

Final Report

Communications Program for the Australian Nursery Industry 2015-18

Project leader:

Suzanne Lewis

Delivery partner:

Cox Inall Communications

Project code:

NY15006

Project:

Communications Program for the Australian Nursery Industry 2015-18 – NY15006

Disclaimer:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in this Final Report.

Users of this Final Report should take independent action to confirm any information in this Final Report before relying on that information in any way.

Reliance on any information provided by Hort Innovation is entirely at your own risk. Hort Innovation is not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way (including from Hort Innovation or any other person's negligence or otherwise) from your use or non-use of the Final Report or from reliance on information contained in the Final Report or that Hort Innovation provides to you by any other means.

Funding statement:

This project has been funded by Hort Innovation, using the nursery research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Publishing details:

ISBN 978 0 7341 4429 4

Published and distributed by: Hort Innovation

Level 8
1 Chifley Square
Sydney NSW 2000

Telephone: (02) 8295 2300

www.horticulture.com.au

© Copyright 2018 Horticulture Innovation Australia

Content

Communications program for the Australian nursery industry 2015-18	1
Content	3
Summary	4
Keywords	5
Introduction	6
Methodology	7
Outputs	9
Nursery Papers	13
Written and Digital case studies	15
Media Releases and Features	19
Outcomes	23
Monitoring and evaluation	24
Recommendations	27
Acknowledgements	28
Appendices	29

Summary

Australia's nursery industry is a major contributor to Australian horticulture. The industry is valued at \$2.29 billion and employs more than 19,000 people across 1,777 production nursery businesses.

Cox Inall Communications (Cox Inall) was contracted by Hort Innovation in 2016 to deliver the communications program for the nursery industry (NY15006). The program ensures growers and industry stakeholders are kept up-to-date with the latest news, information and R&D and marketing updates to support decision-making in businesses.

The program was supported by Nursery & Garden Industry Australia (NGIA) to provide technical and strategic advice to Cox Inall through NY15009. NGIA's newsletter database and social media channels were also utilised to disseminate information to industry.

The target audience for the program was nursery levy payers followed by nursery industry stakeholders and value chain members. These secondary targets included retail nurseries, growing media manufacturers, green life customers, as well as research and educational providers.

The program included a number of key communication activities, which Cox Inall developed and implemented over the past three years. These include:

- An annual stakeholder communications review.
- An overarching communications strategy including a detailed stakeholder engagement plan.
- Weekly social media content plans for NGIA's Facebook and Twitter accounts.
- Eleven Nursery Papers per annum including a complete redesign of the Nursery Paper template.
- An average of four blogs developed for the "Your Levy @ Work" website per month.
- One "Your Levy @ Work" e-newsletter per month.
- Six media releases per annum.
- Ten written case studies and six video case studies per annum.
- Four features per annum.
- A levy payer kit per annum.
- Fortnightly Work-In-Progress meetings with NGIA.
- Ongoing stakeholder engagement and event attendance relating to nursery levy projects.

Over the past three years, Cox Inall worked closely with NGIA and Hort Innovation to deliver a communications program that clearly demonstrated return on investment to levy payers. Content was timely and engaging, and disseminated across NGIA's channels, State NGI and grower networks, as well as key industry media outlets.

The overarching purpose of the program was to raise awareness and encourage uptake of nursery levy funded R&D and marketing to enable practice change. It also set out to equip the nursery industry with the latest research and marketing outcomes, best practice resources, and to identify emerging opportunities and risks for growers.

Cox Inall believes the key objectives have been achieved through a number of ways. This includes the annual communications survey, which found that awareness of the nursery levy was high amongst growers. It also cited case studies, e-newsletters and Nursery Papers as effective outputs in educating industry on best practice.

Case studies particularly received strong participation from industry with approximately 30 nurseries featured during the three-year period. The response from industry has been excellent, with well above industry average open rates in e-newsletters, high video views and engagement on social media.

Media articles received coverage across Fairfax Agricultural Media, ABC Rural, Hort Journal, Tree Crop Magazine, as well as international publications. The outputs highlighted key R&D and marketing outcomes, and positioned the nursery industry as a valuable contributor to Australia's economic, social and environmental wellbeing.

Cox Inall recommends a continuation of the program through NY18001 to build on the great momentum and capacity unearthed through NY15006. With a redesign of assets, together with a refreshed strategy and suite of outputs, Cox Inall sees a very bright future for the Australian nursery industry communications program.

Keywords

Nursery; Nursery industry; Cox Inall Communications; Nursery & Garden Industry Australia (NGIA); Communication; Research and Development; Marketing; Nursery Production; Greenlife; Nursery Value Chain.

Introduction

The previous Nursery Industry Strategic Investment Plan (SIP) 2012-16 identified communications as one of the key areas for levy investment. In particular, it highlighted the importance of communications for levy payers and value chain members in two key ways:

- Objective 2: Enhance the capacity and efficiency of the industry's resources through upgrading industry skills, knowledge and practice (internal).
- Objective 3: Build industry support through shaping government, public and related industry understanding of the industry's benefits, and enhance these benefits through communications related to industry activities and benefits (external).

A *Review of the Australian nursery industry communications program (NY1500)* carried out by RM Consulting Group in 2015 found that communications was valuable and appropriate. However, it identified a number of areas for improvement, including the need to raise awareness of R&D and nursery levy outcomes to industry.

In February 2016, Cox Inall was contracted by Hort Innovation to deliver communication services regarding R&D and marketing activities, to increase awareness and to promote outcomes of nursery levy investment with a long-term aim of building capacity within the industry.

In consultation with NGIA and Hort Innovation, Cox Inall developed a robust communications strategy that set out the approach and key deliverables for the next three years. It incorporated improvements identified in the 2015 review and introduced new ideas to bolster levy communications to growers.

Over the past three years, Cox Inall has developed 30 written case studies, 18 videos, 18 media releases, 12 feature articles, 31 Nursery Papers, 34 e-newsletters, as well as weekly social media plans and blogs for the Your Levy @ Work website.

The program has evolved into a pivotal channel to connect growers with the latest R&D and marketing insights. Using a diverse mix of communication outputs, from social media to technical articles, Cox Inall has developed a significant amount of content highlighting the progress of levy funded projects and wider Hort Frontiers initiative.

It has set a benchmark for best practice with various outputs such as the levy payer kit being adopted by other horticultural industries. It has been responsible for driving awareness of, and building support for, nursery levy programs, ranging from biosecurity preparedness to career development.

Cox Inall has built a strong working relationship with NGIA, nursery levy payers and Hort Innovation, which has resulted in an environment of familiarity and a high standard of communications outputs. Cox Inall has also seen an increased willingness from industry to participate in articles and videos to showcase best practice to peers.

To ensure continuous improvement, Cox Inall has undertaken an annual communications survey to assess the effectiveness of the communications program. The survey also informed new recommendations to strengthen the focus and delivery of content to growers and broader value chain.

The surveys found awareness of the levy was high and content such as case studies, e-newsletters and nursery papers were valuable to implementing practice change at the business level. It also identified key areas of interest to growers such as staff attraction and retention, biosecurity preparedness, urban greening and marketing initiatives.

Over the past three years, Cox Inall worked effectively with project partner, NGIA, which has provided strategic and technical support, as well as additional resources to drive the communication activities, in order to meet the goals of the communication program and the nursery SIP more broadly.

Methodology

Inception meeting

In February 2016, Cox Inall held an inception meeting with Hort Innovation and NGIA to deliver the next generation of the *Australian nursery industry communications program* (NY15006). The program was targeted at nursery levy payers, as well as supply chain participants and other related industries.

It followed the independent *Nursery industry communication review* (NY15000), which provided feedback on the reach of outputs under the previous communications program, and outlined a number of key recommendations to improve industry engagement.

Communications strategy

The independent review guided the development of a communications strategy for NY15006. The strategy focused on using new channels and strengthening existing ones in order to improve the clarity and frequency of R&D and marketing outcomes to industry.

The strategy built on and implemented a number of recommendations including development of a detailed stakeholder engagement plan, which outlined preferred ways internal and external stakeholders accessed content. It also identified the need to leverage key networks, such as state NGIs, to distribute content more widely.

Cox Inall incorporated review findings such as the need to increase communication on marketing initiative 2020 Vision, to ensure greater understanding and awareness across industry. The strategy also outlined the value of hard copy publications, but reiterated the importance of digital media to disseminate content.

In May 2016, Cox Inall participated in a session with the Strategic Investment Advisory Panel (SIAP) to provide an update on recent communication activities, and to receive input from Panel Members in order to finalise the communications strategy. NGIA and Hort Innovation provided final review and approval of the strategy.

Annual Levy Payer Surveys

Cox Inall conducted three annual telephone surveys with approximately 15 levy payers to determine their thoughts on communications produced under the program. The initial survey in 2016 also helped to develop the stakeholder engagement plan to identify relevant target audiences, and to fine tune-contracted opportunities.

The results of the telephone surveys conducted in 2017 and 2018 helped inform the subsequent years of the NY15006 communications strategy. Industry feedback provided a valuable snapshot on adoption trends, channel preferences and issues of importance.

Work In Progress Meetings

Cox Inall and NGIA established fortnightly work in progress (WIP) meetings for the duration of the communications program. The WIPs were considered a valuable forum to discuss projects and upcoming outputs, ensuring they were relevant, timely and to a high standard.

Quarterly face-to-face meetings between Cox Inall and NGIA were an important event on the communications calendar. Hort Innovation would regularly attend the meetings, which were often held at local production nurseries. This was a great opportunity to meet with growers and see firsthand the production landscape.

Outside of these meetings, Cox Inall and NGIA regularly interacted and communicated by phone and email throughout the program duration.

R&D and Marketing Project Portfolio

Cox Inall and NGIA built an excellent understanding of the levy funded R&D and marketing projects across the Hort Innovation nursery fund. This included regular telephone calls and emails to key project providers and researchers,

to communicate the latest levy news, information and events to industry. This resulted in a good working relationship with NGIA, Hort Innovation and project providers.

Cox Inall attended key events and project information sessions such as NGIA's 2016 Conference in Adelaide and the 2018 Conference in Tasmania. Cox Inall attended Hort Innovation or Hort Frontiers events as well as project provider events on 2020 Vision, Biosecurity, Green Leaders Program, amongst several others.

Communication outputs and channels

A number of outputs and channels were used to communicate with levy payers and related industries. These include, but are not limited to social media, blogs, e-newsletters, nursery papers, media releases, features, written and video case studies, as well as a levy payer kit.

These are detailed in the outputs section.

Outputs

During the course of the Nursery Industry Communications Program, Cox Inall has produced the following outputs.

Inception workshop

Lucy Broad, Kaaren Latham and Suzanne Lewis attended a ‘kick off’ meeting with NGIA and Hort Innovation on 9 February 2016.

Communications strategy and stakeholder engagement plan

Cox Inall developed the first communications strategy and stakeholder engagement plan following a survey of 15 stakeholders. Cox Inall also participated in a SIAP Panel meeting on 5 May 2016 to provide an update on the plan and to receive input into the communications strategy.

An annual communications survey was conducted again in 2017 and 2018, with 15 and 16 survey respondents respectively. The communications strategy was subsequently updated to include the latest findings and recommendations to inform the future directions of communications.

Materials Review

Cox Inall provided NGIA with suggestions on improvements for the NGIA and Your Levy @ Work website in 2016.

Weekly Social Media Plans

Cox Inall submitted weekly social media content plans including sourcing and writing content, and providing ad hoc suggestions for sharing posts and retweeting other accounts. Cox Inall also undertook paid Facebook advertising to increase NGIA’s community and boost important posts.

Please see appendix 1 for example social media plan provided to NGIA.

Your Levy at Work Blogs and E-newsletters

Your Levy at Work (YLAW) is a ‘blog’ style website, and each month the most recent content is drawn together and distributed as an e-newsletter to levy payers and key stakeholders. An average of one post per week was uploaded to the YLAW over the program duration.

Over the past three years, Cox Inall has developed an extensive catalogue of blogs and articles regarding nursery levy R&D and marketing. These can be categorised by the following milestones and respective e-newsletters, all of which have been completed under the contract’s requirements.

