Nursery

INDUSTRY ANNUAL REPORT 2011

Nursery & Garden Industry Australia

HAL Horticulture Australia

Overview

It has been another challenging year for the Nursery & Garden industry. Harsh weather conditions, like the floods and Cyclone Yasi in Queensland and the droughts in Western Australia; alongside biosecurity concerns around Myrtle rust especially in NSW, have affected sales in numerous regional areas.

Levy investment

In 2010/11 the total levy income received was $1,869,996. The current nursery products levy ('pot') is 5% of the wholesale value payable on plastic bags, root control bags, degradable pots, punnets and any other containers used for the production of plants. The amount invested into R&D projects for 2011 is forecast to be a total of $ 1,121,998 and $747,998 for marketing projects. The Australian Government provided $991,946 of matched funding to support 30 projects in the R&D levy program.

In addition to levy funds, $715,587 of voluntary contributions (VC) was provided to the industry for supplementing levy-funded projects and/or solely funding VC only projects in the R&D and marketing programs.

HAL is responsible for managing these funds and takes advice on how to invest the funds from the Industry Advisory Committee (IAC). Consultation with the IAC is essential in determining the most critical investment priorities for the industry.

In 2010/11, the Nursery and Garden Industry Australia (NGIA) acted as the service provider on 25 projects.

The industry also contributes 3% of levy and voluntary contributions (matched) to an across industry program that addresses issues that affect all of horticulture, such as water availability, climate change, biosecurity and market access.

R&D program

The R&D program has been progressively moving more towards levy funding rather than relying on VC funding for project delivery. In 2010/11 there were 27 new and ongoing projects. Ten of these received an R&D levy; a further 10 received a combination of R&D levy and VC; seven received VC funding only and three were funded from a combination of R&D levy, VC and marketing levy investment.

Marketing program

The new industry marketing campaign *Improve your plant/life balance* seeks to create an ongoing community of plant lovers by showing people they can be happier, healthier and even wealthier by improving their plant/life balance. Since the 2 March 2011 launch, some key project outputs have been achieved, including: establishment of the Nursery industry plant/life balance day; 15,000 Facebook fans and growing; 850,000 consumers engaged in the program.

Strategic objectives

The process for determining the industry's priorities begins with the development of the industry's strategic plan. The plan guides future R&D and marketing investment over a five year period. Activities in the 2010/11 period were therefore guided by the Nursery and Garden Industry strategic plan 2010–2015,

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The projects in this report have been funded by HAL using the nursery levy and/or voluntary contributions from industry with matched funding from the Federal Government for all R&D activity.

which can be found at http://www.horticulture.com.au/industries/Nursery/default.asp#a_2047.

These plans are developed to reflect both the industry's priorities and the Australian Government's rural R&D priorities. The plans are reviewed regularly.

The industry's objectives, as outlined in the strategic plan, are:

1. Increase the sales value of nursery products and services through marketing and promotion
2. Enhance the capacity and efficiency of the industry's resources through upgrading industry skills, knowledge and practice
3. Build industry support through shaping government, public and related industry understanding of the industry's benefits, and enhance these benefits through collaboration
4. Invest in nursery product/service development to enable the industry to respond to growth opportunities and challenges
5. Support the industry through services and resources that enhance its capacity to respond to issues, capture opportunities and achieve the vision of this strategic plan.

Conclusion

This report provides a snapshot of project activities in the 2010/11 year. The report's sections are divided by the industry's objectives to reflect the activities being undertaken that address these industry issues.

For more information contact:
Stuart Burgess, HAL Industry Services Manager
T 03 6231 1945
M 0417 536 300
E stuart.burgess@horticulture.com.au

OBJECTIVE **1** **Increase the sales value of green life products and services through marketing and promotion**

Management of business development and improvement programs for the nursery industry

This project provides funding for three years for the role of National Marketing & Communications Manager, a key role for the nursery industry and reflects the communication priority regarding marketing of plants and the value of increased urban greening to all stakeholders within the industry. It incorporates the increasing uptake of the Nursery Industry On-Farm Management System – which covers the Nursery Industry Accreditation Scheme Australia (NIASA), EcoHort and BioSecure *HACCP* and the Nursery Industry Awardsprogram, which recognises business excellence and improvement.

The key aims of this project include:

- Oversee and manage the marketing and promotional aspects of the national business development programs including the industry's business improvement and accreditation scheme as detailed in the industry's strategic plan
- Develop and implement marketing plan initiatives for the promotion of plants to consumers, developers, councils and landscapers
- Ensure the effective communication of all levy projects through NGIA publications and website as well as external industry communication publications
- Manage and promote the industry national conference and national awards program including the awards presentation event
- Ensure industry representation in media.

This project has resulted in the following industry initiatives in the last 12 months:

1. The realignment of all accreditation programs under the banner of the Nursery Industry On-Farm Management System (FMS) to create a stronger program and brand with greater recognition within and outside the industry
2. The development of a united industry marketing campaign *Improve your plant/life balance* to increase both the sales of green-life and awareness of the value of plants in the urban environment.

Project NY09004

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

improve your plant life balance

CLIMATE CHANGE RD&E

Climate change research is not new, but the urgency of information for growers to understand and be able to respond to the threats of climate change is. Since 2007 HAL's climate RD&E investment, through industry levies, voluntary contributions and matched Federal Government funds, has increased by 30%. Achievements include: empowerment of industry leaders, through forums and presentations; partnerships, through cross-collaborative programs; and adoption, through grower workshops and fact sheets.

Further climate RD&E is planned in 2011, including generation of information on the critical temperature thresholds of a number of horticulture crops, identification of best management practices on-farm for reducing emissions and linkages with the Climate Change Research Strategy for Primary Industries (CCRSPI). Information on Climate RD&E and links to various tools for industry are available at www.horticulture.com.au/climate.

Nursery marketing and public relations campaign

The marketing campaign for the nursery industry is focused on driving consumer awareness of the value of plants and the decision to purchase in a range of environments and locations.

Industry research has shown that there are multiple drivers for consumers in purchasing plants. These are as varied as a desire for a healthy lifestyle by growing your own fruit and vegetables, to increasing property values through improvements such as landscaping and creating a better environment through the utilisation of plants generally both indoors and outdoors. However, 'gardening' is still perceived as something for the older generation and associated with hard work.

In the urban environment, the role that plants play and the value of green-life to a suburb is gaining momentum with some sectors of the community. However, generally speaking, most Australians do not understand the value of plants.

The activity covered by this project seeks to drive new industry participants as well as additional purchases whilst demonstrating the value of plants and how to care for them. The key objectives of the campaign are:

- Increase the sales of green life across all sectors
- Increase the perceived value of plants across Australian society
- Reinforce the positive environmental benefits of plants
- Support the industry's capacity to seize opportunities in the marketplace.

Everyone is familiar with the concept of how important it is to maintain a good work/life balance. The new industry message takes the thought a step further by developing the idea of plant/life balance. The new marketing campaign will create an ongoing community of plant lovers by showing people they can be happier, healthier and even wealthier by improving their plant/life balance.

The campaign line of *Improve your plant/life balance* is seen by industry as being the ideal umbrella campaign to position the industry for 3–5 years. The aim is to educate, enthuse and inspire.

Presentations and consultation have been undertaken with a wide range of industry stakeholders and the message has received universal support. The first tactical campaign launched nationally on 2 March, it encouraged office workers to "put a plant on their desk" and combined a targeted social media campaign with more than 20,000 plants being distributed.

Each plant had an activation code (on the plant label), encouraging people to join the Plant/Life Balance Facebook group. Once there, people learned how to take care of their plant, share their plant's progress with their Facebook friends, enter weekly competitions, and received green life discount coupons and more.

Why target office workers? Office workers represent approximately 7.2 million workers in Australia, which is a significant percentage of the Australian population with access to the internet. Levy funded research highlights plants in the office environment can reduce stress, improve productivity, increase job satisfaction and reduce sick leave.

Why a Facebook campaign? Facebook is a social networking website that connects friends at home, work and abroad. It has more than 500 million active users, which is about one person for every 14 in the world. In Australia more than 40% of people are active, regular users of Facebook, that's more than 6.6 million people.

The key outcomes from this project to date are:

- The establishment of the nursery industry plant/life balance day
- Creation of an online community of 15,000 fans, and growing
- 38% fans have activated their plant on the Facebook application
- Engagement with more than 850,000 consumers
- Industry involvement across a variety of sectors
- Over 78% of fans aged 18–35, attracting a new audience to the industry
- Postings on the wall indicate increased consumer awareness of the value of plants
- Several request from major corporations to be involved and have plants for their staff (e.g. NAB and AMP)
- Requests from urban development bodies for more information
- Traceable sales through retail outlets
- Entrepreneurial levy payers implementing the campaign messaging into their business activities.

General feedback from the industry includes that the campaign has engaged industry to a level not previously achieved. Industry publications are monitoring the campaign and consequently providing significant editorial support. Media exposure has increased by 200% compared with previous campaigns. Work is underway for Phase II of the campaign.

Projects NY09501 and NY10500

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

Business development achievements in the industry

This project provides funding for the delivery of business improvement outcomes to the nursery industry on a regional basis. The key objective is to provide tools to improve businesses within the industry, with an emphasis on supply chain improvement for both production and retail channels.

The network of business development offices focus on simplifying the retail accreditation process, by managing the relationship between production and retail. This network also provides information to both parties about other levy-funded programs that improve business and resource development, including training and accreditation.

Key achievements in the reporting period include:

- An increase of 11% of businesses accredited under AGCAS, from 92 to 103, due to the revision of the AGCAS scheme and creation of a retail groups in Victoria and New South Wales
- 52 audits undertaken by the BSDO network in the reporting period. Queensland normally undertakes two audits per year, however were lacking resources for a period due to a skills-based restructure. Other states undertake one audit per year
- 53 business improvement workshops conducted, with 31 of these delivered by the BSDO network. Outside facilitators delivered the remaining 22 workshops
- 1,198 contact visits for retailer stakeholders
- 910 contacts with the production sector
- 137 of all industry contacts focused on the area of supply chain improvement
- 65 articles written by the network for state publications on business improvement and levy projects.

The project was contracted in February 2009, effective from October 2009 for a period of two years, with project outcomes delivered by state associations who are contracted to both the Nursery and Garden Industry Association (NGIA) and HAL to deliver this project.

Project NY09018

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

Nursery industry accreditation and awards

Accreditation and award schemes are important mechanisms for rewarding and recognising industry operators who are leading the way in terms of best business practice. The Nursery and Garden Industry Australia's (NGIA) accreditation and awards programs help businesses identify and address areas for improvement by utilising industry feedback to determine the tools required for this development.

This project seeks to continually improve the accreditation and awards programs to ensure they are:

- Accessible and easily understood
- Reward businesses who participate in the programs
- Provide business development tools relevant to all industry sectors
- Measure business practices to achieve business improvements
- Managed with integrity and consistent standards
- Reviewed annually, with positive changes implemented.

Project NY09013

For more information contact:
Jacqui Gibbs, NGIA
T 02 8976 5200
E jacqui.gibbs@ngia.com.au

Landscape certification scheme

Since 2001 the landscape association of Queensland has strived to provide a recognition program for professional landscapers in the industry. With support from Horticulture Australia Limited (HAL) the Landscape Certification Scheme was created and launched.

Outcomes of this project include: the implementation of an online application process and a Q&A section, the development of a WIKI web page to facilitate questions and feedback from other state industry members, the promotion of the program via a range of industry publications, workshops and expos.

The consultation process in project NY07001 identified the need to create a new category, that of Certified Specialist. Project NY10028 aims to support and inform the different stakeholders and industry about the additional certification system.

Project deliverables will include a feasibility report and an operations plan for the administration and national delivery of the program.

Projects NY07001 and NY10028

For more information contact:
Mark Sorby, Landscape Queensland Industries Association Inc
T 07 3286 1746
E msorby@landscapequeensland.com.au

Improving regional industry communications

The nursery industry is extremely diverse, varying in regional location, types of plants grown, stage of production and end-use markets. This project provides funds to update growers on key issues relevant to their region, by providing both printed and online state-based communications.

The industry has reviewed its need for communications as part of the Industry Strategic Plan 2010–2015, with the following topics discussed.

- Regional versus national – from industry stakeholder discussions, it is clear that growers prefer to focus on regional outcomes, rather than national ones. The availability of regional networking events mean that discussion on key issues can be held with many regional suppliers, rather than a few national suppliers. These companies see little benefit in supporting advertising that will not reach their key customers.
- Communication format – the magazine is seen as an important tool to initiate staff discussion, as the messages have a greater impact than weekly emails, which may be scanned, ignored or deleted. This can be provided in both electronic and printed formats.
- Commercial operators – the industry has three commercial magazines that provide information to the retail and production sector.
- National communication strategy – the Nursery and Garden Industry Association (NGIA) has developed a communication plan to cover key aspects of the strategic and industry marketing plans, called *Improve Your Plant/Life Balance*.

Technical outcomes from research and development investment are published in nursery papers, which are made available on the website. Regional publications often use these to summarise and adapt to local needs.

Consistent exposure to these discussions is likely to assist the industry in determining which communication method is best, as well as areas for improvement. However, individual business case analyses are required before proposals for any future funding are undertaken.

Project NY09012

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

Building careers in the nursery industry

This project addresses the increasing skills shortage and decrease in uptake of formal qualifications and apprenticeships within the nursery industry, by promoting it as a viable career option and providing a defined career pathway that will interest an identified audience.

The continuing need for industry training and skills development was identified in the Industry Needs Assessment completed in December 2009. which outlined opportunities in the areas of business sustainability and improved business practice and is clearly identified in the Industry Strategic plan (Section 1) which is focussed on business sustainability and improved business practices.

The following components are offered to support these needs:

1. Increasing the visibility and attractiveness of career pathways in the nursery and garden industry
2. National training workshop development
3. Training workshop mapping to national competencies
4. Industry training and recognition – national workshops and field days
5. Industry training and recognition – state workshops and field days
6. Young Leader industry training
7. National Training and Recognition Committee.

This project is overseen by the Industry Training and Recognition Committee, developed nationally and delivered locally, to ensure consistency of message throughout the industry.

The following table shows the support for workshops delivered under this project.

Project NY09011

For more information please contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

State	Project supported workshops	Participants
NSW/ACT	44	707
Northern Territory	10	106
Queensland	15	511
South Australia	11	249
Tasmania	2	20
Western Australia	11	327
Victoria	19	401
TOTAL	112	2,321

OBJECTIVE **2** **Enhance the capacity and efficiency of the ind's resources through upgrading skills, knowledge & practice**

Leading the industry: 2010–2013 projects

This project is integral in positioning the NGIA as a leader in environmental issues and is a continuation of project NY07013, which has been rated by industry as playing a critical role in managing and directing the research and policy development for the industry.

The role of National Environmental and Technical Policy Manager (NETPM) currently held by Dr Anthony Kachenko is also funded by this project. This role is a member of the national NGIA Environment Committee and has the responsibility of overseeing the environmental management and technical development of the NGIA, as well as managing research projects identified by industry (eg NY10005 and NY09016). The NETPM is also responsible in the coordination of the IDO network nationally, to build capacity and ensure consistency within the extension network and across the industry.

Key aims of this project are as follows:

- Position the industry as a leader in relevant environmental issues, including biosecurity and climate change within the community and government
- Represent the interests of the NGIA to external stakeholders, including local, state and federal governments
- Build strategic partnerships with internal and external stakeholders
- Increase the environmental sustainability of the industry through uptake of improved practices, including industry accreditation programs
- Provide high quality, scientifically sound and practical advice on environmental issues
- Offer support, resources and leadership to the industry.

This project is contracted from 2010–2013 and will manage the following projected outcomes:

- Development of environmental papers and policies on key issues which will be communicated to industry stakeholders and decision-makers, including local, state and federal governments
- Distribution of research results to relevant stakeholders
- Development and review of the Nursery Production Farm Management System, a program vital to the environmental credentials of the NGIA
- Integration of policy development at both state and national levels to maximise industry return on investment, eliminating 'silos' and duplication of resources.

Project NY09001

For more information contact:
Dr Anthony Kachenko, NGIA
T 02 8922 7006
E anthony.kachenko@ngia.com.au

Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

Marketing communications in the nursery industry

The Nursery and Garden Industry Association (NGIA) has committed to improving levy payers' ability to remain current with industry developments, marketing activities and technical issues, by providing a number of channels to communicate information and key messages to the industry. NGIA utilises four communication vehicles to ensure all aspects of the industry are covered, so levy payers are aware of relevant opportunities and issues as they arise.

These include *Clippings*, a four-page publication issued monthly, featuring news stories about national projects and issues relevant to levy payers; *Nursery Papers*, a four-page monthly technical publication aimed to educate and up-skill levy payers in areas relevant to their work; and the NGIA website, a comprehensive and informative portal providing updates and reports on past and current projects, including downloadable resources. Electronic updates are also distributed on an 'as required' basis, offering greater flexibility in timing.

Through these vehicles, the industry is provided with:

- Timely and comprehensive information in a variety of formats
- Increased awareness of projects occurring at a national level
- Communication on matters relevant to the industry and levy program
- Ongoing development of technical, business and marketing expertise.

Industry publications are reviewed annually to determine relevance, readership and

potential enhancements to content and format. This ensures levy payers are provided with the information they require in a format suitable to their needs..

Project NY08023

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

Marketing programs for the Australian nursery industry

Industry and stakeholder program

The areas of business improvement and best practice that this project focuses on relate specifically to the Nursery Industry Accreditation Scheme Australia (NIASA) and to the modules covered under the Farm Management System (FMS), which are the Environmental Management System (EcoHort) and the Biosecurity program (BiosecureHACCP).

It aims at encouraging greater levels of industry participation in the areas of business improvement and best management practice through campaigns and events designed to gain awareness, engagement, and participation with the result of:

- Increased professionalism
- Greater customer focused activity
- The supply of quality plant material
- Supplying the product requirement to meet customer needs.

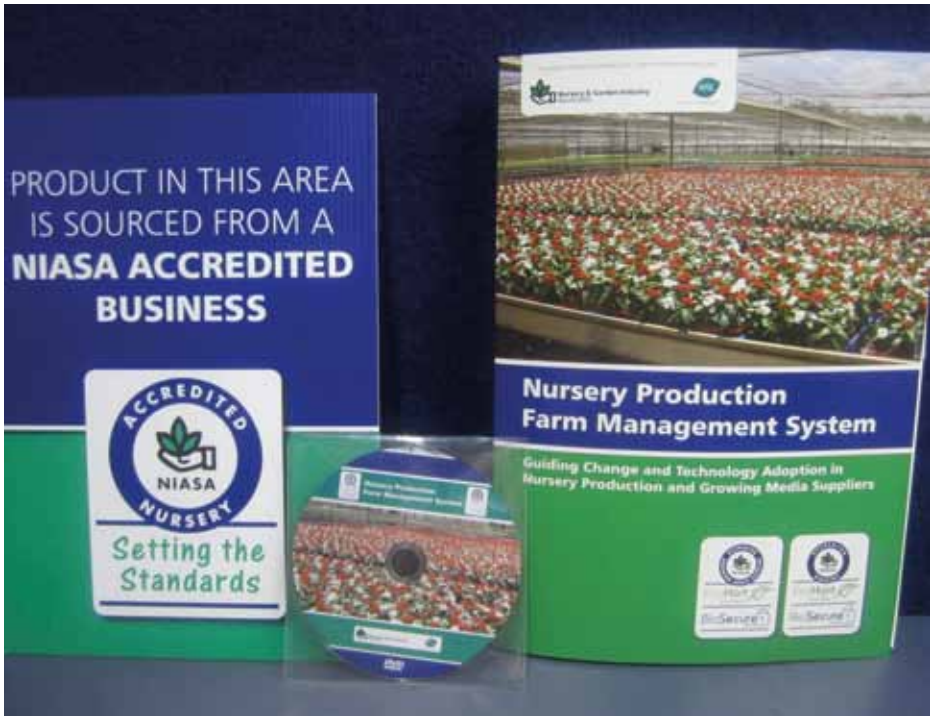
The basis of the program is risk management, continuous improvement and process reporting, reflected through improving profitability and professionalism of NIASA businesses and those working towards NIASA. Viewed as the industry's individual business improvement tools, these accreditation and recognition schemes are marketed to the whole of the industry and participation does not require membership of any association or organisation.

The key objective of this project is to increase the level of engagement within all sectors of industry resulting in:

- Accreditation programs that develop best practice and set benchmarks for business improvement
- Acceptance of Environmental Management Principles to ensure the NGI activities are not harming the environment
- A unified approached to key issues, which affect all sectors of the NGI such as biosecurity
- Growth in the sale of greenlife.

The tools are administered and managed nationally and extended by the state associations.

The program aims to provide industry participants with a realistic and achievable journey to overall business improvement, which subsequently encourages a desire to achieve a benchmark of "industry standard" and to motivate continued development, award winning performance and professionalism.



Industry and consumer insights

This project provides supporting materials to the industry to assist with business development and consumer public relations and promotional activities. It comprises four segments including:

- Consumer research
- Media monitoring and training
- Environmental stakeholder relations
- Industry relations and collaboration.

All activities are designed to provide the industry with on-going expertise and consultation to assist in assessing consumer needs, market trends and the direction of industry development.

The information gleaned through this project is made available to the industry through publications such as *Clippings* and *Nursery Papers* and the NGIA website. It is also used as the platform to ensure communications, public relations and marketing is addressing relevant issues that are imperative to the future growth of the industry.

The research undertaken within this project was instrumental in the devolvement of the industry campaign *Improve your plant/life balance*.

Projects NY10502 and NY09008

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

Business improvement for the nursery industry – retail

This program aims to improve the overall performance of garden retailers by implementing a business improvement scheme. This will build on the identified benefits of the previous AGCAS scheme, while adding improvements to drive engagement and adoption.

It is based on a checklist for retailers, which is open to any garden retailer to join and also on continuous internal improvement in the running of a retail operation with specific know-how on the management of perishable items – Greenlife.

The project is being managed and coordinated nationally by the State Association CEO's and operated on a day-to day basis by the Business Skills Development Officer in each state, with contracted deliverables and outcomes. The funding allocated under this project is for the supply of support material. No funds are provided to states for human resources.

A range of entitlements will be available to all participants in the scheme. For example, Business Skills Workshop Programs continue to compliment accreditation as it is essential the capabilities of all sectors of the industry improve to meet customers' demands and expectations.

Consumer marketing will remain the responsibility of retailers using the recently developed AGCAS logo.

The Business Skills Development Officers met in February to visit several businesses in a mock audit and also to undergo training in how to overcome objections and to effectively sell the program to industry.

BSDO network with NGIV IDO Robert Chin Melbourne BSDO Training February 2011

Project NY10004

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

OBJECTIVE **3** **Build industry support through shaping government, public and related industries' understanding of industry benefits**

'Grasp Your Opportunities' National Conference

The 2010 Nursery and Garden Industry Association (NGIA) National Conference – Grasp Your Opportunities, was held at the Darwin Convention Centre from 19–22 April. The anticipated event, run annually since the mid 1950's, provides an opportunity for improvement, transfer of knowledge and exchange of ideas for the industry, providing:

- New information, ideas, practices and products
- Networking opportunities
- Access to products and services
- Social interaction with industry colleagues
- Statutory meetings of NGIA and other industry groups.

The 2010 conference provided delegates with the tools, strategies and insight to grasp opportunities in the current challenging economic climate. Developed by a team of industry representatives, the program focused on issues which affect the industry, including ensuring a sustainable industry, chain supply management, how to keep good staff and increase productivity, the green revolution, and how to use media to benefit business.

The conference was attended by 250 delegates, comprising a mix of retailers, growers and allied businesses, and included a tour of retail and production

NURSERY & GARDEN INDUSTRY GRASP YOUR OPPORTUNITIES! NATIONAL CONFERENCE 2010
Darwin - April 19 - 22, 2010

businesses, a local tour of Darwin as well as a range of technical and retail sessions, culminating in the Industry Awards Gala Dinner, which recognised the best in the industry.

It has been decided that as of 2010 the Nursery Industry National Conference will be run bi-annually. Planning is currently underway for the 2012 National Conference, which will be held 13–16 March on the Gold Coast.

Project NY08024

For more information please contact:
Jacqui Gibbs, NGIA
T 02 9876 5200
E jacqui.gibbs@ngia.com.au

OBJECTIVE 4

Invest in green life product/service development enable industry to respond to growth opportunities and challenges

Ongoing investments: 2009/10 projects

Based on the successful achievements of earlier projects, including NY09016, this project ensured the NGIA maintained a proactive approach in addressing environmental issues and performance across all sectors.

Areas addressed in the Nursery Industry 2010–2015 Strategic Plan were provided with ongoing investment, including climate change, biosecurity and natural resource management, to ensure the industry had the capacity to respond to opportunities and challenges impacting its sustainable development.

Sub-projects were developed in consultation with the IDO and National Environment Committee, which achieved the following outcomes:

- Relevant research projects in areas such as industry preparedness for climate change and biosecurity (e.g. development of water management calculators)
- Collaborative partnerships between university research institutions and industry, to stimulate greater research and training capacity
- Development of policy and position papers for stakeholders and decision-makers, in the areas of climate change and biosecurity
- Dissemination of key research outcomes, policy and position papers to industry and external stakeholders

- Coordination of training, communication and R&D to ensure delivery of activity outcomes
- Ongoing review and development of industry best management practices in key environmental and business areas
- Provision of extension activities relevant to best management practices, to enhance business performance and professionalism
- Integration of policy development at both state and national levels to ensure a unified platform for the industry.

Project NY10005

For more information contact:
Dr Anthony Kachenko, NGIA
T 02 8922 7006
E anthony.kachenko@ngia.com.au

OBJECTIVE 5

Support industry through services/resources that enhance capacity to respond to issues, capture opportunities

Sustainability for the industry: 2008/09 projects

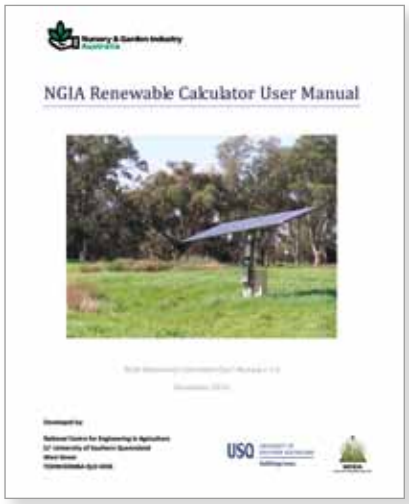
Strengthening the skill and knowledge base in the production sector is essential to the long-term sustainability of the Nursery and Garden Industry Association (NGIA), ensuring the organisation remains a community leader in environmental best practice.

The National Environment Committee, chaired by Glenn Fenton, provided strategic leadership and independent direction to this project, to ensure it aligned with the Nursery Industry 2010–2015 Strategic Plan. The Industry Development Officer (IDO) network also played a lead role in representing the NGIA at a regional level on issues including climate change and biosecurity.

This project delivered research, development and extension activities in 2008/09 through sub-projects that addressed key environmental issues.

Achieved outcomes of these sub-projects were as follows:

- Development of four contingency plans for high-risk biosecurity pests, to ensure the industry can appropriately manage these should there be an incursion. Contingency plans were developed for:
  - Whitefly transmitted viruses
  - Poinsettia thrips
  - Gypsy moth (Asian and European strains)
  - Serpentine leaf miner.
- Completion of three university student projects that addressed environmental issues, while educating future industry leaders, specifically:
  - Using STRATUM to estimate the benefits of street trees in Melbourne. University of Melbourne, Victoria
  - Bottom ash as a green roof substrate. University of Melbourne, Victoria
  - Does biochar have a role in growing media? The University of Sydney.
- A scientific report investigating irradiation on live plants as an alternative quarantine treatment
- Development of an online calculator to help growers assess nursery energy requirements across all operations, including potential alternative energy sources with a cost-benefit assessment (http://ngia.ncea.biz). Fact sheets on solar power and wind turbines were also developed



- A literature review and scientific report investigating the degree of herbicide residues in dam water following herbicide applications at production nurseries.

Project NY09016

For more information contact:
Dr Anthony Kachenko, NGIA
T 02 8922 7006
E anthony.kachenko@ngia.com.au

Integrated water system for sustainable urban landscapes

Water use in urban landscapes typically comprises between 30 to 50% of residential mains water consumption in Australian cities. Recent drought conditions experienced in the southern and eastern regions of Australia led to the introduction of water restrictions in most capital cities as well as many towns, resulting in significant impact on the nursery and garden industry.

This project is being undertaken to investigate, report and communicate the potential for lot-scale residential rainwater harvesting and greywater reuse to contribute to water conservation by reducing reliance on mains water for garden irrigation and other 'fit for purpose' uses.

Funding was used for the purchase and installation of monitoring equipment into an existing garden that incorporates industry best practice water systems infrastructure and water sensitive landscape design. Findings to date have demonstrated that typical household water use can be reduced by around 40% through the incorporation of effective greywater reuse and rainwater harvesting, whilst still sustaining a healthy and productive garden.

Project NY09024

For more information contact:
Josh Byrne, Josh Byrne & Associates
T 08 9433 3721
E josh@joshbyrne.com.au

Data logger

Minor use permits

Pesticides are a valuable tool for the nursery industry. While the use of pesticides is being modified through the increasing uptake of integrated pest management, there is still a need for the strategic use of specific pesticides.

HAL is funding an investment program in minor use permits. The strategic agrochemical review process (SARP), conducted by Peter Dal Santo of AgAware Consulting, utilises expert nursery industry knowledge to direct this investment program to access minor use permits.

This project has funded minor use emergency permit applications submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA) for the following pesticides:

- Alpha-cypermethrin and fipronil (under a number of proprietary product names) for the control of Australian plague locust
- Triadimenol, triforine, mancozeb, azoxystrobin, copper oxychloride, propiconazole (under a number of proprietary product names) for the control of myrtle rust.

Both of these are short term minor use permits and more information can be found about their conditions of use at the APVMA website: http://www.apvma.gov.au/permits/search.php.

Project NY08013

For more information contact:
Ben Callaghan, HAL Portfolio Manager
T 02 8295 2374
E ben.callaghan@horticulture.com.au

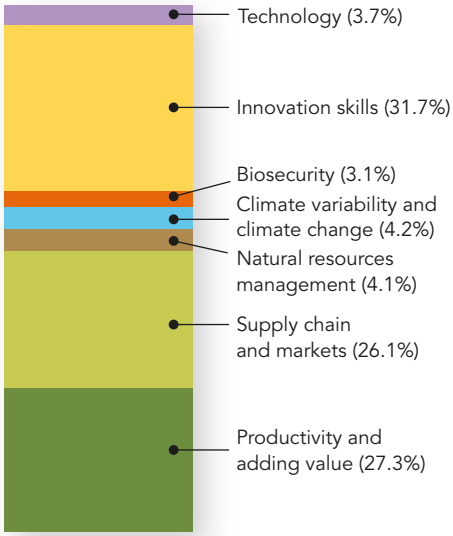
INVESTING IN AUSTRALIAN HORTICULTURE

Australian Government priorities

As part of the Australian Government's commitment to rural research and development, horticulture industries can access matching Commonwealth funding though HAL for all research and development activities.

The Australian Government's Rural Research and Development Priorities aim to foster innovation and guide R&D effort in the face of continuing economic, environmental and social change. HAL's operations are closely aligned with these priorities.

This chart shows the percentage of expenditure in HAL's nursery R&D program against each of the Australian Government priorities for rural research and development. Full details of expenditure across all industries is available in HAL's annual report at www.horticulture.com.au



Productivity and adding value

Improve the productivity and profitability of existing industries and support the development of viable new industries.

Supply chain and markets

Better understand and respond to domestic and international market and consumer requirements and improve the flow of such information through the whole supply chain, including to consumers.

Natural resource management

Support effective management of Australia's natural resources to ensure primary industries are both economically and environmentally sustainable.

Climate variability and climate change

Build resilience to climate variability and adapt to and investigate the effects of climate change.

Biosecurity

Protect Australia's community, primary industries and environment from biosecurity threats.

Innovation skills

Improve the skills to undertake research and apply its findings.

Technology

Promote the development of new and existing technologies.

HAL partnership agreement and consultation funding

The partnership agreement between the Nursery and Garden Industry Australia (NGIA) and HAL sets out the tasks each organisation will perform to enable the other to discharge its responsibilities related to levy payers and industry services. Partnership agreement activities are funded by HAL using the nursery R&D levy and matched funds from the Australian Government as well as nursery marketing funds.

These funds enable NGIA to undertake the Annual Levy Payers' Meeting, conduct IAC meetings, attend HAL Industry Forums, attend HAL/NGIA Executive Board to Board consultation meetings, and other formal and informal consultation between personnel of NGIA and HAL.

The forecast full year consultation funding expenditure for NGIA in 2010/11 is $297,794. This represents 10.2% of the total investment in annual levy expenditure. Consultation funding in respect of R&D represents 11.1% of the investment in R&D expenditure and consultation funding in respect of Marketing represents 7.2% of the investment in Marketing expenditure.

