

# N&G NEWS

GREENLIFE INDUSTRY NSW & ACT

Autumn 2026 | RRP \$20.00



## Payday Super

What Greenlife Businesses need to know before July 1

## Garden City Plastics Growing Systems

Grow with Confidence

## The Psychology of Plant Buying

Using Behavioural Insights to Drive Sales & Loyalty

**Greenlife**  
INDUSTRY NSW & ACT

# 2026

## JAN

**Wednesday 21st:**  
Sydney Trade Day

## APR

**Wednesday 15th:**  
Sydney Trade Day

**Friday 17th:**  
Social Media & Digital  
Marketing Course

**Thursday 23rd:**  
First Aid Training Mid  
North Coast

**Wednesday 29th:**  
GINA Board Meeting

## JUL

**Wednesday 15th:**  
Sydney Trade Day

## OCT

**Wednesday 7th:**  
GINA Board Meeting

**Wednesday 21st:**  
Sydney Trade Day

## FEB

**Tuesday 10th:**  
AQF3 Chemical Training  
Central Coast

**Wednesday 18th:**  
Sydney Trade Day

AQF3 Chemical Training  
Canberra

**Wednesday 25th:**  
AQF3 Chemical Training  
Sydney

## MAY

**Wednesday 6th:**  
Sydney Trade Day

**Wednesday 13th:**  
First Aid Training Central Coast

**Thursday 21st:**  
First Aid Training South Coast

## AUG

**Wednesday 19th:**  
Sydney Trade Day

**Tuesday 25th:**  
Mid North Coast Trade Day

**Wednesday 26th:**  
GINA Board Meeting

## NOV

**Wednesday 18th:**  
Sydney Trade Day & AGM

**Friday 27th:**  
GINA Gala & Awards Night

## MAR

**Friday 6th:**  
International Womens Day  
High Tea

**Tuesday 10th:**  
NR Autumn Trade Day

**Wednesday 11th:**  
First Aid Training Sydney

**Wednesday 18th:**  
Sydney Trade Day  
First Aid Training Northern  
Rivers

## JUN

**Friday 12th:**  
Pioneers Lunch

**Wednesday 17th:**  
Sydney Trade Day

**Wednesday 24th:**  
GINA Board Meeting

## SEPT

**Tuesday 8th:**  
Northern Rivers Trade Day

**Wednesday 16th:**  
Sydney Trade Day

## DEC

**Wednesday 9th:**  
Sydney Trade Day

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Greenlife Industry

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Graduate - Operations & Communications



1st Year Nursery  
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Toolijoo Nursery  
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# EXECUTIVE REPORT

Mike Mehigan  
CEO



As we move through 2026, our industry continues to demonstrate resilience, innovation and strength. Across NSW and the ACT, members are navigating changing market conditions while continuing to deliver the plants, products and expertise that support healthier, greener and more liveable communities.

## Strategic Plan to 2027

In March, the Board completed a review of our Strategic Plan to 2027 and reaffirmed our key priorities. These include championing the role of plants in climate resilience, urban cooling and liveability, strengthening industry capability through education and partnerships, expanding public engagement, advocating for evidence based policy, and enhancing governance and operational excellence. This provides a clear and stable foundation as we continue to grow our impact across the industry.

## Market Update

Global instability in the Middle East is beginning to influence supply chains, freight routes and input costs. Early indicators suggest potential increases in fertilisers, chemicals, plastics and freight in the coming months, driven by shipping disruptions and energy price volatility. Growers may wish to consider forward purchasing, where possible, to help manage cost pressures. We will continue to monitor developments and keep members informed.

## AIPH Green City Standard

The recent AIPH Conference in Sydney highlighted the growing global focus on greener, more climate resilient cities. The AIPH Green City Standard is emerging as a key framework, recognising cities that integrate green infrastructure into planning and deliver measurable outcomes such as improved cooling, biodiversity and community wellbeing. This aligns strongly with our industry's long held position that plants are essential infrastructure.

## Cool Gardens

Our Cool Gardens exhibit at the Royal Easter Show brings this concept to life, demonstrating how plants, trees and turf can cool urban environments and improve liveability. The exhibit continues to strengthen partnerships with universities, training providers and industry groups, while reinforcing our advocacy message to the broader community.

## What's Ahead

Workforce development remains a priority, with ongoing shortages placing pressure on businesses. We are advocating for practical changes to support access to labour and exploring new pathways into horticulture, including opportunities for landscapers seeking to transition within the industry.

## Health Reminder

Finally, a reminder to prioritise your health. Regular check ups, including PSA testing, are important, particularly for older men. Early detection can make a significant difference.

DIAMOND

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SILVER

BRONZE



# PAYDAY SUPER

## WHAT GREENLIFE BUSINESSES NEED TO KNOW BEFORE JULY 1 2026

The Australian Government's Payday Super reform will take effect from 1 July 2026, requiring all employers including nurseries, garden centres and allied greenlife businesses to pay superannuation at the same time as wages. Superannuation must reach an employee's nominated fund within seven business days of payday.

This shift is intended to reduce unpaid super, improve visibility for workers and create more transparent payroll processes.

### What Is Changing:

(Information based on the ATO's official guidance)

- Super Payment Timing  
Now - Quarterly deadlines.

- From 1 July 2026 Super must be paid on payday, with funds receiving contributions within seven business days.

- How Super Is Calculated  
Super will be based on 12 percent of qualifying earnings (QE) a new classification that brings together ordinary time earnings (OTE) and additional eligible payments.

- Reporting Requirements  
Employers will need to report both QE and super liability through Single Touch Payroll (STP) instead of reporting OTE alone.

- Revised Super Guarantee Charge (SGC)  
Late payments will:
  - Be calculated on QE
  - Include daily compounding interest
  - Be assessed by the ATO
  - Become tax deductible
  - Attract penalties based on payment history

- Small Business Superannuation Clearing House Closure  
The SBSCH will close on 30 June 2026. Businesses must transition to an alternative super payment method.





## What Businesses Should Prepare For Now

Payday Super is a significant national change but with early planning nurseries will be ready for a smooth transition when the new rules commence.

### Review Payroll Systems

Confirm your software supports payday-aligned super payments and updated STP reporting. Cloud platforms will release updates but early confirmation avoids stress during peak seasons.

### Update Onboarding Processes

New ATO verification tools will allow employers to confirm fund details before first payment. Ensure you have accurate super information for every new employee.

### Adjust Cash Flow Planning

Pay cycle super payments may change how you manage working capital particularly during spring and major production cycles.

### Transition Away from the SBSCH

If your business currently uses the Clearing House plan your new process before the June 2026 deadline.

### Train Admin and Payroll Staff

Brief the team early to avoid compliance issues and ensure clarity in busy operational periods.

### Why Early Preparation Matters

Production nurseries and retail garden centres rely on seasonal labour high casual volumes and fluctuating workloads. Preparing ahead reduces administrative pressure ensures compliance and strengthens employee trust in super entitlements.

## MEMBER TIP

Begin trialling monthly or per-pay-cycle super payments now to test systems and processes before the July 2026 cutover.



# ASK AN EXPERT

## PRACTICAL GUIDE TO NURSERY HYGIENE: HOW TO DISINFECT BENCHES, POTS, TOOLS & PROPAGATION MATERIAL

Hygiene is one of the most effective risk-reduction tools available to nurseries. Whether you are propagating advanced stock, managing high-turnover shrubs, operating a retail garden centre or producing tube stock, clean water, surfaces, tools and media significantly reduce the spread of pests, diseases and contamination. Strong hygiene also supports NIASA accreditation, improves crop uniformity and protects profitability.

This guide provides a more detailed overview of recommended disinfectants, correct application methods and essential hygiene practices based on current industry guidance from NSW DPIRD, Greenlife Industry Australia and nursery technical specialists.

### 1. Benches, Floors, Paths & Hard Surfaces

#### Best Practice Steps:

According to the Keep it CLEAN guide (NSW DPIRD), the effectiveness of any disinfectant depends on four things: (1) clean surface, (2) correct concentration, (3) full contact time, and (4) appropriate surface type.

1. Remove all organic matter – disinfectants are ineffective on soiled surfaces.
2. Wash with detergent if surfaces have algae, moss, or biofilm.
3. Apply disinfectant using a sprayer, mop, or foam unit.
4. Allow full contact time – often 10 to 30 minutes depending on product.
5. Let surfaces dry where the disinfectant requires air-drying.

#### Effective Disinfectants

*Quaternary ammonium compounds (QACs):*

- Suitable for benches, floors, concrete, potting tables, propagation benches, and other non-porous surfaces.
- Good coverage and residual activity.

*Sodium hypochlorite (bleach) at 1–2%:*

- Fast-acting but inactivated by organic matter.
- Do not use on metal fittings or porous timber as it may corrode/damage surfaces.

*Hydrogen peroxide blends (including peroxide + peracetic acid products):*

- Strong against algae and biofilm.
- Useful for glasshouses or polytunnels with persistent moisture.
- Can be phytotoxic at effective dilutions.

*High pressure steam cleaning:*

- Excellent for deep sanitation, especially concrete and metal surfaces.
- Effective for pathogen reduction when no chemical residue is desired.



## 2. Pots, Trays, Containers & Reused Propagation Equipment

### Preparation:

- Remove all potting mix or root debris.
- Pre-wash using hot water and detergent.

### Sanitation Options:

- Bleach (1%) – common for soaking reused pots.
- QAC disinfectants – reliable on plastic containers.
- 70% alcohol – for small batches requiring rapid turnover.
- Aerated steam room – centre of batch to 60°C for at least 30 minutes, no need for thorough cleaning of pots. You can also pasteurise trays of plugs with this method.