Milestone 190 (26 May 2018 – 23 November 2018)

**Pest of the month blogs are developed through NY15002 and uploaded by Cox Inall.*

- Pest of the month: Cucumber green mottle mosaic virus*
- The application deadline for 2019 Hort Masterclass has been extended
- Nationwide survey to collect nursery data kicks off
- Improving your Plant Life Balance: A marketing update
- RD&E Program for control, eradication and preparedness for vegetable leafminer
- Pest of the month: Chestnut blight*
- Levy projects improving industry protection from pests and disease
- Tree stock to feature at ‘Three Days of Trees’ in Melbourne
- Have your say on nursery and garden industry employment
- Pest of the month: Fusarium*
- Scholarships showcase dynamic career paths in nursery industry
- Register now: Insect and mite crop management workshops in Queensland
- Better industry data for a stronger future
- New project to help future proof the Australian nursery and garden workforce
- Pest of the month: Vegetable Looper*

- What research should the nursery industry invest in?
- Who's on your nursery SIAP? Five minutes with John Bunker
- Help stop the spread of TPP in three simple steps
- How your nursery levy is making a difference
- Who's on your nursery SIAP? Five minutes with Carole Fudge
- Pest of the Month: False Codling moth*
- New guide for nurseries to bring Plant Life Balance app to life
- Experts meet in Sydney to share vision for greener cities
- Six things happening in your nursery biosecurity program
- Register for QLD pest management, plant health and market access forum
- Pest of the month: Phytophthora root rot
- Project puts pathogen detection in the palm of your hand

Your Levy @ Work e-newsletters

Nov 18: <https://us13.campaign-archive.com/?e=665637273e&u=928f9b03b4227c14c8a996173&id=bbfe07ad26>

Oct 18: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=cfdddc9daf>

Sept 18: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=61fb244f8f>

Aug 18: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=9b0e66bcb61>

July 18: <https://mailchi.mp/ngia/junglefy-case-study-meet-your-siap-green-light-tour-levy-payer-factsheet-host-a-plant-styling-event-and-more>

Jun 18: <https://mailchi.mp/ngia/tall-trees-case-study-qld-biosecure-haccp-workshop-tree-standard-revision-benefits-of-green-infrastructure-and-more>

Milestone 106 (30 November 2017 – 26 May 2018)

- Resources: pesticide usage and effective phytotoxicity management
- Hort Masterclass is boosting the modern manager's skillset
- 5 minutes with Hort Innovation's Relationship Manager, John Vatikiotis
- Pest of the month: grey mould*
- Know an unusual or forgotten plant species? We want you!
- Five things to know about your marketing levy today
- Production nursery workshops are on their way
- Project proves green infrastructure is more than a building garnish
- Pest of the month – Dutch elm disease*
- Hobart production nurseries and suppliers open doors to delegates
- Women in leadership front of mind for Victorian nursery
- Save the date: production webinars returning in 2018
- Pest of the month: Downy mildew*
- Future nursery leaders invited to take the next step
- How to green your school guides out now
- Pest of the month: Powdery mildew*
- Countdown to the conference – 5 minutes with Ben Peacock
- Benefits of biosecurity for bananas and avocados
- Improving health surveillance in the nursery industry
- Bursting the bubble on plant disease
- Fellowships to bring international knowledge to Australia's nursery industry
- Pest of the month – Asian citrus psyllid*
- Conference to provide important view of the future
- New minor use permits issues for nursery industry
- NGIA welcomes new Biosecurity Certification Officer
- Pest of the month - Broad mite*

Your Levy @ Work e-newsletters

May 18: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=0eed753467>

Apr 18: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=04fab31753>

Mar 18: <https://mailchi.mp/ngia/your-levy-work-e-news-ngias-john-mcdonald-wins-biosecurity-award-churchill->

[fellowship-applications-open-free-webinars-conference-recap-more](#)

Feb 18: <https://mailchi.mp/ngia/your-levy-work-e-news-ngia-national-conference-how-to-green-your-school-tpp-biosecurity-updates-new-scholarship-opportunities-more>

Dec 17: <https://mailchi.mp/ngia/your-levy-two-grower-case-studies-new-data-tool-minor-use-permits-much-more>

Milestone 105 (31 May 2017 – 30 November 2017)

- Bring Plant Life Balance to your nursery (in approvals)
- ‘Where Should All the Trees go?’ report now available
- Still time to apply for a Hort Masterclass Scholarship
- Plant Life Balance app downloaded more than 18k times
- Pest of the month: Anthracnose*
- Pest and disease workshops for WA & SE QLD production nurseries
- Pest of the month: Glassy winged sharpshooter*
- Putting a price on green space in urban development
- Part 5 of the SIP Series: Investing in our people
- Collaborative effort to prepare for Vegetable Leafminer
- Tree Stock Roadshow to commence in 2018
- Part 4 of the SIP Series: Equipping a more productive and profitable industry
- Pest of the month: Bacterial leaf spot*
- Leaf spots and fungicides: one size doesn’t fit all
- Part 3 of the SIP Series: Ensuring Biosecurity Best practice
- Pest of the month: Western Flower Thrips*
- Part 2 of the SIP Series: Understanding the market through better insights
- Your Nursery Levy @ Work (Levy Payer Kit)
- New marketing resource too grow interest in green space
- Nursery growers encouraged to help address data gaps
- Mindfulness of a modern leader
- Part 1 of the SIP Series: lifting domestic demand for green life
- Pest of the month: Brown marmorated stink bug*
- Strong case for more investment in biosecurity prevention
- Think it’s a virus? Read this first
- Pest of the month: Bacterial wilt*

Your Levy @ Work e-newsletters

Nov 17: <http://mailchi.mp/ngia/your-levy-jongs-nursery-case-study-video-consumer-campaign-thriving-sip-outcome-5-more>

Oct 17: <http://mailchi.mp/ngia/your-levy-the-plantsmith-case-study-plant-life-balance-biosecurity-workshops-vegetable-leafminer-more>

Sept 17: <http://mailchi.mp/ngia/your-levy-measuring-green-space-case-study-xylella-fastidiosa-nursery-paper-biosecurity-sip-outcome-3-strategy-tree-stock-phase-two-more>

Aug 17: <http://mailchi.mp/ngia/your-levy-growing-leaders-case-study-anthony-tesselaar-case-study-sip-outcome-2-explained-nursery-paper-much-more>

Jul 17: <http://mailchi.mp/ngia/your-levy-biosecurity-top-of-mind-for-rocky-point-nursery-sip-explained-green-leaders-program-latest-biosecurity-updates-much-more>

Jun 17: <http://mailchi.mp/ngia/your-levy-investment-plan-launched-water-saving-tips-greenhouse-boosts-production-grower-workshops-and-much-more>

Milestone 104 (30 November 2016 – 30 May 2017)

- Pest of the month: Cycad blue butterfly*
- John McDonald: On the frontline of biosecurity
- Your nursery levy at work
- Pest of the month: Alternaria leaf spot*
- Environmental credentials give Scotsburn a marketing edge
- Advisory panel welcomes new Chair
- A new approach to collecting nursery statistics

- Nursery levy to continue building argument for green space
- Biosecurity pays off for Pohlman's Nursery
- Pest of the month: Sudden oak death*
- Poor plant growth? Get Grow Help
- Growers wanted to help decide Which Plant, Where
- Biosecurity advice for tomato potato psyllid*
- Data to bolster nursery standard for assessing quality tree stock
- New Biosecurity Officer For Nursery Industry + BioSecure HACCP Forum
- Pest of the Month: Pink Wax Scale (*Ceroplastes rubens*)*
- Nursery leadership gets a boost
- Webinars: Identifying mites and viruses
- 2020 Vision at MIFGS
- Request to be made to alter tree stock standard
- Pest of the Month: Eucalyptus rust, Guava rust*
- Where should all the trees go?
- Want to learn more about 2020 Vision?
- Hort Masterclass addressing gaps in the industry
- Nurseries urged to consider interns
- Pest of the month: Bean spider mite*
- Webinar focuses the hand lens on common nursery pest
- Workshops: building on-farm biosecurity and resilience

Your Levy @ Work e-newsletters

May 17: <http://mailchi.mp/ngia/your-levy-case-studies-speciality-trees-vic-domus-nursery-wa-growing-media-revolution-biosecurity-nursery-paper-updates-and-webinars?e=875959d793>

Apr 17: <http://mailchi.mp/ngia/your-levy-streamlining-interstate-trade-2020-vision-in-action-tree-stock-update-data-the-key-to-industry-voice-more?e=875959d793>

Mar 17: <http://us13.campaign-archive1.com/?u=928f9b03b4227c14c8a996173&id=4c62f53784&e=875959d793>

Special 17: <http://us13.campaign-archive1.com/?u=928f9b03b4227c14c8a996173&id=5a0adf05ce&e=875959d793>

Feb 17: <http://us13.campaign-archive1.com/?u=928f9b03b4227c14c8a996173&id=aa09cb0ca4&e=875959d793>

Jan 17: <http://us13.campaign-archive2.com/?u=928f9b03b4227c14c8a996173&id=833612cb1a&e=875959d793>

Dec 16: <http://us13.campaign-archive1.com/?u=928f9b03b4227c14c8a996173&id=82960513f1&e=875959d793>

Milestone 103 (26 May 2016 – 30 November 2016)

- Green vision pays off for Marrickville Public School
- Tree Stock Standard Research Committee Meeting
- Tree stock field trials move to Andreasens
- The Biosecurity Act 2015 – 100 years in the making
- Workshops bolster biosecurity capacity
- Be prepared for poisonous plants
- Industry input into strategic investment of nursery levy
- 2020 Vision launches Policy Guides
- Strong interest in on-farm biosecurity program
- Springtime webinars to well-prepare industry
- Big plans for 2020 Vision
- Industry input opportunities for levy investment
- Pest of the Month – Green Peach Aphid*
- Urban forest masterclasses getting results
- 'Insect Pests vs. Beneficials' kicks off webinar series
- Pest of the Month – Phytophthora diseases*
- Green Cities continues the work of 2020 Vision
- Survey results highlight investment priorities
- Perth councils' plans for greenspace under discussion
- Insects and pesticides webinar provides practical tips
- Nursery waste management for reducing costs
- Pest of the Month – Asian gypsy moth*

- Meet Court Company: The Ecophysicologist Behind Tree Stock
- Register Your Interest – Masterclass in Horticultural Business

Your Levy @ Work e-newsletters

Nov 16: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=d602ccfa96>

Special 16: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=7218929994>

Oct 16: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=49662fc5d0>

Sept 16: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=86a425d56b>

Aug 16: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=1836762278>

Jul 16: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=c2a0d7e20f>

Jun 16: <https://us13.campaign-archive.com/?u=928f9b03b4227c14c8a996173&id=97071b6c1d>

Milestone 102 (February 2016 – 26 May 2016)

- 2016 National Conference wrap
- Young Leaders consider the industry's future
- Senator Anne Ruston addresses conference
- New national biosecurity program
- The Urban Heat Island Effect
- APVMA responds to concerns re glyphosate
- Tree stock researchers start nursery visits
- Strategic Investment Advisory Panel members announced
- Advisory panel meets for the first time
- NGIA boosts efforts to tackle urban heat islands
- Biosecurity preparedness the focus for new project
- Masterclasses spearheading 2020 Vision project

Your Levy @ Work e-newsletters

May 16: <http://us13.campaign-archive2.com/?u=928f9b03b4227c14c8a996173&id=177c458e18&e=875959d793>

Apr 16: <http://us4.campaign-archive2.com/?u=433117ed1d8edb1fad307c98f&id=4b2e4ffb96&e=429711898f>

Mar 16: <http://us4.campaign-archive1.com/?u=433117ed1d8edb1fad307c98f&id=2c4b7033b5&e=429711898f>

Note: All content can be found at Your Levy @ Work (www.yourlevyatwork.com.au)

Nursery Papers

Nursery Papers are seen by industry as a vital technical resource. Cox Inall has met the program's requirements by developing, designing and distributing 31 editions for NY15006. The Nursery Papers covered a wide range of topics: from biosecurity and urban greening, to career development and the NGIA National Conference.

Cox Inall led the redesign of nursery papers in 2016 with the creation of a new template. Note: NGIA or lead researchers wrote some of the Nursery Papers. A list of Nursery Papers is detailed below:

2018

- December: The review and maintenance of irrigation (see appendix 2)
- November: IPM: Good for People, Plants and Profits
https://www.ngia.com.au/Story?Action=View&Story_id=2528
- October: Back to Basics on water management
https://www.ngia.com.au/Story?Action=View&Story_id=2520
- September: Integrating green life into buildings and infrastructure
https://www.ngia.com.au/Story?Action=View&Story_id=2509
- August: Effective use of sticky traps:
https://www.ngia.com.au/Story?Action=View&Story_id=2497
- July: Rust diseases and their management in production nurseries
https://www.ngia.com.au/Story?Action=View&Story_id=2492
- June: Investing in our most precious resource, people
https://www.ngia.com.au/Story?Action=View&Story_id=2479

- May: Reducing reliance on pesticides
https://www.ngia.com.au/Story?Action=View&Story_id=2467
- April: NGIA National Conference R&D and marketing wrap
https://www.ngia.com.au/Story?Action=View&Story_id=2453
- March: New data provides tools for the future
https://www.ngia.com.au/Story?Action=View&Story_id=2443
- February: Where Should All The Trees Go?
https://www.ngia.com.au/Story?Action=View&Story_id=2442

2017

- December: Greening our cities for the future
https://www.ngia.com.au/Story?Action=View&Story_id=2418
- November: Nursery Supply Chains and Logistics
https://www.ngia.com.au/Story?Action=View&Story_id=2404
- October: Endophytes and Latent Pathogens – Implications for the nursery industry
https://www.ngia.com.au/Story?Action=View&Story_id=2389
- September: Xyella fastidiosa – one of the world’s most feared plant pathogens
https://www.ngia.com.au/Story?Action=View&Story_id=2381
- August: Which Plants Where?
https://www.ngia.com.au/Story?Action=View&Story_id=2373
- July: Testing the tree stock standard
https://www.ngia.com.au/Story?Action=View&Story_id=2367
- June: Education and training vital for a thriving industry
https://www.ngia.com.au/Story?Action=View&Story_id=2350
- May: Nursery industry biosecurity program
https://www.ngia.com.au/Story?Action=View&Story_id=2335
- April: Data the key to a national industry voice
https://www.ngia.com.au/Story?Action=View&Story_id=2334
- March: Nursery Industry Water Management Best Practice Guidelines
https://www.ngia.com.au/Story?Action=View&Story_id=2325
- February: Green roofs improve worker productivity
https://www.ngia.com.au/Story?Action=View&Story_id=2310

2016

- December: Minor use permit pesticide program
https://www.ngia.com.au/Story?Action=View&Story_id=2306
- November: getting to the root of tree planting
http://www.ngia.com.au/Story?Action=View&Story_id=2300
- October: Baiting for phytophthora and Pythium in production nurseries
http://www.ngia.com.au/Story?Action=View&Story_id=2295
- September: Greening the goods line
http://www.ngia.com.au/Story?Action=View&Story_id=2294
- August: Meeting the needs of modern biosecurity legislation
http://www.ngia.com.au/Story?Action=View&Story_id=2293
- July: Synthetic vs natural growth promoting hormones
http://www.ngia.com.au/Story?Action=View&Story_id=2292
- June: Removing barriers to urban greening
https://www.ngia.com.au/Story?Action=View&Story_id=2291
- May: The value of a leafy neighbourhood
https://www.ngia.com.au/Story?Action=View&Story_id=2290
- April: What to expect from current R&D projects
https://www.ngia.com.au/Story?Action=View&Story_id=2282

Written and Digital case studies

Peer to peer learning is highly effective, and case studies of industry participants are one of the best ways to highlight practice change associated with the adoption of R&D and marketing outcomes. Cox Inall has met the program requirements by developing 30 (*1 still to be distributed*) written case studies and 18 digital case studies.

Featuring around 30 growers across Australia, the NY15006 case studies have been highly successful across industry, most notably via the Your Levy @ Work e-newsletter and NGIA's social media. The written case studies are approximately 800 words and the videos are 2-3 minutes in duration.

While the case studies are very grower-focused, several case studies have received significant media coverage in rural and regional media. The case studies are detailed below.

Qty	Written case study	Distribution	Clips
1	Biosecurity focus cuts losses, increase access for Proteaflora https://www.ngia.com.au/Story?Action=View&Story_id=2297	28-Oct-16	2
2	Environmental credentials give Scotsburn a marketing edge https://www.ngia.com.au/Story?Action=View&Story_id=2307	13-Jan-17	1
3	Biosecurity pays off for Pohlman's Nursery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1969	30-Jan-17	46
4	Data to bolster nursery standard for assessing quality tree stock https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1985	14-Feb-17	2
5	EcoHort a natural fit for Jamberoo Native Nursery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1992	2-Mar-17	1
6	2020 Vision in action – Benara Nurseries https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1995	23-Mar-17	1
7	Data the key to national industry voice https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2000	21-Apr-17	2
8	Incremental changes add up to a better bottom line for Domus https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1999	1-May-17	2
9	Producing More With Less - Cameron's Nursery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2003	17-May-17	1
10	Biosecurity a 'no brainer' for growing media manufacturers https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2005	30-May-17	7
11	Roof boosts production 25 per cent at Humphris Nursery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2007	5-Jun-17	3
12	Plant varieties to stand the test of time – Tesselaar Plants https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2011	4-Jul-17	3
13	Growing the next generation of green leaders https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2020	28-Aug-17	2
14	The new blueprint for green space https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2020	25-Sept-17	2

15	Boosting productivity the natural way – The Plantsmith (35 shares on FB) https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2027	30-Oct-17	2
16	New nursery leaders nurtured in funded study programs https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2030	10-Nov-17	2
17	Move ‘downunder’ pays dividends for Jong’s Nursery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2036	23-Nov-17	1
18	Building industry’s resilience to extreme weather events – Lizard Mountain https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2061	29-Nov-17	3
19	Managing water critical to future of nursery industry – Big Leaf Nurseries https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2059	13-Dec-17	2
20	New campaign to inspire more green life and benefit nurseries – Honeysuckle https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2074	15-Feb-18	2
21	Tasmanian nurseries showcase diversity at national conference – Westland https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2139	12-Feb-18	1
22	Working towards operational excellence through BioSecure HACCP https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2083	2-May-18	1
23	Freight and logistics focus at Overland Nursery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2090	15-May-18	1
24	Better data to remove guess work for Tall Trees https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2098	14-June-18	1
25	Nurseries to capitalise as demand for living infrastructure grows – Junglify https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2102	29-Jun-18	1
26	Next generation of green leaders challenging status quo (<i>pitched to Courier Mail, Redland Bay Bulletin, Bay FM and ABC Rural</i>) https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2107	24-Aug-18	2
27	Growers take box seat with Hort Masterclass https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2123	6-Sept-18	2
28	Data revolutionising R&D decisions for Jong’s Nursery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2134	14-Nov-18	TBC
29	Quality staff the key to future growth at The Green Gallery https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2134	22-Nov-18	TBC
30	Final case study – Growing Green Leaders: EOI for 2019	December	TBC

Examples of case study promotion

ABC NEWS Sydney, NSW (Orange)

Rural horticulture Livestock Fibre Grains Mining

Better protection for billion-dollar horticulture industry under new biosecurity protocol

By John Gordon
Filed 2 February 2017 at 1:30 pm

After a range of major disease outbreaks affecting the nursery industry in the past 20 years, it is hoped a new program will revolutionise how it manages biosecurity.

From veggie seedlings to fruit trees, Australia's multi-billion-dollar horticulture industry relies on plant nurseries as the starting point for doing business.

Now, this in Victoria and Queensland have been positive for Biosecure HACCP, a program that tries to identify critical control points in nurseries to reduce biosecurity threats.

Biosecurity manager for Nursery and Garden Industry Australia, John McDonald, said the industry had been exposed to every plant incursion that had occurred in Australia over the past five decades.

"Because our production nurseries are growing crops for use in vegetable production, they grow crops for fruit trees, landscape ornaments, forestry, they provide all of the start-up plants for all of these other areas in horticulture," he said.

floral daily Global Floricultural News

News Search Job Offers Photos Calendar Contact Buyer's Guide

Australia: Move 'downunder' pays dividends for production nursery

The untapped potential of Australia's nursery industry, discovered during a trip to see family in 2008, prompted Peter Long and his father Nico to close their nursery in the Netherlands and shift their operation 'downunder'.

Case Study - Jong's Nursery

Peter Jong - Director
Jong's Nursery

The family put their horticultural knowledge and experience to work, building the award-winning Jong's Nursery over a 1.4 hectare site at Wilunga, 45km south of Adelaide in South Australia.

Production commenced with testing a diverse range of plants, paired with careful investment in infrastructure, to give the nursery the flexibility to evolve as the business direction took shape.

Today the nursery specialises in advanced potted colour (120mm pot), orchids and potted bulbs, supplying high-end and large retailers, independent garden centres and wholesalers nationwide.

Click here to subscribe to our free newsletter

Announcements

QUEENSLAND Country Life

NEWS BEEF SHEEP CROPPING MULTIMEDIA WEATHER CLASSIFIEDS SEND US!

GRAIN COTTON HORTICULTURE NEW RELEASES

Efficient water use critical to nursery industry

18 Dec 2017, 00:00

NURSERY manager Kieran Studders said he had two simple goals when he first installed the irrigation system on the four hectare Big Leaf Wholesale Nurseries site at North Arm, near Eumundi. They were to save time and water.

Three years on and in the second stage of the Queensland government-funded Rural Water Use Efficiency Irrigation Futures initiative, Mr Studders has achieved a 60 per cent improvement in water use efficiency (WUE).

Mr Studders said managing water well was critical to the future of the nursery industry.

"Without water, we're nothing, and while it takes a lot of work to maximise WUE, the benefits far outweigh the negatives," he said.

BETTER WATER. Efficient water use is critical to the future of the nursery industry says Kieran Studders from Big Leaf Wholesale Nurseries, North Arm.

Nursery and Garden Industry (NGI)
Published by Nursery & Garden Industry Australia (7) · 14 November 2017 ·

Effectively managing nursery pests and disease in the tropics doesn't mean resorting to chemicals. NT grower, Simon Smith, shares his success story in our latest video case study. NT Farmers Association

THE PLANTSMTIH
Case Study: The Plantsmith
04:15
GROWER CASE STUDY

22,145 people reached

Boosted on 15 November
Audience: New Nursery List
By Sophie Keatinge · Finished 80 days ago

You and 138 others · 16 Comments 35 Shares

Like Comment Share

Chronological

View 14 more comments

Janette DiGeorge Nice work. Good to see... and so completely agree!
Like · Reply · 11w

Gary Wheatland Thanks Simon, I can say your plants are great having sold them in Alice Springs
Like · Reply · 11w

hort link

2017 EDITION 2

LEVEY INDUSTRY HIGHLIGHTS

FACE OF HORTICULTURE

YOUR LINK TO US

SHORTLINK EDITORS

COLIN GROOM, GROWER - DOMUS NURSERY, WA

Colin Groom firmly believes the little things add up, and he's constantly looking for new ways to do things better at Domus Nursery, on the outskirts of Perth.

A strong advocate of the need for the industry to prepare for climate impairment, Colin said there's a good financial incentive behind many of the changes encouraged through best management practice schemes.

Domus was started by Colin's father Brian in 1975, and has grown to a medium-sized nursery with staff numbers up to over 50. Growing a wide range of plants from Australian natives to exotic varieties, Domus supplies garden centres, landscapers, government agencies and hardware chains, with Bunnings a very substantial customer.

Since 2011, Domus has been accredited under the Nursery Industry Accreditation Scheme Australia (NISAA), as well as certified under the environmental module, Ecohort, for the last four years. Ecohort and NISAA were developed by Nursery & Garden Industry Australia in partnership with Hort Innovation using the nursery R&D levy and funds from the Australian Government.

Soil for business, good for the environment

Colin said sound business management is just as important as growing good plants when it comes to running a successful business.

"I couldn't put a dollar figure on any one of the benefits from being NISAA accredited, or certified through Ecohort - it's more about making you think more carefully about everything you do, and being constantly aware of the state of your product," he said.

"For instance, we have recycled our water for many years, which is a good environmental practice - but we also wouldn't have enough water to survive if we didn't, we moved from an old system that diverted orange water into a small dam to a new system that pumps this water into a large, enclosed storage tank. This move eliminated the issue of blocked pipes and occurrence of algae which, in turn, resulted in less backwashing of sand filters and less consumption of chlorine."

Meanwhile, the business is in the middle of a state forest.

