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# N&G NEWS

NURSERY & GARDEN INDUSTRY NSW & ACT



Includes a  
pull-out  
poster for  
creating a  
2025 business  
plan

## ANNUAL INDUSTRY AWARDS

**NGINA unveils the  
winners of the 2024  
Industry Awards setting  
the standard for the  
industry!**



**Nursery & Garden Industry  
NSW & ACT**





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FROM PLANT TO PLATE

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# Jobs board

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### Industry Jobs:

**Nursery Hand**

Fruit Salad Trees  
Rollands Plains, NSW 2441



### Industry Jobs:

**Manager**

Garden Centres Of Australia  
Location: Work From Home



### Industry Jobs:

**CEO**

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Yarralumla Nursery  
Yarralumla, NSW 2600

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# 2025 Events & Training

## CALENDAR



### January

**Wednesday 15** | Sydney Trade Day  
**Friday 31** | Pulling Back The Shade Cloth

### February

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

### March

**Thursday 6** | Intl Women's Day High Tea  
**Tuesday 11** | Northern Rivers Trade Day  
**Wednesday 19** | Sydney Trade Day  
**Wednesday 26** | Online Member Forum  
**Friday 28** | Pulling Back The Shade Cloth

### April

**Wednesday 16** | Sydney Trade Day  
**Wednesday 23** | Online Member Forum

### May

**Wednesday 21** | Sydney Trade Day  
**Wednesday 28** | Online Member Forum  
**Friday 30** | Pulling Back The Shade Cloth

### June

**Thursday 12** | Pioneers Lunch  
**Wednesday 25** | Online Member Forum  
**Friday 27** | Pulling Back The Shade Cloth

### July

**Wednesday 9** | Sydney Trade Day  
**Wednesday 23** | Online Member Forum  
**Friday 25** | Northern Rivers Christmas in July

### August

**Wednesday 20** | Sydney Trade Day  
**Tuesday 26** | Port Macquarie Trade Day  
**Wednesday 27** | Online Member Forum  
**Friday 29** | Pulling Back The Shade Cloth

### September

**Tuesday 9** | Northern Rivers Trade Day  
**Wednesday 17** | Sydney Trade Day  
**Wednesday 24** | Online Member Forum  
**Friday 26** | Pulling Back The Shade Cloth

### October

**Wednesday 15** | Sydney Trade Day  
**Wednesday 22** | Online Member Forum  
**Friday 31** | Pulling Back The Shade Cloth

### November

**Wednesday 19** | Sydney Trade Day & AGM  
**Wednesday 26** | Online Member Forum  
**Friday 28** | Industry Awards & Gala Night  
**Friday 28** | Pulling Back The Shade Cloth

### December

**Wednesday 10** | Sydney Trade Day

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**PLEASE NOTE:** The dates provided for the year are approximate and may be subject to adjustments. Training dates are flexible based on expressions of interest and participant numbers. Feel free to reach out to us for more information!



# Executive Summary

As we approach the end of 2024, it's the perfect time to reflect on everything we've accomplished together this year – one which has not been without its challenges. It's been a wetter than average year with state average rainfall in summer being 15% above the long-term average. It was also a warmer than average year with the warmest temperature in summer being the 10th highest ever recorded.

As we moved into Autumn and Winter the cost of living crisis was biting as much as the weather. From rising grocery bills to soaring energy costs and with inflation outpacing wage growth, the strain on personal budgets is impacting how we live, work, and even spend our hard-earned money.

In the nursery and garden sector, we're not immune to these pressures either. The cost of raw materials, increased wages, the reduction in foot traffic along with a decline in average spend per customer all weighed heavily on the industry.

While the economic challenges continued spring sprang and things began looking up as the sector began to recover from the challenging periods of rising costs and uncertainty earlier in the year. The warmer weather brought a surge in customer traffic, with many homeowners and gardeners eager to refresh their outdoor spaces. There was a marked increase in demand for plants, gardening supplies, and landscaping products, as people took advantage of the spring planting season. Despite ongoing cost pressures, including higher input costs and labour shortages, many garden centres reported a steady improvement in foot traffic and sales volume. This uptick in business was also supported by successful marketing campaigns, local community events, and a greater focus on customer engagement. Overall, spring 2024 offered a hopeful sign of recovery, with garden centres optimistic about maintaining this momentum as the year progresses.

Pleasingly the momentum hasn't really slowed down as we head into summer.

While the industry has faced many challenges this year NGINA has been steadfast in its support to members.

It's been a year since the launch of our current Strategic Plan which set overall goals for the organisation and a plan to achieve them. Building on our period of recovery and growth the Strategic 3 Year Priorities are:

1. Ensure Climate Change Resilience
2. Advance Innovation
3. Strengthen Education and Awareness
4. Improve Industry Collaboration
5. Encourage Market Development
6. Engage in Policy and Advocacy
7. Ensure Association Viability

This year NGINA has continued to support its members in a range of ways.

**Membership Growth:** Steady growth in membership and partnerships, aligning with strategic KPIs. We currently have 222 members.

## Successful Events:

- The **Sydney Trade Day** thrived, attracting new buyers and showcasing industry innovations.
- Celebrated **International Women's Day** with a keynote from Marny Cringle, focusing on resilience and community support.
- **Pioneers Luncheon:** A heartwarming reunion event connecting generations within the industry to celebrate contributions to the field.
- **Career Advisors Tour:** An event designed to showcase nurseries and horticulture careers to career advisors.
- **The 2024 Industry Awards Gala** celebrated outstanding contributions in various categories, enhancing recognition within the sector.
- **Regional Group events** in Sydney, Northern Rivers, Central Coast and the Mid North Coast.
- **Monthly Online Member Forums:** Covering topics such as safety practices, pest management, water conservation, and the latest technology in the horticultural sector.

DIAMOND



GOLD



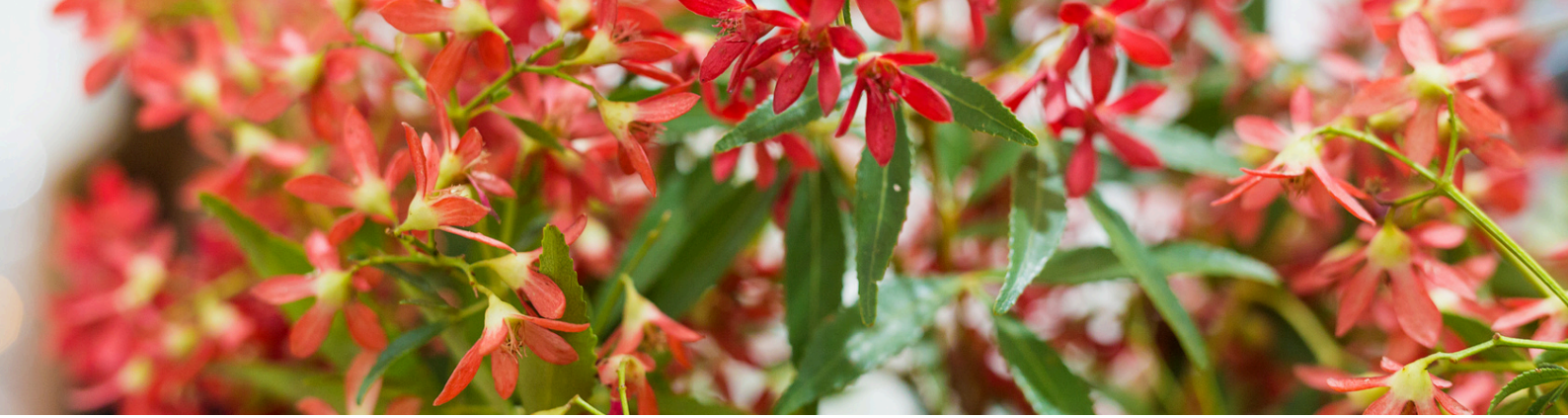
SILVER



BRONZE







### Education and Training:

- **Delivered training** in first aid, chemical, forklift operations, irrigation and biosecurity. Launched new training programs including truck licensing, sales and social media.
- **Over 140 apprentices enrolled** in the apprentice program.
- Developed a new **app for Recognition of Prior Learning** and established a scholarship program for apprentices.
- **Engaged with over 500 schools** through competitions, horticulture workshops, career days and a tour for careers advisors.

### Advocacy and Policy Development:

- Engaged with the NSW Government on the **Definition of a Garden Centre** and developed policies on water management.
- Collaborated with industry partners to **lobby for a mandatory Code of Conduct for large retailers**.

### Strategic Initiatives:

- Launched **Operation Sunrise**, a new Regional Group Strategy aimed at enhancing regional engagement and support.
- **Improved member interaction** through a new website that facilitates better communication and information access.

### Financial Health:

We only withdrew \$100,000 from the investment income reflecting effective financial management.

On the 29th November we were also able to come together to celebrate the achievements of the best in the industry at our sell-out NGINA Gala Dinner and Industry Awards. The calibre of the entries this year was truly outstanding.

### We are thrilled to announce the winners:

- **Small Wholesale/Production Nursery of the Year:** Swane's Garden Care
- **Large Wholesale/Production Nursery of the Year:** Cameron's Nursery
- **Small Retail Nursery of the Year:** Four Seasons Plant Bug
- **Large Retail Nursery of the Year:** Four Seasons Nursery & Garden Centre Belrose
- **Allied Supplier of the Year:** EvergreenConnect
- **Next Genner of the Year:** Tahlia Rolfe – Alpine Nurseries
- **Apprentice of the Year:** Katherine Bonfiglio – Andreasen's Green
- **Most Improved Horticultural Student :** Kane Gillett - Oasis Horticulture
- **Employer of the Year:** Yarralumla Nursery

- **Trade Day Stand of the Year:** Garden City Plastics
- **People's Choice Award:** Lumpy's Nursery & Landscape Yard

### This year we also had three Special Recognition Awards:

- **NGINA Ambassador Award:** Brent Tallis
- **Heart of the Community Award:** Justin Longhurst
- **Digital Impact Award:** Tim's Garden Centre

### On the night we recognised:

- **Life Member:** Mike Mehigan
- **25 Year Member:** Berry Park
- **25 Year Member:** Eden at Byron
- **25 Year Member:** Bayside Garden Centre
- **40 Year Member:** Elegant Outdoors
- **50 Year Member:** Alpine Nurseries

There are so many people we need to thank for driving our success. Firstly, we are supported by Committees and we would like to thank everyone who sits on these committees and especially the Chairs: David Jakobs, John Walsh, Charlotte Macpherson and Tahnee Moors, Brent Tallis, Lynne Sutherland, Johnathan Steeds and John Van der ley.

I am incredibly honoured to be stepping into the role of President and to work alongside such a skilled and passionate Board. We are deeply grateful for the dedication and hard work of all our Board members this year. At our AGM on 20 November, President David Jakobs and Directors Samantha Birkwood and Mike Mehigan stood down. We thank them for their years of service to NGINA and the broader industry. It's with great pleasure that we announce the appointment of Rowena Petrie from Royston Seeds, Ian Rogan from Millthorpe Garden Centre, and Sandra Gillanders from Exotic Flora Nursery to the Board for three-year terms. We congratulate them on their appointment and look forward to their valuable contributions to NGINA and the industry. I would also like to congratulate John Walsh for being appointed NGINA Vice President.

We would like to thank all our members for coming on the journey with us and for your ongoing support of the association and of the entire nursery industry. We look forward to 2025 being the year that we take NGINA to new levels of membership engagement and participation as we deliver services and projects that energise and excite our members.

**Andy Cameron**  
**PRESIDENT**





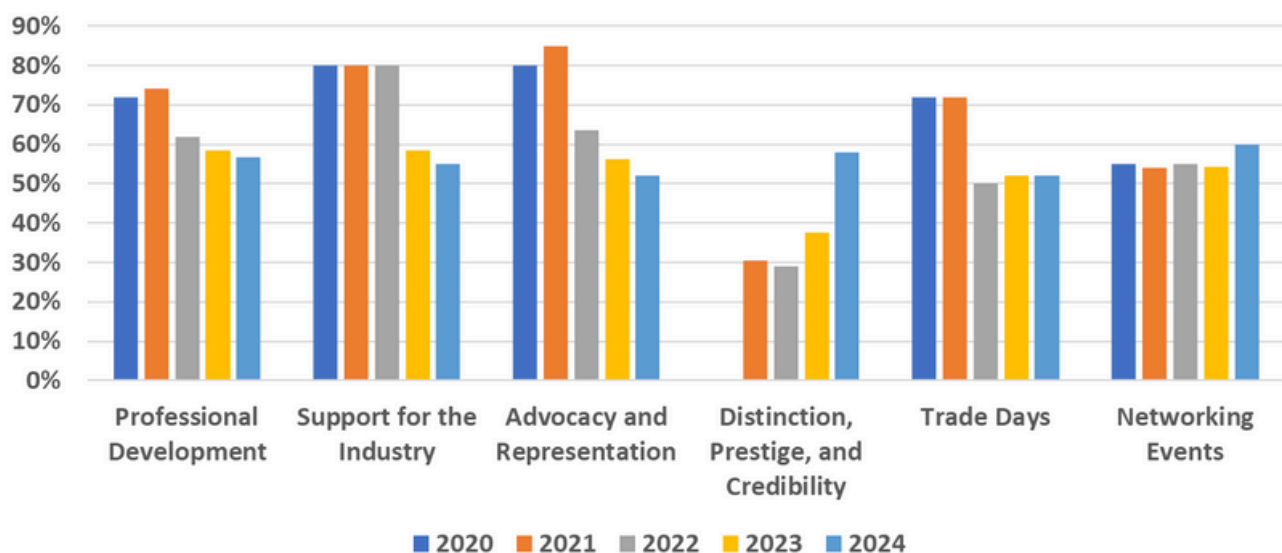
# NGINA 2024 MEMBER SURVEY SUMMARY

Thank you to everyone who participated in the NGINA's 2024 Member Survey. Your feedback is instrumental in guiding our understanding of your evolving needs and priorities. This year's results offer both a comparison to past data and highlight emerging trends, highlighting key areas where our industry is shifting focus. Your growing involvement, along with rising overall satisfaction, underscores NGINA's dedication to supporting members and driving industry growth. We encourage everyone to take part in next year's survey, as your input is invaluable in helping us improve and serve you better. Here is a summary of the key results from the survey.

## MEMBERSHIP MOTIVATIONS AND INTERACTIONS

### Analysis:

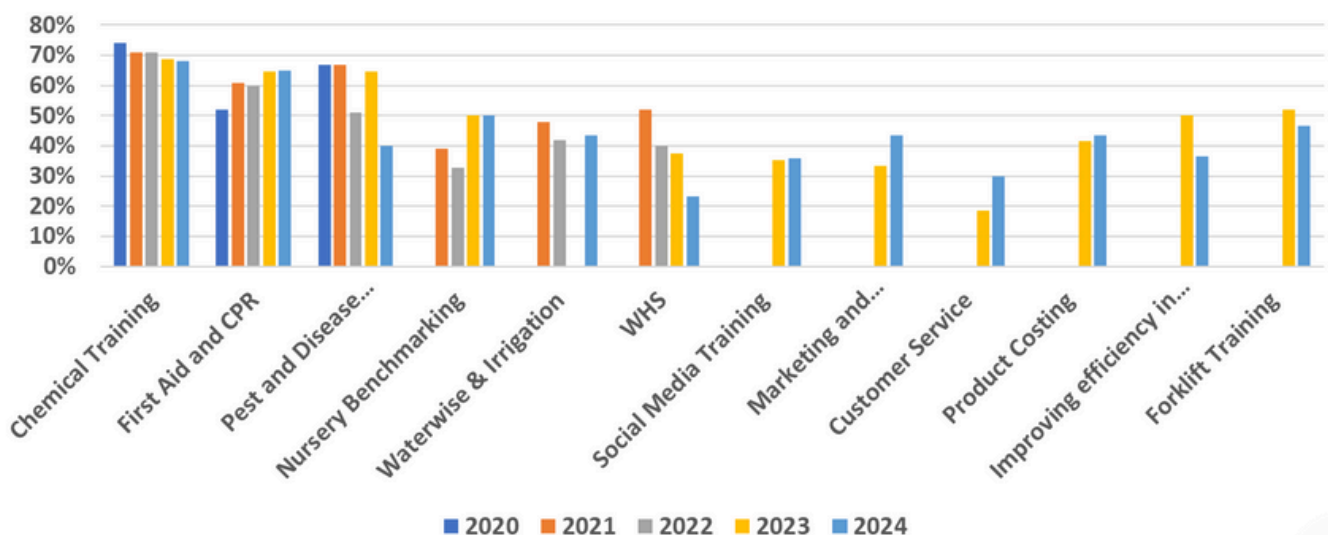
- From 2020 through 2024, Support for the Industry and Professional Development remained key drivers of membership, though there is a clear shift in 2024 towards a focus on the prestige of membership, showing that members may be increasingly recognising the value of being associated with NGINA's reputation.
- Engagement with Trade Days has remained relatively steady since 2020. However, there has been an increase in participation in Networking Events from 2022 to 2024, highlighting the growing value members place on fostering industry connections.



## DESIRED TRAINING COURSES

### Analysis:

- Interest in Chemical Training has remained high over the years, though it has slightly declined since 2020. In contrast, the demand for First Aid and CPR training has grown consistently, reflecting an increased focus on workplace health and safety across the industry.





