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N&G NEWS

NURSERY & GARDEN INDUSTRY NSW & ACT



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Publisher: Nursery & Garden Industry NSW & ACT
President: David Jakobs
CEO: Anita Campbell
Editor: Leisha Jordan
Guest Contributors: Anita Campbell, David Jakobs, Leisha Jordan, Tara Preston, Melissa Meadows, Business Australia, Garden City Plastics, Greenlife Industry Australia, Simon Lewer, Gauge Industrial and Environmental, JB Were, Choice Energy, Bonville Nursery, RNR Plant Nursery, Khubi Enterprises, Strata Green, The Dirty Gardner, Spray Smart, Oldboy's Flowers.
Address: PO BOX 345, Kenthurst, NSW 2156
t: 02 9679 1472 | **e:** info@ngina.com.au
w: ngina.com.au
Design: Leisha Jordan
Printing: Fishprint, 447 Nepean Highway, Brighton East, VIC 3187. **t:** 03 9596 4807 | **w:** fishprint.com.au

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

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Find Employees

Staffing remains one of the biggest challenges facing the horticulture industry today. NGINA partners can help.

Advertising a job is free for members!



Advertise A Job

NGINA posts job ads to our website, eNews and Social Media to assist you finding new staff asap.

What's personally rewarding AND contributes to the health and wellbeing of our environment and community?

A Career in Horticulture

Visit our careers page



The nursery and garden industry in NSW/ACT is worth over $1.5 billion.



It employs over 8,000 people.



It produces around one third of all plants in Australia.

Click the button below to go to our Careers page. You will find information and downloadable brochures on why to choose a career in horticulture. You can also find information on enrolling an apprentice and comparisons between CIII Nursery ops vs CIII Horticulture.

Visit our Careers Page



2024 Events & Training CALENDAR

January

Wednesday 17 | Sydney Trade Day
Friday 26 | Pulling Back The Shade Cloth

February

Thursday 1 | Board Meeting
Friday 9 | Northern Rivers Event
Wednesday 21 | Sydney Trade Day
Wednesday 28| Online Member Forum
Thursday 29 | Social Media & Marketing

March

Friday 8 | Intl Women's Day High Tea
Tuesday 12 | Northern Rivers Trade Day
Thursday 29 | Central Coast Event
Wednesday 20 | Sydney Trade Day

April

Thursday 4 | NextGen Event
Thuesday 9 | ChemCert AQFIII, Sydney
Wednesday 10 | Sydney Trade Day
Thursday 11 | First Aid & CPR, Sydney
Wednesday 24 | ACT Event
Wednesday 24| Online Member Forum
Friday 26 | Pulling Back The Shade Cloth

May

Thursday 2 | Pioneers Lunch
Wednesday 8 | Sydney Trade Day
Thurs-Fri 16-17 | AQF4, Sydney
Wednesday 22| Online Member Forum
Thursday 22 | Mid North Coast Event
Thursday 30 | Board Meeting
Thurs-Fri 30-31 | AQF4, Regional (TBC)
Friday 31 | Pulling Back The Shade Cloth

June

Thursday 13 | First Aid & CPR, Sydney
Wednesday 19 | Sydney Trade Day
Wednesday 26| Online Member Forum
Thursday 27 | First Aid & CPR, Regional (TBC)
TBA | Northern Rivers Golf Day

July

Wednesday 17 | Sydney Trade Day
Thursday 18 | Board Meeting
Wednesday 24 | Online Member Forum
Friday 26 | Northern Rivers Christmas in July

August

Wednesday 21 | Sydney Trade Day
Thurs-Fri 22-23 | AQF4, Sydney
Monday 26 | Board Meeting
Tuesday 27 | Port Macquarie Trade Day
Wednesday 28 | Online Member Forum
Thurs-Fri 29-30 | AQF4, Regional (TBC)
Friday 30 | Pulling Back The Shade Cloth

September

Thursday 5 | First Aid & CPR, Sydney
Tuesday 10 | Northern Rivers Trade Day
Thursday 12 | First Aid & CPR, Regional (TBC)
Wednesday 18 | Sydney Trade Day
Wednesday 25 | Online Member Forum
Friday 27 | Pulling Back The Shade Cloth

October

Thursday 10 | Board Meeting
Wednesday 16 | Sydney Trade Day
Wednesday 23 | Online Member Forum
Tuesday 24 | NextGen Event
Friday 25 | Pulling Back The Shade Cloth

November

Wednesday 20 | Sydney Trade Day & AGM
Wednesday 27 | Online Member Forum
Thursday 21 | Social Media & Marketing
Friday 29 | Pulling Back The Shade Cloth
Friday 29 | Awards & Gala Night

December

Friday 6 | Central Coast Christmas Party
Wednesday 11 | Sydney Trade Day
Thursday 12 | Board Meeting
Friday 13 | Sydney Group Christmas Party

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

It's certainly been a wet start to the year. The New South Wales area-averaged rainfall total for summer 2023–2024 was 15% above the long-term (1961–1990) average. It hasn't let up with April also getting over 18% above the 1961–1990 average with many sites in NSW having their highest daily rainfall on record. It's also been a warmer start to the year. The New South Wales area-averaged maximum temperature for summer 2023–2024 was the 10th-warmest on record (since 1910).

The good news is the wet and warm conditions provide an ideal environment for many plants to thrive. The bad news is that excessive moisture can also lead to issues like root rot or fungal diseases and, unfortunately for us, rain often deters gardeners from getting outside.
The biggest threat to our industry, however, remains the high cost of living with consumers being very cautious with their discretionary spending. According to the ABS all five Living Cost Indexes (LCIs) rose in the past year between 3.3% and 6.5%. The compounding effects of COVID-19, sky-high inflation and successive disasters have had severe impacts with housing, education, and health costs rising the fastest so far in 2024.

NGINA is committed to providing our members with the necessary tools and resources to weather these storms. We offer a range of training courses and networking events focusing on best practices, keeping up to date with the latest technological advancements and promoting environmental sustainability. You will be able to find information on our recent events on page 37.

Sydney Trade Day continues to attract many new buyers every month thanks to the implementation of many new initiatives suggested by the Trade Day Committee. We encourage all members to come along for a visit, particularly if you haven't been for a while to check out how we have grown and improved over the past year.

NGINA has also been focussed on revitalising our regional groups to improve connectivity and services for all members regardless of location. John Vanderlay has accepted the role of Chair of the Mid North Coast Group and will be ably assisted by Keith Hogan who will remain as the group's Treasurer. We held a fantastic networking event on 22 May at Bonny Hills Garden Centre.

Over the past few months, we have held training courses in Truck Driving, Waterworks, and Chemical Training which have been fully subsidised under the AgSkilled program for eligible participants as well as First Aid in numerous locations across NSW. Our Apprentice program is going from strength to strength. We have over 140 apprentices enrolled in Nursery Operations with only a 10% dropout rate since we started which is around 45% across the state. We have run regional training for our apprentices in the Port Macquarie area and are working with Wollongbar TAFE to have them deliver some of the training in the Northern Rivers. We also sent 5 lucky apprentices on a study tour to Melbourne. There is more information on their trip on page 41.

In an attempt to address the shortage of skilled workers in our industry we are working with the Department of Education to develop an app which will help with evidence collection when students are applying for Recognition of Prior Learning. There are many people in our industry who could acquire a formal qualification through their work experience and skills. This app will assist them through the application process and it is currently available for testing.

We are also working on a literature review, Fact Sheets and hydrology mapping through our Flood Project which will be available to all members in the coming months.

We have engaged with ICare to discuss how the industry's Workers Compensation Industry Classification (WIC) is determined, the types and severity of workplace injuries and what measures we could introduce to reduce our rate over time.

We continue to foster an ongoing positive collaboration with the other state NGIs and

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the national body GIA through regular executive catchups. We have consulted widely with members and supported GIA's lobbying linked to a mandated code of conduct for all large corporate retailers that sell greenlife products.

Like farmers supplying supermarkets, greenlife growers can be disadvantaged by the big box retailers which control 70% of the plant retail market & sells more plants than anyone else in Australia. The market power of these retailers enables them to dictate terms of trade, set the prices and control the supply of greenlife products in the retail supply chain.

DO YOU GET OUR EMAILS?

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



Members who supply these stores want to continue to do so but just want fair treatment.

The Senate released its Food & Grocery Code of Conduct report which recommended that:

- The Code be made mandatory.
- The green life industry is covered under the code; and
- Large retailers that stock grocery products, including big box retailers be covered by the Code.

It's a big step forward, but not ratified yet. To make sure the government considers these recommendations favourably please sign the petition on our website.

NGINA is very grateful to the hardworking team at GIA, and particularly CEO Jo Cave for this truly excellent result for the whole industry if implemented and we look forward to the government's response.

We are thankful to all our members who engage in our many activities and, as always, ask you to reach out if there is anything we can do for you.



David Jakobs
PRESIDENT



Anita Campbell
CEO

MEMBER INCENTIVE

As we rally together to grow our industry, NGINA is excited to offer a Membership Signup Incentive.

Earn $150 NGINA credit, for simply referring a potential member. Once they have successfully signed up you will receive $150! The more members you bring on board, the more you earn!

NEW
MEMBER INCENTIVES
$150 COULD BE YOURS!

ASK AN

At our last Next Gen Event Mark Engalls from Engalls Nursery asked our speaker, Simon Lewer (Technical Director at Gauge Industrial and Environmental)

HOW OFTEN HE SHOULD TEST THE WATER IN HIS NURSERY AND WHAT HE SHOULD BE CHECKING IT FOR. WE ASKED SIMON TO WRITE HIS ANSWER FOR THE BENEFIT OF ALL OUR MEMBERS

Water Testing for Nurseries

What should I check and how often?
There are thousands of chemical compounds, microorganisms and other parameters that can be tested for in water. Testing for "everything" is never needed and is very, very costly. Just pick what will impact:
A.your plant's health and growth
B.your water infrastructure
I encourage you to do as much of your own water testing as you can. This is because you get an answer quickly (most times immediately) which then allows you to make changes straight away. Water testing done by laboratories can take from 3 days to 3 weeks which isn't ideal if a problem exists. Testing tools such as handheld meters, test strips, colour charts, etc. are more reliable than ever and turn you into your own water scientist.

Most of the more impactful parameters of water can be done by you at your nursery. These are:

pH

In simple terms, pH measures the acid or alkaline levels in the water. Neutral water has a pH of 7 with numbers lower than 7 meaning the water is more acidic and numbers higher than 7 are more alkaline. All plants (and importantly soil microorganisms that support plant growth) have a specific optimum water pH range. Read up what that is for your plants.
pH can be measured by a few methods, but for nurseries, using good quality pH strips or an electronic meter are adequate.
Test weekly at least.

Electrical Conductivity (EC)

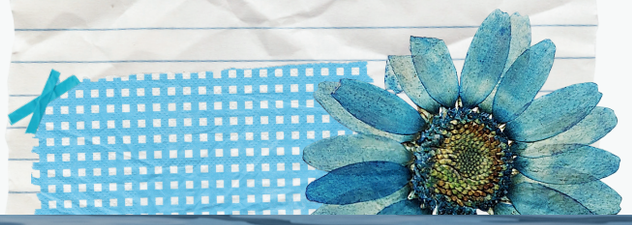
This measurement is linked with the amount of dissolved salts that are in the water. We like some dissolved salts in water as nutrients for plant growth however too much can lead to plant stunting and death. Salinity is type of electrical conductivity measurement that you all are aware of re. it's impacts on plant growth. The recycling of water, as we are all doing these days, leads to increasing electrical conductivity so if you are not getting regular fresh water in your supply e.g. rain, you will see a rise in EC, and potential problems.
Use an electronic meter and test weekly as it's quick and easy.

Alkalinity

The is a measure of the water's dissolved alkaline salts that can buffer against the addition of acids to the water. You will see with higher water alkalinity, the pH will not change greatly when acid is added. With low alkalinity, small amounts of acid will change the water pH significantly, and remember that we want to keep the pH as constant as possible for optimum plant growth.
Typical sources of acid are your growing media and normal decaying plant matter in your dams.
Good quality scientific alkalinity test strips are accurate enough for this monitoring. Test weekly.

Disinfection

Regular monitoring of the residual disinfection chemistry in your water is an excellent way of ensuring that you are minimizing waterborne disease that can spread through your nursery quickly. Depending on your disinfection system, there are simple test kits to measure this chemistry. Chlorine based disinfection systems can be monitored using simple reagent-based colour comparison test kits.
This is a critical water quality measurement that I recommend to be tested weekly.



EXPERT



Hardness

Hardness is the measurement of the soluble calcium and magnesium salts in the water. If these get too high, they will tend to form scale and cause blocking of pipes, valves and spray nozzles. High hardness is not greatly impactful on plant health but the impacts on your water storage and distribution system can be significant.
Removing scale buildup in pipes and spray nozzles can be very difficult, so monitoring with simple good quality test strips is enough to keep this monitored. With an increase in recycling water, hardness will increase and the introduction of fresh water e.g. rain or river supply can be required.
Testing monthly is adequate.

Measurement Tools

Purchasing your meters, strips and other test kits is best done through a scientific supplier who you can find online. Other non-scientific suppliers may have good quality gear but not always. The suppliers to the scientific community have (almost always) more accurate and higher quality gear.

Examples of scientific suppliers with a nice range of instruments suitable for you are Bacto Laboratories, Rowe Scientific, Australian Scientific, Watertest Systems and there are plenty more. All these companies have technical staff that can match you up with what you need. You don't have to be a scientist to buy from these places. They will be helpful regardless of where you are on your water testing knowledge journey.



Remember that most instruments require regular calibration to ensure accurate readings. Ask the supplier how often calibrations should be done for particular instruments. These suppliers can also supply calibration standards if needed. Also remember that calibration standards have expiry dates so make sure your calibrations are done with "in date" standards.

How often you should test is based on the variability of your water or if your plant requirements change. The best approach is to test weekly and record all results and see how variable your water quality is. Over time, you may see that some parameters don't change very much so you can ease your testing out to fortnightly then monthly. Other parameters that are either variable or critical (eg disinfection) should continue to be measured weekly. The parameters you test for and the frequency will be unique to your nursery due to your unique water system and the range of plants you grow.

You all have the ability to understand one of your key resources with the cheap and relatively accurate testing tools available today. Put your scientist hat (or maybe lab coat) on and you will be ahead of any water related problems that can strike your business. ***Have fun with your science!***



MEMBER SERVICES MANAGER







NGINA MEMBER SITE VISITS

WITH TARA







TOGETHER WE GROW!



Tara, our dedicated Members Services Manager, is your go-to resource for offering both technical and business assistance to the NGINA's wide-ranging membership base. Tara is your ultimate problem solver – just pose your query, and she will deliver the solution you need! Beyond that, the Membership Services role plays a vital role in facilitating new connections and strengthening existing industry bonds among our members. Tara thoroughly enjoys engaging with staff on a diverse range of topics during these visits, fostering valuable discussions including:

- Training courses
- e-News, N&G News Magazine and member blogs
- Business Advice Line
- Free recruitment job advertising on NGINA's website, social media and LinkedIn
- Sydney, Northern Rivers and Port Macquarie Trade Days
- Apprenticeships
- Biosecurity
- Weed and pest and disease management
- Staff management and HR
- Social media, content creation, photo editing and customer emails









MEMBER VISITS



Scotts Tubes

Scotts Tubes is a production nursery on the Central Coast run by Greg and Glenn Scott. They are production leaders who cultivate a diverse range of plants, including Renaissance Herbs, Romantic Cottage, Upstart tubestock, 125mm to advanced premium flowering lines. Scotts Tubes proudly holds a place in NGINA's Hall of Fame, having been named NGINA Large Production Nursery of the Year in 2020, 2021, and 2022. Their commitment to excellence is evident in their significant investments in the latest technology, automation, and their team.



Eden at Byron

Eden at Byron Garden Centre, nestled in the picturesque Byron Bay, has been a source of inspiration for gardeners for over two and a half decades. Under the expert guidance of Maree and her dedicated team, the centre boasts an extensive selection of plants, including herbs, vegetables, fruit trees, native species, a variety of flowers, perennials, shrubs, and more. Whether you are looking for water plants, indoor varieties, or seedlings, Eden at Byron has you covered. The knowledgeable staff are on hand to address any gardening questions you may have. In addition to plants, the garden centre offers a wide range of plant health products, seeds, bulbs, and pots to fulfill every gardener's requirements.



The Green Gallery

The Green Gallery, a production nursery located in Sydney, specialises in cultivating premium potted plants. They provide their plants to independent nurseries, online plant stores, landscapers, florists, wholesale nurseries, green walls and councils. Led by Jeremy, the team is committed to offering the finest and latest plant varieties available in Australia. They are a regular at Sydney Trade Day. Their vast selection features hundreds of plant varieties, including Chrysanthemum, Osteospermum, Coleus, Begonia, Caladium, Geraniums, Plectranthus, Echeveria, Calathea, Philodendron, Kalanchoe, Calibrachoa, Mandevilla, Petunias, Fuchsia, Dahlia, Hydrangea, Poinsettia and more.



Bonville Nursery

Bonville Nursery, located on the Mid North Coast of NSW, is a prime example of sustainable gardening and community involvement. Managed by Chloe and Zach, the nursery specialises in water-wise and native plants, promoting environmental sustainability. It serves as a community hub, featuring the Lazy Daisy Cafe, which offers organic coffee and locally sourced treats. Bonville Nursery is more than a plant supplier; it's a centre for educational workshops and a gathering place for eco-conscious individuals and garden enthusiasts alike.



Native Grace Nursery

Native Grace, located in the scenic village of Robertson in the Southern Highlands of NSW, is a retail nursery specialising in Australian native plants. Celebrated for its commitment to ecological sustainability and quality, Native Grace offers a diverse range of native species, each meticulously nurtured to highlight its unique beauty. From vibrant waratahs to delicate ferns and bush foods, their selection is designed to transform any garden into a native oasis. Beyond plant sales, Native Grace provides expert gardening advice, garden design, landscaping, and maintenance services, making it an essential resource for both residential and commercial customers passionate about native gardening and conservation.



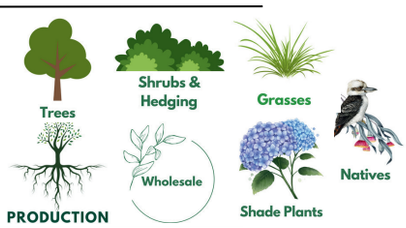
Burnetts On Barney

Burnetts on Barney, established in 2000 in Kiama, is a renowned gardening centre and landscaping hub. It features a comprehensive nursery with seasonal plants and gardening tools, alongside expert tree care services provided by professional arborists. The centre also includes the Quarry Cafe, offering fresh, home-style meals, excellent coffee and visits from the local retirement villages. Elizabeth and her team actively support community engagement through events like the monthly Kiama & Gerringong Crop & Swap. Recognised as the NGINA People's Choice Nursery of the Year for 2023, Burnetts On Barney is a key destination for garden enthusiasts and community members alike.



Kenthurst Nursery

Kenthurst Nursery, a family-run business with over 40 years of history, is a leading wholesale provider of high-quality plants, operating from a 40-acre site in Sydney. They offer a wide range of plants including native and exotic trees, shrubs, groundcovers, and grasses. Known for their commitment to quality, the nursery serves a diverse clientele such as landscapers, architects, and developers. They emphasise rigorous pest management, optimal growing conditions, and careful transplanting to ensure plant health and customer satisfaction.



Mountain Range Nursery

Mountain Range Nursery & Farm, located in Wollongong, NSW, is a prominent wholesale nursery run by Lance Carr and is known for its specialisation in Kentia Palms and Norfolk Island Pines. This nursery not only serves the Australian market but also exports to over 15 countries globally, showcasing a commitment to quality and sustainable gardening practices. Alongside its nursery operations, Mountain Range operates a certified organic vegetable farm, which supports local community farming initiatives and offers educational and social enterprise projects. The farm engages with various community groups including the long-term unemployed and refugees, enhancing its role as a community hub for those interested in organic farming and sustainability.



MEMBER VISITS

Old Boys Flowers

Oldboy's Flowers, in the Northern Rivers, is a small nursery which offers a wide range of vibrant indoor and outdoor plants, with a special focus on Hippeastrums as well as Crucifix and Cattleya orchids, day lilies, clivia, frangipanis and more. The nursery is renowned for its beautiful and diverse plant selections and created by Bernie Delaney, known as “Oldboy” who had a passion for flowering plants. This dedication has transformed his garden into a local attraction, particularly famous during the spring bloom of his beloved Hippeastrums. The nursery caters to both local and international plant enthusiasts, providing options to buy online with delivery Australia wide or pickup is available.

PRODUCTION · Retailer · Online · Orchids · Shade Plants

Cape Nursery

Cape Nursery, established in 1989 and situated in the vibrant region of Northern NSW near Byron Bay, operates as a wholesale production nursery. The nursery, acquired by Frank and Richard Howarth in 2003, spans approximately 14 acres and is dedicated to growing a broad range of sun-hardy Australian native plants as well as exotic trees, shrubs, and ground covers. While they specialise in 300mm pots their plant offerings range in size from 140mm to 100lt advanced trees. Cape Nursery primarily serves production nurseries, councils, property developers, landscape contractors, and retail garden centres across regions from Queensland to Victoria and into South Australia. Cape Nursery’s range includes Callistemon, Syzygium, Araucaria Metrosideros, Olives, Bismarckia palms, Trachelospermum, Buckinghamia, Tristaniopsis ‘Luscious’, Viburnum, Westringia, Gardenia, Ficus hilli, Elaeocarpus eumundii and ‘Prima Donna’, Brachychiton, Doryanthes, Grevillea, Rhapiolepsis, Photinia, Cordyline and more.

PRODUCTION · Palms · Shrubs & Hedging · Natives · Trees

Jamberoo Nursery

Jamberoo Native Nursery, with over 35 years in the industry, cultivates a broad range of Australian native plants for wholesale, retail, and landscape sectors, specialising in provenance seed collection and tubestock for regional revegetation projects. Their range is available in tubsestock to 300mm pots and includes hundreds of different varieties of Acacia, Angophora, Anigozanthos, Banksia, Buckinghamiana, Callistemon, Ceratopetalum, Corymbia, Dianella, Eucalyptus, Grevillea, Leptospermum, Melaleuca, Scaevola, Syzygium and Westringia. Working alongside its sister company, Southern Bushland Repair, the nursery is deeply committed to environmental sustainability, focusing on educating the community and reducing climate impacts through responsible planting practices. Their approach combines passion for durable, healthy native flora with adherence to best industry practices. The Jamberoo Nursery team are passionate about native plants, and pride themselves on producing the best possible plantstock and providing our customers with a second-to-none level of service.

PRODUCTION · Grasses · Natives · Shrubs & Hedging · Tubestock · Trees

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Yumaro Nursery & Garden Centre

Yumaro Nursery & Garden Centre is not just a nursery; it's a vibrant social enterprise based in Ulladulla. Previously known as Mullala Nursery, Yumaro specialises in providing meaningful employment opportunities for people with disabilities, offering them a chance to thrive in a horticultural setting. At Yumaro, individuals are encouraged to develop their skills, enhance their career pathways, and strive towards an independent life. By choosing plants and garden products from Yumaro, customers not only beautify their spaces but also support a noble cause. Alongside their retail nursery and café they have an onsite production nursery providing wholesale plants to meet the needs of local government, landscapers and developers.

PRODUCTION · Retaile · Café

Cedar Nursery + Design

Cedar Nursery + Design is a retail nursery based in Armidale NSW. Located at 21 Kentucky St for the past 13 years, the nursery specialises in cold-hardy plants suitable for the New England climate. Cedar Nursery has an online platform that highlights the extensive variety and quantity of plants cultivated at their nursery. Customers can conveniently purchase plants online and either collect them at the retail location the following day or opt for free delivery within the Armidale town boundary. Cedar Nursery + Design takes great pride in its expertise on cold-hardy plants and is dedicated to assisting customers in creating their perfect garden sanctuary.

Retailer





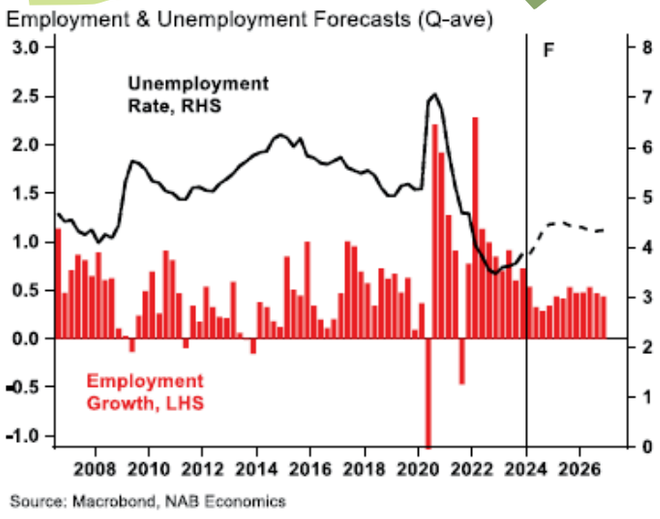


How is the economy looking for the NEXT FINANCIAL YEAR?