NGIA @NGI_NEWS · Oct 19

A sneak peek of our next case study with Tall Trees Nursery on the Mornington Peninsula, which will focus on the nursery industry data & stats program @Hort_AU @acil_allen

2 7

Qty	Digital case study	Distribution	Views
1	EcoHort at Scotsburn Nurseries https://www.youtube.com/watch?v=wbjqoFq6LNk	13-Jan-17	9,747
2	Biosecurity pays off for Pohlman's Nursery https://www.youtube.com/watch?v=iRMIR-CPFXk	30-Jan-17	16,226
3	Data to bolster nursery standard for assessing quality tree stock https://www.youtube.com/watch?v=wYB-42BHjFo	14-Feb-17	13,341
4	2020 Vision in action (Benara): https://www.youtube.com/watch?v=k7rD5j_1Or8	23-Mar-17	20,709
5	Data the key to national industry voice (Hamish Mitchell) https://www.youtube.com/watch?v=qoDazK-NZAK	21-Apr-17	556*
6	Producing More With Less (Cameron's Nursery) https://www.youtube.com/watch?v=_iOMVXikpdw	17-May-17	15,985
7	Biosecurity a 'no brainer' for growing media manufacturers (Green Fingers) https://www.youtube.com/watch?v=AW2yGAgxaWs&feature=youtu.be	30-May-17	14,819
8	Boosting nursery productivity the natural way (The Plantsmith) https://www.youtube.com/watch?v=fFp-rQLWd-g&t=4s	30-Oct-17	11,713
9	Move 'downunder' pays dividends for SA production nursery (Jong's Nursery) https://www.youtube.com/watch?v=POqIMh4nZc&t=1s	23-Nov-17	9,147
10	Building industry's resilience to extreme weather events (Lizard Mountain Nursery) https://www.youtube.com/watch?v=as450A7QkG8&t=78s	29-Nov-17	11,292
11	New campaign to inspire more green life and benefit nurseries (Honeysuckle) https://www.youtube.com/watch?v=_aDiQIPsuKw	15-Feb-18	10,873
12	Driving profitability: a freight and logistics focus at Overland nurseries https://www.youtube.com/watch?v=bUSfHHkp1FA&t=6s	13-May-18	8,262
13	Nurseries to capitalise as demand for living infrastructure grows (Junglefy) https://www.youtube.com/watch?v=XjiCEZq3Kxs&t=2s	28-Jun-18	272*
14	Next generation of green leaders challenging status quo (Marlborough) https://www.youtube.com/watch?v=fgzcCpULwXU&t=17s	27-Aug-18	2,622
15	Growers take box seat with Hort Masterclass (Speciality Trees) https://www.youtube.com/watch?v=NA5GPYDA_UI&t=24s	25-Sept-18	3,666
16	Data to decisions (Tall Trees Nursery) https://www.youtube.com/watch?v=VmHTnWJsnPM&t=168s	23-Oct-18	638
17	Quality staff the key to future growth at The Green Gallery https://www.youtube.com/watch?v=B2SVxnEUBxl&feature=youtu.be	15-Nov-18	TBC
18	Repurposed Green Leaders videos https://www.youtube.com/watch?v=JpQ4ez5SMow and https://www.youtube.com/watch?v=mDuXoWssPnE	December 2018	957

Media Releases and Features

Media releases and features are an effective way of reaching levy payers and others along the supply chain who may not be signed up to direction communication channels, about key announcements, issues and news from the Australian nursery industry.

Cox Inall was contracted to deliver 18 media releases since February 2016 and has achieved this requirement as detailed in the following table. Six media releases were contracted for each 12-month period, which were distributed to targeted rural, regional and industry media.

Four features were also produced each year (twelve in total) which provided an opportunity to develop an article that had broad appeal or, alternatively, target specific publications suited directly to their audiences. For example: the tree stock research and the Local Government Focus publication.

Qty	Feature	Distribution Date	Clips
1	Growing media tailor-made for production nurseries https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2001	9-May-17	1
2	Green roof opportunities for nurseries https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2002	10-May-17	2
3	Evaluation of tree standard aims to give councils confidence (exclusive) http://www.lgfocus.com.au/editions/2017-06/increasing-tree-canopy-with-confidence.php	22-May-17	1
4	Invest in nursery expertise for long term benefits (exclusive) Tree Crop Magazine https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2142	30-May-17	1
5	Forget work life balance, its Plant Life Balance https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2143	22-Jan-18	1
6	Benefits of biosecurity for bananas, avocados https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2144	7-Feb-18	1
7	Churchill Fellow urges horticulturalists to apply https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2073	1-Mar-18	5
8	Green roofs and walls boost residential values by 15 per cent https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2092	25-May-18	2
9	People power driving the future of green life (exclusive) https://www.goodfruitandvegetables.com.au/story/5690830/people-power-driving-the-future-of-green-life-opinion/	12-Oct-18	1
10	Green infrastructure sprouts solutions for developers and community (exclusive) <i>See Appendix 4</i>	Nov/Dec-18	TBC
11	Project plants seeds with global researchers to grow Australian nursery industry <i>See Appendix 5</i>	Nov-18	TBC
12	Women in leadership with Symone Mansfield <i>See Appendix 6</i>	Nov-18	TBC

Qty	Media Release	Distribution	Coverage
1	Nursery waste management for reducing costs https://www.ngia.com.au/Story?Action=View&Story_id=2298	26-Oct-16	3
2	Growing Australia's \$1.13 billion nursery industry https://www.ngia.com.au/Story?Action=View&Story_id=2304	29-Nov-16	8
3	Production nurseries to benefit from new best practice portal https://www.ngia.com.au/Story?Action=View&Story_id=2529	16-Dec-16	2
4	Nursery industry urged to outline pest priorities https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1986	16-Feb-17	3
5	Nursery investment priorities open for public comment https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1987	23-Feb-17	n/a
6	Nursery industry leads the way in streamlining interstate trade https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=1996	28-Mar-17	17
7	Nurseries urged to consider interns https://www.ngia.com.au/Story?Action=View&Story_id=2530	3-Apr-17	4
8	New roadmap for a profitable and resilient nursery industry https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2009	20-Jun-17	3
9	Nursery industry unveils new look campaign to boost sales https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2028	30-Oct-17	1
10	Biosecurity in 2017: A Year in Review https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2060	21-Dec-18	1
11	Record-breaking \$2.29 billion year for Australian nursery and garden industry https://www.ngia.com.au/Story?Action=View&Story_id=2411	19-Dec-18	4
12	Nursery conference a hot house of innovation (NGIA to upload)	24-Feb-18	2
13	Nursery industry's John McDonald honoured with national biosecurity award https://www.ngia.com.au/Story?Action=View&Story_id=2441	7-Mar-18	5
14	Nurseries urged to remain vigilant after citrus canker found in NT https://www.ngia.com.au/Story?Action=View&Story_id=2455	24-Apr-18	4
15	Opportunity to comment on national tree standard AS2303 revision https://www.ngia.com.au/Story?Action=View&Story_id=2481	4-Jun-18	2
16	Best practice scheme gets tick of approval https://www.ngia.com.au/Attachment?Action=Download&Attachment_id=2128	25-Sep-18	5
17	Scholarships accelerated careers in nursery and garden industry https://mailchi.mp/coxinall/scholarships-accelerating-careers-in-nursery-and-garden-industry	24-Oct-18	0
18	Tree standard roadshow coming to capital cities – <i>See Appendix 7</i>	Due for release Dec-18 / Jan-19	n/a

Examples of media release and feature coverage

THE LAND
NEWS SPECIAL FEATURES CATTLE SHEEP CROPPING WEATHER CLASSPREDS SEND
GRAINS COTTON HORTICULTURE IRRIGATION MACHINERY

Nursery industry boasts \$1.13 billion worth
20 Dec 2016, 6:43am Horticulture

While encompassing much more than just ornamental gardening, the production nursery sector is worth \$1.13 billion according to Horticulture Innovation Australia figures.

THE nursery industry is far more than just "ornamental", according to the head of Australia's national nursery body.

A recently released report by Horticulture Innovation Australia (HIA), shows Australia's \$1.13 billion production nursery sector makes up more than a tenth of the nation's entire horticulture sector.

The Australian Horticulture Statistics Handbook 2014-15 brings together data on production; international trade; processing volumes; and fresh market distribution for Australia's 74 key horticultural industries.



THE TALENT

JOHN MCDONALD
BIOSECURITY PIONEER

Nursery & Garden Industry Australia (NGIA) National Biosecurity Manager John McDonald (pictured) has been awarded a 2016 Australian Biosecurity Award for his contribution to maintaining the nation's biosecurity integrity.

Deputy Secretary of the Department of Agriculture and Water Resources, Lyn O'Connell, made the announcement.

Mr McDonald has been instrumental in pioneering BioSecure HACCP, which enables certified production nurseries to minimise their current and future pest, disease and weed risks, while working towards a more streamlined approach to the interstate trade of nursery stock.

Developed by NGIA, BioSecure HACCP has been funded by Hort Innovation using the nursery industry levy and contributions from the Australian Government.

It has become one of the nation's most successful on-farm biosecurity programs led by industry, and is being formally recognised by state jurisdictions and adopted across Australian production nurseries.

Mr McDonald said BioSecure HACCP was a product of hard work, commitment and ongoing collaboration between NGIA, state and territory biosecurity agencies.

Year of the Grower

Citrus canker found in NT

Nursery & Garden Industry Australia (NGIA) is warning growers to remain vigilant with their citrus biosecurity measures following an early detection of citrus canker in a field outside Darwin in the Northern Territory.

Citrus canker is a contagious disease. Once established, citrus trees have a long and painful life. In Darwin, it was first detected in 2009, eradicated from Queensland in 2009, and it has since been detected in other parts of the citrus industry. It is now in the Northern Territory.

Growers who suspect citrus canker should contact their local biosecurity officer immediately. They should not move any citrus plants, fruit or other material from the infected area. They should also contact their local biosecurity officer for more information.

NGIA national biosecurity manager John McDonald is urging all growers to check their citrus plants and alert the Exotic Plant Pest Hotline on 1800 801 004 if they detect any signs of citrus canker or plants displaying unusual disease symptoms.

"Protecting our nation's world leading biosecurity status is of immense importance to our industry. It underpins our clean, green trading status and enables us to produce a high quality product that our customers value," Mr McDonald said.

"Growers active for continual best practice in biosecurity and the timing of this detection is another reminder to ensure that on-farm biosecurity programs are working effectively to

Best practice scheme 'BioSecure HACCP' gets tick of approval

The best of biosecurity work is being a national and certified BioSecure HACCP program in the nursery industry. This is the first time a biosecurity program has been awarded a tick of approval under the Act.

Industry & Garden Industry Australia (NGIA) is proud to announce that the BioSecure HACCP program has been awarded a tick of approval under the Act.

NGIA President, Karen Brock, State Farmer NP and John McDonald, National Biosecurity Manager, are pictured with the award certificate.

The award recognizes the BioSecure HACCP program as the first ever 'approved' operator of a nationally certified biosecurity program in the nursery industry.

The award is a recognition of the BioSecure HACCP program's commitment to biosecurity and its role in maintaining the nation's biosecurity integrity.

Town & Country Magazine

News Sport What's On Community Comment Life & Style Class

MARCH 6 2018 5:34PM

How does your garden grow?

For Melbourne nurse and horticulturalist Steven Wells, receiving a Churchill Fellowship in 2016 was a turning point.

He used it to research the development, use and management of therapeutic gardens in healthcare settings in Singapore, the UK and the USA.

Three years later he's now a guest presenter on ABC's 'Gardening Australia', and has been instrumental in establishing a national body focused on therapeutic horticulture.

GREEN ROOFS AND WALLS COULD BOOST RESIDENTIAL PROPERTY VALUES BY 15%

June 8, 2018

Research from the University of Technology Sydney has shown green roofs and walls can boost residential property values by up to 15 per cent.

A team of researchers at the University of Technology Sydney have shown the green roofs and walls can boost residential property values by up to 15 per cent.

The research was conducted by a team of researchers at the University of Technology Sydney. They found that green roofs and walls can boost residential property values by up to 15 per cent.

GOOD FRUIT & VEGETABLES

NEWS PHOTOS VIDEO OPINION WEATHER RECOMMENDED
AGRICULTURE BLOGS EVENTS HORTICULTURE NEXT CROP

People power driving the future of green life | OPINION

Photo: Vaughan

WE'RE on the brink of a green era. Councils are greening our cities, and businesses and families are increasingly realising the growing benefits of green life.

Australian horticulture is a booming and important industry. The production nursery industry is the starting block for our food and fibre supply chains, as well as our re-vegetation and landscaping sectors for urban horticulture.

Levy Payer Kit

The initial concept of the levy payer kit was to provide new starters in the industry with an explanation regarding the collection of the levy, and outlining where to source further information about R&D outcomes. However, the scope evolved through discussions with Hort Innovation, NGIA and the SIAP.

The new kit was a double-sided A4 document that was updated every twelve months to ensure it maintained relevance with current R&D and marketing projects, as well as the latest Nursery Industry Strategic Investment Plan (SIP) 2017-21.

The levy payer kit has been successful in that other horticultural commodities have adopted it in recent years. In 2018, the levy payer kit provided an overview of the levy project and listed key projects underway and the anticipated impact on industry, to demonstrate return on investment.

See Appendix 8 and 9

Outcomes

Cox Inall believes that it has achieved the key objective of NY15006, which is to increase industry awareness of nursery levy funded R&D and marketing. This is evident in a number of ways, including the high quality and quantity of outputs generated over the past three years.

Cox Inall has developed a comprehensive catalogue of material, which equips growers with the latest information about their nursery levy fund, as well as the wider Hort Frontiers initiative. Featuring more than 30 nurseries, the program profiled levy payers and highlighted the role of key stakeholders such as Hort Innovation and NGIA.

The communications strategy provided a strong foundation for NY15006. An annual survey was conducted every year to ground truth the strategy and to inform its future direction. This ongoing evaluation ensured communications were timely, relevant and delivered to a high standard.

Over the course of the program, Cox Inall worked effectively with NGIA to grow their online communities on Twitter, Facebook and YouTube. In particular, the sharing of nursery case studies resulted in approximately 150,000 video views and unearthed continuous positive feedback from industry peers.

Analytics from social media were strong throughout the program, and the monthly Your Levy @ Work e-newsletter received above industry average open and click rates. The effectiveness of both outputs are detailed in Monitoring and Evaluation.

