

NURSERY

INDUSTRY REPORT 07 | 08

Environment and climate change heading up industry issues

In the midst of one of the countries worst droughts on record, the world wide focus is on climate change, water and the environment.

Whilst it has been a prolonged period of tough operating conditions for numerous sectors of the industry across Australia, the levy program continues to provide a sound base from which technical and business issues can be tackled to ensure ongoing profitability of business.

The key focus of the industry levy program continues to operate under four key areas;

- National Environmental Policy Program.
- Industry Development.
- Life is a Garden Consumer Marketing and Public Relations Program.
- National Training and Recognition.

Supporting these programs are numerous activities including the Certified Nursery Professional Program (CNP), National Training Plan and associated workshops, Biosecurity and Environmental Management Systems through EcoHort. The program also includes climate change impact assessment and policy issues affecting the industry into the future and the Nursery Industry Accreditation Scheme Australia (NIASA) and the Australian Garden Centre Accreditation Scheme AGCAS (recently reviewed and ready for re-launch in early 2008). A comprehensive national public relations

program which was launched in July 2006 encompasses the likes of 'Our Environment and Your Backyard', a program that underpins the brand 'Life is a garden'.

The industry development network continues its long history of providing invaluable assistance to businesses implementing the three key accreditation schemes and other nationally and state actioned programs. State Industry Development Officers also contribute valuable expertise supporting national policy development and project implementation.

This network has access to resources and programs including many of those outlined above, that demonstrate best practice often including marketing and promotional tools. The development officers are the first port of call when owners and managers of businesses within the industry are seeking support and advice from their levy program.

The strategic plan and its objectives are up for review and renewal during 2008. As always, the success of the program and a focus on providing the broadest benefit to levy payers forms the basis upon which all decisions are considered and directed into the future.

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NURSERY MARKETING CAMPAIGN

Following on from the Spring '06 *Life is a Garden* campaign the nursery marketing activity focused on reinforcement of the activity with marketing material being utilised by levy payers and retailers during the Autumn period.

Life is a Garden was the brand developed to encourage consumers to purchase plants and participate in gardening.

Several key activities were undertaken over the course of the program. NSW retailers and growers ran *Have a dirty weekend – Life is a Garden* promotion where consumers could win a weekend away at Hunter Valley Gardens. Bumper stickers were produced and these have been widely used by the landscape sector as NGIA had displays at Landscape Expo's in Sydney and Melbourne, featuring NIASA and *Life is a Garden* collateral.

The *Life is a Garden* message is a strong brand positioning for the industry and while some stakeholders became

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NURSERY MARKETING CAMPAIGN

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more concerned with the imagery used – “Marilyn” the branding has been taken up in a range of activities – truck signage, plant labels for a bedding plants vegetable promotion. The industry’s consumer webpage has featured a range of specific activities which will build for future years.

The post campaign analysis showed that the campaign had a positive impact on gardening activity. The campaign was to be continued into 2007/08 providing extra funds were available as a result of an increase in the Marketing levy.

Unfortunately the Industry did not support an increase in the levy and as funds were limited the key focus on communicating the *Life is a Garden* message was undertaken via PR and industry publications.

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AUSTRALIAN GOVERNMENT PRIORITIES FOR RURAL RESEARCH AND DEVELOPMENT

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

All R&D programs managed through HAL are driven by the strategic direction of horticulture industries and address the Australian Government’s Priorities for Rural Research and Development. These Government priorities and a breakdown of the number of projects and the value of projects that address each priority are available in HAL’s annual report. This can be accessed at www.horticulture.com.au.

Improving industry training and recognition

The 2006/07 training and recognition strategy aimed to ensure that future activities remain cost-effective, less resource intensive and deliver the learning outcomes required by industry to prosper in the current and future competitive environment.

An increasingly national approach is being taken to training development and delivery with greater recognition for participants. This follows the principle of ‘planning nationally, delivering locally’.

A review of the Amenity Horticulture Training Package begun in March 2006 continues. Phase 1 has been completed. Phase 2 is yet to progress. The Phase 1 scoping report did not prescribe major change but rather reflected an opportunity to fine tune qualifications and units of competency.

The design of three new industry workshops has seen workshop materials completed and forwarded to state associations in the form of a training pack. Reviewed workshops include:

- **Garden design insights:** Involves the basic elements of garden design, an understanding of the key principles of garden design and different garden themes and styles, developing client briefs, basic site analysis and design of planting plans.
- **Costing for profit** (formerly a plant costing workshop): Introduces a step-by-step process for determining and managing the cost of producing and selling plants to achieve a realistic return on effort and investment.
- **EcoHort – Managing the nursery’s environmental risks:** This workshop supports production nurseries and growing media manufacturers in implementing good practice, improving production and demonstrating sound environmental practice.