### Application Notes:

- Containers must be fully submerged for the recommended time.
- Rinse if required by the product label.
- Air-dry completely before reuse to prevent contamination.

## 3. Cutting Tools – Secateurs, Pruners, Propagation Knives

### Preferred Disinfectants

- 70% isopropyl alcohol
- Fast action, evaporates cleanly.
- Ideal for use between plants, especially when disease is suspected.
- Virkon S
- A disinfectant containing the active ingredient potassium peroxymonosulfate
- Sporekill (Australian Pesticides & Veterinary Medicine Authority\*\*
- Permit PER80699)
- A broad spectrum disinfectant containing didecyl dimethyl ammonium chloride (DDAC)
- Flaming of knife blades
- Suitable for propagation knives only.
- Must be done safely and allowed to cool between cuts.

### Good Practice

- Have a tool cleaning station in propagation and high-risk areas.
- Replace/mix up alcohol or disinfectant solutions daily.
- Avoid using bleach on metal blades due to corrosion.

## 4. Garden Beds, In-Ground Areas & Outdoor Production Zones

### Key Approaches

- Steam treatment – reduces soil-borne pathogens in outdoor or in-ground beds.
- Solarisation – transparent plastic over moist soil during summer; effective for beds between crops.
- Biological products (e.g. Trichoderma-based suppressants) – support long-term soil health and disease suppression.
- Maintain weed-free, debris-free weed mattins and gravel surfaces.
- Regularly disinfect bench legs, bed edging, sidewalls and posts in high-traffic areas.

### High-Risk Zones

As highlighted in the DPI guide, high-risk contamination points include:

- Propagation benches
- Potting lines
- Hose ends
- Footwear stations
- Tools stored wet or unclean

High-Risk-Zones require more frequent sanitation.

## 5. Cuttings, Scions & Propagation Material

### Treatment Options

- Fungicide dips – e.g. Sporekill (under Australian Pesticides & Veterinary Medicine Authority\*\* Permit PER92498)
- Sterilised water for hydrating cuttings pre-sticking.

### Important Details

- Always use fresh, clean solutions.
- Dip time, concentration and compatibility vary by product and plant species (read and follow the label instructions, safety data sheets (SDS) and relevant APVMA permit).
- Rotate FRAC/IRAC groups when using pesticide dips (only dip each cutting/propagation material once).
- Discard solutions contaminated with plant debris as per EPA guidelines.

## 6. Developing an Effective Nursery Hygiene System

### Core Practices (drawn from DPI & industry guidance)

- Create clean–dirty workflow zones (clean propagation → growing → hardening → dispatch).
- Use footbaths with regularly refreshed disinfectant at high-risk entry points.
- Sanitate irrigation components, including filters and nozzles, to prevent biofilm.
- Maintain pest-free buffer zones around glasshouses and tunnels.
- Ensure potting media and amendments come from approved, clean suppliers i.e. NIASA accredited suppliers).
- Make hygiene part of your induction, SOPs, and WHS practices.
- Keep a hygiene log (chemical application records):
  1. Disinfectants used
  2. Dilution rates
  3. Surfaces treated
  4. Dates, staff initials
- Review procedures as part of your NIASA or internal quality program.



## Quick Reference Table

Area/Item	Preferred Products	Key Notes
Benches & floors	QACs, bleach (1–2%), peroxide blends,	Review procedures as part of your NIASA or internal quality program.
Pots & Trays	1% bleach, QACs, 70% alcohol, aerated	Pre-wash; fully submerge; air-dry. 0.4% bleach for at least 20 minutes effective for most pathogens – longer time for some needed, Aerated steam at 60°C for 30 minutes
Tools	70% alcohol, Virkon S, flaming (knives)	Change solutions daily; avoid bleach
Garden Beds	Steam, solarisation, Pasteurisation, Trichoderma-based products	Keep weed mat clean; manage borders
Cuttings	Spore Kill - PERMIT NUMBER PER92498,	Follow label and permit directions

### For further information see:

<https://nurseryproductionfms.com.au/wp-content/uploads/DISINFECTION-GUIDE-FOR-GLASSHOUSES-AND-POLYTUNNELS-JUN-2025.pdf>

<https://nurseryproductionfms.com.au/pesticide-minor-use-permits/>

<https://nurseryproductionfms.com.au/wp-content/uploads/DISINFECTION-GUIDE-FOR-SEEDERS-JUN-2025.pdf>

<https://permits.apvma.gov.au/PER92498.PDF>

<https://nurseryproductionfms.com.au/wp-content/uploads/PER80699v3.pdf>



# FROM PROBLEM TO SOLUTION:

## HOW GROWERS ARE ACCESSING AGRONOMY SUPPORT IN A NEW WAY

Written by Garden City Plastics

When crops don't behave as expected and time matters, growers need faster, clearer pathways from problem identification to practical solutions. A new digital tool is helping remove guesswork and support confident decision-making whenever it's needed.

In today's production environments, growers must make fast, informed decisions under increasingly complex conditions. Pest pressure, disease outbreaks, weed incursions and nutritional imbalances rarely occur in isolation. Delays in addressing them can have real consequences for crop health and productivity. While information is widely available, turning it into a clear, practical solution remains a common challenge.

Identifying the problem is often straightforward. Determining how to fix it with confidence, accuracy and the right product choice is where many growers lose time. Online searches, technical sheets and product labels can provide fragments of information, but linking a specific issue with the most appropriate treatment option is often time-consuming and uncertain.

This gap between diagnosis and solution was the driving force behind the development of the Agronomy Solution Finder (ASF), a new digital tool released by Garden City Plastics (GCP).

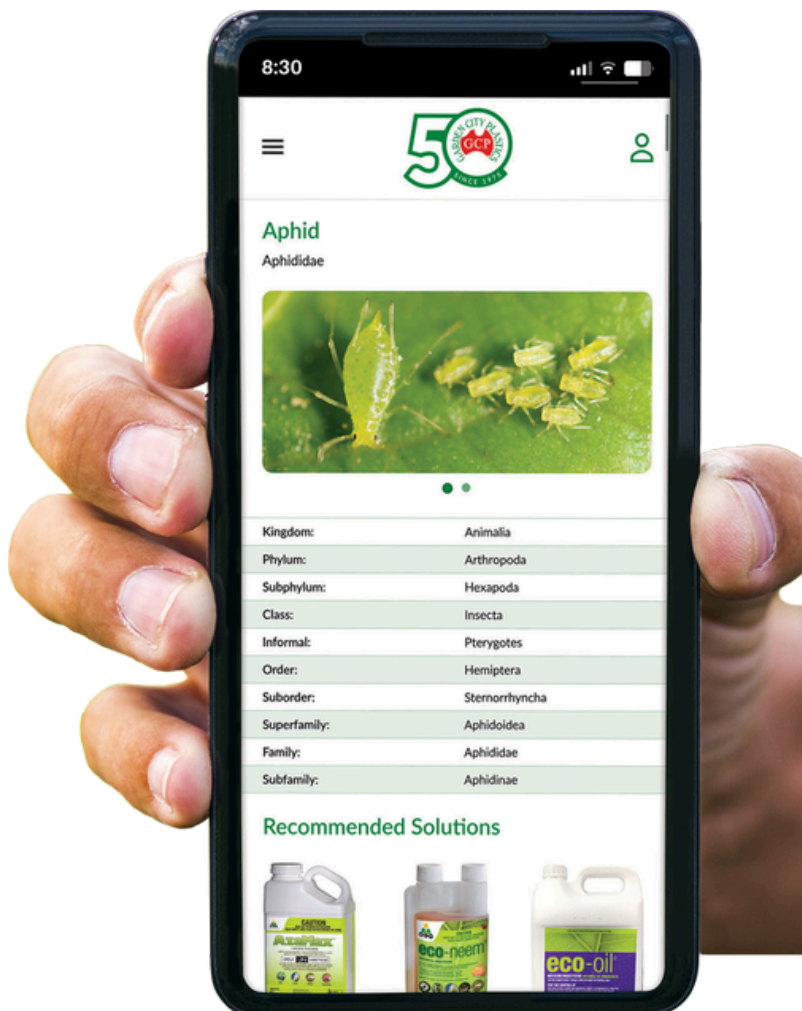
The horticultural industry is not short on advice, yet growers frequently find themselves piecing together information under pressure while balancing compliance, crop safety and efficacy. Different products, modes of action and application requirements can quickly turn a simple question into a complex decision. ASF was developed to remove this friction by focusing on one core objective: delivering clear, actionable solutions.

Rather than requiring growers to interpret multiple sources of information, ASF links problems directly with suitable product options in one streamlined process.

By removing guesswork, the tool allows growers to move confidently from identification to action, saving time and reducing uncertainty.

GCP has a long history of supporting customers with practical agronomic expertise. Its in-house agronomists, Elliott Akintola and Jamie Pollen, work alongside the nationwide Field Management Team to provide growers with direct, experienced support.

While personalised advice remains a core part of the business, it is recognised that growers don't always have the luxury of waiting for guidance, particularly when issues arise during critical production stages.



“Growers often need answers in the moment,” says Elliott. “Whether they’re walking a crop, preparing a spray plan, or responding to an issue as it emerges, timing matters. ASF gives growers immediate guidance while still supporting further conversations when more detailed advice is needed.”

Importantly, ASF is designed to support, not replace, professional agronomic advice. It acts as a first point of reference, empowering growers with immediate access to solutions while reinforcing best-practice agronomy principles.

From initial concept to launch, ASF was developed over a six-month period with a strong focus on usability and real-world relevance. The tool was rolled out progressively across five key categories: insects, disease, weeds, other issues and nutritional deficiencies. This staged release ensured each category delivered practical, reliable guidance before expanding further.

Accessibility is a key feature of ASF. Users can explore information about different issues without logging in, making it a valuable educational resource for the wider industry. To access tailored solutions and product recommendations, users simply need a GCP account.

