

Autumn 2023 | RRP \$11.95

# N&G NEWS

NURSERY & GARDEN INDUSTRY NSW & ACT

## THE PP5 INITIATIVE:

Keep your PP5 Alive



Nursery & Garden Industry  
NSW & ACT

WATER QUALITY | HR TRENDS | PROPAGATION HEATING SYSTEMS | PET SAFE PLANTS | ASK AN EXPERT



# 2023 Events & Training

## CALENDAR



### January

**Wednesday 18** | Sydney Trade Day  
**Friday 27** | Pulling Back The Shade Cloth

### February

**Thursday 2** | Board Meeting  
**Wednesday 15** | Sydney Trade Day  
**Wednesday 22** | Online Member Forum  
**Friday 24** | Pulling Back The Shade Cloth

### March

**Thursday 9** | First Aid & CPR, Sydney  
**Tuesday 14** | Northern Rivers Trade Day  
**Wednesday 15** | Sydney Trade Day  
**Wednesday 22** | Online Member Forum  
**Tuesday 21** | ChemCert AQF111, Kenthurst  
**Thursday 23** | Board Meeting  
**Friday 31** | Pulling Back The Shade Cloth

### April

**Wednesday 19** | Sydney Trade Day  
**Thursday 20** | ChemCert AQF111, Central Coast  
**Wednesday 26** | Online Member Forum  
**Friday 28** | Pulling Back The Shade Cloth

### May

**Wednesday 10** | First Aid & CPR, Sydney  
**Thursday 11** | First Aid & CPR, Alstonville  
**Wednesday 17** | Sydney Trade Day  
**Wednesday 24** | Online Member Forum  
**Thursday 25** | Pioneers Lunch  
**Friday 26** | Pulling Back The Shade Cloth  
**Monday 29** | Board Meeting

### June

**Wednesday 21** | Sydney Trade Day  
**Tuesday 27** | ChemCert AQF111, Kenthurst  
**Wednesday 28** | Online Member Forum  
**Friday 30** | Pulling Back The Shade Cloth

### July

**Wednesday 19** | Sydney Trade Day  
**Tuesday 25** | Board Meeting  
**Wednesday 26** | Online Member Forum  
**Friday 28** | Pulling Back The Shade Cloth

### August

**Wednesday 9** | First Aid & CPR, Sydney  
**Thursday 17** | First Aid & CPR, Alstonville  
**Wednesday 16** | Sydney Trade Day  
**Monday 21** | ChemCert AQF111, Kenthurst  
**Wednesday 23** | Online Member Forum  
**Friday 25** | Pulling Back The Shade Cloth  
**Friday 29** | Port Macquarie Trade Day



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# From the President

Firstly, let's hope that 2023 is a little more predictable than last year's environmental and economic turbulence which impacted negatively on overall consumer sentiment.

Weather and economic conditions are a crucial factor that can significantly impact the success and growth of our Industry. As such, many business owners are increasingly aware of the need to build resilience to risks and uncertainties. It is clear that weather and economic conditions will continue to play a material role in shaping business outcomes, and staying prepared is a top priority for many.

Some of you will have been contacted with regards to providing data for the NY21000 Nursery Industry Statistics Project. The committee is meeting in late February to finalise the report and we will see this published in March - April. While it is critical for our wider national industry to define its economic value, it is also imperative that we obtain improved statistics at a state level, not only to leverage government policy, but also to provide our members with data that can be used to make informed investment decisions.

The NGINA Board will be meeting in the next few months to specifically talk about the next phase of our strategic planning and incorporating the member feedback we have already received. We will define the key objectives and KPI's that will underpin its delivery over the next three years. Industry data is an area, along with many others, that will need a clear plan and timetable to ensure we can better define the value of the

markets we operate within, along with a better understanding of the changing needs of our consumers post COVID.

There are many initiatives in the current strategic plan that are completed or on track to be completed by the end of this calendar year when the current strategic plan ends. Our KPI reporting, which is published in the N&G News, provides a clear snapshot of our current progress and performance.

I also mentioned in my last report, that as an association, we need to increase our collaboration with, and leverage the resources and skills of our collective NGI's.

Anita and I have since met with our respective counterparts in NGIV earlier in the year and have tabled a number of initiatives that we mutually agree would be beneficial to work together on. At future Board meetings, we will explore areas where development costs can be shared, as well as specific projects that we wish to avoid duplicating development costs on or may not have the resources to undertake independently. By working collaboratively and leveraging our resources, we can optimise our development efforts and achieve greater efficiencies and outcomes.

**David Jakobs**  
**PRESIDENT**





# From the CEO

You will have already noticed that we have introduced a Communications Plan that has us focussing on a different topic each month. These topics align with national days of significance, seasonal changes and NGINA projects. These topics will inform all our communications, from our social posts to magazine articles and our on-line member forums.

In January we were promoting apprenticeships to align with getting new entrants enrolled in time for February classes. We set a very ambitious target of 50 apprentices enrolled at Richmond TAFE in Nursery Operations. I am proud to report that at the time of writing we have 49 apprentices enrolled and many more nurseries still actively recruiting.

In February we have focussed on visual merchandising. Now that Trade Day is operating well in the new facility, the focus of our Trade Day Committee in 2023 will be on how to attract more buyers to Trade Day. At our first meeting of the year we brainstormed a large number of suggestions and have already started implementing some of them. One suggestion was to encourage stand holders to spruce up their display areas and

as such Brian Merrick gave a wonderful presentation on the fundamentals of visual merchandising at our February Member Forum. Highlights from the presentation can be found on pages 28-29.

If you have any suggestions for improving Trade Day and/or attracting new buyers please reach out to Melissa in our office at [melissa.meadows@ngina.com.au](mailto:melissa.meadows@ngina.com.au) or look out for her at Trade Day – you can't miss the sparkly jumpsuit.

In March and April we are focusing on recycling and sustainability to align with days of significance such as Earth Hour and Clean Up Australia Day, as well as flood and water testing which aligns with the commencement of the NGINA/Macquarie University project. NGINA has secured a Grant from Dept. of Regional NSW to fund a research project (conducted by Macquarie University) into identifying and mitigating water storage contamination concerns at nursery farms before, during and post flood and storm events. Dr Tim Ralph will present his findings at the March Member Forum and has written an article on page 18-19.

The Communications Program for the year is as follows:

<b>January</b>	Training & Apprentices	Classes start in February   Apprenticeship Network   Recruiting   Intl Flower Day
<b>February</b>	The Power of Visibility	Visual Merchandising Tips   Brian Merrick   Nat Invasive Species Week
<b>March</b>	Recycling & Sustainability	Clean up Aus Day   Intl Womens Day   Nat Compost Week   Global Recycling Day   Plant A Seed Day   Earth Hour
<b>April</b>	Flood & Disaster Prep	NGINA Project steering committee commences   Water Contamination   Easter   Nat Gardening Week   Plant Day
<b>May</b>	HR	Performance Agreements   Staff Development   Employment Contracts   Unfair Dismissal   Sexual Harassment
<b>June</b>	Business support	Product Costing   Grants   Understanding Finance   Freight & Logistics   Wold Agriculture Day   Lavender Day
<b>July</b>	Retail	POS Systems   Garden Care   Customer Service   Blueberry Day   NAIDOC Week   Nat Tree Day
<b>August</b>	Production	Irrigation   Pest Disease   Keep Aus Beautiful Week
<b>September</b>	Mental Health	R U Ok? Day   Wattle Day   Orchid Day   Nat Threatened Species Day   World Bamboo Day   Rose Day
<b>October</b>	Cyber Security	Business Checklist   Latest Software   Small Bus Software Packages   Garden Week   Waratah Day   Sustainability Day
<b>November</b>	Marketing & Social Media	Small Business Month   Social Media & Marketing course   Nat Recycling Week   Nat Pollinators Week   Olive Tree Day
<b>December</b>	Allied Suppliers	Meet Our Members   Tropical Tree Day   World Soil Day   Nat Poinsettia Day   Christmas



# From the CEO

If you have any stories, activities, promotions, advertisements or events that coincide with any of our monthly topics, please yell out and we will be able to include you in our communications.

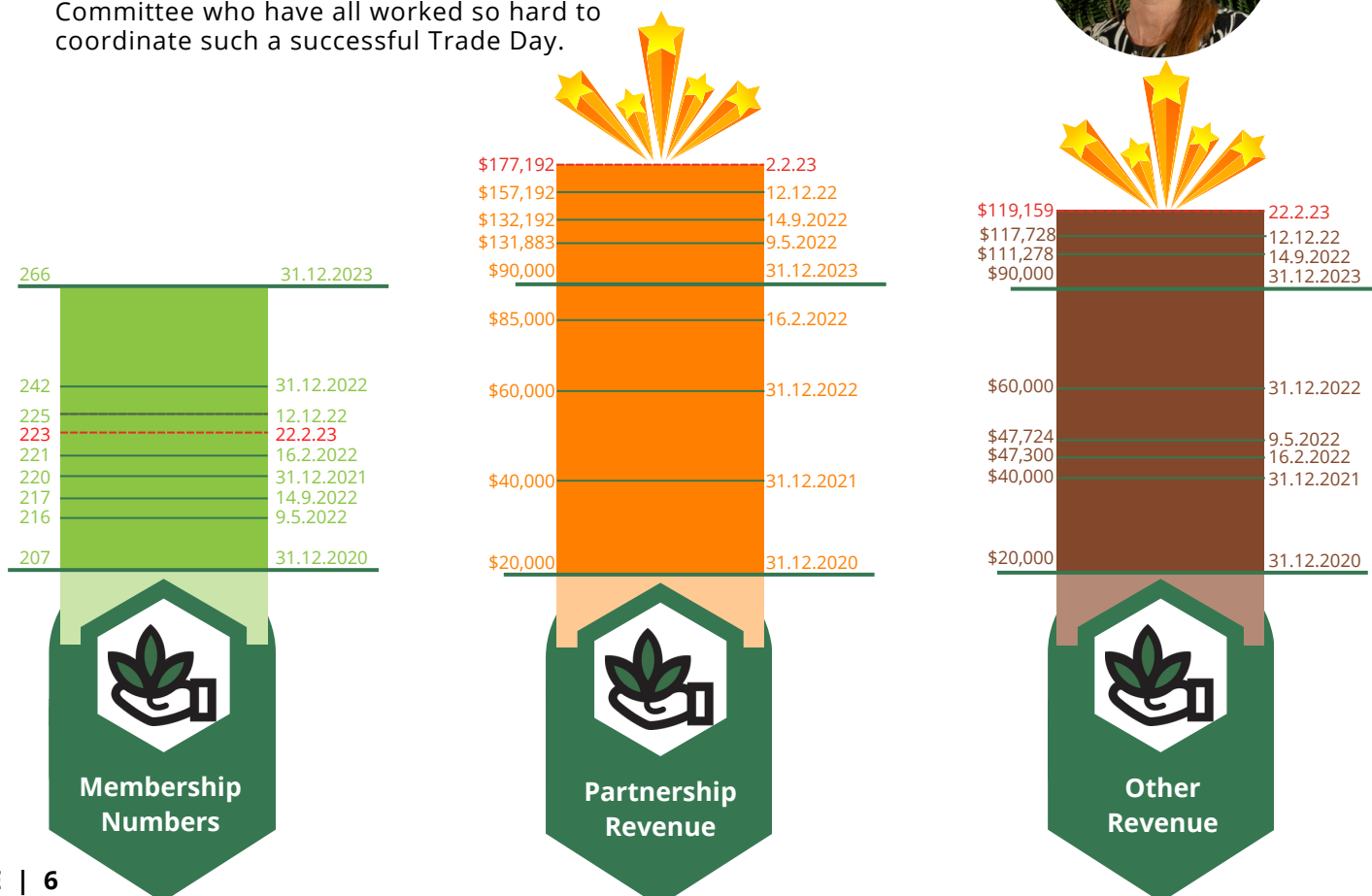
We have hit the ground running organising networking events and training courses. We have promoted our first Networking event of the year which is a high tea on International Women's Day. We are also organising events for our Sydney Group, Next Gen and Central Coast Groups.

