

LEAFLET

magazine

Greenlife
INDUSTRY QLD

SUMMER 2025/26

What's Changing
Across Our GIQ
Branches

p. 10

Growing GIQ's
Essential Business
Services Network

p. 15

2026 Preview:
Green Expo, Queensland
Garden Show and Trade Days

p. 8, 24 + 29

ESSENTIAL
SUPPORT
FOR EVERY
QUEENSLAND
NURSERY

CALENDAR OF EVENTS

JANUARY

Thursday 1 New Year's Day

Monday 26 Australia Day

FEBRUARY

Wednesday 4 Northshore Trade Day

Thursday 5 Good Growers Planning Day

MARCH

Wednesday 4 Toowoomba Trade Day

Wednesday 25 RNA Showgrounds (FREE) Trade Day. FREE STALLS FOR GIQ MEMBERS*

APRIL

Friday 3 Good Friday

Saturday 4 Easter Saturday

Sunday 5 Easter Sunday

Monday 6 Easter Monday

Saturday 25 ANZAC Day

MAY

Monday 4 Labour Day

Wednesday 6 Northshore Trade Day

JUNE

Wednesday 10 Northshore Trade Day

JULY

Friday 10 QLD Garden Show

Saturday 11 QLD Garden Show

Sunday 12 QLD Garden Show

Wednesday 22 Northshore Trade Day

AUGUST

Wednesday 5 Greenscapes + Green Expo

Thursday 6 Greenscapes + Green Expo

Wednesday 12 Royal Brisbane Show Holiday (BNE Only)

Wednesday 19 Toowoomba Trade Day

Thursday 27 Good Growers Planning Day

SEPTEMBER

Wednesday 16 RNA Showgrounds Trade Day

OCTOBER

Monday 5 King's Birthday

Wednesday 14 Toowoomba Trade Day

NOVEMBER

Wednesday 4 Northshore Trade Day

Wednesday 25 RNA Showgrounds Trade Day

DECEMBER

Friday 25 Christmas Day

Saturday 26 Boxing Day

Monday 28 Boxing Day Holiday

WE'RE LISTENING TO YOU!

As part of our commitment to supporting every member, we want to make sure we're meeting your needs: whether it's advocacy, training, communication, or events.

Your input helps us focus on what matters most to our members.

Complete our member survey by Friday 23 January 2026 and receive \$100 off your 2026 membership renewal.

Take a few minutes to share your thoughts—it makes a big difference!

Terms & Conditions:

Offer valid for current 2025 members who complete the survey by **11:59pm AEST, Friday 23 January 2026**.

Limit of **one \$100 discount per business**.

Discount applies only to **membership renewals in 2026** and is **not transferable**. Not applicable to new memberships. Discount amount is **inclusive of GST**.



*GIQ Nurture and Thrive Members ONLY. Are you a Seed member? Reach out to the GIQ team to upgrade your membership now.

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If you would like to contribute to the next edition of Leaflet, please get in touch with us on info@greenlifeindustryqld.org.au

CEO'S WELCOME



From major partnerships to renewed community spirit, this spring has been one of the most exciting and transformative times yet for our industry.

A New Era for the Queensland Garden Show

The Queensland Garden Show is turning a new page. Greenlife Industry QLD has appointed TLC Events Co to manage the operational side of the 2026 Show. This was not a decision made lightly, but one made for the long-term health and sustainability of our signature event.

TLC is one of Queensland's most experienced and creative event agencies, with major successes like Paniyiri Greek Festival, Eat Street Markets, and Toowoomba's Carnival of Flowers under its belt. Their involvement will bring fresh creative energy and professional polish to the Queensland Garden Show, while GIQ continues to lead the vision, partnerships and community engagement.

Next year, we are determined to put greenlife at the heart of the Queensland Garden Show. We're reaching out to large and small nurseries alike, as well as local garden clubs and plant sale organisers to make sure our 2026 event is a true celebration of horticulture. Expect a refreshed layout,

themed precincts, a more in-depth talk program, and a much stronger retail focus for greenlife exhibitors.

The resourcing changes we've made will mean less stress for our small team, more professional delivery, and a better experience for visitors, exhibitors, and the local community. It's all about protecting the event's future while keeping its soul firmly intact.

Australia's Biggest Green Industry Event is coming

Just as exciting is what's happening with Green Expo 2026. GIQ has teamed up with Expertise Events to deliver a supersized, integrated trade show – the Greenscapes + Greenlife Expo, coming to Brisbane Convention & Exhibition Centre on 5–6 August 2026.

This collaboration brings the national nursery, landscaping and design sectors together under one roof for the first time. For growers, it means exposure to a much broader audience of buyers, contractors, and specifiers. For visitors, it's a one-stop showcase of everything green – from plants and production techniques to backyard makeovers and urban design.

With Brisbane's 2032 Olympic Games on the horizon, this event will shine a national spotlight on Queensland's leadership in sustainable and liveable environments. It's an enormous opportunity for our members to show how greenlife underpins every great landscape.



With more than 100 guests joining us for an evening themed “Octopus’s Garden”, the Dinner Party brought colour, music and connection to the celebrations. It was a relaxed, industry-only night where we acknowledged our award winners, shared stories, and enjoyed the chance to come together as a community.

Looking Ahead

The 2024/25 year has been one of significant reform and repositioning for Greenlife Industry Queensland (GIQ). At a time of structural change within our organisation and across the nursery and garden industry more broadly, we modernised our operations, improved governance and transparency, and re-established the financial discipline necessary for long-term sustainability.

This transformation has laid solid foundations for growth. We enter 2025/26 with a more disciplined, transparent financial framework, a capable workforce, stronger government and industry partnerships and a revitalised brand recognised nationwide.

To all our members and partners, thank you for your energy, feedback, and trust throughout this year. I’ll looking forward to working with you again in 2026 to bring fresh ideas to life and continue in the same spirit of collaboration that makes this industry so special.

Colin Fruk

Chief Executive Officer
Greenlife Industry Queensland

Celebrating the Best in Our Industry

Our QPP Big Spring Dinner Party, held on Friday 14 November at the Surfair Events Centre in Marcoola, provided a wonderful opportunity to come together as a sector — and the perfect setting to announce the winners of the inaugural 2025 Greenlife Industry Awards.

