



*Know-how for Horticulture™*



**Nursery & Garden Industry  
Australia**

**Final Report**

**HAL project: NY06015**

**Completion date: 12 November 2007**

# **Business Skills Development**

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**Final Report**

**HAL project: NY06015**

**Completion date: 12 November 2007**

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*~ Disclaimer ~*

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# Introduction

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Each state was slated to receive an agreed amount of funding to provide more specialised and productive advice to the industry – especially the garden centre owners and retailers. In the majority of states, a Business Skills Development Officer has been employed on a full time or part time basis to provide more specialised skills in:

- Business development
- HR Management
- Marketing
- Retailing skills

The funding was allocated as follows:

NSW/ACT	\$90,000
Victoria	90,000
Queensland	90,000
SA	45,000
Tas	50,000
NT	25,000
WA	81,000

This budgeting allocation reflects the size of state, geography and a transitional path from GCDO level funding as allocated in 2005/2006

For the January to June period this program – NY 06015 - continued the promotion of the journey of improvement within the industry as a whole through engagement and education, and the promotion of industry extension activities. The program worked intrinsically with the NGI Training and Recognition program (NY06019), the Industry and Stakeholder Marketing program (06015) and the Management and Administration program (06018).

Business Skills Development Officers (BSDOs) in each state are responsible for the outcomes and outputs listed below

The major focus was on increasing participation at state level in industry initiatives such as:

- A range of targeted training courses and workshops
- Environmental extension promotions such as Wise about Water, Flora for Fauna and World Environment Day
- Accreditation and recognition programs such as AGCAS, NIASA and CNP
- The improvement of industry retailing and business skills
- The promotion and take up of national marketing initiatives such as *Life is a garden* and *Our environment, your backyard*
- Establishing and promoting industry networking, events and trade days
- Industry communiqués
- National awards entries

A summary table of activities and promotions undertaken by the BSDOs is attached, and details the outcomes on a state by state basis are attached as individual state association reports.

# Summary of Progress

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## Outputs

### Training and workshops

The training program, and the promotion through the industry, has been generated through initiatives by the states and the BSDO's. The emphasis on the training courses has been to improve the skills of the industry, in particular the business and retailing skills.

The training courses have been designed to attract both established retailers and newcomers to the industry, and have been successful in engaging larger numbers of industry stakeholders. This is part of a long term strategy to widen the knowledge and involvement in a journey of improvement for the industry as a whole

Workshops focussing on better business outcomes and practical retailing advice have been undertaken in all states, and there is a long term training plan to continue further industry expansion.

### Environmental extension programs

An improved and expanded industry data base has resulted in the national environmental extensions, under the umbrella of Our environment, your backyard, receiving greater industry infiltration, promotion and take-up.

These programs have been backed up by increased opportunities for industry engagement through more targeted training courses and environmental modules that have been incorporated into the pathway to industry accreditation.

Environmental Extension programs:

- Flora for Fauna
- Wise about Water
- World Environment Day
- National Weeds program

Environmental modules:

- Ecohort
- The development of environmental extensions for retailers – water, weeds, chemicals

### Consumer Garden Shows

The BSDO's and states have been active in promoting national marketing and environmental initiatives regionally. A strong industry presence at the larger consumer gardening events in all major markets has seen an increased spreading of the Life is a garden consumer marketing campaign and an infiltration of the Our environment, Your backyard message. Participation in these events has also seen:

- A raised profile of CNPs - through the staffing of gardening advice stands
- Industry accreditation programs – through the promotion of industry accredited garden centres as experts in their field
- A spread of national promotional collateral into both greenlife businesses and consumer households

### **Industry Events and Networking**

Industry events such as trade days, information sessions and awards dinners organised by the states and BSDOs have been run in all states on a regular basis to further engage non-members as well as state members.

- All states have run regular trade days
- All states have undertaken regional networking opportunities through auditing visits, regional stakeholder meetings and an involvement in smaller regional trade and consumer event opportunities
- All states have seen an increasing engagement with special interest groups such as:
  - The Trees and Shrubs group – NGIV
  - The Shrubs and Trees group – NGINA
  - Bedding Plants Australia – nationally
  - Sustainable Gardens Australia – NGIV, NGIT, NGIWA
  - Garden Centres Australia – nationally through the annual awards

### **Audits**

This program has seen a continuation of the on-going processes of accreditation and re-accreditation. Accredited garden centre numbers has remained steady, with the smaller states and territories seeing an increase in numbers that has offset a slight decrease in numbers in Queensland that has been most severely affected by the ongoing drought.

### **CNP**

The Certified Nursery Professional (CNP) recognition program has been a success with all states increasing numbers and undertaking a program that focuses on raising the profile of the program from the top down – state board members and committees applying for the recognition and state industry members following.

Promotion of the program has been achieved through

- Industry advertising
- Promotion through industry newsletters
- BSDO visiting businesses to promote national initiatives

### **Industry Communiques**

The BSDO's have continued the industry communication outputs of their roles through an increased contribution to:

- Monthly newsletters
- Website editorials and information – both state and nationally
- Developing and presenting papers at regional and state conferences
- Manning state association stands at industry events
- Mailouts to expanded state industry data bases

- State based promotions and incentives to grow data base opportunities and industry engagement – such as Achievable Gardens, Proven Favourites

# Next Steps

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While continuing the BDO roles of industry engagement and improvement there will be a further refinement of this program, with greater emphasis on industry outcomes.