Cox Inall ensured that every nursery levy funded project was promoted and that industry had every opportunity to read the latest findings, attend a workshop or apply for an initiative. This regular communication saw nurseries step up to the challenge and apply new R&D and marketing outcomes to their businesses.

Key examples include positive feedback about the quality of nursery industry applicants for the Hort Masterclass, Green Leaders and Internship programs. Communication also drove increased survey responses to inform key R&D projects, as well as empower nurseries to use new resources such as the Data Tool or Plant Life Balance collateral.

Changes in grower knowledge, skills and aspirations are seen through the variety of case studies, features and articles developed for NY15006. Cox Inall worked closely with NGIA to identify nurseries and to highlight how these businesses had utilised R&D to boost productivity.

Over the course of the program, Cox Inall and NGIA observed a greater willingness and enthusiasm from nurseries to participate in a case study, video or article. In essence, it found growers were more inclined to share knowledge or explain how their business had faced and solved issues.

Due to the complex and diverse supply chain, Cox Inall and NGIA understood the importance of ensuring content was appealing to different segments of the nursery industry. This was addressed through the diversity of outputs, topics and participants highlighted in the program.

While a significant amount of content was levy payer focused, Cox Inall understood the importance of sharing key announcements, news or events with a broader community. Media coverage for NY15006 saw radio interviews with ABC Rural and Macquarie Radio, as well as coverage across regional outlets such as Fairfax Ag Media.

Project management and stakeholder engagement was a critical part of NY15006. Cox Inall and NGIA held fortnightly meetings to discuss projects, outputs and implementation. Quarterly face-to-face meetings, often held at local production nurseries, were beneficial for all.

Event attendance such as the 2016 and 2018 NGIA Conference provided Cox Inall with the opportunity to meet with growers and to increase industry awareness about the communications program. Cox Inall also attended key events across the Hort Frontiers Fund, as well as nursery site visits and key industry workshops.

Cox Inall was in regular contact with researchers and project providers, to ensure growers had access to the latest news and resources regarding R&D and marketing. This high level of engagement resulted in a very dynamic and high quality communications program to inspire practice change at the business level.

Monitoring and evaluation

The success of the communications program is measured through strong engagement and awareness within the nursery industry of R&D and marketing projects, as well as the outputs.

Annual Review

Annual Reviews have been carried out to measure the success of the program and to outline areas for improvement or additional focus.

Feedback from the 2018 survey indicated that awareness of the nursery levy and its communications program had grown since the project's inception in 2016, with more than 75 per cent of the 2018 respondents aware of the nursery levy and the role of Hort Innovation.

The 2018 survey identified that there was a greater understanding of key R&D investments with growers specifically pointing out biosecurity and best practice programs, as well as the tree stock and data project. Growers also mentioned key marketing initiatives such as Plant Life Balance and 2020 Vision.

More than 80 per cent of respondents were aware of key nursery levy channels, most notably the Your Levy @ Work e-newsletter and Nursery Papers. The majority believed there was enough information about the nursery levy, and that case studies and fact sheets were most useful to influencing practice change at the business level.

E-Newsletter Rates

During NY15006, the YLAW e-newsletter received an average 27% open rate and 6.0% click rate, which is well above the industry average of 18.1% and 2.1% respectively. As a snapshot, the past five e-newsletters have received the following engagement from industry:

Date sent	Open rate (%)	Click rate (%)
June 2018	32.7%	9.5%
July 2018	29.4%	7.6%
August 2018	35.2%	9.3%
September 2018	28.7%	6.6%
October 2018	27.6%	6.2%

Social Media Analytics

Facebook and Twitter are measured using reach and engagement figures (clicks, likes, reactions etc.) as well as in insights such as video watch times and follower numbers.

During NY15006, both organic and paid advertising helped to boost Facebook and Twitter follower numbers as per below:

- In May 2016, the NGIA Facebook account had 1,916 followers. Today it has 5,972 and is on track to reach 6,000 by the end of the year. These figures represent a 211% increase during this reporting period.
- In May 2016, the NGIA Twitter account had 1,420 followers. Today, it has 1,885 and is on track to reach 1,950 by early next year. These figures represent a 32% increase during this reporting period.

Facebook analytics

Weekly social media plans have been instrumental in driving engagement across the NGIA Facebook page. In particular, case studies (digital and written) have been a popular content type on these mediums. The following analytics are based on monthly metrics for Facebook over six months and any specific campaign pushes.

Date / Campaign	Total Posts	Total Reach	Video views if applicable
June 2018	15	13,667	n/a
July 2018	19	24,254	n/a
August 2018	16	27,812	n/a
September 2018	16	26,424	n/a
October 2018	24	53,739	n/a
Kristian Spink Case Study (combined)	2	6,006	622
Ben Scoble Case Study (combined)	2	8,857	856
Quarterly page promotion (October)	1	19,044	n/a

Twitter analytics

Twitter has been a good channel to disseminate information about nursery levy updates. The best performing tweets are timely, and tag in key industry stakeholders such as Hort Innovation, state NGIs and grower groups, as well as researchers and project leads.

The Top tweets for the past six months include Steven Wells and the Churchill Trust; a link to the latest HortLink; a Nursery Paper on rust diseases; levy funded Green Infrastructure research; the BioSecure HACCP launch at Pohlman's; Kristian Spink's case study and the latest pest of the month, Chestnut Blight.

Month	Tweets	New followers	Impressions	Profile visits
June 2018	9	14	6,698	150
July 2018	13	11	10,200	181
August 2018	7	7	8,391	177
September 2018	12	11	9,677	302
October 2018	21	12	10,900	443

Nursery Paper Uptake

Nursery Papers are assessed in part by the annual survey, as well as page visits on each Nursery Paper. The annual stakeholder review found that Nursery Papers were a useful resource for industry, especially for technical information pests and disease, water management, and new research.

Nursery Papers performed strongly on the NGIA Website with the total number of page views from April 2016 – November 2016 totaling 12,047. In this reporting period, the top performing Nursery Papers included:

1. Baiting for Phytophthora and Pythium in production nurseries
2. Getting to the root of tree planting
3. Nursery industry water management best practice
4. Testing the tree standard

5. What to expect from current R&D projects
6. Data, the key to a national industry voice
7. Synthetic vs natural growth promoting hormones
8. Green roofs improve worker productivity
9. Meeting the needs of modern biosecurity legislation
10. Minor use permit pesticide program

On the NGIA website, the top 10 case studies by page views

1. Move down under pays dividends for SA production nursery (2,066 views)
2. Growers take box seat with Hort Masterclass (1,501 views)
3. Biosecurity pays off for Pohlmann Nursery (1,349 views)
4. Biosecurity focus cuts losses, increase access for Proteaflora (1,254 views)
5. EcoHort a natural fit for Jamberoo Native Nursery (1,196 views)
6. Producing More, With Less (1,122 views)
7. 2020 Vision in action (1,118 views)
8. Environmental credentials give Scotsburn a marketing edge (1,038 views)
9. Plant varieties to stand the test of time (1,013 views)
10. Data to bolster nursery standard for assessing quality trees (964 views)

Features, media releases and case studies

Media articles and case studies are measured on their take up, including use in industry publications, as well as across horticultural and rural media. On the NGIA website, news accounts for 27 per cent of total page views. Media articles and case studies have received good coverage over the past few years.

Over the past few years, the outputs have received considerable coverage. Highlights included ABC Rural, Macquarie Radio, Fairfax Ag Media, Hort Journal, Tree Crop Magazine, Rural Weekly, as well as state NGI e-newsletter and trade media.

Total clips received:

- Case studies (written): ~99 clips
- Case studies (video): ~150,000 views
- Media releases ~56 clips
- Features: ~15 clips

Please note: these figures are largely based on online clips due to no formal media monitoring in place (which includes print, radio and TV).

Recommendations

Cox Inall recommends a continuation of the program, to build on the great momentum and capacity unearthed through NY15006. To ensure continuous improvement, Cox Inall has identified the following recommendations for consideration.

1. A brand refresh of communication templates to ensure consistency and quality design across all outputs including the Your Levy @ Work website, the e-newsletter, media releases and case studies.
2. The most popular nursery papers during NY15006 were usually of a technical nature. Cox Inall recommends future Nursery Papers be developed with input from key researchers to detail technical topics and provide appropriate solutions for production nurseries.
3. NGIA and its state equivalents are primary stakeholders of the communications program and are the conduit between industry outcomes and levy payers. Cox Inall recommends increased engagement with these organisations to ensure information reaches levy payers.
4. Continue to build good working relationships with journalists, especially those in the horticultural sector, to encourage greater uptake and coverage of broader media items.
5. Case studies are highly popular and an effective tool to highlight the impact of R&D and marketing on businesses and to facilitate peer-to-peer learning. Cox Inall strongly recommends the continuation of these outputs, as well as articles, media releases and social media.
6. Features received the lowest number of clips during NY15006. As such, Cox Inall recommends reviewing this output to ensure it is best suited to the objectives and target audience of future communication programs.
7. Videos and images featuring production nurseries are highly popular on social media, and paid content helps to further reach and boost follower numbers. Cox Inall recommends Facebook advertising be maintained and that Twitter advertising be assessed.
8. It is important to understand the different segments of the nursery industry, given the diversity across business types and growing regions. Future communication should consider this and tailor content that is relevant for particular geographical areas, or parts of the industry.
9. Ongoing project management and regular liaison with NGIA, Hort Innovation and key R&D and marketing providers is critical. Attendance at regular events and workshops are an excellent opportunity to meet with industry and share the latest knowledge.

Acknowledgements

Cox Inall would like to acknowledge NGIA for their ongoing support and collaboration in NY15006. The two organisations have developed a strong working relationship and together have delivered a high quality and engaging communications program for the Australian nursery industry.

Cox Inall would like to acknowledge Hort Innovation as the key enabler of R&D and marketing for Australia's horticultural sector. Cox Inall found it very beneficial to work closely with project providers, to equip levy payers with the latest R&D and marketing outcomes.

Importantly, Cox Inall would like to thank the production nurseries and value chain members who have contributed to the success of this program. Australia's nursery industry is one of great talent and dedication, and it has been a privilege to share their stories.

Appendices

Appendix 1 Social Media Content Plan Example

Appendix 2 December Nursery Paper

Appendix 3 Become a 2019 Green Leader – Apply now (Draft)

Appendix 4 Green Infrastructure Sprouts Solution

Appendix 5 Project plants seeds with global researchers

Appendix 6 Women in leadership with Symone Mansfield

Appendix 7 Tree Standard roadshow coming to capital cities

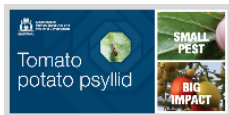
Appendix 8 Levy Payer Kit – 2017

Appendix 9 Levy Payer Kit - 2018

Facebook Content Plan - EXAMPLE

- Check out this useful guide from the *@WA Department of Primary Industries and Regional Development* with everything you need to help stop the spread of TPP in just three simple steps:
 1. Stop and take a moment to get to know what you're looking for.
 2. Check your crops for warning signs.
 3. Report unfamiliar pests immediately.

Link <https://yourlevyatwork.com.au/help-stop-the-spread-of-tpp-in-three-simple-steps/>



- Help boost your in-store profits and grow your online reach with a social media competition. Here's a step-by-step guide from *@Plant life balance* to walk you through the process from go to whoa.

Email us at hello@2020vision.com.au for more information or download the free app to rate your space!

Link

<https://www.dropbox.com/s/ft3tbbi3n02fefe/How%20to%20run%20a%20social%20media%20competition.pdf?dl=0>



- Here are seven reasons why you should become a *@Hort Innovation* member today! Membership is free for levy payers and brings you closer to the investment activities and results in your industry.

Link <https://horticulture.com.au/membership-application-form/>



- Finding rust is always stressful – from discovering it in your car engine to the plants in your garden or nursery. Have a read of our July paper on identifying plant rust, and pick up some tips and tricks for treatment and prevention.

Link https://www.ngia.com.au/Story?Action=View&Story_id=2492



- Is your day-to-day starting to look a bit grey? Liven things up with some greenery. New research suggests that green infrastructure can improve social cohesion and physical activity, increase property prices and save you money on energy bills. *@Edge Environment* has put together three factsheets to help implement green infrastructure in urban development projects.



Twitter Content Plan EXAMPLE

- Check out this useful #biosecurity guide from the @WA Department of Primary Industries and Regional Development to help stop the spread of #TPP <https://yourlevyatwork.com.au/help-stop-the-spread-of-tpp-in-three-simple-steps/>



- Help boost in-store profits and grow your online reach with a social media competition. Here's a step-by-step guide from @improveyourPLB walking you through the process from go to whoa. <https://www.dropbox.com/s/ft3tbbi3n02fefe/How%20to%20run%20a%20social%20media%20competition.pdf?dl=0>



- See the top seven reasons why you should sign up to become a member of @Hort_Au today! <https://horticulture.com.au/membership-application-form/>



- Here's our latest nursery paper for tips and tricks on identifying, preventing and treating rust diseases https://www.ngia.com.au/Story?Action=View&Story_id=2492



- Liven up the grey concrete jungle with some green infrastructure using these new factsheets from @EdgeEnvironment.



