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N&G NEWS

GREENLIFE INDUSTRY NSW & ACT



Greenlife
INDUSTRY NSW & ACT

SUCCESSION PLANNING | AWARDS NIGHT RECAP | UNLOCKING EMPLOYEE POTENTIAL | COOL GARDENS | LOVE YOUR NATIVES

Greenlife

INDUSTRY NSW & ACT

JANUARY

Wednesday 21st:
Sydney Trade Day

FEBRUARY

Tuesday 10th:
AQF3 Chemical Training
Central Coast
Wednesday 18th:
Sydney Trade Day
Wednesday 18th:
AQF3 Chemical Training
Canberra
Wednesday 25th:
AQF3 Chemical Training
Sydney

MARCH

Friday 6th:
International Womens Day
High Tea
Tuesday 10th:
NR Autumn Trade Day
Wednesday 11th:
AQF3 Chemical Training NR
Wednesday 11th:
First Aid Training Sydney
Wednesday 18th:
Sydney Trade Day

APRIL

Wednesday 15th:
Sydney Trade Day
Thursday 23rd:
AQF3 Chemical Training
South Coast
Thursday 23rd:
First Aid Training
Mid North Coast
Wednesday 29th:
GINA Board Meeting

MAY

Wednesday 6th:
Sydney Trade Day
Wednesday 13th:
First Aid Training Central
Coast
Thursday 21st:
First Aid Training South
Coast

JUNE

Friday 12th:
Pioneers Lunch
Wednesday 17th:
Sydney Trade Day
Wednesday 24th:
GINA Board Meeting

JULY

Wednesday 15th:
Sydney Trade Day

AUGUST

Wednesday 19th:
Sydney Trade Day
Tuesday 25th:
Mid North Coast Trade Day
Wednesday 26th:
GINA Board Meeting

SEPTEMBER

Tuesday 8th:
Northern Rivers Trade Day
Wednesday 16th:
Sydney Trade Day

OCTOBER

Wednesday 7th:
GINA Board Meeting
Wednesday 24th:
Sydney Trade Day

NOVEMBER

Wednesday 18th:
Sydney Trade Day & AGM
Friday 27th:
GINA Gala & Awards Night

DECEMBER

Wednesday 9th:
Sydney Trade Day

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INDUSTRY NSW & ACT

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EXECUTIVE REPORT

Firstly, a very Happy New Year to you all. I trust you had an enjoyable and restful Christmas holiday. For many of our members, trading in the second half of the year was strong, and this momentum should flow into a solid Autumn trading period.

As we look forward to 2026 and the challenges that lie ahead, we must remain mindful of the rapidly changing business environment. Retailing across the globe is facing significant disruption, and Garden Centres across Australia are not exempt. We must adapt and stay nimble, or we risk losing market share to new competitors, many of whom have never sold a plant before.

Demand for our products remains high, but the way the public obtains plants is changing quickly. We will continue to work closely with our members to understand where the market is developing and where we need to strengthen our offer.

In this edition of Nursery & Garden News, we are proud to feature our Awards winners. I would like to congratulate all of our Winners and Award recipients. This year, we broadened the scope of judging to ensure that all aspects of businesses performance were examined. Our aim is to provide feedback that is both positive and constructive, helping to build stronger, more resilient members.

I encourage all members to begin reviewing how you run your business, so you are ready to enter the 2026 Awards Program.

This year, for the first time, we presented the President's Award, recognising individuals who have made significant contributions to the Nursery and Garden Industry. We acknowledged Noel Deakin and Ray Parker, who have both contributed so much over such a long period to their respective regions. This award is truly deserved and sets a high standard for future recipients. Our next major project is to increase awareness across all stakeholders of the advantages of using trees, plants, and turf to cool and make our environment more liveable.

We have partnered with Western Sydney University, Turf NSW, and Andreasens Green to build a garden (Cool Garden) at the Royal Easter Show. This display will demonstrate how shade and trees can be effectively used to cool a house or garden. The university will provide the science behind the theory, led by Professor Sebastian Pfautsch, who has completed extensive work in this area. You will find a separate article on his research later in this publication.

Visitors will be able to use infrared technology to see how much cooler the environment is in the shade. We will likely include a water feature and misting elements as part of the exhibit. We will also provide information on the best trees to use and where they can be obtained. We believe this project has significant benefits for the entire industry.

Our Vice President, John Walsh, is leading this project, and it is very likely that we will be seeking volunteers to help build and staff the garden - so be ready for the call-up.

This year will bring challenges, but it will also bring extraordinary possibilities. Plants, trees, and green spaces are central to Australia's environmental and social wellbeing, and our industry has a vital role to play in shaping a cooler, healthier, and more resilient future. Let us move forward with confidence and purpose, championing the value of what we grow and the communities we serve.

Mike Mehigan
CEO



DIAMOND

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INDUSTRY NSW & ACT
Partners



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EXTENSIVE COACHING & DEVELOPMENT

2025 ANNUAL AWARDS & GALA DINNER

The 2025 Greenlife Industry Awards Night was a highly successful celebration of our members and the people who make the greenlife industry thrive. With the fabulous hosting styles of Simon Holloway, the event brought together growers, retailers, allied businesses and industry partners for an evening of recognition, connection and shared pride.



Set against a vibrant Mediterranean-themed backdrop, the evening created a warm, relaxed and celebratory atmosphere that reflected the spirit of our industry. The introduction of several exciting new award categories added fresh energy to the program and allowed us to recognise excellence across a broader range of businesses, roles and achievements within the membership.

With strong attendance and a high standard of award submissions, attendees enjoyed the opportunity to reconnect, reflect on the year that was, and celebrate the outstanding work being done across the greenlife industry. The Awards Night was not only about recognising excellence, but also about strengthening relationships and celebrating the collective success of our members.



25 YEAR RECOGNITION AWARDS

- Golden Gates Nursery
- Robanns Nursery
- Sunrise Nursery

40 YEAR RECOGNITION AWARD

- Daley's Fruit Tree Nursery

50 YEAR RECOGNITION AWARD

- Yates Australia
- Parkers Place Nursery





SMALL PRODUCTION NURSERY

ALSTONVILLE PLANTS

Alstonville Plants was awarded Small Production Nursery of the Year, recognising the team's consistent focus on quality plant production, sound growing practices and efficient operations. The award highlights the dedication and professionalism of the team and the important contribution small production nurseries make to the strength of the greenlife industry.

LARGE PRODUCTION NURSERY

CAMERON'S NURSERY

Cameron's Nursery was awarded this accolade for the third year in a row, reflecting its ongoing commitment to high standards of sustainability and quality. Holding multiple industry accreditations, including Ethical Nursery Production Specification certification, the business continues to lead by example in environmental responsibility and its contribution to the future of horticulture.



SMALL RETAIL NURSERY OF THE YEAR

BURNETTS ON BARNEY

Burnetts On Barney was recognised as Small Retail Nursery of the Year for its strong customer focus, well-presented retail space and commitment to quality plants and service. The award reflects the team's dedication to creating a welcoming, community-focused garden centre and consistently delivering a high standard of retail excellence.