In the lead-up to the event, our judging panel completed site visits and assessments across all six finalists:

Retail Nursery of the Year: Brookfield Gardens; Outback Orchids; Watergardens Nursery

Wholesale Nursery of the Year: Brisbane Valley Wholesale Nursery; Greenstock Nurseries; Odd Spot Plants

This year’s awards also included a special individual honour—Nursery Person of the Year, recognising exceptional leadership, commitment and contribution to our industry—which was awarded to Kieran Studders from Big Leaf Wholesale Nurseries. Caleb Bradley (Highfields Garden Centre) and Jason Pearce (Brisbane Valley Wholesale Nursery) were also recognised as finalists for their dedication, leadership, and outstanding contribution to the industry.

The calibre of entries across all categories was outstanding, highlighting the professionalism and creativity that continue to elevate our sector. These awards are not just about trophies; they celebrate the people and businesses setting benchmarks for quality, innovation and service across Queensland.

WHAT'S BEEN HAPPENING?

TRADE DAYS

Spring was definitely in the air at our recent Trade Days! From the colourful, energetic morning at Brisbane's Redland Showgrounds to catching up with industry friends and exploring all things horticulture on the Sunshine Coast, our standholders brought everything from lush plants and fertilisers to trolleys, pots, and trays.

We've listened to your feedback and can't wait to make Trade Days even bigger and better in 2026 with better locations and more opportunities!

More information on 2026 Trade Days in this magazine.



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MT NATHAN NURSERY TOUR – OCTOBER 2025

Members enjoyed a fantastic morning at Mt Nathan Nursery, exploring two beautiful sites and hearing from Cath Williams, who shared her family's inspiring story of resilience through floods and other challenges. Over the years, the Williams family has taken their business to new heights, evolving from supplying solely to landscaping clients to now providing quality stock to Bunnings Warehouse.

Fernland's Patrick Gorman brought an agronomist's perspective to the day, offering valuable insights into the role of biostimulants in promoting plant health and growth. GIQ's Lili Powell introduced the exciting new iteration of the Farm Business Resilience Program coming in 2026, while business broker expert Penny Lee discussed practical strategies for nursery owners to plan for succession and ensure their legacy continues to thrive.

Feedback on the refreshed nursery tour format has been overwhelmingly positive, with members appreciating the mix of learning, connection, and genuine passion for the industry.

A warm thank you to Cath, Joy and Bruce for welcoming us and sharing their story, and to Fernland for sponsoring the event.





Greenscapes + Green Expo

Where Landscapes and Greenlife Grow Together

AUGUST 5 - 6, 2026

Brisbane Convention & Exhibition Centre

Discover the future of green spaces, from plants to places.

The Greenscapes Show + Green Expo unite the full spectrum of the industry - with one powerful event experience.

Shape the Future of Green Industry

Explore new products, technologies, and ideas driving sustainable, liveable communities.

Meet the people transforming our cities, suburbs, and regions — and put your business at the heart of the movement.

With Brisbane 2032 on the horizon, sustainability, design, and liveability are in the spotlight. Don't miss your chance to be part of it.

Contact Lili Powell today:

Tel: (07) 3277 7900

lili@greenlifeindustryqld.org.au

Find out more:



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From 1 July 2026 the Federal Government is planning to change how businesses pay their mandatory super contributions. This means you'll be required to pay super at the same time as salary and wages.



Watch this video to help you and your business prepare.



A FRESH APPROACH TO BRANCHES

Branches have always been at the heart of GIQ: they're where members connect, share experiences, and support each other through the day-to-day challenges of running a nursery. To help keep that spirit strong, we're introducing a fresh, more flexible approach to how branches operate.

Instead of formal committees, branches will now be guided by a local Branch Convenor—a member who helps bring people together for relaxed catch ups, nursery visits, and conversations about local issues. GIQ will continue to provide support behind the scenes, helping with event logistics, so Convenors can focus on what matters most: creating opportunities for members to connect.

We're excited to introduce our first Branch Convenors under this new approach: Martin Duncan (Sunshine Coast Branch) and Megan Williams (South Brisbane Branch).

MARTIN DUNCAN

Sunshine Coast Convenor



Many of you will know Martin Duncan as Sunshine Coast Foodie and Moreton Bay Foodie—a passionate advocate for local restaurants, cafés, producers, and greenlife growers. A former chef and restaurateur, Martin is a natural connector across food, agribusiness, and horticulture.

Thanks to Sue Joseph, Martin brought his energy and skills into the nursery world in 2021 as Bassett Barks Brand Ambassador, shining a light on the people and stories that make our industry thrive.

Many will also know Martin for his photography skills and his motto: "Words work it, own it!" Yes, we have all been snapped at our Greenlife soirées, Green Expo & Garden show!

For the past three years, he's also been the enthusiastic host of the Cook's Garden Stage at the Queensland Garden Show—a role that celebrates local chefs, garden personalities, GIQ members growing vegetable seedlings, bushfoods, herbs, and fruit trees.

Beyond horticulture, Martin's Sconetime initiative brings older people, carers, and families together over scones and conversation, embodying the spirit of community connection.

MEGAN WILLIAMS

South Brisbane Convenor



Megan Williams has proudly been part of Garden City Plastics family for over 24 years, a journey that began unplanned in her early twenties and has grown into a career she truly loves. While she admits she doesn't have a green thumb (the nursery owners favourite repeat customer), Megan has found her place in an industry that is deeply rooted in community and connection. Over the years, she has come to appreciate the close-knit nature of the nursery sector, where colleagues often become friends.

As South Brisbane Convenor, Megan's passion lies in bringing people together, socialising and maybe having a drink or two 🍷, whether it's through collaboration, sharing ideas, or simply having a laugh. Her role is about creating spaces where relationships and innovation can flourish. Garden City Plastics has always felt like home, and Megan is proud to continue building that sense of belonging across the GIQ community.

SOUTH BRISBANE BRANCH CATCH UP AT THE GLEN HOTEL

Members gathered on Friday 24 October for the South Brisbane Branch Catch Up, hosted by new Convenor Megan Williams at The Glen Hotel's Alphonsus Pizza Courtyard.

