

July 29 - 30 2025

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Event Centre

Official Visitors
Guide





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EVENT SCHEDULE

TUESDAY 29 JULY

8.15am Official Opening 8.30am - 4.30pm Green Expo Open

6.30pm Green Expo Gala Dinner at Sea World

Resort Conference Centre. Expo Spotlight competition winners will be announced at the Green Expo dinner. Sponsored by Garden City Plastics and Rocky

Point

WEDNESDAY 30 JULY

8.30am - 1.00pm Green Expo Open

MEDIA NOTICE

By entering the Green Expo I agree that my image may appear in group photographs or video that may be used in future marketing and media.

If you do not wish for your image to appear please advise the central information office.



MAJOR EVENT PARTNER



Thanks to Garden City Plastics -Australia's leading manufacturer of plastic pots and containers for the Nursery and Garden Industry.



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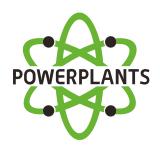


























EVENT SUPPORTERS







PRESIDENT'S COLUMN

Welcome to Green Expo 2025! It's shaping up to be another fantastic year, and we're thrilled to have you here. With a diverse lineup of exhibitors, including both familiar faces and new participants, Greenlife Industry Queensland (GIQ) is proud to once again unite the many facets of our industry.

Green Expo continues to be a standout opportunity to highlight the quality, creativity, and passion that define our member nurseries and allied traders. A great deal of work goes into preparing the exceptional displays you see today, and we're sure you'll agree that this year's exhibitors have truly delivered something special.

The aim of Green Expo has always been to connect and promote our industry across the full spectrum of Greenlife consumers—from retail nurseries to landscape contractors and designers. As your peak industry body, GIQ remains committed to growing the visibility and impact of our sector. Events like Green Expo are a powerful way to strengthen networks, open doors, and support the continued growth of your business. Our Green Expo Gala Dinner likewise promises to be a fantastic opportunity to bring the industry together from across the country for an evening of networking, celebration, and entertainment.

Of course, an event of this scale doesn't happen without a huge team effort behind the scenes. A sincere thank you to the Green Expo Committee, our sponsors, and suppliers. Your dedication and support help make this event a success year after year. We'd also like to extend our thanks to GIQ's new CEO, whose leadership and commitment have already made a significant impact, bringing renewed vision and momentum to our industry efforts.

I'm looking forward to catching up with many of you over the course of the Expo, as a long-time exhibitor myself. Please feel free to stop by and say hello.

Enjoy the Expo, and thank you for being part of it!

Christina Gnezdiloff - GIQ President

GREEN EXPO COMMITTEE

Amy Carter, GIQ Event Manager and Organiser **Colin Fruk**, GIQ CEO

Christina Gnezdiloff, EvergreenConnect and Green Expo Chair

Jason Durham, Garden City Plastics

Kieran Studders, Big Leaf Wholesale Nurseries

Lindsay Jenkinson, Ball Australia **Megan Williams**, Garden City Plastics





WELCOME TO GREEN EXPO 2025

On behalf of Greenlife Industry Queensland (GIQ), I'm delighted to welcome you to this year's Green Expo – Queensland's premier trade event for the horticulture industry.

Our industry plays a vital role in Queensland's economy. Although the number of nurseries has declined over the years, we remain the single largest industry in the horticultural sector, contributing more than \$2.78 billion annually to the national economy and employing over 23,500 people across the supply chain. The nursery industry continues to grow in resilience and innovation – and a big part of that strength comes from our roots.

Ours is an industry largely built on family-owned businesses, many passed down through generations. These businesses are not only the engine room of our economy, they're the heart of our communities. At GIQ, we're passionate about supporting these businesses, helping them thrive through advocacy, connection, and opportunity.

Green Expo is all about those connections. It brings together growers, buyers, allied trades, and industry leaders under one roof to share ideas, do business, and strengthen relationships. What began as a state-focused event is now fast becoming a nationally recognised expo, attracting exhibitors and visitors from across Australia.

