

IPPS

Sharing Plant Production Knowledge Globally

the Propagator



International Plant Propagators
Society (IPPS) Australia

International Plant Propagators' Society www.ipps.org.au
Australian Region - Newsletter Spring 2016 - No: 51

Being Involved

We as plants people are passionate about the growing of plants and want to find out more about them and how to grow them better.

Unfortunately for the majority of people that is not the case. For many, plants for a garden are a discretionary commodity that may compete with the purchase of the latest mobile device or such. Many today find the choice of plants for a garden design too difficult.

The motto of IPPS is to seek and share, one problem that we all face is **how do we get the message out of the benefits of growing plants** to; the general community, other allied horticultural businesses, the wider business community as well as town planners and government bodies.

We each can start of course with our own families, and perhaps be prepared to talk to local garden clubs and schools. But for the other groups mentioned many would hope that "someone else" will do it. That's where we often look to the horticultural media through TV and radio programmes and magazines mostly. But how do they know what needs to be addressed, who guides them?

Perhaps sources of influence include our industry associations, public comment or third party suppliers with a product to promote.

Fortunately now we also have Horticulture Innovation Australia Ltd as a grower-owned partner to help to get answers to the difficult questions we face. This body has representatives from each facet of the horticultural industry to help assess proposals for new projects. But where do the ideas come from ... us the growers, that's right they need to know what the burning issues are that need to be researched, solutions found and results subsequently communicated or promoted.

What are the burning issues that you face that you don't have a solution to?

Make a list and maybe some are worthy to be submitted to HIA as projects (because you can bet others also have similar issues). You may even find that it is already part of a project.

This newsletter will explore more about the value of IPPS members and their organisations joining and

working with HIA. It is worthwhile noting some of the projects currently being worked on are:

2020 Vision: uses different planned approaches and tools to explain the benefits of trees and gardens to the community and grow the market for plants. More about this later.

A new **Greenhouse Construction Code** is being prepared in conjunction with Protected Cropping Australia to make the approval process easier for new construction.

There are projects to **improve the qualifications of people in the industry through master classes and PhD scholarships as well as internships** with host businesses for final-year university students.

In addition to a **biosecurity programme** HIA provides funds for **registration of new chemicals** needed in the industry.

These are just a few of the many projects that you need to be aware of and hopefully contribute your experience too.

Bruce Higgs

THIS EDITION

Being Involved

Anita Boucher Award

Six Pack Experience

2020 Vision

HIA Membership

Reports

◆ President's Comment

◆ Executive Officer's Comment

◆ International Board

Newsletter Editors Comment

President's Comment



Shortly after the last newsletter went to print, the IPPS lost one of its great contributors in Steve Vallance. His passing came as a shock to us. We had only been talking in Adelaide about the busy upcoming spring season, and about the IPPS issues we would be addressing over the next year.

Steve was always generous with his leadership, energy, expertise and experience. Not only was he involved in this society, he also served as president of his local council, and was active in supporting his wider community.

Together with Natalie, he had built a successful nursery business. You only needed a short chat with him to realise his passion for Australian plants, and his ability in growing them.

I am extremely grateful for the time Steve had spent with me over the years. In him, we have lost not only a valued propagator, but a great bloke.

At the Adelaide conference we learned of the changes to how nursery industry levy funds are managed. 'Horticulture Innovation Australia' (HIA) is the grower owned research, development and marketing company charged with helping growers throughout the horticulture industries increase their productivity and profitability.

For the IPPS to continue its goals of 'seeking and sharing' into the future,

we need to secure a place in the new order of Australian horticulture. As stake holders in the industry, there are a number of ways we as IPPS members can become involved in the decisions that drive the direction of this investment. Crucial to this involvement is membership of HIA. It is important to note that paying levies does not automatically make you a member of HIA.

If you have not formally applied for membership by completing and submitting the official membership form, you are encouraged to do so. Also, non-levy payers can still be involved as individual stakeholders. There will be more information to follow in this newsletter on the benefits and importance of HIA membership. So be sure to have a read of that article. The key message is that if you are not a member, you need to give serious consideration to joining.

With Spring well and truly here, I'm sure all of you are busy with the demands of the season. If you are amongst the growers who have had a wet couple of months, thanks to the above average rainfalls over much of Northern and Eastern Australia, I hope you have managed to pull through unscathed, and that the following months are more conducive to sending your stock out.

Heres to a productive and successful Spring.

John Messina

Executive Officer's Report

IPPS Office

The IPPS Office slows down at this time of the year so not much to report on from the administration side of things, apart from the running of the Office is going smoothly.