The afternoon was all about connection: catching up with nursery friends, sharing stories, and enjoying great pizza and a beverage or two. GIQ CEO Colin Fruk also gave a brief industry update, highlighting exciting times ahead.

It was a relaxed and welcoming start to the new branch format, showing once again the value of coming together as a community.



SUNSHINE COAST BRANCH CATCH UP AT FAIRHILL NATIVE BOTANIC GARDENS NURSERY

Members came together on Thursday 16 October for the first Sunshine Coast Branch Catch Up, held at the beautiful Fairhill Native Botanic Gardens Nursery.

Fairhill's inspiring gardens and focus on native plants made it the perfect setting for a relaxed afternoon of connection and conversation. Highlights included a guided tour with Angela Wright, an industry update from GIQ's Colin, and Martin's famous Sconetime scones with strawberry jam and clotted cream.

It was a wonderful start to the new branch format and a great reminder of the value of coming together as a community.





BIG SPRING DINNER PARTY 2025

Greenlife Industry Queensland (GIQ) welcomed members to a truly magical evening at the Big Spring Dinner Party, held on Friday 14 November at Surfair Events Centre, Marcoola. With the theme 'Octopus's Garden', guests enjoyed a relaxed night of delicious food, live music, and great company, catching up with friends and colleagues across Queensland's nursery and garden industry. The Beachside Garden Glam dress code added extra sparkle, with breezy florals and seaside-inspired style lighting up the room.

The evening also celebrated outstanding achievements with the 2025 Greenlife Awards, recognising excellence across three categories.

We'd also like to sincerely thank our judges who generously gave their time and expertise to assess the 22 nominations received across the categories:

- **Ben French** - Founder & Director, Yards Landscaping & AIH Horticulturalist of the Year 2024
- **David Furness** - Horticultural Speaker & QLD Representative of the Hort Media Association
- **Jo Sheppard** - CEO, Qld Farmers' Federation
- And our very own, **Russ Higginbotham** - Principal, Asset Horticulture

Special thank you to our hosts for the evening, **Ben Maxwell** and **Amy Drought**, and to our photographer, **Martin Duncan**, for capturing the special moments.

A huge thank you to our event sponsor, **Quality Plastic Products**, for making this enchanting night possible. It was a wonderful celebration of connection, creativity, and achievement — an evening that will be remembered until we do it all again next year!

Retail Nursery of the Year

Finalists:

Brookfield Gardens
Outback Orchids Australia
Watergardens Nursery

WINNER:

Brookfield Gardens

Wholesale Nursery of the Year

Finalists:

Brisbane Valley Wholesale Nursery
Greenstock Nurseries
Odd Spot Plants

WINNER:

Greenstock Nurseries

Nursery Person of the Year

Finalists:

Caleb Bradley
(Highfields Garden Centre)
Jason Pearce
(Brisbane Valley Wholesale Nursery)
Kieran Studders
(Big Leaf Wholesale Nurseries)

WINNER:

**Kieran Studders
(Big Leaf Wholesale Nurseries)**



Retail Nursery of the Year:
Brookfield Gardens



Wholesale Nursery of the Year:
Greenstock Nurseries



Nursery Person of the Year:
Kieran Studders



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Did you know that Nurture and Thrive members have unlimited access to expert advice across all our core Essential Business Services? Whether you need support with strategy, staffing, safety, or scaling up, we've got you covered. Our network is always growing, and we're excited to introduce two new additions this year: Finances and Employment Law.

- Human Resources Pg16
- Workplace Health & Safety Pg18
- Business Sales & Valuations Pg20
- Marketing Pg22
- Business Productivity Pg23
- Finances (NEW PROVIDER!)
- Employment Law (NEW PROVIDER!)



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Huge Upside: Ready for expansion with value-add opportunities: On-site café, pristine water bottling, online store, bamboo imports, and more.



HUMAN RESOURCES

STAY COOL AND COMPLIANT: SUMMER SAFETY & HOLIDAY SEASON HR ESSENTIALS

By Sarah Winwood

Director & HR Consultant | UPP HR

With Queensland already hitting temperatures above 40°C in parts of the state, it's a timely reminder for businesses to take heat stress seriously, both from a safety and a compliance perspective. As we approach the end of the year, it's also the perfect time to plan ahead for Christmas shutdowns, public holiday payments, and end-of-year celebrations to keep everything running smoothly.

Let's take a look at what every nursery, garden and horticulture business should be thinking about this summer.

Managing Heat Stress in the Workplace

Like any workplace hazard, heat stress requires a risk management approach. Employers have a duty under Work Health and Safety legislation to provide a safe environment and to identify, assess, and control risks associated with working in the heat.

Heat stress occurs when the body cannot cool itself fast enough to maintain a safe core temperature of around 37°C. If untreated, it can become life-threatening. Tragically illustrated in 2017 when a Belgian fruit picker in Queensland died after his organs shut down from heat stress. His employer was later fined \$65,000.

Three main factors influence risk:

1. Individual factors – pregnancy, certain medications (antipsychotics, antihypertensives, antiepileptics), and lack of heat acclimatisation (especially new or international workers).
2. Work environment conditions – high temperatures, humidity, low air movement, or radiant heat from machinery.
3. Nature of the work – physical labour, outdoor or at-height work, or tasks in direct sunlight with limited shade.

Practical steps to reduce risk:

- Conduct a heat risk assessment (the Queensland Government's Heat Stress Calculator is a great tool).
- Provide shaded rest areas and increase break frequency during hot weather.
- Schedule heavy tasks for cooler parts of the day.
- Supply cool drinking water and encourage regular hydration.
- Provide suitable PPE, hats, and breathable uniforms.
- Train workers on early signs of heat stress and how to respond.
- Ensure new workers are properly inducted, including practical tips for staying safe in the heat.



By being proactive, you're not just keeping your team safe, you're protecting productivity, morale, and compliance.

Christmas HR Considerations

With the holiday season approaching, employers are often juggling payroll obligations, possible annual shutdowns, and the excitement (and risk!) of end-of-year celebrations. Here's what to keep in mind.

Public Holidays (QLD)

Mark these in your payroll calendar:

- Christmas Eve: Wednesday 24 December (from 6pm to midnight)
- Christmas Day: Thursday 25 December
- Boxing Day: Friday 26 December
- New Year's Day: 1 January

Be sure to check your employees' relevant Modern Award or enterprise agreement for pay rates and entitlements for public holidays.