You may also notice something different this year. As part of our renewed focus on advocacy, customer service, and membership value, we've refreshed our name and brand. While we are changing aspects of our business model, Green Expo will remain central to our charter.

We're incredibly grateful to our partners for helping make this event possible: **Garden City Plastics, Australian Retirement Trust and Rocky Point & Bassett Barks.** With your support, we're cultivating a stronger, more united future for our industry.

A heartfelt thank you to all our exhibitors and guests. Your involvement is what makes Green Expo possible. Whether you're here to reconnect, discover something new, or simply share in what makes our industry great — we're glad you're with us. We hope you leave feeling inspired, supported, and proud to be part of our community.

Colin Fruk - Chief Executive Officer, Greenlife Industry Queensland





Family-Owned Business

Three generations strong, Garden City Plastics has been the trusted choice for quality pots and growing solutions for over 50 years.



50 Years of Growing Together and We're Just Getting Started



Manufacturing Expertise

Choose from the largest range of Australian manufactured pots. containers and custom moulded products.





At Garden City Plastics, these values are at the heart of everything we do.

Since 1975, we've grown from a small family business into Australia's leading manufacturer and supplier of horticultural products, supporting growers across Australia and New Zealand with innovative, reliable solutions.

With multi-site manufacturing in Victoria and dedicated distribution hubs in every state, we've built a national supply chain designed to deliver consistency and confidence to nurseries, landscapers, and commercial growers.

We're proud to lead the way in sustainable practices, including closed-loop recycling initiatives that help reduce environmental impact while promoting a circular economy in horticulture.

Backed by five decades of experience, a passionate team, and a commitment to innovation, we're here to support growers today and into the future.



Allied Partner Products

Select from a comprehensive range of allied products including Plant Protection, Fertiliser, Media, Hardware and Accessories.





Efficient Distribution

Draw on strategically located distribution centres for all your products, consolidated and dispatched on demand.





Localised Specialist Support

Count on the expertise of dedicated Field Managers and Agronomists providing boots on the ground support.





Circular Recycling Program

Leverage a unique circular recycle program specifically designed for the horticulture industry.





We're Here to Help

Scan the QR code to learn more about how we can help you and vour business succeed.





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GREEN EXPO VISITOR CHECKLIST



Make every minute count. Use this checklist to help you plan, connect, and follow through for real business outcomes.

ON ARRIVAL

- ☐ **Set clear goals** Are you looking for new suppliers? Comparing products? Exploring innovation?
- ☐ Shortlist exhibitors to visit Visit the Exhibitor Listing page or see pages 18 25 of your Official Visitors Guide to review exhibitors and prioritise your must-meet businesses.
- ☐ **Schedule meetings** Lock in time with key contacts and suppliers in advance.
- ☐ **Be ready to exchange details** Have your business cards on hand.
- ☐ **Brief your team (if attending as a group)** Divide responsibilities to cover more ground.

DURING THE EXPO

- Meet with key suppliers and potential partners – Ask questions, explore deals, and take notes.
- ☐ **Discover what's new** Look for innovation, sustainability trends, and market-ready solutions.
- ☐ Make time to explore exhibitors both inside and outside You might spot something valuable outside your usual scope.
- ☐ Grab a bite at the food trucks outside Refuel with great local eats while taking in the atmosphere.
- ☐ Attend the Green Expo Dinner A great chance to unwind and connect with industry peers in a relaxed, social setting.
- □ **Document what stands out** Snap photos, collect business cards, and mark catalogues.