Strong KPIs have been identified and the program will have very specific outcomes that will focus on training, special interest groups and further expanding the engagement with the industry

# Appendices

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Individual State BSDO reports

National Summary Sheet



## BDO Key Projects Monthly Report May 2007

PROJECT	2006-2007	2007-2008	DUE BY	UPDATE
<b>Accreditation</b>	<b>Actual May 07</b>	<b>Target June 08</b>		
Audit existing AGCAS Accredited garden centres to 2007	28	28	30-Apr	26 sites audited with 5 to complete
Sign up new AGCAS accredited garden centres for 2007	2	4	30-Jun	4 new sites have been audited which is up to date
Complete reports and invoice members	19	32	30-Jun	As audits are completed
Set up communication/events/items for AGCAS g/cs	0	1	30-Sep	Speaker for drinks
Organise State AGCAS Committee meetings (4 per yr)	Aug/Feb/June	Sep/Nov/Feb/May	24-May	Programme complete
Contribute to national AGCAS planning process	10 days	10days	6 monthly	Next meeting in August in Melbourne plus input
HAL Reports and Updates to NGIA as required	Dec/June	Dec/June	ongoing	Liaison ongoing
<b>Awards</b>				
Liaise with NGIA on national awards			24-Apr	Assistance with entry and judging criteria
Canvas State entries (Target 40 businesses)	20	30	23-Jul	Magazine and personal contact
Procure State sponsorship (Awards and Awards Dinner)	\$3,500	\$4,000	7-Jul	
Coordinate State judging			31-Jul	State judging and awards
<b>Benchmarking</b>				
Canvas members on Business Benchmarking			30	31-Jul
Introduce limited benchmarking to sample members			20	14-Aug
<b>Business Skills Training</b>				
Finalise Annual Training Training Programme			30-Sep	Draft submitted - fine tuning ongoing
Run Workshops	9 Workshops	14 workshops	per plan	Silent Selling (2) - Costing for Profit - Garden Design
Evaluate all workshops attendees for future planning	280 attendees	320 attendees	ongoing	As Workshops are completed
Complete reports and invoices to NGIA	6 completed	14 reports	ongoing	As Workshops are completed
<b>Communication</b>				
Monthly column in Nursery & Garden News	22 pages	22 pages	monthly	
Ensure presence at monthly Rouse Hill Trade Days	12 stands	12 stands	monthly	
Board Report	10	10	monthly	
Website - Gardening tips monthly			monthly	
Liaise with HMA			ongoing	
<b>CNP</b>				
Retain existing CNP's	24	28	30-Jun	
Sign up new CNP's (Total target is 40 for 2007-2008)	6	12	29-Jun	
Promote CNP on all publications			ongoing	
<b>Conference</b>				
Assist organise State Conference			24-May	
Organise Retail speakers for conference	6 speakers	6 speakers	23-Mar	
<b>Membership</b>				
Visit all retail members	53	83	30-Jun	
Update database of non-members by region			31-Jul	
Target and visit major non-member prospects	20	50	30-Jun	
<b>Promotion</b>				
ABC Gardening Expo & Fusion Proposal finalised			30-Jun	
ABC Gardening Expo & Fusion Funding completed			30-Jun	
ABC Gardening Expo & Fusion Implemented			24-Aug	
ABC Gardening Expo & Fusion Media Launch			22-Jun	
Website - Gardening tips monthly			monthly	
Liaise with HMA			ongoing	
<b>Water</b>				
Communicate water updates to retailers				as required
Bring Wise About Water retailers on board (AGCAS)			10	30-Sep Workshops in Eden Gardens/ Northrocks Greenery

## BDO Key Projects Monthly Report May 2007

PROJECT - NEW SOUTH WALES	2006-2007	2007-2008	DUE BY	UPDATE
<b>Accreditation</b>	<b>Actual May 07</b>	<b>Target June 08</b>		
Audit existing AGCAS Accredited garden centres to 2007	28	28	30-Apr	26 sites audited with 5 to complete
Sign up new AGCAS accredited garden centres for 2007	2	4	30-Jun	4 new sites have been audited which is up to date
Complete reports and invoice members	19	32	30-Jun	As audits are completed
Set up communication/events/items for AGCAS g/cs	0	1	30-Sep	Speaker for drinks
Organise State AGCAS Committee meetings (4 per yr)	Aug/Feb/June	Sep/Nov/Feb/May	24-May	Programme complete
Contribute to national AGCAS planning process	10 days	10days	6 monthly	Next meeting in August in Melbourne plus input
HAL Reports and Updates to NGIA as required	Dec/Jan	Dec/Jan	ongoing	Liaison ongoing
<b>Awards</b>				
Liaise with NGIA on national awards			24-Apr	Assistance with entry and judging criteria
Canvas State entries (Target 40 businesses)	20	30	23-Jul	Magazine and personal contact
Procure State sponsorship (Awards and Awards Dinner)	\$3,500	\$4,000	7-Jul	
Coordinate State judging			31-Jul	State judging and awards
<b>Benchmarking</b>				
Canvas members on Business Benchmarking			30	31-Jul
Introduce limited benchmarking to sample members			20	14-Aug
<b>Business Skills Training</b>				
Finalise Annual Training Programme			30-Sep	Draft submitted - fine tuning ongoing
Run Workshops	9 Workshops	14 workshops	per plan	Silent Selling (2) - Costing for Profit - Garden Design
Evaluate all workshops attendees for future planning	280 attendees	320 attendees	ongoing	As Workshops are completed
Complete reports and invoices to NGIA	6 completed	14 reports	ongoing	As Workshops are completed
<b>Communication</b>				
Monthly column in Nursery & Garden News	22 pages	22 pages	monthly	
Ensure presence at monthly Rouse Hill Trade Days	12 stands	12 stands	monthly	
Board Report	10	10	monthly	
Website - Gardening tips monthly			monthly	
Liaise with HMA			ongoing	
<b>CNP</b>				
Retain existing CNP's	24	28	30-Jun	
Sign up new CNP's (Total target is 40 for 2007-2008)	6	12	29-Jun	
Promote CNP on all publications			ongoing	
<b>Conference</b>				
Assist organise State Conference			24-May	
Organise Retail speakers for conference	6 speakers	6 speakers	23-Mar	
<b>Membership</b>				
Visit all retail members	53	83	30-Jun	
Update database of non-members by region			31-Jul	
Target and visit major non-member prospects	20	50	30-Jun	
<b>Promotion</b>				
ABC Gardening Expo & Fusion Proposal finalised			30-Jun	
ABC Gardening Expo & Fusion Funding completed			30-Jun	
ABC Gardening Expo & Fusion Implemented			24-Aug	
ABC Gardening Expo & Fusion Media Launch			22-Jun	
Website - Gardening tips monthly			monthly	
Liaise with HMA			ongoing	
<b>Water</b>				
Communicate water updates to retailers				as required
Bring Wise About Water retailers on board (AGCAS)			10	30-Sep Workshops in Eden Gardens/ Northrocks Greenery

# BUSINESS SKILLS DEVELOPMENT FUNDING

State: South Australia

Six month reporting period: January 07-June 30th 07

Person Completing report: Jim Girdler

Job Title: Business Development Officer

## AGCAS

AGCAS Progress Report Attached: YES

### Summary of Progress:

Total accredited in state at commencement of period:

Total accredited in state by end of period:

Net increase or decrease in six months

AGCAS audits conducted during period:

Manuals sold in State during period (not incl. those sold as part of training)

AGCAS

AGCAS State Accreditation Meeting held (Date) 7/02/07

If more than 1 mtg held during period 9/05/07

Promotional Report Attached: YES

This report needs to cover:

Advertising

Events & Activities sponsored or attended to promote AGCAS

Ideas for national marketing

Barriers to promotion encountered

Presentations to key influencers

Promotion and sale of Best Practice Guidelines

(It is likely that the 6 monthly report prepared for the AGCAS meetings will suffice provided that it covers this information)

## Communications

Stories on business skills & development related matters:

Nursery papers Date: nil Topic:

State Magazine: Date:  Topic:

Industry website Date:  Topic:

Any other journal Date:  Topic:

Which Journal: Nursery Notes

Note any other factsheets, email broadcasts or similar issued:

## Training

Business & retail skills training undertaken or arranged during period.

Include workshops such business planning, marketing, retailing, customer service, HR mgt.

Workshop	Date	Participants
<b>Debra Templar</b>	<b>March 8th 2007</b>	<b>25</b>
<b>Waterworks</b>	<b>May 30th 2007</b>	<b>10</b>
	Total	<b>35</b>

For the next 6 months, there are 8 workshops planned relating to my area.

Workshop	Date
<b>NGIA Conference</b>	<b>12-15/02/2007</b>
<b>State Conference</b>	<b>20/06/2007</b>

Has a state training program for the next 6-12 months been submitted to NGIA **YES**

Please comment on any other issues related to training, including any praise or concerns you may have about workshop material or suggested improvements

The NGIA matrix developed by the National Training Manger is a most valued document.

Number of CNP in State at commencement of period

Number of CNP in State at conclusion of period

Net gain

Provide a summary of activity undertaken to promote CNP

Continual promotional of the program through Nursery Notes, Trade Day mail outs to members and non members

### Extending Other National Promotions

Awards (provide a summary of activity undertaken to promote participation in the awards, including retail, training, community, young leader and environmental award)

(double click on the box to open up word document format)

Active promotion through the Nursery Notes, mail outs and phone follow up with the NGIA-Yates awards etc.

Consumer Environmental awareness

(provide a summary of activity undertaken to promote participation in initiatives such as "our environment your backyard")

Promotion through the joint SA Water, Adelaide Botanic Garden NGISA, "Beautiful Water Wise Gardens" brochure

Life is a Garden

Regular promo of the NGIA "Life is a Garden" adverts

KidsGrow

Continue to promote to the Schools and the Garden Centres the concept of Kids Grow. Great hopes for the year 2007  
Planning for the "KidsGrow Tasting Australia competition"

### Special Interest Groups

What SIG meetings have been conducted during the period:

Production	_____	Dates:	_____
Trees & Shrubs	_____		
Other Subsets	_____		
Retail	_____	Dates:	_____
Landscape (future use)	_____	Dates:	_____
<b>Next Gen</b>	_____	<b>Dates:</b>	<b>12.04.2007</b>
<b>Next Gen</b>	_____	<b>Dates:</b>	<b>16.05.2007</b>

Comments: For example, what new groups have been established, what have been any barriers to starting up and what are the plans for the next 6 months.

(double click on the box to open up word document format)

None

### Other Relevant Activities

Trade Day participation (funding relates to promotion of projects and industry development activities)

Display stands at NGISA Trade Days in March and May promoting, AGCAS, Flora for Fauna, KidsGrow and CNP

Other relevant activities.

Promotion at TAFESA re "Life is a Garden"

**WESTERN AUSTRALIA**

PROJECT	2006 /2007 Targets	Numbers/Percentages Achieved	
<b>Accreditation</b>			
Audit existing AGCAS garden centres	15	14	One existing centre closing down, one accreditation to do
Sign up new AGCAS garden centres	3	0	Four potential new AGCAS centres identified, actively working with one
Promotion/sales AGCAS manuals	3	1	One manual to new AGCAS centre identified above
AGCAS reports and invoicing	16	15	All existing centres re accredited except for one regional centre
Communication/events for AGCAS garden centres	N/A		Where relevant communication via NGIWA Nursery News, emails, phone & visits. See Business Skills training for events/workshops.
Organise State AGCAS Committee meetings	3	3	Two of these held prior to the National AGCAS meetings
National AGCAS initiatives - promotions/advertising material	N/A	N/A	Promoted Achievable gardens, new AGCAS logo, via written, verbal, electronic communication
	N/A	N/A	
<b>Awards</b>			
	N/A	N/A	
Liaise with NGIA on national awards	N/A	N/A	Liaised regularly via phone and email with Kobie (NGIA) and Awards Absolute. Re: promotion, entry criteria, judging criteria, judges, state awards/ceremony
Canvas state entries	N/A	N/A	Encouraged and targeted individual businesses to participate via phone, email, member visits, NGIWA Nursery News, Information nights
Procure state sponsorship (Awards and Awards Dinner)	N/A	N/A	Currently arranging NGIWA Xmas party/State Awards night ( 5/12/07). Liaise with state rep of national awards sponsor and encouraging sponsorship for state awards/dinner.
Coordinate State judging	N/A	N/A	Short list candidates for judging process, appointed judges, outline role and timetable
<b>Business Skills Training</b>			
Finalise six monthly training program	N/A	N/A	Plan finalised and submitted to NGIA. Workshops identified from skills gap analysis and the requests of members
Promote scheduled training/workshops	N/A	N/A	Promotions include: 2 page flyer (course topics & outcomes and course interest and registration form). Promoted via NGIWA Nursery News, Emails, phone, Press, Information nights
Run training/workshops	3	4	1. Can I help you workshop 2.Safety Awareness 3.First Aid 4.Forklift Driver Training
Evaluate all workshops attendees for future planning	N/A	N/A	Evaluation includes No. attendees, summary of evaluation sheets, assess performance of course provider
Complete reports and invoices to NGIA	3	4	Workshop Outcome report is completed by EO or BDO & Accountant and sent to NGIA with invoices
<i>Please list training/workshops with attendances at end of report</i>			
<b>Communication</b>			
Contributions to Nursery & Garden News - state and national	N/A	Min. 12 Articles	Monthly contribution to NGIWA Nursery News, Contributions to Greenworld and Aust. Hort. Magazine and National Newsletter
Promotion of, and attendance at, Trade Days and other industry events	N/A	N/A	Organise, promote and attend information nights, NGIWA stand at garden week,
<b>CNP</b>			
Retain existing CNP's	13	13	
Sign up new CNP's	3	1	
Promote CNP in all publications	N/A	N/A	CNP is promoted in NGIWA Nursery News, Workshop flyers, Information nights
<b>Conference</b>			
Assist in organisation of State Conference	N/A	N/A	State conference planned for every second year. Due in 2008, hence no current involvement in this area.
Organise retail focussed speakers for conference	N/A	N/A	
Assist in promotion of annual national conference	N/A	N/A	
<b>Membership</b>			
Visits to retail members	28 Metro 16 Reg.	19 Metro 5 Reg.	Targets are to visit Metro retailers to visit once per year. Regional to contact 2 x per year (at least) Current BDO in position 7/12 months of reporting period. Visits by previous BDO not included
Update state databases of retailers	N/A	N/A	Data base up dated whenever necessary i.e. when a change in member details occurs
Target and visit major non-member prospects	10	5	New/Potential members are regularly targeted and visited by BDO, EO. Visits tied in with other member visits especially in regional areas.
<b>Promotion</b>			
Consumer gardening events	N/A	N/A	NGIWA promote the industry and consumer programs through participation in Garden Week, Life is a Garden promoted to consumers via truck signage, stickers, postcards & Garden Week
Website - Gardening tips monthly	N/A	N/A	NGIWA do not currently contribute monthly tips to the website, so are unable to measure this as a KPI
Liaise with HMA	N/A	N/A	Events/ issues are communicated where relevant
<b>Environmental Extensions</b>			
Communicate national initiatives to retailer and distribute promotional collateral			
Wise About Water (Waterwise in WA)	N/A	N/A	Strong industry representation and liaison with the WA Water Corporation. 6 weekly meetings with NGIWA, Waterwise G/C/training, dissemination of info. on rebates, waterwise plants, promotions, marketing.
Flora for Fauna	N/A	N/A	Promote via Garden Week, NGIWA Nursery News and member visits, emails, phone calls
Grow Me Instead	N/A	N/A	Booklets promoted to members and available via NGIWA. No recent activity in this area.
World Environment Day	N/A	N/A	Retailers Kit promoted to centres via Fax alert, Email, NGIWA Nursery News, Visits and phone calls.
<b>Access to Resources</b>			
National Collateral	N/A	N/A	Accessed where relevant to support National Consumer Promotions, Marketing, Awards, job role
National Staff	N/A	N/A	As above
Business Skills collateral	N/A	N/A	As above for training, workshops, development
Assistance from other BDO's	N/A	N/A	Sought as necessary on AGCAS accreditation, policies and procedures
Life is a garden promotion/advertising			Life is a Garden promoted to consumers via truck signage, stickers, post cards, Garden Week, artwork/advertising for use in centres.

Victoria			
PROJECT	2006 /2007 Targets	Numbers/Percentages Achieved	
<b>Accreditation</b>			
Audit existing AGCAS garden centres	100%	30%	Audit program has not been active since I assumed Deputy CEO role. Steps have been taken to address this
Sign up new AGCAS garden centres	No		I have garden centres waiting to be signed up, but have not been able to get to this task. This will change in the next few months with a re-defining of my responsibilities.
Promotion/sales AGCAS manuals	On hold		New AGCAS Manual being prepared
AGCAS reports and invoicing		30%	
Communication/events for AGCAS garden centres			We have run a number of Accreditation Breakfast meetings and other events over the last 12 months. We are working on another round of these
Organise State AGCAS Committee meetings			
National AGCAS initiatives - promotions/advertising material	Yes		AGCAS again promoted heavily at MIFGS AGCAS has suffered by being 'on hold' nationally while new marketing directions were established. It has also suffered in Victoria as more of my time has been taken up with Deputy
<b>Awards</b>			
Liaise with NGIA on national awards	Yes		Member of National Awards Committee
Canvas state entries	Yes		Provided a lot of assistance with this.
Procure state sponsorship (Awards and Awards Dinner)	Working on this		Working on this, difficult given possibility of sponsors competing with each other.
Coordinate State judging	Yes		Yes, working on this.
<b>Business Skills Training</b>			
Finalise six monthly training program	No		NGIV developing an annual training program as per NGIV Strategic Plan
Promote scheduled training/workshops	Yes	Each one promoted	Groundswell, e-news, website, and follow up where needed
Run training/workshops	Yes		Always a strong element of my work at NGIV
Evaluate all workshops attendees for future planning	Yes		Yes, but not really a useful tool for evaluation future workshops. In fact, evaluation as typically managed is not very useful.
Complete reports and invoices to NGIA	Yes	All completed	Awaiting payment, likely to receive this by this report's publication
<i>Please list training/workshops with attendances at end of report</i>			
<b>Communication</b>			
Contributions to Nursery & Garden News - state and national	Yes	Monthly article for Groundswell	Also write for Greenworld, and on their editorial panel. Would like to do more for Nursery Papers, but not really retail focused.
Promotion of, and attendance at, Trade Days and other industry events	Yes	Monthly	Attend Trade Day first Tuesday of the month
Wrote three 'Industry Snapshots', these are our main policy statements on issues like water and climate change			Other writing includes application for Industry Stocktake
<b>CNP</b>			
Retain existing CNP's	Yes		Difficult assignment, no appealing to retail staff it would seem. Working on turning this around
Sign up new CNP's	Promote CNP		
Promote CNP in all publications	Yes		And in all relevant flyers and promotional material Victoria did not meet it's targets with CNP
<b>Conference</b>			
Assist in organisation of State Conference	Yes		Working on NGIV State Conference for 2008
Organise retail focussed speakers for conference	Yes		Assist with this
Assist in promotion of annual national conference	Yes		Member of Nat Conference organising committee Melb 2007
<b>Membership</b>			
Visits to retail members	Yes		Member visits now KPIs in new position description
Update state databases of retailers	Yes		Able to access NGIA database and use this for contact
Target and visit major non-member prospects	Yes		I have always been active in this regard [Major and minor businesses]
<b>Promotion</b>			
Consumer gardening events	MIFGS & ABC Show		Avenue of Achievable Gardens and ABC Spring Garden Show. Geelong/Barwon Garden Expo
Website - Gardening tips monthly	Yes	Monthly updates	
Liaise with HMA	Member of HMA		Attended Victorian HMA AGM. Liase with Vic HMA ofr things like: Plant advice clinic, MIFGS and ABC Show etc.
<b>Environmental Extensions</b>			
Communicate national initiatives to retailer and distribute promotional collateral			
Wise About Water			
Flora for Fauna	Not much activity here		
Grow Me Instead	Working on this		More work will be done on this in last part of 07
World Environment Day	Yes		
Wrote AGCAS Environmental Modules	Yes		Completed two, drafted a third, working on a forth module
Co-Branding water trials with Barwon Water			
Grey Water use workshops [August] Working with Barwon Water on outdoor water use audits. Asked to join Board of Metropolitan Waste Management Group			
<b>Access to Resources</b>			
National Collateral			
National Staff			Maintain contact with NGIA staff
Business Skills collateral			
Assistance from other BDO's			I enjoy a good relation with the BSDO and NIDO groups
Life is a garden promotion/advertising	Yes		Heavily promoted at MIFGS
Work closely with Victorian Office of Business and Office of Small Business			