Annual Shutdowns

If your business takes a break over the Christmas/New Year period, don't get caught out by award rules.

- Nursery Award: You can direct employees to take annual leave during a shutdown, provided you give at least 28 days' notice.
- Horticulture Award: You cannot direct employees to take paid annual leave or unpaid leave during a shutdown, arrangements must be by agreement.

Plan ahead now so employees know what to expect, and you remain compliant.

Safe (and Fun!) End-of-Year Celebrations

Your Christmas party is a great way to celebrate achievements and thank your team, but it's also a workplace event, which means your duty of care still applies. Before the celebrations begin:

- Update your policies – particularly your Code of Conduct and Alcohol Policy.
- Communicate expectations early – remind staff of appropriate behaviour and respect for others.

- Ensure safety – check transport options, have emergency contacts on hand, and plan for supervision if alcohol is served.
- Promote balance – include food, non-alcoholic options, and maybe a fun activity like barefoot bowls, trivia, or a team scavenger hunt.

As the temperature, and the end-of-year pressure rises, now is the time to check your safety and HR practices are in top shape. Whether it's preventing heat stress, managing leave correctly, or hosting a safe celebration, a proactive approach protects your people and your business.

With the GIQ membership, Nurture and Thrive members can access general HR advice to help navigate workplace obligations confidently. To find out how UPP HR can support your business with practical HR guidance, reach out to the team today.

Scan the QR code to book a free consultation with UPP HR:



Let's make this summer a safe, compliant, and enjoyable one for everyone.



WORKPLACE HEALTH & SAFETY



HOW TO DEVELOP CONTROLS FOR WHS HAZARDS

By Sarah Alexander

Managing Director | Bespoke Safety Group



In previous articles we introduced 4 simple steps to build sustainable workplace health and safety (WHS) processes at your nursery.

Developing controls starts by deciding which ones have the most impact on reducing risk. In WHS this is called the 'hierarchy of control'.

The hierarchy of control has five levels; it is a framework for managing hazards in a structured order. It ensures controls are developed in the most effective and reliable way and reduces reliance on human behaviour. Controls chosen at higher levels of the hierarchy typically achieve greater risk reduction and require less continual monitoring and supervision.



IDENTIFY
HAZARDS



DEVELOP
CONTROLS



CONSULT
AND TRAIN
WORKERS



PLAN FOR
ACCIDENTS

The hierarchy of control explained

1. Elimination

Remove the hazard entirely from the workplace. Eliminating the hazard is the most effective control and must always be considered first.

2. Substitution

Replace the hazard with a safer alternative. For example, use a non-toxic soil treatment instead of a toxic pesticide; or use lighter-weight containers to reduce manual handling risks.

3. Engineering Controls

Physically separate people from hazards or redesign equipment or processes. Engineering controls are reliable because they rely less on individual behaviour. For example, fixed machine guards on equipment, use of mechanical lifting aids, and isolation of noisy equipment.

4. Administrative Controls

Administrative controls change how work is performed through rules, procedures, training, rostering, supervision and signage. They do not remove the hazard and rely on human behaviour and supervision to be effective.

It is very common to see lots of administrative controls in use because they are generally low cost and faster to implement.

Here's how to overcome common pitfalls when using administrative controls in your workplace:

- Design them in consultation with workers
 - ▶ Co-develop procedures and training with experienced staff to ensure practicality and buy-in.
- Document responsibilities
 - ▶ Assign named owners for procedural steps, training, supervision and audits.
- Use layered verification
 - ▶ Combine informal observation with structured audits to confirm controls are both in place and being used.
 - ▶ Trend data from near-misses and incidents where administrative controls are involved.
- Schedule regular reviews
 - ▶ Review controls after incidents, perform more frequent checks during high seasons and update procedures for changes to equipment, substances or work layout.
- Provide refresher training
 - ▶ Deliver short, focused refreshers tied to observed gaps rather than generic annual refreshers alone.
- Integrate with higher-order controls
 - ▶ Treat administrative controls as interim measures while planning for elimination, substitution or engineering upgrades where feasible.



5. Personal protective equipment (PPE)

PPE is the last line of defence because it relies heavily on correct, consistent human behaviour. PPE leaves the hazard in the workplace and only provides a barrier between the hazard and the worker. Workers must be trained in the correct selection and use of PPE.

Key takeaways

- **Always start at the top of the control hierarchy preferring elimination and substitution over administrative controls and PPE.**
- **Check control implementation regularly through workplace observations and worker consultation.**

BUSINESS SALES & VALUATIONS

DO YOU KNOW HOW MUCH YOUR BUSINESS IS WORTH? HOW TO SELL YOUR BUSINESS FOR MORE THAN YOU THINK IT IS WORTH.

By Penny Lee

Specialist Business Broker in Horticulture



Did you know that many business owners don't realise that their businesses are valuable?

Often business owners simply close down and walk away from their business without cashing-in on the Goodwill that they have built up in their business. What a shame, all those years of hard work; and no reward for their efforts. If they had only known that there was a buyer out there for their business, they may have acted differently.

There is another group of business owner who operate their businesses every day, without planning for the day that they will sell out. Oh! they plan to sell, but they just don't know when, or how, or who they will sell to, or how much the business should sell for. There is no plan in place, just a vague intention that one day they will sell.

Do you fall into either of these groups? ..or do you have an exit plan for how you intend to maximise the reward that you deserve when you decide that it is time to move on.

What is an Exit Strategy?

Having a plan on how and when you will sell your business is known as having an Exit Strategy. What are the benefits of having an Exit Strategy? With an Exit Strategy in place, you get to sell your business on your terms, when it suits you, and when you are ready. This makes you a CONFIDENT seller. You will be confident because you will know that your business is ready to sell, and that alone makes it very attractive to potential buyers! Without an Exit Strategy in place, you will be a passive seller waiting and hoping that a buyer will come along and solve all of your problems. That is like gambling, and that way you are simply reliant upon chance and that is no way to run a business. Having a proper Exit Strategy in place will allow you to cash-in quickly, easily and scientifically.