AFTER THE EXPO

- ☐ **Follow up on leads and connections** Send that email or schedule a follow-up call within the week.
- ☐ Share what you learned with your team Debrief and identify any action points.
- ☐ **Evaluate potential suppliers** Compare offers, service models, and fit for your business.
- ☐ Place trial orders or book product demos Turn insight into action.
- ☐ **Stay connected** Follow suppliers and industry organisations on LinkedIn or subscribe to newsletters.
- ☐ Share your experience on social media Post your highlights and photos, tag Greenlife Industry QLD, and use #GreenExpo2025 to join the conversation.
- ☐ Give feedback Help us improve and grow the event for 2026 by completing the survey.





GREEN EXPO SPOTLIGHT COMPETITIONS

- Be sure to check out the Green Expo Spotlight for 2025, all visitors are welcome to vote in the People's Choice - Green Expo Display Awards
- Get your votes in by 3:30pm Tuesday 29th July, winners will be announced at the Green Expo Gala Dinner
- The Expo Spotlight Competition winners will be chosen by a panel of judges

EXPO SPOTLIGHT COMPETITIONS

BEST OF EXPO

BEST NEW PRODUCT / SERVICE









PEOPLE'S CHOICE - GREEN EXPO DISPLAY AWARDS







HOW TO VOTE?

- 1. When you arrive at Green Expo, you'll receive three tokens—one for each Display Awards category
- 2. As you explore Green Expo, look out for the voting box at each exhibitor's stand
- 3. Found a favourite? Drop a token in their voting box! One token per category, so choose wisely







Trade Days: Sell your stock at our monthly trade-only events in Brisbane, Nambour, and Toowoomba



Essential Membership Services:

Get exclusive access to expert business services tailored to the greenlife industry



Nursery Tours: Learn, connect and have fun with exclusive nursery tours across the state



Green Expo: Connect, learn, and grow your business at Green Expo



Online and Offline Workshops:

Access practical training at exclusive member rates to help your business thrive



Business Performance Coaching:

retail gardening event

Farm Business Resilience Program; helping support and grow your business



Queensland Greenlife Awards:

Celebrate excellence and innovation in the horticulture industry



CEO's Circle: Exclusive access to high-level networking, industry influence, and member benefits



Nursery Trade Register: Connect with the right businesses and get discovered



Industry Alerts & Magazine: Stay informed with the latest industry updates and insights





Greenlife Industry QLD (GIQ) is the voice for nurseries and now is the time to be stronger; together.

Choose the benefit that you'd like to claim.



SEED MEMBERSHIP \$499 p.a. +GST

Protect your business with timely and relevant greenlife industry information, access to our member directory, a window sticker, and the GIQ magazine delivered to you (4 editions per year).

\$90+GST joining fee for new members



NURTURE MEMBERSHIP \$1,699 p.a. +cst

Get involved in our growing community for more connection and direct selling opportunities, including Trade Days, Qld Garden Show, Green Expo and the Qld Greenlife Gala Dinner & Awards.

\$90+GST joining fee for new members



THRIVE MEMBERSHIP \$2,499 p.a. +cst

Take your business to the next level with exclusive access to nursery best practice tours, high level networking with government and corporate buyers, personal CEO updates, and special rates on essential business services.

We believe that when nursery businesses thrive, communities and environments flourish.



Let's stand together to make things better.

Be part of the strongest voice for nursery, become a member today!

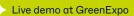


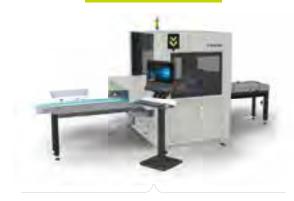
	Seed \$499 p.a.	Nurture \$1,699 p.a.	Thrive \$2,499 p.a.
Members e-newsletter	⋖	⋖	⋖
Real-time biosecurity and compliance alerts	⋖	⋖	⋖
Listing on and access to members directory	⋖	⋖	⋖
Leaflet member magazine (6 issues per year)	⋖	⋖	⋖
Member window sticker	V	⋖	⋖
Business Performance Coaching	 ✓	⋖	⋖
Green Expo trade show	8	Ø	⊘
Queensland Garden Show	8	Ø	⊘
Trade Days	8	Ø	Ø
Annual Dinner & Greenlife Awards	8	Ø	Ø
Essential Business Services Support	8	 ✓	Ø
Best Practice Nursery Tours	8	8	♥
High level supply chain networking	8	•	⊘
Online business improvement series	8	8	Ø
Special rates on essential services	8	8	 ✓



