree surgery and horticulture at Ryde TAFE, working first with Bruce McLeod, a legend in the industry. I had been a print journalist and also worked in PR for agribusiness GrainCorp—a background that has helped with marketing and communications for all our businesses.

Burnett Trees is still very much operating and we work throughout the Illawarra, Shoalhaven and south coast for homeowners, schools, government and councils. We specialise in climbing arboriculture but are most prominent when doing tree removals along highways (and after the recent bushfires spent several months removing dangerous fire-damaged trees).

Burnetts on Barney was born out of necessity. Burnett Trees had outgrown its space and we had to move the business from Jamberoo to an old quarry site in Kiama, which had previously operated as a landscape supplier. It was a large site in the middle of town but we really only needed it to store vehicles, retail mulch and firewood by-products of the tree care.

Within weeks it became obvious that Kiama still needed a landscape supplier and with no experience in that industry we somehow found ourselves refilling the bulk product bays and entering into the world of retail and landscaping.

We called the business Burnetts on Barney, not just because it’s on Barney Street but simply because in those early days we really didn’t know how/if it would evolve and we didn’t want anything too restrictive. Anyway, the name stuck! At that point a background in trees and a passion for gardening was my only relevant experience.

That all happened in 2012 and by 2014 we had hired a horticulturist, Susan Finn, and opened a small retail nursery within Burnetts on Barney. We started small and grew modestly but a loyal customer base of local gardeners and landscapers helped grow the business. Eight years later and Susan is still working within the business and the nursery now fills more than half the site.

Customers are drawn to the variety of plants offered, both exotic and native, and they love the unusual and the flowering. Cottage gardeners come here to find old-fashioned or unusual varieties, as well as quirky, quality





garden giftware. Customers receive a ground-to-treetop experience where all aspects of gardening, landscaping and tree care are offered from the one place.

In 2020 the business received the Illawarra Business Award for Excellence in Sustainability, a major regional award that recognised the business philosophy and several key initiatives. One of those was the reinvigoration of Kiama Crop and Swap, a grassroots initiative that allows home gardeners to come together and exchange excess produce. Now boasting more than 50 members, we come together on the second Saturday of every month and (after coffee and morning tea, which we generally make from produce grown in our own garden here at the nursery) members tend to stay on for one of our 'Grounded Gardeners' sessions where a local specialist presents on a topic that might range from aquaponics to keeping backyard chickens. That day has become a monthly highlight for us and our community, and many friendships and gardening exchanges have grown as a result.

Another initiative that the award recognised was Local Regrow, which was born out of the 2019 bushfires and a concept I had to give back to south coast communities through horticulture.

**“We started small and grew modestly but a loyal customer base of local gardeners and landscapers helped grow the business.”**

Firstly, we wanted to encourage our customers to choose plants grown in wholesale nurseries on the south coast that had been affected by fires—buying their plants created employment and returned directly into their local economy rather than just charitable donations. Secondly, it was about encouraging planting choices that provided habitat and food for displaced wildlife, and finally, for each plant bought from these specially badged plants we donated \$1 to either Wires or Landcare Illawarra for projects that specifically focused on south coast habitat regeneration.

The sustainability award, combined with demand for COVID social distancing, provided the impetus for a nursery renovation in 2020 that created a whole new area in the nursery that centred around a U-shaped building made from three converted containers, all renovated using

upcycled or recycled materials. The result is a funky garden giftware space that is now used for regular music concerts and is surrounded by café tables where customers enjoy weekend coffees and cakes from a coffee combivan. A more permanent café is planned for spring 2021. An adjoining covered pergola provides a space for activities such as wreath-making workshops and other interactive classes. The space was perfect to host Kiama Garden Club's 50th birthday celebrations recently and more than 500 people gathered in the plants to listen to jazz reverberating around the rockwall background as part of this year's Kiama Jazz Festival.