Project BA10900/10

For more information contact:
Robert Prince, NGIA
T 02 9876 5200
E robert.prince@ngia.com.au

HAL's roles and relationships

Horticulture Australia Limited (HAL) is a not-for-profit industry owned company. Its role is to manage the expenditure of funds collected by the Australian Government of behalf of horticulture industries.

In 2010/11 HAL will invest more than $90 million in projects to benefit horticulture industries.

An Industry Advisory Committee (IAC) is established for each industry with a statutory levy and annual income exceeding $150,000.

The Industry Representative Body (IRB) for an industry is responsible for recommending to HAL the establishment of, and any changes to, statutory levies. The IRB for an industry with a statutory levy recommends membership of the IAC to HAL and must demonstrate how the skills required on an IAC are met by the persons they recommend for appointment to the committee.

For more information please visit www.horticulture.com.au

ACROSS INDUSTRY PROGRAM

The nursery industry contributes funding towards an across industry program that addresses issues affecting all of horticulture. Details of the current program are listed below. A full report of the program can be found at http://www.horticulture.com.au/industries/across_industry_program.asp

Project No.	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
Objective 1: To enhance the efficiency, transparency, responsiveness and integrity of the supply chain						
AH09009	Food security discussion paper	Levy	30/7/10	28/1/11	Growcom	Troy Reeves 0408 135 003
Objective 2: Maximise the health benefits of horticulture products						
AH09023	Health and well-being in horticulture	Levy	1/11/09	1/11/10	Team Rowley Pty Ltd	Chris Rowley 02 8901 0329
Objective 3: Position horticulture to compete in a globalised environment						
AH09018	Office of Horticulture Market Access – National Director	Levy	1/4/10	28/2/12	Stephen Winter & Associates Pty Ltd	Stephen Winter 03 9832 0787
AH09019	Office of Horticulture Market Access – Technical (SPS and Research and Development) Manager	Levy	1/10/09	30/9/10	Kalang Consultants	Rob Duthie 02 6286 7151
AH09021	Office of Horticulture Market Access – Operations Support	Levy	1/9/09	31/12/11	Horticulture Australia Limited	Wayne Prowse 02 8295 2318
AH09027	Investing in Youth successful scholarship applicant	Levy	31/5/10	31/3/14	Rural Industries R&D Corporation	Ken Moore 02 6271 4127
Objective 4: Achieve long term viability and sustainability for Australian horticulture						
AH09003	Plant protection: regulatory support and co-ordination	Levy	1/07/09	30/5/14	AKC Consulting Pty Ltd	Kevin Bodnaruk 0408 567 252
AH10003	Horticulture component of the National Climate Change Research Strategy for Primary Industries	Levy	1/4/11	31/8/11	Horticulture Australia Limited	Peter Melville 02 8295 2317
AH10006	Pesticide spray drift in horticulture – a response to new guidelines from the APVMA	Levy	1/7/10	31/5/11	Horticulture Australia Limited	Peter Melville 02 8295 2317
AH10009	Response to Productivity Commission	Levy	1/10/10	31/3/11	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
MT08042	Driving collaboration in Australian horticultural research	Levy	1/12/08	30/6/11	RIS Projects	Russell Soderlund 03 5968 3599
MT09043	Enhancing confidence in product integrity in domestic and export markets	Levy	1/7/10	30/6/11	Horticulture Australia Limited	Warwick Scherf 02 8295 2323
MT10029	Managing pesticide access in horticulture (cont. from AH04009 and MT07029)	Levy	1/7/10	2/7/15	AgAware Consulting Pty Ltd	Peter Dal Santo 03 5439 5916
MT10049	A multi target approach to fruitspotting bug management	Levy	1/3/11	1/4/16	NSW Department of Industry and Investment	Dr Ruth Huwer 02 6626 2451
Objective 5: Other						
AH10012	Horticulture support for the CRCNPB rebid	Levy	15/9/10	31/12/10	CRC For National Plant Biosecurity	Scott Baxter 02 6201 5067

NURSERY PROGRAM

Project No.	Industry obj.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
MT10051	4		Making good variety investment decisions. A tree fruit variety evaluation program for Australia	VC	28/9/10	30/6/14	Factree	Russell Soderlund 03 5968 3599
NY07001	2		Supply and demand chain development via accreditation/ certification/water use efficiency within landscape industry	VC	1/1/08	1/1/11	Landscape Queensland Industries Association Inc	Mark Sorby 07 3286 1746
NY07014	2		Managing the nursery industry national training and recognition program	VC / Levy	15/11/07	31/7/10	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY08013	4		Minor use permits for the nursery industry	Levy	10/4/09	31/5/11	Horticulture Australia Limited	Ben Callaghan 02 8295 2374
NY08023	3		Nursery industry (NGIA) communications	Levy	1/11/08	31/7/10	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY08024	3		Nursery industry national conference	VC	2/2/09	29/5/12	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09004	2		Management of business development and improvement program and stakeholder communications for the nursery industry	VC / Levy	1/4/10	2/4/13	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09008	3		Industry and consumer insights for the Australian nursery industry	Levy	1/11/09	30/10/10	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09010	2		Industry Development Officer network for the nursery industry	VC / Levy	1/10/09	31/8/12	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09011	2		Nursery industry training and recognition 2009/11	VC / Levy	1/10/09	30/9/11	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09012	3		Nursery industry regional communications	VC	30/11/09	11/9/10	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09013	3		Nursery industry accreditation and awards – management and administration	VC / Levy	1/10/09	1/7/11	Nursery & Garden Industry Australia	Jacqui Gibbs 02 9876 5200
NY09016	4		Nursery environmental and technical research and extension	Levy	16/10/09	4/2/11	Nursery & Garden Industry Australia	Dr Anthony Kachenko 02 9876 5200
NY09018	2		Business development for the Australian nursery industry	VC / Levy	1/2/10	30/1/12	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09023	4		Gaining a better understanding of ornamental eucalypts	VC	14/6/10	31/5/13	The University of Adelaide	Dr Michelle Wirthensohn 08 8303 6653
NY09024	5		Integrated water system for sustainable urban landscapes	VC	1/4/10	30/6/11	Josh Byrne & Associates	Josh Byrne 08 9433 3721
NY09025	2		IPPS Conference 2010	VC	1/1/10	1/7/10	Australian region of international plant propagators society	Dr Margy Clema 08 9453 3393
NY09501	1	N/A	Nursery marketing campaign 2010/11	Levy	1/7/10	29/7/11	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY09900	6		Nursery Partnership Agreement 2009–12	Levy	1/7/09	10/8/12	Nursery & Garden Industry Australia	Philippa Lorimer 02 8295 2328

