

Hillier's Horticulture sows seeds of success with National Award Win

Hillier's Horticulture of Gooburrum was named the 'Best Small Production Nursery' in Australia at the 2010 Nursery & Garden Industry Awards held in Darwin recently, acknowledging its outstanding accomplishments over the past year.

Manager, Amanda Hiller said "To win nationally after only five years in business is a phenomenal accomplishment for our team especially when we were up against such a high calibre of competition."

Horticultural excellence runs in the Hillier family. Amanda started the company with her father Bryan who is a leader in the nursery and garden industry. "Dad was always someone I looked up to for inspiration and advice. I've learnt so much from working with him and his passion for plants has definitely rubbed off on me," said Amanda.

Amanda said finding a niche market and catering for that need was a key factor in their success in such a short timeframe; "our concept is quite unique - we are the only in-ground nursery in Australia that is solely set up just for cutting material. It has given nurseries in the industry another avenue to purchase cutting material." Cutting in horticulture refers to cutting part of a plant stem, leaf, or root and used for producing a new plant. It is a convenient and inexpensive method of propagation.

Their success has seen Hillier's Horticulture go from 12 acres of land to 24 acres in the first two and a half years of business. After such rapid growth they are now at top of the pack being named 'Best Small Production Nursery.'

The 'Best Small Production Nursery' award acknowledges producers with fewer than five fulltime employees and display extraordinary business operation and dedication to work on a daily basis.

About the 2010 Nursery & Garden Industry Awards

The Nursery & Garden Industry Awards praise outstanding businesses and individuals within the industry, who have shown excellent business practice in the past 12 months.

There are 14 prestigious categories and are featured at the awards program including two new categories this year, Best Government Nursery and Best Propagation Nursery. Other categories include the Environment Award, Training Award, Export Award, Best Small, Medium and Large Garden Centre, Best Medium and Large Production Nursery, Allied Supplier Award and Young Leader Award.

About Hillier's Horticulture

Four years ago Amanda Hillier began the nursery with her father Bryan who owns Dracaena Farm Nursery. The initial idea was to support Dracaena Farm with a continual supply of cutting material but once the company started and gathered momentum it received continual interest from the Nursery and Garden Industry.

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