Having an Exit Strategy will enable you to:

- Get the best possible price
- Avoid disruption to daily trading
- Avoid time wasters
- Save money
- Achieve minimum settlement time

How to create an Exit Strategy

So how do you create an Exit Strategy? You can talk to an accountant, business coach, lawyer or business broker. Business brokers work in the market every day, and they know what your unique business will require to be ready to sell for maximum value. They can advise on the 17 areas that you need to consider when selling, and how to implement your plans.

An Exit Strategy includes:

- A target date
- Preparation of a list of targeted potential buyers
- Knowing what potential buyers will want and ask for
- Determination of an appropriate asking price
- Preparation of financial accounts and data that buyers will require
- Creation of a marketing plan and tactical execution timetable

Many business owners never get around to actually sitting down and planning how and when they will sell



out of their businesses, they procrastinate, and let other issues take priority. Do not put off this important part of business ownership, do it soon and do it today! Business owners with an exit plan in place are often proven to be more effective business people than those who do not. This is because they have focus and direction. They are not aimless, because that know where the business is headed, and exactly what they have to do to achieve their goals. Having direction provides confidence, and confidence enhances performance.

If you're considering your next steps and would like expert guidance, contact Penny Lee on **0488 601 421**. As an experienced business broker specialising in the horticulture sector, she can provide a confidential appraisal to help you plan your exit strategy.



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MARKETING NEW YEAR RESOLUTIONS FOR GREENLIFE BUSINESSES

By CEMOH – Fractional Marketing Experts

A new year is the perfect time to plant the seeds for a stronger, more consistent marketing plan. For those in the industry, marketing isn't just about selling plants, it's about growing relationships, nurturing community, and showcasing the beauty and value of what you create.

Start with a clear commitment: be intentional, be consistent, and be visible. Consistency trumps creativity. The most successful garden centres, nurseries and suppliers are the ones who plan their marketing as carefully as they plan their production. That means setting aside time now to map out campaigns, social media themes, promotions, and partnerships for the year ahead.

One of the simplest resolutions is to get your contact lists in shape. Clean, segmented data allows you to target the right customers with the right messages.

Next, resolve to tell your story regularly. People love to see what happens behind the scenes - the growing process, the team at work, or a plant's journey from propagation to pot. Sharing authentic stories across social media, your website and newsletters keeps customers connected and proud to support local growers.

Finally, make this the year you measure what matters. Don't just post for the sake of posting but track engagement, foot traffic, and sales patterns. Understanding what content drives results will make every marketing dollar work harder.

Just like a well-tended garden, marketing success comes from routine, care, and a bit of experimentation. So set your resolutions, nurture them monthly, and watch your business grow greener, stronger, and more visible in 2026.

MARKETING

Make a marketing plan for 2026 by booking a free consultation with Cemoh:



CEMOH

ASK THE COACH?

By Tamara Simon
Small Business Coach, Speaker & Author



Q: How do I start planning for 2026 when I'm too busy planting and getting plants to customers?

I haven't got time for anything else.

A: I get it!

No one's got time to stop because this is your busy season AND if you're like most small business owners, you're just trying to get to the Christmas finish line because the year's gone too quick, been too hard and what's still to do is overwhelming.

That's why I do my 2026 Business Plan as well as my coaching clients in January when we all feel more refreshed and focused.

BUT it's essential to start thinking NOW about how 2026 will be different and better to 2025.

Otherwise, you risk it being another GroundHog Year and no one wants that.

So start asking yourself....

- What will success look and feel like by next Christmas?
- What baggage do you NOT want to take into 2026?
- What do you need to KEEP DOING?
- What do you need to START DOING?
- What do you need to STOP DOING?
- If you had a Magic Wand and could SOLVE ONE THING in your business, what would it be?
- WHO can help you achieve this? (BTW – We all need a WHO of our own)

Whilst it's important to set annual financial and task targets, answering these questions will result in the most significant shift in your business.

"You can't solve your current problem with the same level of thinking which created it." - Albert Einstein

Coached client testimonial

"Even if you think you know it all, another set of eyes on the business, can only be beneficial. Tamara's focus is on sound business principles and how they apply to your business. An excellent resource for anyone looking to make the most of what you've got."

- Rebecca Hooley | Forest Blooms

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PRODUCTIVITY**

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a free consultation with
Tamara:



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Queensland GARDEN SHOW

10 + 11 + 12 JULY 2026

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POSITION YOUR BUSINESS FOR BRISBANE 2032 OPPORTUNITIES

Queensland's nursery and horticulture sector is uniquely positioned to benefit from the lead-up to the Brisbane 2032 Olympic and Paralympic Games. With the official Brisbane 2032 Procurement Portal now live, businesses can begin preparing for a wide range of supply opportunities connected to venue development and Games operations

Where the Opportunities Will Come From

Brisbane 2032 procurement is being delivered through two primary organisations:

Games Infrastructure and Induction Coordination Authority (GIICA)

Responsible for major infrastructure and venue construction.

Likely opportunities include:

- Advanced trees and large-volume plant supply
- Shrubs, groundcovers, and specialty greenlife
- Landscaping materials and supporting products

Brisbane 2032 Organising Committee

Focused on operational and event-related needs.

Potential opportunities include:

- Decorative plants, trees, and floral elements
- Greenlife for ceremonies, hospitality areas, and media zones
- Short-term plant hire for activations and temporary venues

Why It Matters for Nurseries

Demand for greenlife is expected to increase steadily across Queensland as venues are upgraded, public spaces are enhanced, and Games environments are prepared. This presents opportunities to:

- Align production with forecast demand
- Build relationships with contractors and government project teams
- Showcase Queensland-grown stock on a global stage
- Participate in both large-scale supply and niche specialty areas

With procurement occurring over several years, early engagement is key.



What You Should Do Now

■ Subscribe for updates

from both GIICA (1) and the Organising Committee (2).



■ Register on the Queensland Government Supplier Portal,

ensuring your business is listed under relevant horticulture and arboriculture categories (3).



■ Review upcoming procurement categories

so you can align stock planning and business capability.



■ Prepare capability materials,

including quality assurance, sustainability practices, and biosecurity procedures to streamline future tender responses.

Start exploring
procurement
opportunities here:





A continuous improvement community for QLD plant producers



It's not training, it's not networking – it's a movement.



Tailored Training

relevant, practical, and designed for horticulture



Check-In Meetings

keeping you focused and accountable



Ongoing Support

confidently put ideas into action



Tools & Resources

proven strategies to drive growth



Peer Collaboration

learn, share, and grow alongside others



Celebrations of Success

be recognised as part of the industry-endorsed Good Grower Network

OPEN TO MEMBERS AND NON-MEMBERS

It's time to grow, learn, and inspire!



The Farm Business Resilience Program is funded through the Australian Government's Future Drought Fund, and the Queensland Government's Drought and Climate Adaptation Program





GROWING STRONGER TOGETHER: THE GOOD GROWERS NETWORK

The Good Growers Network is all about connection—bringing together growers who want to learn, grow, and succeed, together.

This is a community built on collaboration, where sharing ideas and experiences helps everyone improve.

Through the Network, you'll have access to specialist training in marketing, finance, human resources, safety, and production, giving you the tools to strengthen every part of your business.

It's about accountability and support, having people who understand the challenges and celebrate your wins alongside you.

Because when we grow together, we grow stronger.

Each year, we will celebrate the achievements of our members, recognising the effort, innovation, and resilience that makes our industry thrive.

The Good Growers Network isn't just about better businesses—it's about better futures.



Having access to a business coach gives me clarity for the further of my business as well as guidelines on how to grow my business.

Berian Carstairs
– Rosalie Garden Centre



We received support from Tamara and GIQ with trying to form a more structured look at a business plan. Tamara helped us map out a more specific plan with regards to the areas that need more attention in order to focus and succeed in our plan to relocate.

Rhiana Pearce
– Brisbane Valley Wholesale Nursery



Tamara offered a structured approach; she was extremely knowledgeable and made the sessions applicable to our environment and skills. There was flexibility in the program, enabling us to build on current business knowledge. The opportunity to work with Tamara has enabled us to cement current and future goals into a simple plan. Being introduced to this clear and uncomplicated planning method has been instrumental in fast tracking some of our objectives.

Rebecca and Paul – Forest Blooms Nursery

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- Network with key greenlife industry players.

	2026 Prices (inc. GST)
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Northshore	\$169
RNA Showgrounds	\$199
BLOCKS	
Northshore & RNA Showgrounds 12-month Block (8 Trade Days)	\$1104 \$938.40 (15% OFF)
Toowoomba 12-month Block (3 Trade Days)	\$387 \$348.30 (10% OFF)

	2026 Prices (inc. GST)
NEW STANDHOLDERS	
Toowoomba	\$159
Northshore	\$229
RNA Showgrounds	\$275
BLOCKS	
Northshore & RNA Showgrounds 12-month Block (8 Trade Days)	\$1512 \$1285.20 (15% OFF)
Toowoomba 12-month Block (3 Trade Days)	\$477 \$429.30 (10% OFF)

**PLUS – Free Trial
Trade Day at the RNA
Showgrounds!**

Scan the QR code
to book your spot.



What's
GROWING
on?

NOVEMBER

FUNDED BY THE
NURSERY LEVY

GREENER SPACES BETTER PLACES

A NURSERY
MARKETING
UPDATE

RETAIL NURSERIES AND GREENLIFE

Can a simple sticker on a plant pot encourage Australians to grow with more confidence?

That's exactly what a new industry-backed retail engagement trial set out to explore. With early signs pointing to increased engagement and enthusiasm, the results offer promising insight into how education at point-of-sale might be the key to long-term category growth.

BUILDING CONFIDENCE FROM THE GROUND UP

Research conducted through Hort Innovation's [Nursery Fund: Consumer usage and attitudes research \(NY20002\)](#) revealed a clear opportunity for the industry: while 83% of Australians agree plants improve their wellbeing, less than half feel confident choosing or caring for them. This gap between interest and knowledge highlights a core challenge for the industry; know-how doesn't match interest levels. Retailers are an important source of inspiration for buyers (40%), and equipping them with the right tools can help drive sales.

Enter the Retailer Engagement Trial, part of the broader School of Thumb initiative under Greener Spaces Better Places. Aimed at beginner-level gardeners, the trial tested whether linking tailored plant care education to plants at point-of-sale could help nurture confidence, ultimately leading to more frequent purchases and stronger category interest.



THE TRIAL: HOW IT WORKED

The initiative engaged five nurseries across Australia, recommended by their state's Nursery and Garden Industry body. Each nursery displayed a range of "Easy Does It" plants - low-maintenance varieties ideal for beginners. Plants featured a QR-coded sticker linking to bite-sized, engaging How To Grow videos hosted on the Greener Spaces Better Places YouTube channel.

Supporting materials, including merchandising displays and posters, encouraged customers to:



Scan
the tag



Watch
the video



Grow with
confidence



The Nursery marketing program is funded by Hort Innovation, using the nursery marketing levy. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

TRIAL METRICS TO DATE



5

**'HOW TO GROW'
VIDEOS** created for

5 PLANT CATEGORIES
(indoor plants, edibles, natives,
potted colour and succulents)



5

**PARTICIPATING
NURSERIES**

across different
states



242

QR CODE SCANS



1,853

VIDEO VIEWS

→ And the qualitative response?
OVERWHELMINGLY POSITIVE.

FEEDBACK FROM THE GROUND

Retailers have been encouraged by the initiative's effect on customer engagement.

These insights reflect the importance of educational tools in-store and align with the Nursery Strategic Investment Plan (2022-2026) goal of increasing demand via consumer knowledge and purchase intent.

These insights reinforce the crucial role of retail nurseries as a space for inspiration and education, helping to drive plant interest and industry growth.



Love that you're doing something for our customers. Looks really good - very impressive. I believe you've cracked it with this program.

**MATT,
FOUR SEASONS NURSERY**

Customers who buy a plant with the sticker are excited to learn about the videos and are keen to get more plants.

**MICHAEL,
LYGON STREET NURSERY**

I love this. I think it's going to make the shopping experience really fun for customers. It's really cool.

**MEAGAN,
GARDENWORLD BRAESIDE**



CONSUMER INSIGHTS: WHY THIS MATTERS

Insights from Nursery Fund research - Nursery usage and attitudes benchmark program (NY22200) and Consumer usage and attitudes research (NY20002) - provide further context. Consumers are enthusiastic but knowledge-constrained.