Our Northern Rivers Trade Day is on 14 March and Tara and I will both be coming up to visit members in the region. A huge thank you to the members of the Northern Rivers Committee who have all worked so hard to coordinate such a successful Trade Day.

We have run some more forklift courses and have called for an expression of interest for Chemical AQF 4 which is fully funded under AgSkilled 2.0. We have also applied for funding for a skidsteer course. Please send into the office, an expression of interest so that we can schedule classes in locations to best suit participants.

I am expecting another huge year for NGINA and look forward to catching up with you at one of our many events this year.

**Anita Campbell**  
CEO





# The PP5 Initiative: Keep your PP5 Alive



By Norwood Industries

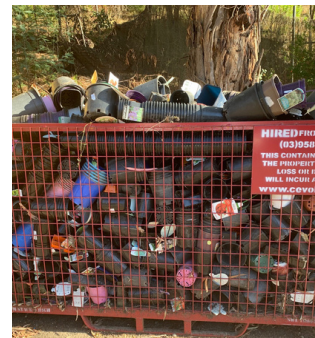
The PP5 Initiative (Initiative) is a productive joint venture between three major Australian businesses supplying horticulture: Norwood Industries, Garden City Plastics, and Polymer Processors. As a joint venture, our goal is to build an innovative infrastructure that allows our industry, and the communities that operate within, to sustainably consume and reuse our own Polypropylene plastic (PP5).

## What is Polypropylene Plastic and why is it problematic?

PP5 is an endlessly recyclable plastic used prevalently across a wide range of industries, and the horticulture industry (Industry) is no different. PP5 reaches every garden centre, every retail and commercial production nursery in Australia in the form of plant pots, punnets, trays, labels, and stakes. The Industry sells over 12 million kilograms of PP5 as finished goods per year. Although black polypropylene is recycled material, currently only 10% of what we manufacture in horticulture per year is recycled again – almost all by us!

Why? The Industry has historically used PP5 recycled from other post-industrial polypropylene and often colours its PP5 'carbon black' to standardise the colour of the recycled material and enhance its UV stability for use in full sun. However, this colouring makes the PP5 unrecognisable on Materials Recovery Facility (MRF) sortation lines, thus creating millions of kilograms of recyclable landfill, even when it is placed in kerbside recycling systems.

But we've found a solution that's easy for everyone to love!





## What is our solution?

We could not idly sit by knowing that millions of kilograms of PP5 were ending up in landfill every year. Even worse: because PP5 is so widely utilised, Australia imports additional millions of kilograms per year. We have the technology to recycle 'carbon black' PP5, we have the infrastructure, and we have the demand. All we needed was the Initiative.

To that end, we have developed a sustainable circular model whereby the PP5 sold to Horticulture by us is returned to us and converted into 'polymer granules' that are then remoulded into a form that can be resold. We started collecting 4,000 kilograms of PP5 in 2021 and were collecting 100,000 kilograms per month in the second half of 2022! That's 10% of the PP5 the Industry sells!

Today our community spans over 100 collection partners engaging with the Initiative to recycle end-of-use PP5 products. Our partners range from national hardware chains to family operated nurseries. Together we have installed over 700 collection sites across Victoria, NSW, Queensland, and South Australia, with ACT and Tasmania expected to join imminently.

## How did we get here?

First, we had to develop the infrastructure. We have seven major shipping and processing facilities all around Australia to convert end-of-use PP5 products to polymer granules, including a specialised facility in Queensland that sanitises collected PP5 of an invasive fire ant species harmful to other ecosystems before the PP5 is transported interstate. We then expanded our existing delivery and transportation network so that PP5 products can be collected and delivered to Melbourne for manufacturing without any cost to the community.

Next, we had to engage our industry community. To amplify the collective action, we now run education and awareness campaigns regarding how our community can collaborate with the Initiative.

We market ourselves online via our:

- the PP5.com.au website
- the PP5 Recycling For Schools App
- social media on Instagram and Facebook.

We also engage our community directly via:

- various commercial Industry events
- conferences with Industry peak bodies and the public
- talkback radio interviews
- displays at the Melbourne International Flower and Garden Show
- Horticultural Society events
- delegations to State Parliaments.

Underlying these campaigns is our collaboration with various organisations with the platforms to extend our reach such as 'Recycle Mate' (a partnership between the Australian Council of Recycling, and the federal government), and Greenlife Industry Australia (GIA).

Finally, we needed commercial partners to host our collection sites. As our goals resonated with the values of our community, we had no shortage of interest from prospective partners. However, hosting collection sites incur some level of expense. These expenses made some prospective partners reluctant to sign onto our Initiative at first. But as we built the Initiative's brand and reputation, the more members of the public have come to expect our collection sites at their preferred retailers, the stronger the reputational benefits of hosting our collection sites have become.

Our commercial partners include, among others: Bunnings and Mitre 10, Flower Power, Diggers Club and Diaco's. The organic demand for more collection sites is now so overwhelming that we anticipate having over 1000 collection sites by 2025.

Our vision is to inspire every industry and community utilising polymers, not just ours, to take a leaf out of our book and create a more sustainable tomorrow.

## What have we achieved so far?

Since the Initiative's launch in 2020, we have collected over a million kilograms of PP5 to recycle that would have otherwise been sent to landfill. We have fostered a community of over 100 partners, not to mention the countless members of the public. Our partners have installed over 700 collection bin sites that deliver





# 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** so we can look into it for you.



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otherwise end-of-use PP5 to one of our shipping and processing facilities.

The key to our success has been developing an infrastructure that adds benefit to all contributing participants. Our Initiative not only supports, promotes, and strengthens sustainable green life production in our communities, it also makes the process as economically viable and convenient as possible.

However, our greatest achievement might just be the community that we've built with help from growers, retailers, like-minded individuals and organisations who all want to do their fair share to responsibly and sustainably consume and reproduce PP5.

## How can you contribute?

Do you have any end-of-use PP5, and want to do your part?

If you're an end user, please visit **pp5.com.au** to either find your nearest PP5 recycler or enter a request for a collection site to be installed near you!

Keep an eye on the GCP and NGINA social media accounts for a video on how to reuse PP5



## RECYCLE PP5 PLASTIC WASTE IN 3 EASY STEPS



### 1 CHECK

Check your PP5 plastic waste is suitable for this bin



- Plant pots
- Plant punnets
- Carry trays
- Plant labels
- Carriers and shuttletrays with this symbol



- Drums
- Bottles
- Pipes
- Containers with these symbols



### 2 TAP

Tap your PP5 plastic waste to clean thoroughly and remove all soil and substrate



### 3 STACK

Stack your PP5 plastic pots and trays and remove from plastic carry bags



WITH SUPPORT FROM:



COLLECTION CONTACT:  
POTRECYCLNSW@GARDENCITYPLASTICS.COM  
[WWW.PP5.COM.AU](http://WWW.PP5.COM.AU)

# NURSERY PROPAGATION HEATING SYSTEMS



**Figure 1: An un-insulated heating head**



**Figure 2: Exposed distribution pipes laying on wet ground.**



**Figure 3: Examples of pipe insulation.**

The energy audits conducted as part of the Energy Savers Plus Program Extension (ESPPE) funded by the Queensland Government has highlighted how some old equipment is still being used throughout the nursery industry. The most surprising of all is the hot water (hydronic) heating systems used for propagation and designed by Marsh Cooper from SEQEB (the precursor to Energex) in the 1980's when electricity was cheap. These systems use electric heating elements mounted in a two-inch galvanised steel pipe with no hot water storage. In most cases they have sat in the corner of a shed for 30 years and are only turned on when absolutely necessary because of the high energy use. These systems usually have 3 heating elements with a combined energy rating of 10 to 12 kilowatts (kW). This may not sound that much but running one of these systems for 12 to 16 hours overnight for 3 months can be equivalent to an average household yearly energy cost.

The average household kettle uses around 2000 watts (2 kW) for only a few minutes but if that kettle was on for 1 hour it would use 2 kilowatts per hour or 2 kWh. When you consider the average household uses between 8 and 18 kWh per day and one of these old heating systems uses approximately 160 kWh per day. Over the 3-month period that's about 14,400 kWh for heating, costing between \$3657 and \$4665 depending on which tariff you are on. For some small to medium nurseries that could be half of the yearly electricity bill.

Although these systems are fairly simple and do the job of heating water for the propagation benches, between 25% to 40% of the energy used to heat the water is lost to the atmosphere before it reaches the plant's root zone. When the system is turned on and the galvanised pipes heat up, it dissipates heat to the atmosphere at a rate of about 100 watts per meter of pipe per hour. For one nursery, the heat loss was calculated at 35.2 kWh per day costing \$958 over a 123-day heating period.

In most cases the heating head is located in another building away from the propagation tunnel and distribution pipes usually lay exposed on the cold and possibly wet ground. While poly or PVC distribution pipes don't lose as much heat as galvanised pipes, laying exposed hot water pipes on wet cold ground will draw heat from the pipes before the hot water reaches the propagation benches. To compensate, the heating elements run for longer increasing electricity use and costs.

There are several ways to reduce heat loss and costs, from cheap simple fixes through to a complete system or greenhouse upgrade. The simplest fix is to insulate the heating head pipe and if possible, the distribution pipes. This can be done either by installing an insulation wrap or lagging used on hot water pipes to stop heat dissipation during heating and transfer.

