



Know-how for Horticulture™



**Nursery & Garden Industry
Australia**

**Final Report
HAL project: NY 08011**



KidsGrow – Schools Project

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NGIA
February 2010**

Final Report

HAL project: NY 08011

Completion date: 16 February 2010

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Robert Prince has written this report as part of the reporting requirements of Horticultural Australia Limited (HAL). Industry funding from the Federal Government and HAL is acknowledged.

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SUMMARY

The Nursery Industry has developed the KidsGrow School project over the past 5 years to a stage where it requires external funding to expand the program to a wider range of schools. The schools that have been involved with the program over the 2008-2009 period have shown that the interactive experiential learning process is successful but requires in field mentoring support to assist the teachers with delivery of the program.

A key element of the program was a requirement that external funding be secured to enable the program to expand in the future. Key aspects in the development of a sponsorship proposal were delayed due to delays in getting final reports from the participating schools.

The NGIA Board as the key funders for the program over the past few years has agreed to fund further activities in developing a sponsorship program.

The future of this program is based on the following:

- Development of program to secure external funding, this may involve the establishment of a KidsGrow Foundation which has taxation advantages for any contributors.
- The promotion of the KidsGrow model to ensure that the outcomes developed over the past projects can be utilised. The KidsGrow School Project has been an overwhelming success with senior educators and bureaucrats, as well as teachers and students alike.

Planning meetings have been held between NGIA and the consultants who were used to develop and deliver the program during the project stage.

A KidsGrow strategy document has been prepared and is being refined to be part of any funding proposal.

INTRODUCTION:

KidsGrow, developed by NGIA and targeted at primary school children, was launched to the industry in 2006. Designed to encourage the industry to work with schools to incorporate gardening into the school curriculum, the toolkit was developed in collaboration with educators to create a fun, hands-on learning experience to introduce Australian kids to the pleasure and benefits of gardening.

Based on sustainable gardening principles the toolkit has 10 clear steps that need to be followed as part of experiential learning process.

The Kit includes design plans for themed gardens such as the Seasonal Colour Garden, Australian Habitat, Munch and Crunch and Waterwise Sensory Maze garden as well as practical gardening tips and hints.

The vision behind the KidsGrow project is:

Every school a garden, every child a gardener, every plant a learning experience.

This vision is part of all the communication material developed and the 10 principles are clearly identified in the KidsGrow hand.

The most important part of the KidsGrow project is that it is designed for the kids themselves to do the gardening under adult supervision, as studies indicate that the hands-on approach is best.

METHOD:

The KidsGrow project was delivered by qualified educators who worked closely with State representatives of education departments and teachers from the selected schools.

This has ensured that the program was matched to the curriculum. A document detailing all aspects of curriculum links has been prepared for NGIA, and is held on file.

NGIA project manager worked closely with the consultants in securing promotional material and reporting.

OUTCOMES:

The key outcomes from this project have been detailed in the milestone reports but can be summarised as follows:

1. The KidsGrow approach works – purposeful gardening, smart gardening, connected gardening, fun gardening – where kids design, build, grow, plan and share the garden at school with the teacher acting as facilitator. It is not enough just to deliver a kit and expect schools to use it. KidsGrow needs to be introduced to schools through a people-delivered approach rather than a national top down approach.
2. KidsGrow program has been matched to the school curriculum needs.
3. KidsGrow has the opportunity to take on the advocacy role for school gardening Australia-wide and make the resources available to other school gardening groups to grow the network rather than work in isolation.
4. Training teachers, educators and the garden industry to teach KidsGrow and use the kit has been identified as a vital next step in the process to make KidsGrow available to a broad mix of schools nationally. (Dependent upon funding)

NGIA is holding on file the Project scrapbook which details examples of the work generated in the program. This collection of reports fills over 100 A3 pages and shows the level of engagement and accomplishments from the project.

A summary of how the project has been delivered to schools is included in the appendices.

A DVD promoting KidsGrow has been prepared and will be part of the Sponsorship proposals.

NEXT STAGES:

As commented on in the Summary, NGIA has invested considerable funds in getting this project to a format that works. There is a need for external funding to ensure that the program can be delivered in a consistent format to schools throughout Australia.

An approach has been made to the Federal Government but was declined as the Government has invested in the Stephanie Alexander Program which is focused on schools cooking rather than Gardening.

Minutes of planning meetings and Sponsorship development are included in the appendices.

FINANCIALS:

The key aspects of this project are covered in engagement of the consultants Shelley Woodrow and Helen Tyas Tungal. NGIA managed the expenditure undertaken by these consultants as they interacted with the schools in the program.

The key costs are as follows:

Activity	Budget	Actual
Consultants – Shelley Woodrow and Helen Tyas Tungal	\$65,000	\$99,585 *
DVD preparation	\$34,000	\$10,500
Kits for Schools	\$45,000	\$35,000
Support Materials- schools and industry	\$30,000	\$28,500
Promo/sponsorship material from program		\$7,500
	\$174,000	\$181,085

The increased expenditure in the Consultants fees was based on higher demand from the schools for in field mentoring. As part of the reporting process and linking the project outcomes to the State curriculums extra hours were taken up by the consultants. In shooting material for the DVD visits were made to many schools, this has been utilised to provide the Program overview which is key to the promotional/sponsorship aspects for the future.

Funding:

This project is funded by way of VC matched with NGIA being the VC partner

Milestone	Value	Status
101	\$80,000	Completed
102	\$59,200	Completed
190	\$34,800	To be paid

Appendices:

- 1) KidsGrow Poster –support collateral
- 2) KidsGrow school data
- 3) KidsGrow curriculum links
- 4) KidsGrow Planning meeting outcome Sept 2009
- 5) NGIA Board Summary
- 6) KidsGrow Strategy – Sponsorship Revised January 2010
- 7) KidsGrow Project Strategies