Our nursery is about community and during COVID we were fortunate enough to create a space where locals felt safe to be in a beautiful setting while rekindling their love of gardening and growing. COVID connected us with lots of new customers who loved what we'd done with repurposed materials, as well as vertical garden walls in our contained garden area, and who now come regularly to enjoy the space. They love the little things like our GardenGrown local flowers that are gathered from local gardens and sold in bunches here on weekends, connecting them with the scents and textures of plants that are seasonably available for them to grow in their own gardens.

The renovation has also seen the nursery grow in size and offering. The challenge now is to consolidate that garden support and deliver more garden-related activities.

Burnetts on Barney and Burnett Trees are both committed to local community involvement and have a strong local focus in supporting sporting and cultural events. They are also conscious of the role they play in a healthy community.

Gardening is a healthy activity and encouragement at an early age through local schools and our Crop and Swap initiative is important for connecting people through growing. We're also very aware that as a local employer we can play an influential role in people's buying behaviours and environmental awareness. We have a real role in educating people about the impact their gardening habits have on the environment, particularly their pest and disease management, and the value in choosing organic, healthy soil options and fauna-friendly plantings. We want to show by example to our staff and customers the importance of regenerative gardening, recycling and upcycling, ethical purchasing and environmental responsibility. We're not greenies but it's definitely our time to think and behave green.”

# Welcome to Our New Members



**Business owners:** Phil Mayberry and Gayle Smith

**Business name:** Mogo Nursery

**Address:** 42 Sydney Street, Mogo, NSW 2536

**Business phone:** 0427 102 167

**Business email:** mogonursery@bigpond.com

**Facebook:** @mogonursery

**Instagram:** @mogonursery

Phil Mayberry and Gayle Smith own and operate Mogo Nursery in Mogo, a small heritage town on the South Coast of NSW. Mogo Nursery, which is featured on the front cover of this edition, is a unique nursery informally set among heritage-listed buildings and surrounds, and became a member of NGINA in February this year. Here Phil shares with us a bit of Mogo Nursery's history and its beginnings, and how it morphed into the thriving business it is today.

"In the very early 1980s Gayle and I visited our friends who had started up a pottery in the small village of Mogo on the South Coast of NSW. A small nursery called Leo's Garden Centre happened to be for sale and in 1982 we decided to buy the business. At that time there were only four businesses in town—the post office, the petrol station, the pottery and the nursery. We believed Mogo had a future owing to its location on Highway 1 and it being just two hours from the ACT, 4.5 (now 3.5) hours from Sydney and only 10 minutes to the mountains or the beautiful beaches of the South Coast. Mogo Village is now a popular destination for both locals and our many visitors.

Gayle developed her love of gardening through both her grandparents and parents, and this influence is carried through to her passion for the nursery and her garden. I had a background in teaching agriculture and science in Victoria. We hoped the melding of the two backgrounds would help when jumping into a small business and having little knowledge of how the nursery industry operated. We both worked nights doing bar work for the first few years until the nursery started to find its feet.

We were mentored by the late Stan Maher and the late Nancy Wheelhouse, particularly in regard to indoor plants and their care using organic liquid fertiliser. Trips to the nursery industry market days gave us valuable insights into the industry well before mobile phones and the internet.

In the mid 1980s we started landscape contracting and morphed into Mogo Nursery & Landscaping, with the nursery growing, collating and storing the plant stock for many of







the landscaping contracts. The combination of nursery and landscaping worked very well, and we created many private gardens and large commercial landscapes, until we sold the landscaping business in the mid 2000s. Meanwhile the nursery had got busier and we morphed back to Mogo Nursery and it now required us both to manage it.

Mogo Nursery is a retail nursery that grows approximately 15% of its plant sales. The nursery is run along organic principles—we use a combination of organic pellets, controlled release inorganic fertiliser and liquid organic fertiliser to grow and maintain plant stock. In 39 years there has never been any heavy herbicides used, including glyphosate or pre/post emergent. All weeds are manually removed by hand and by raking gravel surfaces. The site, therefore, is free of any harmful chemical residues, which allows for an abundance of birds, lizards, bees and other beneficial insects to buffer any outbreaks.