Additional workshops have been researched and training packs will be completed and forwarded to state associations in the near future:

Pests & Diseases in Container Nurseries Development Series (three workshops targeting foundation, intermediate and executive level).

Growing Media Development Series (two workshops targeting foundation & intermediate levels).

The training pack consists of hard and soft



copies of participant workbooks, facilitator guides, presentation and support materials. Programs/workshops have been aligned with the CNP industry recognition scheme.

A total of 830 participants attended 44 state workshops implemented between July and December 2006.

A total of 2099 participants attended 109 state workshops implemented between July 2006 and June 2007.

NGIA has developed a training matrix covering possible topics for workshops and other training activities that could be developed by NGIA or stakeholders, and implemented by state associations. The training matrix will ensure that funds are not spent on duplicating workshops and materials. Selected speaker’s briefs have been developed and will be trialled to identify changes that may be needed before a complete set is developed.

An increase in Certified Nursery Professional (CNP) program membership demonstrates that the industry is more aware of the program and the drive to be recognised for ongoing skill development. This has great implications and is a major strategic tool for the promotion of skills development for the nursery and garden industry. To assist with quality assurance and service consistency, an Administration procedures manual has been developed to provide the CNP Coordinator with guidelines on how to perform common tasks. The manual also outlines expected timelines for various tasks.

A promotion involving reduced joining fees was also offered to businesses signing up two or more CNPs.

Project NY06019

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Developing industry environmental and technical policy

The nursery and garden industry now has a mechanism for effective management of environmental issues that affect it, and for identifying potential issues that may affect the industry in the future.

It was recognised that the key issues of water, industry environmental management and invasive plants were linked, and needed to be addressed in a holistic manner, with industry being more proactive and engaged with appropriate bodies to ensure the industry's long-term sustainability.

The industry embraced the establishment of a national role covering all environmental issues, with Industry Development Officers (IDOs) having a national responsibility as well as state technical responsibilities. This has given the industry a greater ability to be involved with a wide range of issues.

The establishment of the Environment Committee has provided independent

direction to projects and activities as well as being a visible commitment from the NGIA board to position the industry as the community's leader on relevant environmental issues in alignment with the Nursery and Garden Industry Strategic Plan for 2006–08

The industry successfully implemented the key objectives of the project as detailed in the report with the following outcomes achieved:

- Establishment of an Environment Committee.
- Development of national roles for IDOs including their involvement with key activities affecting the industry.
- Development of national industry guidelines for plant labelling that will enable correct identification of plant species and consumer awareness of potentially harmful and invasive plants.

- Development of an industry risk matrix covering key environmental issues.
- Development of an integrated software package for use by IDOs to conduct field audits using personal digital assistants (PDAs).
- Development of a reporting format to measure industry adoption of environmental programs.
- Engagement with the Federal Government on key issues of invasive plant management, urban water supply, water restrictions and biosecurity plans.
- Achievement of key objectives within budget and excess funding being returned to HAL.

Project NY06014

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BUILDING B2B ELECTRONIC BUSINESS IN GREENLIFE

Industry has now been updated on the commercial potential and ways to benefit from business-to-business (B2B) and electronic trading.

A project was conducted in two phases – to provide accurate information about the current status of the industry with respect to awareness and implementation of electronic trading, and to develop and deliver an awareness program to increase B2B knowledge in the industry.

The project was based on a supply chain which included propagators, growers/producers, wholesalers, production nurseries, and retailers. Landscapers and end consumers were outside the project's scope.

The aim was for the survey results to provide input into Phase 2 of the project and ensure that the awareness program developed would be pitched at the appropriate level and focus in the specific areas required by industry. Results from the survey would also be used to determine the best mode(s) of program delivery to the industry. Prizes were offered to encourage participation.

A B2B awareness program was developed and delivered to increase awareness and

understanding in the industry as to the basics of B2B e-commerce, the essential requirements and business benefits.