NGINT			
PROJECT	2006 /2007 Targets	Numbers/Percentages Achieved	Comments
<b>Accreditation</b>			
Audit existing AGCAS garden centres	2	2	Audits conducted annually
Sign up new AGCAS garden centres	1	1	All potential AGCAS Garden Centres have a manual and are
Promotion/sales AGCAS manuals	1	1	working towards accreditation
AGCAS reports and invoicing	2	2	As part of annual audit
Communication/events for AGCAS garden centres	2	2	Display at Orchid Spectacular - June Community Garden Open Day - May
Organise State AGCAS Committee meetings	2	2	Meet regularly to discuss local promotion
National AGCAS initiatives - promotions/advertising material	all		On-going - Mothers Day promotion, Achievable Gardens, KidsGrow articles in Sunday Territorian 'Life is a garden' column
<b>Awards</b>			
Liaise with NGIA on national awards	yes		Contribute comments re criteria
Canvas state entries	yes		Promote in newsletter and at member meetings, member visits
Procure state sponsorship (Awards and Awards Dinner)	yes		Annual sponsorships from industry partners
Coordinate State judging	yes		Yes, as required
<b>Business Skills Training</b>			
Finalise six monthly training program	yes		Proposed program submitted for 2007 - up-date as necessary
Promote scheduled training/workshops	yes		Newsletter and industry mail outs
Run training/workshops	4	2	Subject to availability of facilitator - some workshops deferred to later dates
Evaluate all workshops attendees for future planning	yes		As required
Complete reports and invoices to NGIA	yes		As required
<b>Please list training/workshops with attendances at end of report</b>			
			Costing for Profit May 1 - Alice Springs - 9 attendees
			Industry Information Field Day May 18th - 30 attendees
<b>Communication</b>			
Contributions to Nursery & Garden News - state and national			Fortnightly NGINT Newsletter, NT Horticulture Magazine
Promotion of, and attendance at, Trade Days and other industry events			Newsletter and industry mail outs, member meetings, industry functions, workshops etc
<b>CNP</b>			
Retain existing CNP's	6	6	Provide support with documentation of attendance/participation
Sign up new CNP's (NGI target for NT 20)	14	0	2 have indicated they will pursue.
Promote CNP in all publications			On-going promotion of CNP through newsletter and industry workshops, meetings, trade events and other functions.
<b>Conference</b>			
Assist in organisation of State Conference	N/A		No conference planned for 06/07
Organise retail focussed speakers for conference	N/A		
Assist in promotion of annual national conference	yes		Newsletter, NGINT Sponsored registration
<b>Membership</b>			
Visits to retail members	minimum 12	12	Local members, more regional members ie Alice Springs will be visited at least once annually.
Update state databases of retailers	on going		
Target and visit major non-member prospects	2	2	Promote membership of NGINT where possible 3 new members Jan - June 2007

<b>Promotion</b>		
Consumer gardening events	yes	Orchid Spectacular - June, Community Garden Open Day - May
Website - Gardening tips monthly	N/A	Fortnightly Sunday Territorian NGINT 'Life is a garden' column
Liaise with HMA	N/A	Liaise with local media - No NT HMA Group
<b>Environmental Extensions</b>		
Communicate national initiatives to retailer and distribute promotional collateral		on going
Wise About Water	yes	on going
Flora for Fauna	yes	on going
Grow Me Instead	yes	local 'NT Garden Thug' brochure
World Environment Day	yes	on going
<b>Access to Resources</b>		
National Collateral		on going
National Staff		on going
Business Skills collateral		on going
Assistance from other BDO's		Presentation at NGIT State conference
Life is a garden promotion/advertising		Distribution of promotional stickers. Adoption of "Have a dirty weekend" as theme for annual Tropical Garden Spectacular - post cards as invitation to participate - mailout to approx 150 businesses

**Other - raising industry profile**

NT Weed Risk Management Reference Group - active member  
 Dept. Primary Industries, Fisheries and Mines - selection panel member - industry extension officer  
 Power & Water Corporation - development of 'How to Create a water wise garden in Central Australia" consumer booklet  
 Malak Family Centre - Community Garden Project - co-ordinate industry support  
 Taminmin Community Library - School Holiday Children's program - garden project and talk  
 NextGen Nursery Group - assist with promotion and meetings/functions  
 Yates NGI Awards Hall of Fame induction function - Allora Gardens Nursery - organise/attend  
 NT Horticultural Association - NGINT Representative  
 Promotion of KidsGrow with schools and encouraging projects for display at annual Tropical Garden Spectacular - 6 Schools registered