The following economic update is a modified version from NAB Economics "The Forward View Australia April 2024" published with permission from JB Were.

- With few major data releases in the past month NAB forecasts remain largely unchanged, with subdued growth still the order of the day. Overall, we continue to expect GDP growth of 1.7% for 2024, improving to around a trend rate of 2.25 % in 2025 and 2026.
- That said, the underlying strength of the labour market and the pace of easing in inflation are both in focus with key data releases due in the coming weeks ahead of the May RBA Board meeting (where rates are expected to remain on hold) and the Federal Budget.
- On the labour market, a very strong February (in part reflecting changing seasonality) saw the unemployment rate fall to 3.7%, suggesting the rise in the unemployment rate in late 2023/early 2024 may have been overstated. The March data will be closely watched for confirmation of the underlying strength of employment growth. For now, NAB still expects the unemployment rate to rise over the course of this year, to around 4.5% by end-2024.

The unemployment rate fell sharply in February, but some easing is still likey across 2024



Source: Macrobond, NAB Economics

- On inflation, the Q1 CPI to is expected to show a slight pickup in underlying inflation on a quarterly basis, to 0.9%, though the year-ended number will continue to ease to 3.8%. Rents, insurance and other services remain key drivers and while this will not be out of line with the RBA's forecasts, more improvement will be needed before a first rate cut, which we continue to expect in November this year.
- Housing also remains a major focus. Little progress in easing the supply/demand imbalance and ongoing weakness in new supply despite some easing in population growth means not much will change. Both rents and price growth generally will be supported which presents challenges for the cost of living as well as the housing-related components of the CPI.
- Global events are also a feature impacting the outlook for Australia. In addition to geopolitical risks, US inflation has reaccelerated over recent months and the labour market remains strong. It is expected that the rates will be cut from September (previously June). This is likely to extend the period of USD strength, and as such we won't see an expected appreciation in the Aussie Dollar until at least to Q3. Elsewhere, China's subdued growth outlook has seen iron ore prices decline.



BY TARA PRESTON

IDENTIFYING GENERATIONAL TRENDS IN THE GREENLIFE INDUSTRY AND HOW TO ADVERTISE TO EACH

Understanding the distinct preferences and values of each generational cohort is essential for crafting effective marketing strategies. From Generation Z to Baby Boomers, each group possesses unique characteristics that influence their purchasing decisions, especially in the gardening and plant industry.

GENERATION ALPHA (BORN 2013-PRESENT)

Although still young, Generation Alpha is growing up with technology deeply integrated into their lives. They are influenced by visually rich content and interactive experiences.

- Digital Engagement: Utilise visually engaging platforms like YouTube Kids and child-friendly apps to introduce plant-related content.
- Educational Content: Create interactive and educational content that teaches children about plants and gardening through fun and engaging formats, such as animated videos or simple games.
- Family Involvement: Encourage family gardening activities by promoting products that parents and children can enjoy together, fostering a love for gardening from a young age.
- Safe and Eco-friendly Products: Highlight non-toxic, safe, and eco-friendly gardening products that appeal to parents' concerns for their children's safety and environmental impact.

GENERATION Z (BORN 1997-2012)

Gen Z is drawn to sustainability and authenticity, favouring eco-friendly products and brands with strong social and environmental values.

- Authentic engagement via social media: Utilise social media platforms for real-time and authentic engagement with Generation Z. Collaborate with influencers who align with sustainability to enhance brand credibility and reach. Implement real-time marketing strategies, such as offering limited-time discounts through targeted social media ads, to capture their attention.
- Interactive Experiences: Utilise AR and gamification to provide engaging experiences, such as apps showing how plants fit into their spaces.
- Experiential Events: Host visually captivating pop-up events showcasing unique plants or eco-friendly gardening supplies for Instagram-worthy moments.
- Subscription Offerings: Provide plant & gardening subscription boxes for exclusive plants, appealing to Gen Z's desire for novel experiences.

MILLENNIALS (BORN 1981-1996)

Millennials prioritise health, wellness, and personalisation, valuing products and experiences that contribute to a healthy lifestyle and mental well-being.

- Educational Content: Offer blogs, podcasts, and videos featuring gardening tips and the mental health benefits of plants.
- Mobile Compatibility: Ensure website and other platform are mobile friendly, reflecting Millennials' primary internet usage on mobile devices.
- Social Validation: Highlight positive customer reviews and sustainability features to build trust and credibility.
- Loyalty Programs: Implement rewards systems for purchases, reviews, and social media engagement to foster loyalty and advocacy.
- Seamless E-commerce: Optimise online shopping experiences with personalised recommendations and easy navigation.
- Educational Workshops: Host virtual or in-store workshops on sustainable gardening and plant care, offering discounts on workshop-related products.

GENERATION X (BORN 1965-1980)

Gen X values practicality and quality, seeking durable and cost-effective products that fit their balanced work and family life.

- Personalised Communication: Engage Gen X with personalised emails featuring offers and gardening tips.
- Value Proposition: Emphasise the durability and cost-effectiveness of plants in bundled offers and promotions.
- Direct Marketing: Utilise targeted direct mail campaigns with catalogues and newsletters tailored to their interests.
- Community Engagement: Sponsor local events or community gardens to build trust and strengthen community ties.

BABY BOOMERS (BORN 1946-1964)

Baby Boomers appreciate quality and tradition, often dedicating time and resources to hobbies like gardening.

- Exceptional Service: Provide personalised in-store experiences with knowledgeable staff and additional services like home delivery.
- Referral Programs: Encourage word-of-mouth marketing with referral discounts to attract new customers.
- Traditional Advertising: Utilise traditional advertising channels like TV, radio, and print media to reach this demographic.







By Melissa Meadows

MILLENNIALS AND THE RISE OF INDOOR GREENERY



In recent years, the allure of houseplants has surged, particularly among Millennials. This trend isn't merely about decorating with greenery; it reflects a broader cultural shift towards wellness, sustainability, and community-building within the nursery and garden industry.

HEALTH AND WELLNESS APPEAL

Millennials, more than any previous generation, prioritise health and wellness. With an understanding of the benefits that plants bring to indoor spaces, such as air purification and mood enhancement, they are embracing houseplants as essential elements of their living environments. As urban dwellers, many Millennials seek solace in greenery within their compact apartments, using plants to create serene sanctuaries amidst the hustle and bustle of city life.

FULFILLING EMOTIONAL NEEDS

For a generation often delaying traditional life milestones such as homeownership and starting families, houseplants offer a unique opportunity for nurturing and connection, without the commitment of pet ownership or the constraints of landlord regulations, Millennials can fulfil their innate desire to care for living things through plant cultivation. This emotional fulfilment is further enhanced by the sense of community, fostered through plant swaps, clubs, and online forums.

SUSTAINABILITY AND LONGEVITY

While some may perceive the houseplant trend as a passing fad, Millennials are poised to sustain this affection for greenery over the long term. With a deep-seated commitment to sustainability and environmental stewardship, this generation recognises the intrinsic value of plants beyond their aesthetic appeal.
As guardians of the planet, Millennials are likely to continue championing the cultivation of indoor green spaces well into the future.

ADAPTING WORKSPACES

Furthermore, Millennial-centric workplaces are recognising the importance of integrating green spaces into office environments. By incorporating living walls and indoor plants, employers aim to foster healthier, more productive work atmospheres. This shift mirrors the ethos of companies like Etsy, whose headquarters boast over 11,000 plants, promoting employee well-being through biophilic design principles.

THE ROLE OF SOCIAL MEDIA

Social media platforms, particularly Instagram, have played a significant role in fuelling the houseplant craze. Through visually captivating posts, enthusiasts not only showcase their botanical collections but also share knowledge and tips, fostering a vibrant online community. This digital landscape has democratised plant ownership, making it accessible and inclusive for individuals of all ages and backgrounds.

In conclusion, the Millennial embrace of houseplants transcends mere decoration; it embodies a holistic lifestyle ethos centred on well-being, sustainability, and community. As stakeholders in the nursery and garden industry, understanding and nurturing this burgeoning passion among Millennials presents an opportunity for growth and innovation, ensuring a verdant future for generations to come.





By Tara Preston

How Local Garden Centres Can

STAND OUT FROM LARGE RETAILERS

Part One

In a world where large retailers like big box and other chain stores dominate the retail landscape, local garden centres have a unique opportunity to carve out a niche by emphasising their specialised knowledge, personalised service, and community ties. This two part article will explore how local nurseries can differentiate themselves by focusing on quality, range, expertise, and sustainability.

Stand Out Method One: Expertise and Specialised Knowledge

Local garden centres can distinguish themselves from larger retailers through their employment of staff with extensive horticultural knowledge. This depth of expertise is not just a perk—it's a core feature of their service. These employees often hold qualifications in horticulture, landscape design, botany, or environmental science, and their hands-on gardening experience provides them with a practical understanding of plant care that is invaluable to both novice and experienced gardeners alike.

For customers, this means access to a wealth of information and guidance tailored to their specific gardening situations. Whether it's selecting the right type of grass that thrives in shady conditions, choosing drought-tolerant plants for a water-efficient garden, or diagnosing plant health issues, the staff at local garden centres can provide nuanced advice that goes beyond generic recommendations.

This specialised knowledge extends to understanding local conditions—such as climate, pests, and common soil types—which significantly impacts the health and growth of plants. Local garden centre staff can advise customers on the best native or adapted plants for their specific area, which are more likely to prosper with minimal intervention. For instance, a gardener looking to attract local wildlife such as bees and butterflies might be recommended to plant native wildflowers, which provide the necessary habitat and food sources for these pollinators.

Moreover, local garden centres can offer personalised services such as soil testing, followed by recommendations on soil amendments and fertilisers suited to the specific needs of the customer's garden. They can also offer potting services and garden design. This tailored approach not only enhances plant growth and garden health but also fosters a deeper trust and relationship between the customer and the centre, encouraging repeat visits and word-of-mouth recommendations.

Staff at these local retail nurseries often take the time to offer further advice on care and troubleshooting problems as they arise. This level of customer care and follow-up is something rarely found in the more transactional environment of big box stores and should be promoted on social media.

Stand Out Method Two: Unique and Diverse Plant Offerings

Local garden centres can also significantly differentiate themselves from larger retailers by curating a selection of plants that are often unavailable in big box stores. This strategy not only taps into the growing consumer desire for unique and specialised products but also enhances the shopping experience by providing variety and rarity that can't be found elsewhere.



Here are some ways local garden centres can expand and promote their unique and diverse plant offerings:

Emphasis on Native Plants

Native plants from the local region from local growers are inherently better adapted to the local climate and soil conditions, making them easier to grow and maintain. Nurseries can host events and workshops to educate customers on the benefits of local native plants, thereby fostering a deeper connection with the local ecosystem.

Introducing Exotic and Heirloom Varieties

Exotic and heirloom plants attract niche gardening enthusiasts who are looking for something different from the typical offerings at large chain stores. These plants can be marketed not just for their beauty, but for their unique stories and histories, which add an element of intrigue and prestige. Offering these varieties provides an opportunity to educate customers on the cultural and historical significance of different plants, adding depth to their gardening experience.

Seasonal and Rare Finds

By rotating their stock to include seasonal specialties and rare finds, garden centres can create a sense of anticipation and exclusivity. You can stock in limited numbers rare indoor plant varieties (the latest versions of Philodendron, Epipremnumn, Monstera and Anthurium) and rare outdoor varieties (including Mednilla, Thunbergia, Tacca (Bat Plant), Dendrobium, Crufix and other orchids varieties and select expensive succulent cultivars). This approach encourages customers to visit often to discover what's new and exciting. For instance, offering limited-time-only plants that are known for their seasonal colour, striking foliage, growth habit or unique flowering patterns can attract repeat visits. Garden centres can use newsletters and social media to alert customers when these rare plants become available, creating buzz and urgency.

Specialty Displays and Themed Gardens

Creating specialty displays and themed garden showcases within the garden centre can highlight the diversity of offerings. For example, a "Pollinator Paradise" display featuring plants that attract bees and butterflies can educate customers on the role of pollinators and the specific plants that support them. Similarly, a "World Flora" section could introduce customers to exotic plants from around the globe, providing a mini educational tour of different climatic zones and plant types.

By enhancing and promoting their unique and diverse plant offerings, local garden centres can cater to a broader range of gardening interests and practices, making them a preferred destination for gardeners of all levels. This strategy not only drives frequent visits but also establishes the nursery as a leader in plant diversity and quality in the local market.