Subscriptions

Maintaining membership is still a challenge as membership continues



to decline. The Australian Region of IPPS currently has 190 members.

2017 Conference - PERTH - "Propagating for Health, Wealth & Good Times" - Thursday 11th May to Sunday 14th May 2017



Every year IPPS Australia holds a conference, an essential event for anyone in the plant propagation industry. Next years conference is shaping up to be an event 'Not to be Missed'...

Information on Pre-Conference tour will be available on the website shortly www.ipps.org.au

Registration and program details will be available shortly on the website www.ipps.org.au

Make a note of this date in your diary.

Pam Berryman

Has your Horticultural Business become a member of Horticulture Innovation Australia?

Is your business a levy payer, for example does it buy pots?

The board of the IPPS Australian Region would like to encourage all members with a horticultural business to apply for HIA membership. It is through membership that industry bodies and research benefiting us will happen.

International Board

At our recent Australian Region Board meeting Clive Larkman reported that there was a lot of discussion at the International Board meeting on the International website and issues associated with it, and actions have been undertaken to rectify them. Charles Heuser is staying on as International Editor for another year.

The Investment Committee are in the process of putting together sponsorship packages seeking support from Companies to fund the International website. Sponsorship packages will consist of 3 levels – US\$10,000, US\$5,000 and US\$2,000

The International Board had a minutes silence at their last meeting, in honour of Steve Vallance.

Anita Boucher Award

At this years conference Dr Kate Delaporte gave a very good presentation entitled "Ornamental Eucalypts, Trials and Tribulations". Her paper covered the many facets involved in a long term breeding project and was supported with photos highlighted the potential of this work.

The competition again was excellent but it was the editorial committees choice for Kate to receive the 2016 prestigious Anita Boucher Award sponsored by HortJournal. Sam Hall was able to present the award after the conference.



2016 Adelaide 6 pack Jake & Robert are 3rd and 6th from the left

Six Pack Experience

It is now four months since our conference in Adelaide and to encourage applications for the 2017 Perth 6 Pack I sought some feedback from members of this years six pack. I asked them to reflect on their experience of being at the conference as a 6 pack member, and perhaps give some idea as to what being there meant for them.

My IPPS "6 packer" experience - Jake Jackson

After applying through my workplace (West Land Nurseries) I was lucky to be chosen to be a member of the 6 pack team joining the IPPS conference in May 2016.

I was flown to Adelaide from Hobart, with accommodation paid for at the Mercure Grosvenor hotel where I shared a room with one of my fellow 6 packers.

Not long after landing and getting settled I was introduced to the team, and started handing out lanyards and IPPS packs to the members on their arrival at the conference. This gave us an opportunity to meet and get to know one another, as well as the other people arriving to be a part of the conference.

Day 2 arrived and we attended a nursery tour and visited a Local horticulture and agriculture University campus. I had a

great experience learning the way other nurseries operate, and also the science involved in order to make a perfect crop or crop suitable for its environment and weather conditions .

One of the highlights for me through these tours was the talk on the different types of bees Australia has, the impact they have on our plants,

Yates Youth Six Pack

Applications are open for the chance to be a 6 pack member in Perth. You could have the privilege to meet some of the industry leaders while being sponsored by Yates.

All that needs to be done for either of these is **submit an application by Feb 2017**. Contact details are on the IPPS website (see www.ipps.org.au).

Rod Tallis Award

It is that time of year again when our young propagators need to be nudged and encouraged to apply for this prestigious award

A worthy propagator at the start of their career can gain an award that they can be proud of and mark the start of a successful career in horticulture. All you need to do is report on some propagation work you have undertaken. Then go to the website and apply soon.

how the numbers of bees are decreasing and what other solutions we may have in place going forward.

To finish off a great day of learning and fun, was a short walk around the beautiful Adelaide Botanical Gardens, which then was followed by a social drink and a bite to eat at a local pub.

Saturday was full of conference seminars, and displays. I was amazed and overwhelmed by the amount of different products available within our industry - from soil media to glass houses, to fertilizers to propagation knives. There is so much available for independent use or for business use, I was truly amazed.

While all this was happening, as a 6 packer it was our responsibility to hand out microphones to the speakers, and assist with any small jobs needed. We always felt we were not doing enough considering what we were getting in return, and we wanted to do more for the conference for our appreciation.

Saturday night was the gala dinner. It was fantastic to socialise with all the people we had met throughout the weekend so far, and get to know them better. Hearing about their careers, knowledge and achievements was fascinating.

All of us received awards and gifts at the gala dinner for being a six packer, which to all of us meant a lot and was hugely appreciated.