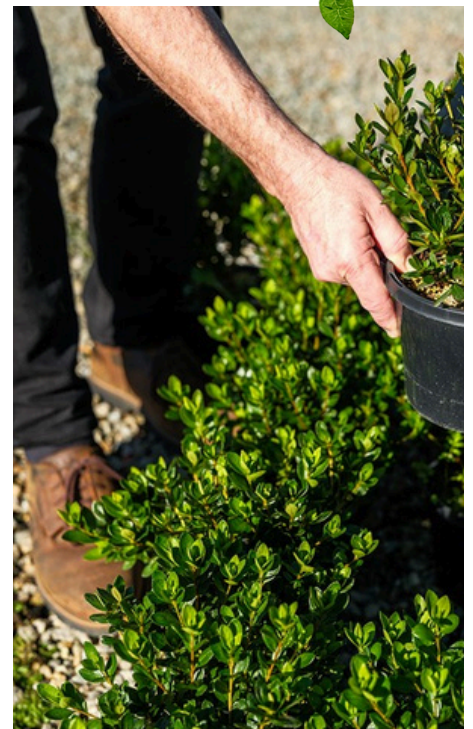
The tool is completely free and available online through the GCP website, allowing growers to access solutions whenever they need them, whether in the office, the nursery or out in the field. By reducing the time spent searching for answers and cross-checking options, ASF helps growers focus on maintaining healthy crops and efficient growing systems.

Since its release, the response to ASF has been overwhelmingly positive. Growers, nursery operators and landscapers have welcomed the clarity the tool provides, particularly when dealing with common but time-sensitive issues. Many users have noted the confidence that comes from knowing solutions are directly aligned with the problem they are facing.

As the horticulture sector continues to evolve, digital tools like ASF are becoming an increasingly important part of the grower’s toolkit. While information remains essential, it is clarity and confidence that ultimately support better outcomes. ASF bridges the gap between knowledge and action, providing practical support when it matters most.

**ASF is available now through the GCP website: [gardencityplastics.com/asf](https://gardencityplastics.com/asf).**

Growers are encouraged to visit the website to try ASF and create a free account if they don’t already have one.





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A GATHERING OF ALL THINGS GREEN FOR THE GREENLIFE INDUSTRY

# Upcoming NSW Trade Days



- WED 15 APRIL SYDNEY
- WED 06 MAY SYDNEY
- WED 17 JUNE SYDNEY
- WED 15 JULY SYDNEY
- WED 19 AUGUST SYDNEY
- TUES 25 AUGUST MID NORTH COAST
- TUES 08 SEPTEMBER NORTHERN RIVERS



# SMART PROFITABILITY GUIDE FOR AUSTRALIAN PRODUCTION NURSERIES:

HOW GROWERS CAN PROTECT MARGINS, IMPROVE EFFICIENCY AND STRENGTHEN LONG-TERM SUSTAINABILITY

Written by Tara Preston

Profit margins in production nurseries are not fixed; they are shaped by thousands of small decisions made every day. The most recent GIA Nursery Industry Statistics Project (2024–25) reports widespread profitability increases across the sector, driven by stronger year-on-year sales and improving confidence. However, costs (particularly wages, freight and inputs) remain significant structural pressures.

Across NSW and ACT, most production nurseries operate within a 5 to 8% net margin, yet the best-performing growers consistently reach 12 to 15% (data from Greenlife Industry Australia (GIA) and Hort Innovation). Their advantage is not luck or scale, it is discipline, cost awareness, labour management and confident pricing based on real numbers.

This article combines industry data, benchmarking insights and practical actions that growers can implement immediately to boost financial performance.

## What Healthy Profit Margins Look Like

Extensive research from GIA, Hort Innovation, IBISWorld and leading Australian universities shows consistent margin patterns across nursery types.

## Profit Margin Benchmarks

Nursery Type	Typical Range	High-Performing Range
General Production Nurseries	5-12%	12-15%
Advanced Tree Growers	8-15%	15-18%
Tissue Culture / Propagation	10 to 18%	18%+
Small to Medium Nurseries	5 to 8%	8 to 10%
Large Scale (> \$3m turnover)	6 to 10%	10 to 12%

Source: Hort Innovation, GIA Industry Statistics Survey, IBISWorld, University of Queensland, Charles Sturt University (2023–2024 financial performance data).

These ranges highlight one clear message: financial success is possible at any size, but only when growers actively manage the drivers behind profitability.



## Where Profits Are Lost and How to Fix It

Profit erosion is rarely caused by one major issue. More often, it is a series of small leaks. Gut feeling can guide you, but profitability relies on data. It is essential to track the numbers so your decisions are informed, not assumed. These are the five areas that consistently reduce margins and the practical fixes growers can implement.

### 1 - Rising Costs Not Recovered

#### *Problem:*

Input costs (pots, media, fertilisers, freight, energy) have risen 20 to 40%, yet many nurseries maintain the same price lists year after year.

#### *Fix:*

- Review Cost of Goods Sold (COGS) quarterly, not annually
- Cost each product line individually, review the margin, and categorise products into profitable, marginal and loss-making so you can make informed pricing and production decisions
- Apply structured price reviews twice per year to ensure pricing remains aligned with current production costs, market conditions and profitability targets. This does not automatically require a price change, but it provides a consistent, evidence-based checkpoint for decision making
- Communicate price changes clearly and professionally and in advance
- Build a pricing policy around full cost recovery

**Nurseries that update pricing regularly stay profitable without relying on volume increases.**

### 2. Labour Inefficiencies

#### *Problem:*

Labour often accounts for 35 to 45% of turnover. Even small inefficiencies compound quickly.

#### *Fix:*

- Track labour hours per activity
- Measure output per worker weekly
- Share methods of high performers with staff
- Introduce daily task boards
- Use mobile or rolling benches to reduce movement
- Develop standard operating procedures for propagation, potting and dispatch and all other processes

A 10% increase in labour productivity can lift net profit by 2 to 3%.

### 3. Crop Loss & Quality Downgrade

#### *Problem:*

Losses above 7% significantly damage profit. Common causes include pests, disease, inconsistent irrigation, delayed treatments, overcrowding and overproduction.

#### *Fix:*

- Log crop loss weekly by variety and stage
- Remove varieties with persistently poor performance
- Strengthen IPM (scouting, hygiene, preventative practices)
- Improve airflow, spacing and irrigation accuracy
- Standardise growing media and hygiene routines
- Reducing loss to under 5% is a high-impact target for all growers.

### 4. Poor Production Planning

#### *Problem:*

Overproduction ties up labour, space and water. Underproduction results in missed sales.

#### *Fix:*

- Forecast your top 30 products each quarter.
- Review slow sellers monthly.
- Track germination and strike rates.
- Phase batches to match true sales velocity.
- Use past sales data - not gut instinct - to plan cycles.
- Analyse waste and unsold stock to identify patterns and make clear decisions about which lines to reduce, improve or remove.
- Incorporate weather and climate forecasts into production planning, adjusting crop choices and timing for varieties that are vulnerable to disease, humidity, waterlogging or heat-related stress.

Planning discipline alone can lift profitability by 2 to 4% annually.



## 5. Inefficient Freight & Logistics

### Problem:

Freight pressures including fuel costs, small deliveries, remote routes and carrier variability, can quietly erode margins. While a general guideline is to keep freight between 5 and 10 percent of sales, the reality is more complex for many growers.

### Industry Reality: Bunnings & FIS (Free Into Store) Supply

For nurseries supplying Bunnings in VIC, SA and TAS, freight is charged as a percentage of sales, often 15 to 20 percent, making it difficult to stay within the traditional 10 percent benchmark. NSW operates on a trolley-rate system, which can also exceed 10 percent depending on volume and location.

If you supply FIS, freight is a direct cost of sale and must be included in your product pricing. Freight should never be absorbed as an unavoidable overhead as it is a cost that needs to be recovered, just like pots, media and labour.

### Fix: How to Reduce Freight Leakage

- Renegotiate courier contracts annually
- Offer consolidated and predictable delivery windows
- Collaborate with nearby growers for shared freight
- Set minimum order thresholds for low-value deliveries
- Review freight recovery as part of your pricing structure, not after it

Even where freight percentages are structurally higher, the key is ensuring the cost is known, tracked and appropriately priced in, rather than quietly reducing margin.

## Actionable Profit Boosters That Deliver Results

Below are the most practical, highest-return strategies growers can implement immediately.

### 1. Track the Metrics That Matter

Even a simple monthly dashboard improves decision-making. The strongest benchmark you can use is your own business: track your performance, set targets and monitor improvement over time. Consistency is what builds insight.

Metric	Target
Net Profit Margin	8 to 12%
Labour as % of Turnover	30 to 40%
COGS	35 to 50%
Unsaleable Stock (Crop Loss)	<5%
Freight as % of Sales*	5 to 10%

\*Can stretch to 20% if you freight to Bunnings or offer FIS

If you're not tracking these, you're operating with limited visibility.

## 2. Improve Your Pricing System

Strong pricing is a cornerstone of profitability.

### Actions:

- Review COGS quarterly
- Factor labour into pricing (often overlooked)
- Avoid unnecessary discounts
- Offer price tiers for premium vs commodity lines
- Update wholesale price lists twice per year
- Factor freight into pricing

Confident pricing ensures growers recover true costs while reflecting product value.

## 3. Cut Labour Wastage

Small efficiency labour gains add up quickly.

### Actions:

- Use task boards
- Train staff in efficient methods
- Implement SOPs for high-impact tasks
- Reduce unnecessary walking or movement
- Keep workspaces organised and logical
- Plan in advance – even a day ahead to reduce waiting around time

Even a 5% labour improvement produces measurable financial impact.

## 4. Prevent Crop Loss Before It Starts

Integrated Pest Management (IPM) and plant health strategies deliver one of the highest returns on investment.

### Actions:

- Monitor irrigation patterns
- Improve airflow and spacing
- Scout for pests early
- Apply preventative plant health programs
- Use consistent, clean media

Strong plant health equals strong financial performance.

## 5. Plan Production With Purpose

High-performing nurseries share one trait: disciplined planning.

### Actions:

- Measure cycle length accurately
- Track strike/germination rates
- Forecast frequently and realistically
- Monitor actual sales velocity
- Rationalise slow-moving lines

The aim is right product, right quantity, right time.

## 6. Use Benchmarking Tools

Tools such as the GIA Business Benchmarking Tool and Hort Innovation's Benchmarking for Success help growers:

- Compare margins with similar sized nurseries
- Justify pricing to large buyers
- Identify cost pressure points
- Evaluate product line profitability
- Improve systems beyond guesswork

Growers who benchmark yearly consistently outperform those who don't.



# What a Strong Profitability Plan Looks Like

## Short-Term Actions (0–12 months)

- Lift profit to 8%
- Improve labour efficiency by 5%
- Cut unsaleable stock to <5%
- Introduce mid-year price reviews
- Start a weekly data dashboard

## Medium-Term (1–3 years)

- Maintain 8 to 12% profit margin
- Adopt digital labour tracking
- Implement production planning software
- Rationalise slow sellers to increase revenue per m<sup>2</sup>

## Long-Term (3+ years)

- Achieve 12 to 15% profit on top lines
- Invest in automation where financially viable
- Build supply contracts with major buyers
- Reduce margin volatility year-on-year

## Additional Actions to Strengthen Financial Discipline

- Set clear plans and regularly report on actual performance so you can see where the business is on track and where adjustments are needed
- Build these financial and operational metrics into your business plan so they become part of routine management, not one-off exercises
- Involve your team and seek their feedback on how to reduce costs. The people closest to the work often have the most practical insights into where inefficiencies exist



# WHY IT'S TIME FOR OUR SECTOR TO LEAD WITH CONFIDENCE

Written by Mike Mehigan

As I look across NSW and the ACT, one thing is abundantly clear - the role of plants in shaping our future has never been more critical. Whether we are talking about cooling our cities, supporting mental health, strengthening local economies, or building resilient communities, plants sit at the heart of the solutions people are searching for.

And that places our industry, the growers, retailers, educators, landscapers, turf producers, researchers, and community champions, in a position of extraordinary relevance.

Over the next five years, Greenlife Industry NSW & ACT (GINA) will step forward with a renewed clarity of purpose - to become the recognised champion for the power of plants. This direction aligns with The International Association of Horticultural Producers (AIPH) theme, and it reflects what many of you have been telling us - that our sector is ready to lead, ready to influence, and ready to be heard.



## Plants Are Essential Infrastructure

For too long, plants have been treated as “nice to have.” We know better, and the evidence is overwhelming. Canopies, cool suburbs, gardens support wellbeing, and green infrastructure is as essential to a liveable city as roads, pipes and fast internet.

Our job now is to make that case consistently, confidently, and publicly.

GINA will be adopting a clear narrative that positions plants as fundamental to environmental, social, and economic wellbeing. This will underpin our advocacy, our public engagement, and the way we work with government and partners.

## Partnerships That Strengthen Our Voice

One of our greatest strengths is the network around us. In the year ahead, we will deepen our collaboration with organisations that share our vision. AIPH, GIA, The Landscape Association, Turf NSW, Western Sydney University (WSU), and the TAFE Institutes.

These partnerships allow us to speak with a unified voice, backed by research, community reach, and on-the-ground expertise. They also help us build the workforce our sector needs, from apprentices and students to future leaders.

## Engaging the Public Where It Matters

The Sydney Royal Easter Show will continue to be our flagship platform for public storytelling.

This year's garden will demonstrate cooling, canopy, and layered planting in a way that is accessible, inspiring, and grounded in science. It's a chance to show hundreds of thousands of visitors what plants can do and why they matter.

We will also hope to expand our presence at regional shows, council sustainability events, and local festivals. Every interaction is an opportunity to shift public understanding and build pride in our sector.

## Becoming the Trusted Authority

Our ambition is simple. When government, media, or the community want advice on plants, greening, or horticulture, GINA should be the first call.

To achieve this, we will:

- Strengthen our brand and messaging
- Lead with evidence from partners like WSU
- Advocate proactively on urban heat, biosecurity, water security, and workforce capability
- Publish accessible resources for councils, developers, and the public
- Promote horticulture as a career of the future

This is not about being louder, it's about being clearer, more consistent, and more confident.

## A Sector Ready to Lead

What excites me most is that this strategy isn't theoretical. It reflects the energy, innovation, and commitment I see every day across our membership.

Our growers are adapting to climate challenges. Our retailers are educating the public. Our educators and researchers are building the next generation of horticultural talent. Our community partners are inspiring people to reconnect with nature.

## Together, we have a powerful story to tell.

In 2026 and beyond, GINA will champion that story, proudly, publicly, and with purpose.

Plants make our places better.  
Our industry makes that possible.



# BECOME A MEMBER

**Greenlife Industry NSW & ACT (GINA) is an industry-led, membership-based, not-for-profit organisation that is the peak industry body for operators in the nursery and garden sector in NSW and ACT.**

This can include:

- growers and producers of plants
- wholesalers and hirers of plants
- retailers of plants and related products
- industry gardens, florists and landscapers
- allied traders - suppliers of growing media, chemicals, containers, tools and equipment, etc.
- service providers including consultants, training providers, government departments, etc.

Members of GINA range from small to medium-sized family-based operations through to multinational corporations and all share a passion for greenlife and for the industry.

Such a diverse membership brings with it many different needs and requirements and that's why we have created a range of membership categories.

# NEW

## MEMBER INCENTIVES

# \$150 COULD BE YOURS!

Earn **\$150 off your membership**. Simply refer a potential member. Once they have successfully signed up you will receive \$150 off!

The more members you bring on board, the more you earn!



### Students

**\$50 yearly**

Subscription to N&G News, eNews, access to Sydney and regional trade days. Invitations to attend our four NextGen events held throughout the year



### Single Business Owner

**\$55 monthly  
\$645 yearly**

A business entity (owner/operator) that conducts its operations with no additional employees and/or contractors engaged in the delivery or production of its products or services



### Trading

**\$135 monthly  
\$1,520 yearly**

Available for businesses with 5 or less full-time equivalent (FTE) employees including owner/principal



### Enterprise

**\$220 monthly  
\$2,536 yearly**

Available for businesses with 6–20 full-time equivalent (FTE\*) employees including owner/principal



### Corporate

**\$400 monthly  
\$4,554 yearly**

Available for businesses with more than 20 full-time equivalent (FTE\*) employees including owner/principal

**Membership periods follow the calendar year, with pro rata rates applied for new members joining partway through. Members can choose to pay a one-off annual subscription or opt for 12 monthly instalments, which include a 5% surcharge (already reflected in the displayed rate).**

Complete our GINA membership application form online by scanning this QR code. Approved applicants will be notified by email or contacted by phone. If you have any questions about membership, please contact the GINA office on **02 9679 1472**.



# GINA MEMBER BENEFITS



## Growth

We know that you, like all our members, strive to grow both your business and our industry.

To help you flourish, membership of GINA provides you with access to a suite of key business tools and services.

- GINA Advice line. If we can't help you, we will find someone who can
- Personal HR advice from the specialists at HR Focus
- Access to 'members only' area on GINA's website
- Resources to help run your business including templates & documents
- GINA Member support calls & visits



## Connectivity

Knowing what's both going on and growing on is paramount in our industry.

GINA strives to make this an easy task for you by providing a range of tools, platforms and forums designed to ensure you are up to date and informed.

- Networking events
- Special Interest Groups
- Jobs Board for posting positions vacant
- Comms: fortnightly eNews, quarterly N&G News Magazine, Texts, Monthly Member Forums, Podcasts, Social Media, Biosecurity Legislation and grant updates
- Free attendance & opportunity to be a stall holder (fees apply) at our NSW Trade Days (Sydney, Port Macquarie, Northern Rivers) as well as NGIQ Trade Day



## Knowledge

Each year GINA conducts a wide range of industry-driven events, workshops and training courses to help you build your business, and grow and develop not only your knowledge and professional skills but also those of your staff.

- Be kept informed of new opportunities for your business
- Keep your finger on the pulse of industry trends
- We can help promote large upcoming news and events on your behalf
- Industry workshops and training courses including first aid, chemcert, marketing & business training



## Savings

GINA can save you both time and money—from helping to untie legal knots to providing industry-specific technical advice, offering subsidised training and accreditation programs to cost-saving initiatives with industry partners—to name just a few!

- Commercial member discounts with our commercial partners: Dell Aust, Choice Energy & Lederman Insurance Brokers
- Free hire of GINA's large meeting room and assisted catering
- Inclusion on the Greenlife Industry Australia (GIA) trade register
- Discounted advertising in N&G News Magazine



## Recognition

Being a member of an Industry Association shows a level of excellence and high standards of your business and products.

- Professional recognition at Industry awards night
- New member feature in our publications
- Alliance with us giving customers confidence in the high standards of your business and product
- The use of the GINA logo
- Social Media posts from our Member Services Manager to your business



## Representation

GINA represents its members at all levels of government to ensure policy makers, regulators, and research and development opportunities are aware of your business priorities

- Representation through us to government, policy makers, regulators and research and development
- Eligibility to apply for GINA board or advisory committees
- Business listing on our website & store locator so the local public can find you
- Our association offers a unique chance to meet celebrities and get up close and personal with some of the biggest names in the industry.

# GINA MEMBER BENEFITS

What your company can save by being a member includes:

## HR & IR Advice line | \$3500

Average cost of an external support line

## WH&S Manual | \$5000

Average cost to create a legal company specific WH&S Manual through a lawyer

## Social Media Advertising | \$80

## Forklift Training | \$300

Per person

## New Member Features | \$1100

Full page article/ad in N&G News, CEO welcome in eNews, Full ad with company links in eNews

## Social Media Post | \$80

Recap of our visit and a blurb about your business on our Facebook and Instagram.

## Meeting Room Hire | \$500

Full day, fully equipped

## Website Links | \$500

Member feature on our website with all your contact details including backlinks to your website which assist in boosting SEO.

## Jobs Listings | \$750

Non-member price Per job: Posted on website, Instagram, Facebook, Linked In & eNews

## Discount Rates

## N&G News Ads x 4 | \$6600

## Quarterly Edits of

## N&G News x 4 | \$80

## Dell Australia, Choice Energy & Ledermans Insurance

## Brokers Commercial

## Member Discounts | \$2500+

Price may vary year to year

## GIA Register | \$2500

Non-member listing price

## Store Locator | \$1000

Be found by the public and other industry professionals on our website store locator.

### Other invaluable services:

- GINA staff technical support
- Freight savings at Trade Day
- Networking
- Exposure
- Information
- Professional Development

**A TOTAL SAVING OF: \$24,490.00\***

\*Savings may vary year to year and are calculated by the average member potential savings

# INDUSTRY EVENTS



## International Women's Day High Tea - Northern Rivers

The Northern Rivers High Tea brought members together to celebrate International Women's Day in a warm and supportive environment. Guests enjoyed connecting with peers, strengthening local networks and recognising the contributions women make across the nursery and garden industry.

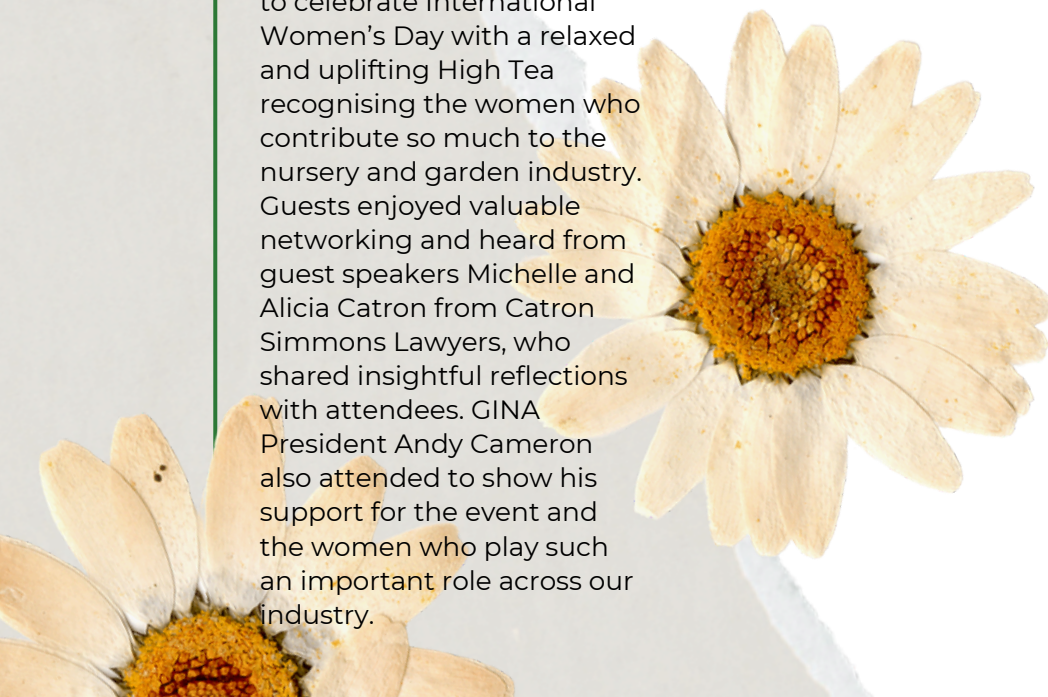
## International Women's Day High Tea - Sydney

Members gathered in Sydney on Friday 6<sup>th</sup> March to celebrate International Women's Day with a relaxed and uplifting High Tea recognising the women who contribute so much to the nursery and garden industry. Guests enjoyed valuable networking and heard from guest speakers Michelle and Alicia Catron from Catron Simmons Lawyers, who shared insightful reflections with attendees. GINA President Andy Cameron also attended to show his support for the event and the women who play such an important role across our industry.



## International Women's Day Breakfast - Kiama

Members gathered at the South Coast Breakfast to mark International Women's Day, sharing a relaxed and supportive morning together. The event created space to build connections, strengthen local relationships and acknowledge the important role women play across the nursery and garden industry.





## Chemical Training - Sydney and Mangrove Mountain

Chemical handling training held in Sydney and Mangrove Mountain provided members with essential knowledge to safely manage agricultural and horticultural chemicals in the workplace. Delivered by SpraySMART, the sessions covered regulatory requirements, safe handling, storage and risk management to help businesses remain compliant while protecting staff and the environment.



## Northern Rivers Trade Day Networking Event

The Northern Rivers Trade Day Networking Event on Monday 9<sup>th</sup> March gave members and industry partners the opportunity to connect ahead of the main Trade Day. The relaxed evening encouraged growers, retailers, suppliers and allied businesses to build relationships and discuss opportunities within the region.



## Northern Rivers Autumn Trade Day

The Northern Rivers Autumn Trade Day on Tuesday 10<sup>th</sup> March brought together growers, retailers and industry suppliers for a day of networking, product discovery and industry engagement. Attendees explored new plants, products and services while connecting with businesses that support the nursery and garden sector.

## First Aid Training - Sydney & Northern Rivers

First Aid training provided members with the skills and confidence to respond effectively to workplace emergencies. The session covered essential first aid procedures to support safer nursery and garden workplaces, helping staff act quickly in the critical moments before emergency services arrive.



# THE PSYCHOLOGY OF PLANT BUYING

USING BEHAVIOURAL INSIGHTS TO DRIVE SALES & LOYALTY

Written by Tara Preston

## How Retailers Can Use Behavioural Insights to Increase Sales and Customer Loyalty

Plant buying is one of the most emotionally driven categories in retail. Research from Australian universities and international consumer behaviour studies shows that people purchase plants not only for practical reasons such as shade or screening but also for mood, identity, aspiration and the desire for connection with nature. For garden centre retailers, understanding the psychology behind these decisions can turn casual browsers into confident buyers and increase overall basket value.

### Plants as an Expression of Identity

Customers rarely purchase plants based only on botanical characteristics. Increasingly, plant choices reflect personal identity, lifestyle and values. Research in environmental psychology shows that plants contribute to a sense of place identity, helping people shape environments that reflect how they live and how they want their home to feel. Urban apartment dwellers may favour sculptural indoor plants that suit contemporary interiors, while busy households often choose hardy, low maintenance varieties that align with limited time for care.

Plants are often aspirational purchases, reflecting the lifestyle or garden customers hope to create. As interest in sustainability and biodiversity grows, plants that support these values build stronger emotional connections and increase confidence in purchasing.





## What retailers can do:

- Create themed lifestyle zones such as “Low Care Living”, “Pet Friendly Plants”, “The Entertainer’s Balcony”, “Heat Resilient Gardens” or “Indoor Plants for Small Spaces”. This reduces cognitive load and guides customers to the right area quickly.
- Use signage that simplifies choice, focusing on purpose and benefit rather than botanical detail. Example: “Thrives on neglect”, “Perfect for shaded courtyards” or “Fast growers for privacy”.
- Provide simple comparison charts showing skill level required, light needs, watering frequency and growth rate. This supports self selection and increases customer confidence.
- Group pots, accessories and décor that match the lifestyle theme so customers can immediately relate the display to their own home environment.
- Show plant profiles with real life examples such as hedges at maturity, balcony transformations or edible garden harvest timelines.

## Emotional Triggers that Drive Purchases

Plant purchasing is strongly influenced by emotional responses rather than purely practical decision making. Research in consumer behaviour and retail psychology shows that customers are more likely to buy when products are presented in visually appealing and organised environments that evoke positive feelings such as inspiration, calmness and enjoyment. In garden centres, colour, texture and visual abundance can play a significant role in shaping these responses. Bright flowering displays, lush foliage groupings and well maintained plant benches create an inviting atmosphere that encourages customers to slow down, explore and imagine plants in their own spaces.

Emotional triggers are also closely linked to sensory experiences and first impressions. Studies in retail environments consistently show that customers form quick judgements about product quality and value based on presentation.

Healthy, hydrated plants displayed in clean, well structured layouts signal care, expertise and reliability.

In contrast, cluttered or poorly maintained displays can reduce confidence and discourage purchases. By focusing on visually striking entry points, seasonal feature plants and displays that highlight colour harmony or texture contrast, retailers can create environments that stimulate curiosity and make plant buying feel enjoyable and rewarding.

## What retailers can do:

- Use colour blocking to create strong visual impact and help customers focus quickly. For example, group flowering annuals by colour family instead of species.
- Place new releases, feature plants and high margin hero items at the entrance to create an immediate emotional “lift” as customers walk in.
- Maintain clean, hydrated and full looking displays, checking several times daily to remove wilted or damaged plants. This directly influences trust and perception of care quality.
- Incorporate sensory appeal using fragrance (lavender, jasmine), foliage texture (ferns, velvety leaves) and large leaf statement plants for instant ambience.
- Ensure clear pathways and good sight lines, making displays feel inviting rather than overwhelming.



## The Power of Social Influence

Plant trends spread quickly through social media, and the “I have one too” effect is powerful. When customers see plants that are popular, recommended by influencers or thriving in your store, trust increases and decision making becomes easier.

### What retailers can do:

- Clearly label trending plants with shelf talkers such as “Currently trending”, “As seen online” or Plant of the week/month.
- Promote staff favourites with staff photos or short notes explaining why the plant performs well. Human endorsement builds trust.
- Highlight supplier recommended performers with varieties that are reliable in local conditions, improving customer satisfaction and repeat visitation.
- Show successfully grown examples, such as mature screening plants, potted indoor arrangements or vegetable garden photos. Visual proof builds credibility.
- Link in store trends with your social media content, promoting the same plants online to drive store visits and sales.

## Reducing Perceived Risk

One of the most common reasons customers hesitate to purchase plants is uncertainty about whether they will be able to keep them alive. For many people, especially new or occasional gardeners, their previous experiences of plant failure can reduce confidence and make them cautious about buying again. Consumer insights across the garden retail sector consistently show that when customers feel unsure about care requirements, sunlight conditions or watering needs, they are more likely to delay the purchase or choose not to buy at all.

Reducing this perceived risk can significantly increase customer confidence and improve conversion rates. When retailers provide clear guidance on plant care, highlight beginner friendly varieties and offer simple solutions for common challenges, customers feel more supported in their decision making. Visible care information, helpful advice from knowledgeable staff and displays that demonstrate successful plant combinations all help reassure customers that they can achieve a positive outcome at home. When customers believe they are likely to succeed, they are far more willing to commit to the purchase.

### What retailers can do:

- Attach simple care cards to all beginner friendly or risk prone plants. Include sunlight, watering and potting mix requirements and common issues.
- Offer “good, better, best” pathways for customers. Example:
  - Good – Peace Lily 140mm
  - Better – Zanzibar Gem 200mm
  - Best – Sansevieria 300mm
- This makes choices easier and matches confidence levels.
- Train staff in confidence building language, focusing on reassurance rather than technical jargon.
- Position complementary products close by including potting mix, controlled release fertiliser, saucers and indoor watering cans.
- Use signage that sets clear expectations, such as “Easy care varieties with reliable performance in NSW or local homes”.



## Why Pot and Accessory Pairing Works

Behavioural economics shows that customers respond strongly to complete solutions rather than individual products. When a plant is displayed with the correct pot size, suitable potting mix or fertiliser, customers can immediately see what they need to succeed. This removes the need for them to work out the details themselves and makes the purchase and long time care feel easier and more achievable.

This concept is known as choice simplification. By reducing the number of decisions a customer needs to make, retailers lower the mental effort involved in buying. In a garden centre setting, where customers may already feel uncertain about plant care, ready made combinations help build confidence and often lead to larger basket sizes.

### What retailers can do:

- Display pots and plants together, especially in high traffic zones. Use the most popular pot sizes and colours for your local market.
- Create ready to go combinations, pre potted arrangements or colour coordinated bundles for quick purchasing.
- Use pot size guides, such as “Pairs with 200 mm pots” or “Best for tall indoor planters”.
- Highlight complementary accessories, such as moisture meters, pot feet, indoor plant fertiliser, moisture metres, watering cans or pest solutions.
- Feature locally sourced or eco friendly pots to align with customer values and sustainability goals.

## Helping Customers Envision Success

A key insight from retail psychology is the importance of mental imagery.

When customers can imagine how a plant will look visually in their home, the likelihood of purchase increases significantly.

### What retailers can do:

- Create mini room scenes with furniture, rugs, lamps or shelving to showcase indoor plants in a home like setting.
- Use lifestyle imagery on posters or A frames, showing mature plants in real settings such as front yards, patios or bathrooms.
- Provide before and after visuals for screening plants, topiary, hedges or edible gardens to demonstrate long term outcomes.
- Use staff scripts focused on visualisation, such as “This will thrive on a bright kitchen bench” or “These provide excellent coverage along a side fence”.
- Display recommended plant pairings, such as shade tolerant combinations or colour harmonies.



## Building Trust Through Knowledge

Confidence in staff knowledge remains one of the most influential factors in plant purchasing decisions. Research from Hort Innovation's consumer insights confirms that trusted advice directly affects long term loyalty.

### What retailers can do:

- Run seasonal micro training sessions for staff every month covering top sellers, seasonal pest and disease issues, and new plant and product releases.
- Use short staff reference guides behind the counter for quick answers on common questions like "Why is my fiddle leaf dropping leaves" or "What grows fast for privacy". This is particularly useful during busy Spring periods when horticultural staff are with other customers and register staff are asked plant care questions.
- Ensure consistency in advice, particularly for watering frequency, potting mix recommendations and pest control.
- Empower staff to upsell confidently with helpful statements such as "This potting mix will improve drainage" or "This fertiliser will support new growth".
- Showcase staff expertise, for example highlighting horticulture qualified team members or sharing their top plant care tips or selections.

### Key Takeaway

Understanding the psychology of plant buying helps retailers create environments where customers feel inspired, confident and supported. By aligning displays, communication and staff training with emotional and behavioural drivers, garden centres can lift conversion, increase basket size and strengthen long term customer relationships.



# DESERT JUNGLE PLANT CO



NEW MEMBER PROFILE

## ABOUT

Desert Jungle Plant Co. is a specialty plant business offering a curated range of indoor plants, succulents and collector varieties for plant enthusiasts across Australia. Focusing on sourcing and growing both rare and popular plants, with a strong emphasis on healthy, well established specimens and unique varieties sought after by collectors.

Based in Fyshwick in the ACT, Desert Jungle Plant Co. supplies plants through both online and in store carefully packaging and shipping plants to ensure they arrive safely and in excellent condition.

## WHAT WE DO

Supplying a range of aroids, succulents and tropical foliage plants, supported by practical care guidance to help customers successfully grow their plants at home.

[desertjungleplantco.com.au](http://desertjungleplantco.com.au)



# BUSH TO BOWL



## NEW MEMBER PROFILE

### ABOUT

Bush to Bowl is a 100 percent Aboriginal owned social enterprise dedicated to reconnecting people with Country through native plants, bush foods and cultural knowledge.

Founded by Clarence Bruinsma and Adam Byrne and based in Ingleside, the business combines horticulture, education and community engagement to promote a deeper understanding of Australia's native edible plants and their traditional uses.

Bush to Bowl was created as a place where First Nations people and the wider community can connect with culture, land and traditional foodways through plants.

Guided by values of caring for Country, sharing knowledge and strengthening community, the business plays an important role in building awareness of Australia's unique bush food heritage while creating meaningful social and environmental impact.

### WHAT WE DO

Bush to Bowl grows and supplies a range of Australian native edible plants and bush food products, while also designing native edible landscapes that help incorporate bush foods into gardens, public spaces and educational settings.

In addition to plant production, the team delivers bush tucker workshops, guided walks and cultural education experiences that teach participants about traditional plant uses, sustainable growing and the cultural significance of native foods.

What sets Bush to Bowl apart is the integration of horticulture with cultural knowledge and community development, creating opportunities for people to learn, grow and reconnect with Australia's native plants and landscapes.

[bushtobowl.com](http://bushtobowl.com)



# 5

## DESIGN MISTAKES THAT MAKE NURSERIES LOOK UNPROFESSIONAL

Written by Tarlia Mackinnon, GINA

In the Greenlife industry, presentation matters. Plants may be the hero product, but the way a business communicates visually also plays a major role in how customers perceive quality, professionalism and trust. From plant labels and signage to social media and catalogues, design choices influence whether customers feel confident buying from you.

Many nurseries unintentionally weaken their brand through small but common design mistakes. The good news is that most of these issues are easy to fix and can quickly improve how a business is perceived.

Here are five design mistakes commonly seen in the industry and how to avoid them.

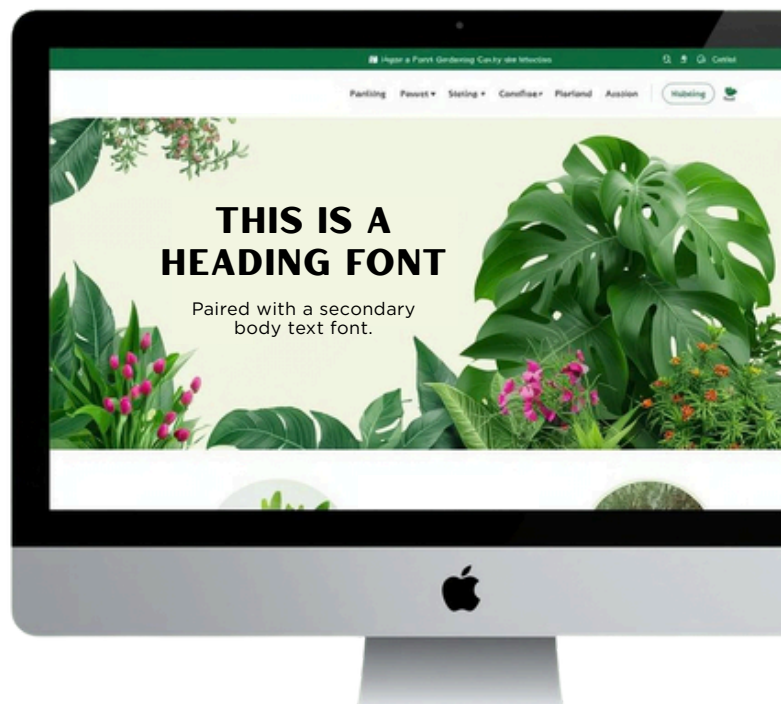
### 1 USING TOO MANY FONTS

Typography plays an important role in creating clarity and structure in marketing materials. When multiple fonts are used across signs, labels, social media, websites and brochures, the brand can start to feel inconsistent and disorganised.