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Tapex INDUSTRIAL

Pricing Strategies for Garden Maintenance Services

Ensuring Profitability and Competitiveness



Tara Preston

Setting the right price for garden maintenance services is crucial for the success and sustainability of your business. It involves a delicate balance between being competitive in the market and ensuring that each job covers its costs while contributing to your profit margin. In this article, we explore effective pricing strategies that can help you achieve these goals, as well as tips on creating attractive service packages that add value for your clients.

01. Understand Your Costs: Before setting any prices, it's essential to have a clear understanding of your costs. These include direct costs like labour, materials, and fuel, as well as indirect costs such as equipment depreciation, insurance, and office expenses (i.e. rent, electricity, internet, phones). To ensure profitability, your pricing must cover all these costs and leave room for profit. Create a detailed list of all your expenses and use it as a baseline to determine the minimum price at which a service remains profitable.

02. Analyse the Market: Conducting a market analysis is critical to understand what your competitors are charging and what potential clients are willing to pay. Look at the range of prices for similar services in your area and consider factors such as the expertise and reputation of competitors, the quality of services provided, and geographical considerations. This will help you position your pricing in a way that is competitive but also reflects the quality and uniqueness of your service.

03. Price for Your Target Market: Identify who your ideal customers are and understand their needs and spending habits. Different customer segments may value certain aspects of your service differently. For example, residential clients may prioritise cost over customisation, whereas commercial clients may value regular maintenance packages that offer a broader range of services. Tailor your pricing structure to meet the expectations and budgets of your specific target market.

04. Select a Pricing Strategy: To establish a pricing structure that balances competitiveness with profitability, garden maintenance businesses can consider several pricing approaches:

Cost-Plus Pricing

- **Description:** This strategy involves adding a predetermined markup to the cost of providing the service. The markup should cover overheads and profit margins.
- **Application:** Determine the total cost of a service, including direct and indirect costs and add a markup percentage that ensures profitability. This method is straightforward and ensures all costs are covered, but it might not always be competitive if the markup is higher than what the market can bear.

Value-Based Pricing

- **Description:** Pricing based on the perceived value to the customer rather than solely on costs. This strategy considers the benefits and outcomes that the service provides to the customer.
- **Application:** Research and understand what aspects of your service are most valued by your clients. For instance, if customers highly value organic gardening practices, you might price these services higher due to their perceived environmental and health benefits. This method can allow for higher price points if the perceived value is significant.

Tiered Pricing

- **Description:** Offering different levels of service at different price points, allowing customers to choose a package that best meets their needs and budget.

- **Application:** Create basic, standard, and premium tiers. Each tier increases in price and the level of service or features offered. For example, a basic package might include just lawn mowing, while a premium package could offer complete lawn care with additional services like pest control and landscaping advice.

Competitive Pricing

- **Description:** Setting prices based on what competitors in the market are charging for similar services.
- **Application:** Conduct a competitive analysis to find out the typical price range for garden maintenance services in your area. Set your prices competitively, ensuring they are not too high to drive away potential customers or too low to undermine your profitability.

Psychological Pricing

- **Description:** Pricing strategies that consider the psychological impact on buyers. Common tactics include pricing services just below a round number, e.g., $99 instead of $100.
- **Application:** Use pricing that makes the cost seem lower than it actually is to encourage more sales. For example, pricing a service at $49 instead of $50 can make it appear more affordable, leveraging the psychological impact of "left-digit effect."

Dynamic Pricing

- **Description:** Adjusting prices in response to demand, customer type, or seasonal changes.
- **Application:** During peak seasons or in high-demand scenarios, prices can be adjusted higher to manage demand and maximise profitability. Conversely, during slower periods, offering lower prices or promotions can help maintain steady business flow.

05. **Create Service Packages:** Service packages are an effective way to streamline your offerings, making it easier for customers to choose a service that best suits their needs while also simplifying your pricing structure. Here's how to make them more appealing:

- **Bundled Services:** Identify combinations of services that are frequently requested together and offer them as a package at a slightly reduced rate. For example, a "Complete Lawn Care" package could include mowing, edging, weeding, and fertilisation. This not only provides value to the customer but also secures multiple service bookings in one sale for your business.
- **Seasonal Packages:** Design packages that address specific seasonal needs, which can provide a steady flow of work throughout the year. For instance, offer a "Spring Refresh" package that includes aerating, seeding, and mulching, and a "Winter Wrap-Up" package that focuses on protecting plants and lawns from cold weather damage. This approach not only caters to the essential needs of your clients' gardens throughout the seasons but also encourages regular engagements.
- **Customisable Packages:** While having pre-set packages is efficient, offering customisable options can cater to clients who have specific needs or preferences. Allow clients to create their own package from a menu of services, possibly with a base price and additional charges per service. This flexibility can be particularly appealing to clients who do not fit into the 'one-size-fits-all' packages.
- **Promotional Packages:** Occasionally offer promotional packages to attract new customers or reward loyal ones. For example, a "New Client" package with a discount on the first service or a loyalty bundle offering a free service after a certain number of paid services can enhance customer acquisition and retention.

Setting the right prices is vital for the profitability of your garden maintenance business. By understanding your costs, analysing the market, and aligning your prices with the value perceived by your customers, you can create a pricing strategy that attracts clients while ensuring your business remains profitable. Additionally, well-structured service packages can enhance customer experience and improve your bottom line. With thoughtful pricing strategies, your garden maintenance service can thrive in a competitive market.





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CHOICE ENERGY'S PARTNERSHIP WITH NGINA:

DELIVERING TANGIBLE SAVINGS AND SUSTAINABLE SOLUTIONS

In the current climate of rising costs through inflation, making the decision to switch to commercial solar is allowing businesses to rely less on grid power as a smarter way to protect your operational budget from energy volatility. Choice Energy's collaboration with the Nursery & Garden Industry, NSW & ACT (NGINA) marks a significant stride towards energy efficiency and cost savings for its members, with the key benefits for switching to renewable energy being:

Lower Energy Costs: The difference to your bottom line in terms of energy spend could be as significant as hundreds to thousands of dollars saved each year.

Protection against the wholesale energy market: Protection against current and future energy grid fluctuations and factors outside your control.

Additional cost reduction opportunities: Your new post-solar energy profile could result in a new network tariff becoming available, meaning even further energy savings.

Since its inception, this partnership between Choice Energy and NGINA has already proven instrumental in helping five NGINA members realise substantial savings exceeding $21,000 collectively.

These savings represent a direct redirection of funds that would have otherwise been allocated to traditional energy retailers, highlighting the immediate and tangible benefits of exploring alternative energy solutions.

As businesses increasingly prioritise sustainability and cost efficiency, partnerships like these serve as models for achieving both economic and environmental objectives in tandem.

FAQs for Solar

Do I need a budget?
You don't need a budget. Instead of paying for the system outright, most of our customers finance the system and will pay off the finance with the savings made off the energy bill. Making it at worst cashflow neutral.

How do I know the system is working?

Choice Energy monitors the system to make sure it is online and working. If the system is offline and doesn't produce what we say it produces in the business case, we pay the difference on the energy bill. Meaning we have skin in the game to ensure the system stays online and working.

I'm leasing, can I still get solar?

Most of our customer's lease their sites. You don't need to own it, you just need to intend to stay at the premises for 5+ years before we look at recommending it.

> Choice Energy were able to find savings across our three sites to save us up to $9,000 per year. The process was quick and easy, and it cost us nothing to review it, so it was a no brainer. I highly recommend NGINA members review their energy costs with Choice Energy to see if they can uncover savings they weren't aware of.
> - Howard Watson, Director, QIF Nursery

For more information contact Alex Townsend with a recent copy of your energy bills on alex.townsend@choiceenergy.com.au, or call 0435 080 646.

NGINA INSPIRES CAREER ADVISORS WITH INSIGHTS INTO HORTICULTURE CAREERS





NGINA actively promotes careers in horticulture to school students and teachers through various initiatives. These include attending careers expos, speaking at teacher conferences, conducting hort workshops at high schools, running competitions, and providing career information through brochures and the NGINA website.
In today's world, where young people are likely to experience an average of seventeen jobs and five careers in their lifetime. Career advisors play a crucial role in conveying the message about horticulture careers. However, a recent study found that around one-third of Australian students had not been informed about Vocational Education and Training (VET) as an option. This is concerning for several reasons:

- Career advice should be tailored to students' interests and abilities.
- With current and anticipated skills shortages in key industries, neglecting to discuss VET options could worsen these shortages.
- It's predicted that 9 out of 10 future jobs will require a VET certification, highlighting the importance of considering VET pathways.
- We already have an overabundance of graduates across many of our university professions.

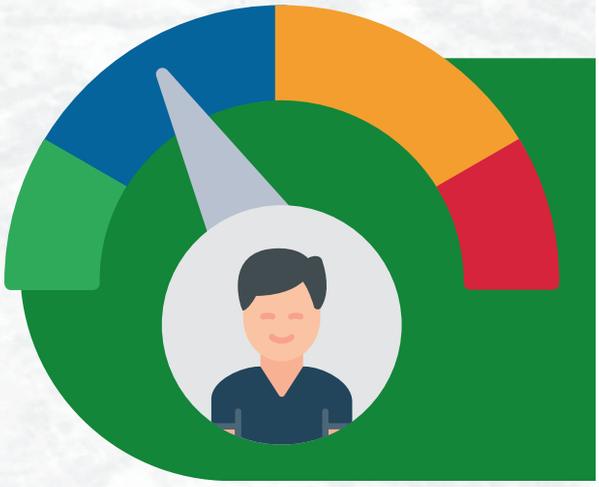
There is a misconception that VET is inferior to university education, despite VET graduates often having higher average salaries and a range of job opportunities.

Schools play a crucial role in changing these attitudes, and career advisors are right at the coalface making them pivotal in this effort. To address this, NGINA organised a tour for Career Advisors on April 4, where 14 advisors visited award-winning production and retail nurseries. They witnessed the latest technology and sustainability practices in action and interacted with current and graduated apprentices to learn about learning pathways.



NGINA extends its gratitude to Richmond TAFE for providing the bus and driver, and to the Careers Advisors Association for inviting their members. Special thanks to Cameron's Nursery, Exotic Nurseries, Flower Power Glenhaven, and Alpine Nurseries for hosting the advisors. The feedback from the advisors was overwhelmingly positive, with many expressing surprise at how different and rewarding a career in horticulture is compared to their previous perceptions. They left with a newfound enthusiasm to promote horticulture careers in their schools.

THE ESSENTIAL ROLE OF HR PERFORMANCE REVIEWS



In today's rapidly evolving business environment, Human Resources (HR) performance reviews are crucial, serving as more than routine administrative tasks. They are vital strategic tools that drive employee engagement, ensure alignment with company objectives, and enhance overall productivity. The effectiveness of performance reviews is profoundly influenced by how they are conducted: when executed well, they can significantly boost morale and performance; conversely, poorly managed reviews can demotivate staff and drain resources.

The Necessity of Performance Reviews

Globally, evidence supports the critical nature of regular performance reviews. For instance, a SEEK survey of 4,000 New Zealanders showed that employee performance declines by approximately 10% in the absence of regular reviews. This trend is mirrored in global studies, such as those by Gartner, which emphasise how performance reviews are fundamental for managers to make informed decisions on performance and compensation. Without these structured feedback mechanisms, guiding employee development and remuneration becomes markedly challenging.

Maximising Potential through Structured Reviews

An effective performance appraisal system is key to unlocking employee potential. Such systems strengthen the employer-employee relationship by syncing individual contributions with broader organisational goals, thereby fostering a unified, motivated workforce. This alignment is crucial in nurturing a workplace environment that prizes collective success and individual career progression.

Purpose and Benefits of Regular Reviews

In the hustle of daily operations, it's often difficult to objectively assess individual performance. Structured reviews cut through the day-to-day noise, offering a systematic framework to evaluate and enhance performance. These reviews pivot away from mundane paperwork to meaningful interactions, underscoring the importance of effective communication within the review process. They transform a potentially bureaucratic exercise into a dynamic tool for employee development and organisational growth. Adobe observed a 30% reduction in voluntary turnover after shifting from annual reviews to regular check-ins, highlighting the potential benefits of even more frequent interactions.



Why Employees Value Performance Reviews

Employees often view performance reviews as essential for several reasons:

- **Recognition and Validation:** Employees appreciate when their hard work and accomplishments are recognised formally. Reviews provide a platform where achievements are acknowledged, which can be immensely satisfying and validating.
- **Career Development:** Reviews are crucial for career planning. They allow employees to discuss their career aspirations and explore opportunities for advancement or skill development within the organisation. A LinkedIn survey revealed that 94% of employees would stay at a company longer if it invested in their career development.