Upgrading an old analogue thermostat control to a digital control unit can save heating cost as well. New digital temperature control units are more accurate and allow more precise temperature control. Also cleaning or replacing old rusty temperature sensors and calibrating thermostats regularly will help to reduce heating costs by improving the accuracy of the temperature control unit.



Installing a standard domestic hot water system on small heating systems will help as they are already insulated. The hot water system would operate as usual to maintain the water temperature within the storage tank, and the existing heating elements would operate as a boost system if required. A temperature sustaining valve would need to be installed to ensure pipe temperatures do not over heat and damage plant roots or pipework.

Another solution is to replace the heating system with a solar hot water system or heat pump and install an insulated hot water tank. This is a more expensive option, but will reduce heating costs as the water is kept at a higher temperature in the tank, and the water can be heated during the day with solar energy. This system can be scaled to suit requirements and, with a correctly sized water tank and insulated piping, continuous heating of the water during the night may not be needed.

No matter how efficient the heating system is, the type and condition of the greenhouse has a major influence on overnight heat loss. The insulating ability of the greenhouse covering and whether thermal

screens are used will determine how well heat is trapped in the greenhouse. If the greenhouse is open, or has damaged and torn covering, air exchange is increased during the night causing heat loss and cold areas throughout the greenhouse. Heat loss is increased with increasing cold winds causing a greater reliance on the heating system. Upgrading the insulation capacity of the greenhouse can help to reduce heating costs by up to 40%.

If heating costs are a major concern for your business it is well worth the cost of upgrading the heating system and associated equipment. Talk to a local heating specialist and install a power meter to monitor the heating system energy use. A more efficient heating system will lower operating costs and has been known to improve seedling survival rates and plant health. Simple low-cost solutions are a good place to start.

**Written by David Hunt**  
**NGIQ Technical Assistant**



**Table 1: Examples of upgrade options identified during the Energy Savers program showing the potential economic benefits.**

Solution	Cost to implement	Energy savings (kWh/yr)	Cost savings (\$/yr)	Payback (years)	Return on investment
Upgrade thermostat controls & calibrate sensors	\$185	393	\$81	2.3	44%
Insulate heating head pipe & distribution pipe	\$614	2094	\$479	1.3	78%
Add traditional hot water system & insulate pipes	\$2549	8386	\$1855	1.4	73%
Replace with solar hot water, insulated tank & new heating mats	\$9465	11041	\$2173	4.4	23%
Replace with heat pump, insulated tank & new heating mats	\$17,500	18,000	\$3712	4.7	21%
Upgrade the greenhouse to retain more heat	\$59,000	8000	\$11,650	5.1	20%

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# Pet Safe Plants

Written by Tara Preston

With a growing number of pet lovers wanting to add greenery to their homes the question of pet safe plants is a regular one asked of our retailers. With many plants being harmful or even toxic when ingested by curious dogs and cats careful selection of plants (particularly indoor) is key. In mild cases, harmful/toxic plants can cause rashes and inflammation but in more serious cases, they can cause intense gastrointestinal pain, vomiting, convulsions, spasms and damage to important organs, like the kidney and heart and in the worst cases can even cause death. Some customers may still want to buy their favorite plant which may not be safe –they will need to put them well out of reach of pets.



## PLANTS TO AVOID OR PUT OUT OF REACH

Adenium	Hydrangea
Aglaonema (Chinese Evergreen)	Iris
Alocasia (Elephant Ear)	Lavendula (Lavender)
Aloe	Monstera (Swiss Cheese Plant)
Anthurium (Flamingo Flower)	Narcissus (Daffodils)
Begonia	Origanum (Oregano)
Brunfelsia (Yesterday, Today, Tomorrow)	Pelargonium (Geranium)
Brugmansia	Pieris
Caladium (Angel's Wings)	Philodendron (Heartleaf)
Clivia (Kaffir Lily)	Rhododendron (Azalea)
Codiaeum variegatum (Croton)	Sansevieria trifasciata
Cordyline (Ti Plant)	Schefflera actinophylla
Crassula (Jade Plant)	Senecio
Cyclamen	Strelitzia (Bird of Paradise)
Dieffenbachia (Dumb Cane)	Spathiphyllum (Peace Lily)
Dracaena (Corn Plant, Dragon Tree)	Syngonium (Arrowhead Vine)
Epipremnum (Pothos, Devil's Ivy)	Tulip
Ficus (Rubber Tree, Weeping Fig)	Tradescantia
Geranium	Zamia (Cardboard Palm)
Hedera (Ivy)	Zantedeschia (Arum or Calla Lily)
Hippeastrum (Fire lily)	
Helleborus (Winter Rose)	



Please note this is not an exhaustive list and there are other plants toxic to pets



## SOME SUGGESTIONS FOR PET FRIENDLY PLANTS

### Indoor Plants

Adiantum (Maiden Hair Fern)  
 Aeschynanthus (Lipstick Plant)  
 Aspidistra (Cast Iron Plant)  
 Asplenium (Birds Nest Fern)  
 Calathea (Rattle Snake Plant, Peacock Plant, Zebra Plant)  
 Chlorophytum (Spider Plant/Ribbon Plant)  
 Davallia (Rabbit's Foot Fern)  
 Fittonia (Nerve Plant)  
 Ludisia (Jewel Orchid)  
 Maranta (Prayer Plant)  
 Nephrolepis (Boston Fern)  
 Pellaea (Button Fern)  
 Peperomia (Baby Rubber Plant)  
 Phalaenopsis (Moth Orchid)  
 Pilea (Chinese Money Plant, Aluminum Plant)  
 Saintpaulia (African Violet)



### Palms

Chamaedorea (Parlour Palm, Bamboo Palm)  
 Dypsis lutescens (Golden Cane Palm)  
 Howea (Kentia Palm)  
 Rhapis (Lady Palm)



### Part Shade

Beaucarnea (Ponytail Palm)  
 Camellia  
 Canna (Canna lily)  
 Dionaea (Venus Fly Trap)  
 Fuchsia  
 Hoya (Wax Flower)  
 Hypoestes (Polka Dot Plant)  
 Impatiens (Busy Lizzy)  
 Iresine (Blood Leaf)  
 Ixora  
 Neoregelia (Bromeliad)  
 Platycerium (Elkhorn, Staghorn)  
 Plectranthus (Swedish Ivy)  
 Stephanotis (Madagascar Jasmine)  
 Streptocarpus (Nodding Violet)  
 Tillandsia (Airplants)



### Grasses

Liriope (Lilyturf)  
 Lomandra (Mat-Rush)  
 Ophiopogon (Mondo grass)

### Perennial/Colour

Alstroemeria (Peruvian Lily)  
 Calendula (Pot Marigold)  
 Coreopsis  
 Echinacea (Coneflower)  
 Felicia (Blue Marguerite)  
 Gerbera  
 Hibiscus  
 Kniphofia (Red Hot Poker)  
 Petunia  
 Phlox  
 Roses  
 Salvia  
 Zinnia

### Native

Callistemon (Bottlebrush)  
 Leptospermum (Tea Tree)  
 Leucospermum (Pincushion Flower)  
 Lomandra  
 Syzygium (Lilly pilly)

### Succulents and Cacti

Echeveria  
 Haworthia (Zebra Plant)  
 Mammillaria (Thimble Cactus)  
 Rhipsalis (Mistletoe Cactus)  
 Sedum (Donkeys Tail, Stone crop)  
 Zygocactus (Christmas Cactus)

### Edible

Anethum graveolens (Dill)  
 Fragaria (Strawberry)  
 Ocimum basilicum (Basil)  
 Rosmarinus (Rosemary)  
 Thymus (Thyme)

### Trees

Acer (Maple)  
 Magnolia  
 Lagerstromia (Crepe Myrtle)  
 Liriodendron (Tulip Tree)

### Other

Carissa  
 Pittosporum (Silver Sheen, Miss Muffet)  
 Photinia (Red Robin)  
 Trachelospermum (Star Jasmine, Tricolour Jasmine)



# ASK AN

## ARE HORMONE POWDERS THE SAME AS GELS AND LIQUIDS?

Written by Angie Thomas  
Yates Horticultural Communications Manager



Plant growth hormones are commonly used in horticulture for propagation, promoting the development of roots in stem and leaf cuttings. They are also utilised in tissue culture, to encourage root formation and stimulate growth in established plants and turf, and influence fruit thinning.

A key group of plant hormones are auxins. They play an important role in promoting plant growth, influencing cell division and enlargement, which results in stem cells elongating. Auxins also have an effect on bud and fruit development, as well as root initiation. Auxins are distributed in different

concentrations throughout plants, resulting in the growth and development of different parts of the plant. For example, stem tips tend to have a higher concentration of auxins than the buds below, which inhibits lateral growth and stems lengthen. This phenomenon is called apical dominance.

There are five natural auxins – indole-3-acetic acid (IAA), indole-3-butyric acid (IBA), indole-3-propionic acid (IPA), phenylacetic acid (PAA) and 4-chloroindole-3-acetic acid (4-Cl-IAA). IAA is the most important natural auxin and is a key factor in promoting normal plant growth. IBA plays a role in initiating callus and root formation. There are also synthetic auxins, such as 1-naphthaleneacetic acid (NAA), and synthetic auxin compounds are also used in broadleaf herbicides, including 2,4-D.

Hormone rooting powders, gels and liquids contain small amounts of auxins to promote the development of roots in cuttings. In Australia, these products are regulated by the Australian Pesticides & Veterinary Medicines Authority (APVMA) and products (and their labels) must be approved prior to sale.

Hormone rooting products include different auxins, either natural, synthetic or a combination of both, at varying concentrations. The most common auxins in these products are IBA, IAA and NAA. For example, Yates Clonex Purple Rooting Hormone Gel contains 3g/L IBA and is ideal for soft and semi-hardwood cuttings. Yates Clonex Red contains a higher concentration of IBA (8g/L) and has been formulated to promote root growth in hardwood cuttings. Some hormone rooting products also contain vitamins and nutrients, to further assist root development.



# EXPERT

In addition to containing different types and concentrations of auxins, plant propagation hormones are available in different formulation types - powders, liquids and gels. After matching the hormone type and concentration to the propagation task (for example, a higher concentration of hormones for hard wood cuttings), the choice as to whether to use a powder, gel or liquid is predominantly based on user preference.

Hormone powders are popular, as it's simple to dip a moistened cutting into the powder and easily see how it has coated the end of the stem (moisture helps the fine powder adhere to the stem).

Liquids enable thorough coverage of stem ends. However, the coating of liquid can be difficult to see and only a thin layer of liquid may remain on the stem.



Hormone gels have been designed to have a thick consistency, which assists the product to stick to the cutting and help promote maximum root development.