NURSERY PAPERS

DECEMBER
2018

REVIEW AND MAINTENANCE OF IRRIGATION

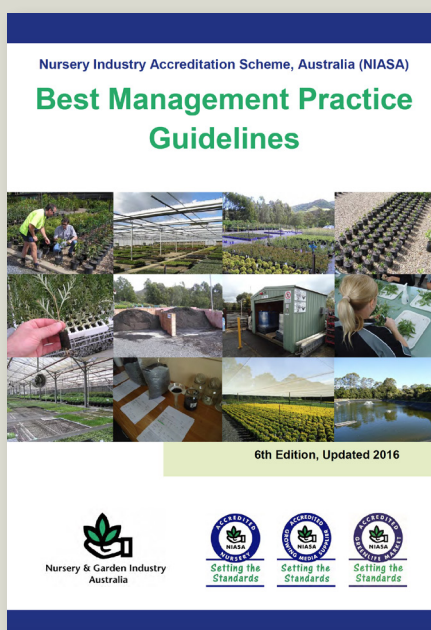
Water and irrigation is a critical part of any production nursery. Well-designed irrigation ensures that water is applied evenly and efficiently across a nursery's production areas, from propagation through to stock for sale.

The ongoing evaluation and maintenance of irrigation is vital but often overlooked. An effective maintenance plan will result in better plant quality, as well as less plant variation and reduced manual handling costs.

In our October Nursery Paper, we covered the various types of irrigation methods available to production nurseries. Now, we look at how maintenance of irrigation systems can further improve efficiencies and lower costs in the long term.

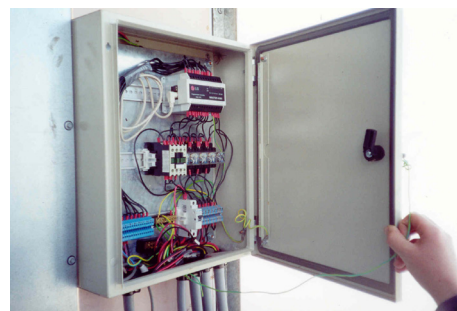
Summary

- Regular measuring, evaluation and maintenance can result in less hand watering and plant handling, as well as less plant variation and better plant quality.
- A water audit identifies key improvements to water sources, water quality, production requirements and system infrastructure.
- Regular servicing of pumps and key components is best practice.
- Maintain filters and valves in accordance with the manufacturers' recommendation.
- Check sprinklers or emitters for water usage and operating pressure, and replace when performance declines.
- The Nursery Production Farm Management System (NIASA) and EcoHort include useful maintenance checklists for production nurseries.



- A comprehensive maintenance plan can be developed in consultation with an irrigation company or designer.

Source: Rolfe, C., Yiasoumi, W., Keskula, E. (2000) *Managing water in plant nurseries: a guide to irrigation, drainage and water recycling in containerised plant nurseries*, 2nd edn, NSW Agriculture.



Irrigation controller – Advantage Plant Production.

BACKGROUND

Irrigation systems differ for every nursery. Together with an irrigation designer, a business will decide which methods suit the needs of the site, taking into account its location, access to water and crops grown.

An efficient irrigation system ensures water is applied evenly and efficiency across the cropping area, and enables growers to more accurately schedule their irrigation times to meet crop requirements.

A system maintenance plan will not only ensure irrigation meets plant requirements, it will also encourage the business to be as water efficient as possible. Production staff can carry out regular maintenance, but a business may engage an irrigation specialist to develop a more formal plan and assist with the more technical aspects of system maintenance.

The process of evaluating and maintaining a nursery irrigation system can include conducting a water audit, measuring system pressures, analysing water quality, carrying out visual observations, recording water use, along with regular maintenance of filters, pipes, pumps and sprinklers.

Regular maintenance is an essential part of operating an efficient nursery irrigation system. Even the most expensive systems need ongoing measuring, evaluation and maintenance to guarantee long-term performance.

Source: Hart, S & McMullin, L (2015) *Ensuring the irrigation system operates efficiently in nursery production*, Nursery & Garden Industry Queensland.



DID YOU KNOW?

Observations made by Nursery & Garden Industry Queensland (NGIQ) found a number of on-farm issues associated with irrigation system faults, problems or issues that were reducing the effectiveness of nursery irrigation, often without the growers' knowledge. These included:

- Unplanned scheduled irrigation events occurring out of hours or planned events not occurring at all.
- Competing irrigation events impacting on system flow and pressure.
- Individual sprinklers not working properly due to blockages.
- Automated filter backwashing regularly occurring during largest irrigation operations.
- Individual laterals turned off via a tap or gate valve.

WATER AUDIT

NIASA is a best practice program developed for industry. It provides guidelines for growers to boost their productivity and profitability. In particular, it outlines key areas that need to be addressed such as water sources, water quality, production requirements, pumps, filters, emitters, system hydraulics, energy, drainage and recycling management. Using this information, an action plan can be developed to identify any specific management and technological changes.

WATER SOURCES

Whether a site has a dam, uses bore water or utilises potable water for irrigation, growers should assess the quantity and quality of water from each source, as well as its limitations and costs. Good record keeping will also identify cost trends and storage demands over time.

Record keeping of bore performance, including sustainable long-term pumping rates and the seasonal variability of the standing water level, enables tracking of the variability of the water supply. Other information on depth, aquifers, casing size and screens should also be recorded.

NIASA recommends an audit to determine if drainage water should be collected, or disposed of, and identify the limiting factors in recycling and reusing this water. It's also important to understand how much water supply or pumping costs the business, and how secure these supplies are for the business.

WATER QUALITY

NIASA recommends testing the quality of irrigation and drainage sources. In particular, it urges growers to have full analytical tests done for pH levels, along with a range of other parameters such as Alkalinity and nutrients such as zinc, iron and sulphur.

Knowing the results of these tests is a key factor in assessing the suitability of the water for growing a successful crop. Knowledge of the irrigation water quality results in a decreased risk of irrigation equipment clogging and ensures disinfection systems are operating effectively.

PRODUCTION REQUIREMENTS

The NIASA manual also highlights how irrigation decisions, system design, crop types and management can affect optimal plant production. These can include:

- Irrigation times which match crop production requirements and minimise wind effects
- Plant disease susceptibility with wet foliage
- Staff working schedules (e.g. dispatch and spraying)
- Off peak power or water periods
- Excessive water use
- Excessive leaching of nutrients
- Uneven or slow plant growth
- Stage of plant life cycle
- Leaf drop, giving a less attractive product
- Poor inter-node spacing and plant shape
- Excessive drainage
- Elevated or contaminated water table

Source: Nursery & Garden Industry Australia (NGIA), *Nursery Industry Accreditation Scheme Australia (NIASA) Guidelines*. Updated 2016.



Expanding an existing dam, Engall's Nursery, NSW.



Pohlmans Nursery, QLD.

IRRIGATION SYSTEM MAINTENANCE

It is easy to get caught up in the day-to-day; but if an irrigation maintenance plan is designed and implemented well, it will save time and money in the long-term. While some services may require a trained irrigation specialist, many tasks such as collecting data on sprinklers and pumps, can be actioned by the nursery.

While maintenance is a broad term, it can consist of simple tasks such as managing leaks and breakages, cleaning filters, pump inspections and service, as well as routines of flushing of pipes and disinfection system inspections.

PUMPS

Pumps need regular checks to ensure they are working efficiently. Management of operating pressures at each irrigation

zone is important, as is making visual observations of, or listening to, operating equipment to identify any emerging faults.

Usually, your local irrigation equipment supplier can provide a pump curve for each pump, which allows the suitability of the pump to the range of expected pumping conditions (pump duties) to be determined. Good record keeping should detail:

- Shut off pressures on roto dynamic pumps to monitor impeller wear
- Suction losses to check efficiency of pumping systems
- The maintenance schedule for pumps and key components, and when the services were completed
- Detailed energy costs to run pumps for each season to determine efficiency of pumping systems.

FILTERS

Good filtration is critical to achieving trouble-free nursery irrigation. Filters require regular cleaning, with the interval being determined by the amount of matter in the water.

Regular visual checks should be made to review the condition of screens, discs and media.

Check with your irrigation specialist about the type and size of your filter units, as well as the capacity of the unit and how it suits the nursery's requirements.

Be sure to record the back flushing/cleaning frequency and understand what maintenance needs to be carried out.



Water treatment, collection and recycling at Cameron's Nursery, NSW.

DISINFESTATION AND FLUSHING OF LINES

Regular visual inspections can alert growers to many emerging problems and issues. It is best practice to regularly service injection pumps every six to twelve months, depending on the level of usage.

Flushing of main lines and laterals can reduce the foreign material build up in that can lead to possible blockages, breakages and reduced performance.

Sources: Hart & McMullin (2015). Rolfe, Ylasoumi, Keskul (2000). NGIA, NIASA Guidelines (2016).

IMPLICATIONS FOR THE NURSERY INDUSTRY

Evaluation and maintenance are a fundamental component of ensuring your nursery irrigation system has a long and successful life. Nurseries that develop and implement a plan to review their irrigation will see improved crop growth and increased efficiencies, especially in the long-term.

Whether it's visual observations, pressure or discharge measurements, the cleaning of filters, flushing of lateral pipes, or even chemical treatment, it is best practice to regularly revisit your irrigation system to ensure it is working efficiently and effectively.

SPRINKLERS AND DRIPPERS

Using catch cans, growers can measure and calculate the Mean Application Rate (MAR), Coefficient of Uniformity (CU) and Scheduling Coefficient (SC) for each irrigation block, noting the operating pressure, types of sprinklers/drippers and spacing.

The WaterWork workshop for water management in container nurseries delivers training on how to assess irrigation systems. These workshops provide a calculator and guide growers

on how to assess the performance of their irrigation systems. The calculator is available online via NGIA'S Water Management Toolbox (www.ngia.com.au/Section?Action=View&Section_id=557). A video on conducting a catch can test is also available on www.nurseryproductionfms.com.au.

Monitoring the performance of an irrigation system (pressure, output and uniformity) helps direct the maintenance schedule and identify problems before they affect crop growth.

LINKS TO RESOURCES

Rolfe, C., Ylasoumi, W, Keskula, E. (2000) *Managing water in plant nurseries: a guide to irrigation, drainage and water recycling in containerised plant nurseries*. NSW Agriculture.

Hart, S & McMullin, L. (2015) Ensuring the irrigation system operates efficiently in nursery production: <http://nurseryproductionfms.com.au/download/ensuring-the-irrigation-system-operates-efficiently-in-nursery-production/>

Nursery & Garden Industry Australia (NGIA), *Nursery Industry Accreditation Scheme Australia (NIASA) Guidelines*. Updated 2016: <http://nurseryproductionfms.com.au/niasa-accreditation/>

The Nursery FMS website contains a range of resources on water management in production nurseries including technical articles, videos and links: <http://nurseryproductionfms.com.au>

Water Management Toolbox: https://www.ngia.com.au/Section?Action=View&Section_id=557

PAST EDITIONS OF NURSERY PAPERS ARE AVAILABLE ONLINE on the Nursery & Garden Industry Australia website http://www.ngia.com.au/Section?Action=View&Section_id=46



Nursery & Garden Industry
Australia

Case Study

To be approved

Date

Become a 2019 Green Leader – Apply now!

Nursery managers and employees interested in developing their leadership skills, in a business or representative role, are being encouraged to apply for the 2019 Green Industry Growing Leaders program.

The Green Leaders program seeks to equip nursery and turf managers with the tools they need to thrive within their businesses, and grow into future leaders and advocates for their respective industries.

Now in its third year, the program is run by consulting firm, The Right Mind, and is funded by Hort Innovation using nursery and turf industry levies with contributions from the Australian Government.

Tuition is covered by the levy, and the course is conducted over three-months, which includes two face-to-face workshops, set to be held 1-2 May in Sydney, and 1-2 August in Brisbane next year.

The course covers several key topics, including:

- Leadership and capturing hearts
- Mastering the people dimension
- Understanding and managing energy
- Achieving success
- Aligning physical well-being
- Mastering the inner warrior

In between the workshops, participants choose a workplace project of their choice. Using knowledge gained from the course, participants then deliver a presentation detailing their project at the final workshop in Brisbane.

At the start of the program, participants will have the opportunity to establish relevant goals to meet their professional development, and to apply these ambitions to their business and industry upon completion.

The course will also provide participants with a greater understanding on behavioural drivers by using the latest management and emotional behavioural tools. The program provides a highly valuable opportunity for participants to learn key mentoring and coaching skills.