- **Feedback for Improvement:** Employees gain insights into their performance and areas needing improvement through reviews. This feedback is vital for personal and professional growth, as it helps individuals understand how they can enhance their skills and effectiveness.
- **Enhanced Engagement:** Regular reviews keep employees engaged and invested in their roles. By having a clear understanding of how their work contributes to the company's goals, employees feel more connected and motivated. Conversely, CareerBuilder reported that 65% of employees said they received no feedback from managers, correlating with higher disengagement and turnover rates.
- **Support and Guidance:** Performance reviews offer a forum for employees to receive support and guidance from their managers. It's an opportunity to discuss challenges and receive advice on overcoming them, which can be critical for employee success and satisfaction.

Step-by-Step Guide to Conducting Effective Performance Reviews

- **Preparation:**
  - Review the Employee's Job Description: Ensure it aligns with their current role and responsibilities.
  - Gather Relevant Data: Collect performance metrics, previous review documents, and feedback from relevant stakeholders.
  - Set Clear Objectives for the Review: Determine what you want to achieve from the review, such as specific feedback points, developmental plans, or performance goals.
- **During the Review:**
  - Create a Welcoming Atmosphere: Conduct the review in a quiet, private space free from interruptions. This setting helps both the reviewer and the employee to focus fully on the discussion, promoting an open and honest exchange.
  - Discuss Achievements and Challenges: Begin with a positive note by acknowledging the employee's accomplishments since the last review. This not only boosts morale but also reinforces positive behaviours and outcomes. Transition into discussing any challenges faced, providing constructive feedback that focuses on behaviours and results rather than personal attributes.
  - Set Future Goals: Work collaboratively with the employee to set specific, measurable, achievable, relevant, and time-bound (SMART) goals for the upcoming review period. These goals should align with the broader objectives of the department and organisation and should be clearly articulated so both parties understand the expectations and the metrics of success.
  - Develop a Personalised Development Plan: Use the insights gained from discussing past performance and future goals to craft a tailored development plan for the employee. This plan should address identified areas for improvement and include steps for acquiring new skills or enhancing existing ones. Consider what training programs, mentorships, workshops, or assignments could facilitate this growth, and set milestones to gauge progress.
  - Offer Support: Ensure the employee knows the types of resources and support available to them as they work towards their goals. Discuss potential barriers they might encounter and how these can be mitigated. Offer continuous support in the form of regular check-ins, access to mentoring, or coaching sessions if needed. Ensure the employee feels supported not just in achieving the set goals but also in their overall career development within the company.
- **Follow-Up:**
  - Document the Review: Write down all the points discussed, agreed-upon goals, and any commitments from both the manager and the employee.
  - Schedule Regular Check-Ins: Set dates for follow-up meetings to discuss progress on goals and address any emerging issues.
  - Provide Continuous Feedback: Encourage ongoing communication and provide feedback outside of formal reviews to maintain engagement and momentum.

HR performance reviews are indispensable tools for fostering an environment where continuous improvement is encouraged and recognised. They are strategic rather than merely evaluative, designed to guide current performance and shape future achievements within the organisation. By prioritising the human element in these appraisals, companies can unlock the full potential of their workforce, driving satisfaction and superior performance across the board. In implementing these practices effectively, organisations not only guide current employee performance but also strategically mould future successes, ensuring alignment with long-term organisational goals.



A Dream Botanical Adventure in Singapore

TARA PRESTON

Singapore is renowned for its exceptional dedication to horticulture, making it a prime destination for plant enthusiasts and a personal dream holiday for our Member Services Manager, Tara. The city's urban landscape is adorned with lush greenery and innovative garden designs, showcasing Singapore's commitment to integrating nature with urban living.

Gardens by the Bay: Where Nature Meets Innovation

One of the most iconic examples is Gardens by the Bay, which has redefined urban gardening. Spanning 101 hectares, this futuristic garden complex is located in the heart of Singapore's Marina Bay. It includes:

Supertree Grove: One of the most iconic features of Gardens by the Bay is the Supertree Grove, a collection of vertical gardens resembling towering trees. These structures range from 25 to 50 meters in height and are embedded with environmentally sustainable functions like solar panels and rainwater harvesting systems. The Supertrees also support a diverse array of ferns, vines, orchids, and bromeliads, creating a unique blend of technology and nature.

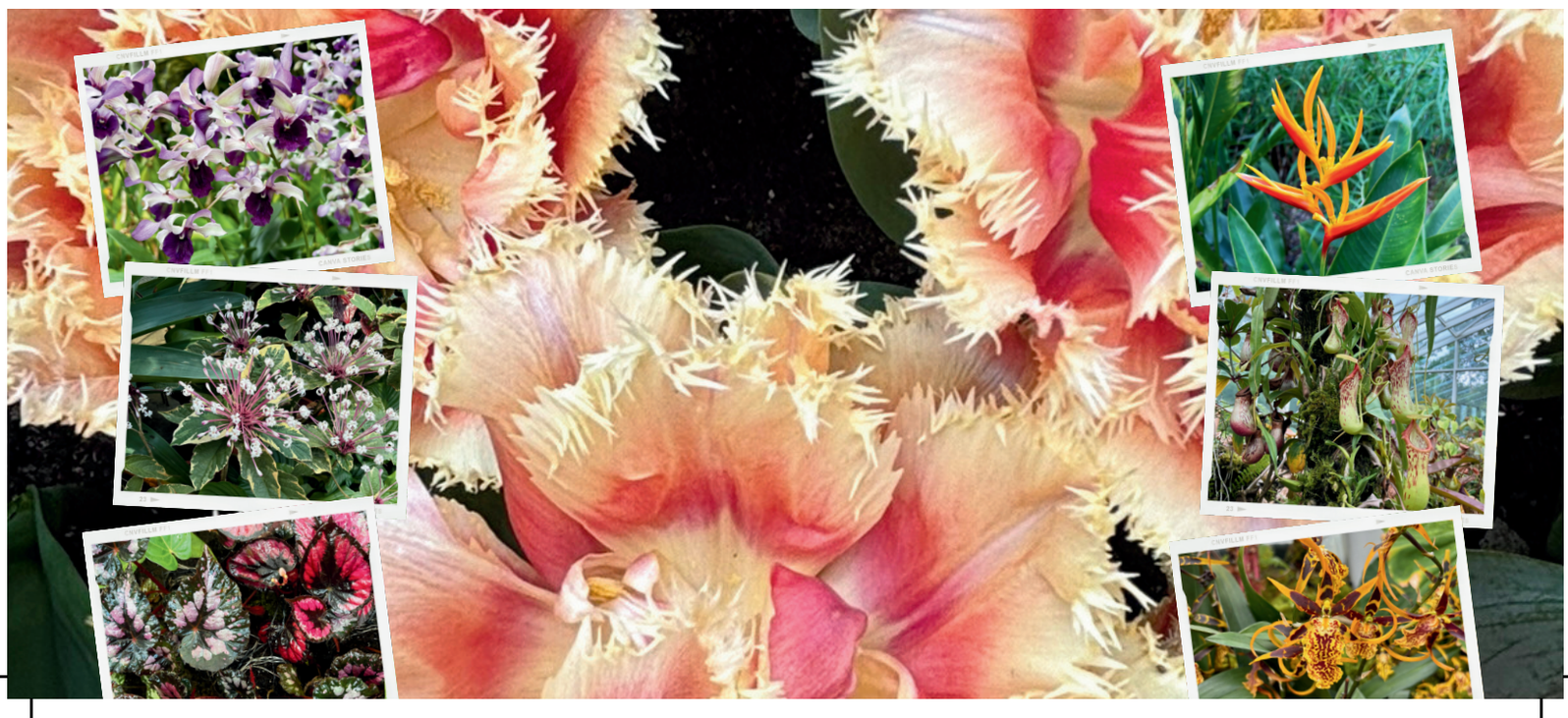
Flower Dome: The Flower Dome, a cooled conservatory, holds the Guinness World Record for the largest glass greenhouse. It replicates a dry Mediterranean climate and houses an impressive collection of plants from arid regions across the world, such as baobabs, cacti, and succulents. The seasonal floral displays and themed gardens offer a dynamic and ever-changing experience, showcasing the diversity and beauty of the plant kingdom. Tara was particularly enchanted by the vibrant tulip displays during her visit.

Cloud Forest: The Cloud Forest conservatory replicates the cool-moist conditions found in tropical mountain regions. It features a 35-meter-tall indoor waterfall, the world's tallest indoor waterfall until 2018, and a lush vegetation-clad mountain that visitors can explore via a series of walkways. The Cloud Forest is home to orchids, ferns, and carnivorous plants, providing insights into high-altitude flora and their unique adaptations. Tara's favourites were the lush and mature rare and unusual philodendrons and begonias.

Singapore Botanic Gardens: A Historical and Horticultural Treasure

The Singapore Botanic Gardens, a UNESCO World Heritage Site, is another must-visit destination for horticulturists. Established in 1859, the gardens span over 82 hectares and are home to an extensive collection of tropical plants.

National Orchid Garden: Located within the Botanic Gardens, this garden boasts over 1,000 species and 2,000 hybrids of orchids, making it a focal point for orchid enthusiasts. See the front cover of this magazine for a beautiful mature Phalaenopsis Tara spotted there. The garden is meticulously designed, with themed zones such as the Cool House, which mimics a montane forest environment, and the Tan Hoon Siang Mist House, showcasing rare and unique orchids in a cloud forest setting.





Healing Garden: Another notable area within the Botanic Gardens is the Healing Garden, which showcases over 400 species of medicinal plants. The carefully curated layout educates visitors about the traditional uses of these plants in various cultures, adding an educational dimension to the botanical experience.

The Singapore Botanic Gardens are not only a sanctuary for plant enthusiasts but also a centre for botanical research and conservation. The gardens collaborate with international institutions on research projects and conservation programs, contributing to global efforts in plant science and biodiversity preservation.

Beyond the Gardens: Singapore's Green Initiatives

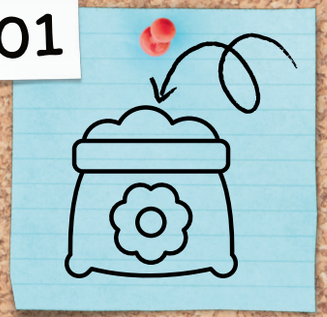
Singapore's commitment to sustainability and green living extends beyond its gardens. The city-state has implemented numerous green initiatives, such as the Park Connector Network, which links parks and green spaces through a series of trails and pathways. This network not only promotes outdoor activities but also enhances biodiversity within the urban environment. Horticulturists can observe how Singapore's innovative approaches to urban planning and green infrastructure contribute to a healthier, more sustainable city.

A Green Utopia

Singapore's blend of cutting-edge garden designs, historical botanical gardens, and sustainable urban planning make it an exceptional destination for horticulturists. The city-state's dedication to integrating nature with urban living offers valuable lessons and inspiration for anyone passionate about plants and sustainable gardening practices. Tara's dream botanical adventure in Singapore not only provided a feast for the eyes but also enriched her understanding of the harmonious coexistence of nature and urbanity.

HOW TO UPSELL VALUE ADD ON'S

01



Know Your Products

Understand the benefits of each item to confidently recommend to customers. Familiarise yourself with the features, benefits, and uses of each item.

02



Listen to Customers

Effective upselling begins with active listening. Pay attention to their needs, preferences, goals and budget to offer tailored value added suggestions.

Bundle and Save

Create irresistible offers by bundling complementary products together. For example, increase the percieved value of a purchase by pairing a premium potting mix with a set of high-quality gardening tools or offer a discount when customers purchase fertiliser alongside planters.

03



Highlight Benefits

Emphasise how products enhance gardening experience, not just features. Instead of listing technical specifications, emphasise how the product will make their gardening tasks easier, improve plant health, or enhance the aesthetic appeal of their garden.

04



05



Personalised Recommendations

Tailor suggestions based on customers' needs and expertise. For novice gardeners, recommend beginner-friendly products such as easy-to-use fertilisers or pre-mixed potting mixes. For experienced enthusiasts, showcase advanced tools or specialised fertilisers to help them take their gardening skills to the next level.

06



Demonstrate Value

Provide samples or demonstrations to showcase product benefits of a particular fertiliser or potting mix, or provide small samples for customers to try in their own gardens.

07



Educate and Inform

Share tips and advice to empower customers with knowledge. Use signage, brochures, blogs and social media to educate about the benefits of products. Things like proper usage, application techniques, and maintenance help to empower customers and build trust in your recommendations.

08



Cross-Sell Smartly

In addition to upselling, leverage cross-selling opportunities to maximise sales. Recommend related products that complement the customer's initial purchase, such as offering planters to go with newly purchased plants or suggesting gardening gloves with a set of tools.