The next day each 6 packer was required to do a 2 minute speech on ourselves and our career goals etc. I was a little nervous about this, however there was no need to be. We were made to feel so welcome and everyone seemed supportive and proud to hear us speak.

I admire the fact that everyone at the conference are all there for the same reason - "to seek and to share". They are all there to help and give advice to each other on

problems they may be facing in their nursery or they're situation at the time.

Sunday morning was the final part of the conference, and we attended a few workshops with the IPPS members. My favourite was the conifer grafting workshop. I found this fascinating to watch, and it showed that it is a real art to master.

In conclusion I learnt so much, had such a amazing experience and was lucky enough to met so many friends that am still in contact with now.

The conference also gave me the boost and confidence I needed to take the next step in my career as I have since applied to study my bachelors degree in horticulture and agriculture, which I will hopefully start in February 2017.

Having loved my experience and would love to have many more, I joined as a full IPPS member after the conference ended. Hopefully I will be able to attend the Perth conference in May 2017.

My Experience - Robert Lyte

As a 6 Pack member at the Adelaide IPPS Conference in 2016, I am happy to say that this was a fantastic opportunity to experience a jam-packed schedule of talks, lectures, and some hands-on seminars of various horticultural topics and advancements in horticultural practices, research, and business models.

There was a quality turn up of industry-leading nurserymen, and people from Botanic Garden research and other fields of horticulture. I learned a lot from the experience getting to meet some of the most experienced people in plants that I have seen and gleaning information from them on the way they do things.

I would highly recommend anyone who is looking at getting into horticulture to apply to be a member of

SOUTH AFRICA 2017

YOUNG PROPAGATORS

APPLY NOW

For the opportunity of a lifetime, it is now time to apply for the **South African Exchange Program**.

This IPPS project aims to give young propagators at the start of their career the opportunity to gain experience of the industry elsewhere and to build a better understanding of each country.

In March 2017 the young propagator chosen will spend approximately 3 weeks in South Africa, hosted by local Nurserymen, where they will work and visit other nurseries and places of interest in South Africa, including tourist venues, plus attend the IPPS International Conference.

The program as usual is sponsored by Australia and South Africa IPPS. After the trip the chosen propagator will be expected to attend the Australian IPPS Adelaide Conference in May 2017 to talk about their experience.

Now that you are thinking about this or you know someone who may be suitable, check the following to make sure of eligibility:-

- You must be over the age of 18 and in the early years of your career of growing plants.
- You must be able to travel to South Africa in early March 2017 and attend the Adelaide May Conference.
- Your employer must support this application and your time off work.
- You must be prepared to make notes and take photographs of your great experience and report back to the Australian IPPS Conference.

If all of the above suits you and you would like to be hosted in South Africa (at no cost to you, except spending money) and gain from the experience. Then send in the application form which is available on the IPPS [website www.ipp.org.au](http://www.ipp.org.au) by the end of November 2016.

the 6 Pack team in Perth, to help with organising and meet 'n' greet duties, and the opportunity to attend the conference talks, and seminars afforded you by the generosity of sponsors like YATES Australia.

As a 6 Pack member, you get to meet people in ways you would not if you were not a part of the duties of being a 6 Packer and just going along to the conference as a IPPS member. I had some very interesting talks with people who had been in the industry many years. I would not have these opportunities as much if I had not been on the 6 Pack Team.

Upon completing the conference, looking back, I treasure the things I learned there, and the help in seeing direction of my future in horticulture and where I currently work in production on an organic farm in the Adelaide Hills.

The highlight of the conference was the opportunity I had to stand up and give a talk on *my experiences in South Africa as an exchange student through IPPS Australia*. I had a wonderful time there visiting many different Nurseries, and listening to the different ways industry leaders do things over there.

I had a great time studying native plants in the Southern Cape area near Cape Town in one of the world's Floral kingdoms: the Cape Floral Kingdom. I met and did field trips into remote areas with a professor from Kirstenbosch Botanic Gardens. I learned the names of many new plants in this region including some rare Fynbos varieties.

Overall it was an enriching and valuable experience and I am grateful of the programs like this one at IPPS that exists to help those new in horticulture to get an idea about the different directions you can take with it.

I would encourage anyone wishing to get involved in horticulture to

give it a go like I did and apply for the South Africa Exchange student opportunity for 2017. You do not need to have knowledge, just an eagerness to enter the industry and have a love of plants.

You also do not need to be greatly experienced to be selected; I was only few months in working in and studying about horticulture at TAFE. I was intrigued, applied, and found my way onboard to South Africa

soon after!