For these groups, quick access to easy-to-understand, visual plant care tips could be the difference between walking away - or walking out with a trolley full of new plants.

A PATH TO SCALABLE IMPACT

The trial has also proven that engaging retailers as active partners, not passive points of distribution, is essential. Participating nurseries shared that the stickers provided an opportunity to upsell companion products and deepen the plant-purchase conversation.

Plans for a second-phase rollout will involve richer insights and improved tracking.

SEE THE CAMPAIGN IN ACTION

You can watch all five videos on the [Greener Spaces Better Places YouTube channel](#).

REFERENCES

Hort Innovation. (2022). [Nursery Strategic Investment Plan 2022-2026](#).

Fiftyfive5 & Hort Innovation. (2022). navi





A GLIMPSE UNDER THE CANOPY

SUNCOAST WATER GARDENS

By Kooi Lee
Suncoast Water Gardens

Can you tell us a bit about yourself and what led you to take on Suncoast Water Gardens?

I retired to the Gold Coast and was bored out of my skull. Darrell was still working in Southport, and the traffic was horrendous. When I visited Australia Zoo in Beerwah, I decided I was ready for the country lifestyle—no traffic! So, we looked for something we could both do together.

What was it about this nursery that inspired you to come out of retirement and step into the greenlife industry?

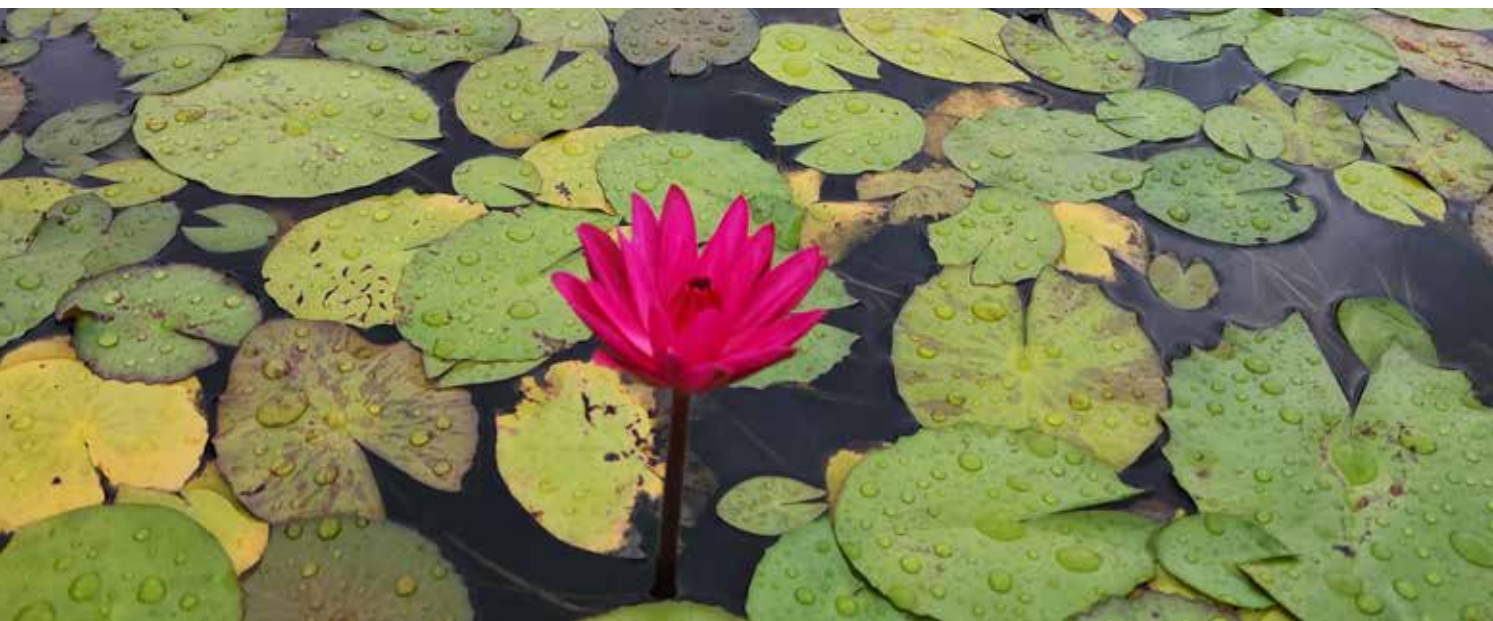
Google pointed out businesses for sale, and one of them was Suncoast Water Gardens. That caught my attention, so we enquired and came for a visit. We fell in love with the waterlilies, and the rest is history.

For readers who haven't visited yet, how would you describe Suncoast Water Gardens — what makes it unique?

Suncoast Water Gardens has lots of aquatic plants—waterlilies, lotus, submersible plants that survive below and on the water surface, and marginal plants that love the water's edge. We also have lots of edible aquatic plants, such as mint, parsley, Lebanese cress, and much more.

What's been the biggest learning curve in moving into this new industry?

The biological names of plants—that was hard work! Trying to remember them and associate them with the plants took effort. Six months later, I can proudly say *Pandanus amaryllifolius*. We sold out of *Pandanus* at the



Queensland Garden Show in Nambour because it came with my delicious recipes—for example, add a couple of sprigs when cooking rice, and you can never call it plain rice again!

You specialise in aquatic plants like lotus and waterlilies — what draws you to these plants?

Lotus and waterlilies symbolise peace and are favourite flowers in many temples in Asia. Plus, the flowers are very attractive. When I saw the multitude of colours and species at Suncoast Water Gardens, what is there not to love?

Do you have a favourite plant or feature in the nursery that you particularly enjoy working with?

I first saw *Amorphophallus konjac* flowering while preparing for the Queensland Garden Show this year in July. Now our sales pitch is: buy an expensive plant for your mother-in-law! For those who don't know, in the first couple of days it smells like there's a dead rat in the house.

What's been your proudest moment or achievement since taking over Suncoast Water Gardens?

We feel proud of every improvement we've made to the nursery. Most importantly, the weeds are under control in the shade houses. We're exploring new plants to add to our collection, but most of all, we're learning from our retailers about our best-sellers. We do well when they do well.