Some hormone gels and liquids are ready to use. Stems can be dipped directly into the product, without the need for moistening the end of the cutting or diluting the product before use. Other gels and some liquids require dilution before use and the diluted mix should be discarded at the end of the day. This could lead to product wastage if excess gel or liquid is diluted.

So, all hormone products, whether they are powders, liquids or gels, help increase the development of roots and improve propagation success. Different concentrations of hormones within those products can be matched with the cutting type. Then consider how a powder, gel or liquid will be the easiest to use for your propagation task.







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# ASSESSING AND MITIGATING WATER QUALITY CONCERNS AT PRODUCTION NURSERIES



Nursery and Garden Industry NSW & ACT (NGINA), in partnership with Macquarie University, has secured funding from the Department of Regional NSW to undertake a project investigating water storage contamination concerns at production nurseries in NSW. The funding is related to the NSW Storm and Flood Industry Recovery Program – Sector Recovery and Resilience Grant and will run from February 2023 to December 2024.

The overall aim of the project is to enhance resilience to storm and flood events and recovery processes in the NSW nursery industry. The project has three main components, linked to community engagement and research activities to undertaken by NGINA and Macquarie University:

1. Assess post flood water storage contamination risk for the NSW nursery industry;
2. Increase industry awareness around the risk factors; and
3. Develop tools and guidance to support risk prevention and mitigation activities.

The project was developed because, as a direct result of 2021 and subsequent storm and flood events, NSW nurseries are being subjected to conditions that have significant implications for water quality on-site or in the surrounding landscape. A greater understanding of water-borne contaminants is required to improve water quality and crop productivity at production nurseries, and to help develop mitigations tools for severe storm and flood impacts. The project will

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focus on catchment conditions and contaminants, including landscape setting, runoff and hydrology, water and soil contaminants, plant pathogens, and aquatic biota. Ultimately, this will enhance the ability of the nursery industry to identify key risks to water storage and runoff into receiving waterways.

The project will consider all of NSW, but will focus on the ground in three key production regions of NSW: Northern Rivers, Central Coast, and Northern Sydney.

The community engagement and research activities of the new project fall into five main areas:

- 1 Understand the problem through discussions and engagement with the NSW nursery industry.** This involves workshops and meetings with nursery industry representatives facilitated by NGINA, including owners and managers. Macquarie University will also conduct a detailed scientific review of appropriate datasets and literature for known catchment conditions and contaminants for nurseries.





- 2 Develop conceptual models to describe and predict water-borne contamination within nurseries and to off-site areas.** This will be informed by discussions and engagement with industry, together with information on catchment settings and nursery types to develop a range of water contaminant transfer scenarios related to storms and flooding.
- 3 Spatial data collection and analysis to characterise production nurseries by their size, landscape position and context, including contributory flow and runoff areas.** This will require catchment and flow path mapping using publically available digital data, with a focus on nurseries impacted by the 2021 floods.
- 4 Site-specific assessment of water balance and contaminant loads at nurseries, and for receiving waters and runoff areas, in three key production regions.** This will involve detailed work with assistance from nursery owners and managers to measure water and contaminants directly at selected nurseries. Activities will include water storage and flood mapping, photopoint monitoring, water quality and sediment testing (e.g. acidity, salt, nutrients, pesticides), plant pathogen testing, and aquatic biota surveys.
- 5 Develop a decision-support framework and resources based on findings from the project to support the NSW nursery industry.** This will incorporate feedback from extension activities as well as scientific data on the landscape context and ground-truthed examples of water and contaminant profiles from the nurseries in the three key production regions. This will provide a template for broad-scale assessment of flood

impacts and water storage concerns for NSW nurseries, dealing with pre-flood, during-flood, and post-flood conditions. This will promote business resilience and continuity through extension and outreach activities run by NGINA (e.g. face-to-face workshops, webinars, site visits), as well as hosting spatial datasets and e-learning materials online at an industry information repository.

**We need your help!** We would like to call for expressions of interest from production nurseries within the three regions (Northern Sydney, Central Coast and Northern Rivers) to be involved in the project in 2023 and 2024. Those involved will participate in free water quality and sediment testing, as well as other environmental surveys and will be supported to develop a personalised action plan.

It is hoped to secure follow-on funding to expand the project to other key regions in 2025 and beyond, and so expressions of interest from other regions are also encouraged. Please contact Tara Preston (NGINA's Member Services Manager) at [tara.preston@ngina.com.au](mailto:tara.preston@ngina.com.au) or on 0421 515 850 for more information and to express interest in the project, its activities, outputs and outcomes.





# Blogging For Business

**Many businesses these days have a blog, but what are they and how can they help you attract new customers and market your business?**

## What is a blog?

A blog is simply a webpage or standalone website where new content is regularly published. Each blog post appears in the order in which it was posted and can cover any topic the writer chooses.

The word “blog” started as a short form of the term “web log”. It originally referred to content that was published by individuals as an online journal documenting their thoughts, ideas and lives.

Nowadays blogs are commonly used by all sizes and types of businesses as a powerful marketing tool with many benefits.

## Top 5 Benefits of Blogging

1

### Showcase your expertise and build authority

Blog posts are an excellent way to show your audience that you know what you're talking about. Posting informative content that is relevant to your industry, products, and services helps your audience and Google to recognise you as an authority on these topics.

2

### Inform potential customers about the benefits of your products and services

When people are looking for a product or service, or trying to decide between them, they turn to the internet for information. Blogs help your potential customers to understand more about the products and services you offer, their benefits, and how they meet their needs.

3

### Boost your ranking on Google

Publishing consistent and relevant content on your blog is a powerful way to improve your ranking on Google search engine results pages. Google works by continually scanning online content for answers to the questions that people are typing into the search box. It then delivers a list of relevant websites and pages that best align with what the searcher is looking for.

So a good starting point with your blog content is to think about the type of questions or search terms your customers might be typing into Google and use these as topics for your blog posts.

Working out what your potential customers are typing into Google is called *keyword* research. Once relevant keywords have been identified, they can be strategically used in blog posts which over time can really boost your ranking on Google and help people find your website. Keyword research and search engine optimisation (known as SEO) is a specialised area that's worth getting professional help to maximise your results.



## 4

### Share your posts and bring traffic to your website

Blog content is ideal for sharing via social media or email newsletters. Your customers can also easily re-share useful information among their network extending your reach.

Once you have a blog post published on your website, share a snippet on your social media or email newsletter with a link to the post. Make sure your blog post has a clear and interesting headline that entices the audience to want to read more. This brings your social media followers to your website where they can discover more about your business, products and services.

## 5

### Blog posts can be a launch pad for other content

Popular blog posts can be repurposed to create a variety of other content. This not only saves you time coming up with new ideas, but it also leverages your most popular content.

Choose your best-performing blog posts to repurpose into new content. For example, you could identify engaging quotes from a blog post and post these on your social media. Educational "how to" type blog posts can serve as a basis for a video or series of videos to share on YouTube. Or you could create an Instagram reel or go live on Facebook on the topic. Blog posts can be used to create email newsletter content or an email series. Popular blog posts with ongoing relevance to the audience can also be continually refreshed, republished and re-shared over time.

## How to start blogging for business!

### How do you set up a blog?

To set up a blog, you will need a website with a blogging feature. If you don't have a website, or you have a website without a blog, you will need to speak to a web developer to get this set up. Once set up, ask your web developer to show you how to use the blog feature, then you can publish blog posts as often as you choose or you can get help from a professional copywriter to write and publish your blog posts.

### What should I post?

When creating content, start with your ideal customer in mind. Who are they? What are they interested in? What problems do they have? Your blog posts should be informative and help solve customer questions and problems.

Some of the types of posts that work well for blogs are 'how to' articles, list-based posts ("Top 5 shade-loving plants" for example), and thought leadership posts sharing your personal or industry-related insights. Have a look at different blogs online to get a sense of the types of posts that can be created, and notice which ones you find most engaging.

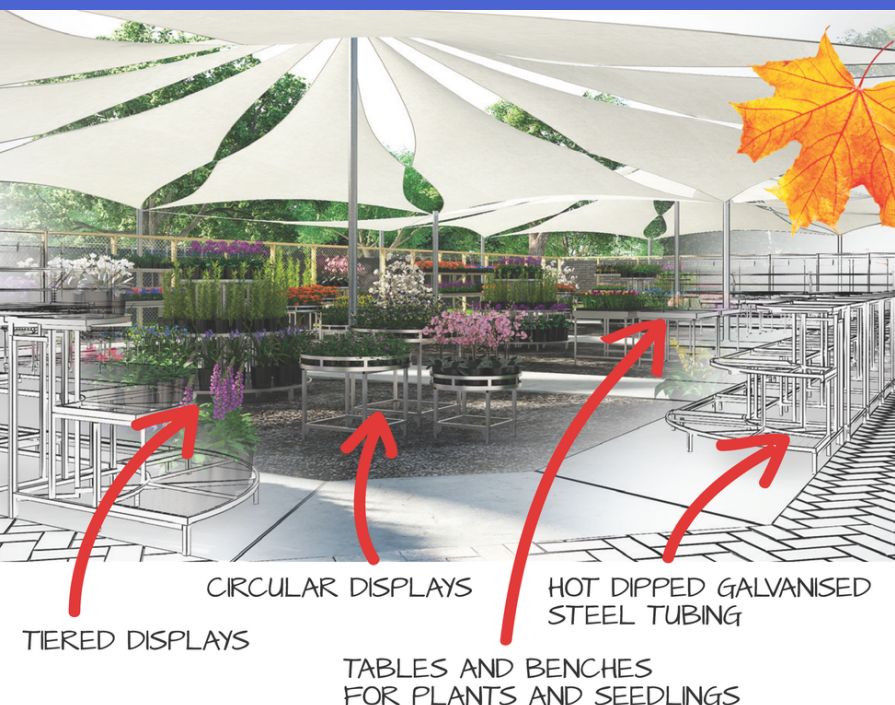
### How often should I post?

To achieve real benefit from your blog, it's important to post consistently and regularly. This helps your audience and Google recognise your website and your content as up-to-date and active. You will need to be realistic about what you can achieve if you are writing the content yourself, or your budget if you decide to outsource.



**Written by Filipa Ottley**

Filipa Ottley is a freelance content and copywriter, plant lover, and bird noticer.  
[www.filipaottley.com.au](http://www.filipaottley.com.au)



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The top

# HR TRENDS

for the 2023 workplace

From skills shortages to a raft of landmark industrial relations reforms, a new landscape is forming for many workplaces this year.

In the post-pandemic era, economic instability and rising inflation have taken precedence over all other issues.

As we continue through 2023, the future of work has become the 'now' of work. But for many businesses, new challenges are emerging as there is a shift in the workplace landscape, from new landmark IR reforms to skill shortages and conflicts between employers and employees.