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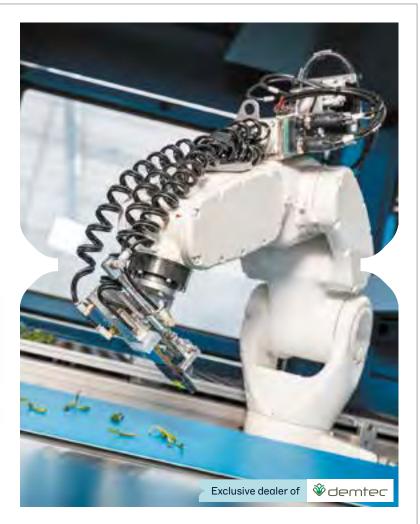




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INDUSTRY SNAPSHOT

Australia's nursery industry is evolving rapidly—meeting the nation's environmental, economic and community needs through plants.

FAST FACTS



\$3.2 billion: Local value of cut flowers, nurseries and turf sold in 2023-24.



2.3 billion

2.3 billion plants sold in 2022–23



20,000+

20,000+ full-time jobs supported



42% of sales

Retail makes up 42% of sales, followed by landscaping, primary industries, and environmental sectors



Major Focus

Major focus: urban greening, sustainability, climate resilience

HE LANDSCAPE



RESILIENT & DIVERSE

- From small family

nurseries to large

commercial growers



ENVIRONMENTAL
IMPACT
- Key player in
biodiversity, food security
& liveable cities



- Most businesses operate independently, creating innovation potential

CHALLENGES



Labour shortages impacting operations Climate change & extreme weather – 68% of businesses report impacts

Regulatory pressure and tightening consumer spending

OPPORTUNITIES FOR GROWTH

PEOPLE & CAPABILITY

Boosting technical training

Promoting careers in nurseries

Leadership development programs

SUSTAINABILITY & ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE)

85% of Australians value transparent eco-practices



Strong demand for climate-conscious plants and businesses

TECHNOLOGY & INNOVATION





A GREEN FUTURE AHEAD

Despite economic headwinds, optimism is high. 80% of businesses are confident in the industry's direction—driven by community demand for greener, healthier spaces.

Further Reading

- ACIL Allen. (2024, August). Nursery industry environmental scan August 2024. Greenlife Industry Australia. https://www.greenlifeindustry.com.au/ nursery-environmental-scan
- Australian Bureau of Statistics. (2024). Australian agriculture: Horticulture, 2023–24. https://www.abs.gov.au/statistics/industry/agriculture/australianagriculture-horticulture/latest-release
- Greenlife Industry Australia. (2024, September). Nursery paper: Growing green The future of Australia's nursery industry. https://www.greenlifeindustry. com.au/communications-centre-content/nursery-papers/september-2024-nursery-paper



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BALL

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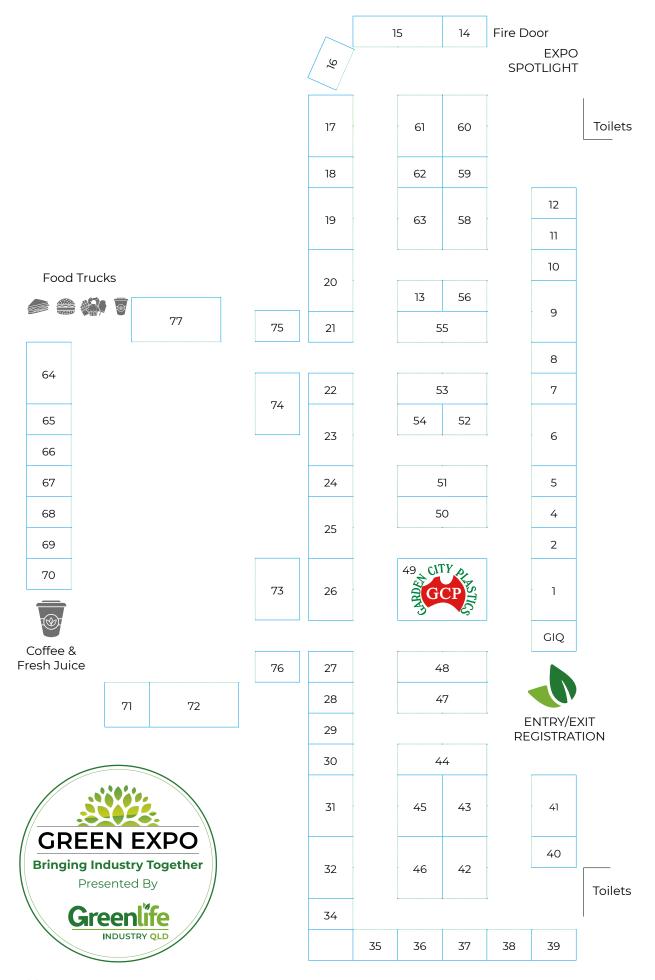
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EXHIBITOR FLOOR PLAN



EXHIBITORS A - Z

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EXHIBITORS A-Z

FERNLAND



Nick Hutchinson

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Human Resources - UPP HR

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Come see us at the **Syngenta stand number 48** to secure this deal

Terms & Conditions: 1. Offer only available during Green Expo (29 July 2025 – 30 July 2025). 2. Offer available to production nurseries. 3. Free bottles of BARRICADE® must be the same pack size as purchased bottles - e.g if 2 x 5 L purchased, 2 x 5 L is free, if 2 x 1 L is purchased, 2 x 1 L is free

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FOOD VENDORS

Need rehydrating and re-energising at Green Expo – try one of our food trucks. There are great options available – take a look and try something fabulous.





OUR COFFEE LADY

Locally owned and operated for over nine years, Our Coffee Lady brings passion, warmth, and great coffee wherever she goes. Serving up delicious Chiasso coffee with friendly service and a smile, her coffee is known as a hug in a cup.

JESSIE & THE CHEF

At Jessie & The Chef, we're more than just a food truck – we're a family-run business with a passion for great food and memorable experiences.

Driven by our desire to offer highquality, delicious meals at reasonable prices, we've earned a reputation for quality, freshness, and professional service. Thanks to our loyal customers and community support, we've been proudly voted one of the Top Three Food Trucks on the Gold Coast.

Whether you're after a quick bite, a flavourful feast, or catering for a special event, Jessie & The Chef brings something truly special to the table – wherever that table may be!

LEISA'S

Leisa's Coffee has been proudly serving expertly made coffee and unmatched customer service since launching in December 2023. What began as a mobile operation has quickly grown into two thriving cafés; our original Southport spot on the Gold Coast, and our newest location in Morningside, Brisbane, offering a full café menu.

We also sell and swap used books, with all proceeds going towards the Cure

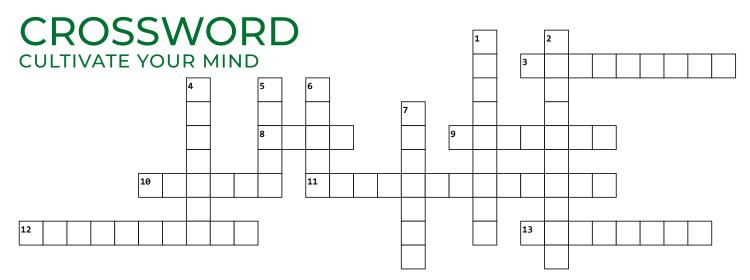
Brain Cancer Foundation of Australia, with over \$1,400 raised so far.