## Business Skills Development Officers' Report Summary

	NSW/ACT	QLD	TAS	VIC	NT	WA	SA
<b>Accreditation</b>							
Audit existing AGCAS garden centres	28	18	11	100%	2	14	No
Sign up new AGCAS garden centres	2	1	2	0	1	0	No
Promotion/sales AGCAS manuals	19	3	N/A	On hold	1	1	No
AGCAS reports and invoicing	0	18	yes		2	15	Yes
Communication/events for AGCAS garden centres	yes	0	yes		2		Yes
Organise State AGCAS Committee meetings	10	4	yes		2	3	yes
National AGCAS initiatives - promotions/advertising material	yes	0	yes	Yes	all	N/A	yes
<b>Awards</b>							
Liaise with NGIA on national awards		yes	yes	Yes	yes	yes	yes
Canvas state entries	20	yes	yes	Yes	yes	yes	yes
Procure state sponsorship (Awards and Awards Dinner)	\$3,500	no	no	yes	yes	yes	No
Coordinate State judging		yes	yes	Yes	yes	yes	yes
<b>Benchmarking</b>							
Retain existing CNP's							
Sign up new CNP's							
<b>Business Skills Training</b>							
Finalise six monthly training program		yes	yes	No	yes	N/A	yes
Promote scheduled training/workshops	9	yes	yes	Yes	yes	N/A	yes
Run training/workshops	280	yes		5	4	4	2
Evaluate all workshops attendees for future planning	6	yes		Yes	yes	N/A	yes
Complete reports and invoices to NGIA		yes	yes	Yes	yes	4	yes
<i>Please list training/workshops with attendances at end of report</i>							
<b>Communication</b>							
Contributions to Nursery & Garden News - state and national	22 pages	yes	yes	Yes		Min. 12 Article	No
Promotion of, and attendance at, Trade Days and other industry events	12 stands	yes	yes	Yes		N/A	yes
Board Report	10		yes				no
Conference assistance			yes				yes
<b>CNP</b>							
Retain existing CNP's	39	21	5	27	6	16	6
Sign up new CNP's	yes	yes	yes	yes	yes	yes	yes
Promote CNP in all publications	10	yes		Yes		N/A	yes

## Business Skills Development Officers' Report Summary

	NSW/ACT	QLD	TAS	VIC	NT	WA	SA
<b>Conference</b>							
Assist in organisation of State Conference	yes	yes		Yes	N/A		yes
Organise retail focussed speakers for conference	yes	yes		Yes	N/A		yes
Promote CNP on all publications	yes	yes					yes
Assist in promotion of annual national conference	yes	yes		Yes	yes		yes
<b>Membership</b>							
Visits to retail members		53	yes	Yes	minimum 12	19 Metro 5 R	yes
Update state databases of retailers			yes	Yes	on going	N/A	yes
Target and visit major non-member prospects		20	yes	Yes	2	5	yes
<b>Promotion</b>							
Consumer gardening events	yes	yes		MIFGS & AB	yes	yes	yes
Website - Gardening tips monthly	yes	no		Yes	N/A	yes	yes
Liaise with HMA	yes	yes		Member of H	N/A	yes	yes
<b>Environmental Extensions</b>							
Communicate national initiatives to retailer and distribute promotional collateral	yes	yes				yes	yes
Wise About Water	yes	yes		Not much act	yes	yes	yes
Flora for Fauna	yes	yes		Working on t	yes	yes	yes
Grow Me Instead	yes	yes		Yes	yes	yes	yes
World Environment Day	yes	yes		Yes	yes	yes	yes
<b>Access to Resources</b>							
National Collateral	yes	yes		Yes	yes	yes	yes
National Staff	yes	yes		Yes	yes	yes	yes
Business Skills collateral	yes	yes				yes	yes
Assistance frpm other BDO's	yes	yes			yes	yes	yes
Life is a garden promotion/advertising	yes	yes		Yes	yes	yes	yes

# GCDO Action Plan Reporting Template

Name:

State:

Period: Jan to June 2007

<b>National Priorities</b>	<b>Actions</b>	<b>6 month progress report (July - Dec 07)</b>
<b>Position</b>	Position description agreed and in place	<ul style="list-style-type: none"> <li>• Yes but currently under review with NGIT Action Plan</li> </ul>
	Contract of employment in place	<ul style="list-style-type: none"> <li>• Currently under review</li> </ul>
<b>Professional Development</b>	Professional development activity undertaken	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Flora for Fauna</b>	Promote Flora for Fauna to Garden Centres and provide feedback on the program	<ul style="list-style-type: none"> <li>• Promoted in nursery visits</li> </ul>
	Number of new participants in program	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Water Programs &amp; Issues</b>	Communicate emerging water issues to National Program Mgr – Water	<ul style="list-style-type: none"> <li>•</li> </ul>
	Regularly update National Program Mgr – Water of changes in urban water policy (eg water restrictions) and relevant state based responses.	<ul style="list-style-type: none"> <li>• Yes</li> </ul>
	Contribute and participate in nationally based water projects	<ul style="list-style-type: none"> <li>• Yes, a number of radio interviews</li> </ul>
<b>Show Me the Money</b>	Promote of the SMTM Reports	<ul style="list-style-type: none"> <li>• Await update</li> </ul>
<b>AGCAS</b>	Facilitate state AGCAS Advisory Committee meetings and activity	<ul style="list-style-type: none"> <li>• This has been on going consultation and communication with all the Accredited Nurseries and in conjunction with regional meetings and Executive AGCAS Representative</li> </ul>