The nursery has a reputation for quality, healthy plants and responsible, honest advice. To compete as a small nursery in an industry now dominated by the larger chains you have to offer these services as a minimum, as well as develop points of difference other than price.

A walk through Mogo Nursery is a happy garden experience as it showcases plants, pots and statuary in a more natural setting. This offers a pleasant garden experience for the plant enthusiast. Our customers come from a strong, expanding local base with regular visitors from the ACT, Victoria and greater NSW. With the nursery being located on the Princes Highway it gets great highway exposure with room to display goods outside the front.

The nursery has been active in the community helping support the local school, pre-school, hospital, community garden and Green Corps teams that have worked on Mogo Creek.

We have been through droughts, floods and bushfires, and a myriad of economic fluctuations, so it is important to plan for

unforeseen circumstances and manage finances to allow for these disruptions.

It is rewarding to be in an industry that you enjoy, interacting with customers that love plants, and do your bit to reduce greenhouse gases through the proliferation of greenlife.”





# Welcome to Our New Members

## QIF: Watt's in a Name?



### KEY FACTS

**Group name:** Australian Greenlife Group

**Facilities:** Three wholesale production nurseries

**Plants grown:** Predominantly foliage for indoor

**Nurseries:** QIF Ningi | QIF Alstonville | QIF Brindley's

**Managers:** Ted Watts | Andrew Attwood | Monika Smith

**Website:** [qif.com.au](http://qif.com.au)

Our trading name is QIF. We grow **quality indoor foliage**. We originated in a relatively unknown town called Ningi, just north of Brisbane and from the mid-1970s we were known as Queensland Indoor Foliage. The early business was driven by the former owners, supported by an Energizer Bunny™ by the name of **Ted Watts**. Since the former owners retired in 2016, Ted has taken the business forward, spreading its wings and today we go by the name Australian Greenlife Group.

Australian Greenlife Group now comprises **three wholesale production nurseries**, primarily, but not exclusively, focused on the production of indoor plants. Each of our nurseries trades under a name that recognises its location and heritage: QIF Ningi, QIF Alstonville and QIF Brindley's. Two of our nurseries are in NSW (Alstonville and Coffs Harbour) and one in Queensland (still at the original site in Ningi). We are members of both NGINA and NGIQ.

Our plants grace the offices and homes of Australians in every state except Tasmania (we quietly hope that a few have slipped across the Bass Strait). We grow around 900,000 plants per year, with roughly 60,000 square metres of indoor growing space. We have 45 staff, with a close to equal mix of men and women, and a formidable management team.

In NSW **Andrew Attwood** manages QIF Alstonville and **Monika Smith** manages QIF Brindley's. Andrew and Monika have both been in the nursery industry since their school days. Andrew started his first nursery at Kyogle at the age of 20 and Monika's first commercial plant deal was done while still at school, selling plants grown in her backyard in Melbourne to a fledging hardware chain called Bunnings. **Ted Watts**, who still manages our Ningi nursery, claims he has been in the nursery industry for 25 years, which may mean he was about 10 years old when he started.

Our corporate purpose is to grow beautiful plants. We value quality and will try, try and try again until we attain



QIF Brindley's



QIF Ningi





QIF Alstonville

the right growing conditions, the right potting mix, the right everything to produce plants that consistently draw the admiration of our customers and of their customers. Near enough is never good enough for us. One challenge we have is that we aspire to produce plants of the highest quality but not at the highest price. We are a volume provider seeking to deliver a boutique quality.

There are two things that we, as a business, would like to see as changes to our industry.