Young managers and leaders across the nursery industry have seen real results since undertaking the program including Kristian Spink, Nursery Manager at Marlborough Nursery, located at Redland Bay in Queensland.

Kristian was able to absorb the information quickly and apply key learnings from the course to strengthen his management skills in the nursery.



Nursery & Garden Industry
Australia

Case Study

“The course allowed me to see that everyone learns different – some people are visual, auditory or list learners, whereas others learn from doing it themselves and repeating it back to ensure they’ve got it right,” said Kristian.

“I want to be a great leader for our business and the industry more broadly. I’m always looking to improve my skills, which is a key reason that I took up the opportunity to be part of Green Leaders.”

Understanding how to communicate effectively was a key focus for Jesse Andrews, Nursery Manager at Anderson’s Horticulture; an avocado wholesale nursery in Duranbah, New South Wales.

Having trained as a chemical engineer, Jesse’s transition to a nursery career was inspired by his family’s connection to the land. His manager was aware of the program and encouraged Jesse to apply.

“Prior to this, my career had been very focused on the technical side of things, so it’s been a great experience to hone in on improving my people, communication and leadership skills,” said Jesse.

“After attending both workshops, I walked away with a greater sense of confidence and ownership in my role as nursery manager – and my colleagues have already noticed a change in my approach at work.”

Both Kristian and Jesse believe that in order for the nursery industry to have a strong, sustainable future, it must have the right leaders within, to realise its full potential.

Applications for the 2019 program are now open, and young growers and managers are encouraged to apply.

The Right Mind are accepting applications until Friday 8 March 2019. Nursery and turf applicants will need to complete a short online written survey, and successful applicants will be advised after the closing date.

To request an application form, or to find out more information, visit:

<https://www.therightmind.com.au/program/green-industry-growing-leaders-program>.

For further information, please contact Sophie Keatinge, Cox Inall Communications, on 0430 938 515 or sophie.keatinge@coxinall.com.au



Nursery & Garden Industry
Australia

FEATURE

Green infrastructure sprouts solutions for developers and community

The benefits of green infrastructure are well known, but how can we encourage broad scale adoption in Australia's residential and commercial property development sectors? A message from Peter Vaughan, the CEO of the organisation representing Australia's \$2.29 billion nursery and garden industry.

There is a compelling case for more green infrastructure across the country. The increasing urbanisation of our cities is closely correlated to the reduced connection many feel is occurring regarding our ability to enjoy the great outdoors.

Further supporting that view was a survey conducted recently that found Australians would give up 5 per cent of their salary to have regular interaction with nature during their workday.

As CEO of Nursery and Garden Industry Australia (NGIA), I see an unprecedented opportunity for developers to take a fresh look at green infrastructure and the benefits it can have on business, customer satisfaction and overall community good.

In fact, there is a real impetus for developers, landscape architects and consultant teams, to collaborate often and early with our industry, to ensure green design is strategic and cost-effective.

Incorporating green design earlier in the building timeline is a must for developers, to ensure selected plant species thrive, and costs and maintenance are kept to a minimum.

A new prediction from the International Labor Organisation highlighted that construction of new environmentally-friendly buildings is expected to generate more than 6.5 million jobs worldwide by 2030.

So why then, in many cases is green infrastructure still seen as a 'box to tick', rather than a point from which to excel and capitalise on for the benefit of developer and community?

In a competitive urban development environment, there's many reasons, from economic to ecological, to make the shift to strategic green design.

Just recently, a report released by Sydney-based consultancy Edge Environment, sought to strengthen the formal recognition of green infrastructure through well-known environmental rating schemes such as Green Star.

The report looked at the significant financial, environmental and social benefits of green infrastructure, and collated a suite of evidence to bolster the business case for more green space at the hands of developers, architects and urban planners.

It highlighted changing community attitudes towards green life, citing a 2017 AECOM survey that found Australians were willing to pay 7 per cent more for a home if green space was nearby, and sacrifice 5 per cent of their salary to be closer to nature.



Nursery & Garden Industry
Australia

FEATURE

More broadly, the report pointed out the power of plants to curb greenhouse gas emissions, replenish biodiversity, improve stormwater management and relieve issues such as poor air quality and the 'urban heat island' effect.

There is no doubt the report findings build a strong case for more green infrastructure in the community. Even locally, it states that property values in Sydney were set to increase on average to \$164/m² for every 10 per cent of canopy cover increase in street trees.

Currently, environmental schemes such as the Green Building Council of Australia's Green Star and the Infrastructure Sustainability Rating Tool, provide a way to reward developers for their commitment to green infrastructure and to acknowledge forward-thinking designs as best in class.

The research by Edge Environment has been provided to the Green Building Council of Australia and Infrastructure Sustainability Council of Australia, to help underpin the development of 'credits' in their respective rating tools.

These tools must carry weight in the community to encourage greater uptake of green space amongst developers. They must reward and recognise the good in green, including its ability to boost social cohesion and physical activity, and even create jobs for the future.

Whether its tree shading to mitigate heat or green walls to lower energy bills, there are plenty of green infrastructure types to boost the aesthetics of our built environment, as well as increase the wellbeing and health of our communities.

If we can achieve that, then we're certainly on track for a stronger, more sustainable future.

Fast facts:

- Plants are considered in 11 different credits of the Green Star Rating Tools including Ecological Value, Heat Island Effect, Stormwater, Healthy & Active Living & Indoor Pollutants.
- 5% of Australia's workforce and 30% of its office space is currently rated under GreenStar by the Green Building Council of Australia.
- The capital value of infrastructure projects registered with the Infrastructure Sustainability Council of Australia is worth \$80.2 billion.
- Property values in Sydney are expected to increase on average \$164/m² in result of a 10% canopy increase in street trees.
- A green roof can reduce the cooling load of the building by up to 60%
- People in contact with vegetation are healthier, happier and more productive.
- A survey among Australian's concluded they would give up 5% of their salary to have regular interaction with nature during their workday and pay 7% more for a home if a green space is nearby.

****ENDS****

For further information, please contact Sophie Keatinge, Cox Inall Communications, on 0430 938 515 or sophie.keatinge@coxinall.com.au



Nursery & Garden Industry
Australia

FEATURE

**Hort
Innovation**
Strategic levy investment

**NURSERY
FUND**

This project has been funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au



Nursery & Garden Industry
Australia

FEATURE

Date 21.11.2018

Project plants the seeds with global researchers to grow Australia's nursery industry

The nursery industry is looking beyond Australian borders to unearth new research synergies and identify potential collaborations that will further support the growth of its 1,777 production nurseries.

Known as the *Global Review and Gap Analysis of Nursery R&D Initiatives* (NY17007), the project is funded by Hort Innovation using nursery levies and funds from the Australian Government. The review is being delivered by Dr Kristen Stirling, Dr Doris Blaesing and Hugh Wardle from RM Consulting Group (RMCG).



RMCG Senior Consultant, Dr Kristen Stirling, oversees the project and, with the team, has spent the past five months putting Australian nursery R&D under the microscope to ensure levy investments are meeting the current and future research needs of industry.

A key part of the project is comparing Australian R&D to similar programs happening around the world. Dr Stirling believes that Australia is punching well above its weight, but collaboration with global research providers could take it to the next level.

"The Netherlands is home to one of the world's leading horticultural universities, Wageningen, which has extensive capabilities, experience and facilities to conduct innovative R&D for the nursery industry," Dr Stirling said.

"Current priority research areas at Wageningen include the reuse and recycling of water, energy and climate management, as well as next generation sequencing for biosecurity screening, all of which are incredibly relevant to growers here.

"Wageningen's name keeps popping up in Australia. The institution recently collaborated with Western Sydney University on a state-of-the-art vegetable glasshouse, and provided input into the University of Tasmania's Hort Masterclass."

Hort Innovation funds leading R&D on behalf of Australia's horticultural sector, investing \$2.26 million into R&D for the nursery industry in 2017-18 on areas such as biosecurity preparedness, career development and green infrastructure.

Dr Stirling looked at its counterpart in the UK, AHDB Horticulture, which is investing in similar areas and, more recently, the use of robotics to help address workforce challenges such as staff attraction and retention.

"AHDB has a program called Smart Hort which is aimed at reducing reliance on humans to grow production horticulture. This is particularly pertinent for their industry, as Brexit continues to play out and access to labour becomes harder," she said.



Nursery & Garden Industry
Australia

FEATURE

“For instance, a robotic project is underway to benefit small to medium scale businesses, aimed at automating repetitive tasks such as taking and inserting cuttings, grading and collating plant specimens, as well as minimising plant damage”.

This technology could be a game-changer for Australia's nursery industry, which also faces challenges around access to labour, particularly as demand for green life increases, and people are moving away from agricultural jobs.

Dr Stirling said that when she approached Wageningen and AHDB, they were enthusiastic about the prospect of collaborating with Australian R&D providers for the betterment of nursery growers worldwide.

“The nursery industry is dynamic but highly diverse. As we're dealing with many different products and markets, it's important to note that research isn't a one-size-fits-all, but a vehicle to find new solutions for the benefit of people and plants.”

The project has completed an initial desktop review to assess research investments happening domestically and internationally. RMCG has also undertaken stakeholder consultations with R&D providers and industry.

The review and findings are now being analysed for RMCG to develop a roadmap to guide potential research opportunities and collaborations for Australia's nursery industry. It will be available early 2019.

****ENDS****

For further information, please contact Sophie Keatinge, Cox Inall Communications, on 0430 938 515 or sophie.keatinge@coxinall.com.au

Caption: Dr Kristen Stirling, RMCG Senior Consultant.

**Hort
Innovation**
Strategic levy investment

**NURSERY
FUND**

This project has been funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au



Nursery & Garden Industry
Australia

FEATURE

Date 21.11.2018

Nursery industry empowering women into leadership roles, with Symone Mansfield

To ensure the longevity and success of Australia's nursery industry, it's important to tackle key workforce issues and challenges.

It's a theme strongly reflected in the [nursery industry's Strategic Investment Plan 2017-21](#), which is dedicated to investing in people and developing the right human capital.

As part of this, the nursery industry has placed a greater focus on empowering women to accelerate their careers and take on more responsibility at a business and industry level.

Operations and Sales Manager at Tissue Culture Australia, Symone Mansfield, recently shared her experiences as a young female leader in the industry.

As a participant in the 2018 Green Industry Growing Leaders Program (MT16002), Symone was encouraged to see an even distribution of women and men taking part in the development course.

"It was a fantastic program, which provided a great opportunity to network with people across different areas of the industry," Symone said.

"I found the presenters and course structure had great cut through, particularly with developing communication skills and how to broach those more difficult conversations."

In recent years, Symone has seen positive change for women working in horticulture, citing the current Hort Frontiers Leadership Fund and Women & Leadership Australia (WLA) Scholarships.

The WLA Scholarships aim to address key barriers for women working across different levels in horticulture, and equip participants with the right tools to support personal and professional growth.

Symone, a board member of Nursery & Garden Industry Victoria (NGIV), encouraged her peers to apply for the Scholarships, with expressions of interest now open until December 7, 2018.

"I see confidence as a key barrier to women taking that next step, and putting their hands up for leadership roles. While it can be intimidating at times, I've found the nursery industry to be very welcoming and supportive," Symone said.

"Whether it's a leadership role or a career development initiative, I encourage women to get involved. The initiatives are a great way to learn new skills and grow as a manager."

Symone said participation in career development programs empowered women and provided them with confidence to take on more responsibility in their businesses.



Nursery & Garden Industry
Australia

FEATURE

“The courses are a great opportunity to network with industry, to build relationships and to share experiences with people who have, or are going through, similar challenges,” she said.

Discussing long-term retention for women in the nursery industry, Symone said continued investment in career development opportunities will propel more women into leadership roles.

“Our industry needs to be positioned as an employer of choice, which provides ongoing support and development for the current and future women of the industry,” she said.

“Women bring a valuable and diverse set of skills to the business, and we must continue to strive for equal representation across all aspects of the industry.”

****ENDS****

For further information, please contact Sophie Keatinge, Cox Inall Communications, on 0430 938 515 or sophie.keatinge@coxinall.com.au

**Hort
Innovation**
Strategic levy investment

**NURSERY
FUND**

This project has been funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au



Nursery & Garden Industry
Australia

Media release

DRAFT

Tree standard roadshow coming to capital cities

Nursery growers will soon have the chance to review the latest data on the effectiveness of the **Australian Standard AS2303 – Tree Stock for Landscape Use** at a series of six capital city workshops led by Western Sydney University.

The standard provides growers with a set of criteria for the selection of quality trees for use in specific growing situation and is widely used by local councils, developers, landscapers and production nurseries.

The workshops follow two years of extensive research by Western Sydney University's Hawkesbury Institute for the Environment, which measured more than 13,000 trees from 23 production nurseries across Australia's diverse growing regions.