SATÉ HOUSE FUSION

Saté House Fusion offers vibrant tastes of Asia intertwined with local flavours to create an unparalleled dining experience. Our innovative approach promises a delightful fusion of East and West, offering a culinary adventure that will tantalise your taste buds.

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Smoothjuice is a family run business in a beautiful vintage caravan bar serving 100% fresh, whole fruit & vegetable juices & smoothies. We also offer delicious and nutritious organic açaí bowls. All our produce is sustainably and locally sourced, and we proudly use fully compostable packaging.



ACROSS

- 3. Hand tool used for pruning small branches
- 8. Ideal garden soil, a mix of sand, silt, and clay
- 9. Essential mineral for strong plant cell walls
- 10. What happens when a plant develops overtime
- 11. Process of moving plants to a new position
- 12. Tree or shrub grown for decorative purposes
- 13. Young plant sprouted from seed

DOWN

- 1. To produce new plants from seeds or cuttings
- 2. Nutrient additive for soil or plants
- 4. Organic matter used to enrich soil
- 5. Material used to cover soil to retain moisture
- 6. Join two plant parts to grow as one
- 7. Common material for plant pots





VISIT US AT THE



Did you know that Nurture and Thrive members can access expert advice from our Essential Business Services anytime?

Whether you're after support with strategy, staffing, safety, or scaling up – GIQ delivers essential support for every Queensland nursery:

- Human Resources
- Workplace Health & Safety
- Financial Advice
- Business Sales & Valuations
- System & Workflow Efficiency
- Marketing

MEET OUR ESSENTIAL BUSINESS SERVICES



UPP HR

Led by founder Sarah Winwood, UPP HR helps small to medium-sized businesses unlock the full potential of their people. Together with HR Consultant Jessica Klein, they provide expert guidance on compliance, performance, and creating a thriving workplace culture.

upphr.com.au



ESPOKE BESPOKE SAFETY GROUP

With a degree in Risk Management from Glasgow and experience working on offshore oil and gas platforms, Sarah brings deep expertise to safety consulting. Now based in Australia, she created Bespoke Safety Group to simplify workplace safety and help businesses stay compliant and confident.

bespokesafetygroup.com.au





FINEVA FINANCIAL SERVICES

Ralph brings over 20 years of experience in financial advice, helping clients make smarter financial decisions. From retirement planning and estate strategies to building investment portfolios, Ralph creates tailored plans to help you achieve your goals and improve your financial wellbeing.

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BENCHMARK BUSINESS SALES & VALUATIONS

With a strong background in sales and brokering, Penny is a dynamic force at Benchmark Business. She has helped businesses across many industries grow and transition successfully. Her expertise in strategic sales, negotiations, and valuations makes her a valuable partner for buying or selling a business.

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CEMOH

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Founded by Simon Dell and Matthew Clarkson, Cemoh connects businesses with top-tier marketing professionals. Whether you need someone short-term, long-term, or for a one-off project, Cemoh removes the guesswork from hiring and ensures you get the right fit — fast.

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Come and meet our expert partners in person! Visit the **Essential Business Services booth near the entrance** at Green Expo for a **free chat with any of our service providers.** Whether you're a member or
not, you're welcome to drop by and learn more.



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REUSE REDUCE RECYCLE

Tubes, Pots, Trays, Planter bags, Air pruning pots, allied products and NEW product development

About Us

Quality Plastic Products (QPP) is an Australian-owned manufacturer based in Narangba, Queensland, specialising in plastic injection moulding solutions. With over two decades of industry experience and innovation, QPP is committed to delivering innovative, high-quality products across the horticulture sector.

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You stand for something, or you fall for anything....

What does Greenlife Industry QLD (GIQ) stand for?