First, we would like to encourage a greater number of younger people into the industry and more people to seek professional horticultural qualifications. We live in a period where people worry about “jobs of the future” and where their children will gain meaningful employment. Our industry meets every criteria one could set for a meaningful and rewarding occupation. It requires intelligence, specialist knowledge and, frequently, simple hard work. But it is incredibly rewarding as our product is loved by the consumer, beautifies homes, offices and outdoor spaces, and does wonders for peoples’ mental and physical health. It is difficult to understand why we aren’t besieged with young people wanting to be in this industry. Self-evidently, one of the reasons is that, as an industry, we need to work out how to pay people more but we also need our industry to present itself better to aspiring young minds.

Secondly, in our view, the industry needs to have confidence in its product and stop undervaluing it. One of the buyers from a national retailer asked us quizzically why some of our industry sell plants for a price that is less than a cup of coffee. Indeed, why do they? We have a premium, sought-after, environmentally sound and sustainable product for which consumers will pay a fair price. So, please reflect on whether we are undervaluing what we all produce. At the very least

make sure you never sell your plants for less than it costs you to produce them.

On a positive note, while we don’t have specific data, anecdotally, it seems that for the first time in a number of years, production capacity in the nursery industry is increasing as more growing spaces are brought online. We see the supply chains and general operations of the industry increasing in sophistication and overall our industry is professionalising. In the end that will be to everyone’s benefit.

## **TRANSPLANT SYSTEMS**

### **NURSERY AUTOMATION NURSERY DESIGN**

- **Seeding machines**
- **Plug transplanters**
- **Potting machines**
- **Irrigation booms**

**COMPLETE NURSERY SOLUTIONS**

[www.transplantsystems.com.au](http://www.transplantsystems.com.au)

Tel: [03] 9769 9733



# WHAT'S GROWING ON?

## 2021 PLANT TREND REPORT: PLANT SALE HINTS AND TIPS FOR RETAILERS

In January, Plant Life Balance launched the 2021 Plant Trend Report, capturing the top five trends to influence plant buying consumers this year.

One of those trends was 'greening where we work' and here we'll give you practical hints and tips on how to bring this trend to life in-store and across your nursery communications, to excite and engage your customers.

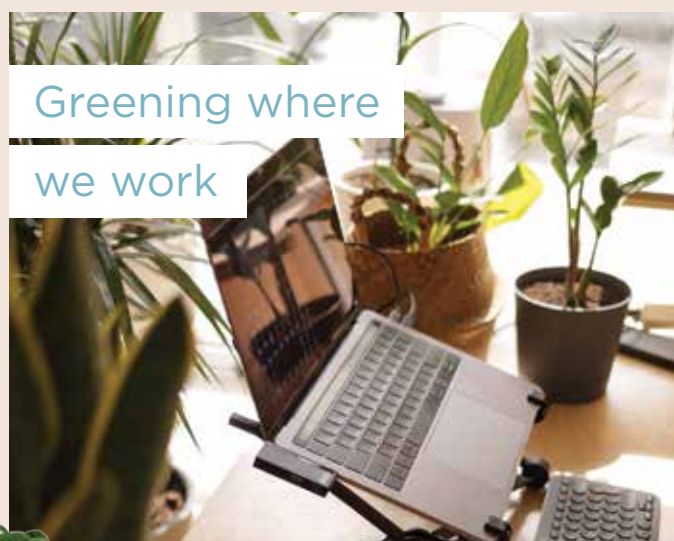


Photo by Vadim Kaipov on Unsplash

### GREENING WHERE WE WORK

There's no denying that in 2020 COVID-19 changed Australians' lives and homes forever. For many during the pandemic, the home became a sanctuary and had to adapt to a new way of living, learning and working, as we brought our lives inside.

Work-from-home, flexible arrangements or hybrid working models—whatever you call it—is here to stay for the foreseeable future, with up to 60% of Australians wanting to split their working time between home and office in the long term<sup>1</sup>. But have we set up work spaces in our homes in the best way possible for productivity and happiness?

RMIT University and University of Melbourne have found plants can boost your mood and concentration, helping to improve productivity. Our study, conducted after the first wave of the pandemic, also showed 1 in 4 Australians purchased greenery to improve the air quality in their home (25.7%)<sup>2</sup>.