Offer Incentives

Provide discounts or rewards to encourage additional purchases. Offer a percentage discount on complementary items when bought together, or provide loyalty rewards for repeat customers who frequently purchase add-ons. These incentives create a win-win situation.

09



Follow Up

Follow up with customers to ensure their satisfaction with the purchased products. Ask for feedback on their experience and use this information to refine your upselling techniques. Building strong customer relationships fosters loyalty and increases the likelihood of future upselling opportunities.

10



Nursery & Garden Industry NSW & ACT

By incorporating these practical tips into your discussions with customers, you can effectively upsell value – added products. Remember, successful upselling isn't just about increasing sales numbers – it's about enhancing the customer experience and helping them achieve their gardening goals.

Happy upselling!

Pull me out and stick me up!

Nursery & Garden Industry NSW & ACT | 02 9679 1472 | info@ngina.com.au | www.ngina.com.au

ONLINE MEMBER FORUM

Keep up to date with industry news, connect with other members and hear from a new guest speaker each month. Members are more than welcome to ask questions throughout the session. If you can't make it, you can listen to recordings of all the past Online Member Forums in the Member Centre.

Nursery & Garden Industry NSW & ACT



Anita Campbell

NGINA CEO





David Jakobs

NGINA President

4th Wedesday of every month

4 pm - 5 pm

GUEST SPEAKER

We have an exciting new guest speaker each month! Check out the list of the previous 12 member forums available in the member centre:

May 2024: Greener Spaces
April 2024: Cybersecurity
March 2024: Technology and Innovation in Nurseries
February 2024: AI for the Greenlife Industry
January 2024: Update on Red Imported Fire Ants
November 2023: Water-saving Practices in Drought Conditions
October 2023: Biocontrol and (IPM) for Pest Resistance
September 2023: Fire Ants: Threat and Strategies
August 2023: Safety Measures for Nurseries
June 2023: Rewriting the Narrative: Benefits of Gardening
May 2023: NGINA Website Walkthrough and AgCAREERSTART Program

REGISTER NOW

www.ngina.com.au > Member Centre

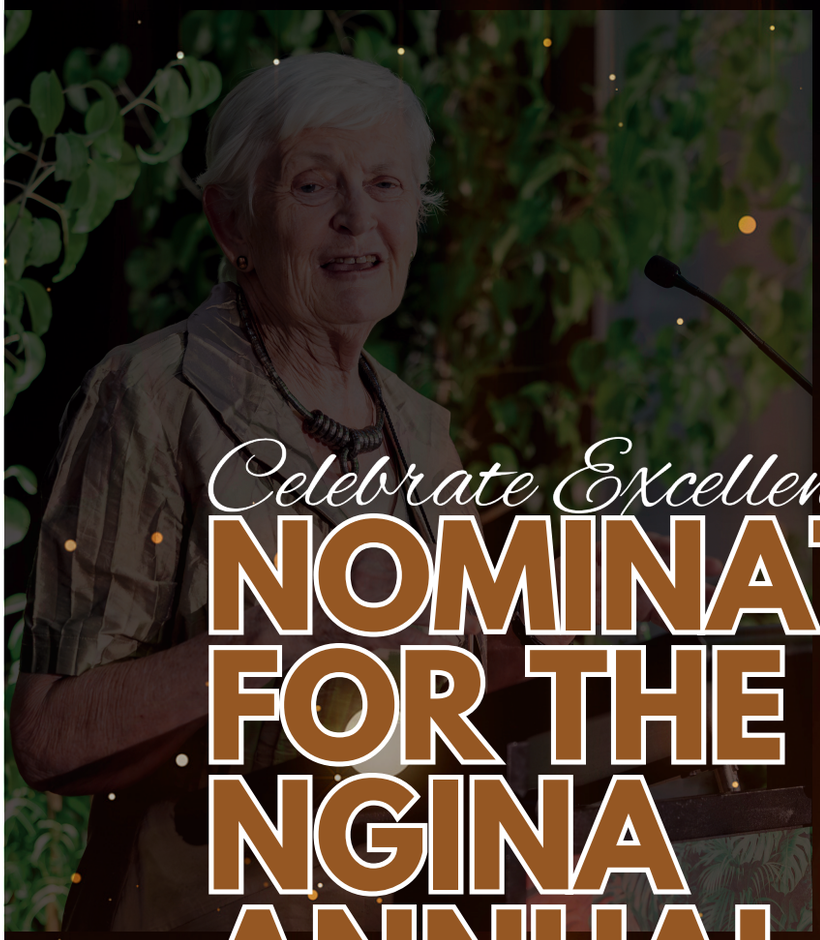
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AFFORDABLE PRICING & MEMBER DISCOUNTS





Celebrate Excellence

NOMINATE FOR THE NGINA ANNUAL AWARDS

As we navigate through another year filled with potential and progress in the nursery and garden industry of NSW and ACT, it's time to highlight the extraordinary efforts of our members with the NGINA Annual Awards.



> **From a business perspective, I cannot express strongly enough what a powerful tool these awards are and how your creation of the new People's Choice Award is a great motivating tool and now, for us, marketing tool.**
> **- Elizabeth Burnett**



These prestigious awards are not just a celebration of individual achievements but also set the standard for excellence and encourage all members to reach greater heights. Here's why submitting a nomination is crucial for business and industry growth.

CELEBRATE YOUR COMMITMENT

Being nominated or winning an award is a powerful recognition of the dedication and effort you invest in your business. Whether you manage a cozy retail nursery or oversee a sprawling production facility, receiving accolades from your peers is a significant acknowledgment of your commitment to excellence. This year's award categories include:

- **Small Retail Nursery of the Year**
- **Large Retail Nursery of the Year**
- **Small Production Nursery of the Year**
- **Large Production Nursery of the Year**
- **Allied Supplier of the Year**
- **Best Trade Day Stand of the Year**
- **Employer of the Year**
- **NextGenner of the Year**
- **People's Choice**
- **Apprentice of the Year**

These categories have been thoughtfully designed to reflect the broad spectrum of our industry, ensuring every contribution, regardless of size or scope, receives its due recognition.

BOOST YOUR BRAND AND MARKET PRESENCE

Award winners and nominees enjoy enhanced market visibility and brand awareness including social media business highlights and in our N&G News. Being associated with excellence significantly boosts your industry profile, helps attract new customers, and solidifies relationships with existing ones. This recognition gives you a competitive advantage, highlighting your achievements on a respected and visible platform. Nominees and award winners are given certificates to display onsite as well as winner logos for their email signatures, use on their websites and for their marketing materials.

Chris Cuddy from Perennialle Plants Nursery to his customers on their social media – "Thanks to the support of all our customers and friends, we were thrilled to be one of the top four in NSW for the People's Choice award.

ELEVATE TEAM MORALE AND ATTRACT TOP TALENT

Awards are a fantastic method to uplift team spirit and commend employees for their contributions to your success. Being recognised can also improve your stature as an employer, making your business more appealing to top industry talent.

Elizabeth Burnett about winning Small Retail Nursery of the Year and People's Choice - "Our team are so excited, so humbled, so honoured" and Cameron's Nursery about winning Employer of the Year and Large Production Nursery of the Year – "A huge congratulations to our team on this well-deserved recognition, so proud of our collective achievements!"





"These prestigious awards are not just a celebration of individual achievements but also set the standard for excellence and encourage all members to reach greater heights. Here's why submitting a nomination is crucial for business and industry growth."

EXPAND YOUR NETWORK AND UNCOVER NEW OPPORTUNITIES

The awards ceremony is a key event attended by leaders and influencers in the industry. Submitting a nomination opens up a key networking opportunity, helping you connect with peers, encounter potential mentors, and discover new business prospects. It's a venue for celebration, idea exchange, and forging lasting partnerships.

UPHOLD INDUSTRY STANDARDS AND BEST PRACTICES

Participating in the awards showcases your dedication to high industry standards, which is vital for the sustainability and overall health of the industry. It promotes an environment where best practices and continual improvements are the norms.

Yarralumla Nursery regarding being a finalist in Employer of the Year category - "It was an interesting and useful process for us to go through."

GAIN VALUABLE INSIGHTS AND DRIVE GROWTH

The nomination process itself offers constructive feedback from seasoned industry experts, essential for guiding your future business strategies, operational enhancements, and customer engagement tactics. This insight is invaluable for fostering further success.

Native Grace a finalist in Small Retail Nursery of the Year - Part of continuously improving the business is the opportunity to enter the Nursery Awards and gain constructive feedback from the judges to help guide positive change within the nursery.

Nominate your business or another deserving member business today! Let's collectively celebrate the drive, creativity, and excellence within our industry. For more information on how to submit your nominations and the criteria for each category, please visit our website. Shine a light on the remarkable individuals and teams that make the NSW and ACT nursery and garden industry truly exceptional.

Nursery & Garden Industry NSW & ACT

2024

Creating a Colourful World

One Plant at a Time

2024 Annual Awards

Get ready!
Nominations opening soon



HOW GIA EXTENSION OFFICERS CAN HELP YOUR PRODUCTION NURSERY THRIVE

Greenlife Industry Australia's (GIA) Extension Officers (EOs) are on the ground in every state and territory to provide production nurseries with support to improve plant protection protocols and production outcomes. Extension Officers are funded by the nursery levy, under the 'National biosecurity and sustainable plant production program' (NY20001).

GIA'S EXTENSION OFFICERS

GIA's Extension Officers are experts in best practice management (BMP) for nursery production - encompassing pest and disease management, sustainable resource use, waste reduction, irrigation and process improvement. They also deliver the Australian Plant Production Standard (APPS) programs, helping production nurseries gain their Nursery Industry Accreditation Scheme (NIASA) accreditation, EcoHort and BioSecure HACCP certification.

HOW YOU CAN BENEFIT

As a production nursery, you have access to these valuable experts. Whether you are looking to get started with implementing best management practice, pursuing NIASA accreditation or you just want to learn more about the basics of plant production, our EOs are a great point of contact to support you in your journey.

If you're a nursery products levy payer in any Australian state or territory, you can engage your EO for free support. They'll visit your production nursery and get you started with refining your best management practices or becoming accredited/certified.

HOW EOS HELPED COLOURWISE NURSERY

Colourwise Nursery, located in Peats Ridge, NSW, is just one production nursery that has benefited from the guidance of EOs. NSW EO, Colin Hunt helped Colourwise resolve issues and chart a long-term plan for success, establishing the nursery as an industry leader.

Production Manager, James Scorer said, "Nurseries should contact their extension officers for valuable advice, guidance and support. Extension officers offer expertise in various aspects of plant production, helping production nurseries address challenges, implement best practices and stay informed about industry updates."
He added that EO's "assist with problem-solving, provide educational resources and contribute to the overall improvement and success of the nursery."

You can read the full Colourwise case study by scanning here:







James Scorer, Colourwise
Nursery Production Manager

NEXT STEPS

Contact your local EOs:

Barry Naylor (northern NSW) –
0413 733 313 or
barry.naylor@greenlifeindustry.com.au

Colin Hunt (NSW and ACT) –
0418 667 558 or
colin.hunt@greenlifeindustry.com.au

For more information, visit nurseryproductionfms.com.au or contact Director of RDE and Biosecurity, John McDonald at john.mcdonald@greenlifeindustry.com.au

The 'National biosecurity and sustainable plant production program' (NY20001) project is funded by Hort Innovation using nursery research and development levy and funds from the Australian Government.

Greenlife Industry Australia





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

Students

$50

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

$625

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

Trading

$1,470

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

Enterprise

$2,450

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

Corporate

$4,400

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

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.

- Stay 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
- 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 suport 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 Commercial Member Discounts | $500+
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 Feacebook 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 INVALUBLE SERVICES:

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

A TOTAL SAVING OF: $28,515.00*

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

INDUSTRY EVENTS

NEXTGEN EVENT



On Thursday 4th April, Scotts Tubes hosted a combined NextGen and Central Coast/Hunter Group Event. Scotts Tubes is one of our most esteemed members and a thrice-awarded NGINA Large Production Nursery of the Year. This event highlighted the convergence of expertise, innovation, and community within our industry.
Attendees experienced a comprehensive tour led by Greg Scott, showcasing the advanced horticultural practices and technologies that position Scotts Tubes at the forefront of the nursery industry. The tour emphasised their achievements and ongoing commitment to excellence, which has consistently earned them a place in the NGINA Hall of Fame. Simon Lewer, Technical Director at Gauge Industrial and Environmental, shared his profound knowledge on microbiology, water management and environmental science, providing attendees with critical insights into sustainable practices and the latest scientific advancements impacting the industry.
The evening also featured a delicious hot dinner and dessert provided by Scotts Tubes. The drinks for the evening were generously sponsored by Redpath Ideal Greenhouses.