The original brief for the 202020 Vision campaign was written by Horticulture Innovation Australia (HIA) then Horticulture Australia Limited in 2013 in conjunction with the Nursery & Garden Industry marketing levy program, with the goal to sell 2% more plants year on year.

The campaign concept is the 202020 Vision. Why? Well because it takes it from being about trees and plants to being about public amenity and an

More plants for the built environment - photo courtesy Horticulture Innovation Australia



issue that benefits everyone. The reason they chose 20% is because it roughly equates to 2% compound growth year on year for the 8 years from 2013 to 2020 (inclusive).

To those informed it is no secret the campaign has been in place for more than 4 years, however it is what has been achieved and planned to be achieved in the coming years which needs to be shared to help drive the campaign into the realms of it benefiting everyone thanks to plants.

A major change was the establishment of the HIA Strategic Co-Investment Fund (SCIF) Research and Development (Pool 2) in 2015/2016 beyond the nursery container levy pool 1 marketing investment of around \$800,000 per year.

The SCIF is not funded by the nursery container industry levies and is based on the success of the 202020 Vision, seeing the Green Cities program established as one of the HIA key SCIF strategic priorities. **This means a minimum of five million dollars per year of matched Commonwealth funds can now be coordinated in line with the 202020 Vision to help achieve more green space will happen.**

One of the key strategies outlined in the original marketing brief and incorporated into the Nursery Marketing plan is to 'influence the influencers'. There is no one more influential than the organisation that owns and controls the land with 4 key audiences whether they be:

- government
- business
- school or
- home owner.

Every one of the audiences needs two things in order to start planting trees and plants - **Awareness and Urgency**, and **Tools and Know-how**, i.e. "give me a reason to green my space and show me how to do it".

Learning what people need and finding the best ways to help them in their greening project, as well as get them talking to each other is important. Media stories are also very important to people - especially government people who are influenced by what they read in the media.

The 202020 Vision Team create groups, networks, emails and other ways to share information among the group and keep green space people up to date with what each other are doing. Often, because when you read about what others are doing you are inspired to do more yourself. To add to this it needs to be credible and backed by



research with a "Living Network" with partners and advocates helping to demonstrate the benefits of greenspace.

In early 2015 the 202020 Vision Plan was created with input from more than 500 people and is considered to be the world's most comprehensive urban green space plan.

A considerable amount of work has been done educating and supporting government on the benefits of greenspace with resources. This has led to the awareness and benefits of increasing greenspace from businesses and developers. The school yard has been supported under "My Park Rules" to increase the use of trees and plants. All of these 3 audiences have been supported with quality resources

available at the 202020 Vision website www.202020vision.com.au as well as the Plan, Network and Help Hub.

The next exciting phase and audience is the consumer where propagators, growers, breeders and retailers can capitalise on what we know plants offer in the health and well being to people and the environment.

The opportunity to include the 202020 Vision logo on plants labels has been discussed by growers and the development of guides for small spaces, roof top garden, greenwalls in units/apartments and a "Healthy Homes Index" to rate your home and how plants can improve the space are all in development. This has broad engagement from anyone growing, using or selling plants.

To help promote the 202020 Vision go to the website and familiarise yourself with the Plan, Resources and connections to encourage wider use of plants.

Michael Danelon

(Photos showing the need for more plants for different places and with different requirements courtesy Horticulture Innovation Australia)



HIA Membership

Those of us involved in Horticulture know the value of the industry to Australia. And we know that securing the future of it should be of prime importance.

For many years we have had an important system of investment that has supported the industry. This has involved the collection of funds through levies and other avenues, which are redistributed back to industry.

Changes to how levies are managed have taken place. They are now managed by 'Horticulture Innovation Australia Limited' (Hort Innovation). And it is important to understand how you, as a stakeholder in horticulture in Australia, can play a vital role in the outcomes for horticulture.

Hort Innovation is a not-for-profit, grower-owned Research and Development (R&D) and marketing company for Australia's \$9 billion horticulture Industry. Hort Innovation invests more than \$100 million in R&D and marketing programs annually. The goal is to grow the future of Australia's horticultural industries. Their job is to help growers increase their profitability,

improve their productivity, and their global competitiveness.

The funds that HIA manage are provided by the Australian horticultural industry (growers and supply chain via the levies they pay), the Australian Government, and co-investment partners. These funds are invested into research and development and marketing programs to achieve the desired outcomes.

Exactly where the funds go is guided by the 'Strategic investment plan' (SIP). The planning process for the development and review of each levy industry's SIP is open to everyone who participates in the Australian horticulture industry. In particular, Hort Innovation wants to hear from growers, but will be consulting widely with the whole supply chain and Industry Representative Bodies. It is here that IPPS members can play an important role. The more of our members that are 'signed up', the greater our say in how things will go.