This often happens when different staff members create marketing content without clear guidelines.

### WHAT TO DO INSTEAD:

Limit your brand to two fonts. One should be used for headings and the other for body text. This keeps marketing materials consistent and easier to read.



## 2 CLUTTERED SIGNS & PLANT LABELS

A common mistake in horticulture is trying to include too much information in a small space. When plant tags or retail signs contain long paragraphs of text, customers are less likely to read them. Research in retail behaviour shows that customers typically scan over information rather than read in detail, particularly in outdoor environments.

### WHAT TO DO INSTEAD:

Focus on the most important information first. Use short phrases and icons where possible to communicate key details such as sun exposure, watering needs and mature size.

## 3 INCONSISTENT PLANT PHOTOGRAPHY

Photography plays a major role in marketing plants online and in catalogues. However, many nurseries use images with different lighting conditions, backgrounds, colour tones or proportions. This can make a brand feel unstructured and reduce customer confidence, especially for online buyers.

### WHAT TO DO INSTEAD:

Establish a simple photography style. Consistent lighting, neutral backgrounds and similar framing help plant collections look more professional and easier to compare.



## 4. UNCLEAR VISUAL HIERARCHY

Good design guides the eye and helps customers quickly understand what information matters most.

When everything on a sign or graphic is the same size and colour, customers can struggle to identify the key message. This is often seen on promotional posters, price signs and social media graphics.

### WHAT TO DO INSTEAD:

Use size, colour and spacing to create hierarchy. Headings should be a larger font than supporting text, and key information such as price or plant benefits should stand out clearly.

## 5. LACK OF CONSISTENT BRAND IDENTITY

One of the most common issues across the Greenlife Industry is inconsistent branding. A website may look professional while social media graphics, signage and plant labels all appear different (different colour or logos).

Without a consistent visual identity, businesses miss the opportunity to build strong brand recognition.

### WHAT TO DO INSTEAD:

Develop a simple visual style guide that outlines your logo use, colours, fonts and photography standards. This helps ensure everything from signage to marketing campaigns looks cohesive.

EXAMPLE OF HIERARCHY  
DOS & DON'T'S

WELCOME TO  
GREEN THUMB  
NURSERIES

INSPIRING  
BETTER GARDENS

ENTER THROUGH FERN ST

WELCOME TO

GREEN THUMB  
NURSERIES

INSPIRING BETTER GARDENS



ENTER THROUGH FERN ST



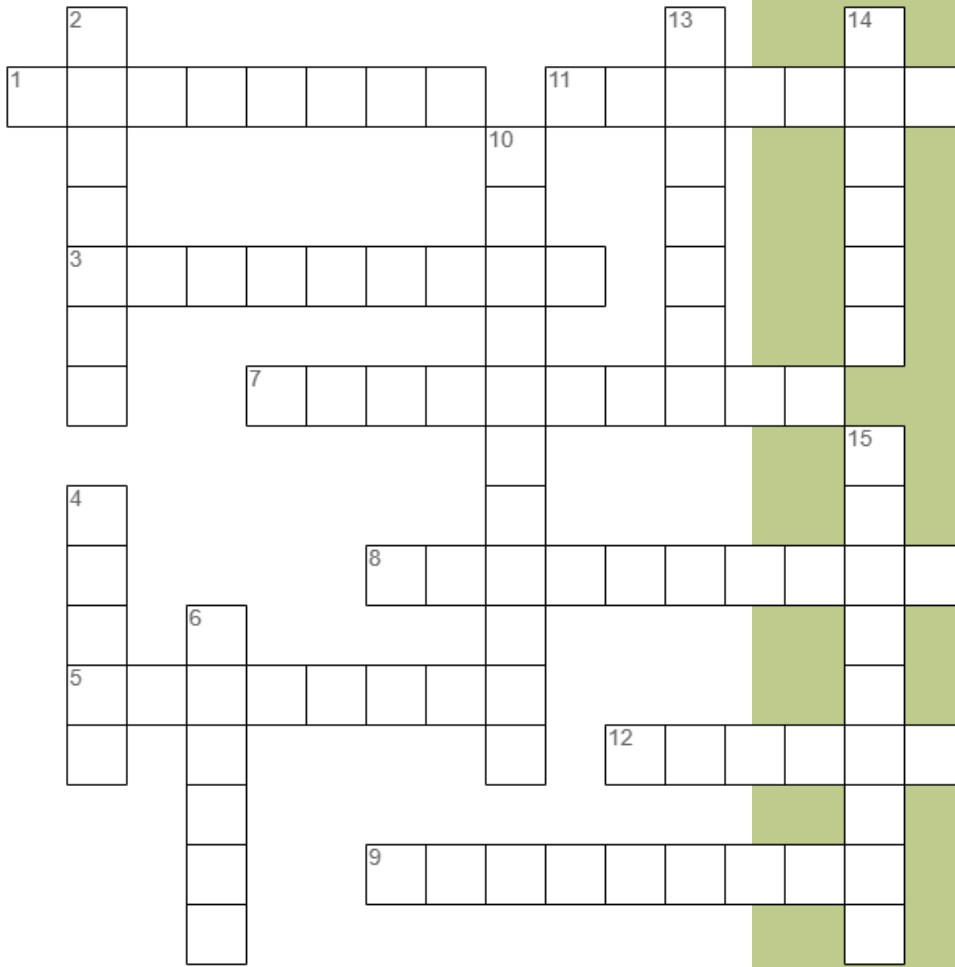
BRANDING

## STRONG DESIGN STRENGTHENS TRUST

Plants are often an emotional purchase, and customers frequently make decisions based on first impressions. When signage is clear, photography is consistent and branding feels organised, customers are unconsciously more likely to trust the business behind the plants.

For businesses, improving design does not require large budgets or complex marketing strategies. Small improvements in visual presentation can significantly strengthen professionalism and help businesses stand out in a competitive market.

# CROSSWORD



## ACROSS

1. Iconic Australian animal often seen in landscapes
3. Growing medium used for plant production
5. Popular Flowering Climber with showy star-shaped blooms
7. Common Australian tree with aromatic leaves
8. Nutrient supplement for potted plants
9. To reproduce Australian plants from cuttings
11. NSW's scarlet native flower
12. Common name for Golden flowering Australian shrub


## DOWN

2. Spiky Australian wildflower
4. Ground cover material used to reduce water loss
6. Evergreen shrub producing fragrant flowers and edible green fruit
10. Distinctive red Australian flowering shrub
13. Dry conditions Australian gardens must tolerate
14. Type of Australian plants adapted to local climate
15. Flowering shrub or ground cover

# SUDOKU

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	2	5	3			1		6
8		6		4	5	9	3	


## FOLLOW US ON SOCIALS

 @gina\_nswandact



 Greenlife Industry  
NSW & ACT



 Greenlife Industry  
NSW & ACT



# NUFLORA INTERNATIONAL

AUSTRALIAN INNOVATION ON A GLOBAL SCALE



Australia's role in world-class ornamental plant breeding is exemplified by Nuflora International, an Australian plant innovation company born from collaboration between practical horticulture and scientific research. Established through partnerships with the University of Sydney Plant Breeding Institute, Nuflora applies rigorous plant science to deliver varieties that are both commercially valuable and horticulturally resilient.

## Bringing Science & Market Insight Together

From the outset, NuFlora's approach has been guided by a commitment to applied science and commercial relevance. Rather than focusing solely on aesthetics, the company integrates advanced breeding technologies with traditional selection methods to develop plants that are:

- Higher yielding
- More resilient to stress
- More adaptable to varied climates
- Easier to grow and enjoy

Their intellectual property is protected through patents and Plant Breeders' Rights, and plant material is licensed to partners worldwide for global distribution.

This research-driven model reinvests a substantial proportion of revenues back into R&D in order to expand adaptability and performance traits across their portfolio.

## Cordyline Very Cherry - What Makes it Stand Out

One of the newest introductions in Nuflora's breeding pipeline is *Cordyline* 'Very Cherry', developed with a clear focus on performance and market needs. According to industry partners and breeder notes this variety has been selected for the following standout traits:

### Robust Environmental Performance

- Improved heat tolerance and drought resilience, driven by species selection and hybrid genetics.
- Designed to maintain colour and form in container and landscape use.

### Foliage and Form

- Evergreen habit with dramatic dark cherry-red to burgundy foliage that is prized for visual impact rather than flowers.
- Non-trunk-forming growth habit, making it suitable for container production and retail garden centre stock lines.

## Horticultural Benefits

From a grower's perspective, the combination of strong foliage colour and a manageable, non-trunking habit means:

- Greater production efficiency
- Consistent product quality
- Reduced cultural inputs such as plant growth regulators

For the end consumer, home gardeners, this ultimately leads to a more compact option that previously available cultivars and long term satisfaction.

## A Proven Process With Global Feedback

Feedback from growers internationally has been very positive, reflecting the success of Nuflora's method:

- Assessment of existing category challenges - such as heat/cold sensitivity or variable form.
- Market evaluation - determining what growers and consumers want from cordylines.
- Breeding strategy - combining genetics from New Zealand bred stock with Australian native species influence to enhance structure and tolerance.
- Commercial evaluation and global licensing - aligning plant performance with international retail and production requirements.

This iterative process ensures new introductions such as Very Cherry meet both production needs and customer expectations.

## Leveraging Expertise and Education

Nuflora's strength is not limited to plant releases. The company has invested in education pathways, including support for PhD research and collaboration with external researchers, creating opportunities for emerging horticultural scientists. These initiatives help nurture future talent and reinforce the link between research and industry application.