# NGINA 2024 MEMBER SURVEY SUMMARY

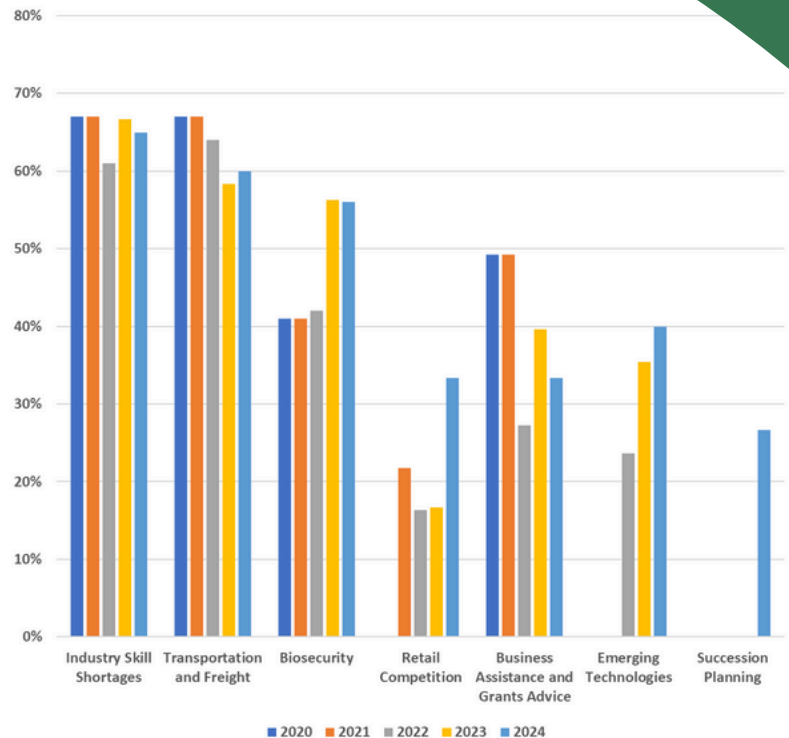
## SIGNIFICANT INDUSTRY ISSUES

### Analysis:

- Industry Skill Shortages remain a constant concern across all years, with a peak in concern in 2021. Transportation and Freight issues also persist, though they've decreased slightly from 2020 to 2024. Meanwhile, concerns about Biosecurity have become increasingly significant since 2020, reflecting growing awareness of environmental and regulatory challenges.

### Key challenges for member businesses in 2024 included:

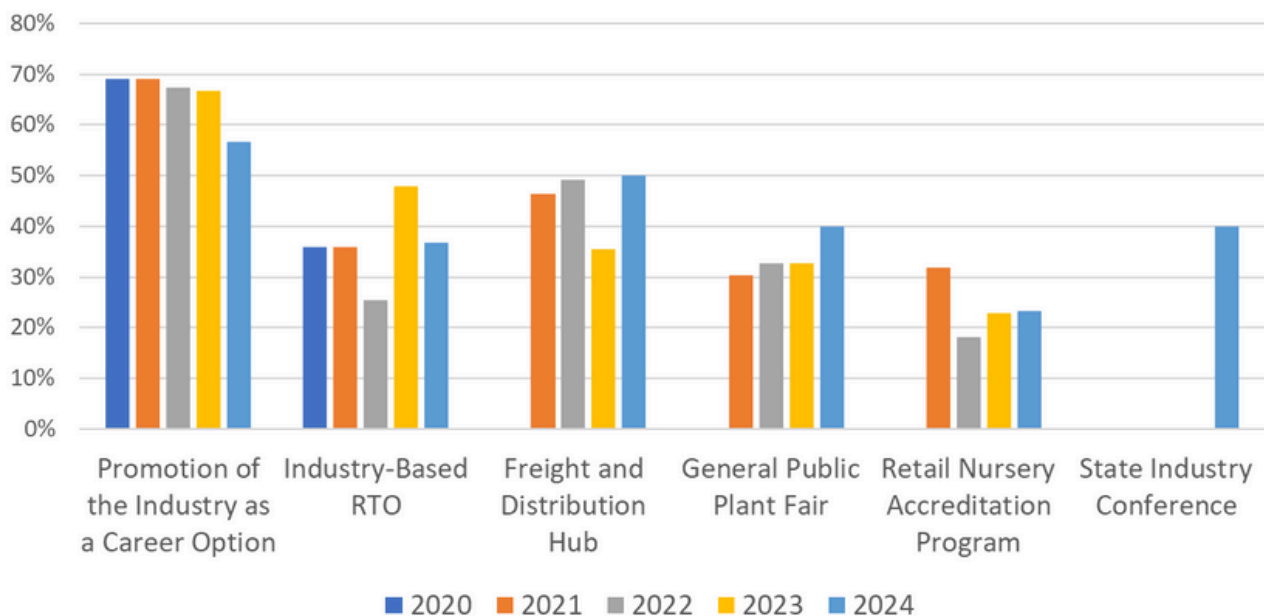
- Rising costs related to infrastructure, insurance, and energy.
- Difficulty in finding skilled labour and managing competition from large retailers like Bunnings.
- Weather and climate extremes, which add unpredictability to business operations.



## ADDITIONAL PROGRAMS AND SERVICES

### Analysis:

There has been a sustained focus on promoting the industry as a career option, reflecting an ongoing need to attract young talent. The growing interest in Retail Nursery Accreditation in 2024 also suggests a push for higher industry standards and professionalisation.



### Key additional programs and services members were interested in 2024 included:

#### Deals with Equipment Providers:

- A member suggested that NGINA could create value by negotiating deals with equipment suppliers like Kubota, demonstrating a need for tangible, cost-saving benefits.

#### Support for Small Business Owners:

- One respondent highlighted the differences between small and large nursery businesses, emphasizing that events often cater to larger operations. They suggested more programs focused on the specific needs of small business owners, such as balancing work and personal life.

#### Simplifying NGINA Initiatives:

- Another respondent expressed that they "feel the energy in NGINA" but urged the association to keep initiatives simple, suggesting a preference for focused, straightforward programs that address key issues without overwhelming members.

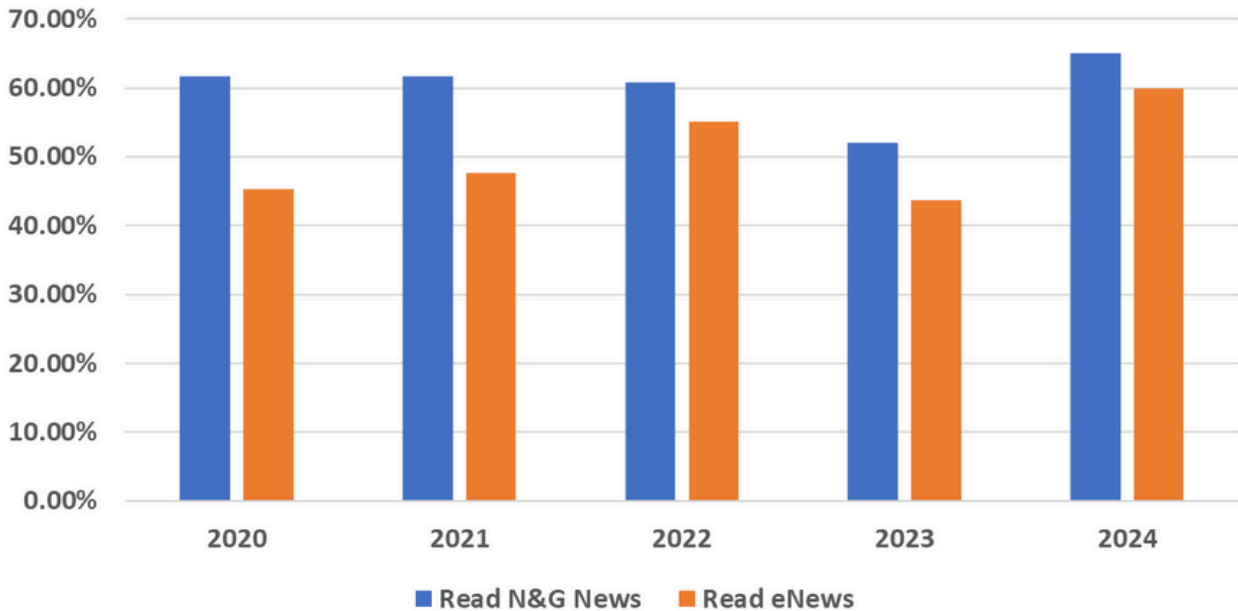


# NGINA 2024 MEMBER SURVEY SUMMARY

## COMMUNICATION AND ENGAGEMENT

### Analysis:

Readership of N&G News and eNews fluctuated over the years but saw a notable increase in 2024, particularly with eNews. This suggests that members are increasingly relying on these publications to stay informed about industry updates.



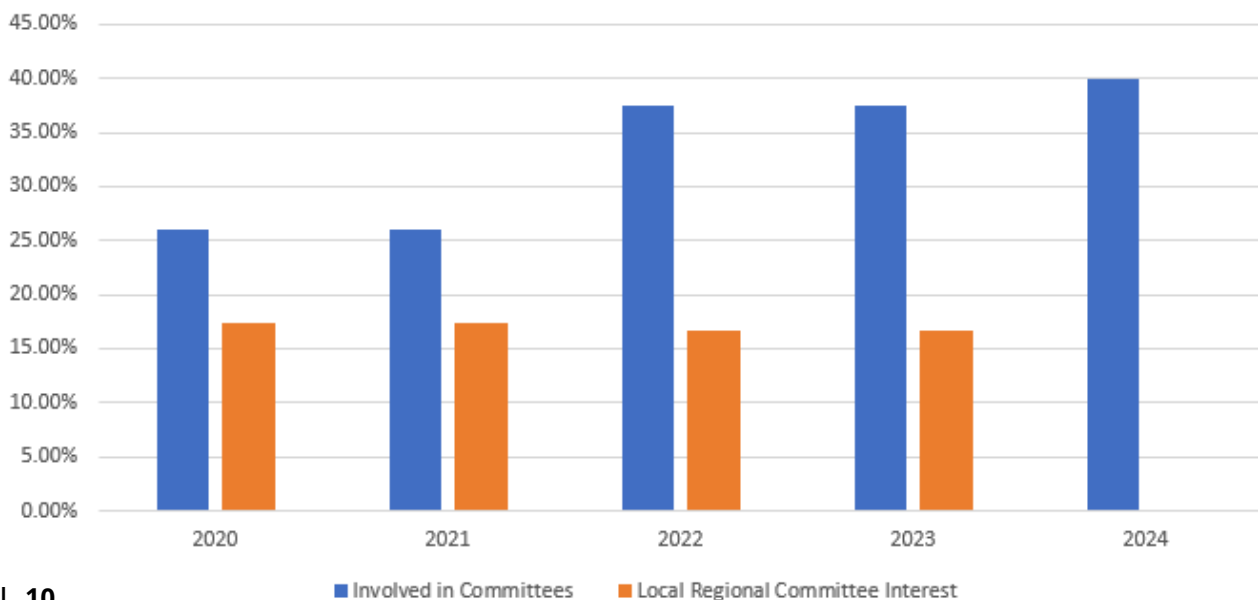
### General Feedback from Members in 2024:

- Member Engagement:
  - There was a call for more efforts to motivate members to engage with programs, such as the insurance offerings. This indicates that some initiatives may not be fully utilised by members, possibly due to a lack of awareness or perceived relevance.
- Diversity in Representation:
  - One member noted that NGINA's events and committees tend to be dominated by individuals with long-standing involvement in the industry (particularly men with 20-30 years of experience). The respondent suggested that NGINA could do more to engage a more diverse group of members, particularly small business owners, who often face different challenges.

## PARTICIPATION IN COMMITTEES

### Analysis:

The upward trend in committee participation from 2020 to 2024 indicates that more members are becoming actively involved in shaping the direction of the industry. The steady interest in regional committees suggests the importance of local representation and engagement.



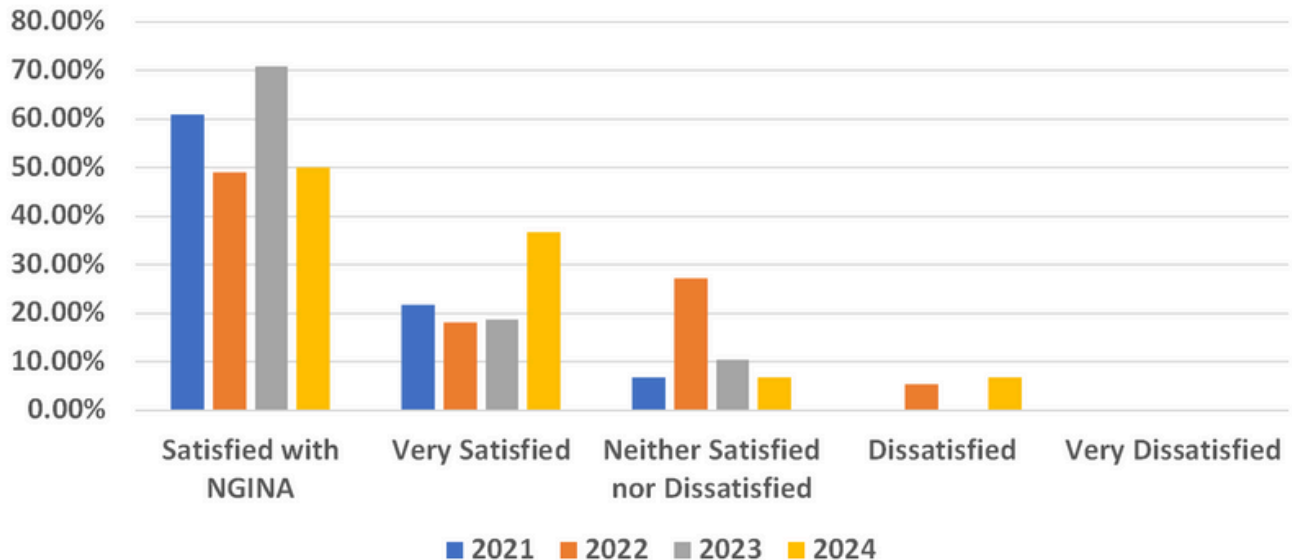


# NGINA 2024 MEMBER SURVEY SUMMARY

## OVERALL SATISFACTION

### Analysis:

Satisfaction levels dipped in 2022 but rebounded significantly in 2023 and 2024, with an increase in Very Satisfied responses, suggesting that NGINA's efforts to improve services and address concerns have been effective.



## INDUSTRY OUTLOOK

Despite some of the challenges, many members are still optimistic about the industry's future. With 8 respondents feeling "very positive," this indicates that members believe in the long-term growth and sustainability of the nursery and garden industry, despite short-term challenges related to costs and competition.

## CONCLUSION

Between 2020 and 2024, NGINA has consistently addressed key issues such as Industry Skill Shortages and Professional Development. Over time, new priorities like the Retail Nursery Accreditation Program have emerged, signalling a shift towards improving professionalism and standards within the industry. The growing member engagement, particularly in networking events and committees, demonstrates the increasing involvement of members in shaping their industry's future. The rise in overall satisfaction in recent years reflects NGINA's responsiveness to member needs, positioning the organisation as an essential body for industry support and development.

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The more members you bring on  
board, the more you earn/save!**





2024 NGINA

# Annual Awards & Gala Dinner

CREATING A COLOURFUL WORLD

The Nursery and Garden Industry NSW and ACT (NGINA) proudly celebrated excellence within the sector, unveiling the winners of its prestigious 2024 Industry Awards during a sold-out gala at Rydges Norwest last Friday. Hosted by Costa Georgiadis, beloved ABC Gardening Australia presenter, the evening was a vibrant celebration of the industry's best.

The awards recognised outstanding individuals and organisations within the nursery and garden industry, covering a broad spectrum of categories, from wholesale/production nurseries and retail garden centres to allied suppliers, employers, trade day exhibitors, and apprentices. The ceremony also highlighted emerging leaders who are shaping the future of the industry across NSW and the ACT.

NGINA CEO Anita Campbell commended the calibre of this year's entrants, noting, "The quality of the entries we received this year was exceptional, setting a new standard for excellence in our sector. Every finalist showcased remarkable skill and dedication, making the selection process particularly difficult."



## 25 YEAR RECOGNITION AWARDS

- Berry Park
- Eden at Byron
- Bayside Garden Centre

## 40 YEAR RECOGNITION AWARD

- Elegant Outdoors

## 50 YEAR RECOGNITION AWARD

- Alpine Nurseries

## LIFE MEMBER

- Mike Mehigan





### SMALL WHOLESALE/PRODUCTION NURSERY OF THE YEAR



### SMALL WHOLESALE/ PRODUCTION NURSERY

#### SWANE'S GARDEN CARE

Swane's Garden Care, led by Ruby and Robert Swane, impressed judges with their efficient, well-organised operations and commitment to innovation. They continually refine their processes, experimenting with growing media and pest control to enhance their offerings of indoor plants, while staying engaged in industry events and trends.

### LARGE WHOLESALE/ PRODUCTION NURSERY

#### CAMERON'S NURSERY

Cameron's Nursery received this accolade for the second consecutive year, demonstrating a steadfast commitment to sustainability and quality. With multiple accreditations, including the Ethical Nursery Production Specification certification, they are industry leaders in environmental responsibility and active contributors to horticulture's future.

### LARGE WHOLESALE/PRODUCTION NURSERY OF THE YEAR



### SMALL RETAIL NURSERY OF THE YEAR



### SMALL RETAIL NURSERY OF THE YEAR

#### FOUR SEASONS PLANT BUG

Four Seasons Plant Bug stood out with its exceptional layout, diverse product range, and enticing displays. Judges praised its welcoming atmosphere, well-presented stock, cross merchandising, and a delightful café that keeps customers returning.