This is one of the most significant programs that could have a long term impact on the future growth and success of Australian

Horticulture Innovation Australia

horticulture. It potentially creates more employment and secures a brighter future for the industry, and we each can have a part in this by helping provide opinions, advice and information for decision making.

To become involved in the SIP development process for your industry, you must be registered with Hort Innovation - either as a member or as an individual stakeholder. If you (and your business) are a levy payer you are strongly encouraged to join Hort innovation as a member. **Membership is not automatic just by paying levies.** You need to apply by completing the online membership form at

<http://horticulture.com.au/membership-application-form>. Please note that each business ABN can have only one membership, with only one nominated representative. However, should an IPPS member wish to become involved and their business already has a nominated rep, or the IPPS member is not a levy payer as such, they can still register as an individual stakeholder by completing the online form at

<http://horticulture.com.au/tenders/delivery-partner-registration-form>.

Sign up today, to have your say in Australia's horticultural industry of tomorrow.

John Messina



Photo Courtesy Horticulture Innovation Australia showing a better environment in cities with plants

VALE Steve Vallance
21/1/1961-29/6/2016

The photo at right captures a special moment giving the Presidents GB&I Award to James Burnett in Adelaide this year. There are many moments to remember with the sudden passing of our immediate past president.

Steve grew plants whilst still in high school, did some biology at Uni, tried working for others for a while (whilst still growing plants), but soon realised that being your own boss was a much better way to pursue your own interests and earn a living in the process.

After purchasing a retail nursery, with wife Natalie, plant production and wholesaling became preferable and so Muchea Tree/Plant Farm became one of the forerunners in revegetation and the introduction of rare and endangered Australian flora into the public realm, as well as other Proteaceae. Natalie and her team are keeping the business operating and continuing that vision for preservation, adaptation and regeneration of our amazing flora.

Steve knew that all things could be grown, somehow, as long as scientific application was applied. It's a matter of trying to unlock those little puzzles that God has for us.

Steve had been a member of IPPS for just over a decade, and during that time made many new friends with fellow plant geeks, learnt a lot and shared a little also. Steve saw his term as President of IPPS as an honour and a privilege, saying that it was not too onerous being that IPPS was such a "well setup operation and a lot of good people have done a lot of good work over the many years." It was, and still is, a team run organisation, a tribute to all those involved. He continued with "there are still plenty of challenges ahead of us". How true!!

Steve was first diagnosed with Lymphoma when he was 43 years



old, but conquered it numerous times, the last onslaught requiring a Bone-Marrow Transplant. Although this worked, it did reduce his immunity, and so the common E-colli bug is what he succumbed to in June, though rather suddenly.

I am pretty sure Steve was modest in suggesting any achievements during his term as President, seeing that both he and Natalie had actually gained so much more from the many incredibly knowledgeable and helpful fellow IPPS'ians, but the increased membership and the broader liaison with other Horticultural groups has been a legacy that will continue. His pure joy of simply catching up with like-minded horticulturists was palpable.

Thank you to all IPPS members and friends alike who have sent condolences to Natalie and the family, it has been truly appreciated.

With thanks

Natalie

Newsletter Editors Comment

I miss my occasional chats with Steve and consider it a privilege as I am sure many of you would agree to have shared some time with him. He was a compassionate man who really encouraged and sought the best for others. A passionate plants man.

He really thought highly of Charlie Parkinson and I hope the recipients of his book in Adelaide appreciated the thought behind that special gift of his. Dave Hancock has told us that the theme for next years Perth conference has been intended as a tribute to Steve.

Once again I would like to thank everyone who has contributed to the newsletter and hope you feel encouraged to be involved with HIA in some way.

The Adelaide master workshops were appreciated so much that I hope to be able to edit and paste videos of these on the IPPS Australian Region Facebook page over the coming year.

In the next issue I hope to have a report from Netafim on some irrigation trials undertaken at a Sydney based wholesale nursery as well as some other input on irrigation practice.

If you are not already a member join up to the region's **facebook site** - search for "**International Plant Propagators Society (IPPS) Australia**" and start contributing by "liking" it and posting. We now have over a three hundred Facebook member likes.

On the Facebook page we try to cover recent trends in horticulture both locally and overseas. There are a number of photo albums of events as well as video footage from Australian and other regions.

Don't forget that this newsletter and many past copies are available on the IPPS website at www.ipp.org.au

Pass your extra printed copy of the newsletter around at work.

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