After analysis of survey results it was agreed that workshop materials, focussing on areas of greatest need, be developed initially for face-to-face delivery to the industry after which the materials would be made available from the HIWG/GIEG website. A workshop format was selected as the most effective method of delivery

Survey results suggested that the focus of the workshop should be in the area of 'product identification in an electronic environment'. Three main learning areas were developed and delivered:

- Industry overview and B2B benefits
- Product identification principles in an electronic environment, and
- Scenario-based activity

The response to the workshop invitation was considered excellent with 59 registrations received across two states (NSW and Victoria).

In addition to 'take home' materials, attendees gained an understanding of:

- The use of B2B e-commerce in the greenlife industry today (including an overview of the survey results).
- A basic B2B e-commerce model for the greenlife sector.
- How to identify greenlife products in an electronic environment.
- The benefits of B2B e-Commerce and how to achieve them.

Following the workshops, materials were made available for others in the industry to access via the Greenlife Industry E-commerce Group/Hardware Industry Working Group (GIEG/HIWG) website www.hiwg.org.au (click on Greenlife tab).

This information is best delivered face-to-face for best outcomes. There has been interest by national and state gardening associations to follow-up on these sessions pending priorities

Project NY05025

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'Life is a garden' leads off PR campaign

Building on the achievements of the 2006/07 communications and PR campaign, the 2007/08 program will continue to raise consumer awareness of the benefits of gardens in the Australian lifestyle, communicating specific environmental messages to encourage an increase in green-life sales. Communicating with the industry to foster their support and follow-through in retail is also essential to this process.

Public relations plays an integral role in the reinforcement of the *Life is a garden* message, as it has the ability to reach broader audiences with the messages to provide better value for money. Editorial also has greater credibility to consumers than paid advertising.

PR will be used to promote the benefits of gardens and gardening to potential new gardeners and agreed target markets through lifestyle, gardening and general media. Targeting women 25–49 years, the PR activities have the opportunity to reach a broader range of consumers through media liaison with general lifestyle media as well as more targeted niche print and broadcast mediums.

The campaign was launched in July 2007 with the Spring Launch, staged each year to celebrate the changing face of Australian gardens. Lifestyle, food and garden media were invited to the harbour-front celebration to hear the latest Newspoll results about Australians and their gardens. Guests were also entertained by speakers Linda Ross, Meredith Kirton and Josh Byrne who shared their personal garden stories with the audience.

Media relations continued to be driven out of this event through Spring resulting in 49 media pieces reaching an audience of more than 4.8 million Australians through national, regional, metro and local publications as well as 13 radio interviews.

Following this campaign the *Life is a garden* press office worked with garden celebrities and experts Jamie Durie, Linda Ross, Melissa King, Meredith Kirton, Josh Byrne, Andrew O'Sullivan and Brendan Moar to design the *Life is a Xmas Garden* campaign to encourage Australians to purchase a living tree as their Christmas tree.

The campaign showed consumers how easy it is to bring 'life' to their decorations over Christmas with a range of textural and aromatic green-life found in their gardens and their local garden retailer. Australians were encouraged to choose a tree that reflected their personal taste and style, just as our experts had, and then plant it in the garden after Christmas. The media promotion resulted in 68 media pieces with an estimated advertising value of over \$300,000 and reaching an audience of 4.8 million Australians.

The *Chefs in the Garden* promotion, featuring well-know and local chefs who are passionate about home-grown produce along with a recipe and growing tips, has been created to get dedicated foodies into the garden to grow their own food. The idea is to turn foodies into garden foodies. A Newspoll survey from July 2007 showed that 71 per cent of Australians wanted to grow their own food. This information supports the continual increase in sales of herbs and vegetable seedlings and shows that this is a great way to get garden novices into the garden. This promotion is featured on the website and media relations will run seasonally to accompany the produce.

Wise About Water continues to be promoted throughout summer and media relations will also follow-through for Valentine's Day and Mother's Day to encourage everyone to show their love with a living plant. This will be followed by the World Environment Day celebrations in June 2008 which will see



updates to the Environmental Marketing Kit sent out to participating growers and retailers. Once again the key message is that the best way to make a difference to the environment is to start in your own backyard. The promotional materials will also be sent out to growers to help deliver the messages in store for consumers.

PR is instrumental in increasing the credibility of the industry by working with key opinion leaders and third parties to align the industry with experts and strengthen credibility of key messages with the target audience.

The key call to action in all PR activities will continue to encourage consumers to purchase more green-life by driving them onto the website www.lifeisagarden.com.au and into garden retailers for expert information both promoting the benefits of gardens and reinforcing the expertise of the industry.

Project NY07500

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KidsGrow pilot a hit in schools

The KidsGrow Schools project will roll out in 15 schools across New South Wales, Queensland, South Australia and Victoria this year for schools to trial the existing kit as part of curriculum based learning.

The schools were chosen in consultation with each of the State's education departments to include a variety of different types of primary schools in the project.

According to Tracey Wigg, NGIA national communications and PR manager, the pilot has been designed to trial the existing KidsGrow Toolkit in the classroom to compile feedback from 30 teachers to aid in the future development of the KidsGrow Schools Kit.

"KidsGrow has been received exceptionally well in meetings with senior educators in each of the states, teachers in the classroom and the kids themselves," Tracey said.

"The objective is for gardening to move away from an after-school Garden Club type activity and into the curriculum where maths, science, literacy and other learning objectives can be taught.

Last year the participating schools were briefed and visited by a curriculum adviser to assist them in setting up the KidsGrow project in their schools. This year we will see kids out learning in the garden.

NGIA is also in the process of developing the KidsGrow@home program, which includes product licensing opportunities and fun garden projects, to be available for garden retailers and growers.

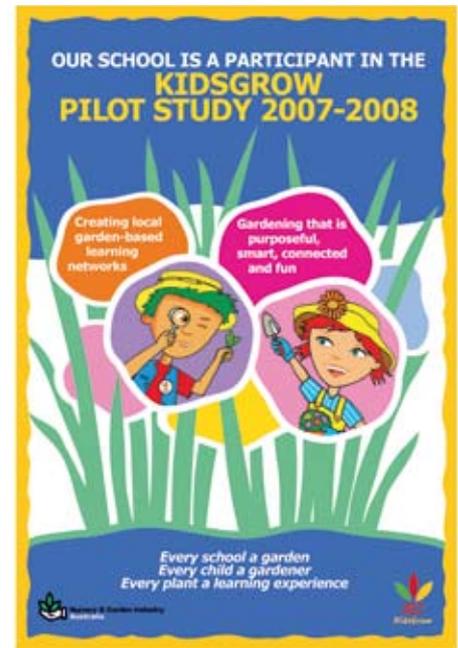
Project NY07010

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Developing business skills to grow industry

A range of broad industry and specific programs implemented through the NGI and Business Skills Development Officer (BSDOs) have continued to grow the industry and focus on better business outcomes.

The training program generated through initiatives by state bodies and the BSDOs has emphasised improving the industry's skills, in particular business and retailing skills. Training courses aimed to attract both established retailers and industry newcomers and successfully engaged larger numbers of industry stakeholders.

This is part of a long term strategy to widen the knowledge and skills improvement for the industry as a whole. Workshops focusing on better business outcomes and practical retailing advice were undertaken in all states, and there is a long term training plan to continue further industry expansion.

Environmental programs

An improved and expanded industry database resulted in national environmental program extensions under the umbrella of *Our environment – your backyard*. This realised greater industry promotion and take-up, supported by increased opportunities for more targeted training courses and environmental modules that

have been incorporated into the pathway to industry accreditation.

Programs and modules included Flora for Fauna, Wise about Water, the national weeds program, Ecohort, and water, weeds and chemicals extensions for retailers.

Consumer garden shows

Active promotion of national marketing and environmental initiatives regionally, with a strong industry presence at major consumer gardening events aided the spread of the *Life is a garden* consumer marketing campaign and infiltration of the *Our environment – your backyard* message.

Participation in these events has also seen the staffing of gardening advice stands and the promotion of industry accredited garden centres as experts in their field, spreading national promotional collateral into greenlife businesses and consumer households, raising the profile of Certified Nursery Professionals (CNPs).

Industry events

Trade days, information sessions and awards dinners organised by the states and BSDOs were regularly run in all states to further engage members and non-members.

All states have seen an increasing engagement with special interest groups such as the NGIV and NGINA's trees and shrubs groups, Bedding Plants Australia, Garden Centres Australia, and NGIV, NGIT and NGIWA's Sustainable Gardens Australia

The audit program has continued the processes of accreditation and reaccreditation. Accredited garden centre numbers have remained steady despite the affects of drought in some states.

The 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.

BSDOs have increased communication contributions to monthly newsletters, website information, presenting papers at conferences, manning stands at industry events and mailouts to expanded databases.

Project NY06015

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Across Industry Program 2007/08

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 www.horticulture.com.au/industry/acrossindustry.asp.