### LARGE RETAIL NURSERY OF THE YEAR

#### FOUR SEASONS NURSERY & GARDEN CENTRE BELROSE

Four Seasons Nursery & Garden Centre in Belrose was recognised for its professionalism, excellent customer service, and diverse inventory. Its thoughtful layout and online presence enhance the customer experience, solidifying its reputation for excellence.

### LARGE RETAIL NURSERY OF THE YEAR





## ALLIED SUPPLIER OF THE YEAR

### EVERGREENCONNECT

EvergreenConnect has simplified sourcing and inventory management for nurseries, landscapers, and designers, making a significant impact on the greenlife industry. Their service continues to enhance business operations across the sector.



## NEXT GENNER OF THE YEAR

### TAHLIA ROLFE FROM ALPINE NURSERIES

Tahlia Rolfe from Alpine Nurseries has cultivated an inspiring career over nearly a decade. Her leadership skills, passion for horticulture, and ability to motivate her team have made her an integral part of her workplace and a rising industry star.

## MOST IMPROVED HORTICULTURE STUDENT:

### KANE GILLETT OF OASIS HORTICULTURE

Presented to Kane Gillett of Oasis Horticulture, whose passion for plants and dedication to his craft has set him apart. Kane is versatile and has a proactive approach, he has the ability to adapt to change and solve problems with initiative.



## APPRENTICE OF THE YEAR

### KATHERINE BONFIGLIO OF ANDREASEN'S GREEN

Katherine Bonfiglio of Andreasen's Green was recognised for her exceptional work ethic, willingness to learn, and technical expertise. Her proactive attitude and contributions to her team make her a standout apprentice.







## EMPLOYER OF THE YEAR

### YARRALUMLA NURSERY

Yarralumla Nursery in the ACT was commended for its inclusive work culture, career development opportunities, and innovative initiatives like the Healthy Lifestyle Allowance. It fosters a supportive and diverse environment where employees thrive.

## TRADE DAY STAND OF THE YEAR:

### GARDEN CITY PLASTICS

This category recognises the creativity and effort standholders invest in making Trade Day visually appealing and engaging for buyers. Vanderley Nursery was awarded the Northern Rivers Trade Day Stand of the Year, while CutAbove Tools earned the title for Port Macquarie. Garden City Plastics has raised the bar at Sydney Trade Days and was named the overall NGINA Trade Day Stand of the Year for their consistently innovative and customer friendly presentations, which have set a new high standard for the event.



## PEOPLE'S CHOICE AWARD

### LUMPY'S NURSERY & LANDSCAPE YARD

More than 3,000 customers cast their votes in the People's Choice Award, with Lumpy's Nursery & Landscape Yard taking the top spot in a tightly contested race. This highlights the deep and enduring relationships nurseries cultivate with their communities, reflecting the trust and loyalty they inspire through their dedication to local gardeners.





## SPECIAL RECOGNITION AWARDS:

### NGINA AMBASSADOR



#### BRENT TALLIS

Brent Tallis was honoured for his passionate advocacy and leadership in promoting the nursery and garden industry, serving as an inspiration and driving force within the community.

### DIGITAL IMPACT



#### TIM'S GARDEN CENTRE

Tim's Garden Centre excelled in digital engagement, using innovative online platforms to connect with customers and amplify their reach, setting a benchmark for digital excellence in the industry.

### HEART OF THE COMMUNITY



#### JUSTIN LONGHURST

Justin Longhurst was recognised for his unwavering commitment to building connections and fostering support within his local community, embodying the heart of the industry.

## THANK YOU

A HUGE thank you to our event sponsors:

**Elegant Outdoors** for their delicious "Elegant Escape" to help us kick the night off! **The Green Gallery** for the spectacular table centrepieces, **Alpine Nurseries** for supplying and installing the green life which transformed the room.

A big thank you as well to all our Partners for their support of the Industry with special thanks to:

- Craig Williams & the team from **Garden City Plastics**
- Gareth from **NGINA Insurance Service/Lederman Insurance Brokers**
- Graham from **NuFlora International**
- **Learning Sphere**
- Josh from Moshie and Matt from **EvergreenConnect**
- Belinda from **HR Focus**
- **Quality Plastic Products**



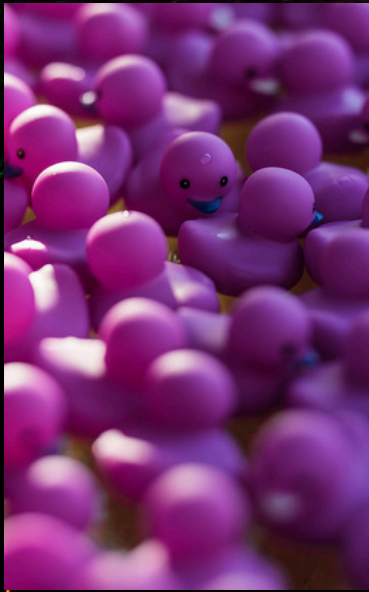














# ASK AN

## Recently an apprentice asked What Are Nurseries Doing to Be More Sustainable?

Sustainability is a core focus for nurseries across NSW and ACT, spanning production, wholesale, and retail operations. With increasing environmental awareness and growing consumer demand for eco-friendly practices, the nursery and garden industry has made significant strides to reduce its ecological footprint while maintaining high-quality plant production.

### 1. Efficient Water Use

Water conservation is critical for nurseries, especially in regions prone to drought. Many nurseries implement:

- **Recycling systems:** Capturing and reusing irrigation runoff through filtration and UV sterilisation.
- **Drip irrigation:** Delivering water directly to root zones to minimise evaporation.
- **Water audits and moisture sensors:** Ensuring optimal water usage and reducing wastage.

### 2. Transition to Sustainable Growing Media

Nurseries are reducing reliance on non-renewable peat-based media by incorporating alternatives such as composted organic materials, bark, and coir. These substrates often have lower carbon footprints and support soil health when plants are transplanted.

### 3. Integrated Pest Management (IPM)

Reducing chemical use is vital for sustainable operations. IPM strategies include:

- Biological controls, such as predatory insects or beneficial nematodes.
- Cultural practices, like crop rotation and sanitation, to minimise pest outbreaks.
- Use of environmentally friendly pesticides when absolutely necessary.

### 4. Minimising Plastic Waste

Single-use plastics, such as pots and trays, are a challenge for the industry. Nurseries are increasingly:

- Offering **plant pot recycling programs** for consumers.
- Using biodegradable pots made from materials like coir, bamboo, or recycled paper.
- Reducing plastic use in propagation and packaging through reusable or recyclable alternatives.

### 5. Energy Efficiency and Renewable Energy Adoption

Production and wholesale nurseries are optimising energy use by installing solar panels, upgrading to energy-efficient lighting/heating/irrigation in greenhouses, and using automated systems for climate control to reduce power consumption.

### 6. Carbon Footprint Reduction

Many nurseries participate in tree-planting initiatives or promote urban greening projects to offset their carbon emissions. Locally sourced plants and supplies further reduce transportation-related emissions.

### 7. Promoting Biodiversity

Sustainable nurseries support biodiversity by growing native species, which are better adapted to local climates and ecosystems. Retail nurseries often educate customers about the benefits of native plants and their role in supporting pollinators and wildlife.

### 8. Reducing Overhead Waste

Composting organic waste, like plant cuttings and expired stock, is standard practice. Wholesale and retail nurseries are also leveraging inventory systems to reduce over-ordering and subsequent plant disposal.





# EXPERT

## 9. Environmental Certifications and Accreditation

Many nurseries in NSW and ACT are certified under sustainability programs like the [Nursery Production Farm Management System](#) known as [NIASA](#) or accredited through the [EcoHort](#) program. These certifications ensure best practices in environmental stewardship.

## 10. Educating Consumers and Staff

Retail nurseries play a pivotal role in educating customers about sustainable gardening practices, such as using native plants, mulching, and composting. Wholesale nurseries often provide training for staff to ensure consistent application of sustainability principles.

## A Unified Effort

By adopting these practices, nurseries across the supply chain are working together to reduce their environmental impact while supporting a healthier planet. Sustainability is not just a trend but a necessary evolution for the future of horticulture, ensuring that businesses remain resilient and relevant in a changing world. Through these combined efforts, the nursery and garden industry is proving that sustainability and profitability can coexist, setting a standard for other sectors to follow.







# 25 MEMBER BENEFITS FOR 2025

Personal HR  
Advice

Exclusive  
Networking  
Events

Industry  
Awards  
Night  
Access

Discounted  
Training  
Programs

Members  
Only Area  
on NGINA  
Website

Jobs Board

Business  
Listing on  
Website &  
Store  
Locator

Free  
Attendance  
at NSW  
Trade Days

Social  
Media  
Promotion

Professional  
Recognition

Use of the  
NGINA Logo

Representation  
to  
Government  
and  
Policymakers

Commercial  
Member  
Discounts

Free Hire of  
NGINA's  
Meeting  
Room

Access to  
Industry  
Research

Free Access  
to NGINA  
WHS  
Induction  
Video

Eligibility for  
Board and  
Advisory  
Committees

Assistance  
from NGINA  
Team

Featured  
New  
Members in  
Publications

Fortnightly  
industry  
updates

Website  
Listing & SEO  
Assistance

Special  
Interest &  
Regional  
Groups

Access to  
Business  
Tools &  
Templates

Free  
inclusion to  
the GIA  
Trade  
Register

Eligibility to  
be a stand  
holder at  
Sydney and  
Regional  
Trade Days

Become a member today! Complete our NGINA membership application form online by scanning this QR code. Approved applicants will be notified by email or contacted by phone. If you have any questions about membership, please contact the NGINA office on 02 9679 1472 or visit [www.ngina.com.au](http://www.ngina.com.au)







MEMBER  
SERVICES  
MANAGER

NGINA

MEMBER

SITE

VISITS

WITH TARA

TOGETHER WE GROW! →



Tara, our committed Member Services Manager, is here to provide expert technical and business support to NGINA's diverse membership base. She's your trusted problem solver—simply ask, and she'll find the solution you need! Additionally, the Membership Services role is essential in fostering new connections and enhancing existing industry relationships among our members. Tara takes great pleasure in connecting with staff during her site visits and member catch-ups, engaging in meaningful discussions on a variety of topics, including:

- Training courses (chemical, forklift, first aid, social media, retail sales, leadership and truck driving)
- e-News, N&G News Magazine and member blogs
- Business HR Advice Line (free for NGINA Members)
- Free recruitment job advertising on NGINA's website, social media and LinkedIn
- Sydney, Northern Rivers and Port Macquarie Trade Days
- Apprenticeships
- Biosecurity, plant hygiene, weed and pest and disease management
- Staff management and retention and HR
- Social media, content creation, photo editing and customer emails
- Networking and learning events at regional group meetings including NextGen, Central Coast/Hunter, Northern Rivers, Mid North Coast and Sydney.





# MEMBER VISITS



## Australian Cactus & Supply

Australian Cactus & Succulent Supply in a wholesale production nursery on the Central Coast specialising in supplying top-quality cacti and succulents to retail plant sellers and landscapers. Anneke's range includes Mammillaria, Pachypodium, Notocactus, Lithops, Rebutia, Chamaecereus, Gymnocalycium, Echeveria, Echinocactus, Sedum and Senecio.



PRODUCTION



SUCCULENTS



CACTI

## Valley Garden Centre

Valley Garden Centre is a retail nursery in Kempsey with a full range of hardy natives, colourful flowering plants, striking shade plants and hard to find indoor plants, as well as a range of fish and aquarium accessories, at great prices. They are a locally operated family business and they have been helping customers with plant selection and care advice since 1983. Their wholesale business provides indoor plants to landscapers, indoor plant hire companies and retail nurseries. This range includes Epipremnum, Syngonium, Monstera, Draceana, Philodendron, Rhipidophora and Schefflera in pots, totems and hanging baskets. Check them out at their permanent stand at Sydney Trade Day.



PRODUCTION



INDOOR PLANTS



RETAILER

## RNR Plant Nursery

RNR Plant Nursery in New Italy in the Northern Rivers is family-run, wholesale nursery supplying high-quality plants to nurseries, landscapers, and retailers across Australia. With Rhonda's horticultural expertise and Rachael's management skills, they are a trusted supplier in the industry. RnR Plant Nursery's speciality is Sanseveria with their huge range including cylindrica, parva, robusta, trifasciata, Superba, Moonshine and Black Diamond. You can order through EvergreenConnect or directly by contacting them.



PRODUCTION



SUCCULENTS

## Country Elegance Gardens & Gifts

Country Elegance Gardens & Gifts is a small family run retail nursery in Dungog in the Hunter Region. Janice and her team offer a delightful mix of garden plants, pots, unique homewares, and a florist. Plus, you can enjoy a delicious coffee while you browse. Congratulations to Country Elegance Gardens & Gifts for reaching their 25th birthday.



RETAILER



Café



FLORIST

## INN Ferns and Foliage

INN Ferns and Foliage is a production nursery in the Hunter region. Steve's range includes Adiantum, Asplenium, Alocasia, Blechnum, Calathea, Chamaedorea, Cordyline, Ctenanthe, Cyathea, Davallia, Dendrobium, Dicksonia, Epipremnum, Fatsia, Ficus, Maranta, Monstera, Neomarica, Nephrolepis, Pellaea, Peperomia, Philodendron, Pilea, Polypodium, Pteris, Schefflera, Senecio, Spathiphyllum, Stromanthe, Syngonium, Spanish Moss and Viola. Check them out at their permanent stand at Sydney Trade Day or on EvergreenConnect. Steve also provides freight run options.



PRODUCTION



FERNS



SHADE PLANTS



INDOOR PLANTS



FREIGHT

## Brisbane Pot Company

As one of the newest wholesale pottery suppliers in Australia, established in 2021, Brisbane Pot Company is all about delivering stylish, functional, and high-quality pots at unbeatable prices. With their dedication to quality assurance and strong partnerships across Cambodia, Vietnam, Indonesia, and China, they ensure each pot arrives in perfect condition. Noel and the team are committed to supporting independent retailers, nurseries, garden centres, and landscaping businesses, providing exceptional value and on-time delivery.



POTS

## PBM Nursery

Established in 1980, PBM Nursery is a family-owned wholesale nursery based in Victoria, specialising in high-quality bare-rooted and potted deciduous trees. Their impressive range includes both open-rooted and containerised trees, perfect for landscape, streetscape, domestic gardens, and windbreaks. Phil's selection includes Acer Inaba Shidare, Acer Crimson Queen, Acer Orangeola, Acer Red Dragon, Berberis, Calodendrum, Flowering Quince, Cotoneaster, Dogwood, Red Flowering Hawthorn, Ginkgo, Liriodendron, Flowering Cherry, Oak Trees, Snowball Trees and Weigela in a range of pot sizes from 75mm/140mm/250mm/330mm.



PRODUCTION



TREES



SHRUBS & HEDGING

## Heritage Plants

Heritage Plants is a small family-run production nursery in the Hunter Region. For over 35 years, they've been supplying some of NSW and ACT's best independent nurseries with a beautiful range of flowering plants and perennials, including their well-known Hydrangeas as well as Salvias, Bacopa, Sunpatients, Calibrachoa, Geraniums, Zygocactus, Fuchsias, Daisies and more. Nick and his team are passionate about continuously improving their products to ensure retailers receive the best plants with the longest shelf life.



PRODUCTION



SHADE PLANTS



FLOWERING PERENNIALS



# MEMBER VISITS



## Paterson Fern Nursery

Patersons Ferns is a wholesale nursery based in the Hunter region, specialising in an impressive 90 different fern varieties! From Adiantum, Asplenium, and Athyrium to Blechnum, Doodia, Pellaea, Polypodium, Polystichum, and Pteris, their range is second to none. Julia and the team grow their ferns under a natural canopy without artificial heating, which maximises the plants' ability to adapt to various environments. This ensures that whether their ferns are going to retail nurseries, landscapers, or florists, they thrive in diverse customer settings.



## Spruced Christmas Trees

Spruced Christmas Trees is a family-run production nursery and Christmas tree farm located east of Bathurst, NSW. They offer a wide range of Christmas trees, including fresh-cut Douglas Fir and Radiata Pine, potted Nordmann Fir, Noble Fir, and Norway Spruce, as well as seedlings and advanced specimens for planting. Supplying wholesale customers, retail nurseries, and landscapers across Australia, they also sell direct to the public via their website and at farmers markets in November and December. With a focus on sourcing seeds globally and developing cultivars suited to Australian conditions, Spruced is a leader in producing top-quality Christmas trees.



## Four Seasons Nursery Belrose

Four Seasons Nursery & Garden Centre in Belrose in Northern Sydney is a family-owned and operated retail nursery. This comprehensive gardening destination offers an extensive range of plants, including shrubs, edibles, indoor varieties, and rare or hard-to-find species, alongside pots, gardening tools, and accessories. The centre also provides landscape supplies such as soil, mulch, and turf, as well as water features and outdoor furniture to elevate outdoor spaces. They also have nurseries in Mount Colah and Brookvale.



## The Dirty Gardener

The Dirty Gardener is a small retail nursery in Woodville, which is nestled in the beautiful Hunter region. This charming retail nursery is a true gem for plant lovers, offering an extensive range of unique and high-quality plants, from vibrant flowering varieties to rare and unusual specimens. Tracee and her passionate team at The Dirty Gardener are dedicated to helping customers find the perfect additions to their gardens, providing expert advice and friendly service. They are open Thursday & Friday 10-4 and Saturday 9-3 and other times by arrangement. For the kiddies they have cute donkeys and goats to visit and a sand pit to play in and on Fridays and Saturdays.