CENTRAL COAST/HUNTER GROUP



On Thursday 29th February, the Central Coast/Hunter Group had a great catch up at Sprint Horticulture. Sprint Horticulture is a sales and distribution company specialising in ornamental plants. They represent licenced product by breeders around the world and Craig showed us so many gorgeous and new plants. Sprint Innovation, which is Karen's passion, presents their superb plants in terrariums, gift packages and unusual pots. As an association we want to provide knowledge and share best practice with our members. Nothing does that better than our own members connecting with each other. Thank you Sprint for having us all and for such an amazing tour. Members then networked during dinner at Mangrove Mountain Memorial Club.

MID NORTH COAST GROUP EVENT

A big thank you to everyone who joined us for the Mid-North Coast Group Relaunch event on Wednesday 22 May! It was wonderful to see so many past, current and future NGINA members reconnecting, sharing insights, and enjoying a fantastic evening together. We kicked off with a visit to the beautiful Bonny Hills Garden Centre where connections were made and laughs were had before Keith gave us an overview of the history of the nursery. The evening continued with lively conversations and delicious food and drinks at the Bonny Hills Beach Hotel. Your participation and enthusiasm made the event a great success. It was lovely to have members from other regional groups come to support the Mid North Coast. We look forward to more gatherings like this in the future!











NORTHERN RIVERS AUTUMN TRADE DAY



The Northern Rivers Group hosted a fantastic evening of networking at Wollongbar Tavern on Monday 11th March. It was a great opportunity to chat to stand holders, sponsors and buyers over drinks and nibbles.
The Northern Rivers Trade Day on Tuesday kicked off with 30 exhibitors showcasing amazing plants and products. Exclusive Trade Day deals were a highlight, offering our buyers the best prices to refresh their inventories.
A huge thank you to our Northern Rivers Committee for organising this event and for cooking a delicious breakfast, to our NR Trade Day sponsors and to all stand holders and buyers for making it vibrant and successful. Your dedication and enthusiasm are what make our community thrive!
Congratulations to Killuke Nursery who were the lucky winner of Norwood's prize of a 1500 reprint of a custom label!!! Three lucky preregistered buyers also won $50 to spend on all the lovely stock and deals at trade day. See you all again this Spring!





















A GATHERING OF ALL THINGS GREEN FOR THE NURSERY AND GARDEN INDUSTRY

Upcoming

NSW Trade Day's

WED 19 JUNE	SYDNEY
WED 17 JULY	SYDNEY
WED 21 AUGUST	SYDNEY
TUES 27 AUGUST	PORT MACQUARIE
TUES 10 SEPTEMBER	NORTHERN RIVERS
WED 18 SEPTEMBER	SYDNEY
WED 16 OCTOBER	SYDNEY
WED 20 NOVEMBER	SYDNEY
WED 11 DECEMBER	SYDNEY

PORT MACQUARIE

SYDNEY

NORTHERN RIVERS



MEMBER BLOG

Have you visited our members only blog?

"Better Together"

Our members only industry specific blog is full of lots of helpful content that can assist you in growing your business, your staff and yourself.

To access, visit the member centre and scroll down to the "Marketing & Communications" section. and locate the "Member Blog".

Here are just a few of the things you might find there:

1. **Email Marketing Made Easy: 10 Tips to Boost Your Business**
2. **How to Harness the Power of Hashtags in the Nursery and Garden Industry**
3. **Gardening for Wellbeing Tips to Give Your Customers**
4. **Revolutionising Nursery Operations with Production Planning and Inventory Management Systems**
5. **Sales and Marketing for Production Nurseries**
6. **10 ways to be more sustainable at work and why**
7. **15 Questions You Need to Ask your Web Developer**
8. **Reframing Low Sales Periods: Unleashing the Potential of Winter in the Nursery and Garden Industry**

INTERNATIONAL WOMEN'S DAY

NGINA recently celebrated International Women's Day with an event that was both powerful and inspiring, thanks in large part to the story of our keynote speaker, Marny Cringle. Marny's journey is one of unimaginable trauma, profound courage, and remarkable recovery.

In 1996, Marny was dragged by a subway train in London's underground, sustaining severe life-threatening injuries. The medical team did not expect her to survive, and when they amputated her leg, they removed more than necessary, as they assumed she wouldn't live long enough to need a prosthetic. However, Marny defied all expectations, not only surviving but thriving. Her journey to recovery included a world-first procedure to grow her leg by 2 inches, allowing her to be fitted with a prosthetic and reclaim her mobility.

Marny's courage, tenacity, and strength shone through as she shared her story of resilience and the challenges she faced in her career and personal life. Despite discrimination at work and the hurdles of adapting to her new reality, Marny became a successful nurse and a celebrated athlete, proving that no obstacle is too great when faced with determination and an unconquerable spirit.

We enjoyed a sumptuous breakfast at Sirculo, where conversations flowed and connections were made, creating a sense of community and shared purpose. A special shoutout goes to the men in our industry who stand beside women in the fight for equality and exemplify the kind of support that helps build a more inclusive industry. Their commitment to empowering women and fostering a more equitable workplace is truly commendable.

We are also grateful to our sponsors for their contributions. Vegepod, known for its innovative gardening solutions, generously donated a Kitchen Garden as a lucky door prize, and The Green Gallery provided beautiful table decor, adding a touch of natural elegance and colour to the celebration. Each attendee took home a vase of Green Gallery flowers and an NGINA coffee cup as a reminder of the day and the inspiration we shared.

Thank you to everyone who joined us for this memorable event. We left feeling inspired by Marny's story and encouraged by the sense of unity and support among our industry colleagues. As we continue our journey toward greater inclusion and diversity, may we all find the strength to face our challenges with the same courage that Marny Cringle embodies. Here's to the future and the impact we can make together.











NEXT GENERATION HORTICULTURE STUDY TOUR

NSW Local Land Services, in partnership with NGINA, offered five fully subsitised study tours for apprentices in Nursery Operations in NSW and ACT. The response was remarkable, showcasing a dedication to ongoing learning. Winners included Aidan Wright, Rachael Mumberson, Ashlee Lloyd, Tegan Mulqueeney, and Emma Seager. They visited Melbourne for two days, attending the International Flower and Garden Show and touring Garden City Plastics, Warners Nurseries, Ball Australia, Mansfields Nursery, and Transplant Systems.



Tegan from Colourwise was impressed by Warners Nursery's eco-friendly practices and aims for her nursery to adopt similar sustainability measures. Emma from Flower Power/Arborglen found visiting suppliers insightful and desires greater sustainability focus at her workplace. Rachel from Yarralumla Nursery appreciated comparing approaches with other nurseries and wants to explore beneficial bug management further. Ashlee from Penrith City Council was amazed by the creativity at the flower show and advocates for adopting beneficial bug houses at her workplace. Aidan from Camerons Nursery found inspiration at the flower show and suggests implementing beneficial bug houses for pest control while wanting to learn more about recycling practices.



The tour provided valuable insights and inspired a push for sustainability and innovation within the horticulture industry.



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sales@transplantsystems.com

Partnered with NGINA

NEW MEMBER



Bonville Nursery, located just South of Coffs Harbour in Bonville, NSW, is more than just a retail nursery; it's a vibrant community dedicated to the world of gardening, growing and sustainability. Established by husband & wife team, Landscaper Zach Gadd & Horticulturist and landscape designer Chloe Brant, Bonville Nursery fosters green thumbs and a love for the environment. Specialising in climate resilient gardens with a diverse range of locally grown, water-wise, and native plants. Commitment to these values informs everything the business does, from the plants cultivated on site to the advice given to customers and clients.

What We Offer:
At Bonville Nursery, we provide comprehensive horticultural advice tailored to our customers' unique gardening needs with a focus on low footprint and ecological gardening. Our services include insightful workshops, expert plant sourcing and supply, and bespoke contract growing options for larger projects. Whether you're a novice gardener or a landscape professional, Bonville Nursery is your go-to destination for quality plants and expert gardening guidance. Additionally the nursery is home to The Lazy Daisy - Serving organic coffee and a carefully curated menu using our onsite and farm grown organic ingredients. The Lazy Daisy is an open creative space complete with retail and workshop space available for private hire. Check out the What's On page on our website for a full list of upcoming events.





Contact Details:

0411 828 611

info@bonvillenursery.com

www.bonvillenursery.com/

325A Pine Creek Way, Bonville

@bonville Nursery

@BonvilleNursery





NEW MEMBER



RnR Plant Nursery, located in Northern Rivers, specialises in indoor and tropical foliage, notably a wide array of Sansevieria.

Founded by Rhonda and Rachael, the nursery emphasises sustainability and quality plant care, supplying to wholesalers and landscapers across Australia. Rhonda, leveraging her horticultural expertise from New Zealand, and Rachael, applying her management skills, have fostered a business committed to eco-friendly practices and excellent customer service.

Championing the motto "From little things big things grow!" we have built the nursery from the ground up offering old school values and consistency.

We offer approximately 25 varieties of Sansevieria, and this is continually growing, ranging from 140mm to 300mm sizes. We are in the process of setting up a range of sun hardened Sansevieria for landscapers which will be available spring/summer 2024.

Our key values are customer service through authenticity – honesty, simplicity, and integrity, are at the heart of what we do building great relationships with suppliers and customers. We love plants and everything we do, we are enthusiastic about our products, our customers, partners, our team, and our community.

We operate from 1279 Swan Bay New Italy Road, New Italy, NSW. Our nursery is conveniently located right on M1 which makes delivery very easy for your transport company and our service areas cover the Sunshine coast through to Sydney, Melbourne and Adelaide.





Contact Details:

0417 247 908

enquiries@rnrplantnursery.com.au

https://rnrplantnursery.com.au

1279 Swan Bay New Italy Road
NEW ITALY, NSW, 2472

@ RNR.PLANT.NURSERY

@rnr.plant.nursery



NEW MEMBER

KHUBI
ENTERPRISES



5KG BLOCKS READY FOR SHRINK WRAP



CONSIGNMENT GETTING READY



LONGER BLOCKS OF 1M AS DESIRED BY CLIENT



25KG SAP BAGS READY FOR DISPATCH

About the Company
Khubi Enterprises focuses on imports and exports of raw materials related to horticultural and allied industries. Khubi, meaning 'goodness' is ensured in all our endeavours. We deliver a tailored import/export service to discerning customers, such as sourcing, purchasing contracts, and supply chain management. We import high-quality coir peat and plant-derived super absorbent polymer (SAP) or hydrogel.

We have a nuanced understanding of the South Asian region from where we source. Having grown up and worked in India and Sri Lanka we understand not only social etiquette, and economic conditions but also languages and business customs which helps us to obtain quality goods at competitive prices.

Our core values are Integrity, Responsibility, Collaboration, Humility, and Servant Leadership.

Khubi Enterprises is a registered name under ACIS managed by Eric Bharucha. He is a practising horticulturist and has gained experience in the freight forwarding industry in the past 10 years. Khubi Enterprises is located in the beautiful regional town of Armidale, NSW.

What We Offer
We source and supply horticultural raw products to the Australian horticulture industry. We also work as import and export agents for discerning customers to help bridge their supply chain gaps and negotiate pricing and trade agreements.

Our core focus is on supplying high-quality coir peat and plant-derived hydrogel (SAP), though we can also source other raw materials based on demand.

Coir products - Based on client requests our coir-based products can be shaped and sized as required subject to minimum order quantities.

Hydrogel - Our suppliers have developed cost-effective hydrogels derived from plants. Additional processing is required, though, to ensure the product can perform in the soil and positively impact soil conditions. The product is packed in 25kg bags and sealed thoroughly to keep out moisture. We can also supply hydrogel for use in the meat and sanitary industry.

Contact Details:
0468 919 990
eric@khubienterprises.com.au.au
Armidale, NSW

NEW MEMBER

StrataGreen
...grow with us







About our company:
With over two decades in the industry, StrataGreen has established itself as a leading comprehensive supplier across Australia's landscaping, environmental, horticultural, and construction sectors. Their extensive inventory, exceeding 3,000 products, is housed in central warehouses in Perth and locations in New South Wales and Victoria.

StrataGreen prides itself on offering a diverse range of quality supplies, from essentials for urban tree and root control to nursery and plant propagation, erosion control, revegetation, soil improvement, and much more. StrataGreen's passionate team is dedicated to enhancing customer projects. They provide expert advice, quality products, and solutions tailored to landscaping professionals, contractors, and councils. This commitment to customer success and project excellence is the cornerstone of their service, ensuring you can trust them to deliver the best results for your projects. StrataGreen is the exclusive Australian distributor of TerraCottem® soil conditioner, the Rhinoweld Welded Mesh Gabions creator, and a reseller of Straightcurve® garden edging.