## Skills shortages and recruitment challenges

The year 2022 seemed unpredictable. The rising cost of business as well as a shrinking labour pool had an impact on many businesses.

Staff shortages became the top concern for many organisations due to the high level of talent mobility. Many businesses had to quickly assess employee functions and experience in order to remain competitive to recruit and retain employees.

Unfortunately, WorkBetter Business Partner Leisa Clarke said that in 2023, many businesses will continue to struggle in finding appropriately skilled and motivated staff.

"Generally speaking, every business is struggling to find the right staff," Ms Clarke said.

"This leads to challenges in their operations where they're having to pay people more overtime, roster differently to what they've done before, or in some instances, they're unable to provide the products or services because they just don't physically have the labour to do so."

A general trend that is being seen is the inability to keep staff motivated and get them interested to work at a productive level.

"We're tending to see workers less willing to put in long hours and good productive hours," Ms Clarke said.

"They're looking for things like flexibility, and that then leaves a deficit as far as labour is concerned, which makes it even more challenging."

"Furthermore, when it comes to smaller businesses, they just don't have the resources and capacity to be able to offer these

incentives in a viable format."

## Landmark reforms

Last year, the government passed the landmark Fair Work Legislation Amendment (Secure Jobs, Better Pay) Bill 2022, which began a significant transformation in the workplace landscape.

Ms Clarke said the new reforms would substantially impact how employers structure and manage their workforces and set terms and conditions of employment.



With changes to awards, pay conditions and leave, employers are finding that they actually can't afford to backfill positions as easily as they did before.

"I understand the reforms offer flexibility and pay people correctly, however, the small employers are really going to struggle with some of these notions," she said.

"Many businesses now struggle to find people to backfill roles when something like maternity leave happens. I've seen many businesses close up as they can't get the orders out because they are down a staff member."

## Increased tension in the workplace

This year, the combination of rising costs due to inflation and labour shortages in a post-pandemic setting has also created an increased level of tension in many workplaces between the employee and employer.

Ms Clarke said there have been a lot more complaints coming from employees that weren't raised pre-COVID-19.

"There's an awful lot of conflict in the workplace and that's happening across all businesses regardless of their size," she said.

"Employees are not prepared to tolerate things that they would have tolerated before the pandemic."

There's also a certain degree of fatigue within the workforce after going through numerous disruptions in recent years, continued Ms Clarke.

"There is COVID, there are workplace changes along with cost-of-living issues. People are just tired that there's all of this change and they need a stabilised period to adjust to it.

"Business tolerance levels have dropped because they're having difficulty managing their budgets and that is all influencing their ability to actually maintain good mental health and happiness in the workplace."

## Looking ahead

The lack of being able to resource staff was already impacting businesses significantly and forcing them to rethink their business model around resourcing rather than sales products, according to Ms Clarke.

This will have a flow-on effect on the production of the business and subsequently leads to lower tolerance levels for the customer base.

"They either can't get the supplies to do it or they can't get the resources to make it or install it. That's the big conundrum," Ms Clarke said.

"I think that that will have an effect on consumer expectations across the year."

With the workplace seeing major change this year, businesses also need to think about how they can effectively deal with these challenges.

With increased resourcing problems, businesses need to make sure that they do some research around what they'd like to do before they actually start doing it, according to Ms Clarke.

"Businesses really need to start reaching out more for help and whilst I know it's a cost impost, the truth is that HR is getting more and more technical," Ms Clarke said.

"If businesses don't reach out and make the right decisions, then they are likely to end up taking incorrect steps, and that's going to be a huge cost to the business down the line."

Through our partnership with Business Australia, NGINA members can now purchase legally complaint documents from NGINA at a significantly subsidized rate. The library contains over 200 policies, contracts, forms, checklists and general correspondence which are all written and maintained by the Workplace Relations Team at Australian Business Lawyers and Advisors. Check out our website for a list of documents available.

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# SIX HR TASKS YOU CAN'T IGNORE

**New laws mean big changes to employment contracts, flexible work, leave entitlements, and more. Here are the deadlines your business cannot afford to miss.**

## **Audit all fixed-term contracts** **Deadline: December 2023**

All businesses need to be across the “two-year rule” when it comes to fixed-term contracts. Coming into effect in December 2023 there will be significant restrictions on employers entering into a fixed-term contract with an employee for more than two years. You will need to audit all fixed-term contracts or engagements.

## **Develop new processes for parental leave and flexible work** **Deadline: 7 June 2023**

Businesses need to develop processes for flexible work requests after the government updated Section 65 of the Fair Work Act. This gives employees the right to ask for flexible work if they meet one of the criteria, such as they're carers for school-aged children, have a disability, or are aged over 55.

Previously, employers could turn down such requests on “reasonable business grounds”, and employees had no real way to challenge this. Now, they can turn to the Fair Work Commission for a review.

Similarly, when it comes to parental leave, employees now have greater rights to request an additional 12 months of leave (24 in total) – and employers need to show reasonable business grounds on which to refuse.

## **Have a strategy around pay secrecy** **Deadline: 7 June 2023**

From 7 June, any clauses in contracts or enterprise agreements that prescribe pay secrecy will be banned. It's imperative to update your template contracts as soon as possible. It's also important to have a strategy for dealing with questions about pay, people talking about their remuneration in the workplace, and training for managers – because without them, a workplace can turn toxic.

## **Get across bargaining changes** **Deadlines: 7 June 2023, 7 December 2023**

If you are on the Fair Work Commission's agreements that were put in place before the Fair Work Act – then be prepared that your enterprise agreement will “drop dead” on 7 December. This means you either fall back on the award or bargain for a new one. The commission will also have more interventionist powers in this regard from June.

## **Domestic violence leave** **Deadline: 1 August 2023**

For small businesses with 15 or less employees, paid family and domestic violence leave starts from 1 August 2023. There's regulation about what gets written on a payslip as it's very sensitive. For employers with 15 or more employees, the deadline was February 1.

## **Treat sexual harassment and stress as 'hazards'** **Deadline: 7 March**

Workplace health and safety (WHS) risks now extend to psycho-social hazards and sexual harassment. On 7 March, the Respect@Work Act will come in, which means employers will need to take action to prevent sexual harassment from occurring – instead of being reactive. The first step is to understand your obligation and then update or create a policy and a training package so everyone understands those obligations. And finally, add sexual harassment to your WHS risk management framework.

Similarly, it's essential to understand psycho-social hazards. This can mean areas like bullying and anything else that can impact someone's well-being, such as workplace stress. A new code of practice has already come in, and following this code will help keep your business safe from risks.

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# NGINA'S NEW MEMBER SERVICES MANAGER

## Meet Tara

We are so excited to welcome Tara to the NGINA team as our Member Services Manager. She is here to help all members access advice and assistance and foster new connections and build on existing industry relationships.

### A Bit About Tara

Tara is a passionate horticulturalist with eight years of experience in retail and wholesale nurseries. She worked at Eden Gardens for four years working in retail operations and then plant and allied buying and helped with the setup of their indoor plant stores Gro Urban Oasis. Her time at Plantmark Wholesale Nurseries as the NSW State Manager boosted her supplier knowledge and she enjoyed developing a tight knit and customer service focused team. She looks forward to being able to give back to the industry that has always been so supportive and inspiring.

Tara has a Bachelor of Applied Management as well as horticultural training. She is passionate about helping to expand and promote the horticultural industry and boost sales revenue and is enthusiastic about sustainability and business innovation.

**Together We Grow!**

Tara has passed on her love (some may say obsession) of plants to her partner Phillip and his son who all enjoy spending time together doing fruit, vegetable, indoor plant and succulent gardening and walking through nature spotting and photographing flowers.

**Please feel free to give her a ring if you need support in any way!**



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**Queensland  
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# Prepare your business for natural disasters

The effects of natural disasters can be devastating. Having plans in place and being prepared can assist in a quicker recovery, reduced disruption and loss of profits.

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[www.business.qld.gov.au/running-business/natural-disaster/prepare](http://www.business.qld.gov.au/running-business/natural-disaster/prepare)

## What does planning for a disaster involve?

There are ways you can plan and prepare your business to minimise the effects of a disaster and keep you, staff and customers safe, including:

- developing policies and procedures for emergency situations
- ensuring staff are up to date with procedures
- conducting regular emergency training within the business
- developing emergency kits.

By preparing processes to manage natural disasters in advance, you and your staff will know what to do if one occurs, limiting the stress and panic.

## Preparing your business

Include preparing for a natural disaster when conducting your business continuity planning to help manage and recover when a disaster occurs. Refer to your existing business continuity plan or use the template below to help you develop a plan now.

## Download the business continuity plan template

This template includes sections on:

- incident response plan
- recovery plan.

## Evacuating your business

Knowing when to evacuate can be a hard decision. Emergency alerts, warnings and contacts can assist you to make a judgment before, during, and after a natural disaster, as agencies provide updates and alerts on current events and emerging situations.

Each natural disaster may need a different evacuation procedure but preparing for each situation will reduce confusion during the emergency.

As a business owner, you will need to prepare your premises and develop evacuation procedures. Consider these points in your planning.

- Are the evacuation alarms installed and working?
- Is the emergency lighting installed and working?

- Have wardens and staff responsibilities been designated?
- Where is the assembly area?
- Are there procedures for people with disabilities and people who do not speak English?
- Are there procedures for primary and secondary evacuation routes?
- Are there procedures to shut down operations/equipment?

Practice drills can help you assess any areas that need improvement and provide staff with confidence in the process.

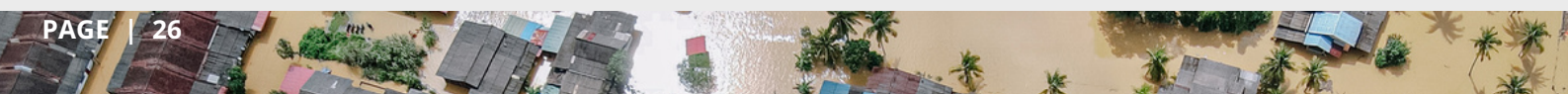
Review your business continuity plan regularly to help you to improve any areas of concern.

## Preparing an emergency business document pack

Emergency kits are an ideal way to prepare your business for disasters and should be stored in a shared area where staff can access them. You can also store important business documents on shared networks or online cloud-based systems.