## Flower Power Heritage Gardens

Nestled in the picturesque Hunter Valley, Flower Power Heritage Gardens (Flower Power Ashtonfield) seamlessly combines rural charm with contemporary innovation. Acquired by Flower Power in 2024, this iconic garden centre had been family-owned and operated for 40 years, earning its reputation as the Hunter region's premier destination for all things home and garden. This nursery has a huge range of quality plants, pots, homewares and garden essentials for every garden. The Heritage Garden Cafe onsite serves excellent food & delicious coffee all with an amazing view over the gardens



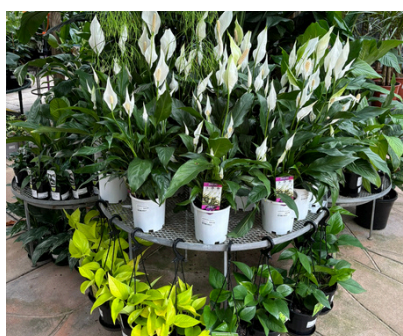
## Mountain Blue

Mountain Blue Nursery, situated in Lindendale, in the Northern Rivers NSW, is a leading wholesale supplier of high-quality blueberry plants to commercial fruit growers across Australia. Leveraging their proprietary breeding program, they offer world-renowned blueberry genetics tailored to meet diverse grower requirements. The nursery provides comprehensive planning and support, assisting growers in selecting optimal varieties to achieve their specific goals and market demands.



## Port Landscape Supplies

Port Landscape Supplies is a new family-owned and operated retail nursery located in Port Macquarie, NSW. They offer a comprehensive range of landscaping materials, including decorative gravel, mulch, soil, masonry products, and various building supplies. Their on-site nursery provides a selection of plants, flowers, herbs, vegetables, and turf to cater to diverse gardening needs. Serving both residential and commercial clients across the Mid North Coast, including Laurieton and Wauchope. They offer pick-up and delivery services and the experienced team as is dedicated to providing expert advice and exceptional customer service to support all types of landscaping projects.





# CLOSING LOOPHOLES LEGISLATION AND NSW WORKPLACE HEALTH AND SAFETY UPDATES IN 2024

By: Belinda McLean, HR Focus



As 2024 unfolds, Australia's legislative landscape sees significant shifts impacting workplace practices. Two critical areas of focus are the Federal Government's Closing Loopholes Bill 2023, designed to address employment inequities, and updates to NSW's Work Health and Safety Act 2011, which tighten safety obligations for businesses. These changes aim to enhance worker protections and safety standards, directly affecting employers across industries.

## **Closing Loopholes Legislation: A New Era for Employment Protections**

The Closing Loopholes Bill 2023, passed in late 2023, is a comprehensive reform aimed at eliminating exploitation and ensuring fair treatment for workers. Key aspects of the legislation include:

### **1. Casual Employment Redefinition**

- The bill clarifies casual employment status, requiring employers to provide a pathway for casuales to transition to permanent roles after 12 months of regular work.
- Businesses must assess their casual workforce and document reasons for retaining casual classifications to avoid legal challenges.

### **2. Crackdown on Sham Contracting**

- Strengthened rules prevent businesses from misclassifying employees as independent contractors. Employers found guilty of this practice may face substantial fines.
- Companies should audit contractor arrangements to ensure compliance with the updated definition of genuine contracting.

### **3. Protections Against Wage Theft**

- The legislation criminalises wage theft, imposing severe penalties for underpayment of wages or entitlements.
- Employers must maintain accurate payroll records and conduct regular audits to avoid penalties.

For nursery operators and other labour-dependent industries, the Closing Loopholes Bill necessitates a review of workforce classifications, contracts, and pay structures to ensure adherence to these new rules.

## **NSW Workplace Health and Safety Updates**

NSW remains a leader in workplace safety with updates to the Work Health and Safety Act 2011 (NSW) aimed at reducing workplace incidents and strengthening accountability.

### **1. Industrial Manslaughter Provisions**

- Recent amendments introduce harsher penalties for industrial manslaughter, including potential imprisonment for individuals and significant fines for corporations. Employers must ensure all safety measures are in place to protect workers.
- For nurseries, this means heightened vigilance around machinery, hazardous chemicals, and training programs.



## 2. Management of Psycho-social Hazards

- NSW has incorporated psycho-social risks into its WHS framework, requiring employers to assess and mitigate risks such as stress, bullying, and workplace violence.
- Nurseries, which may employ younger or casual staff, should prioritise mental health support, foster respectful workplace cultures, and implement clear grievance procedures.

## 3. Safe Use of Chemicals

- Updated regulations emphasize safe handling, storage, and labelling of chemicals. This is particularly relevant for nurseries that use fertilizers and pesticides.
- Regular safety audits and training for employees handling chemicals are now non-negotiable.

## 4. Young Worker Safety

- With a focus on industries employing younger workers, new safety guidelines mandate tailored training for employees under 25, ensuring they understand workplace risks and WHS protocols.
- Nurseries employing younger workers must provide comprehensive induction programs covering both physical and mental health risks.

## 5. Increased Enforcement and Inspections

- SafeWork NSW is ramping up inspections, focusing on high-risk industries. Employers must ensure all safety documentation, procedures, and risk assessments are up to date.

### Practical Steps for Employers

To align with these legislative changes, businesses, including nurseries, should consider the following steps:

#### 1. Audit Employment Arrangements

Review contracts and classifications to ensure compliance with the Closing Loopholes Bill. Transition eligible casual employees to permanent roles where required.

#### 2. Strengthen WHS Practices

- Conduct comprehensive risk assessments, especially for psycho-social hazards and chemical handling.
- Ensure young workers and gig workers receive adequate safety training tailored to their roles.

#### 3. Enhance Payroll Systems

- Audit payroll processes to prevent underpayment and ensure compliance with wage theft laws.

#### 4. Foster a Safety-First Culture

- Regularly communicate safety updates to employees and encourage reporting of potential hazards or issues.

The combination of the Closing Loopholes Bill and updates to the Work Health and Safety Act 2011 signals a transformative year for workplace laws in Australia. For nursery operators and similar businesses, these changes offer an opportunity to refine employment practices, improve safety outcomes, and enhance workforce satisfaction.

Proactive compliance with these reforms not only avoids penalties but also contributes to a safer, fairer, and more sustainable workplace.

**H · R · FOCUS**



*NGINA members have free access to the HR Focus Workplace Advice Line. This service connects you with a team of experienced HR, workplace, employment, and industrial relations specialists, providing expert guidance on various issues, including wage rates, leave entitlements, performance management, and handling bullying, harassment, and discrimination claims. This invaluable service helps businesses seek a second opinion on their actions, minimising the risk of potential legal challenges.*

*NGINA covers the fees for you. Call Belinda from HR Focus on 0438 464 787 once you have the monthly code from NGINA. For the code, please call or email us at 02 9679 1472 or [info@ngina.com.au](mailto:info@ngina.com.au).*



# 10 TOP TIPS FOR RECRUITMENT IN THE NURSERY AND GARDEN INDUSTRY



## Highlight Industry Growth and Stability

Emphasise the industry's consistent growth and stability, making it an attractive option for long-term career prospects. Mention the increasing demand for sustainable practices and green spaces.



## Promote Career Development Opportunities

Showcase opportunities for career progression, such as training in horticulture, leadership roles, or specialisation in areas like pest management, landscape design, or retail management.



## Leverage Social Media and Online Platforms

Use social media and NGINA's industry-specific job boards to reach a broader audience. Share engaging content about your workplace culture, success stories, and industry events to attract potential candidates.



## Target Passionate Individuals

Focus on recruiting individuals who have a genuine passion for plants, sustainability, and the environment. Passionate employees tend to be more motivated and committed to their roles.



## Attend Industry Events and Job Fairs

Participate in industry events such as Next Gen/regional group events/NGINA Trade Days and training, attend and exhibit at job fairs, and host educational workshops. These are excellent opportunities to connect with potential candidates who are already interested in horticulture and gardening.

## Offer Competitive Compensation and Benefits

Ensure that your compensation packages are competitive within the industry. Include benefits such as flexible working hours, ongoing education, and wellness programs to attract top talent.



## Create a Positive Workplace Culture

Cultivate a supportive and inclusive workplace culture. Highlight this in your recruitment messaging, as it can be a significant draw for candidates looking for a positive work environment.



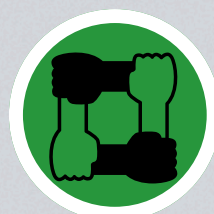
## Utilise Employee Referrals

Encourage current employees to refer qualified candidates. Offering referral bonuses can motivate your team to recommend individuals who are a good fit for your organisation.



## Focus on Diversity and Inclusion

Strive to build a diverse workforce by actively recruiting from different backgrounds. Diversity in the workplace can lead to more innovative ideas and a broader range of skills.



## Provide Realistic Job Previews

Give potential candidates a realistic overview of what the job entails, including the physical aspects, outdoor work, and seasonal variations. This transparency helps attract those who are genuinely suited to the role.





# CREATING A MARKETING STRATEGY ALIGNED WITH YOUR BUSINESS GOALS

By Leisha Jordan  
NGINA Communications & Marketing Manager

As the new year approaches, now is the perfect time to take a closer look at your marketing strategy and how it supports your business goals. Haven't updated your business goals in a while? Not to worry, we've created a template for you to fill in on the next page. Whether you want to increase sales, build brand awareness, or engage with new customers, an effective marketing strategy will help drive your business forward. Here's how you can create a marketing plan that aligns with your 2025 business goals.

## 1. Start with Your Business Goals

The foundation of any great marketing strategy is a clear understanding of your business objectives. Are you looking to grow revenue by a certain percentage? Expand into new markets? Improve customer retention? Defining these goals helps ensure your marketing efforts are focused and effective.

Write down your top three business goals for 2025 on the next page. Once you have your business goals in place, you can start shaping your marketing strategy around them.

## 2. Identify Your Target Audience

Your marketing strategy should be designed with your ideal customer in mind. Who are they? What are their needs and pain points? Understanding your audience is crucial for tailoring your marketing messages and choosing the right platforms to reach them be it social media, email or online ads.

Steps to define your target audience could be:

- Age, gender, location, and profession
- What are their primary concerns when purchasing your products?
- Where do they spend their time online or offline?

## 3. Choose Your Marketing Channels

With your target audience defined, the next step is deciding which marketing channels will best help you achieve your goals.

Here are a few options to consider:

- **Social Media:** Ideal for building brand awareness and engaging with customers. Platforms like Instagram, Facebook, and LinkedIn are great for showcasing plants, garden designs, and seasonal promotions but also for positioning yourself as authority and trusted brand in the field.
- **Email Marketing:** A cost-effective way to keep your customers informed about new products, sales, and events. Regular email newsletters help maintain strong relationships with your existing customer base.

- **SEO & Website Content:** If you're focusing on growing online sales, optimising your website for search engines (SEO) and creating valuable content will drive traffic and improve your site's visibility.
- **Local Partnerships & Events:** For goals like improving local brand visibility, partnerships with other local businesses or participation in community events can be incredibly effective.

**Tip:** Focus your efforts on just a select few channels that align with where your audience is most active, rather than trying to spread yourself thin across too many platforms.

## 4. Create Compelling Content

Content is the backbone of your marketing strategy. Whether it's social media posts, blog articles, or email campaigns, the content you create should speak directly to your target audience and support your business goals. If your goal is to increase sales, highlight promotions, new products, or seasonal specials. If you're focusing on brand awareness, consider educational content that positions your business as an expert in the nursery and garden industry.

Examples of content ideas:

- Blog posts on plant care tips or garden design trends
- Videos demonstrating how to care for seasonal plants
- Customer success stories or testimonials
- Behind-the-scenes posts showcasing your nursery or team

Ensure your content includes strong calls to action, like encouraging readers to visit your store, shop online, or sign up for your email list.

## 5. Set a Marketing Budget

When planning your marketing, consider both financial and time investments, as some strategies, like social media, may require minimal money but more time, while others, such as online ads or events, might demand more resources.

## 6. Measure and Adjust Your Strategy

When planning your marketing, account for both financial and time investments, focusing on strategies that offer the best return on your efforts. Regularly track key performance indicators (KPIs) like website traffic, social media engagement, and sales growth to assess what's working and make adjustments as needed. *Stay flexible, refine your approach as necessary, and set yourself up for a successful new year filled with growth and opportunity!*



# 2025 BUSINESS GOALS

## PLAN YOUR BEST YEAR YET!

As we head into the new year, it's the perfect time to assess your business and map out your goals. Use this plan as your blueprint for success in 2025. Pull it out, read both the articles on the back, then fill it in, stick it on your wall, and use it to help your business grow!!

### SWOT ANALYSIS: KNOW WHERE YOU STAND

#### STRENGTHS

What are your business's biggest strengths? (e.g. expert staff, strong customer loyalty)

#### WEAKNESSES

What are the areas you need to improve? (e.g. limited online presence, inconsistent supply)

### SWOT ANALYSIS

#### OPPORTUNITIES

Where can you grow? (e.g. new products, digital sales channels)

#### THREATS

What challenges do you face? (e.g. increased competition, rising costs)

### IDEAL CUSTOMER

Knowing your ideal customer is key to targeting your marketing efforts and growing your business. Use this space to sketch out a clear picture of your perfect customer to better understand their needs and how you can serve them.

Consider their demographics (age, gender, location, income, and occupation), hobbies and interests (what they enjoy), needs and pain points (problems they're solving), buying habits (where and how they shop), and communication preferences (social media, email, or in-store):

**Quick Tip:** Think of your top customers. What do they have in common? Use that as a starting point!

### SET YOUR GOALS AND SALES STRATEGY FOR 2025

Define clear targets to drive your growth, such as increasing monthly revenue, launching an online sales channel, raising brand visibility in the local community, attracting new customers, and improving customer retention through effective marketing strategies like social media, partnerships, and events. Plan to reach these goals by focusing on sales growth, exploring new channels, and tracking key performance indicators like customer retention and monthly revenue.

#### YOUR TOP 3 BUSINESS GOALS:

GOAL 1:

GOAL 2:

GOAL 3:



## YOUR TEAM STRATEGY

Do you need to hire more staff or upskill your current team? What are your hiring goals and training needs?

## INNOVATION AND PRODUCT DEVELOPMENT

Innovation helps you stay competitive. What new products or services could you introduce? How can you improve existing offerings?

## COMPETITOR ANALYSIS

Keeping an eye on the competition can provide insights into market positioning and opportunities. Who are Your Competitors? List your top competitors and what makes you stand out from them.

## SUSTAINABILITY PRACTICES

Sustainability is increasingly important, especially in the horticulture industry. How will you reduce waste, water usage, or carbon footprint? What sustainable initiatives will you implement?

## BUDGET

A budget is essential for managing resources, planning growth, and avoiding financial stress. Choose a budget that aligns with your goals by estimating income, listing expenses, and setting priorities to keep spending on track.

## RISK MANAGEMENT

Planning for potential risks ensures businesses can quickly adapt when challenges arise. What are the main risks to your business, and how will you address them?

## SALES AND MARKETING IDEAS



# TURNING YOUR BUSINESS PLAN INTO A SALES STRATEGY FOR 2025

By Leisha Jordan  
NGINA Communications & Marketing Manager

As you look ahead to the new year, your business plan provides a solid foundation for setting sales goals and developing strategies to drive growth. By turning your goals, SWOT analysis, and seasonal planning into actionable steps, you can create a sales approach that maximises results while working within your resources. Here's how to build an effective sales strategy using your business plan template on the previous page as a guide.

## 1. Turn Your Goals into Sales Targets

Start by setting clear sales targets based on the goals outlined in your business plan. If one of your main objectives is to grow revenue by 5% in the first quarter, break that down into monthly or even weekly sales targets. This will help keep you on track and allow you to measure progress more effectively.

## 2. Leverage Your SWOT Analysis to Drive Sales

Use your SWOT analysis to guide your sales strategy. Focus on leveraging your business's strengths and addressing weaknesses that could hinder your ability to reach your sales targets. For instance, if one of your strengths is offering unique plant varieties, build your sales strategy around promoting these products and educating customers on their benefits.

**Tip:** Look at the Opportunities section in your SWOT analysis to find sales channels or customer segments you haven't fully tapped into, such as expanding wholesale relationships or entering new markets.

## 3. Maximise Profitable Products

To make the most of your limited resources, focus on selling your most profitable products. Use your sales ideas section to identify high-margin items and consider ways to promote them throughout the year. Bundling products or offering seasonal promotions can help boost sales while ensuring you're making the most of your inventory.

**Tip:** Refer to the Sales Ideas section in the business plan template and create bundled offers or special promotions for key products to increase sales volume.

## 3. Leverage Existing Customer Relationships

It costs far less to retain and sell to existing customers than to acquire new ones, which is why nurturing customer relationships should be a cornerstone of your sales strategy. Repeat customers are often your most

valuable, especially in the nursery and plant industry, where ongoing plant care and seasonal purchases create ongoing demand.

Actions to consider:

- Customer loyalty programs: Offer discounts, points, or free products to customers who make repeat purchases.
- Personalised follow-ups: Use customer data to send personalised emails or messages with recommendations based on their previous purchases.
- Exclusive sales events: Host VIP or member-only events, either in-store or online, to reward your most loyal customers.

**Tip:** If you're short on resources, focus on automating email follow-ups and marketing communications to save time while still providing personalised service. Refer to an article in our last magazine on "The Power of Email - A Communication Strategy for Horticulturists" for more tips on which email platforms you can utilise to create automations.

## 5. Track Your Sales Metrics and Adjust as Needed

Regularly reviewing your sales performance is key to staying on course. If a particular sales strategy isn't working, don't hesitate to make adjustments. The flexibility to pivot will help you stay on track to meet your goals.

Set aside time each month to review your progress against your targets and use the insights to refine your strategy. Make sure your adjustments align with your broader business goals.

## 6. Drive Growth Through Partnerships and Upselling

Look for opportunities to grow sales through partnerships and upselling. Collaborating with local businesses or offering additional products during checkout can help boost revenue without significant extra cost. Incorporate upselling techniques into your daily sales practices to maximise the value of each customer interaction.

By connecting your sales strategy to the business plan template, you ensure that your actions are not only targeted but also aligned with your broader business objectives. *Use this approach to turn your 2025 goals into reality, and set yourself up for a year of growth and success.*



# THE MARKET UPDATE AND ECONOMIC OUTLOOK

PROVIDED BY OUR INVESTMENT ADVISORS AT JB WERE

**Stimulus measures announced by China, and expectations of more to come, have boosted the Chinese equity market and global commodity prices. Announcements to-date are, in our view, insufficient to get growth back on track. If the government fails to deliver on expectations of material stimulus, the gains in equity and commodity markets may unwind.**

The US economy continues to motor along but, in contrast, the Euro-zone economy looks to be going through another soft patch, in part due to the ongoing struggles of the German economy.

Even as the US economy remains resilient, the Federal Reserve cut its policy rate in September by 50 bps and 25bps in November. As with other major central banks that have cut rates, the substantial progress made in reducing inflation, well-anchored inflation expectations and a better supply and demand balance (particularly in the labour market) means less restrictive interest rate settings are needed.

While the Fed is expected to continue cutting rates (and our central case is for 25bp cuts per meeting until rates return to neutral), stronger-than-expected employment and inflation data for September have tempered market expectations about how quickly this may occur and raised the possibility of the Fed pausing in the near term. This is a reminder that inflation remains high and that if it does not come down as expected, central banks will need to maintain restrictive policy settings in place for longer.

Our global growth forecasts are unchanged this month. We see the global economy expanding by 3.1% in both 2024 and 2025, and then 3.2% in 2026, a subdued pace by historical standards.

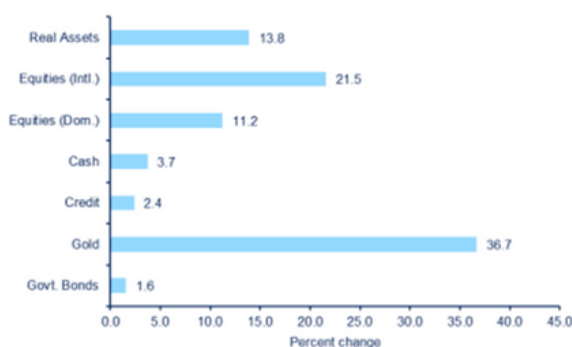
There remain a range of risks around this

central outlook. As noted above, there is uncertainty over the pace with which central banks reduce rates. There remain a number of geopolitical tensions, including an expanding conflict in the Middle East which has recently led to an increase in oil prices. US elections could bring with them large changes in trade and, potentially, fiscal policies depending on results.

The Reserve Bank held rates at 4.35% in November and guidance was more hawkish than the prior meeting. The RBA reiterated their view that it will be some time before inflation is sustainably in the target range. It was noted that while headline inflation has declined substantially and will remain lower for a time, underlying inflation is more indicative of momentum and it remains too high.

All asset classes remain in positive territory in 2024 with International Equities and Gold (+36%) being the best performers. Real assets (property and infrastructure) continue to perform well. Government Bonds and Credit have given back some of the recent gains due to a sell-off in global bonds and the market is worried about President Trump's tariff policies and inflation.

Chart 2: Strategic Asset Allocation – year-to-date returns



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





# Effective ONLINE SALES STRATEGIES

## for Plant Retailers

**PART 1**  
BY TARA PRESTON

**Tips for selling plants online, including inventory management and shipping considerations.** In today's digital age, online sales have become a vital channel for plant retailers to reach new customers and grow their business. Selling plants online presents unique challenges, but with the right strategies, retailers can enhance their digital presence, manage inventory efficiently, and deliver healthy plants to customers' doors. Here are some key tips to help plant retailers succeed in the online marketplace.

### 1. Optimise Your Online Storefront

Your online storefront is your first impression, so ensure it's visually appealing and user-friendly. Use high-quality resolution images and detailed descriptions for each plant variety, highlighting key features such as pot size, plant height/width requirements and care tips.

**User Experience (UX):** Make the website easy to navigate, with clear categories, a search function, and filters for plant types (e.g., indoor, outdoor, low maintenance).

**Mobile Optimisation:** Ensure your site is mobile-friendly, as many customers will shop via their smartphones.

**SEO (Search Engine Optimisation):** Use relevant keywords in product descriptions and blog content to increase visibility on search engines.

### 2. Maintain Accurate Inventory Management

Effective inventory management is crucial to avoid overselling and to ensure customers get the plants they want without delays. Consider these practices:

**Regular Inventory Updates:** Integrate your online sales platform with your physical stores. Inventory management software to keep real-time stock levels. Update stock quantities daily to avoid listing plants that are out of stock.

**Product Variants:** If you sell different sizes or potted options for the same plant, track each variant separately.

**Automated Alerts:** Set up internal alerts for low stock levels to reorder plants before running out.

### 3. Ensure Plant Health During Shipping

Shipping live plants presents specific challenges. Customers expect their plants to arrive in great condition, and it's your responsibility to ensure they do. Address these considerations:

**Packaging:** Use sturdy boxes and biodegradable packing materials and taping down pots to the box to protect plants during transit.

**Labelling:** Mark packages as "Live Plants" and indicate "This Side Up" to guide postal workers on how to handle them.

**Shipping Timeline:** Ship early in the week to avoid plants sitting in warehouses over weekends, which can cause plant stress, damage or death.

**Delivery Partners:** Partner with reliable couriers experienced in handling live goods. Offer tracking for customers to monitor their deliveries.



#### 4. Leverage Social Media and Email Marketing

Your digital marketing efforts should complement your online sales strategy. Use social media and email campaigns to drive traffic to your online store.

**Social Media Content:** Post regular updates featuring new stock, plant care tips, customer photos and reviews. Use platforms like Instagram and Facebook to engage your audience with visually appealing plant content.

**Email Newsletters:** Send newsletters with special promotions, new arrivals, and plant care advice. This keeps your customers informed and encourages repeat business.

**User-Generated Content:** Encourage customers to share photos of their purchases on social media using a unique hashtag. Feature these photos on your website to build community engagement.

#### 5. Offer Flexible Payment and Delivery Options

Providing customers with multiple payment and delivery options can improve the shopping experience.

**Payment Methods:** Offer a range of payment options such as credit cards, PayPal, Afterpay, or other buy-now-pay-later services.

**Delivery Options:** Provide different delivery services, such as express, standard, or click-and-collect for local customers. Consider offering free shipping for orders above a certain amount.

#### 6. Provide Excellent Customer Service

Customer service is just as important online as in a physical store. Promptly respond to customer inquiries and handle any issues with orders efficiently.

**Chat Support:** Implement a chat feature on your website to answer customer questions in real time.

**After-Sales Service:** Follow up with customers post-purchase to ensure their plants arrived in good condition and offer plant care tips. This helps build loyalty and encourages positive reviews.

#### 7. Track and Analyse Performance

Monitor the performance of your online store to understand what's working and what needs improvement.

**Sales Data:** Analyse which products sell the most and when. Use this data to adjust your inventory and marketing strategies.

**Customer Feedback:** Pay attention to customer reviews and feedback. This can provide insights into which plants are more popular and any recurring issues with orders.

**Website Analytics:** Track website traffic, conversion rates, and cart abandonment rates to identify areas where you can enhance the customer experience.



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[ballaustralia.com](http://ballaustralia.com)





# THE IMPORTANCE OF QUALITY INSURANCE FOR YOUR BUSINESS: ARE YOU FULLY COVERED?



Running a business in the nursery and garden industry comes with a unique set of challenges, from managing plant health to maintaining equipment and facilities. However, one of the most important aspects that can often be overlooked is ensuring your business has comprehensive insurance coverage. Without the right policies in place, a single unforeseen event could have severe financial repercussions, potentially putting your livelihood at risk.

In this article, we'll explore the key types of insurance that every nursery, garden centre, or related business should consider, ensuring you are fully covered from every angle.

## Public Liability Insurance: Protecting Against Legal Risks

Public liability insurance is a must for any business, especially those that interact directly with the public. This type of insurance protects your business in the event someone is injured, or their property is damaged as a result of your operations. Whether it's a customer slipping in your garden centre, or a contractor injured while delivering supplies, public liability insurance covers legal costs and compensation claims.



For NGINA members, this is especially crucial because of the physical nature of our industry. Without adequate coverage, your business could face significant financial strain from legal proceedings, even if you are not at fault.

## Property Insurance: Safeguarding Your Physical Assets

Your property is one of your most valuable business assets. Whether you run a retail garden centre or manage a large production nursery, property insurance ensures that you're protected against the loss or damage of buildings, equipment, stock, and other physical assets.

Fires, hail, storms, theft, and vandalism are just a few examples of events that can severely impact your business. A comprehensive property insurance policy should cover the cost of repairs or replacement, ensuring that your business can continue operating with minimal disruption.

When selecting property insurance, make sure it covers all potential risks relevant to your specific operation. For example, some policies may not automatically cover greenhouses or growing tunnels, which are vital for many nurseries. Always review your policy in detail to avoid any gaps in coverage.

Gareth from NGINA Insurance helped the NGINA save hundreds on its car insurance!





We recently contacted Gareth from NGINA Insurance Service who secured substantial savings (20% to 60%) on our comprehensive vehicle insurance, office contents, and general and products liability insurance. With these impressive savings, we're now transitioning all our insurance needs to NGINA Insurance Service.

## Vehicle Insurance: Keeping Your Fleet Protected

Many businesses in the nursery and garden industry rely on vehicles for deliveries, transportation of stock, or moving equipment between locations. Whether you own a single van or manage a fleet of trucks, having the right vehicle insurance is essential.

Standard vehicle insurance may not provide the coverage you need for commercial use. It's important to have a policy that includes protection against accidents, theft, and damage to both company vehicles and goods in transit. Furthermore, if employees use their own vehicles for work-related purposes, you should also consider insurance to cover those situations.

### SCOTT TALLIS FROM OVERLAND NURSERIES

#### Are You Fully Covered?

While public liability, property, and vehicle insurance are fundamental, it's crucial to assess whether your current insurance policies are sufficient to cover all your business risks. It's not uncommon for businesses to discover they are underinsured only after an incident occurs. This can leave significant out-of-pocket expenses and, in some cases, threaten the business's survival.

Here are a few tips to ensure your insurance truly covers everything:

- Review your policies regularly – Business needs change over time, and so should your coverage.
- Consult with an insurance expert – Seek advice from NGINA Insurance Service specialists who understand the unique risks in our industry.
- Look for industry-specific policies – NGINA Insurance can help you find insurers who offer tailored policies that cover specific risks faced by nurseries and garden businesses.
- Check exclusions carefully – Ensure that your policy doesn't have exclusions that could leave you vulnerable.

#### Contact NGINA Insurance Service

To help you navigate these complexities, NGINA Insurance Service offers tailored insurance solutions designed specifically for our industry. With years of experience and a deep understanding of the risks you face, NGINA Insurance Service can help you find comprehensive coverage that fits your business's unique needs. Whether you need public liability, property, or vehicle insurance, we can ensure you're protected from all angles.

For more information or to review your current insurance coverage, NGINA Insurance Service invites you to call Gareth Jones direct on 0461 362650 and take the first step towards securing your business's future.



"I contacted Gareth when my insurance policy was coming up for renewal in August this year, because I was aware that NGINA was working to develop a specialised insurance facility to meet the specific requirements of the nursery industry, and I strongly support that.

It was great to discuss my needs with someone who understands our industry. He was very responsive and easy to deal with. He even did a site visit, something which has never happened before in my 25 years of holding business insurance. As luck would have it, a severe storm hit Eden just a couple of days after the commencement of the policy and caused some damage to one of the buildings. Gareth and Ruben looked after the entire claims process on my behalf. I'm so glad I made the switch when I did."

### MAREE CURRAN FROM EDEN AT BYRON

Comprehensive insurance is not just a safety net—it's a vital component of a well-protected and resilient business. By ensuring you have the right coverage in place for public liability, property, and vehicles, you can safeguard your business from unforeseen events and focus on what matters most: growing and thriving.

Take the time to review your insurance policies today and reach out to NGINA Insurance Service for guidance. We're here to ensure you're fully covered for tomorrow's challenges.



# Empowering Green Industry Success: Highlights from Moshie's Business Resilience Series® in NSW

On November 14th, 2024, Moshie Australia welcomed business owners and industry professionals from across NSW to the Business Resilience Series® (BRS) in Prospect, west of Sydney. Hosted by Matt Carroll and supported by Nursery & Garden Industry NSW & ACT (NGINA), NSW Department of Primary Industries and Regional Development (DPIRD), and Turf NSW, the half-day, catered workshop brought together leaders from the green industry and beyond for a hands-on, practical session focused on supporting businesses and inspiring sustainable growth.

Moshie's BRS® events are designed to provide straightforward, actionable tools that help business owners navigate daily challenges and drive meaningful improvements. Attendees joined from across the region to share experiences, learn strategies tailored to their industry, and gain practical insights to support their businesses' growth and resilience.

## Listening to Business Owners

A key focus of Moshie's approach is listening and simplifying. Feedback from participants ahead of the event shaped the session content to address specific challenges faced by businesses in the room. Throughout the day, attendees were encouraged to offer live feedback, ensuring discussions and activities remained relevant and responsive to their needs.

Among the attendees was Malcolm Thompson, Managing Director of Colourwise Nursery in Peats Ridge, NSW. With over 15 years in chartered accounting and 15 years in investment banking,

Malcolm brought a wealth of experience to the session but still found the workshop insightful and practical. Reflecting on the event, Malcolm said:

*"The session delivered tools we could apply immediately to our business, backed by real-life examples and group discussions that made the principles easy to understand. What stood out most was Moshie's genuine desire to make a difference for businesses like ours—working with people who want to improve but aren't sure where to start."*

Since attending the session, Malcolm has already begun applying these strategies, collaborating with his team to implement change. His experience underscores how Moshie's BRS tools and collaborative approach can help businesses address everyday challenges immediately, while building a foundation for future growth.

## Exploring Practical Tools for Business Resilience

The session introduced attendees to simple, effective, strategies, developed and tailored by Moshie for their clients in the green sector and beyond, working with small and large scale businesses, across Australia. Lean Management practices were a central focus, offering insights into streamlining processes, reducing waste, and improving efficiency. These tools help business owners and their teams address operational hurdles—such as inconsistent productivity or resource bottlenecks—while fostering a more collaborative and efficient work environment.

Continuous improvement strategies encouraged participants to embrace adaptability and foster a mindset of continual growth. These strategies equip businesses to refine their operations, respond effectively to industry shifts, and remain competitive in a fast-evolving market. By embedding continuous improvement into daily practices,







businesses can unlock opportunities for innovation and shared success among teams and in the industry overall.

The session also explored actionable planning and cost-management approaches, focusing on the importance of accurately measuring costs to obtain cost clarity, and of course, profitability. By understanding where resources are being spent, businesses can make informed decisions about product lines, set realistic future goals, and identify opportunities for growth. These strategies provide leadership teams with the clarity they need to optimise operations and ensure their business' financial health, allowing them to plan with confidence.

Participants also gained 12 months of access to Moshie's Online Business Resilience Portal, an invaluable resource hub providing tools and guidance to continue implementing these strategies long after the session. By extending support beyond the workshop, the portal ensures businesses have the resources they need to foster resilience and sustain growth over time.

### Connecting Business Owners with Resources and Each Other

Thanks to partnerships with NGINA, NSW DPIRD, Turf NSW, and Hort Innovation, participants gained access to further support, including opportunities for financial assistance, business advice, mental health resources, and workforce development. Moshie hopes that these connections foster collaboration, and contribute to a robust support network that strengthens the green industry overall.

### Looking Ahead: Stay Connected and Get Involved

Looking forward, Moshie is excited about the delivery of two more BRS events in NSW

at the beginning of 2025, designed to further empower and support businesses and their supply chain partners, in allied industries. Applications for Moshie's 2025 Lean Leaders Program are now open, providing a unique opportunity to deepen skills and build on the concepts introduced in the BRS sessions.

We encourage all green industry professionals to stay engaged, share their thoughts, and join us at our upcoming events. We look forward to promoting a resilient and connected industry, and are dedicated to helping businesses thrive.