What we offer:
At our core, we specialise in providing a comprehensive assortment of vital products for the nursery and landscaping industry, distinguishing ourselves through our offerings' quality and variety. We supply an extensive range of bamboo stakes, green planter bags, fertilisers, herbicides, pesticides, tools, and soil stabilisation products. What sets us apart is not just what we offer but how we curate our selection to meet the specific needs of nurseries, always prioritising quality, and sustainability.

We deeply understand the needs of the nursery and landscaping industry, and we are here to address them: a comprehensive, thoughtfully curated selection of products that nurture growth, enhance sustainability, and support the thriving of nurseries and landscapers alike.

Save our contact details on your phone here:



Contact:

0412 466 002 (Lachlan Howe) or 1300 866 367

info@stratagreen.com.au

stratagreen.com.au

@stratagreen **@stratagreen**

NEW MEMBER

The Dirty Gardener






The Dirty Gardener, managed by Tracee and her dedicated team of family and friends, is a standout independent nursery located at 943 Paterson Rd, Woodville. Known for its warm service and exceptional range, they offer a unique selection of native plants, seedlings, trees including fruit and citrus, flowering perennials, as well as succulents and cacti. Additionally, they feature an array of unique pots and charming garden ornaments. Open Thursday to Saturday with other flexible visiting hours available by arrangement, this nursery ensures a personalised shopping experience for all gardening enthusiasts.



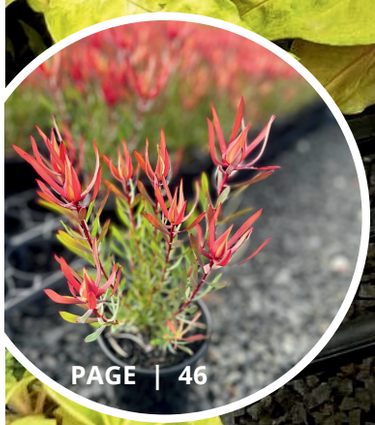

Contact:

0439 602 990 (Tracee Cook)

thedirtygardeneraus@gmail.com

943 Paterson Rd, Woodville, NSW 2321
"Just north of Newcastle!"

The Dirty Gardener NSW






NEW MEMBER

STS SpraySMART®
Chemical Accreditation Training

SpraySMART, a nationally accredited Registered Training Organisation (RTO 40867), was founded by industry experts to provide top-quality training for the application of pesticides and veterinary chemicals. Their courses aim to enhance work practices and ensure the safe, regulation-compliant use of chemicals. Offering a variety of training formats including online, face-to-face, and Zoom, SpraySMART caters to a broad audience, emphasising competency and safety across the industry. Course options include AQF3 full course and refresher. We offer face to face training across NSW including Sydney, Hunter Valley, Mid North Coast, Northern Rivers, Northwest Slopes/Plains, Far West, Central West, South Coast and Riverina.

Contact:

Phone | 02 6895 2102
Freecall | 1800 872 462

training@spraysmart.com.au

Condobolin Enrolment Centre:
PO Box 123 Condobolin NSW 2877
Wagga Wagga Enrolment Centre:
48 Trail Street Wagga Wagga NSW 2650
Sydney Office:
PO Box 367 Kurrajong NSW 2758

www.oldboysflowers.com.au/





NEW MEMBER



OLDBOY'S
FLOWERS

In the historic town of Wardell in the Northern Rivers, lives Bernie Delaney, nicknamed Oldboy. At 93, this pensioner is known for his exceptional gardening skills and his passion for plants. He shared this passion with Kieren who took to selling Oldboy's flowers at markets and then in 2020 Kieren helped Oldboy's Flowers became an online retailer of rare and unusual plants. Oldboy's Flowers boast a rich collection ranging from vibrant flowering plants and seeds to various indoor plants, meticulously curated to cater to all plant lovers. Their offerings include beloved species such as Hippeastrums, Daffodils, Tulips, Clivias, Alliums, Ditch Iris, Ranunculus, Hyacinths, Dahlia, Gladioli, Lillums, Salvia, and a variety of exquisite Orchids including Crucifix & Cattleya, along with a vast selection of indoor foliage plants, succulents and cacti for the ardent indoor gardener. They have an online store and post Australia wide. Also available are seeds and gardening gifts.







Contact Details:

0497 642 664

oldboysflowers@oldboysflowers.com.au

www.oldboysflowers.com.au/

1335 Wardell Rd, Wardell, NSW, 2477

@oldboys_flowers

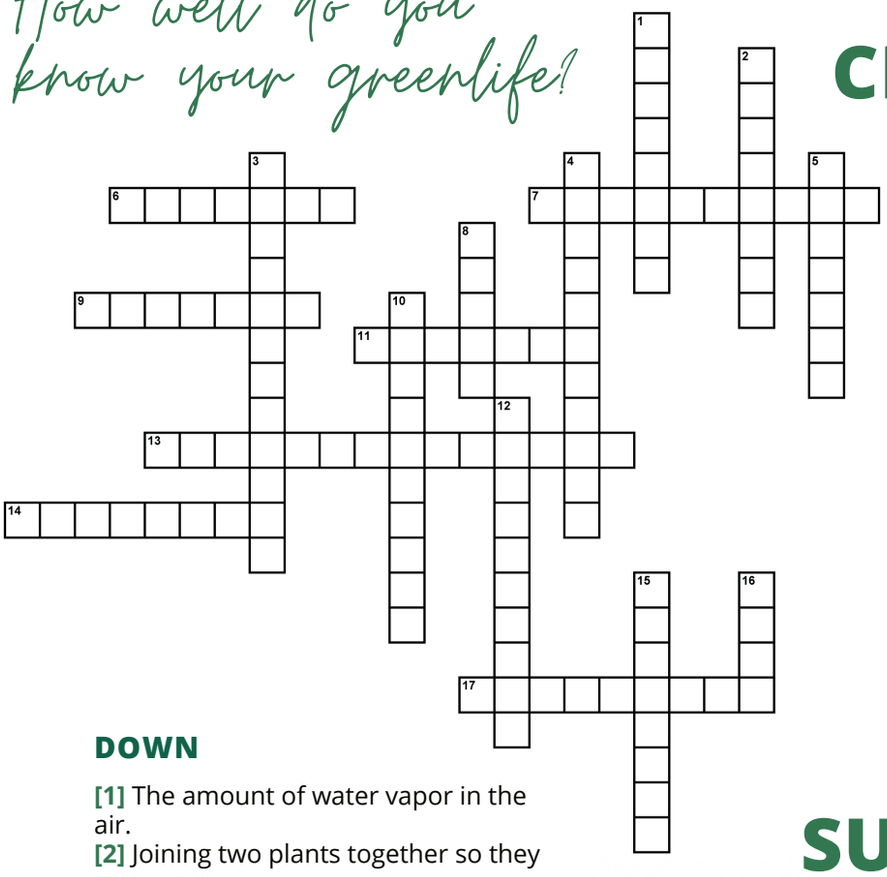
@oldboysflowers





How well do you know your greenlife?

CROSSWORD



ACROSS

[6] Decomposed organic matter used to enrich soil.
[7] Artificial application of water to soil for assisting in growing crops.
[9] A framework of light wooden or metal bars, chiefly used as a support for fruit trees or climbing plants.
[11] Cutting away dead or overgrown branches to encourage growth.
[13] The process by which green plants use sunlight to synthesise foods.
[14] A plant variety that has been produced in cultivation by selective breeding.
[17] A substance used for destroying insects or other organisms harmful to cultivated plants.

DOWN

[1] The amount of water vapor in the air.
[2] Joining two plants together so they grow as one.
[3] The art or practice of garden cultivation and management.
[4] Breeding specimens of a plant by natural processes.
[5] The practice of training plants to grow into ornamental shapes.
[8] A flowering plant with large, often fragrant blooms.
[10] A glass building used for growing plants in controlled conditions.
[12] A chemical or natural substance added to soil to increase its fertility.
[15] The process of covering soil with a layer of material to retain moisture.
[16] A coniferous tree with needle-like leaves.

SUDOKU

LEVEL: MEDIUM

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

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on YouTube @Nursery & Garden Industry NSW & ACT (NGINA)

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KEN'S FLORIDA KEY LIME TART

My favourite sweet pie. Suitable for freezing - Ken
Prep Time: 10 mins **Cook Time:** 20 mins **Total Time:** 30 mins **Serves:** 8

Ingredients

- 5 large egg yolks
- 1 can 14-ounce sweetened condensed milk
- ½ cup lime juice.

For the crust

- 1-1/2 cups finely crushed Maria biscuits (Aldi)
- 2 tablespoons sugar
- 6 tablespoons butter melted

Method

Step 1: Preheat oven to 375 F. Place biscuits in a plastic bag, roll and crush very fine with rolling pin.
Transfer to a mixing bowl, add the sugar and pour in the butter.

Step 2: Combine and transfer to a 9" pie plate. Use your fingers to press crumbs firmly across bottom and up the sides of the pie plate.

Step 3: Bake until golden brown about 7 mins. Remove and reduce temp to 350 F. Set the crust aside to cool for 10-12 mins.

Step 4: In a separate bowl, wisk together egg yolks, sweetened condensed milk,and lime juice until it's smooth and starting to thicken.

Step 5: Pour mixture into partially cooled crust and sprinkle top of pie with grated lime. Bake until custard is set but still a little jiggly. Approx 12-14 mins.

Step 6:
Allow pie to cool completely on a wire rack then refrigerate for at least 90 mins before serving.



From plant to plate

With Special Guest: Ken Turnage

KEN'S FRUITY NURSERY SLICE

Creates energy to grow beautiful plants. Makes 24 slices, Enjoy! - Ken

Ingredients

- ½ cup margarine/butter, softened
- ½ - 2/3 cup sugar
- 1 egg
- 1 tablespoon water
- 1 teaspoon vanilla essence
- 1 cup flour sifted
- ½ teaspoon bicarb soda
- ¼ teaspoon baking powder
- ¼ teaspoon salt
- 1 cup quick cooking oats/muesli
- 1 cup crushed cornflakes
- ½ to ⅔ cups shredded coconut
- 1 cup mixed sultanas, dates apricots etc, chopped

Method

Step 1: Preheat oven to 190 C. Cream margarine and sugar with mixer until smooth and fluffy.

Step 2: Add egg,water and vanilla essence. Beat well

Step 3: Fold in remaining ingredients until well combined and mixture is stiff in consistency.

Step 4: Place mixture in a 22cm x 32cm baking tray lined with baking paper. Smooth out and pack down very firmly with the back of a fork.

Step 5: Bake for 10 mins until slightly browned. Cut with a sharp knife into sizes to suit. Cool on wire rack.

Thank you to our NGINA Partners

NGINA Partners

Diamond

Garden City Plastics GCP

Silver

Transplant Systems | syngenta | Ball Australia

Bronze

Powerplants | Sidekicker

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

*See Partner Benefits Prospectus for more information and conditions

Partnership Opportunities

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

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

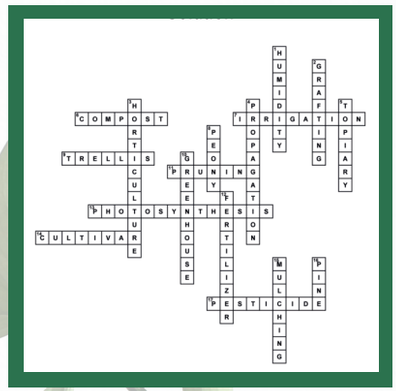
To become a partner or for more information scan the QR code or contact NGINA:
t: 02 9679 1472
e: info@ngina.com.au

ANSWERS

SUDOKU

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

CROSSWORD



Trusted Partners in Horticulture

GARDEN CITY PLASTICS

Advanced Tubs

580mm and 650mm Advanced Tubs

GCP's new Advanced Tub Range embodies 50 years of engineering expertise, delivering the very best quality, value, and design for growers.

- Latest engineering and design
- Australian made
- Standard, squat, pot or bucket
- Matching saucers
- Durable and long lasting
- 100% PP5 recyclable material

Diameter	Item	Volume	Height	Type	Pallet Qty
580mm	P580SL	85L	495mm	Slimline pot or bucket	88
	FB580				
	P580SQ	70L	400mm	Squat pot	96
650mm	P650SL	115L	510mm	Slimline pot or bucket	36
	FB650				
	P650SQ	92L	400mm	Squat pot	42



To order online, scan the QR CODE

Or reach out to any of the GCP team to get started.

Available from all GCP offices nationwide, enquire now!

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