## Part of a Broader Portfolio

*Cordyline* 'Very Cherry' sits within a diverse portfolio that extends beyond cordylines to annuals, perennials, shrubs, and other ornamental lines. All are developed with the same core principles, combining genetics, science, and commercial understanding to innovate horticulture for today's challenges.

What began as a unique partnership between Mal Morgan and the University of Sydney has grown into a globally respected plant breeding company. By applying science with clear commercial focus, Nuflora continues to deliver varieties that meet changing consumer demands, support plant production systems, and showcase Australian horticultural innovation on the world stage.



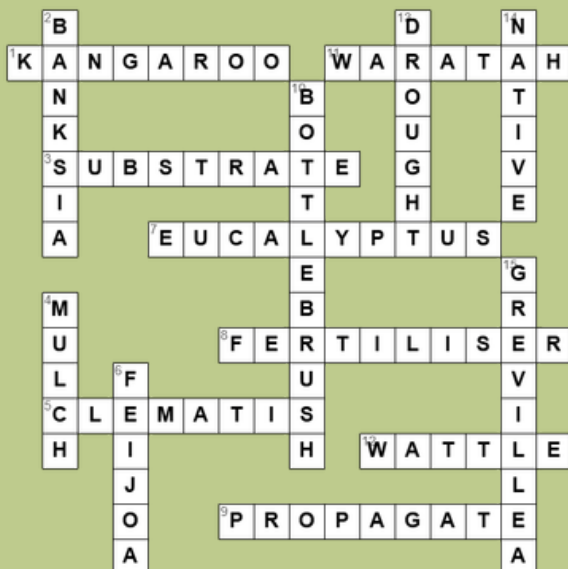
# WE WANT TO HEAR FROM YOU

We are inviting members to share their feedback, suggestions and any concerns to help guide the future direction of Greenlife Industry NSW & ACT. Your input provides valuable insight into what is working well and where we can improve ensuring our services, events and support continue to meet the needs of our members.

Scan the QR code to go to our feedback form, and fill out the detail as necessary.



## ANSWERS



6	8	1	4	5	2	3	7	9
5	4	2	7	9	3	8	6	1
3	9	7	1	8	6	5	2	4
1	6	8	5	2	4	7	9	3
7	3	9	8	6	1	2	4	5
2	5	4	9	3	7	6	1	8
9	7	3	6	1	8	4	5	2
4	2	5	3	7	9	1	8	6
8	1	6	2	4	5	9	3	7

# LOVE YOUR NATIVES

FALLING FOR AUSTRALIA'S UNIQUE FLORA GREVILLEA

Written by Tara Preston

***Grevilleas* are some of Australia's most valued flowering native plants. With their long blooming season, nectar-rich flowers and striking colours, they offer exceptional appeal for production nurseries, retailers and home gardeners. They provide reliable seasonal colour, attract wildlife and suit a wide range of garden style across NSW and ACT.**

## Why People Love It

*Grevilleas* deliver vibrant colour and movement in the garden at a time when many plants slow down. Their blooms attract honeyeaters, small birds and pollinators, making them a favourite for home gardeners who want a lively, biodiverse outdoor space. Their wide variety of forms, from compact shrubs to larger screening plants, means there is a *Grevillea* suitable for nearly every garden.

## Growing & Production Insights

*Grevilleas* grow exceptionally well when provided with sunny locations and well-drained soils. They remain one of the most reliable and high-demand categories in native plant production.

## Propagation

- Best grown from cuttings to maintain cultivar quality
- Semi-hardwood material recommended
- Use well-drained propagation media to avoid fungal issues

## Growing Conditions

- Requires full sun for best flowering
- Prefers free-draining, slightly acidic soils
- Low to moderate fertiliser requirements (avoid high-phosphorus products)
- Benefits from regular light pruning to maintain shape.

## Production Considerations

- Maintain excellent drainage to reduce root rot risk
- Monitor for scale and chewing insects
- Ensure good airflow around plants other pests
- Container production performs strongly using native potting mixes

## Retail Appeal

Colour, wildlife attraction and ease of care make *Grevilleas* excellent retail performers. Customers respond well to their long flowering window and bird-attracting qualities. Retail displays that highlight seasonal colour or "pollinator-friendly plants" boost interest. Clear care notes about pruning and native plant fertiliser use help reassure new gardeners.

## Landscape and Home Garden Value

*Grevilleas* are highly valued in landscapes for their resilience, long flowering and wildlife benefits. They suit native, coastal, suburban and large open gardens, and provide an important nectar source during autumn. Their versatility makes them suitable for home gardeners, designers and commercial landscapes.

## Standout Cultivars for Autumn Colour

### *Grevillea* 'Superb'

Produces apricot-orange blooms for much of the year, with a particularly strong autumn flush. Fast-growing and ideal for feature planting.

### *Grevillea* 'Moonlight'

Elegant cream-white flowers and upright growth. Consistent performer across multiple climates.

### *Grevillea* 'Peaches and Cream'

Compact shrub with soft peach and yellow flowers. Popular with home gardeners and ideal for smaller gardens.



# GINA MEMBER

## SITE VISITS WITH MIKE



### Tim's Garden Centre

Tim's Garden Centre is a well established independent garden centre offering a wide selection of quality plants and gardening products, from seasonal colour and shrubs to indoor plants, pots and garden essentials.

Tim has also built a strong online presence, using social media to showcase new arrivals, share gardening tips and connect with customers, helping attract visitors and build lasting relationships with the local and wider gardening community.



### Australian Botanic Gardens Mount Annan

The Australian Botanic Gardens Mount Annan, part of the Royal Botanic Gardens network, is one of Australia's leading institutions for plant conservation, research and education.

Located in south west Sydney and spanning more than 400 hectares, it is Australia's largest botanic garden and showcases more than 4,000 species of Australian native plants. The garden is also home to the internationally recognised Australian PlantBank, supporting world class research and conservation.

### Oasis Horticulture



Oasis Horticulture is one of Australia's largest producers and distributors of bedding plants, supplying flowers, vegetables, herbs and potted crops to retail and landscape markets.

With facilities in NSW and Victoria, the business produces more than 600 plant varieties and supplies independent garden centres, supermarkets, hardware stores and landscapers nationwide, supported by a strong focus on research, production and sustainability.



## Andreasens Green



Andreasens Green is a leading wholesale nursery supplying high quality plants to the landscape, construction and horticulture industries. Established in 1981 and based in western Sydney, the family owned business operates multiple nursery sites across NSW with more than 135 acres in production space.

Andreasens Green grows a diverse range of native and exotic plants and is known for large scale landscape supply and major projects including Sydney Olympic Park, Barangaroo and One Central Park.



## Burnetts On Barney

Burnetts On Barney is a local family run garden centre in Kiama offering an extensive range of plants, gardening supplies and giftware. The business combines a strong retail nursery with beautifully presented displays, a delightful cafe and a welcoming customer experience. Elizabeth and her team have a strong focus on inspiring gardeners and providing quality plants and advice, which has led to Burnetts On Barney becoming a popular destination for gardening enthusiasts in the region.

## Tahmoor Garden Centre

Tahmoor Garden Centre is a well established retail nursery serving the Macarthur region and surrounding communities. Known for its friendly service and practical gardening advice, Tahmoor Garden Centre supports both new and experienced gardeners looking to create thriving home gardens.



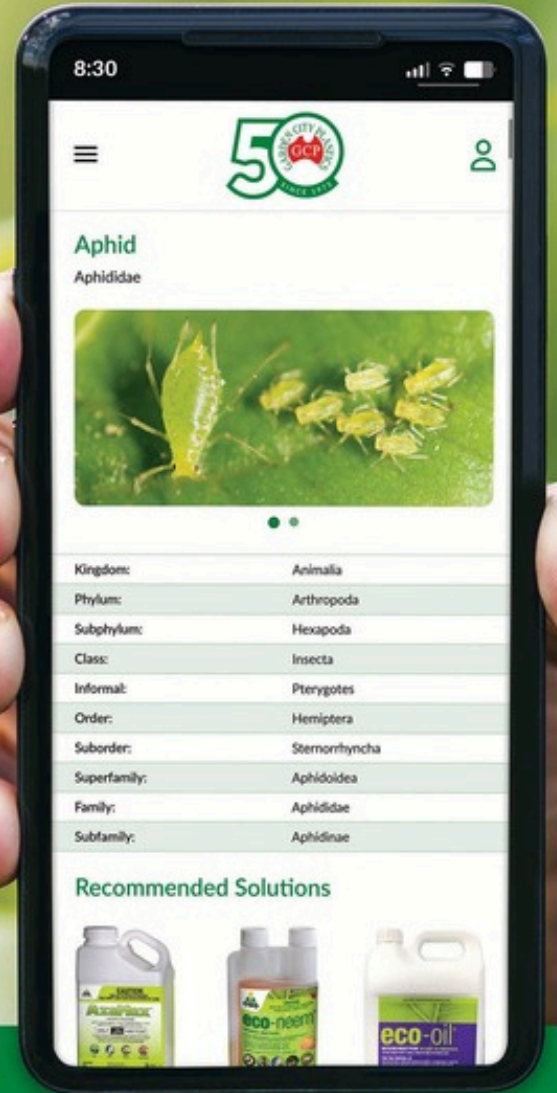
## Welby Garden Centre

Welby Garden Centre is a long standing and much loved garden centre in the Southern Highlands, offering a comprehensive range of plants, garden supplies and landscape products. Operated by The Disability Trust, the garden centre provides meaningful employment and training opportunities for people with disability while delivering a high quality retail nursery experience.



# Agronomy Solution Finder

## Your Digital Agronomy Assistant



Pinpoint problems, explore solutions and match products for your insect, disease, weed, nutritional deficiency, and other agronomy issues



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Access targeted remedies instantly



Works on both desktop and mobile devices



Backed by GCP Agronomist expertise



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