### Further Support and Contact Information

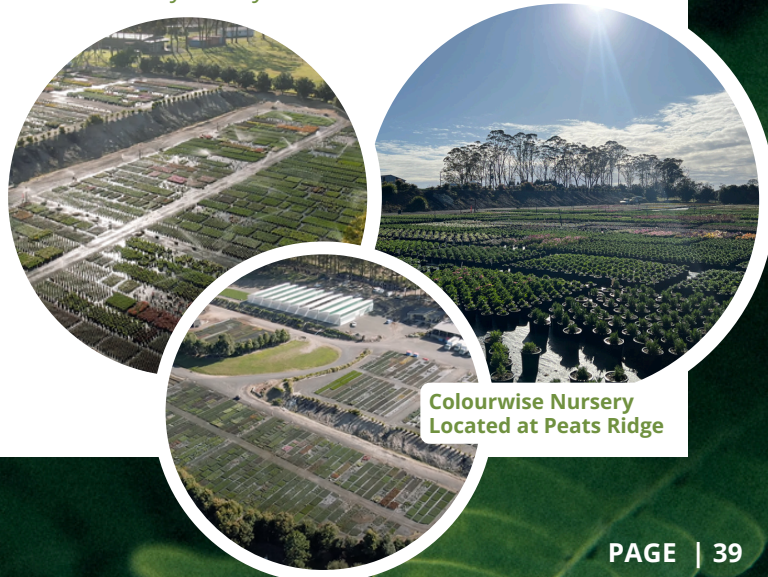
Attendees are encouraged to reach out to Moshie or our event partners, including NGINA, NSW DPIRD, Turf NSW, and Hort Innovation, for ongoing guidance and support. For additional guidance, contact Moshie directly at [moshie.com.au](http://moshie.com.au) or email us at [info@moshie.biz](mailto:info@moshie.biz).

For personalised advice, Bruce Yelland can be reached at **0412 241 801** or [bruce@moshie.biz](mailto:bruce@moshie.biz). For costings information and systems integration support, Josh Kyne is available at **0451 283 715** or [josh@moshie.biz](mailto:josh@moshie.biz).

### Event Partnership Acknowledgement

The Business Resilience Series is supported by the Farm Business Resilience Program jointly funded through the Australian Government's Future Drought Fund and NSW Government. Thank you to the Department of Primary Industries and Regional Development, Nursery and Garden Industry NSW/ACT and Turf NSW for collaborating to bring this event to growers within the surrounding regions.

Written by Nancy Salinas



Colourwise Nursery  
Located at Peats Ridge



# Become a member



Nursery & Garden Industry  
NSW & ACT

The Nursery & Garden Industry NSW & ACT (NGINA) is an industry-led, membership-based, not-for-profit organisation that is the peak industry body for operators in the nursery and garden sector in NSW and ACT. This can include:

- growers and producers of plants
- wholesalers and hirers of plants
- retailers of plants and related products
- industry gardens, florists and landscapers
- allied traders—suppliers of growing media, chemicals, containers, tools and equipment, etc.
- service providers including consultants, training providers, government departments, etc.

Members of NGINA range from small to medium-sized family-based operations through to multinational corporations and all share a passion for greenlife and for the industry.

Such a diverse membership brings with it many different needs and requirements and that's why we have created a range of membership categories.

## NEW

MEMBER INCENTIVES

**\$150 COULD  
BE YOURS!**

Earn \$150 off your membership, simply refer a potential member. Once they have successfully signed up you will receive \$150 off! The more members you bring on board, the more you earn!



Students

**\$50 yearly**

Subscription to N&G News, eNews, access to Sydney and regional trade days. Invitations to attend our four NextGen events held throughout the year



Single Business Owner

**\$55 monthly  
\$645 yearly**

A business entity (owner/operator) that conducts its operations with no additional employees and/or contractors engaged in the delivery or production of its products or services



Trading

**\$135 monthly  
\$1,520 yearly**

Available for businesses with 5 or less full-time equivalent (FTE\*) employees including owner/principal



Enterprise

**\$220 monthly  
\$2,536 yearly**

Available for businesses with 6–20 full-time equivalent (FTE\*) employees including owner/principal



Corporate

**\$400 monthly  
\$4,554 yearly**

Available for businesses with more than 20 full-time equivalent (FTE\*) employees including owner/principal

Membership periods follow the calendar year, with pro rata rates applied for new members joining partway through. Members can choose to pay a one-off annual subscription or opt for 12 monthly instalments, which include a 5% surcharge (already reflected in the displayed rate).

Complete our NGINA membership application form online by scanning this QR code. Approved applicants will be notified by email or contacted by phone. If you have any questions about membership, please contact the NGINA office on 02 9679 1472.





## NGINA MEMBER BENEFITS



### Growth

We know that you, like all our members, strive to grow both your business and our industry. To help you flourish, membership of NGINA provides you with access to a suite of key business tools and services.

- NGINA Advice line. If we can't help you, we will find someone who can.
- Personal HR advice from the specialists at Business Australia
- Access to 'members only' area on NGINA's website
- Resources to help run your business inc 250+ Industry specific discounted HR & WH&S templates & documents
- NGINA Member support calls & visits



### Connectivity

Knowing what's both going on and growing on is paramount in our industry. NGINA strives to make this an easy task for you by providing a range of tools, platforms and forums designed to ensure you are up to date and informed.

- Networking events
- Special Interest Groups
- Jobs Board for posting positions vacant
- Comms: fortnightly eNews, quarterly N&G News Magazine, Texts, Monthly Member Forums, Podcasts, Social Media, Biosecurity Legislation and grant updates
- Free attendance & opportunity to be a stall holder (fees apply) at our NSW Trade Days (Sydney, Port Macquarie, Northern Rivers) as well as NGIQ Trade Day



### Knowledge

Each year NGINA conducts a wide range of industry-driven events, workshops and training courses to help you build your business, and grow and develop not only your knowledge and professional skills but also those of your staff.

- Be kept informed of new opportunities for your business
- Keep your finger on the pulse of industry trends
- We can help promote large upcoming news and events on your behalf
- Industry workshops and training courses including first aid, chemcert, marketing & business training



### Savings

NGINA can save you both time and money—from helping to untie legal knots to providing industry-specific technical advice, offering subsidised training and accreditation programs to cost-saving initiatives with industry partners—to name just a few!

- Commercial member discounts with our commercial partners: Dell Aust, Choice Energy & Ledermans Insurance Brokers
- Free hire of NGINA's large meeting room and assisted catering
- Inclusion on the Greenlife Industry Australia (GIA) trade register
- Discounted advertising in N&G News Magazine



### Recognition

Being a member of an Industry Association shows a level of excellence and high standards of your business and products.

- Professional recognition at Industry awards night
- New member feature in our publications
- Alliance with us giving customers confidence in the high standards of your business and product
- The use of the NGINA logo
- Social Media posts from our Member Services Manager to your business



### Representation

NGINA represents its members at all levels of government to ensure policy makers, regulators, and research and development opportunities are aware of your business priorities

- Representation through us to government, policy makers, regulators and research and development
- Eligibility to apply for NGINA board or advisory committees
- Business listing on our website & store locator so the local public can find you
- Our association offers a unique chance to meet celebrities and get up close and personal with some of the biggest names in the industry.

## WHAT YOUR COMPANY CAN SAVE BY BEING A MEMBER:

### HR & IR Advice line | \$3500

Average cost of an external support line

### HR & IR Documents | \$5000

Average cost to create legal company specific HR & IR documents through a lawyer

### WH&S Manual | \$5000

Average cost to create a legal company specific WH&S Manual through a lawyer

### Jobs Listings | \$225

Per job: Posted on website, Instagram, Facebook, Linked In & eNews

### N&G News Ads x 4 | \$6600

### Yearly NSW Trade Day Entry | \$250

### N&G News x 4 | \$50

### Social Media Advertising | \$80

### Forklift Training | \$300

Per person

### Training Savings | \$150

Members get 10-20% off. Average calculated per person for 3 courses per year

### Dell Australia, Choice Energy & Ledermans Insurance Brokers Commercial Member Discounts | \$2500+

Price may vary year to year

### Meeting Room | \$500

Full day, fully equipped

### GIA Register | \$2500

Non-member listing price

### New Member Features | \$1100

Full page article/ad in N&G News, CEO welcome in eNews, Full ad with company links in eNews

### Social Media Post | \$80

Recap of our visit and a blurb about your business on our Facebook and Instagram.

### Store Locator | \$1000

Be found by the public and other industry professionals on our website store locator.

### Website Links | \$500

Member feature on our website with all your contact details including backlinks to your website which assist in boosting SEO.

### OTHER INVALUABLE SERVICES:

- NGINA staff technical support
- Freight savings at Trade Day
- Networking
- Exposure
- Information
- Professional Development

**A TOTAL SAVING OF: \$30,515.00\***

\*Savings may vary year to year and are calculated by the average member potential savings





## ➔ Introduction by State Managers

GCP state managers kicked off the speaking sessions by sharing GCP's journey and unveiling the latest innovations in plastic manufacturing, including a new range of advanced tubs, Antispiral pots, plug trays and plastic pebbles for the indoor ornamentals made from 100% recyclable material. These products, developed in response to industry feedback, fit perfectly into the Plastic Smart program, promoting closed-loop recycling of polypropylene (PP5) and polystyrene (PS6) materials used in pots and containers.

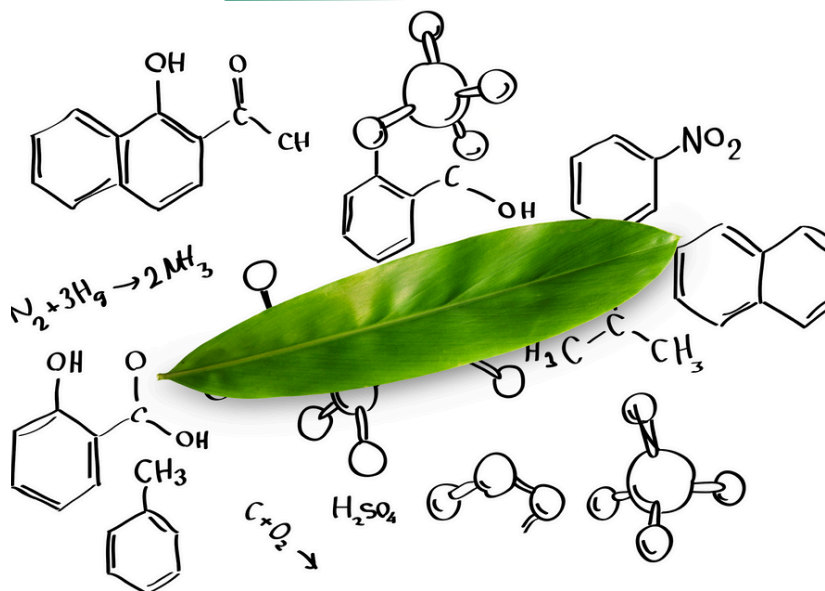
## ➔ GCP Agronomic Services and Keynote Address

GCP's agronomist, Elliott Akintola, highlighted GCP's investment in free agronomic services for growers. Then, he laid the foundation on the need to consider new chemistries and innovation for the industry by sharing insights on the current challenges growers grapple with, in plant production today ranging from pest and disease pressures, ethical issues relating to work health and safety, biosecurity, environmental concerns and the changing regulatory landscape regarding solutions or tools registered for use in ornamental and horticultural production systems in Australia. Elliott highlighted the need for new chemistries and innovations, sharing examples and emphasising sustainable practices.

## ➔ Regulatory Updates

GIA extension officers provided insights into state and national regulatory changes, emphasising the Minor Use Permit (MUP) program facilitated by the Australian Pesticides and Veterinary Medicines Authority (APVMA). They stressed the importance of following label instructions, rotating Mode of Action groups to prevent pest resistance, and adhering to sustainable plant production and best management practices, such as NIASA – Best Management Practice and EcoHort – Environmental Management and BioSecure HACCP.

The session concluded with the speaker highlighting the GIA's cutting-edge digital platforms for pest identification, data management, and audits.



# GARDEN CITY PLASTICS' 2024 NATIONAL ROAD SHOW ON NEW CHEMISTRIES AND INNOVATION

At the outset of the 2023/24 financial year, Garden City Plastics (GCP) partnered with leading manufacturers and technical experts in Australia's ornamental industry, including ICL, ENVU, Syngenta, BASF and Green Life Industry Australia (GIA) extension officers to embark on a nationwide roadshow, showcasing new chemistries and innovations. Spanning eight different locations over six months, the roadshow expanded upon a pilot project from the previous year, aiming to disseminate valuable information to a broader segment of GCP's clientele across the nation.

## Focus on Nutrition Innovations

The session on nutrition and the innovations in controlled release fertiliser technology for effective nutrient delivery was led by ICL's technical and regional managers. Drawing on scientific data and trials in nursery production systems, they debunked three common assumptions about nutrition in the industry:

1. That all fertilisers are the same
  2. That growers can save money by using a lower fertiliser rate
  3. That growers can provide the best nutrition by mixing longevities.
- Fertiliser brands can differ widely in quality, with some showing batch variations ranging from 3% to 16%, proving that not all fertilisers are the same. Moreover, research has demonstrated that using fertilisation rates below the recommended levels can significantly harm plant quality, slow growth, and negatively impact growers' overall income. The trials further showed that trying to compensate by adding extra nutrients in later growth stages not only increased labour costs and weed pressure but also reduced profitability by at least 25%!



Finally, the custom of mixing longevities was flawed for two major reasons. The first being that there was no way or system that ensured that each batch of media with fertiliser mixtures would have equal concentration or percentages of the mixed longevities. Secondly, there was an increased front loading of nutrients, which in turn would result in higher leaching percentages and inadequate nutrition to sustain the plant for the intended growth duration. In conclusion, adherence to directions of use and seeking expert advice is the best practice for nutrition.





New innovations in controlled release fertilisers from ICL such as the Optimised Trace Element Availability (OTEA) and NutriMatch - Release technologies have without doubt improved nutrient efficiency, with the latest Osmocote 5 offering advanced controlled-release fertiliser options.

## New Chemistries and Tools

Three global giants in product development presented their latest innovations:

Syngenta introduced a new and innovative digital online tool hosted on their revamped ornamental website (<https://www.syngentaornamentals.com.au>). The tool provides AI-driven data on the best times to spray, historical weather data, and pest and disease information, aiming to reduce chemical usage and enhance sustainable practices. Also included were features such as information on Pests and Diseases, short webinars and videos on product applications, calibrations and factsheets. The session then cantered on two new chemistries for the industry namely Hicure Biostimulant and Acelepryn Insecticide.

Lexicon's combo of two actives provides broad spectrum fungal disease control and true plant health benefits.

BASF also hinted the introduction of a new fungicide called Maxtima into the industry, later this year. Maxtima is built on a Revysol technology which combines plant safety, performance and a favourable toxicological profile all in one active ingredient. Maxtima is a group 3 or Demethylation inhibitor (DMI) fungicide and will be the first Isopropanol - Azole molecule that ensures flexibility, excellent binding capacity and adaptability. This important feature enables lower use rates and extends residual action in the leaf tissue.

### → Syngenta

Syngenta introduced a new and innovative digital online tool hosted on their revamped ornamental website (<https://www.syngentaornamentals.com.au/>). The tool provides AI-driven data on the best times to spray, historical weather data, and pest and disease information, aiming to reduce chemical usage and enhance sustainable practices. Also included were features such as information on Pests and Diseases, short webinars and videos on product applications, calibrations and factsheets. The session then cantered on two new chemistries for the industry namely Hicure Biostimulant and Acelepryn Insecticide.

HICURE is a highly concentrated (62.5% w/w) biostimulant consisting of 19 amino acids and peptides. Hicure supports plants natural processes especially under abiotic stress conditions. It is 100% organic and safe!

Acelepryn insecticide provides long season control of a wide range of insect pests like African Black Beetle, Argentinian Scarab, Billbugs and several species of caterpillars including Cutworm, Armyworm and Webworm. It's available in granular and liquid forms, and its innovative formulation reduces PPE requirements.

### → ENVU

ENVU acquired the environmental science division of Bayer in 2022, gaining access to half a century of environmental science expertise and technologies to leverage. ENVU provided an overview of their portfolio approved for use in turf and ornamental situations. These included products such as Ronstar (Oxadiazon), Banol (600g/l Propamocarb), Merit (200g/l Imidacloprid), Tempo (50g/l Beta-cyfluthrin + 25g/l Imidacloprid), Initiator tablets (20% Imidacloprid plus 6:5:4 fertiliser), and Dedicate (200g/l Tebuconazole + 100g/L Trifloxystrobin).

The newly introduced Specticle (200g/l Indaziflam) pre-emergent herbicide was ENVU's focus of the day. Specticle's unique liquid formulation offers the longest (8 - 12months) pre-emergent broad-spectrum control of grass and broadleaf weed control registered on the market. It is compatible with most knockdown post emergent herbicides such as Glyphosate (Round up), Glufosinate Ammonium (Basta), Nonanoic acid (Slasher), Pine Oil, etc. ensuring that growers maximise their labour, time and return on investment.

### → BASF

BASF offers a robust pipeline of ornamental solutions, featuring both new and existing products, along with upcoming releases expected to launch later this year continuing through to 2026. A major highlight of their offering was sustainability as a part of their innovation strategy and demonstrated by sustainable Ecopackaging, product stewardships, unique technologies and formulations for unmatched safety and IPM compatibility.