	Development and implementation of state AGCAS marketing program	<ul style="list-style-type: none"> <li>• We have used a cooperative project with Hobart City Council in relation to water conservation our accredited Nurseries and Reusable Shopping bag as the vehicle the Nurseries see this initiative as of real direct benefit and lasting promotional value</li> <li>• We are Developing relationships with weed Stakeholders and our accredited garden centres</li> <li>• DPI pest and Disease ID relationship</li> </ul>
	Promote and administer state co-op funding	<ul style="list-style-type: none"> <li>• Finalising applications and Final reports</li> </ul>
	Reconcile available state funding against allocation	<ul style="list-style-type: none"> <li>• One outstanding Final report on Bag promotion</li> </ul>
	Generate potential AGCAS recruitment lists	<ul style="list-style-type: none"> <li>• A number of pending Accreditations awaiting revamp of AGCAS</li> </ul>
	Site visits to AGCAS and potential AGCAS businesses.	<ul style="list-style-type: none"> <li>• Current and prospective accreditations have been visited and 4 new accreditations are pending</li> </ul>
	Disseminate and promote the sale of AGCAS manuals	<ul style="list-style-type: none"> <li>• As appropriate</li> </ul>
	Maintain accuracy and currency of the NGIA database of AGCAS businesses.	<ul style="list-style-type: none"> <li>• NGIA Data base has been updated</li> </ul>
	Arrange the completion of consumer surveys	<ul style="list-style-type: none"> <li>• The new customer survey has been implemented for all accredited nurseries</li> </ul>
	Attendance at GCDO meetings	<ul style="list-style-type: none"> <li>• GCDO meetings have been attended except for one at national conference because of clash with CEO's meeting</li> </ul>
	Involvement in state events showcasing AGCAS	<ul style="list-style-type: none"> <li>• AGCAS has been showcased at regional meetings both North and South</li> </ul>
	Contribute to National AGCAS newsletter	<ul style="list-style-type: none"> <li>• Our newsletter contributions forwarded ongoing to national</li> </ul>
	Representation of AGCAS at Trade Days and conferences	<ul style="list-style-type: none"> <li>• Our accredited Retailers were highlighted at Tulip festival and in Weed Forums</li> </ul>
	Conduct accredited Garden Centre inspections as scheduled	<ul style="list-style-type: none"> <li>• Inspections are up to date but annual reviews are imminent</li> </ul>
<b>NGIA Communications</b>	Contribute to NGIA Nursery Clippings	<ul style="list-style-type: none"> <li>• As appropriate</li> </ul>

	Contribute to NGIA Nursery Papers	<ul style="list-style-type: none"> <li>• As appropriate</li> </ul>
	Contribute to Issue Alerts where appropriate	<ul style="list-style-type: none"> <li>• As appropriate</li> </ul>
	Contribute to NGIA website	<ul style="list-style-type: none"> <li>• As appropriate</li> </ul>
	Promote the availability of the NGIA Communications to industry	<ul style="list-style-type: none"> <li>• This has been constantly promoted personally and through our regular newsletter</li> </ul>
<b>National Training Initiative</b>	Identification of training needs in Garden Centres	<ul style="list-style-type: none"> <li>• we have strengthened our working relationship with TAFE Tasmania to Strategically deliver training. Also our relationship with other facilitators Ian Macmahon and Associates, Aust Employment Services. The provision of training funds through state fast trak initiative has continued to reimburse many of our businesses for the training they have undertaken.</li> <li>• We have run a Chem-wise workshop, weed forum/workshop , Work Choices, Plant Costing</li> </ul>
<b>AGIA Awards</b>	Promote & coordinate state based entries and judging.	<ul style="list-style-type: none"> <li>• We have promoted the new awards and encouraged participation</li> </ul>
<b>National Strategic Plan</b>	Support Strategic Plan through other activities that address Building Better Businesses through: Objective 1 : Improved Business Practices Objective 2 : Create Positive Industry Image	<ul style="list-style-type: none"> <li>• Environmental Initiatives to strengthen relationships and opportunities</li> <li>• We have strengthen our relationship with DPIWE, Council Weeds, Quarantine and Pest and Disease Branches to position accredited Nurseries for their knowledge and expertise</li> </ul>

<b>State Priorities</b>	<b>Insert Actions (As determined at a state level for the 06/07)</b>	<b>6 month progress report (Jul to Dec 06)</b>
<b>Communications</b>	Email,Mail, Database improvement,Qtly Newsletter and Regional meetings	<ul style="list-style-type: none"> <li>• Database info updated,Newsletter was Qtly now Monthly</li> <li>• Regional meetings held North and South</li> <li>• Next gen meetings</li> <li>• Xmas Functions North and South</li> </ul>

<b>AGCAS</b>	Accreditationsnow 13 and are working with a number of others	<ul style="list-style-type: none"> <li>• Pending 4 accreditations</li> </ul>
<b>External industry groups</b>	Council, DPIWE, Weed Society, Landscape Assn, Society for Native Plants, TAFE and Botanical Gardens	Continued to improve relationships and communication and held policy development meetings
<b>Association membership</b>	June 06 membership was 65 ( Sept 04 25 members)	<ul style="list-style-type: none"> <li>• Now 65 members....static some new some lost</li> </ul>
<b>State Projects</b>	<p>Autumn Planting Promotion and other Seasonal Ones to develop Reusable shopping Bag</p> <p>Accredited Pest and Disease Expertise/Training from DPIWE Accredited Weeds Expertise/training weed society and DPIWE Water Wise Garden</p>	<ul style="list-style-type: none"> <li>• Sample promotional material has been developed and was shown at the National Conference.</li> <li>• Shopping bags have been distributed to Nurseries and are receiving incredible response</li> <li>• Accredited training and representation with relevant Authorities has progressed in negotiations</li> </ul>
	Debra templar retail skills	Workshop postponed due to Debra ill health
	State conference May	Currently being promoted and arrangements finalised
		•
	Promoted Kids Grow and  CNP	<ul style="list-style-type: none"> <li>• Lot of interest in Kids Grow but difficult for nurseries to resource</li> <li>• CNP numbers 3, 4 others pending</li> </ul>