Industry associations like GIQ exist for moments like these—to speak as one voice for our industry and to ensure government hears us, understands us, and works with us. But advocacy only works when we stand together. We are relying on you to help us make our vision a reality, and we know you will answer

the call.



GIQ is the voice for nurseries. Let's stand together to make things better!

What is GIQ advocating for:

- Fire ant management led by industry —not bureaucracy
- A pot levy that works harder for growers
- Stronger drought and disaster resilience support, including "build back better" provisions
- Lowering costs and red tape for small and medium nursery businesses
- Fairer treatment in supply chains, including divestiture powers to rein in corporate dominance
- Affordable insurance solutions, especially in high-risk regions
- Increased funding for apprenticeships and training partnerships
- A national push for urban greening, with our industry at the centre of delivery.

things better:

What action is GIQ taking:

- alerting members to changes in legislation, regulation and the operating environment
- working side-by-side with program partners to help nursery owners build their business resilience, both by improving productivity and reducing costs and risks
- scanning for government grant and assistance programs and communicating opportunities to production and retail nurseries
- **lobbying** for lower taxes and less red tape on small and medium greenlife businesses representing the industry and individual businesses on specific issues and challenges
- introducing nursery owners to new greenlife buyers
- **educating** nursery owners about how government procurement works and helping them apply for local and state government contracts
- helping nursery owners to develop succession or exit plans



See the Full GIQ Growth Agenda (what we stand for) here:







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Absolute Trade Supplies offers a variety of horticultural, agricultural and nursery products through our comprehensive product range. From the backyard enthusiast to large scale commercial projects we'll have the products for you.

ALLPRO HYDROPONIC TOWERS

Allpro Hydroponic Towers are compact, efficient, and ideal for growing fresh produce at home or in commercial applications. Available in 6-layer (48 holes) and 10-layer (80 holes) models, they're made from food-grade ABS and include a 65L water tank, irrigation inlet pipe, and water pump. A soil-free system for clean, space-saving growing.





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The Allpro Greenhouse Kit is a durable, easy-to-assemble structure designed to create the ideal growing environment. It helps you control temperature, humidity, light, and airflow to suit a wide range of crops. Available in 8m x 30m and 8m x 52m kits, with custom sizes available on request.

Contact us today for more information!

Abmat











Growing Solutions Australia



Growing Solutions Australia (GSA) is a wholesale nursery based outside Toowoomba, QLD, specialising in the production of high-quality young plants. We grow a wide variety of indoor, foliage and landscape plants from both propagation and tissue culture, supplying growers across Australia. Our focus is on healthy, vigorous plugs that are ready for strong growth and long-term success. With a commitment to reliability, consistency, and plant health, we aim to support your business with dependable supply from a grower you can trust to deliver quality every time.

We specialise in:

- Indoor, foliage and landscape varieties from tissue culture and cuttings.
- Contract growing for the horticulture and agriculture industry.
- Our plugs are clean, consistent, and primed giving your crops the strong start they deserve.
- Reliable, on-time delivery.
- Quality you can count on.









contact us:

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EXPO FLASHBACK





First held in the early '80s, Green Expo has continued to evolve over the decades, growing in size, shifting venues, and building its reputation as a key event for the horticultural industry. With every year, it has become bigger, bolder, and more vibrant. Here's a look back to 2015, when the creativity, colour, and community were just as strong as ever.













MEET A RETURNING EXHIBITOR

We recently caught up with one of Green Expo's longest and proudest supporters — Bronwyn from Dracaena Farm Nursery. Having been part of the event for decades, Bronwyn shared what keeps her coming back year after year.