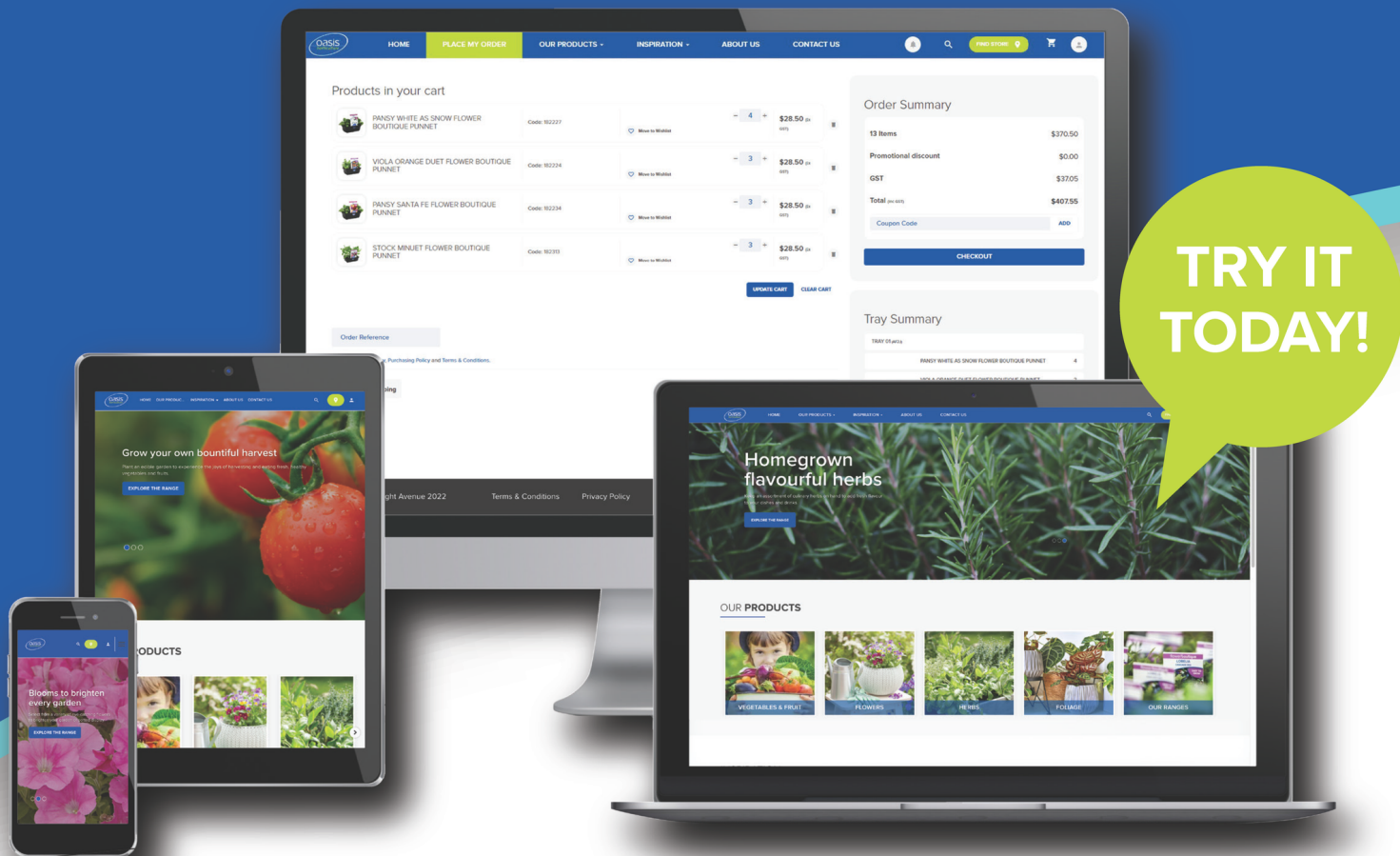
In each emergency kit, include a business document pack which contains the following key documents.

- Your business continuity plan containing your:
  - risk management plan
  - incident plan
  - recovery plan.
- Business documents including:
  - a list of suppliers and current arrangements
  - documents of utilities and contracts
  - staff and stakeholders' details
  - insurance and legal documents
  - financial records
  - maintenance reports
  - equipment reports
  - contact list for recovery support
  - insurance details and claims
  - marketing strategy
  - reopening strategy
- An emergency plan with:
  - emergency contact details
  - emergency procedures
  - evacuation maps
  - emergency roles and responsibilities.





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# THE POWER OF DISPLAY

By Brian Merrick

**Whether you are a grower, wholesaler or retailer how you merchandise matters.**



FIRST IMPRESSION DISPLAYS



PROMOTIONAL DISPLAYS



SEASONAL DISPLAYS

Visual merchandising is about presenting your product in a way that maximises your sales. It will affect the buying behaviour of the mum/dad gardener in a garden centre and a garden centre owner visiting Trade Day to purchase stock. Put simply, the way you present your stock may just be the inspiration that a retailer needs to know they can sell your product back in their garden centre.

Effective product displays are an essential tool for retailers and wholesalers. When it comes to creating a product display, it's important to remember that even small improvements can have a significant impact on improving sales. For example, simply placing a product on the ground can generate some sales, but adding a sign can increase those sales so if you create a display with a sign, you'll likely see an even bigger boost in sales.

A well-designed display should make it easy for customers to select and purchase a product – be careful to make sure customers can easily reach all of the products in the

display without having to stretch or lean over parts of the display. It should showcase the product in an appealing way and highlight its key features and benefits which can be done through signage.

To create a display that generates the most sales, it's important to focus on the fundamentals. By getting the basics right, you will establish a solid foundation for building more complex displays in the future.

Displays can be categorised in many different ways. The type of stock that you want to display will determine the type of display to use, the best place to locate a display, the type of signage required, and how it will be maintained.

It is important to remember that displays are not set and forget; they do need to be maintained to keep their integrity and to maximise sales. They must also earn their keep. A good inventory management system will be able to track the effectiveness of the displays and then you can adjust the displays as necessary.



## First Impression Displays

A customer's first impression is set from the first seven seconds as they come into your store and as they move through the rest of the store, they are subconsciously influenced by their first impression. First impression displays are ideally located at the entrance and should reflect the values, quality, pricing, and maintenance of your garden centre.

## Promotional Displays

Promotional displays should not be confused with seasonal displays. Promotional displays are introducing a new product, a range of products from a new supplier or charity events like the "Garden Releaf" events. Use this type of display whenever you have something to promote.

## Seasonal Displays

Seasonal Displays refer to products or activities that are normally only available or carried out at certain times of the year. They normally centre around the change of seasons. You should be able to find at least one product or activity worthy of a display for each season. Examples include bulb pack displays in Autumn, watering cans/wetting agents/water crystals in Summer and gardening tool packs and aromatherapy at Mothers Day.

## Impulse Displays

Impulse buying means you purchase something without planning to do so beforehand. The item they throw in their cart on a whim, after spotting it at the POS, is an impulse buy. Impulse sales are often the easiest and most cost-effective sales you can make as they require little to no staff input to increase the average sale. Adding a \$4 product to one in every eight customers would add

up to a lot of additional revenue over the year with minimal effort. Examples of impulse buys under \$10 you could trial at POS includes fairy garden ornaments, animal figurines, gardening gloves, brightly colour fertiliser or plantable greeting cards.

## The Library

This is where you would normally keep most of your stock. There are several different ways to lay out this area. They range from alphabetical to the height a plant grows but it is best to start with the type of plants. Categories could include indoor, shade, climbers, hedging, natives and edible.

## Inspirational Displays

Inspirational displays fall into two types: whimsy and instructional. Either way they inspire and give customer's ideas.

## Principles of Good Visual Merchandising

Left to Right, Light to Dark, Short to Tall, Even though these are very simple principles, it is surprising how often they are ignored. It is worth trying to include something unrelated to catch people's eye. If there's something in a display that seems like it shouldn't be there, it piques a customer's curiosity and draws their attention to the display. Ideas for these eye-catching products include statues, sculptures, feature pots, flamingos, gnomes or scarecrows. Another visual merchandising tip is to separately colour block flowering plants rather than in assorted trays as they make a bigger visual impact and allows customers to see all their red/pink/purple/white altogether increasing the probability of buying.

Another way to make your display stand out is asymmetry, especially in the



## INSPIRATIONAL DISPLAYS



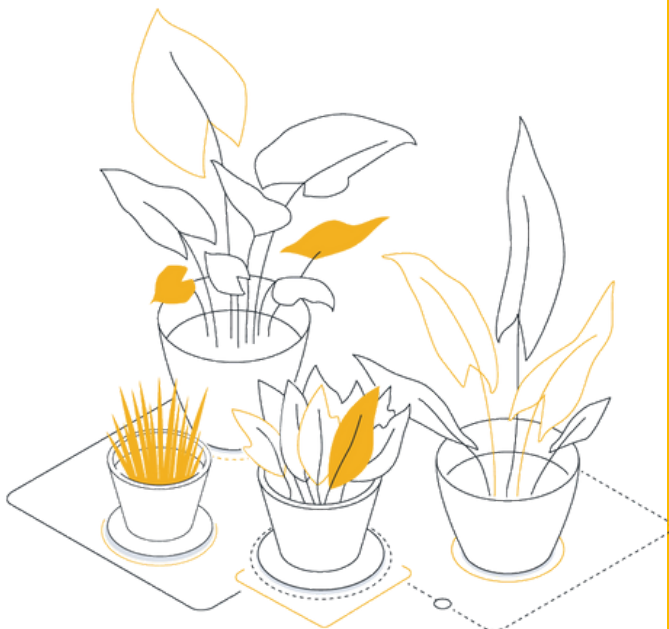
## PRINCIPLES OF GOOD VISUAL MERCHANDISING



use of odd rather than even numbers. The off-balance that odd numbers create forces the customer to gaze at the different aspects of the display, focusing on each one separately rather than having their eye take in the whole display at once.

**Just remember if you can't meet all the requirements at the very minimum the display must have a sign!**





# Seeding Success:

## How trade marks and Plant Breeder's Rights can help your business grow

We sit down with IP Australia's Andrew Hallinan, Nurseryman and Senior Examiner Plant Breeder's Rights (PBR), and Graham Brown, Trade Marks Quality and Practice Project Officer. Today, they're answering some questions for the nursery and garden industry about plant names and branding in the intellectual property (IP) world.

### In a nutshell, what is a PBR and what is a trade mark?

Andrew: A PBR is an intellectual property right for plant varieties, and their associated variety name, that meet the requirements of being new, distinct, uniform, and stable. A PBR gives you the opportunity to profit from breeding work and control how a new variety is commercialised. For example, some people use a PBR to control who grows the variety, license the variety to other markets, or even sell the right itself as an asset to allow them to just focus on more breeding work. A PBR can last for up to 20 years after it is granted (25 years for trees and some vines), and then the variety becomes available for anyone to use.

