

---

**Final Report**

---

**NY06510**

**Industry & Stakeholder Marketing**

**15 August 2007**

**Author: Alison Morris**  
**Revised: Kobie Keenan 10 January 2007**



# Industry & Stakeholder Marketing

## Final Report

**HAL project: NY06510**

**Completion date: 15 August 2007**

The project aim was to continually improve the nursery industry accreditation schemes and awards process and to recognise future industry leaders.

Alison Morris  
National Marketing and Business Development Manager  
Nursery and Garden Industry Australia  
PO Box 907  
EPPING NSW 1710  
Ph 02 9876 5200  
Fax 02 9876 6360

Alison Morris has written this report and Kobie Keenan had revised this report as part of the reporting requirements of Horticultural Australia Limited (HAL). Industry funding from the Nursery Products Levy and HAL is acknowledged.



**~ Disclaimer ~**

*Any recommendations contained in this publication do not necessarily represent current HAL policy. No person should act on the basis of the contents of this publication, whether as to matters of fact or opinion or other content, without first obtaining specific, independent professional advice in respect of the matters set out in this publication.*

## Introduction

---

This project underpinned several other projects undertaken by NGIA to further engage, promote, and raise the image of the nursery and garden industry with key stakeholders, including the government and the media, and to assist efforts by the industry to sell more plants.

The other projects that interacted with this project are Business Skills Development (NY06015), Consumer Marketing (NY06501), and Industry Development and Accreditation (NY06018)

All these projects work together to ensure increased levels of participation in national industry programs - including accreditation and recognition schemes - that are focused on improving industry standards and increasing the engagement of the industry in a wide range of promotional opportunities.

The national industry accreditation and recognition schemes are:

- Australian Garden Centre Accreditation Scheme (AGCAS)
- Nursery Industry Accreditation Scheme Australia (NIASA)
- Certified Nursery Professional (CNP)

The schemes that promote certain benefits of gardens and gardening include:

- Wise About Water
- Flora for Fauna
- Kids Grow
- World Environment Day – Our Environment Your Backyard

The major marketing and communication channels that have been employed for this project are:

- State associations, and Business Skills Development Officers
- Industry communication channels such as newsletters (both national and state) and e bulletins
- Industry websites – both consumer and industry targeted
- Industry magazines, including Australian Horticulture and Greenworld
- Industry exhibitions, trade days and conferences
- Direct mail campaigns
- Industry sponsorships
- Retailing promotional support kits

## Method and activities

---

### Nursery Industry Accreditation Scheme, Australia (NIASA)

Below are the anticipated and actual outcomes for this program. These results can be attributed to the activities undertaken within this project and NY06018.

- To increase the number of accredited NIASA businesses to 255. As reported in the milestone report of NY06025 the number NIASA accredited businesses has increased to 252 in June 2007. This is a small increase but indicates continued growth of the program.
- To maintain those production businesses already in the NIASA scheme. The milestone report of NY06025 indicates that in 2006/07 project period 298 audits were conducted. All accredited businesses maintained their accreditation.
- To increase the number of NIASA manuals sold and in the industry from 542 to 600. The number of manuals increased to 626 at the end of June 2007.
- To increase the number of NIASA environmental inserts from 339 to 420. This insert is in fact an update of the NIASA manual with includes new appendixes on inground growing and water. The number of inserts that have been distributed has increased to 425.

Below are the activities undertaken to achieve the actual outcomes detailed above.

- *Co-op funding*

Co-op funding for state and local industry promotions was undertaken on an on-going basis. This funding included support for promotional activities undertaken by the state associations and the industry development officers. The state associations applying for industry co-op funding include NGINA, NGIV, NGIQ and NGINT. The promotions cover trade days, local green exhibitions and local advertising

- *Promotional Collateral*

Several major items of promotional collateral were produced on both the benefits of the industry purchasing greenlife from NIASA accredited nurseries, and government, and unaccredited nurseries becoming accredited. Large scale signage and banners were also produced and distributed to state associations for local and regional purposes. The listings of NIASA accredited nurseries were updated and distributed for industry use on a regular basis.

Also update and re-printed were "The Way to Grow" brochures which were distributed at all opportunities at a national level, and sent to state associations for additional local use.

- *Landscape Industry Promotion*

This promotion involved building on the data base, and industry contact made last year in establishing contact with landscapers to promote the benefits of purchasing greenlife from NIASA accredited growers. The mailing also included a free copy of the industry Trade Register to encourage contact and business with accredited producers.

The 500 strong mailing was run in November 2006 to further reinforce ongoing engagement with this industry and ensure they have ready access and contact details with accredited production nurseries.

- *NIASA Trade Sponsorships*

NIASA sponsored three major exhibitions to key stakeholders:

- The International Plant Propagators' Society's (IPPS) 35<sup>th</sup> Annual Conference, held in Dubbo April 2007. The sponsorship involved signage, program acknowledgment, trade displays and involvement of the Industry Development Officers (IDOs). Promotional material was distributed to all delegates and the IDO's held lectures and ran workshops on their national industry roles
- The Australian Landscapers Expo, Sydney, July 2006 – a major sponsorship that involved NGINA, and a large trade display, signage, access to delegate data bases, NIASA information and NIASA listings in delegate satchels. This was the second time this sponsorship was undertaken and the on-going contact with landscapers and local governments continues to foster interaction between the sellers and purchasers of greenlife.
- NIASA also participated in the Australian Local Government National Conference in Canberra in December 2006 where a stand was taken to promote the benefits of council nurseries becoming accredited, and councils purchasing greenlife from NIASA accredited nurseries. In addition to promoting to a national delegate data base, signage and promotional material was also on display

- *NIASA Trade Advertising*

A double page advertisement was purchased in Outdoor Design Source (ODS) magazine to promote the benefits and the locations of NIASA accredited nurseries to the specific industry segments of landscapers, developers, council planners and landscape architects.

ODS is a national, annual journal promoting services used by landscapers and carries over 10,000 listings. It also has an e mail newsletter with in excess of 10,000 subscribers and as part of the advertising arrangement, internet advertising is inclusive.

A copy of the advertisement is attached.

### Australian Garden Centre Accreditation Scheme (AGCAS)

This retail accreditation scheme has substantially changed direction. To provide more information on an extract of the Final Report for NY06018 is provided below:

*"Formerly viewed as a program recognising best practice as the accreditation standard, in 2006/2007 this Committee aimed to redefine AGCAS as a journey of continuous improvement towards best practice which can potentially embrace a wider participation. In line with discussions held in March 2006 a new consumer brand for AGCAS was developed under NY06009 Consumer Marketing and accepted by the NGIA Board. In February 2007, the NAAC made the decision that a planning day for the future direction of AGCAS was required to be scheduled for the August 2007 meeting."*

Also at the meeting in February 2007, the National AGCAS Committee made a request that activities to promote AGCAS be postponed to await the result of the strategic planning day. As a result the anticipated outcomes listed below were not actively sought.

Also, it is worth noting the continued difficult trading environment for boutique retailers. Influencing factors continue to be drought, water restrictions in effect nationally, competition with big boxes and increasing property values enticing closures.

Activities designed to maintain the number of accredited businesses were undertaken and included:

- *MIFGS sponsorship – Achievable Gardens promotion*

This was run in conjunction with a consumer marketing campaign that encouraged consumers to visit their accredited garden centres for plans, designs and planting recommendations for 14 sustainable gardens. This scheme was promoted through industry media as an example of the marketing benefits that could accrue with AGCAS accreditation, and the points of difference that industry schemes could impart.

Retailers received promotional packs consisting of 50 recipe cards for each garden, photos of each garden, promotional posters and planting instructions. 157,000 recipe cards have been distributed nationally, with achievable gardens featuring each month on the consumer website and a double page spread published in Gardening Australia.

Copies of the promotional material is attached

- *Trade Advertising*

A double page colour advertisement was purchased in the Australian Open Gardens Schemes 2006/2007 program to highlight to industry participants the marketing benefits that industry schemes can deliver.

- *Direct mail to AGCAS Businesses*

In April 2007 basic coreflute signage was developed and mailed to all AGCAS businesses. Each business received three A3 coreflute signs and a letter outlining the intention of the Committee to undertake a strategic planning day to revitalise the program. A copy of this letter is attached.

Unfortunately, due to the challenges referred to above there was a decrease in the number of accredited business to 117.

2007/2008 will see a relaunch of AGCAS to the industry. This has resulted from strategic planning day and has the full support of the NGIA Board. The relaunch will be conducted at National Conference in March 2008. More details will be provided in the milestone for the following project NY07501.

#### Certified Nursery Professional (CNP)

We can report that the Certified Nursery Professional program has the following number of registered members, by end of each calendar year:

2005	19
2006	67
2007	132

The activities detailed below have assisted in achieving the outcome detailed above.

- *Sponsorship*

The National Training Award, a component of the industry's annual national awards scheme, was undertaken to promote the value of training in the industry to both attract and keep staff. The sponsorship was leveraged through full page advertisements in the 3,000 Awards booklets distributed to the industry and Awards advertisements in Australian Horticulture and Greenworld.

The second important industry initiative was CNP sponsorship for Next Gen, the growing, national industry initiative that encourages young industry professionals to network, undertake training and have their input into the future success of the nursery and garden industry

- *Make Your Mark promotion*

This trade advertising campaign was re-vamped to reflect the growing numbers of industry professionals signing up for this recognition program. The themes of make your mark, and thumbprints were maintained to ensure industry recognition. An improved and up to date training data base ensured these messages could be directed to both the correct industry stakeholders, as well as those training industry participants.

- *Trade Advertising*

A full page advertisement for CNP and make your mark was placed in both Australian Horticulture and Greenworld industry magazines. This reflected the growth in the scheme and the major industry stakeholders who had signed up for this recognition scheme.

The ads were place in both Australian Horticulture and Greenworld and copies are attached.

- *Promotional Collateral*

Banners and signage were designed, produced and delivered to each state association for local and regional promotion of CNP at industry trade days and conferences

- *CNP Website Updates*

An on-line forum was designed and launched for CNP registered industry members to encourage industry discussion and networking, as well as maintenance and updating of the CNP listings on the industry's web site

### Environmental Extension Promotional Campaigns

The environmental extension campaigns are an important component of engaging the industry – and in particular the retailers – in national campaigns that are responding to the demands of consumers to:

- a) lifestyle and greenlife choices reflecting society's increasing interest in the environment,
- b) environmental conditions that affect purchasing patterns of greenlife such as water shortages, and
- c) re-enforce the consumer marketing campaign positioning accredited producers and retailers as experts in greenlife.

The major campaigns undertaken in this project include:

#### *Wise about Water*

The original kits were updated, along with a revision of the key messages for Wise About Water. Detailed kits carrying the water messages were sent to retailers nationally, along with promotional postcards which were distributed to the retailers' customers. Media releases provided further promotional support, and the garden centres were further promoted as the experts for advice on water wise plants

#### *World Environment Day – Our Environment Your Backyard*

Once again retail orientated kits were devised and produced for garden centres, along with posters and postcards for their customers, with the aim of further positioning garden centres as the place to go for advice when 'acting locally and thinking globally'. These kits allowed the retailers to further inform their customers of the industry's position on environmental issues and the importance of greenlife.

158 of these kits were taken up nationally, and samples are attached.

#### *Flora for Fauna*

This campaign was a major component of the retailers World Environment Day kits – a practical option for action in Australians' backyards. It is an on-going promotion, gaining more relevance and exposure as time goes on. Once again existing material was updated and key messages re-enforced in relation to this year's environmental climate.

This project covered the retail kit component of the promotion – not the Pr

## **Expenditure**

Advertising	\$19,000
Sponsorship	20,400
Environmental Extension	22,000
Co-op	10,000
Website	700
Accommodation	2,180
Travel	1,640
Distribution/mailing	2,900
Design	7,000
Printing	1,700
Industry Collateral	34,150
Total	\$121,650

## **Next Steps**

---

It is vital that the industry and stakeholder marketing program continues to interact with the other marketing based industry and consumer promotional schedules. Targeted industry marketing is starting to bear fruit as increased communication with the industry as a whole ensures an increased take up of national initiatives.

Promotion of the accreditation and recognition schemes will be become more focused as NGIA data bases allow greater industry data segmentation, and national marketing initiatives broader, in an on-going program to engage more and more of the industry.

The increasing engagement with the landscape sector will be an on-going feature, as will discussions with the major chains, such as Bunnings to encourage participation in some of these initiatives.

## **Appendices**

---

To support this Final report detailing the outcomes of Project NY06510 Industry and Stakeholder Marketing, the following documents have been provided:

- 1. CNP Make Your Mark trade advertising**
- 2. NIASA collateral**
- 3. Website - CNP**
- 4. AGCAS Collateral**
- 5. CNP Awards sponsorship**
- 6. Environmental Extension Collateral**
- 7. NIASA industry advertisements**
- 8. NIASA brochures**