



PRODUCTION NURSERY OF THE YEAR

2025 Award Judging Criteria and Scoring Sheet

Eligibility

Applicants must be members of the NGINA

Judging Process

- Stage 1: Remote Judging of Application
- Stage 2: Onsite Judging
- Stage 3: Peer Judging

Note: Only finalists progress to Stage 2 and 3.

1 = Extremely Poor, 2 = Very Poor, 3 = Poor, 4 = Fair, 5 = Satisfactory, 6 = Satisfactory Plus, 7 = Good, 8 = Very Good, 9 = Excellent, 10 = Exceptional.

STAGE 1 JUDGING – Remote

Category: Marketing

	Criteria	Score (1-10)	Comments
1	Development and implementation of a comprehensive marketing plan with clear objectives and consistent branding.		
2	Effective social media marketing and		

	customer engagement		
3	Effective digital marketing strategies, including SEO, email marketing, and content marketing.		
4	Well-maintained and informative website with good usability, e-commerce capability (or linked to ecommerce like EvergreenConnect)		
6	Regularly updated stock availability with sizing/flowering notes		

Category: Business

Criteria		Score (1–10)	Comments
7	Clearly defined areas of responsibility and job descriptions for efficient operations.		
8	Effective internal communications to staff members regarding promotions, updates and plans		
9	Focus on human resources, including compliance with employment laws and physical and mental wellbeing.		
10	Offer staff development and training, performance reviews, and outlined career pathways within company		
11	Development and implementation of a short and long-term business plan.		
12	Establishment and monitoring of key performance indicators (KPI's) to measure productivity and profitability.		
13	Engagement with the local community and associations		

STAGE 2 JUDGING - ONSITE

Site visit to verify and assess practical implementation of below criteria.

Category: Technical Production Aspects

Criteria		Score (1-10)	Comments
14	Compliance with industry best practice and standards (e.g., NIASA, EcoHort, BioSecure HACCP, AS2303)		
15	Crop management practices, including fertilisation, pruning, and cultivation techniques		
16	Management of environmental factors: light, humidity, temperature		
17	Crop hygiene practices to prevent pests and diseases		
18	Water and irrigation management including efficiency, conservation, recycling		
19	Soil/media management for optimal plant health		
20	Integrated management: IPM, ICM, IFM, AWM practices		
	Monitoring KPIs and regular crop performance assessment		
	Maintenance schedules and execution for equipment/infrastructure		
	Documentation of processes, evidence of adherence, continuous improvement		
	Established and documented quality standards		
	Adoption of new technologies (automation, smart farming tools)		

Category: Ethical Standards and Considerations

Criteria		Score (1-10)	Comments
	Transparency and open communication with suppliers regarding pricing, terms, and conditions, and strives to build long-		

	term, mutually beneficial relationships.		
	Nursery prioritises sourcing practices that promote sustainability, such as seeking suppliers who adhere to environmentally friendly production methods or offer responsibly sourced materials		
	Maintains a safe and healthy work environment for its employees, taking appropriate measures to prevent accidents, provide necessary safety equipment, and comply with occupational health and safety regulations.		
	Sustainable operational practices (water use, recycling, pest management)		

Category: Environmental Management

Criteria		Score (1-10)	Comments
	Efficient and responsible water management practices		
	Sustainable chemical use minimising environmental impact		
	Proper waste management, including plastics and other materials		
	Energy use optimisation and implementation of energy-saving practices.		
	Impact assessment and mitigation for biosecurity, weeds, pests, diseases		
	Waste minimisation through improved practices		
	Use of sustainable inputs and materials		
	Risk register management and preparedness plans including potential social, environmental, and operational risks.		
	Contribution to carbon footprint reduction and climate resilience strategies		

STAGE 3 – Peer Judging (Finalists Only)

The peer judging stage of our Production Nursery Award assesses how well nurseries foster respectful, trustworthy relationships not only with suppliers but also with their retail customers, uphold ethical business practices such as timely payments, and provide an overall positive business experience. Peer evaluators score these areas through structured surveys, ensuring the judging process reflects the nursery's reputation, professionalism, and integrity within the industry.

JUDGES FEEDBACK:

Strengths:

Areas for Improvement: