


Symposium Program

Tuesday 17 February

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| 8.00 am | Registration desk open | |
| 8.00 am | Exhibition Open | |
| | Urban GreenScapes Symposium | |
| 9.00 am | MC Announcements & Welcome Jenny Brockie – Journalist/ TV -SBS Official Opening (Government Minister – TBC) | |
| 9.15 am | Setting the Scene: Overview of the Issues Josh Byrne – Environmental Scientist/ Media | |
| 9.35 am | Environment – Overall Research USA – Urban Forests and Impacts on Carbon, Water, Heat Island Dr Greg McPherson, USDAF | |
| 10.30 am | Morning Tea | |
| 11.00 am | Environment – Urban GreenScapes and Green House Gases- Can Plants Have an Impact? Dr Stephen Livesley – University of Melbourne | |
| 11.30 am | Health and Wellbeing: NGIA Research Review and Gap Analysis Professor Allyson Holbrook – University of Newcastle | |
| 12.00 pm | Health: How Plants Affect People Associate Professor Mardie Townsend - Deakin University | |
| 12.30 pm | Lunch | |
| 1.15 pm | Planning: Australian Backyards – Urban Greenspace is Being Limited by Building Regulations and Developers Prof Tony Hall - Griffith University | |
| 1.45 pm | Planning: Local Government Issues and GreenSpace Development Philip Hewett - Newcastle City Council – Urban Forestry NSW | |
| 2.10 pm | CASE STUDY: Who Has Done It Well? What Are The Key Successes and Benefits Flowing From Increased Urban GreenScapes? Adam Schwerner, City of Chicago (Sponsored by Ball Horticultural Company (Australia)) |  |
| 3.00 pm | Afternoon tea | |
| 3.30 pm | What Actions are Needed in Australia? Panel x 6 convened by Jennie Brockie (Josh Byrne, Greg McPherson, Philip Hewitt, Adam Schwerner, Robert Prince, Mardie Townsend with audience participation) | |
| 4.45 pm | Wrap up and Conclusion | |
| 5.00 pm | Symposium close | |
| 5.15 pm | Sector Group Meetings | |
| 5.00 pm- 8.00 pm | Conference Welcome Reception (Exhibition Hall) Includes NextGen Function. Entertainment provided by the John Black Trio. | |
| 8.00 pm onwards | NextGen Social Function. Venue to be advised. | |



Conference Program Day 1



Nursery & Garden Industry 09
National Conference and Exhibition
18 - 19 February 2009 - National Convention Centre, Canberra

Wednesday 18 February

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|-----------------|--|
| 8.00am | Registration Desk Open |
| 8.00am | Exhibition Open |
| 9.00am-9.30am | <p>Welcome to the Conference Jo Pearson MC & NGIA President Geoff Richards ^{CNP}</p> <p>Conference Open</p> <p>The 'Ingredients for a Brighter Future' Jeff Cooke ^{CNP}, Chair - National Conference Organising Committee</p> <p>Defining the ingredients and why each is important! What is our product? Who is going to educate the public and the policy makers about the virtues of our product and why the message should be embraced?</p> |
| 9.30am-10.30am | <p>Plenary Session 1 – THE RAW INGREDIENTS</p> <p>The Industry Platform Robert Prince ^{CNP}, NGIA CEO</p> <p>The greenlife industry looks at the 'big picture' issues such as biosecurity, raising industry standards and identifying ways to grow the industry. Hear the latest about the industry levy in action, including national projects such as KidsGrow, EcoHort, BioSecure HACCP, training programs and market research.</p> <p>Measurements Matter Tim Pickles ^{CNP}, Tim's Garden Centre & Malcolm Thompson, Colourwise Nursery</p> <p>How do you know if what you are doing is delivering the results? You measure it! Two successful business owners share how they measure their activity and use it to grow their sales and profits</p> |
| 10.30am-11.00am | Morning Tea |
| 11.00am-12.30pm | <p>Plenary Session 2 – THE RIGHT MIX</p> <p>Enhancing the Value of Plants Angus Stewart, Horticulturist and media presenter</p> <p>The evidence has been tabled! Now it's time to get our positive information about plants into the public domain. How can we lift the public profile of plants and how do we get the message out in a cost-effective way? Industry accreditation (NIASA, AGCAS & CNP) is a key ingredient.</p> <p>Confronting Environmental Issues Josh Byrne, Environmental Scientist, Author and TV Presenter</p> <p>How do we balance the benefits of plants with use of precious water resources? The equine influenza highlights the need for improved biosecurity. Why the industry must stop the sale of potentially invasive plants! Are there other threats on the horizon?</p> <p>10 Things I Hate About You! John Stanley, International Retail Consultant</p> <p>An interactive session discussing ways that growers and retailers/end users can work together more cohesively to improve profitability and meet consumer's demands. A rare chance to have your say.</p> |

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| 12.30pm-1.30pm | Lunch |
| 1.30pm-3.00pm | <p>Plenary Session 3 – ADD SOME SPICE</p> <p>Profit is Not a Dirty Word! Richard Hansen, Business Manager, Orica</p> <p>Pricing tips that can add thousands to your bottom line. This session alone is worth the cost of admission! Changing the product offering – give the customer what they want! Extra profit can be reinvested into strengthening your business.</p> <p>It's More Than a Job! Panel discussion (Brian Merrick ^{CNP} Gardens R Us, Andrew White Oasis Australia, Anthony Kachenko ^{CNP} NGIA, Ross Wilson ^{CNP} 2008 Young Leader, Kate Malfoy ^{CNP} Jamberoo Native Nursery)</p> <p>The greenlife industry competes for talent. It has to attract a new generation of 'beautiful people' who can make a difference to the global environment. This session looks at ways of finding staff, educating them and retaining them. What can our industry do for our people that others can't?</p> <p>Making Our Green Industry Greener Speaker to be advised</p> <p>We can't just say we're green, we have to be green! We must demonstrate our green credentials to the buying public and this will involve changing some of our practices. This session looks at what environmentally-friendly practices the greenlife industry can adopt.</p> |
| 3.00pm-3.30pm | Afternoon Tea |
| 3.30pm | Exhibition Concludes |
| 3.30pm-4.20pm | <p>Plenary Session 4 – A DASH OF CREATIVITY</p> <p>A Better Path to Market Gerald McElvey & Tom Rafferty, Consultants, Horticulture Supply Chain Services</p> <p>Are there more cost-effective ways of moving product into the marketplace? Supply chain management (SCM) is the control of materials, information, and finances as they move in a process from producer through to the end user. The benefits of SCM can extend to the greenlife industry. Hear how!</p> <p>Best of the Best National Judges</p> <p>What are the best in the industry doing? A preview of the contenders in each of the national industry award categories and why they were chosen as the outstanding representatives by their respective state associations. The awards to be announced at the Gala Dinner at Parliament House.</p> |
| 4.30pm | Levy Payers Meeting |
| 4.50pm | NGIA General Meeting |
| 7.00pm for 7.30pm | Nursery & Garden Industry Awards Dinner The Great Hall, Parliament House |

Conference Program Day 2

Thursday 19 February

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| 7.00am | Recovery Breakfast | |
| 7.30am | Registration Desk Open | |
| 7.45am-1.15pm | Retail Tour | |
| | 8.00 | Depart National Convention Centre |
| | 8.30 - 9.30 | Rodney's Nursery with hands-on workshop |
| | 10.00 - 10.45 | Tour and morning tea at Cockington Green |
| | 11.15 - 11.45 | Yarralumla Nursery – Heritage Plants nursery tour |
| | 12.00 - 1.00 | Garden Tour and Lunch - Government House |
| | 1.15 | Return to National Convention Centre |
| 7.45am-1.15pm | Production Tour | |
| | 8.15 | Depart National Convention Centre |
| | 8.30 - 9.30 | National Botanical Gardens nursery tour |
| | 9.45 - 10.30 | Viewing and morning tea at Telstra Tower, Black Mountain |
| | 10.45 - 11.45 | Yarralumla Nursery – wholesale and retail |
| | 12.00 - 1.00 | Garden Tour and Lunch - Government House |
| | 1.15 | Return to National Convention Centre |
| 1.45pm-3.00pm | Plenary Session 5 – IDEAS TO GO | |
| | Report on Urban GreenScapes Symposium Outcomes | |
| | Dr. Greg McPherson, US Department of Agriculture (USDA) Centre for Urban Forest Research | |
| | Summarises the key outcomes of the Urban GreenScapes Symposium that will form the essence of the industry paper to be distributed to policy makers around Australia. | |
| | The Brighter Future | |
| | Adam Schwerner, Director of Department of Natural Resources, City of Chicago | |
| | Understanding opportunities is the first step in establishing how to exploit them. Know what message unifies the industry and how we can cost effectively promote our businesses by harnessing the collective promotional spend of all in the industry. | |
| | Conference Close | |
| | Jo Pearson, Geoff Richards ^{CNP} , Jeff Cooke ^{CNP} , 2010 Committee Chair | |

For further information contact Conference Solutions on 02 62853000 or visit www.ngia.com.au



A total of 5 CNP points per full day of registration have been allocated to this conference as part of the Certified Nursery Professional program.

Cancellations and Refunds -

Notification of any alterations or cancellations must be sent by post, facsimile or email to Conference Solutions. A full refund of registration fees, less an administration fee of \$100, will be paid to any participant cancelling before 9 January 2009. No refunds will be made after this date. If a registered delegate is unable to attend, a substitute delegate is welcome at no additional cost. The substitute delegate's details must be forwarded to Conference Solutions in writing via email ngia@con-sol.com, fax 02 6285 3001 or mail to PO Box 238 Deakin West ACT 2600.

Program correct at time of printing. Subject to change.