Project No.	Title
Outcome 1 Enhance the efficiency, transparency, responsiveness and integrity of the supply chain for the total industry to provide clear market signals	
AH04007	Pesticide regulation coordinator
AH04009	Coordination of minor use permits for horticulture
AH06004	Horticulture Code of Conduct – Industry Support Package
AH07001	Horticulture Statistics database
AH07021	Enhancing consumer confidence in the safety of Australian horticultural produce
Outcome 2 Maximise the benefits of horticultural products in the eyes of consumers, influencers and government	
AH07006	Promoting the health advantage of fruit and vegetables to increase their consumption
AH07007	Horticulture Wellbeing Initiative
Outcome 3 Position horticulture to compete in a globalised environment	
AH07002	HAL Market Access Coordinator
AH07003	Market access support program
AH07017	Codex Committee on Fresh Fruit and Vegetables participation
Outcome 4 Achieve long term viability and sustainability for Australia horticulture	
AH06002	Horticulture Industry Strategic Plan
AH06007	Industry involvement in the development of Primary Production and Processing Standards
AH06015	Cooperative venture for capacity building (CVCB) membership fees
AH07009	Horticulture Water Initiative
MT07029	Managing pesticide access in horticulture

UPDATING NURSERY ACCREDITATION AND AWARDS

The nursery industry's accreditation schemes and awards process are being continually improved together with recognition of future industry leaders.

Key elements of this project include administration and management of the newly established Awards & Accreditation Committee, the Nursery Industry Accreditation Scheme Australia (NIASA), the Australian Garden Centre Accreditation Scheme (AGCAS), the Nursery & Garden Industry Awards and the Young Leaders program.

All of these schemes aim to promote improving the way businesses in the nursery and garden industry are run, and to nurture talented people within the industry. Each element of this project aims to make the journey to accreditation and beyond to awards, an attainable pathway of businesses improvement.

The new awards system was accepted by the NGIA board and re-launched as the Nursery

& Garden Industry Awards, unifying the country's awards processes under a single national process. The national industry awards are an important mechanism of rewarding best practice and it is therefore regarded that they should ultimately be linked with the accreditation journey. The industry will benefit from a sustainable approach that recognises business practices as well as site management. The new single national awards system therefore sees state awards incorporated into the national awards process. The Young Leader program became an integral part of the Nursery & Garden Industry Awards with the first National Young Leader, Daniel Mansfield of Mansfield's Propagation Nursery Victoria, being announced.

The National AGCAS Advisory Committee undertook to improve the retail accreditation guidelines, modernising the look and incorporating topical and relevant material related to environmental

and business practices. The National NIASA Advisory Committee set about researching the scheme's market share and examining a business's return on investment.

Establishing this project has significantly streamlined the management and administration elements of the industry's business improvement and professionalism program. The awards and industry's accreditation programs meets the industry's strategic aim of "achieving business sustainability by facilitating a change in business culture and improved business practice". Accreditation incorporates a pathway for continual improvement, allowing more industry businesses to follow on the journey towards accreditation and beyond to the awards.

Project NY06018

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Nursery Program 2007/08

Project No.	Title	Project Start	Project Completion	Organisation	Contact
HG03070	Development and implementation of industry biosecurity plans	3-Sep-04	1-Jun-07	Plant Health Australia	Rodney Turner 02 6260 4322
NY05509	Market Intelligence Report Annual Operating Plan	1-Jul-05	31-Dec-07	Horticulture Australia Limited	Stuart Burgess 0417 536 300
NY06001	Accreditation for National Interior Plantscapers	27-Jun-07	15-Dec-07	National Interior Plantscape Association	Marcia-Grace Byriel 0414 503 979
NY06014	Environmental and Technical Policy and Extension	1-Nov-06	31-Aug-07	Nursery & Garden Industry Australia (NGIA)	Robert Prince 02 9876 5200
NY06015	Nursery Industry Business Skills Development	19-Mar-07	30-Aug-07	Nursery & Garden Industry Australia (NGIA)	Kobie Keenan 02 9876 5200
NY06018	Management and Administration – Nursery Accreditation and Awards	1-Mar-07	15-Aug-07	Nursery & Garden Industry Australia (NGIA)	Robert Prince 02 9876 5200
NY06019	Industry Training and Recognition	1-Jul-06	15-Aug-07	Nursery & Garden Industry Australia (NGIA)	Fiona Kelly 02 9876 5200
NY06020	Communications and Public Relations 2006/07	16-Feb-07	30-May-07	Nursery & Garden Industry Australia (NGIA)	Tracey Wigg 02 9876 5200
NY06021	Greening the Great Indoors for Human Health and Well-Being	16-Feb-07	30-Jan-10	University of Technology Sydney	Christine Johnson 07 3888 7300
NY06022	Future Development of a Garden Industry Market Monitor	15-Oct-06	31-May-08	Freshlogic Pty Ltd	Martin Kneebone 03 9818 1588
NY06025	Industry Development Officers	15-Aug-06	1-Aug-09	Nursery & Garden Industry Australia (NGIA)	Robert Prince 02 9876 5200
NY06510	Nursery Industry Stakeholder Marketing	1-Jul-06	15-Aug-07	Nursery & Garden Industry Australia (NGIA)	Robert Prince 02 9876 5200
NY06511	Consumer Marketing Phase 2	30-Nov-06	30-Jun-07	Nursery & Garden Industry Australia (NGIA)	Robert Prince 02 9876 5200
NY06900	Partnership Agreement 2006/07	1-Jul-06	31-May-07	Nursery & Garden Industry Australia (NGIA)	Robert Prince 02 9876 5200