### The best plants for a big office space

Philodendron 'Brasil'  
(*Philodendron hederaceum*)

Sabre fig (*Ficus binnendijkii*)  
or Fiddle leaf fig (*Ficus lyrata*)

### THE PREDICTION

Workspaces will be greened for greater productivity. Knowing our temporary or 'quick set up' home desks or offices are here to stay, Australians will be looking to recreate, reimagine and evolve how these areas look and function. Whether big or small, the best work-from-home spaces are framed with plants.

1 <https://www.bcg.com/en-au/capabilities/people-organization/personalisation-for-your-people>

2 <https://plantlifebalance.com.au/the-science/>





## HOW TO BRING THIS TREND TO LIFE

In the report, indoor plant and styling experts Lauren Camilleri and Sophia Kaplan offered up some great advice on how to set up a lush work-from-home space.

### The best trailing plants for low light

Devil's ivy (*Epipremnum aureum*)

Spider plants (*Chlorophytum comosum*)

They suggested the following for those with:

#### ...small desk area

"Utilising shelving and hanging planters will allow you to add lush greenery whilst maintaining precious deskspace. An office nook can often be lacking in natural light so make sure you choose low-light tolerant plants."

#### ...office

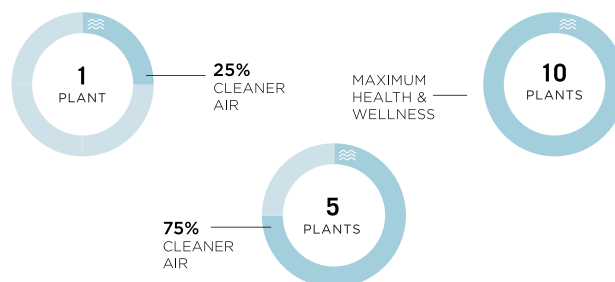
"Mature, tree-like specimens in a simple, modern planter provide a strong feature in a well lit corner. A wall of shelving can be brought to life with trailing potted plants."

#### ...backyard or garden

"Position your desk at a window that overlooks the greenery."

## PRACTICAL HINTS AND TIPS

- Set up and style an example of a home office complete with lots of indoor plants!
- Rename your indoor plants section with "Productive Workspace" or "Home Office" signage.
- In store, group complementary indoor plant varieties together to inspire customers and increase sales. We recommend mixing higher and lower value species into the bundle to increase average transaction value. For recommendations on popular plants, check out the Trend Report.
- Educate customers on the air quality and wellbeing benefits of plants in the home, using the Plant Life Balance Simple Science.



For more information about the report or the top five trends, get in touch with Plant Life Balance at [hello@myplantlifebalance.com.au](mailto:hello@myplantlifebalance.com.au) with your nursery's details to be added to the mailing list.

**Hort Innovation**  
Strategic levy investment

**NURSERY FUND**

This communication has been funded by Hort Innovation using the nursery marketing levy. For more information on the strategic levy investment, visit [horticulture.com.au](http://horticulture.com.au)



## Do you get our emails?

We regularly communicate with our members via email. If you feel you could be missing out on any of our emails please contact the office on (02) 9679 1472 or email [info@ngina.com.au](mailto:info@ngina.com.au) so we can look into it for you.



# NGINA's Response to Hort Innovation's Draft Nursery Strategic Investment Plan 2022–2026

Statutory levies (the pot levy) that are raised by growers are collected by the Australian Government. The government passes these collected levies on to Hort Innovation, which is tasked with investing those levies, as well as Australian Government contributions, into research and development, international trade and marketing programs to help the industry be as productive and profitable as possible.