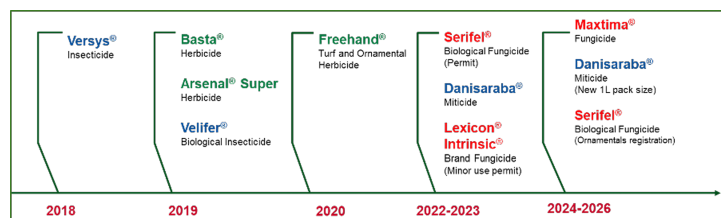
The technical manager delved into the new products with novel chemistries BASF has launched into the market but the highlight of the day was Lexicon intrinsic fungicide permitted (APVMA PER92782) for use in the industry. Lexicon is the first product to combine Intrinsic and Xemium (flux) technology for the ornamentals industry. Xemium is highly systemic and acts on a broader range of a fungal cycle than other chemistries giving it the capability for lower use rates and more rapid curative control while Intrinsic (which is a member of the strobilurin family that is group 11) provides true plant health benefits arising from their action in changing the normal respiration cycle where lower CO<sub>2</sub> are produced and redirected to the root system resulting in longer denser roots/shoots, resulting in a more efficient plant that can respond to stressors. In a nutshell

## Conclusion

Garden City Plastics reinforced its industry commitment in 2024 through a nationwide roadshow, connecting with over 400 growers and 200 businesses. Thoughtfully planned and in collaboration with experts and partners, the sessions provided attendees with valuable insights.

GCP is committed to continuing these events while remaining responsive to evolving industry trends and needs. We are grateful for the support of our 2024 roadshow partners: ICL, ENVU, Syngenta, BASF, and various state and national industry bodies. Special thanks to our field managers, agronomists, and Waratah Distributors, (GCP's supply partner in Tasmania), for their hard work in making the roadshow a success.

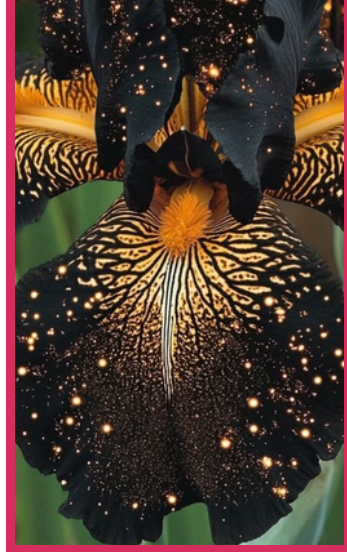
Thank you to everyone who attended; your presence made the event a success. We look forward to bringing you more events soon. For more information on products and technical details discussed at the roadshows, please contact your field managers. Kindly follow GCP on Instagram and Facebook, and visit our website at [www.gardencityplastics.com](http://www.gardencityplastics.com)







By Leisha Jordan



# HOW AI IS CHANGING THE PLANT WORLD: WHAT IT MEANS FOR GROWERS AND SELLERS

*Artificial Intelligence (AI) is everywhere these days, from virtual assistants like Siri to self-driving cars. But did you know it's also making waves in the plant world? AI is being used to create digital plants that look almost real and even improve the way we grow and care for plants. So, what does this mean for plant growers and sellers, and could it affect your business?*

## What Are AI Plants?

AI is being used in two main ways. First, it can create realistic images of plants that are completely digital. These AI-generated plants can look just like real ones and are often used in virtual environments or for online design. Second, AI is helping improve real plants. By using technology, AI can predict how plants will grow, when they might get sick, and even how to take better care of them. It's almost like having a smart helper that knows exactly what your plants need!

**But why?** People generate AI plant images to create hyper-realistic plants for digital spaces like websites, apps, and games. AI makes it easy to produce flawless images quickly, even if the plants don't exist in real life. For businesses, this offers a way to create eye-catching, click-worthy content without needing physical plants.

## Why Should Growers and Sellers Care?

For those in the plant business, there are a few key reasons why AI is something to watch:

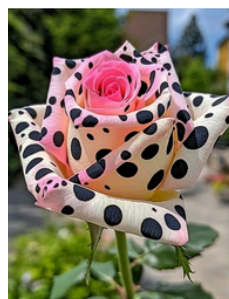
**Predicting Trends:** AI's predictive capabilities are helping plant breeders stay ahead of the curve. By analysing climate conditions, consumer preferences, and market trends, AI can offer insights that help breeders develop plants that are more likely to succeed in the market. For example, AI can identify which types of plants are becoming popular in certain regions or predict the ideal breeding conditions for specific traits, like disease resistance or drought tolerance.

This kind of data could revolutionise the breeding process, giving businesses a competitive edge and helping them meet future demand.

**Smarter Plant Care:** AI is not just for creating images—it's also making plant care easier and more efficient. There are now apps that use AI to help plant owners care for their plants, from suggesting the ideal amount of sunlight and water to predicting potential problems like pests or diseases. This increases customer confidence in their gardening ability and helps increase the likelihood of future plant sales. For growers and sellers, this technology could be beneficial by helping them identify plant health issues early, ultimately leading to healthier stock and fewer losses. One example is a nursery in the US that's using AI-based software to monitor the conditions of plants in their greenhouse, adjusting care needs in real-time for optimal growth. By adopting such tools, Australian growers could improve their operations and offer even healthier plants to their customers, increasing satisfaction and loyalty.

**Boosting Your Online Presence with AI Plants:** AI-generated plant images can be a great tool for plant businesses to boost their online presence and drive traffic. By using eye-catching AI visuals in social media posts, blogs, ads, and email campaigns, businesses can attract attention and spark curiosity. These images can highlight rare or exotic plants, promote new arrivals or seasonal offers, and create engaging content that encourages clicks. AI images can also be used on product pages for mock-ups, in virtual plant experiences, or to enhance digital ads, creating interactive, shareable content that expands visibility and engages potential customers.

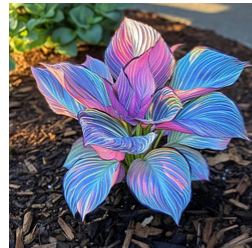
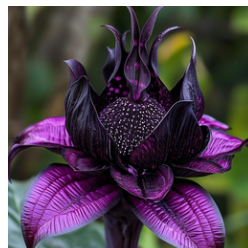
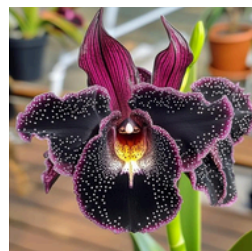
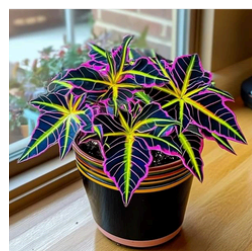
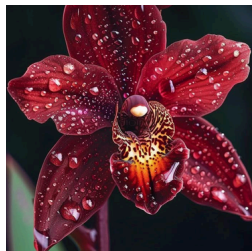
We encourage members to use AI-generated images thoughtfully, ensuring that the visuals represent plants accurately to avoid misleading customers or setting unrealistic expectations.





## What's Next for the Industry?

As AI continues to evolve, it offers exciting opportunities for the plant industry. By using AI-driven insights, businesses can stay ahead of the curve by predicting which plant varieties will be popular, optimising care routines, and managing plant health with advanced tools. This also opens opportunities to upsell additional products and services, like specialised fertilisers or care tools. While AI can make plants look flawless, real plants will always hold a special place in customers' hearts and are vital to the environment, so businesses should focus on emphasising the unique value of their physical products. As AI becomes more integrated into the industry, businesses can use it to stay competitive, enhance customer experiences, and meet changing consumer expectations—all while ensuring the authenticity and sustainability of their offerings.



## Keep your nursery free of weeds with BARRICADE®



WEED CONTROL

BARRICADE® Herbicide is an easy-to-use pre-emergent in a liquid formulation that can be applied to large areas of potted plants in one simple application, rather than granular pot-by-pot application. With its high plant safety, it will not burn plant foliage and ensure plants remain weed-free and in top presentation for sale.



LABOUR SAVING

Keeping paths, gravel, and fence lines in your nursery weed-free is also simple. BARRICADE® can be partnered with glyphosate to eliminate existing weeds and prevent new weed growth for up to six months.



Scan the QR code to learn more and watch the video.



**Barricade®**  
Herbicide

**syngenta.**

For more information call Syngenta Customer Service on **1800 022 035**, contact your Syngenta Agent or visit **[www.syngentaornamentals.com.au](http://www.syngentaornamentals.com.au)**

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## PROJECT UPDATE

# STORM AND FLOOD IMPACTS AT PRODUCTION NURSERIES IN NSW/ACT

### The finish line is in sight!

We have completed the final water, sediment, and photopoint monitoring for our nursery partners in Sydney, Central Coast, and Northern Rivers. Over the past twelve months, we have diligently gathered and processed raw data. We are now finalising water quality and sediment data collected from sensors in the dams of our nursery partners. With just a few weeks left, we're excited to soon share the results with NGINA and its members. We have successfully completed a comprehensive literature review on contaminants in the nursery production industry. In addition, the water quality factsheets are also complete and currently undergoing final checks before publication. Please see an example of our final "Catchment Factsheet" on the next page.

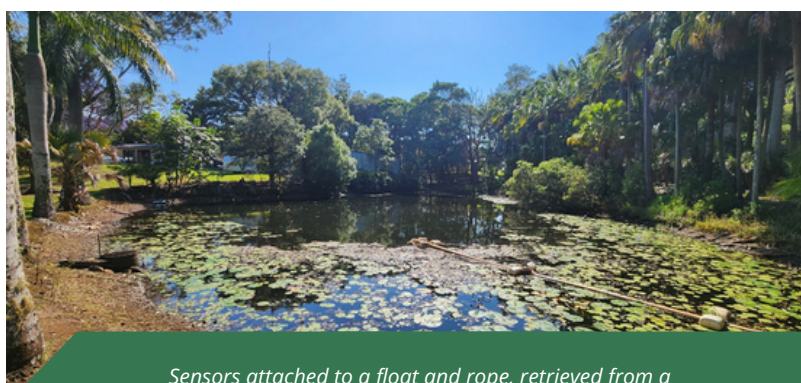
To support NGINA members, we've created over 100 nursery maps, which will be released in the coming weeks. These maps illustrate catchment and landscape positions, hydrology, spatial mapping of flow paths, entry and exit points, and inundation hotspots.

We look forward to sharing these results with NGINA and its members in the coming weeks ahead.

**Written by Dr Bradley Graves**  
Environmental Scientist | Postdoctoral Research Fellow  
Macquarie University



Water quality variables over approximately one year of monitoring from sensors placed at a nursery dam. Orange circles at the top of the graph mark the monthly water samples sent to DPI, while the hashed vertical lines represent on-site visits for data collection.



Sensors attached to a float and rope, retrieved from a nursery dam after a year of monitoring.

## 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.



# Catchments

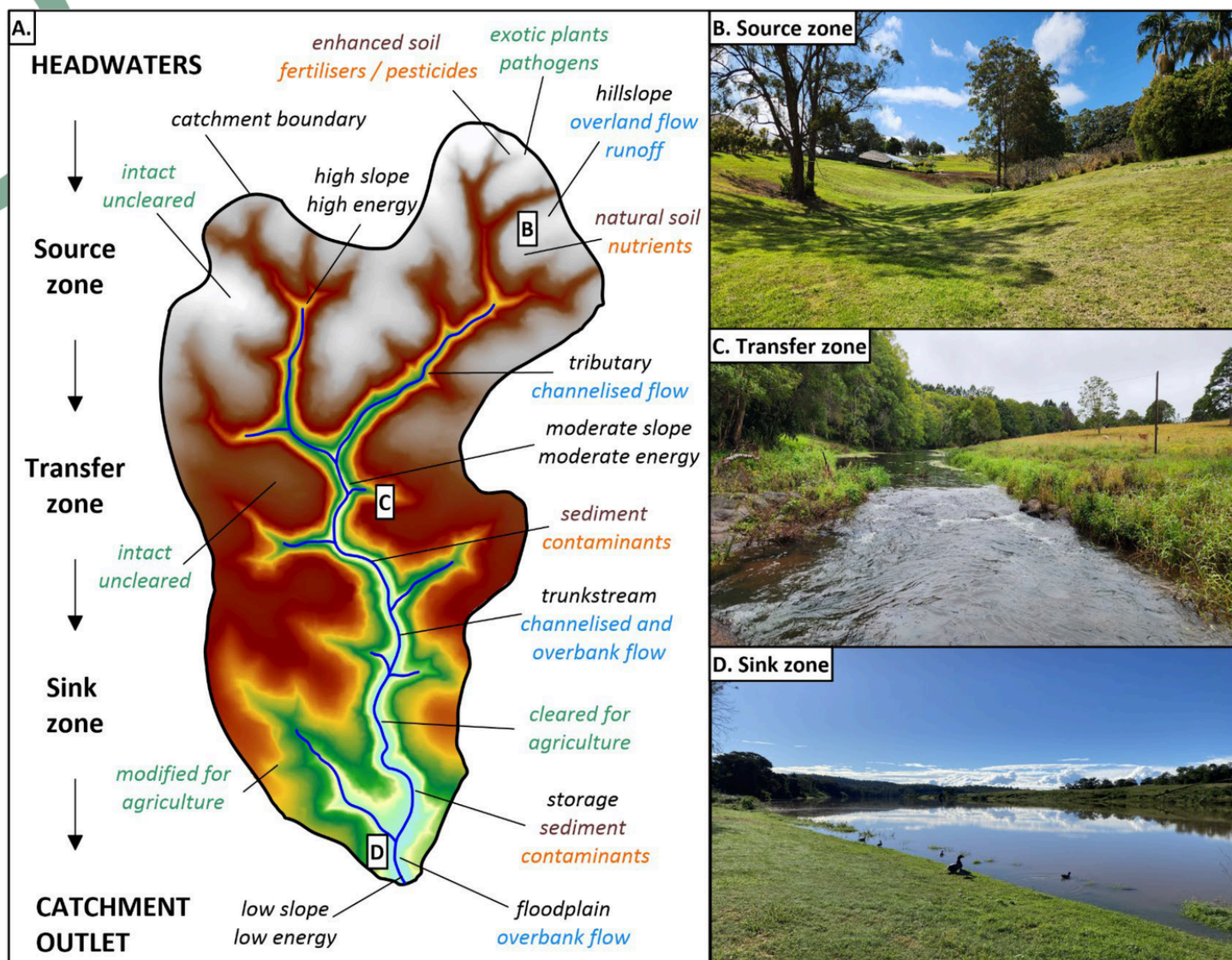
Page 1

## OVERVIEW

- A catchment is an area of land where all surface water (e.g., runoff) drains towards a common outlet.
- Catchment characteristics (e.g., topography and land use), storm, flood, and drought conditions, and connections between waterways from the headwaters to the outlet influence runoff, river flow, sediment transport, and contaminant movement.
- The position of a nursery within a catchment, such as near the headwaters or outlet, affects water quality and likely storm and flood impacts (**Figure 1**).

## HIGHLIGHTS

- The position of a nursery in a catchment affects the frequency and severity of storms and floods.
- Upper catchment sites tend to have water quality issues due to local erosion and storm runoff.
- Middle catchment sites may receive water and contaminants from upstream and yield them to downstream areas.
- Lower catchment sites may have long floods and can receive contaminated water from upstream.



**Figure 1.** A typical catchment (A) with three zones that indicate how water, sediment, and contaminants may move from the high-elevation headwaters to the low-elevation outlet. Right panels: Example photographs of (B) source, (C) transfer, and (D) sink zones.



# NSW NURSERIES SETTING HIGH STANDARDS IN PLANT PRODUCTION



## Oasis Horticulture – enhancing efficiency with mini tech skills training

Oasis Horticulture is a leading producer of over 600 plant varieties including flowers, vegetables and houseplants, operating across Victoria and New South Wales. Renowned for its innovative and sustainable products, Oasis Horticulture meets the needs of both independent garden centres and major retailers.

Since its founding in 2008, Oasis Horticulture has built a strong reputation for quality and continuous improvement, consistently embracing technology to stay at the forefront of the horticultural industry. A significant leap forward for the business came with the introduction of mini tech skills training, supported by the Hort Innovation levy-funded National Biosecurity and Sustainable Plant Production Program (NY20001).

### The impact of training

Operations Manager, Matt Ford highlights the profound impact that mini tech skills training has had on the nursery's operations. Working closely with Colin Hunt, GIA Extension Officer NSW & Northern VIC, Oasis Horticulture has equipped its staff with critical skills in advanced irrigation techniques, digital inventory management, and pest and disease monitoring. Mr Ford described the training as a game changer which enabled the business to make informed decisions based on data, manage resources more effectively and improve overall plant health.

What's the secret to a standout nursery? To find out, Greenlife Industry Australia (GIA) went behind the scenes of New South Wales-based Oasis Horticulture and Alpine Nurseries.

Around the country, GIA Extension Officers are supporting nurseries to thrive via the Australian Plant Production Standards (APPS) and mini tech skills training. GIA's recent levy-funded case studies highlight how collaboration with Extension Officers enhances productivity and quality, and positions nurseries as industry leaders.

Your NSW GIA Extension Officer is Colin Hunt. Why not get in touch and see how he can help your nursery?

### Vision for the future

Oasis Horticulture's vision is to lead the industry in best practice by prioritising both quality and innovation. "Our goal is to continually evolve, ensuring that Oasis Horticulture remains synonymous with excellence through technological advancements and staff development," Mr Ford said.

## Alpine Nurseries leading the way in tree stock

Alpine Nurseries commitment of "creating happiness through greenlife" focuses on producing high-quality tree stock while ensuring that each plant not only enhances the beauty of its surroundings but also meets high standards for long-term growth and success. Dan Ewings, General Manager of Alpine Nurseries, said that through supporting the development of beautiful and sustainable green spaces, Alpine Nurseries creates environments where people can not only enjoy greenery but also make lasting memories.

Central to their ethos of 'quality matters' is the Landscape Tree Stock Specification.