Project No.	Industry obj.	Rural R&D priorities	Project title	Levy or VC	Project start	Project finish	Organisation	Contact
NY09910	6		Nursery Partnership Agreement 2009–12 – consultation	Levy	1/7/09	10/8/12	Nursery & Garden Industry Australia	Philippa Lorimer 02 8295 2328
NY10001	2		Management of technical, research and environmental projects for the nursery industry 2010–2013	VC / Levy	16/8/10	31/5/13	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY10003	2		Supply chain improvements in nursery industry for northern Queensland	VC / Levy	20/2/11	31/5/11	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY10004	2		Business improvement program for the nursery industry – retail	VC / Levy	30/9/10	1/10/11	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY10005	4		Nursery environmental and technical research and extension	Levy	1/10/10	31/8/11	Nursery & Garden Industry Australia	Dr Anthony Kachenko 02 9876 5200
NY10008	2		Nursery industry – regional technical conferences	VC	1/3/11	30/10/11	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY10010	3		Nursery industry (NGIA) communications	Levy	17/11/10	17/11/12	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY10012	2		Consultation and management of nursery industry projects managed at regional level	VC / Levy	1/10/10	31/5/11	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY10024	4		Indoor-plant technology for health and environmental sustainability	VC	18/10/10	14/10/11	University of Technology Sydney	Margaret Burchett 0405 499 350
NY10028	1		Extending industry accreditation for the landscape industry	VC	1/2/11	1/10/13	Landscape Queensland Industries Association Inc	Mark Sorby 07 3286 1746
NY10500	1		NGIA 2010/11 consumer PR project	Levy	1/7/10	30/6/11	Nursery & Garden Industry Australia	Jacqui Gibbs 02 9876 5200
NY10502	2	N/A	Industry and stakeholder marketing	Levy	2/8/10	30/6/11	Nursery & Garden Industry Australia	Robert Prince 02 9876 5200
NY10700	2		Sustainable urban environmental developments	VC	1/12/10	21/5/11	Landscaping Australia Inc	Stephen Simpson 02 9542-3976
NY10701	2		IPPS Conference 2011	VC	1/1/11	31/7/11	International Plant Propagators Society	Dyllon McPhee 02 6629 0222
NY10800	3		Industry Annual Report	Levy	1/7/10	30/6/11	Horticulture Australia Limited	Ana Reynolds 02 8295 2372
NY10900	5		2010 Nursery Partnership Agreement (2008–11)	Levy	1/7/10	10/8/11	Nursery & Garden Industry Australia	Stuart Burgess 02 9876 5200
NY10910	5		2010 Nursery Partnership Agreement (2008–11) – consultation	Levy	1/7/10	10/8/11	Nursery & Garden Industry Australia	Stuart Burgess 02 9876 5200

Australian Government Rural R&D Priorities: Productivity and adding value; Supply chain and markets; Natural resource management; Climate change and climate variability; Biosecurity; Innovation skills; Technology

NURSERY INVESTMENT SUMMARY

Year ended 30 June 2010

	Marketing 2009/10 $	R&D 2009/10 $	Combined 2009/10 $
Funds available 1 July 2009	**143,478**	**272,459**	**415,937**
INCOME			
Levies received	870,634	1,305,951	2,176,585
Commonwealth contributions		1,103,636	1,103,636
Other income	10,122	13,858	23,980
Total income	**880,756**	**2,423,445**	**3,304,201**
Budget	813,894	2,345,856	3,159,750
Variance to budget	66,862	77,589	144,451
PROGRAM INVESTMENT			
Levy programs	563,538	1,918,032	2,481,570
Service delivery programs by HAL	84,981	289,239	374,220
Across industry funding		21,994	21,994
Levy collection costs	17,804	27,718	45,522
Total investment	**666,323**	**2,256,983**	**2,923,306**
Budget	723,980	2,296,205	3,020,185
Variance to budget	57,657	39,222	96,879
Annual surplus/deficit	214,433	166,462	380,895
Funds available 30 June 2010	**357,911**	**438,921**	**796,832**

Nursery Industry Advisory Committee (IAC)

Russell Higginbotham (Chair)
Josh Byrne
Bryan Hillier
John Patrick
Geoff Richards
Lionel Sach
Teena Sandford
Jason Searle
Michael Warner
Robert Prince (ex-officio)
Craig Perring (ex-offico)

FOR MORE INFORMATION CONTACT:

Craig Perring
Incoming Industry Services Manager
Horticulture Australia Limited (HAL)

Level 7, 179 Elizabeth Street
Sydney NSW 2000

T 02 8295 2342
E craig.perring@horticulture.com.au

Stuart Burgess
Outgoing Industry Services Manager
Horticulture Australia Limited (HAL)

262 Argyle Street
Hobart TAS 7000

T 03 6231 1945
E stuart.burgess@horticulture.com.au