Graham: Trade marks are the "signs" that traders can register and use to protect their brand. Trade marks help everyday consumers distinguish (tell the difference) between goods and services from different traders. These signs can be words, phrases, letters, logos, sounds, smells and more. Over time, a trade mark can be an easy way for consumers to recognise where certain products come from and the quality they can expect, and generally build goodwill. A trade mark registration initially lasts up to 10 years, but it can be renewed indefinitely as long as it's being used.

### How can PBR and trade marks overlap in the nursery industry?

Andrew: To apply for a PBR, you must include a name for the variety in the application form. That variety name can't be something that already forms part of a pending or registered trade mark for plant-related

goods. This is even in situations where it's a trade mark that you own. This can sometimes surprise people!

Graham: The variety name (what you put in your PBR application) becomes the generic description for your plant variety. That name continues to be the name of that variety forever, even after the PBR expires and the variety is available to be used by others.

Words or phrases that directly describe goods are difficult to register as trade marks. This is because others need to be able to use those words to accurately describe what the product is. For example, in the nursery and garden context, the variety name is the generic description of the plant.

### What can go wrong for people in the overlap?

Graham: We see issues where people apply for trade marks that are existing plant variety names that are in use in the marketplace or in an existing PBR application. In these situations, we would raise an objection to the trade mark application, and these can be quite difficult to overcome without pursuing a different trade mark.

Andrew: On the other hand, people applying for PBR may have to nominate a new name if their planned variety name already exists as a trade mark. It can be quite a challenging predicament if you're in the middle of it.

Another issue we see is when a plant variety is successful in the market and the owner of the original PBR tries to keep protecting the name. We've seen businesses try to effectively extend their protection by filing trade marks to try prevent others using that plant variety name in the marketplace – only to fall foul of the rule that variety





names cannot be trade marked, even if you were the owner of the PBR. Because like Graham said, other traders should be able to use that plant's name.

Common problems we see in the nursery industry often relate to people choosing a variety name, trying to get a trade mark, or both, without first asking for help, or doing their homework on what's already registered and how the rules work.

### **Is there a way to make the most of both types of IP?**

Graham: Trade marks and variety names can be designed to work together, but they perform two different functions. Keep in mind that the variety name in PBR identifies the plant material, while the trade mark identifies the trade source.

Andrew: Always go in with a plan about the variety name and associated trade mark for any new PBR variety, or even try thinking about a series of varieties.

For example, if marketing a series of varieties under a trade mark: on the labels you could display your trade mark for the whole range along with its specific variety name on each plant's label. While a PBR for any individual variety will always eventually expire, you could plan to keep using the trade mark as a marketing tool to emphasise your brand and quality.

Graham: How you label those plants is vital. International conventions and codes support the principle that when you label a plant with a trade mark, you should also label it with the registered/accepted variety name.

Trade marks used in this way indicate that all of those varieties come from the same trade source. This could build the recognition and goodwill

customers associate with that trade mark, which they may recognise if you release more varieties under that same trade mark in the future.

### **How do IP Australia examiners check PBR variety names and trade marks?**

Graham: With a new trade mark application for plant related goods, trade mark examiners search to determine whether the trade mark, or elements contained in it, are names of plant varieties anywhere in the world. They search the Australian PBR Register and online plant variety databases, and generally do research online. If the trade mark is or contains a plant variety name, they may raise an objection. Objections may be overcome in some cases by limiting what goods the trade mark relates to, or with conditions limiting the scope of the trade mark and the way it can be used.

Andrew: With new PBR applications, PBR examiners search the Australian trade marks register for trade marks that are similar to the variety name. If there is an existing trade mark application or registration, it would prevent the chosen variety name (or its synonym) from being accepted. In this situation, you would need to choose a new name for the variety before proceeding.

### **Where can I go for help about this?**

Andrew: Coming up with variety names and trade marks is a business decision, and what a plant is called can greatly influence how well it sells in the nursery world. It's best to think about it early if you are considering a new PBR variety, or a new trade mark that relates to plants.

Graham: Further information is available online at the IP Australia website for plant breeder's rights and trade marks.

Andrew: If in doubt, please seek advice from a Qualified Person in PBR and/or a trade mark attorney before you put in applications or start selling your plants with labels on them. With a bit of planning and information up front, using IP rights can be very beneficial.



# MEMBER INCENTIVE

As we rally together to grow our industry,  
NGINA is excited to offer a Membership  
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Earn \$150, simply refer a potential  
member. Once they have successfully  
signed up you will receive \$150!  
The more members you bring on board,  
the more you earn!

**TOGETHER WE GROW**





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NSW & ACT

Advice

Jobs Board

FREE  
attendance at  
our NSW  
Trade Days

Industry  
workshops  
and training  
courses

Networking  
events

Special  
Interest  
Groups

Personal HR  
advice from  
the specialists  
at Business  
Australia

Alliance

The use of the  
NGINA logo

Resources to  
help run your  
business

## 23 Member Benefits for 2023

Business  
listing on our  
website &  
store locator

members are  
automatically  
added to the  
GIA trade  
register

Communication:  
eNews,  
N&G news,  
Social Media,  
Forums

New members  
get featured  
in our  
publications

Access to  
'members  
only' area on  
NGINA's  
website

Professional  
recognition at  
Industry  
awards night

We can help  
promote large  
upcoming  
news and  
events on  
your behalf

Free hire of  
NGINA's large  
meeting room  
and assisted  
catering

Keep your  
finger on the  
pulse of  
industry  
trends

Representation  
through us to  
government,  
policy makers,  
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Become a member today! Call 02 9679 1472



# NEW MEMBER



*Exotic Flora  
Nursery  
Pty Ltd*



Located on the sub-tropical mid-north coast of NSW, wholesale production nursery Exotic Flora Nursery Pty Ltd scales up production. On their new green fields site, they specialise in Heliconia and Frangipani for retail nurseries, garden centres and landscapers in NSW, Qld and Victoria.

The nursery was developed out of the passion for propagating and growing plants by Sandra Gillanders and joined by her husband Pete Dyke. Sandra's mission, inspiration and passion is to bring joy and beauty into our lives with nature and greening our living spaces, contributing to sustainability and shifting the balance to a greener, healthier planet. On a personal level, Sandra loves Frangipani and Heliconia, so she gets to extend her personal passion into their business.

Re-locating from their proof-of-concept nursery in southeast Qld to an ideal green fields site took two years with the impacts of COVID19 and the real estate market.

They are providing an excellent supply option of plants to the Sydney market being so southern based, with over 40 varieties of Heliconia and 48 varieties of Frangipanis grown on the mid-north coast NSW.

## WHAT HAVE BEEN SOME OF THE BIGGEST CHALLENGES YOU'VE FACED?

We relocated from south-east Qld to our current location early in 2022 to scale up and develop a new green fields site. We both started off isolated with COVID-19 with a house full of packing boxes, no food and we didn't know anyone. Once that passed, we encountered the major rain events that started in February where we experienced over 2 metres of rain in a few weeks. Essentially, it was a flood from February until August 2022, as the water table was above ground. It sounds like a never ending story, but after that there was a 3 month wait for earthworks to laser level our site for infrastructure, followed by a 4 month wait on infrastructure delivery. Everything just dragged out and we were hamstrung for most of 2022. Our biggest challenges were not being able to do anything developing our site and then losing a huge number of plants that we brought with us to flooding.

## WHAT DID YOU LEARN FROM THESE CHALLENGES?

Floods don't always come from direct rain and streams and rivers rising, they can come from the water table that rises. We now know many people in our region, and everyone says that they have never seen these conditions or have believed it possible. We have learned that the unimaginable can happen, and your risk assessment needs to take that into account. Also, that flooding can continue for many months after the rain events that created it. We had always planned to develop appropriate drainage to prevent flooding, but to see this level of flooding first hand enabled us to make decisions for all scenarios.

**Contact us for wholesale enquiries,  
catalogues and pricelists:**



**+61 408 223510**



**[sales@exoticfloranursery.com.au](mailto:sales@exoticfloranursery.com.au)**



**[www.exoticfloranursery.com.au](http://www.exoticfloranursery.com.au)**





## WE KNOW YOU HAVE BEEN BUSY SETTING UP, CAN YOU TELL US ABOUT WHAT EXCITING THINGS YOU HAVE BEEN PREPARING BEFORE LAUNCHING?

Whilst we were so delayed getting anything physically done, we decided that we were not prepared to wait another 6 months for infrastructure to happen before growing plants. We would just grow plants regardless of the difficulties, and our motto became 'just make it happen'.

What we focused on for planning and then executed was:

- Designed and implemented our drainage very carefully so we are flood proof, and our water is clean when it exits the property
- Developed the site for year-round workability under almost any circumstances
- Built brand new infrastructure for potting and housing plants
- Developed relationship with key suppliers from locally produced potting mix and IPM services to key plant transporters and horticultural supplies
- Employed 7 local staff who have been fantastic to work with for our first potting season
- Potted over 14,500 Heliconia's and 6,700 frangipanis
- Implemented IPM using a local IPM company
- Started selling into new marketplaces

## WHAT ADVANTAGES DO YOU OFFER OVER COMPETITORS?

- Acclimatisation - our plants are grown here on site, which offers the advantage of acclimatisation to NSW conditions.
- Range - we grow a wide range of our specialties. This season we have over 40 varieties of Heliconia and 48 named varieties of Frangipanis for sale.
- We offer Heliconia's in 3 different plant sizes to suit all types of nurseries and landscapers - full size retail ready, mid-size for on growing or where a customer wants to sell product at a lower price to customers and juvenile which are for on growing. Our customers are saving money on transport with juveniles and mid-size as so many more can fit into a pallet space by stacking higher plus they the unit price is lower. No re-potting is required - just water and wait for them to grow.
- We also have designed beautiful glossy photo tags for our Heliconia's - these provide customers with high visual appeal in the retail setting.
- We have colour catalogues of varieties to select stock from - one for Frangipani and one for Heliconia (copies available on request).
- Easy transport access - with our location halfway between Sydney and Brisbane, we are situated right at an exit ramp on the Pacific Highway. This means the nursery is ideally located for stock movements north and south by many plant transporters.
- Reduced cost to market - closer proximity to Sydney and surrounds means lower freight and time to NSW customers.



## WHAT ELSE ARE YOU WORKING ON IN DEVELOPMENT?

- Increasing our water harvesting and storage - whilst we have an irrigation licence, it just makes sense to capture and store the clean water from our structures
- Increasing our solar input - as we grow, we will be using more power
- Expansion of structures including a new potting shed, workshop, pot and packaging store, and improved amenities for staff and transporters. These are all in plan for 2023, as well as more shade houses as part of our insect exclusion strategy. Winter will be a busy time for us.

## WHAT MADE YOU CHOOSE YOUR LOCATION?

It took us years to find the right property that fit our criteria. We have chosen a blank canvas that offered the right climate, rainfall, topography, soil type, access to markets, right on transport routes, labour availability, all weather access and convenience for plant transporters, irrigation licence, lack of damaging development in local ecosystem presenting a healthy environment, room for expansion and a great lifestyle too. It was a long list! We are in a beautiful location nestled between State Forests and National Park. We love it here.



Exotic Flora Nursery Pty Ltd



exoticfloranursery



18 Queenies Lane, Warrell Creek NSW 2447



## NEW MEMBER



Vanderbyl Vireya Nursery, of Mullumbimby is returning as a member after several years absence , They are a specialist grower of over 50 varieties of Vireya Rhododendron, which are produced and supplied to retailers between Brisbane and Sydney. They also produce Kiwi Fruit vines and Medinilla Magnifica.



**+61 2 6684 5385**



**[antonvanderbyl@gmail.com](mailto:antonvanderbyl@gmail.com)**



**VanderbylVireyas**

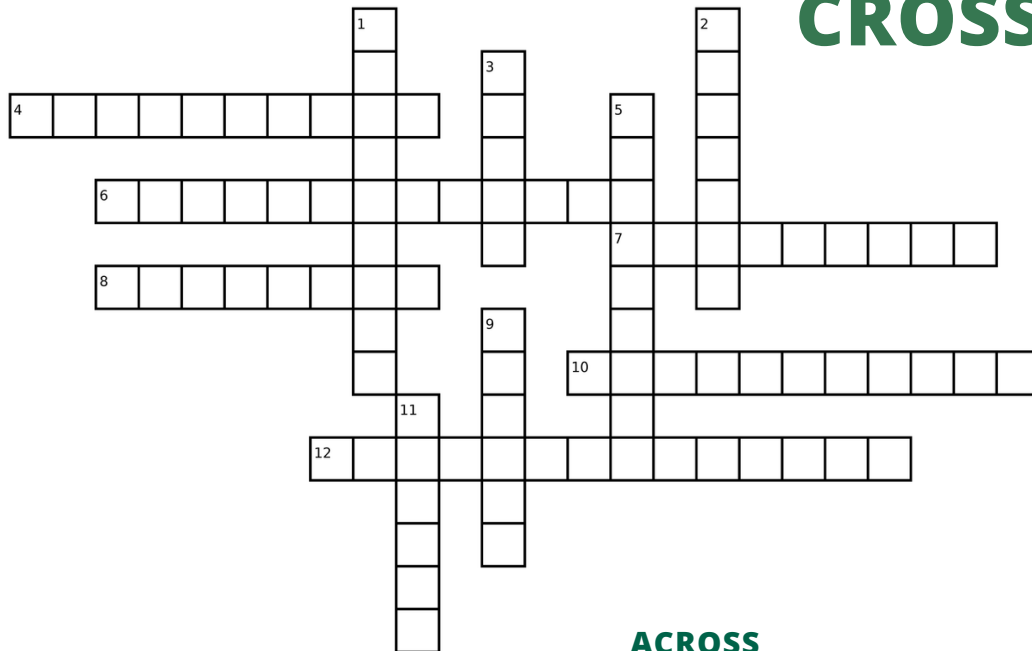


**100 Palmwoods Road, Palmwoods, 2482**





# CROSSWORD



## DOWN

- 1** Any of numerous, usually epiphytic tropical American plants, having long, stiff leaves and showy flowers.
- 2** A monocotyledon.
- 3** A compound tissue in vascular plants that helps provide support and that conducts water and nutrients upward from the roots, consisting of tracheids, vessels, parenchyma cells, and woody fibers.
- 5** Having green leaves throughout the entire year.
- 9** An overhanging projection or covering.
- 11** The fertilizing element of flowering plants, consisting of fine, powdery, yellowish grains or spores, sometimes in masses.

## ACROSS

- 4** All the plants or plant life of a place, taken as a whole.
- 6** A flowering or blossoming.
- 7** A root and its associated growth buds, used as a stock in plant propagation.
- 8** A plant yielding a fragrant aroma.
- 10** The beginning of growth, as of a seed, spore, or bud.
- 12** The complex process by which carbon dioxide, water, and certain inorganic salts are converted into carbohydrates by green plants, algae, and certain bacteria, using energy from the sun and chlorophyll.

# SUDOKU

LEVEL: MEDIUM

3	4			6		2		9
2		8	4	9				6
	2		3	1				
		4				1		
				2	5		4	
9				5	1	4		3
4		3		7			6	8





# Whipped Fetta

Creates 1 1/2 cups of dip ⌚ 15 mins prep time

Impress your friends with this really to make easy dip that can be made with fresh herbs and citrus from the garden. Simply chuck it all into a bowl, mix and serve! Nibbles sorted!

## From plant to plate

By Leisha Jordan

### Ingredients

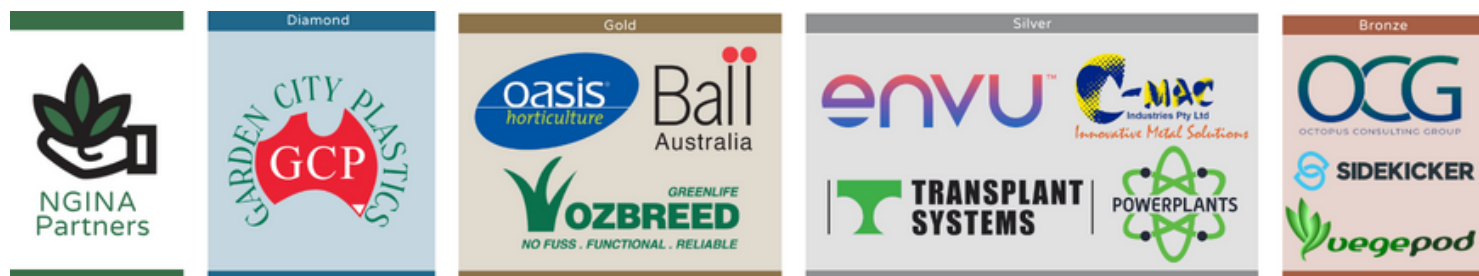
- **Fetta** 200g
- **Greek Yoghurt** 2 tbsp
- **Cumin** 1/2 tsp
- **Lemon**, fully grated zest and 1/2 the juice
- **Honey** 1 tsp
- **Olive oil** 2 tsp
- **Butter** 30g
- **Fresh oregano** 2 tbsp (can use dried)
- **Fresh Mint** 1 tbsp (can use dried)
- **Salt & pepper** to taste

### Method

- 1 Crumble the fetta and the rest of the ingredients into a bowl. Use a processor or an electric whisk to combine all the ingredients until smooth and creamy.
- 2 Taste and season accordingly.
- 3 Serve in a bowl and keep refrigerated until serving to help the dish set a little bit firmer.
- 4 To garnish you can drizzle with olive oil and add a few extra sprigs of fresh oregano. Or you can snazz it up a bit more by sprinkling on some chilli flakes and/or toasted pine nuts.
- 5 Serve with toast, veggie sticks, crackers or chips.



# Thank you to our NGINA Partners



## WHY PARTNER WITH NGINA?

### By partnering with us:

- ✓ **Your brand** will gain the benefit of reflected trust and authority, which is the cornerstone of the relationship between NGINA and its members.
- ✓ **Your business** will benefit from the opportunity of open communication with decision makers and key people in NSW and ACT's nursery and garden industry.

### NGINA Partner Benefits can include \*

- NGINA membership
- Display NGINA partnership badge on any of your print and digital marketing collateral
- FREE membership of Growers & Suppliers Group
- Opportunity to speak at a Growers & Suppliers Group event
- CEO and/or NGINA Director escorted visits to meet with NGINA members
- Fulfilment report (a formal report that shows you exactly how we delivered on our promise)
- Advertising and Marketing
  - N&G News | eNews | NGINA website | corporate email signature | social media | members packs
- Sydney Trade Day
  - Advertising on Trade Day flyer | FREE exhibitor stand | FREE roaming stand | display promotional material | hand out promotional material/showbags
- Representation at other NGINA Events
  - Complimentary tickets to awards night and gala dinner | Opportunity to speak at events | Presentation of an award | Major key partner recognition at events | Logo on event promotional material | Complimentary tickets to other NGINA networking events | Logo on pull-up partner banner at all events

\*See Partner Benefits Prospectus for more information and conditions

### Partnership Opportunities

#### Off-The-Shelf Packages

We offer various partnership packages; **diamond, platinum, gold, silver and bronze** all of which offer year-round access and exposure to NGINA members through events, print and digital media, and exclusive networking opportunities.

#### Customised Packages

In the event our off-the-shelf packages don't provide exactly what you're looking for, NGINA's flexible approach means that together we can tailor a package that meets your needs and requirements. To discuss this option further please call the office on (02) 9679 1472. All partners will receive a fulfilment report at the end of the 12-month period.

To become a partner or for more information contact NGINA:

t: 02 9679 1472

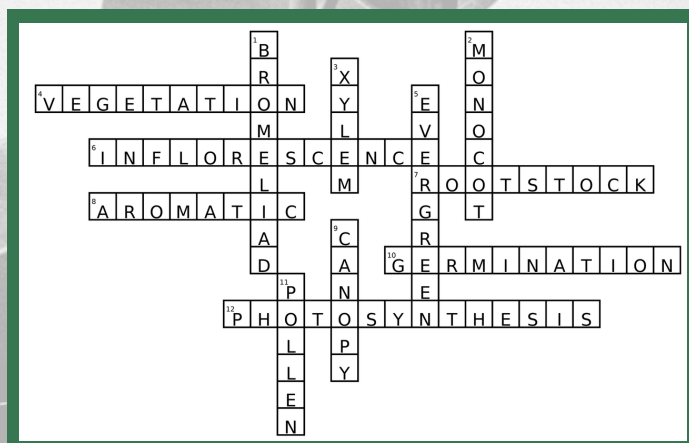
e: [info@ngina.com.au](mailto:info@ngina.com.au)

## ANSWERS

### SUDOKU

3	4	7	1	6	8	2	5	9
2	5	8	4	9	7	3	1	6
1	6	9	5	3	2	7	8	4
7	2	6	3	1	4	8	9	5
5	9	4	7	8	6	1	3	2
8	3	1	9	2	5	6	4	7
6	7	5	8	4	3	9	2	1
9	8	2	6	5	1	4	7	3
4	1	3	2	7	9	5	6	8

### CROSSWORD







*Trusted Partners in Horticulture*

# GARDEN CITY PLASTICS

*New Product*

## 50 Litre 480mm Slimline



Injection moulded from  
100% PP5 recyclable plastic



50L slimline design for efficient  
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(5 to a pallet without overhang)



480mm diameter x 395mm high  
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Pairs perfectly with the 500mm  
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Available from all GCP  
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Product Code: P480SL  
Description: 480mm slimline  
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