The project's final research report released earlier this year found that the standard may in fact be too narrow and that greater acknowledgement of Australia's different climatic and growing regions may need to be taken into account.

Western Sydney University Project Lead, Professor Mark Tjoelker, said the workshops are a prime opportunity for the research team to present the findings and to discuss how the report's recommendations might impact on future nursery practices.

"In the past, the standard has been commonly used by customers as a decision-making tool to determine whether a landscape tree is fit for purpose," Professor Tjoelker said.

"The report revealed that the current standard imposes limits that are too narrow, meaning that landscape trees are being potentially rejected by the standard when in fact they are of acceptable quality.

"The findings provide industry with access to reliable and quality data to make a more informed decision about whether the standard should be revised, to ensure that it takes into account the diversity of Australia's nursery industry.

"Workshop attendees will also be given a technical guide document that can help tree selectors make better decisions about tree quality based on data from the research completed in the first phase of this project."

Nursery and Garden Industry Australia (NGIA) Chief Executive, Peter Vaughan, said it was in everyone's interest for trees to live a longer, more productive life once they leave the nursery and are planted into the Australian landscape.



Nursery & Garden Industry
Australia

Media release

“The six workshops will help to keep the lines of communication open between growers, industry and the tree stock research team, which will help inform a standard that is accurate and representative of our diverse industry.

“I encourage growers to attend, so as to arm themselves with the latest information and, importantly, provide their advice to key decision makers about how the standard may apply in a future nursery setting.”

The tour dates are as follows:

(Insert cities, dates and registration links once confirmed).

The project (NY15001) is being funded by Hort Innovation using nursery research and development levies and contributions from the Australian Government, with strategic oversight from a Steering Committee that consists of growers and industry representatives.

****ENDS****

For further information, please contact Sophie Keatinge, Cox Inall Communications, on 0430 938 515 or sophie.keatinge@coxinall.com.au

This communication has been funded by Hort Innovation using the nursery research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Your Nursery Levy At Work

During 2015/16 your nursery levy helped fund an investment of almost \$2 million in nursery industry R&D and marketing projects to improve grower productivity and profitability and ensure the long-term sustainability of the industry. Projects included tree health, biosecurity and risk management, promotion of green space and mitigating heat stress in urban communities, production efficiencies and broader industry development.

WHAT IS THE NURSERY LEVY?

The nursery levy – commonly known as the pot levy – is the 5% levy you pay on the wholesale value of all containers in which plants are grown for resale or used in the production of other goods. The definition of container includes pots, plastic bags, root control bags, degradable pots and punnets.

WHO MANAGES THE NURSERY LEVY?

The levy is collected by the Commonwealth Department of Agriculture and Water Resources, and investment of these funds is managed by **Horticulture Innovation Australia** (Hort Innovation), a not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9.5 billion horticulture industry.

The peak industry body, **Nursery & Garden Industry Australia**, works with industry to determine the split between marketing and R&D. Currently, the industry marketing program receives 2% and R&D receives 3% of the 5% collected. The R&D allocation attracts dollar for dollar matching contributions from the Federal Government.

HOW IS MY LEVY INVESTED?

To help ensure R&D and marketing investment decisions are balanced and prioritised by the current needs of the nursery industry, Hort Innovation has established Strategic Investment Advisory Panels (SIAPs).

The Nursery SIAP is a skills based panel including levy-paying growers, and provides transparent and robust advice on potential investment opportunities. The SIAP is guided by the priorities set out in the nursery industry Strategic Investment Plan.

Concepts for R&D and marketing are captured through the Innovation Funnel (visit horticulture.com.au/about/investing-is-our-business/innovation-concept-pipeline/) and brought to the SIAP to provide advice on behalf of industry.

Hort Innovation is currently working with an independent consultant to develop a new plan for 2017-21 through consultation with industry. The plan will guide the nursery industry SIAP in reviewing proposals for levy-funded projects and providing investment advice to Hort Innovation.

Providing feedback on the draft Strategic Investment Plan is one of the ways you can have input into setting the priorities for levy-funded investments in marketing and R&D.



A copy of the draft Strategic Investment Plan will be available and open for public comment in the very near future.

HOW CAN I FIND OUT MORE?

Further information regarding the SIAP and nursery research can be found at the Hort Innovation website www.horticulture.com.au/nursery.

Get more information about the Strategic Investment Plan by contacting John Vatikiotis, Hort Innovation Relationship Manager Lead – Nursery, john.vatikiotis@horticulture.com.au, 02 8295 2384, 0429 022 637.

Nursery and Garden Industry Australia (NGIA) is your peak industry body representing commercial growers, retailers and suppliers in Australia. For more information, go to www.ngia.com.au or email info@ngia.com.au or call 02 8861 5100

Nursery Levy Achievements

Over the past 20 years, levy funds have delivered great advances in Australia's nursery sector, in many cases building on previous outcomes to help set up the industry for ongoing innovation and growth.

URBAN GREENING

Initial research conducted by CSIRO identified the nursery industry's potential to provide important economic and health gains in Australia – helping to change public perception of nursery products from a nice-to-have, to an essential part of life. Subsequent investment such as Improve Your Plant Life Balance and the current 202020 Vision campaign have gained significant traction with the community when it comes to recognising the need for urban greenspace.

INDUSTRY DEVELOPMENT OFFICERS

This network of regionally based technical specialists was used to great effect in R&D communication and driving the uptake and adoption of R&D outputs by industry.

NURSERY PRODUCTION FARM MANAGEMENT SCHEME

Established 20 years ago, the Nursery Production Farm Management Scheme has been the platform for industry best practice and on-farm adoption of R&D outputs. Today it incorporates the Nursery Industry Accreditation Scheme; the industry environmental management system EcoHort, and the industry biosecurity program BioSecure HACCP.

BIOSECURITY

The introduction, spread and establishment of exotic plant pests and diseases have the potential to cause huge production losses and trade problems. To ensure nursery production in Australia remains free of exotic pests, biosecurity programs continue to be a vital area of investment for the nursery industry.

PEST & DISEASE MANAGEMENT

Levy investments support new ways for the nursery industry to identify, manage and control pests and diseases. Key examples include minor use permits; validation of water disinfection processes; pest specific management plans; and identification tools.

THE NEXT GENERATION – STUDENT LINKAGES & YOUNG LEADERS

Developing the next generation of growers is vitally important for the industry, and many projects have been funded to support young leaders, and to encourage the take-up of training that will support the industry through R&D.

WATER

There has been a significant amount of work around the recapture, reuse and treatment of water in the production sector and extended supply chain. In particular, this work assisted industry during widespread water restriction that were implemented during the millennial droughts.

GROWING MEDIA

Another essential component of the industry, levy funded investment has explored aspects around pathogen control in growing media (for instance, *Phytophthora* and human pathogens such as Legionella), as well as technical aspects of growing media performance.

COMMUNICATIONS

The ability to inform the industry of R&D outcomes is essential to encourage uptake. Knowledge capture and sharing have been delivered through a variety of means, including written communications, conferences, workshops and study tours.

INDUSTRY NARRATIVE

Policy-development and marketing programs help tell the positive story of Australia's nursery industry to the broader value chain, which in turn leads to greater engagement with the community and increased sales of nursery stock.



YOUR NURSERY LEVY *at work*

What is the levy and why does it exist?

Australia's nursery industry is worth \$2.29 billion, employs 19,000 people and in 2015/16, sold more than 1.6 billion plants.

The nursery industry has invested levy funds into a diverse range of research and development projects, as well as national marketing initiatives, to create a stronger, more sustainable future for growers.

These funds are managed by Hort Innovation, the not-for-profit, grower owned Research and Development Corporation (RDC) for Australia's \$9.5 billion horticulture industry.

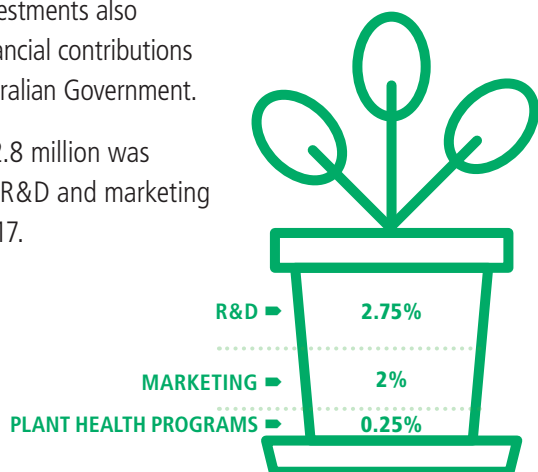
The levies collected go towards projects that help to foster innovation and improve productivity at a business level as well as boost the overall demand of green life.

How does the levy work?

The nursery levy – commonly known as the pot levy – is paid on potted plants that are produced in Australia. The levy is based on the action of putting a plant into a container with potting media for growing on or for sale and is currently set at 5%.

This levy is collected by the Australian Government, which passes the funds on to Hort Innovation. Hort Innovation then works with industry to make strategic investments in R&D and marketing, with R&D investments also attracting financial contributions from the Australian Government.

More than \$2.8 million was invested into R&D and marketing during 2016-17.



Who sets the direction of the levy?

Investments in R&D and marketing projects are guided by the industry's Strategic Investment Plan (SIP), which was finalised by Hort Innovation during 2017 in close consultation with growers and other industry stakeholders.

Hort Innovation manages the levy funds and works closely with the industry peak body, Nursery & Garden Industry Australia, and key partners to deliver valuable projects that help to boost the profitability and sustainability of the nursery industry.

The SIP outlines key industry priorities for investment, and is used like a 'roadmap' by the nursery Strategic Investment Advisory Panel (SIAP), which has a central role to play in the investment process. The SIAP is a panel made up of growers and other industry representatives that is tasked with providing advice to Hort Innovation on potential levy investments through regular consultation meetings.

All levy payers are also encouraged to share their thoughts and ideas on how nursery funds are invested. Growers and other industry participants can submit ideas for projects at any time via Hort Innovation's Concept Proposal Form. Visit www.horticulture.com.au/innovation-concept-pipeline to learn more and access the online form.

Check out the next page about how your nursery levy is hard at work.

Who can I contact for more information?

Levy payers can contact John Vatikiotis, Hort Innovation's Relationship Manager:

- 📞 0429 022 637
- ✉️ John.Vatikiotis@horticulture.com.au
- 🌐 horticulture.com.au/grower-focus/nursery

Or contact the industry representative body, Nursery and Garden Industry Australia Limited:

- 📞 02 8861 5100
- ✉️ info@ngia.com.au
- 🌐 www.ngia.com.au

How your levy is making a difference

It may not always be obvious that a certain process implemented on farm or product developed was the result of levy funded R&D or marketing. In fact, trolley systems, irrigation practices and ongoing biosecurity efforts are just a few ways that your nursery levy has made a difference.

Beyond the farm gate, marketing initiatives like 'Plant Life Balance' have helped to put more plants in our homes and communities through distinct looks that style a space and the use of a smartphone app that measures plants and their positive impacts on air quality.

There are **five key outcomes** of the Nursery Industry Strategic Investment Plan for 2017-21.

Here are some examples of your nursery levy at work:

Improving access to consumer and market insights

1

PROJECT

Nursery Industry Statistics and Research (NY16004) aims to provide growers with better and more reliable data, to help improve decision making on-farm.

RESULT

A survey of 220 production nurseries, to quantify industry's contribution, size and employment numbers, along with the development of a data tool that is helping businesses to improve record-keeping and benchmark against their peers.

Promoting innovation and best management practices

2

PROJECT

Nursery Industry Communications Program (NY15006) to keep growers up to date with the outcomes of levy funded projects through the dissemination of the latest technical information, case studies and upcoming events.

RESULT

Videos and articles featuring growers that speak about issues faced and solved, and what steps to take to adopt the latest research or innovation in their nursery.

Lifting demand and sales of green life by 4% per annum

3

PROJECT

202020 Vison is a multi-pronged campaign that highlights the value of green space and fosters collaboration between green life industries.

RESULT

Lifting the demand of green life and increasing urban green space by 20% by 2020, and building closer ties through the supply chain, so that nurseries can better plan ahead for green infrastructure projects and developments.

Protecting industry from plant pests and disease

4

PROJECT

The National Nursery Industry Biosecurity Program (NY15004) aims to ensure production nurseries are aware of and prepared for the incursion of any exotic plant pests and disease.

RESULT

The development of on-farm biosecurity programs like BioSecure HACCP that assist growers to manage pest and disease risks, while streamlining interstate trade of nursery stock.

Investing in our most precious resource, people

5

PROJECT

Green Industry Growing Leaders Program (MT16002) combines nursery and turf levy funds to equip young managers and employees with the leadership and communication skills required to take on more responsibility in the workplace.

RESULT

Nursery participants surveyed in 2017 felt that they had gained valuable skills to take their career to the next level, with several receiving promotions and securing more leadership type roles in their organisation.