LARGE RETAIL NURSERY OF THE YEAR

LUMPY'S NURSERY

Lumpy's Nursery was named Large Retail Nursery of the Year, recognised for its high standard of plant quality, well-managed operations and consistently strong customer experience. The award reflects the team's commitment to retail excellence and knowledgeable service.



PRODUCT OF THE YEAR

HORTRACO

Hortraco's Electric Pot Mover was recognised for its practical innovation and strong safety benefits. Designed to reduce manual handling and physical strain, it allows teams to move heavy pots more efficiently, improving productivity and supporting safer, more sustainable nursery operations.



APPRENTICE OF THE YEAR

HALEY BROMLEY - ANDREASON'S NURSERY

Haley Bromley was recognised as Apprentice of the Year for her commitment to learning, strong work ethic and passion for the greenlife industry. Her dedication to developing practical skills, embracing best practice and contributing positively to her workplace highlights the important role apprentices play in building the future of the industry.

YOUNG LEADER OF THE YEAR

CHARLOTTE MACPHERSON - CAMERON'S NURSERY

Charlotte Macpherson was honoured with this year's Young Leader Award, proudly presented by Moshie. Charlotte has quickly become a standout emerging professional, recognised for her initiative, maturity and commitment to the greenlife industry. Her positive attitude, strong work ethic and willingness to step up make her a valued contributor and an inspiring leader to watch.



PLANT OF THE YEAR AWARD

OZBREED - MYOPORUM 'GROUND HUG'

Ozbreed was awarded Plant of the Year for Myoporum 'Ground Hug', recognised for its outstanding performance, durability and suitability for Australian landscapes. This low-growing variety stood out for its reliability, versatility and strong visual appeal, making it a valuable choice for both commercial and residential planting applications.



EMPLOYER OF THE YEAR



CAMERON'S NURSERY

Cameron's Nursery was recognised for its strong commitment to staff wellbeing, development and a positive, supportive workplace culture. Their people-first approach sets an excellent standard within the greenlife industry.

TRADE DAY STAND OF THE YEAR

GARDEN CITY PLASTICS

This category recognises the creativity and effort standholders invest in making Trade Day visually appealing and engaging for buyers. Garden City Plastics was named the overall GINA Trade Day Stand of the Year for their consistently innovative and customer friendly presentations, which have set a new high standard for the event.



PRESIDENT'S AWARD

RAY PARKER

Ray Parker was honoured with the President's Award for his enduring service, leadership and strong commitment to the greenlife industry. His reliable guidance, industry knowledge and willingness to support others have contributed greatly to the sector's ongoing success. Ray's dedication makes him a standout and well-deserving recipient of this award.

PRESIDENT'S AWARD

NOEL DEAKIN

Noel Deakin received the President's Award in recognition of his long-standing commitment, steady leadership and meaningful contribution to the greenlife industry. His support for growers, retailers and the broader sector has had a lasting positive impact, making him a truly deserving recipient.



DIGITAL IMPACT AWARD

THE NURSERY ON GLEBE

The Nursery on Glebe was awarded the Digital Impact Award, recognising its strong and consistent use of digital platforms to connect with customers and promote the value of plants and gardening. The business demonstrated how thoughtful digital storytelling, clear branding and community engagement can successfully support growth and customer loyalty in the greenlife industry.



HEART OF THE COMMUNITY

JULIA WOKES

Julia Wokes was awarded the Heart of the Community Award, recognising her genuine care, generosity and ongoing contribution to both the local community and the wider greenlife industry. Julia's passion for people, willingness to support others and commitment to building strong connections make her a valued and respected member of the industry.



WHERE TO FOCUS YOUR MARKETING WHEN TIME AND BUDGETS ARE TIGHT

In nursery and garden retail, when time and budgets are stretched, marketing is often the first thing to fall off the to-do list. But stepping back from visibility doesn't just slow growth, it gives space for competitors to step in.

The issue isn't a lack of intention. It's knowing where to invest limited effort for the greatest return. The solution? Focus on a few high-impact marketing actions that build local visibility, customer trust, and steady enquiries without overwhelming your team.

1. Nail the Essentials Before You Scale

Before chasing new tools or trends, get your digital foundations in order.

Your website and Google Business Profile are often the first interaction a potential customer has with your business. If they're incomplete, outdated, or confusing, every other marketing activity loses effectiveness.

Quick wins that pay off daily:

- Ensure your website clearly explains what you offer, where you're located, and how to get in touch
- Keep opening hours, phone number, and location accurate
- Claim and optimise your Google Business Profile with current photos and service details
- Make product or service information simple to navigate

Once updated, these assets work in the background 24/7 and require little ongoing upkeep.

2. Prioritise Local Search Visibility

Most garden centre customers are searching locally. That's why Local SEO offers the highest ROI with minimal cost.

Practical actions to improve local discovery:

- Update your Google Business Profile regularly with fresh seasonal photos

- Ask loyal customers to leave honest reviews, these build both trust and rankings
- Use local keywords (e.g. "garden centre in [Suburb/Region]") on your website
- Make sure your name, address, and phone number (NAP) are consistent across all listings

These steps help you rank in Google Maps and local results - where purchase intent is highest.

3. Be Strategic About Social Media

Spreading across every platform spreads you too thin. Instead, focus on one or two platforms where your audience is already active, typically Facebook and Instagram for this industry.

Your social content doesn't need to be fancy, just relevant:

- Highlight new stock or seasonal arrivals
- Share behind-the-scenes photos or plant care tips
- Put a face to the business - show your team, your passion, your process
- Educate with bite-sized content (your knowledge is your asset)

Posting 1 to 2 times per week with purpose beats daily filler content. Consistency builds recognition and trust.

4. Use Email to Drive Repeat Visits

Email marketing is still one of the most underused yet highest-performing channels in the greenlife industry.

You don't need automated funnels or slick designs. Just send a simple seasonal update to your customer list each month.

Effective email ideas:

- Seasonal advice or "what to plant now"
- New or limited-release arrivals

- Upcoming events or workshops
- Promotions or changes to trading hours

Done well, email turns first-time buyers into loyal advocates and keeps your business top-of-mind, year-round.

5. Avoid Tactics You Can't Sustain

Shiny new platforms or complex paid strategies can backfire when they demand more attention than you can give.

When resources are limited, prioritise:

- Evergreen activities with long-term value
- Low-maintenance channels you can realistically manage
- Marketing that fits with your seasonal calendar and staffing capacity

You'll achieve better results doing fewer things consistently well than spreading effort across too many touchpoints.

6. Track What Truly Moves the Needle

Forget complex dashboards. Focus on simple indicators that reflect real impact.

Track performance with:

- Website enquiries or contact form submissions
- Walk-ins or phone calls referencing something they saw online
- Email open and click-through rates
- Engagement with your social content (likes, comments, shares)

If a tactic doesn't support visibility, trust, or sales, it's not worth your time right now.

Marketing That Works With Your Business, Not Against It

Marketing for nurseries and garden centres doesn't have to be expensive or overwhelming. In fact, the most effective strategies are often the simplest.

By consistently showing up where your customers look - locally, online, and in their inboxes, you create a steady pipeline of interest that supports your business in every season.

WRITTEN BY TARA PRESTON



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SUCCESSION PLANNING:



PREPARING FOR THE NEXT SEASON OF YOUR BUSINESS

Written by Mike Mehigan

After years of dedication to your Nursery or Garden Centre business, weathering droughts, floods, market shifts, and long work weeks, the idea of stepping back can feel both exciting and overwhelming. Working six days a week takes its toll, and the body no longer responds the way it used to. So, what happens next? How do you exit gracefully, protect your legacy and assets, and ensure your business continues to thrive?

THE DREAM VS REALITY

Many of us have entertained the dream: a wealthy entrepreneur discovers our business, falls in love with it, and offers three times its value. It's a comforting thought that helps us sleep at night. But in reality, succession requires careful planning, time, and a clear structured strategy.

FOUR COMMON PATHWAYS TO SUCCESSION

Most small business owners in our industry consider one of the following options:

- **Selling the Business as a Going Concern:** This is often the most desirable route. It allows the business to continue operating, preserves jobs, and retains goodwill. However, it requires clean financial records, documented systems, and a compelling story for potential buyers. If the purchaser is not from within the industry, they'll likely be looking for sound management systems, robust reporting, and a team of motivated, knowledgeable, and reliable staff that can manage the business.
- **Retaining Ownership While Reducing Involvement:** In this model, the owner remains involved at a strategic level, drawing income while handing over day-to-day operations to trusted staff. This works well if you've built a capable team and want to stay connected without the daily grind. Again, strong operational systems and competent staff are key to making this work. You still have the issue of how you finally make your exit!
- **Internal Transition to Staff or Family:** A gradual handover to someone already embedded in the business, such as a child,

relative, or long-time employee, can be ideal. It allows for mentoring, continuity, and a phased retirement. However, it must be formalised with clear agreements and expectations. This approach works best when the current owner understands when it's time to step back.

Too often, owners linger, interfering where they're not needed and disrupting the new management. A formal agreement for a clean handover can make the process much smoother.

- **Ceasing Trading and Liquidating Assets:** This is often the least profitable and most emotionally difficult option. Without succession planning, it may be the only path left. Goodwill is lost, and assets are sold under pressure, often below value. This strategy is typically the result of insufficient or poor planning. Heed these words!

THE RISK OF DOING NOTHING

Too many owners delay succession planning, assuming they'll "get around to it." But without documented procedures, operational clarity, and a plan for leadership transition, your business becomes vulnerable. If something unexpected happens, illness, injury, or burnout, the absence of a plan can unravel years of hard work very quickly.

We can help. If you need assistance, we're here to support you. If we don't have the answer, we can probably find someone who does. Speak with your accountant or advisor, and if they don't inspire confidence, reach out - we may be able to help.



CAPTURING YOUR LEGACY

You've built something special. Make sure your knowledge and intellectual property aren't lost forever. Now is the time to ensure your business can thrive without you. That means:

- Seeking professional advice and acting on it. You may need help with implementation, don't be afraid to ask for help.
- Documenting your knowledge, from supplier relationships to seasonal workflows, so your insights can be passed on.
- Creating operational manuals to make your processes teachable and repeatable.
- Training successors, whether internal or external, and giving them time to learn and grow under your guidance.
- Clarifying financials and governance to make your business more attractive and resilient.

A Final Thought

Succession is not just about retirement, it's about stewardship. It's about ensuring the business you've cultivated continues to serve your community, your staff, and your industry. Whether you're ready to sell, scale back, or pass the baton, the time to start planning is now.

If you need help with succession planning, please feel free to contact me. If this topic resonates with enough members, I'm happy to arrange training or advice sessions to support you through the process. Succession planning is not a one-size-fits-all journey, but with the right support and preparation, it can be a rewarding transition that honours your legacy and empowers the next generation and maximises your return on investment.

You can contact Mike Mehigan about succession planning via email at ceo@gina.org.au.

LOVE YOUR NATIVES:

FALLING FOR AUSTRALIA'S UNIQUE FLORA

BACKHOUSIA CITRIODORA - LEMON MYRTLE

Lemon Myrtle is one of Australia's most cherished natives. With its strong citrus fragrance, glossy foliage and versatility across culinary, cosmetic and landscape uses, it is a standout for both growers and home gardeners. For production nurseries, it is reliable and rewarding, and for retailers, it offers strong sensory appeal that drives customer interest.

Why People Love It

Its rich lemon scent makes Lemon Myrtle instantly memorable. Gardeners value it as both an attractive shrub and a useful edible plant. It suits modern Australian gardens, balconies and home-grown herb collections, aligning perfectly with the growing interest in multifunctional plants.

Growing & Production Insights

Lemon Myrtle is well suited to production in NSW and ACT when provided with warm, sunny growing conditions and good drainage.

Propagation

- Best from semi-hardwood cuttings
- Mist systems improve strike rates
- Rooting hormone recommended

Growing Conditions

- Prefers full sun to part shade.
- Thrives in well-drained, slightly acidic soils.
- Moderate watering required during establishment.
- Benefits from balanced slow-release fertiliser to maintain foliage quality.

Production Considerations

- Prune regularly to encourage dense growth and maintain plant shape.
- Monitor for scale and chewing insects.
- In cooler regions, plants may need some protection from frost.
- Container production performs well with quality potting mix and good drainage.

Retail Appeal

Its fragrance and versatility make Lemon Myrtle a strong retail performer. Displaying plants where customers can touch and smell the foliage increases sales. Simple POS highlighting uses - tea, cooking, natural cleaning, or hedging - encourages engagement. It grows well in pots, making it suitable for small-space gardeners.

Landscape and Home Garden Value

Lemon Myrtle is ideal as a feature shrub, aromatic hedge or addition to native and edible gardens. It attracts pollinators, offers good drought tolerance once established and suits a wide range of NSW and ACT landscapes.

Written by Tara Preston



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.

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| Subscription to N&G News, eNews, access to Sydney and regional trade days. | 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 | Available for businesses with 5 or less full-time equivalent (FTE) employees including owner/principal | Available for businesses with 6-20 full-time equivalent (FTE) employees including owner/principal | 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.



UNLOCKING EMPLOYEE POTENTIAL

Using KPIs to Measure Performance

Written by Tara Preston

In nurseries, garden centres, production facilities and allied service businesses, the strength of your operation rests heavily on your people. Skilled, motivated staff drive plant quality, customer experience, operational efficiency and business growth. Unlocking that potential does not happen by chance. It requires structure, clarity and a consistent approach to performance.

One of the most effective ways to achieve this is through Key Performance Indicators (KPIs). When used well, KPIs become more than just numbers. They align teams, support development and create a culture of accountability across the business.

What Are KPIs and Why Do They Matter in the Greenlife Sector?

Key Performance Indicators (KPIs) are measurable goals that help assess how well an individual or team is contributing to the business's objectives. They provide visibility, encourage consistency and support informed decision-making.

For greenlife businesses, where daily operations include propagation, plant health management, customer service, retail presentation, fulfilment and logistics, KPIs help set expectations and guide performance in a clear, practical way.

Logistics - KPIs help set expectations and guide performance in a clear, practical way.

To have real impact, KPIs must be SMART.

Using the SMART Principle to Set Effective KPIs

KPIs often fail because they are vague or unrealistic. The SMART framework solves this by ensuring every KPI is structured to drive clarity and results.

Specific

KPIs should be clear, focused and easy to understand.

Example for a production nursery:

"Reduce plant losses in the propagation house by 8% by implementing improved hygiene and monitoring practices."

Measurable

Progress must be quantifiable so performance can be assessed objectively.

Example for a retail garden centre:

"Achieve an average of 35 add-on sales per week through targeted product recommendations."

Achievable

KPIs should stretch performance without setting staff up for failure.

Example for a delivery or logistics role:

"Maintain 95% on-time delivery for customer orders using existing resources."

Relevant

KPIs must align with both the role and the business's operational priorities, such as plant quality, customer satisfaction, sustainability or sales.

Example:

"A grower's KPI should focus on plant health standards, not retail sales results."

Time-bound

KPIs must include a clear deadline.

Example:

"Complete pest and disease identification training within 60 days."

When KPIs follow the SMART principle, they shift from vague expectations to practical, motivating action plans.

How SMART KPIs Unlock Employee Potential

1. Clarity and Direction

Clear KPIs help staff understand expectations - whether that's maintaining plant quality,

improving merchandising, reducing waste or enhancing customer service.

2. Motivation and Ownership

Achievable KPIs give employees a sense of progress and pride. When staff see their work contributing to the bigger picture, engagement grows.

3. Identification of Training Needs

Performance trends highlight where additional training, mentoring or resources are required. For example, irrigation management, point-of-sale confidence, or biosecurity practices.

4. Fair and Consistent Performance

Discussions

Objective KPIs reduce uncertainty and help managers give feedback that is transparent and constructive.

Real-World SMART KPI Examples for Nursery & Garden Roles

Production Nursery Worker Reduce weekly plant loss rates from 7% to 5% by end of Q2 by improving monitoring and hygiene protocols.

Increase strike rate on key lines (e.g. natives or succulents) by 10% by the end of the season through refined cutting techniques.

Production Nursery Supervisor Reduce pest and disease incidents by 12% over six months through improved monitoring and IPM practices.

Retail Sales Assistant Achieve a weekly average transaction value of \$42 by promoting fertilisers, potting mix and seasonal add-ons.

Retail Sales Team Member / Leader Increase average transaction value from \$38 to \$45 by end of Q2 through effective add-on recommendations.

Delivery Driver / Dispatch Officer Maintain 98% dispatch accuracy for customer orders each month.

Customer Service Staff Achieve a monthly CSAT rating of 4.6+ through improved product knowledge and first-contact resolution.

Greenlife Operations Manager

Improve stock accuracy from 92% to 98% within six months by strengthening inventory checks.

Reduce waste (pots, labels, trays, green waste) by 15% by implementing recycling or reuse initiatives.

Marketing Coordinator

Grow Instagram engagement by 15% by end of Q1 by posting three high-quality, educational posts per week.

Achieve a 30% open rate and 5% click-through rate on customer emails

Best Practices for KPI Implementation in Collaboration with Employees

Work together to agree on KPIs. This builds buy-in and ensures goals reflect real-world conditions, such as seasonal workload, plant availability and customer flow.

Balance Quantitative and Qualitative Metrics

Use a blend of measurable goals (loss reduction, sales targets, turnaround times) and behaviour-based goals (teamwork, biosecurity compliance, safety).

Review Regularly

Discuss KPIs in monthly or quarterly check-ins to keep performance on track and identify support needs early.

Use Missed KPIs as Development Opportunities

If someone falls short, treat it as a coaching moment rather than a penalty.





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NURSERY PAPERS

FEBRUARY
2026

WORK SMARTER, LEAD BETTER

How one nursery transformed its business

Between managing orders for 3,000 trees a year, planning for staff retirements, and keeping day-to-day operations running smoothly, big-picture improvements like clarifying roles or tightening systems often sit in the 'too hard' basket.

Beth and Chris Dunne of Urban Tree Growers know the feeling: the to-do list never ends, and the urgent always takes priority over the important.

"We were juggling so much, and some things just kept getting pushed aside," Beth says.

"I knew we needed to improve our processes and prepare for Tony's retirement, but I wasn't sure where to start."

Continued >>



Beth and her family



Like many nurseries – the Dunnes’ challenges weren’t caused by lack of effort. Rather, they found themselves dealing with issues reactively, without a clear structure or the right tools to make better decisions.

That’s where the Moshie National Lean Leaders Program (MT22011) came in. Committing to a structured program felt daunting, but the need for clarity outweighed the risk of doing nothing.

Over 20 weeks, the program helped Urban Tree Growers streamline operations, clarify team roles, and put practical systems in place to handle both growth and transition.

Many horticultural businesses face similar challenges, whether it’s succession planning, managing stock, or coordinating multiple teams. Urban Tree Growers is just one example of how small, practical improvements can make a big difference.



The Dunnes and Tony working

Tailored tools for real change

The Moshie National Lean Leaders Program is focused on practical improvements that make day-to-day work easier.

For Urban Tree Growers, that meant getting everyone on the same page with processes and priorities. Tasks that had been confusing or time-consuming were clarified, and the team could see exactly what needed to be done, by whom, and when.

Small changes made a big difference:

- ordering and inventory became faster and more accurate, reducing stock shortages and over-ordering
- weekly team meetings are now more productive and focused, with clear actions assigned each week
- customer queries can be resolved more efficiently because responsibilities are clear, boosting customer satisfaction and speeding up sales
- difficult conversations, like succession planning, are easier to manage with clear frameworks and guidance.

“Even small improvements made during the program added up quickly. It was about learning new ideas

and then actually putting them into practice and seeing immediate results,” said Beth.

Practical results, not just promises

For Urban Tree Growers, the results included:

- operational improvements: streamlined ordering and inventory processes, better visibility of stock and planning
- business outcomes: an extra five sales per year, or around \$30,000 in added revenue
- team development: improved clarity on roles, smoother succession planning and greater confidence across the team
- strategic focus: a simple action tracker and priority framework to keep projects moving.

Fellow participants reported faster decision-making, fewer workflow bottlenecks and better conversations with staff.



How the program works

The Moshie National Lean Leaders Program runs over 20 weeks with 10 practical modules, designed specifically for horticultural businesses, including turf producers. Participants work through real challenges in their own operations with expert coaching and hands-on tools.

KEY FEATURES INCLUDE:

- practical learning: apply tools and techniques to your own business as you go
- leadership focus: develop the skills to lead improvements and make confident decisions
- time and cost awareness: learn to manage priorities and streamline operations
- tailored approach: solutions are personalised to your business, not a one-size-fits-all template.

Even businesses already using lean practices find that the program adds structure, accountability, and expert guidance, turning small improvements into long-term gains.



Moshie National Lean Leaders Program Workshop



Moshie National Lean Leaders Program Graduation

Seeing real financial and team impact

Every business is different, but the results are measurable.

Urban Tree Growers' experience – delivering around \$30,000 in additional revenue through improved systems – reflects what many participants uncover once they start applying the tools in their own operations. Across the program, many businesses identify a net benefit in the order of \$40,000, through a combination of cost savings, productivity improvements and revenue uplift. In many cases, this comes from

reducing avoidable waste, tightening ordering and inventory processes, and improving how teams work together day to day.

Importantly, the program focuses on applying changes inside the business as the work is done – not as a separate 'improvement project' Moshie supports businesses that complete the program and apply the Lean Leaders principles to identify meaningful, measurable improvements – and provides ongoing coaching to help turn insights into real outcomes.

Beyond the financial benefits, participants consistently report:

- clearer roles and responsibilities

- stronger team engagement
- smoother transitions during staff changes
- a workplace that runs more efficiently every day.

From ideas to action

Many nurseries already use elements of lean thinking without realising it, through reorganisation of work areas, tracking numbers, and setting targets. The Moshie Lean Leaders Program builds on these efforts with structure, accountability, and expert coaching, turning small improvements into consistent, long-term gains that transform the way teams work.



The Dunne family and Tony

“Even small improvements made during the program added up quickly. It was about learning new ideas and then actually putting them into practice and seeing immediate results.”

BETH DUNNE

The ‘Moshie National Lean Leaders Program’ (TU21002), funded by Hort Innovation, is a leadership initiative developed specifically for the horticultural industry. The program helps participants learn how to lead and sustain continuous improvement in their workplace.

Your Levy At Work



Greenlife
INDUSTRY AUSTRALIA

WHO CAN PARTICIPATE

The program is fully funded for levy-paying horticultural businesses, including turf producers. Spaces are limited and positions are available annually.

READY TO GET STARTED?

Starting is simple:

- email: info@moshie.biz
- phone: +61 412 241 801
- visit www.moshie.com.au

FURTHER INFORMATION

- Past nursery papers – www.greenlifeindustry.com.au/communications-centre

This communication project has been funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government.

Hort Innovation NURSERY FUND

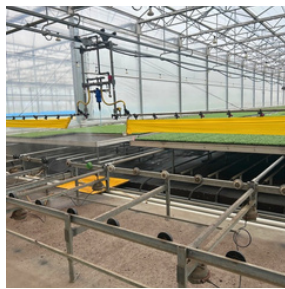
Greenlife
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INDUSTRY EVENTS

MELBOURNE TRADE & TRIALS TOUR

Monday 1st December we kicked off a three-day tour that provided our members with an in-depth and hands-on opportunity to explore what Melbourne Trade Day had to offer and it did not disappoint with new and emerging plant varieties, products and innovations shaping the future of the Greenlife industry. Members were able to engage directly with growers, breeders and suppliers, gaining valuable insight into plant performance, breeding outcomes and suitability for different production and retail environments.

In addition to the trials and trade day, the tour included behind-the-scenes visits to leading production and retail nurseries, offering practical exposure to growing systems, logistics, merchandising and operational approaches. Members also took part in open discussions around best practice, emerging trends, challenges and opportunities within the industry, with strong networking throughout the tour supporting collaboration, knowledge sharing and long-term business connection.



PULLING BACK THE SHADE CLOTH

In October, the Northern Rivers Group hosted a Pulling Back the Shadecloth event at Firewheel Rainforest Nursery, bringing members together for an insightful visit focused on Australian native plants and rainforest regeneration. Participants toured the nursery, learned about specialised growing techniques, and heard firsthand how the team supports ecosystem restoration through native plant production.



SYDNEY & CENTRAL COAST CHRISTMAS PARTY

Sydney and Central Coast members came together for a relaxed Christmas gathering at The Blue Gum Hotel, enjoying the opportunity to connect, reflect and celebrate the year that was. A good time was had by all, with plenty of conversation, laughter and the chance to strengthen relationships and finish the year on a positive note alongside industry peers.

MID NORTH COAST TRADE DAY

The Mid North Coast Trade Day delivered a strong mix of inspiration, practical sourcing and genuine industry connection, bringing local greenlife businesses together in a relaxed and highly engaged setting. Members connected directly with suppliers, explored new plant lines and products, and shared insights unique to the region, making the day both informative and enjoyable while reinforcing the value of coming together as an industry.



NORTHERN RIVERS SPRING TRADE DAY

The Northern Rivers Trade Day brought greenlife businesses from across the region together for a well-attended day focused on connection, sourcing and industry collaboration. The event provided members with the opportunity to meet face to face with a wide range of suppliers, explore new products and plant lines, and discuss current challenges and opportunities within the sector. Trade Day also created valuable space for networking, allowing growers, retailers and allied businesses to strengthen relationships and share practical insights relevant to regional operations. The strong turnout and engagement reflected the importance of local trade days in supporting business growth, informed decision-making and a connected, resilient greenlife industry in the Northern Rivers.



NORTHERN RIVERS GROUP CHRISTMAS PARTY

The Northern Rivers Golf Day, AGM and Christmas Drinks & Nibbles were held on Friday 14 November, bringing members and guests together for a relaxed and enjoyable afternoon of networking and reflection. The AGM confirmed the committee was voted in again, with Lynne Sutherland returning as Chairperson to continue leading the Northern Rivers Group.



IRRIGATION TRAINING WORKSHOP

The two-day Irrigation Workshop held in November provided participants with practical, hands-on training to improve irrigation efficiency and water management outcomes. Delivered across two sessions, the workshop covered irrigation system performance, scheduling, audits and design, followed by water supply, treatment, drainage and recycling solutions. Attendees left with practical tools, expert insights and a certificate of completion to support improved plant health, cost control and long-term sustainability in their businesses. Thank you to Local Land Services for hosting the training.

ECOMMERCE INFORMATION SESSION

The E-commerce Information Session held online in October delivered practical, industry-focused guidance to help nursery and garden businesses strengthen their online operations and increase sales. The interactive session explored key areas including setting up and managing an online store, improving customer service processes and integrating payment systems. Participants gained clear, actionable insights to refine existing e-commerce platforms or confidently take the first steps into online selling in an increasingly competitive digital marketplace. A sincere thank you to Mathew Plummer from EvergreenConnect and Paul Filmer from Univex for sharing their expertise on e-commerce and providing a clear overview of their retail e-commerce software solutions.

HAVE YOUR CONTACT DETAILS CHANGED?

Help us to keep your information up to date so you don't miss out on any of our communications. Having your correct information helps other people to find you when we advertise you on our "find a member" pages.



UPDATE YOUR DETAILS HERE
WWW.NGINA.COM.AU/UPDATE-MY-INFORMATION
OR SCAN THE QR CODE.

Scan Me!

Greenlife
INDUSTRY NSW & ACT

Having technical issues? We get it, you can email your updated information to info@gina.org.au or call 02 9679 1472

TURNING PLANTS INTO URBAN AIR-CONDITIONERS

A Researcher Changing How Cities Think About Heat

Professor Sebastian Pfautsch, based at Western Sydney University, has become one of Australia's most influential voices on urban heat, microclimates, and the cooling power of plants. His work sits at the intersection of tree physiology, climate science, and urban planning, and he is widely recognised for developing practical, evidence-based solutions that help cities adapt to rising temperatures and changing climatic conditions.

The Professor's research is particularly relevant to our industry because it quantifies what many horticulturists have long known intuitively: trees and plants are not decorative extras - they are critical cooling infrastructure for the environment.

Plants as Climate Infrastructure

Across Sydney and other heat-vulnerable regions, Professor Pfautsch has led projects demonstrating how vegetation can dramatically reduce temperatures in public spaces, schoolyards, playgrounds, carparks, homes and neighbourhoods.

Key findings from his work include:

- Trees create powerful shade differentials, reducing surface temperatures by tens of degrees compared to exposed hard surfaces.
- Green infrastructure moderates microclimates, lowering air temperatures and improving thermal comfort.
- Species selection matters, canopy density, leaf structure, size, transpiration rates, and drought tolerance all influence cooling performance.
- Urban design must integrate vegetation intentionally, not as an afterthought.

His research consistently shows that the right tree in the right place can outperform many engineered cooling solutions, especially when combined with smart irrigation and thoughtful placement.

The Bicentennial Park "Urban Air-Conditioner"

One of Pfautsch's most celebrated projects is his work at Sydney Olympic Park's Bicentennial Park, where he and his team used AI-driven irrigation technology to enhance the natural cooling effect of the park's vegetation.

The results were groundbreaking:

- The park effectively functioned as a giant evaporative cooling system.
- Cooled air spilled into surrounding streets, reducing ambient temperatures.
- The project won multiple awards and was a finalist in the 2023 World Smart City Awards.



Written by Mike Meghan

This research provides a compelling model for councils, developers, and landscapers: when irrigation, soil moisture, and canopy cover are managed intelligently, green spaces become climate-control assets.

Cooling Schools, Playgrounds, and Suburbs

Pfautsch's work extends far beyond parks. He leads multiple projects aimed at reducing heat in:

- Schools and playgrounds, where children are disproportionately affected by extreme heat
- Suburban streetscapes, especially in Western Sydney's heat-prone suburbs
- Public spaces and neighbourhoods, where shade and vegetation can dramatically improve liveability

His research has helped shape government policy, industry standards, and community awareness around the importance of urban greening as a frontline defence against heatwaves.

Why His Work Matters to Our Industry

For nurseries, growers, landscapers, and garden centres, Pfautsch's findings reinforce the essential role our sector plays in climate resilience.

His research highlights opportunities for our industry to lead:

- Promoting heat-tolerant, high-performance shade trees
- Educating councils and developers on species selection
- Advocating for minimum canopy targets in new developments
- Collaborating on smart-irrigation and soil-moisture solutions
- Supporting community greening initiatives

In essence, Pfautsch provides the scientific backbone for what our industry has been championing for decades: plants are infrastructure.

A Voice for a Cooler, Greener Future

Professor Pfautsch is not just a researcher, he is a communicator. His work appears in public forums, climate conversations, and industry events, where he consistently emphasises that urban heat is not an abstract future threat - it is happening now.

And the solution, in many cases, is beautifully simple: Plant more trees. Protect the ones we have. Design cities around shade, not asphalt and concrete.

COOL GARDEN TO FEATURE AT THE RAS EASTER SHOW THIS APRIL

Greenlife Industry NSW & ACT (GINA) will be organising a showcase of why the Nursery Industry really makes a difference in allowing our built environments to be liveable. Professor Pfautsch from WSU has compelling evidence that shows how trees, lawns and gardens reduce the heat in the built environment.

While we in the industry have known this for years, we see that trees are often removed due to safety and other engineering concerns. Often, we see street trees that provide little to no shade. We need to advocate for more gardens, turf and trees, and promote to the community the work of Professor Pfautsch.

The Cool Garden, an initiative of GINA, Turf NSW and TLA will show case how larger trees and softscapes reduce heat and make the built environment more liveable. The garden will have an interactive component for children (and those young at heart) to measure the benefit.

The garden will promote the message of gardens being the answer to:

- Home owners – inviting them to go their local nursery
- Councils – inviting them to choose trees that provide real shade
- Developers – Inviting them to plan for more trees and gardens.

The message is clear that if we plant more, we can make a real difference to the planet. And the time to act is now and in your area. It is in your yard and street.

GINA thanks Andreasens Green Wholesale Nurseries, Alpine Treemovals, Turf NSW and The Landscape Association for their support. We will provide ways for all the industry to get involved.

Written by John Walsh

A GATHERING OF ALL THINGS GREEN FOR THE GREENLIFE INDUSTRY

Upcoming NSW Trade Days

WED 18 FEBRUARY SYDNEY
TUES 10 MARCH NORTHERN RIVERS
WED 18 MARCH SYDNEY
WED 15 APRIL SYDNEY
WED 06 MAY SYDNEY
WED 17 JUNE SYDNEY
WED 15 JULY SYDNEY





SOLVING RETAIL NURSERY CHALLENGES WITH SMART TECHNOLOGY

Running a retail nursery is more than just selling plants - it's a balancing act of inventory, suppliers, and customer expectations. Seasonal demand swings, batch-based stock, and the need to source from multiple growers make operations inherently complex.

Add to this the rise of e-commerce. Today's customers expect the convenience of online shopping alongside the traditional in-store experience. For nurseries, this means managing two sales channels without compromising accuracy or service quality.

Unfortunately, many businesses rely on generic e-commerce platforms that don't understand the nuances of the greenlife industry. These systems often fail to handle batch inventory or integrate with point-of-sale (POS) systems, leaving nurseries vulnerable to overselling, stock discrepancies, and time-consuming manual updates.

The result? Lost revenue, frustrated customers, and staff spending hours on administrative tasks instead of focusing on growth.



WHY INDUSTRY-SPECIFIC SOLUTIONS MATTER

Technology can solve these challenges - but only if it's designed for the industry. A purpose-built platform understands the unique workflows of nurseries, from potting schedules to seasonal stock changes.

EvergreenConnect is one such solution. Rather than being a generic e-commerce tool, it's tailored for the greenlife sector, combining inventory management, online sales, and POS into a single, integrated system.



THE GROWING COMPLEXITY OF RETAIL NURSERIES

*Written by Christina
Gnezdiloff, EvergreenConnect*

HOW EVERGREENCONNECT TRANSFORMS RETAIL NURSERIES

EvergreenConnect brings a new level of efficiency to retail nurseries by addressing the most common operational pain points. One of its standout features is real-time inventory synchronisation. By keeping stock levels accurate across both online and in-store channels, nurseries can avoid overselling and ensure customers always have access to reliable information about product availability.

The platform also streamlines supplier relationships through seamless integration with a national database of plant suppliers. This connectivity allows nurseries to source products quickly, compare pricing transparently, and reduce delays when replenishing stock - critical for meeting seasonal demand.

Automation is another major advantage. Tasks that traditionally consume hours, such as invoicing and manual data entry, are simplified through barcode scanning and accounting tool integration. This frees staff to focus on customer service and merchandising rather than repetitive administrative work.

Ultimately, these efficiencies translate into a better customer experience. Accurate stock information, consistent product details, and faster fulfilment create a smooth buying journey whether customers shop online or in person. And because EvergreenConnect consolidates inventory, POS, and e-commerce into one system, nurseries can cut costs and complexity by eliminating multiple subscriptions.

The Bottom Line

For retail nurseries, adopting a tailored technology solution isn't just about convenience - it's about survival in a competitive market. Efficiency, accuracy, and customer satisfaction are the pillars of success, and platforms like EvergreenConnect are helping nurseries achieve all three. As the industry evolves, those who embrace smart, integrated systems will be best positioned to thrive - both online and in-store.





- **Size:** 100mm high (200mm over ten years with layering) x 4000mm+ wide.
- **Planting Density:** 1 plant per 1-2 m², 3 plants per m² for effective weed control
- **Uses:** Ideal for roadside, pathway plantings, wide borders, rain gardens, and covering untidy objects.

GINA Plant of the Year 2025

Myoporum insulare 'MYIN01' Ground Hug™

Greenlife Industry NSW & ACT proudly launched its newest award, Plant of the Year, at the 2025 Awards Night, recognising plants that demonstrate outstanding performance, versatility and value across the greenlife industry. Our inaugural winner, Ground Hug™ Myoporum insulare, bred by Ozbreed, sets a high benchmark for future recipients.



This Australian native groundcover has been selected for its exceptional growth habit and proven reliability in real-world landscape conditions. Ground Hug™ forms a dense, low-growing horizontal carpet of glossy foliage that delivers excellent weed suppression and significantly reduces ongoing maintenance requirements. Its consistent coverage makes it ideal for large-scale landscape projects, roadside plantings, wide borders, rain gardens and pathways, where durability, erosion control and a tidy finish are essential.

Ground Hug™ performs strongly across a wide range of environments. It shows excellent resilience to frost, drought and coastal exposure, and thrives in full sun. The plant adapts well to many soil types, including heavier and moderately boggy soils, provided sites are not continually waterlogged. This adaptability makes it a cost-effective and dependable option for both residential gardens and public landscapes.

During flowering seasons, Ground Hug™ produces small white flowers that provide subtle seasonal interest, followed by edible berries that reflect its native heritage.



GINA Product of the Year 2025

Electric Pot Mover

Greenlife Industry NSW & ACT also introduced Product of the Year as a new award in 2025 to recognise products that deliver genuine innovation and measurable benefits for greenlife businesses. The inaugural winner, the Hortraco Electric Pot Mover, stood out for its ability to significantly improve safety, efficiency and productivity in nursery environments.

Designed to handle large, heavy pots and planter bags, this compact, battery-powered unit is purpose-built for confined spaces. Its narrow profile and advanced steering allow it to move easily through tight aisles and greenhouse areas, while powerful electric motors provide smooth, quiet handling of heavy loads.

By reducing manual lifting, minimising plant damage and freeing up staff time, the Hortraco Electric Pot Mover offers practical, immediate benefits for both production and retail operations. At a wholesale price of \$2,999, it represents a cost-effective investment in safer workplaces and more efficient day-to-day operations.



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 & Ledermans 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.

WHAT YOUR COMPANY CAN SAVE BY BEING A MEMBER:

| | | | | | |
|--|--|---|---|--|---|
| HR & IR Advice line \$3500 Average cost of an external support line | Jobs Listings \$225 Per job: Posted on website, Instagram, Facebook, Linked In & eNews | Social Media Advertising \$80 | Dell Australia, Choice Energy & Ledermans Insurance Brokers Commercial Member Discounts \$2500+ Price may vary year to year | New Member Features \$1100 Full page article/ad in N&G News, CEO welcome in eNews, Full ad with company links in eNews | Store Locator \$1000 Be found by the public and other industry professionals on our website store locator. |
| HR & IR Documents \$5000 Average cost to create legal company specific HR & IR documents through a lawyer | N&G News Ads x 4 \$6600 | Forklift Training \$300 Per person | Meeting Room \$500 Full day, fully equipped | Social Media Post \$80 Recap of our visit and a blurb about your business on our Facebook and Instagram. | Website Links \$500 Member feature on our website with all your contact details including backlinks to your website which assist in boosting SEO. |
| WH&S Manual \$5000 Average cost to create a legal company specific WH&S Manual through a lawyer | Yearly NSW Trade Day Entry \$250 | Training Savings \$150 Members get 10-20% off. Average calculated per person for 3 courses per year | GIA Register \$2500 Non-member listing price | | |
| OTHER INVALUABLE SERVICES: <ul style="list-style-type: none"> • GINA staff technical support • Freight savings at Trade Day • Networking | | <ul style="list-style-type: none"> • Exposure • Information • Professional Development | | | |

A TOTAL SAVING OF: \$30,515.00*

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



NEW MEMBER

Mrs D's Plants & More is a specialist succulent and cacti nursery based in Erskine Park, NSW, led by Christine - a passionate plant lover and succulent stylist.

The business offers a curated range of succulents, cacti, air plants, bromeliads and garden gifts, and participates in sales, markets, fairs and open days across the region.

With a strong focus on plant quality, thoughtful presentation and positive customer experiences, Mrs D's Plants & More is known for its personal approach, creative styling, and genuine connection with the local community.



WEBSITE

INSTAGRAM

FACEBOOK



NEW MEMBER

Penrith City Council has operated a nursery since the late 1980s to support the City Presentation Department. Specialising in plant propagation, seed collection, and the cultivation of local provenance native species, the nursery produces tubestock for bush regeneration and advanced trees in accordance with AS2303-2018 standards.

Recent infrastructure and operational upgrades led to NIASA accreditation in 2022 and compliance with the Landscape Tree Stock Specification.

Our dedicated team of four qualified Production Nursery Horticulturists is committed to industry development. We offer a three-year rolling apprenticeship program, providing hands-on training in all aspects of nursery production to prepare participants for long-term careers in horticulture. We also support university and high school students through structured work experience and mentorship opportunities.



Contact Details:



02 4732 8214



mark.viler@penrith.city



www.penrithcity.nsw.gov.au



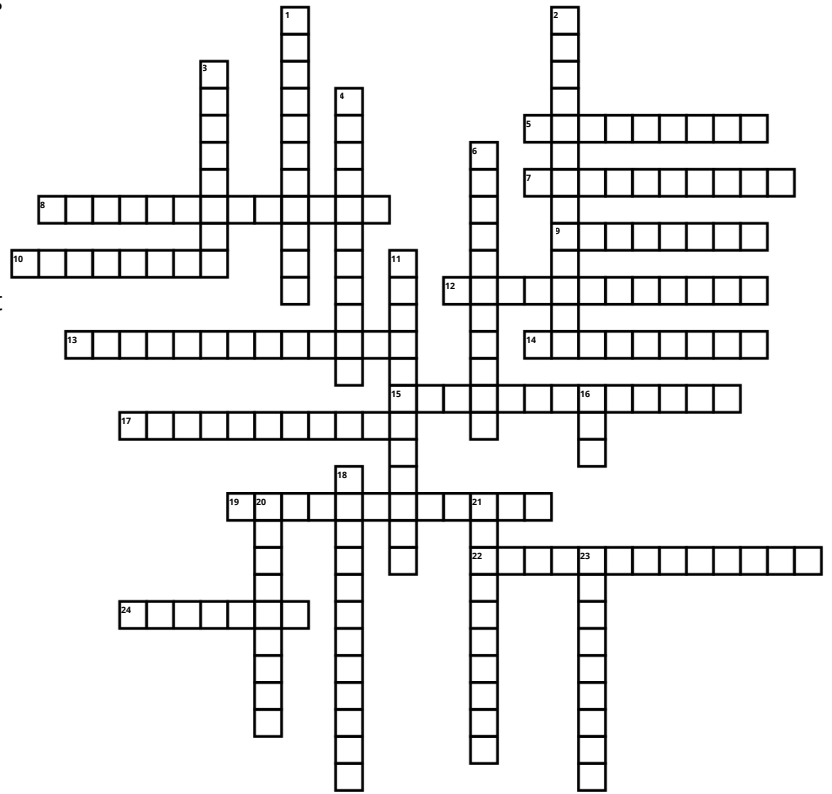
DOWN

- [1] Drying out of plant tissue due to moisture loss
- [2] Essential element required in small quantities
- [3] Loss of nutrients through excessive irrigation or rainfall
- [4] Soil condition that repels water
- [6] Severe cutback used to rejuvenate woody plants
- [11] Metric calculating average time stock remains on site
- [16] Abbreviation for documented workplace procedures
- [18] Soil-borne pathogen responsible for root rot in many species
- [20] Abnormal elongation caused by insufficient light
- [21] First word in IPM, a strategic pest management approach
- [23] Material used as a growing medium instead of soil

ACROSS

- [5] Essential macronutrient influencing flowering and resilience
- [7] Isolation process to prevent pest or disease spread
- [8] Formal recognition of compliance with industry standards
- [9] Soil volume directly influenced by plant roots
- [10] Removal of growing tips to encourage lateral growth
- [12] Ability to track plant origin through the supply chain
- [13] Process where plant tissues become woody and rigid
- [14] Measure of how quickly plant inventory is sold and replaced
- [15] Cold exposure required to initiate flowering in some plants
- [17] Beneficial fungi forming symbiotic relationships with roots
- [19] Comparing business performance against industry standards
- [22] Water movement through plants and evaporation from leaves
- [24] Compacted soil layer restricting root growth and drainage

CROSSWORD



SUDOKU

LEVEL: MEDIUM

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FROM PLANT TO PLATE

With Mike Mehigan

Ingredients

THAI CHICKEN SATAY WITH PEANUT SAUCE

Prep Time: 15 mins **Cook Time:** 15 mins **Serves:** 8

Chicken Marinade:

- 600g chicken thighs – boneless & skinless – cut into 2cm pieces
- 100g coconut cream
- 1x tbsp curry powder
- 1x tsp white sugar
- 2x tsp red curry paste
- ½ tsp table salt

Thai Peanut Sauce:

- 2x tbsp red curry paste
- 300g coconut cream
- 180g peanut butter – smooth
- 2x tsp dark soy sauce
- ½ tsp table salt
- 2x tbsp cider vinegar
- 180ml water

Garnishes:

- Chopped roasted unsalted peanuts
- Fresh coriander roughly chopped
- Red chilli finely chopped

Method

If cooking on a BBQ or over charcoal, soak skewers in water for 2 hours to avoid them burning

Thai Chicken Skewers:

1. Mix together the chicken and all Marinade ingredients including 100g of the coconut cream, then set aside for 20 mins or overnight in the fridge
2. Thread onto skewers – approx' 4-5 pieces on each, or leave as individual pieces
3. Heat 1.5 tbsp canola/sunflower oil in a large non-stick pan over a medium to high heat
4. Cook skewers in batches for 3-4 minutes on each side until golden

Thai Peanut Sauce:

1. Place the remaining 300g of the coconut cream and all the other Sauce ingredients in a saucepan over a medium-low heat
2. Stir to combine then simmer gently, stirring every now & then for 5 minutes
3. Adjust the consistency with water a little at a time, if required - it should be a pourable but thickish sauce
4. Turn off the heat & cover with a lid while cooking the skewers

To Serve:

1. Pour the sauce into a bowl. Sprinkle with some chopped peanuts – stir through if desired
2. Pile the skewers or individual pieces onto a serving plate, sprinkle with more peanuts, chilli & coriander & put the bowl of sauce on the side for dipping
3. Add Jasmine Rice to complete the meal

Thank you to our GINA Partners

DIAMOND

GOLD

SILVER

BRONZE



WHY PARTNER WITH GINA?

By partnering with us:

- ✓ **Your brand** will gain the benefit of reflected trust and authority, which is the cornerstone of the relationship between GINA and its members.
- ✓ **Your business** will benefit from the opportunity of open communication with decision makers and key people in NSW and ACT's nursery and garden industry.

GINA Partner Benefits can include:

- GINA membership
- Display GINA partnership logo on any of your print and digital marketing collateral
- Opportunity to speak at a Regional Group event
- CEO and/or GINA Director escorted visits to meet with GINA members
- Fulfilment report (a formal report that shows you exactly how we delivered on our promise)
- Advertising and Marketing
N&G News | eNews | GINA website | corporate email signature | social media | members packs
- Sydney Trade Day
Advertising on Trade Day flyer | FREE exhibitor stand | FREE roaming stand | display promotional material | hand out promotional material/showbags
- Representation at other GINA Events
Complimentary tickets to awards night and gala dinner | Opportunity to speak at events | Presentation of an award | Major key partner recognition at events | Logo on event promotional material | Complimentary tickets to other GINA networking events | Logo on pull-up partner banner at all events

Partnership Opportunities

Off-The-Shelf Packages

We offer various partnership packages: **diamond, platinum, gold, silver and bronze** all of which offer year-round access and exposure to GINA members through events, print and digital media, and exclusive networking opportunities.

Customised Packages

In the event our off-the-shelf packages don't provide exactly what you're looking for, GINA's flexible approach means that together we can tailor a package that meets your needs and requirements. To discuss this option further please call the office on (02) 9679 1472. All partners will receive a fulfilment report at the end of the 12-month period.

To become a partner or for more information scan the QR code or contact GINA:

t: 02 9679 1472

e: info@gina.org.au

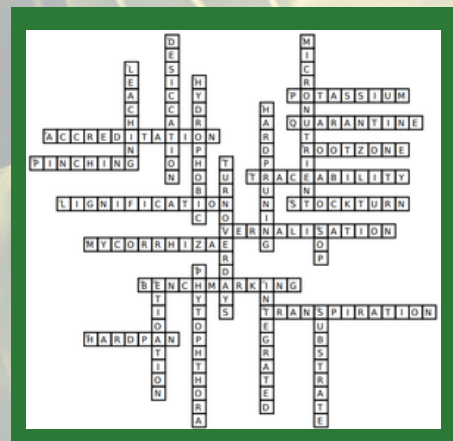


ANSWERS

SUDOKU

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

CROSSWORD





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10g/kg Pendimethalin



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