1. Can you tell us a bit about your business and your role in it?

Dracaena Farm Nursery was purchased by Bryan and Sharon Hillier in 1988. The nursery has been involved



in the Nursery Industry as a member and active participant in Green Expos, Trade Days as well as Bryan having an active role for many years at State and National Board levels. Since relocating to the Beachmere location in 1998, the business has continued to grow and thrive. Although much of the business was built on the supply and sale of Dracaenas, Cordylines and Yuccas, we have always recognized the importance of changing the range to accommodate changing plant trends. I've grown up in the business from a young age, learning the ropes and while I did leave for some time to study and work, I returned to the business in a full-time capacity in 2007 building on the skills and knowledge taught to me by my parents. While Bryan has been gone now for 3.5 years, his legacy lives on through Sharon, myself, along with his eldest daughter Kylie-Anne who manages the office.

2. What has your overall experience been like at Green Expo over the years?

Green Expo is a fantastic event and one that we look forward to attending every year. In the "old days" Green Expo was always about catching up with industry colleagues and "writing orders" for spring. While ordering has taken a more streamlined approach, usually through online means (i.e. emails or Evergreen Connect), Green Expo still plays a vital role for Growers, Retailers and Allied trades. It's a chance to catch up with customers, suppliers and other industry professionals, share knowledge and experience and yes, we still take orders face to face. Most importantly though it allows us to nurture our professional relationships on a more personal level which can sometimes be lost when we are doing so much business online or via the phone. Face to face engagement holds high appeal to us and is as important as ever.

3. How has attending Green Expo made a difference to your business?

There's nothing like face to face engagement and the chance to show your product at a "live" event so people can really capture the essence of your business and what you stand for. We have always thrived on growing a quality product and while we spend a lot of time capturing photos of that range, it doesn't replace being at Green Expo to show people in person and to engage with our customers. It's also great to see what other growers are up to, find out what people are looking for. It's also great to take time out of the day-to-day operations, take a deep breath and look at how others are conducting business to see how it compares to what you're doing in your own.

4. Were there any products, innovations, or ideas you discovered that you've since adopted?

Plants trends is a big one. They change so often these days it's hard to nail down what the "next big thing" is, however by showcasing your product at Green Expo, you can get instant feedback on the stock, size and how we're presenting it. We can also see what's new in plants, technologies and such as well that can benefit our own business. With so many stand holders in the one place at one time, and lots of visitors as well, you can accomplish so much not only for your customers but also for your own business as well.

5. Can you share how exhibiting at Green Expo has helped grow your network or opened doors for your business?

There has always been positives to take away from attending Green Expo – whether it's through sales, new customers, new connections or new supply chains. Every year, we add new customers - big and small. Bryan always said that whether "big or small, every order was important" and he was right. Every customer and order is important and should be treated as such. By catching up with so many face-to-face, it gives us the opportunity to say thank you in a more personable atmosphere.

6. Why do you think it's important for businesses like yours to be part of events like this?

Retailers use social media to target their customer-base and the "end buyer" but it can be a little trickier for growers as we want to showcase our range and to engage and encourage plant sales, but we need to be focusing on getting that message directly to our plant buyers and not necessarily to the "end-user". While we can have a social media presence, if it is too "successful" it can sometimes mean we have people turning up on our doorstep to buy plants – and we have to turn them away as we aren't open to the public. Green Expo is a great way of being able to showcase to our target audience (plant buyers) each year. Green Expo is the perfect opportunity to bridge the gap with our plant buyers in a relaxed and positive atmosphere. I feel businesses that are involved in the industry generally tend to be more successful in the long run.

7. Will you be returning next year? Why?

Absolutely, Bryan was a big believer in Green Expo and while he may not be around, that sentiment is still shared and held by Sharon and the business. This is why we've stepped up our participation in recent years to sponsor the event in some capacity as we believe in the event and the benefits it brings. We can't wait to see everyone and catch up with as many people as we can!

We're grateful for the ongoing support from Dracaena Farm Nursery, and we can't wait to welcome them back to Green Expo 2025!









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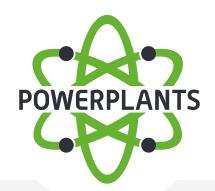
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