Hort Innovation has released its draft Nursery Strategic Investment Plan (SIP) 2022–2026, which is essentially its roadmap to guide the industry's strategic levy investment over the next five years. It focuses on four main levy investment areas/outcomes:

- 1. Demand creation:** contribute to increasing consumer knowledge, attitudes and purchase intent to drive volume growth.
- 2. Industry supply, productivity and sustainability:** improve industry productivity (inputs/outputs) to maintain competitiveness, and viability and sustainability of supply.
- 3. Extension and capability:** building capability and innovative culture.
- 4. Business insights:** measurement of industry supply (production) and demand (consumer market) data to support decision making.

NGINA submitted a response to this draft nursery SIP and following are some of our key points:

- 1. Limited consultation**—COVID may have made large face-to-face consultation forums difficult but at the bare minimum all state association CEOs should have been individually consulted.
- 2. Budget explanation**—NGINA would appreciate more detail around the next five-year budget and specifically an explanation as to why the Australian Government contribution is declining. Does this simply reflect the timing of expected projects?
- 3. KPIs**—NGINA understands that some of the KPIs have already been achieved so we question why they are still in this document.
- 4. Market failure**—there are some clear examples where levy-funded project outcomes duplicate some of what the state associations are already doing, creating wastage and confusion in the market.

**5. Investment to industry representative bodies (IRB)**—investment to IRBs to help extend R&D, marketing programs and, most importantly, extension needs to be given more consideration. By working more closely with IRBs, such as NGINA, who have a large readership and levy-payer engagement program, extension could be achieved easily and more cost effectively than it currently is.

**6. Greater emphasis on skills development**—NGINA conducts an annual survey of its members to which over half respond. The biggest issue facing their businesses is staff—recruiting and retaining quality skilled and unskilled workers. We need tangible programs that will equate to more people entering and staying in our industry.

**7. Water**—there needs to be more research into water efficiencies, water reform and water recapture.

**8. Energy**—NGINA sees a gap in the overall strategic investment plan with regard to energy efficiency, reducing our carbon footprint and increasing waste recycling.

**9. Freight and logistics**—this is another area often communicated to us as one that causes great concern for our industry. More research should be conducted in this space, even starting with desk research as to who does what in the freight sector.

**10. Look overseas**—the domestic market consumes over 99% of Australian nursery production, however, we should monitor and evaluate innovations in plant industries in other countries.

**11. Consumer campaign**—NGINA understands that Hort Innovation has commissioned comprehensive research into the “COVID gardeners”. We look forward to seeing this report and hope that it can underpin a marketing program, which we believe needs to be consumer focused and should include independent retailers. Promotional campaigns should also focus on the environmental and human health benefits of increasing garden and public landscape plantings.

**12. SWOT analysis**—“not effective use of funding” was identified as a weakness. NGINA suggests it is time to review the Strategic Investment Advisory Panel (SIAP). The draft nursery SIP should also include a list of current SIAP members to identify who is helping to make investment decisions and providing advice to Hort Innovation.





**0411 428 955**



## The safest and most reliable way to freight your plants across Sydney!

“Plantsporters provides plant freight across Sydney with great care and consideration for all variations of greenlife.

Call me today to discuss pricing and solutions to your freight needs.”

**Phillip McAllister — Owner**



### **Pots • Trays • Trees**

We transport all shapes and sizes of greenlife.



### **Pallet Freight**

Our trucks are equipped to transport pallets and trolleys.



### **Hourly Hire**

Hire a truck for specialised jobs or for out-of-Sydney areas.

**Contact us today!**

**Phillip McAllister** • 0411 428 955

[plantsporters@gmail.com](mailto:plantsporters@gmail.com)

[www.plantsporters.com.au](http://www.plantsporters.com.au)

# WINTER CONDITIONS

We've got you covered from Top to Bottom



**Woven Bags**

**Pots**



Antitranspirants, Biostimulants, Insecticides, Control Release Fertilisers  
....and much more!!!

**Contact your local GCP Branch**



**Trusted Partners in Horticulture**  
**Tel: 1300 695 098**  
**[www.gardencityplastics.com](http://www.gardencityplastics.com)**