Partnership agreement

The partnership agreement between the Nursery and Garden Industry (NGIA) and Horticulture Australia Limited (HAL) establishes a working agreement between the two organisations, clarifying the roles and responsibilities of the two organisations as well as identifying and facilitating projects which will benefit industry.

This year has been one of considerable change with various roles and responsibilities removed from the partnership agreement and established as separate projects. The key areas that this has impacted are the roles and responsibilities of the industry development officers (IDO) and the national marketing and development manager. The Industry

Development function has now been extended to cover the developing Northern Territory and Northern Queensland areas.

The roles of the IDO's were defined and in some cases the roles were specialised into National responsibilities. This enabled the industry to achieve a greater focus on key environmental issues such as water and invasive plants as well as have greater involvement with Plant Biosecurity issues.

The separation of these duties was seen as an important part of the future to utilise industry skills. It has been very timely as drought has seriously impacted the industry in all states. Water and environment issues dominated the

National and State conferences that were supported by the levy. Through efforts by State Associations the Industry achieved some respite to the severe restrictions which were instigated by urban water supply authorities.

Program management by NGIA improved during the period with a considerable amount of levy funds being returned to HAL as it was identified as being not fully utilised in prior projects.

Project NY07900

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FINANCIAL REPORT NURSERY INVESTMENT SUMMARY

YEAR ENDED 30 JUNE 2007

	Marketing 2006/2007	R&D 2006/2007	Combined 2006/2007
Funds available 1 July 2006	1,048,282	524,870	1,573,152
INCOME			
Levies Received	723,136	1,093,527	1,816,663
Commonwealth Contributions		1,271,029	1,271,029
Other Income	44,448	38,747	83,195
Total Income	767,584	2,403,303	3,170,887
<i>Budget</i>	<i>860,994</i>	<i>2,600,441</i>	<i>3,461,435</i>
<i>Variance to Budget</i>	<i>(93,410)</i>	<i>(197,138)</i>	<i>(290,548)</i>
PROGRAM INVESTMENT			
Levy Programs	1,255,058	2,237,333	3,492,391
Service Delivery Programs by HAL	170,939	304,725	475,664
Across Industry Funding		25,953	25,953
Levy Collection Costs	18,096	85,240	103,336
Total Investment	1,444,093	2,653,251	4,097,344
<i>Budget</i>	<i>1,429,759</i>	<i>2,754,845</i>	<i>4,184,604</i>
<i>Variance to Budget</i>	<i>(14,334)</i>	<i>101,594</i>	<i>87,260</i>
Annual Surplus/Deficit	(676,509)	(249,948)	(926,457)
Funds available 30 June 2007	371,773	274,922	646,695

NURSERY INDUSTRY ADVISORY COMMITTEE

Russell Higginbotham (Chair)
Greg Belbin
Michael Linton
Lionel Sachs
Jason Searle
Geoff Richards
Robert Prince (ex-officio)
Teena Sandford (incoming)
Michael Warner (incoming)
Josh Byrne (incoming)
Ian Collins (outgoing)
David Hosking (outgoing)
Brodee Myers-Cooke (outgoing)
Stuart Burgess (ex-officio)



A HAL GREEN INITIATIVE

Horticulture Australia Limited (HAL) promotes the use of the Clean Green Print Process which means that all the processes involved with the manufacture of this product are guaranteed to have minimal impact on the environment. For more information on this initiative please visit cleangreenprint.dmcoutsourcing.com.au.

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