## The Landscape Tree Stock Specification

Mr Ewings said “Meeting the Nursery Industry Accreditation Scheme Australia (NIASA) Landscape Tree Stock Specification (LTSS) for above and below ground plant parts helps production nurseries maintain competitiveness and helps to ensure that trees will thrive long term, benefiting the environment and returning value on the buyer’s investment.”

The specification provides instructions, procedures, and an assessment checklist for independent auditing. Production nurseries like Alpine use these tools when producing tree stock for the landscape sector.

“We market ourselves as compliant with the LTSS as well as the Australian Standard AS2303 – Tree Stock for Landscape Use, which provides technical above and below the ground information to evaluate the quality of tree material grown. This is well received, especially by local governments and the commercial sector. Meeting the NIASA LTSS enhances the value of the trees supplied across the industry, creating greater benefit and a better reputation for the industry.”

## Looking to the future

Over the next five years, Alpine Nurseries aims to be recognised as the industry leader in growing trees that meet the Australian Standard, supported and further bolstered by NIASA and LTSS accreditation. Supplying trees that thrive and create long-term satisfaction aligns with their mission of creating happiness and ensuring long-term benefits for both customers and the environment.

Alpine Nurseries’ dedication to maintaining tree stock standards and NIASA accreditation has positioned them as a trusted leader, ensuring long-term benefits for customers, the environment and the broader industry.

### More info

***If you’re interested in being accredited/certified or participating in training:***

- visit [nurseryproductionsfms.com.au](http://nurseryproductionsfms.com.au)
- contact your local GIA Extension Officer at: [greenlifeindustry.com.au/contact](http://greenlifeindustry.com.au/contact)



### For more information:

- Read Oasis Horticulture’s case study:
- Read Alpine Nurseries’ case study:



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Ready to empower your workforce? Boost retention and enhance your team’s engagement with our short skillsets. Our training is designed to address skill gaps across the nursery and horticulture space and provide your workforce with all the tools for success.

## Keep an eye out for the launch of our AgSkilled 3.0 Skillsets.



# INDUSTRY EVENTS

## PULLING BACK THE SHADE CLOTH:

On Friday 25th October our Northern Rivers Group explored Ellison Horticultural in Rous, Northern NSW, for Octobers Pulling Back the Shade Cloth event.

Group Chairperson Lynne Sutherland kicked off the day, welcoming members and introducing our hosts, Darren Ryan and Dan Clay. Darren shared insights into Ellison Horticultural, now part of the Green Group, showcasing their diverse operations including seed brokering, plug production, and pot plant production.

The nursery's main production lines feature impressive quantities of Kentia, Golden Cane, Phoenix, and Parlor Palms, as well as *Strelitzia reginae* and *Strelitzia nicolai*. With ongoing expansion and upgraded facilities, the nursery continues to thrive while maintaining efficiency and cleanliness.

A big thank you to Darren and Dan for giving our Northern Rivers Members an informative and inspiring tour!

## RETAIL SALES MASTERCLASS

A huge thank you to everyone who attended our Retail Sales Masterclass in person and online on Thursday 28 November! It was fantastic to see so many engaged industry professionals eager to learn and grow their businesses.

From mastering customer engagement to sharpening sales strategies, our participants walked away with practical tools to elevate their retail, production and supplier businesses. It was wonderful to see so much enthusiasm, collaboration, and passion for growth in the room!



A big thank you to Peter from the Retail Doctor Group for running this full day workshop and for sharing invaluable insights and actionable advice. We also heard from Amanda from Mojay Pots on how to best sell & merchandise pots to maximise sales and from Tony from CutaboveTools on how to merchandise tools and key cross and upselling techniques.

Missed out? Don't worry! Stay tuned for updates on our upcoming workshops and training sessions – more opportunities to learn, grow, and connect with industry professionals.

## A FAREWELL TO MIKE MEHIGAN & SUSAN POTTHURST

The farewell celebration for Mike Mehigan and Susan Potthurst on Thursday 5th December was a heartfelt event marking the closing of their nursery after over 20 years in the nursery and garden industry. Hosted at Elegant Outdoors in Turramurra, colleagues, friends, and industry members came together to honour their contributions and wish them well in the next chapter of their lives.

The evening kicked off at 5:30 PM with drinks, including beer, wine, and soft drinks, generously provided by the Sydney Region Group. Attendees mingled and shared memories while dinner was delicious pizzas that everyone enjoyed. Brent Tallis presented Mike with his Life Member plaque and said a few nice words. We thank everyone who attended and contributed to making this event a success. Best wishes to Mike and Susan for their future endeavours!



## SYDNEY GROUP AGM AND CHRISTMAS PARTY

The Sydney Region Group's Annual General Meeting and Christmas Lunch took place on Friday, 12 December, at the Dural Country Club. This event marked a transition for the Sydney Group Committee, with heartfelt farewells to departing members Melanie Sadlier and Andy Cameron, and a warm welcome to new committee members Kylie Ashby and John Walsh, who will also serve as the NGINA Board Representative.

It was a pleasure to connect with so many members of the NGINA community and celebrate the achievements of another year in our vibrant, hardworking, and at times, challenging industry.







## NORTHERN RIVERS SPRING TRADE DAY

The Northern Rivers Pre-Trade Day Networking Event was on Monday 10th September was at the Federal Hotel where drinks and pizza was provided by the NR Trade Day Sponsors where production nurseries, allied suppliers and retail nurseries got to network and meet new contacts. On Tuesday 11th the Northern Rivers Spring Trade Day at the Alstonville Showground buyers got to then find the perfect stock for Spring! Special thanks to Diane and Ray Parker making our delicious breakfast. Congratulations to Eden at Byron, Glendale Select Plants, and Pelicans Landing Garden Centre for winning \$100 each to spend on plants on the day.



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Safe and effective  
pre-emergent control  
of broadleaf and  
grass weeds.





# NEW DIAMOND PARTNER



## Establishment

The genesis of NuFlora as an international plant breeding company involved the establishment of international plant protection laws in the late 1980's and the development of new facilities for the University of Sydney Plant Breeding Institute at Cobbitty NSW. Also key was the opportunity to have career pathways in horticulture through PHD projects for Australian youth using the skill sets of cereal breeding, extensive laboratory facilities and commercial expertise.

From this joint venture starting in late 80'S, NuFlora, a unique public/private company was formed where Sydney University is a major shareholder.

## Scientific Foundation

NuFlora combines traditional breeding with advanced plant breeding technologies. This approach has enabled us to become among the world's most respected providers of innovative floriculture across a diverse range of crops.

We re-invest 75% of our royalty revenues in research and development programs to develop new products and advance our breeding technology. Our market-focused R&D projects are developed in close consultation with our distributors to maximise their commercial potential

## Product Development

NuFlora International specialises in developing and commercialising ornamental plant cultivars for domestic and international markets. We work predominantly with vegetative annuals, perennials, dwarf shrubs and potted vegetables. Our intellectual property is protected through patents and plant breeder's rights and controlled by licensing with Australian and overseas partners for global distribution



# Electric Lights

*Australia's Leading Fuchsia*

*Over 1,000,000 sales*

*Available at:*





# NEW MEMBER



Located in Adamstown, Newcastle, The Nursery on Glebe is a locally owned garden center known for its curated selection of plants and stylish garden accessories. This vibrant space is a go-to destination for plant lovers, gardeners, and urban dwellers. With a special focus on locally grown plants and on-trend pots and planters, their passionate team of experts is dedicated to helping customers create thriving indoor and outdoor spaces.

The Nursery on Glebe aims to simplify gardening and bring joy to home and outdoor spaces, inspiring everyone to love their gardens. They offer in-season, high-quality, locally grown plants, complemented by expert advice.

## Plant Selection:

At The Nursery on Glebe, you'll find everything from lush indoor plants and hardy succulents to flowering shrubs, natives, and bold architectural plants. Their curated selection is designed to make gardening simpler and more rewarding, no matter your style or space. Whether you're upgrading a large garden or adding a pop of green to a balcony, their range has something to inspire every plant lover.

## Garden Accessories & Decor:

Enhance your garden or indoor space with The Nursery on Glebe's collection of quality accessories. From stylish handmade pots and planters to water features and unique decorative items, their selection combines functionality with aesthetic charm, adding the perfect finishing touches to any green space.

## Soils, Potting Mixes, and Supplies:

The Nursery on Glebe also provides a comprehensive range of premium potting mixes, and essential gardening supplies, ensuring that your plants are well taken care of from root to leaf.

## Personalised Gardening Advice:

With their friendly and knowledgeable staff, including experienced horticulturists and landscape designers, The Nursery on Glebe provides personalised advice and expert consultations to help customers choose the right plants and products for their specific needs. Whether it's plant care tips or garden design recommendations, their team is always ready to assist.

## Additional Services:

The Nursery on Glebe offers personalised in-home consultations to help you achieve garden success. Whether you're looking for design advice or guidance on plant health, their expert team is ready to assist with tailored solutions for your space. In addition, they host workshops and community events, fostering creativity and sustainable gardening practices among local plant enthusiasts.



## Contact Details:

 0494 059 549  
 [hello@thenurseryonglebe.com.au](mailto:hello@thenurseryonglebe.com.au)  
 [www.thenurseryonglebe.com.au](http://www.thenurseryonglebe.com.au)  
 @thenurseryonglebe  
 @thenurseryonglebe





# NEW MEMBER



## HERITAGE PLANTS

Heritage Plants is a small, family-owned production nursery based in the Hunter Region, proudly serving many of NSW and ACT's finest independent nurseries for over 35 years. Known for their exceptional flowering plants and perennials, Heritage Plants has built a reputation for their premium Hydrangeas and dedication to producing the highest quality plants for their customers.

### Specialty in Hydrangeas:

Heritage Plants has earned a name as one of the region's go-to sources for Hydrangeas, providing a variety of these beautiful flowering plants that are a favourite among garden enthusiasts.

### Flowering Plants & Perennials:

Alongside their specialty in Hydrangeas, Heritage Plants produces a diverse range of flowering plants and perennials, perfect for nurseries and garden centres looking to offer their customers vibrant, long-lasting plants.

### Commitment to Quality:

Nick and the team at Heritage Plants are driven by their mission to continuously improve plant quality, ensuring that retailers receive plants with the best possible shelf life. They understand that successful, long-lasting gardens start with strong, healthy plants, and their commitment to excellence helps ensure a positive experience for both retailers and end consumers.

Heritage Plants takes great pride in supporting the independent nurseries of NSW and ACT by supplying plants that thrive and flourish. Their attention to detail and passion for horticulture make them a trusted partner in the industry, helping retailers offer their customers plants that will create beautiful, lasting gardens.



### Contact:

0475 271 565

[sales@heritageplants.net](mailto:sales@heritageplants.net)

[@heritageplantsnursery](https://www.instagram.com/heritageplantsnursery)





# NEW MEMBER



Luv It Landscapes - the new Long Jetty Plant Nursery! A local independent retail nursery recently opened by Kristel. Kristel is a passionate plant lover, landscaper and small business owner. Come visit her new nursery at Long Jetty. They have everything their customers need to get their gardens Spring ready including herbs, vegetables, natives, feature plants and flowering perennials.

## Contact:



0400 341 265



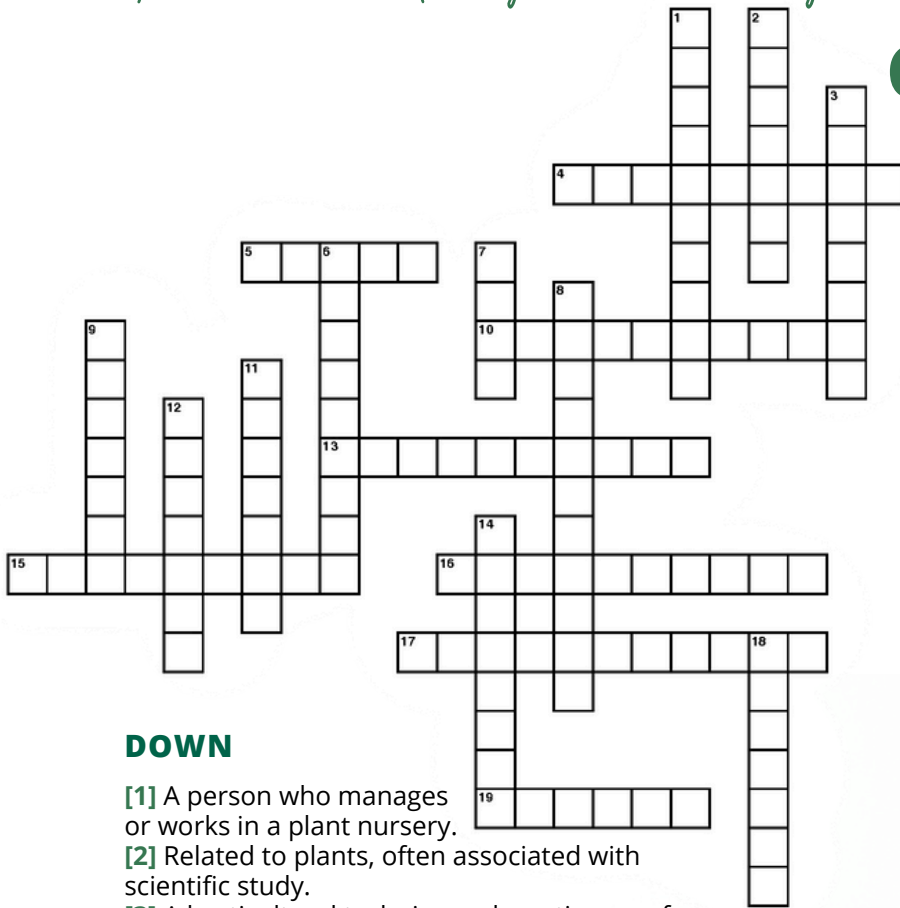
461 The Entrance Road  
Long Jetty NSW 2261





How well do you know your greenlife?

## CROSSWORD



### DOWN

- [1] A person who manages or works in a plant nursery.  
 [2] Related to plants, often associated with scientific study.  
 [3] A horticultural technique where tissues of plants are joined together to grow as one.  
 [6] The design and arrangement of plants and features in outdoor spaces.  
 [7] The medium in which most plants grow, rich in nutrients.  
 [8] The process of growing new plants from seeds, cuttings, or other methods.  
 [9] Plants that complete their life cycle in one growing season.  
 [11] The uppermost layer of soil, vital for plant growth.  
 [12] Cutting away dead or overgrown branches to promote plant growth.  
 [14] A young plant grown from a seed.  
 [18] Organic matter that has decomposed and is used to improve soil quality.

### ACROSS

- [4] A plant that lives for more than two years.  
 [5] A layer of material spread on soil to retain moisture and suppress weeds.  
 [10] The artificial application of water to the land to assist in growing crops.  
 [13] A tool or person that prepares land for planting.  
 [15] A chemical used to eliminate pests that harm plants.  
 [16] A substance added to soil to enhance plant growth and health.  
 [17] A method of growing plants without soil, using mineral nutrient solutions in water.  
 [19] A person who cultivates plants professionally or as a hobby.

## SUDOKU

LEVEL: MEDIUM

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

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@NurseryGardenIndustryNSWACT



on Instagram  
@ngina\_nswandact



on tiktok  
@ngina\_nswandact



# From plant to plate

With Leisha Jordan

As we raise our glasses to Mike and Susan from Elegant Outdoors, we celebrate not only their 20+ years of dedication but also the joy they brought to our industry. To honour their journey, they're leaving us with a parting gift—a cocktail to remember: the Elegant Escape.

Unveiled at the NGINA Industry Awards and Gala Night, this vibrant drink turned out to be such a hit that we simply had to share it with everyone. It's the perfect blend of smooth vodka, citrusy notes, and a splash of purple that mirrors the creativity and energy Elegant Outdoors brought to the industry. So, shake one up and join us in a toast to Mike and Susan - cheers to you both and the lasting legacy you leave behind.

## ELEGANT ESCAPE

**Prep Time:** 3-5 mins **Serves:** 1 glass

### Ingredients

- 45ml Citron Absolut Vodka
- 30ml Blue Curaçao
- 15ml Grenadine
- 30ml lemon-lime soda
- Lime slice, for garnish

### Method

- **Prepare the glass:** Pour 15ml of Grenadine into the base of a highball or martini glass to create a vibrant layer at the bottom.
- **Mix it up:** In a cocktail shaker, combine the vodka and Blue Curaçao with ice. Shake well until chilled.
- **Pour and top:** Slowly strain the blue mixture over the Grenadine in the glass, creating a layered effect.
- **Finish with fizz:** Top with lemon-lime soda for a touch of sparkle.
- **Garnish:** Add a lime slice to the rim for an elegant finishing touch.

ELEGANT  
OUTDOORS





# Thank you to our NGINA Partners



DIAMOND



GOLD



SILVER



BRONZE



## 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 logo on any of your print and digital marketing collateral
- Opportunity to speak at a Regional 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

### 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 scan the QR code or contact NGINA:  
t: 02 9679 1472  
e: info@ngina.com.au

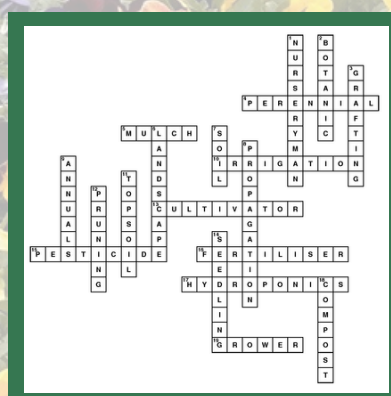


ANSWERS

## SUDOKU

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

## CROSSWORD







Trusted Partners in Horticulture

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