How important is community — both your local community and the broader nursery network — to your work?

I was very surprised that the Beerwah community wasn't even aware of this business in their backyard. We're trying to raise awareness by reconnecting with local interest groups. However, as you know, when you're running a business, time is always short.

How has being a Greenlife Industry Queensland (GIQ) member supported you in your journey so far?

Our favourite part is nursery visits. We took away many pointers about what to strive for. Flood mitigation is one of our important strategies because we were flooded three times within the first month of taking over the nursery. Fortunately, being an aquatic nursery, our stock losses were minimal.

What are you most excited about for the year ahead at Suncoast Water Gardens?

We are venturing into tubestock and are in the process of building yet another greenhouse—so watch this space!



Suncoast Water Gardens
and Production Nursery

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Beerwah QLD 4519

☎ 07 5494 8234

📠 0433 982 938

✉ sales@suncoastaustralia.com

🌐 suncoastaustralia.com

GET YOUR NURSERY READY FOR A HOT AND WET QLD SUMMER

Queensland nursery growers are encouraged to prepare for a hot and wet summer, with climate scientists forecasting extreme heat and high ocean temperatures that could lead to cyclones.

However, weather forecasts can change, so growers should prepare for all disasters and stay informed about current weather warnings.

With several years' experience leading QRIDA's disaster recovery assistance, Disaster and Droughts Manager Sheree Finney said there's some tried-and-true disaster preparedness tips that have previously helped mitigate damage to plant nurseries.

"I encourage you to ensure you have adequate insurance and financial reserves, review your emergency plan, pack an emergency kit, and take pre-disaster photos of infrastructure and equipment," Sheree said.

If your nursery is impacted by a disaster, Sheree said there's some key steps you can take to help fast-track your financial recovery.

"Once it is safe to do so, take photos of the damage, even if you think it is minor, as this will be required for any QRIDA recovery financial assistance applications," Sheree said.

"I also encourage you to upload these images to the Department of Primary Industries' voluntary Disaster Impact Survey and complete the survey questions as this helps the government assess the extent of the damage for the activation of recovery assistance.

"If disaster financial assistance becomes available through QRIDA, don't self-assess. QRIDA's team includes regional staff who can answer any questions you have and help you complete your disaster grant or loan application."

While QRIDA amplifies disaster preparedness reminders over the coming months, the financial assistance administrator continues to focus on



QRIDA Disasters and Drought Manager Sheree Finney meets with Eumundi Palms owner Phil Redhead after the Sunshine Coast plant nursery received a QRIDA disaster grant and loan to recover from flooding in 2022.

helping operations get back on their feet following previous weather events, with time still left to apply for disaster recovery grants and loans for disaster events that occurred in 2025.




For more information about QRIDA's disaster financial assistance and how you can prepare for disasters, visit qrda.qld.gov.au.





Are you ready for disaster season?

With Queensland's peak disaster season approaching, QRIDA reminds primary producers and small businesses to make sure they have the following items ready in case they are directly impacted by a disaster event and are eligible to apply for loan or grant assistance* from QRIDA to assist with the costs of clean-up and reinstatement.

-  Photos and videos of damage
-  Personal identification
-  Bank and financial statements, tax returns and insurance details
-  Rates notice or lease agreement
-  Invoices and receipts
-  Contact details for your local QRIDA Regional Area Manager



Scan to visit QRIDA's website and stay informed of the Disaster Recovery Assistance available following disasters.

QRIDA administers financial assistance to disaster affected primary producers, businesses and non-profit organisations under the jointly funded Commonwealth-State Disaster Recovery Funding Arrangements (DRFA).



Australian Government

**Eligibility criteria applies. The information contained herein is for general information purposes only. You should not rely upon this information as a basis for making any business, legal or any other decisions.*

qrda.qld.gov.au

1800 623 946

contact_us@qrda.qld.gov.au






Queensland Government

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GLORIOUS ORGANICS CO



NEW MEMBER

BAMBOO LAND

Bamboo Land Nursery & Parklands is a family-run destination nursery located on the banks of the Burrum River in Torbanlea, Queensland. Established in the late 1990s by Klas Nilsson, it began as a small passion project dedicated to showcasing the incredible diversity and beauty of bamboo. Now led by second-generation Janne and Tarissa Nilsson, Bamboo Land has evolved into one of Australia's most respected tropical plant nurseries, specialising not only in non-invasive clumping bamboos, but also in a wide range of tropical and subtropical plants such as heliconias, gingers, philodendrons, palms, alocasias and calatheas.

Spanning more than 100 acres, the property includes around 15 acres of landscaped display gardens designed to inspire visitors and help them visualise how mature plants perform in real-world settings. These lush parklands, set along a peaceful riverfront, have become a unique attraction in their own right - a place where customers can wander through established plantings, enjoy the scenery, and experience the atmosphere of a living tropical paradise.

Unlike many retail nurseries, Bamboo Land grows all of its plants on-site, from propagation through to dispatch. This hands-on approach allows the team to maintain exceptional quality and value for their customers. The nursery supplies both retail and wholesale markets across



the country, shipping plants directly to home gardeners, landscapers and commercial projects alike.

Today, Bamboo Land continues to expand its role as both a production nursery and a visitor destination, blending horticulture with tourism, education and lifestyle. With its commitment to sustainable growing, plant diversity and customer experience, Bamboo Land Nursery & Parklands stands as a vibrant showcase of what can be achieved when passion for plants meets thoughtful design and long-term vision.

✉ sales@bambooland.com.au

☎ 07 4129 4470

🌐 bambooland.com.au

📍 77-87 Old Coach Road, Torbanlea QLD 4662



NEW MEMBER

BRUSH TURKEY ENTERPRISES

Brush Turkey Enterprises was established in 1998 as a rainforest seed merchant but quickly diversified to become one of the earliest professional ecological restoration and bush regeneration contractors in SE QLD. Their work now spans educational services, delivery of large-scale community environmental projects such as Sunshine Coast Council's Kids in Action Program, ecological consultancy specialising in the assessment and restoration of SE QLD flora, and production and retail nurseries.

In September, Brush Turkey Enterprises celebrated the 10th anniversary of their retail nursery, Forest Heart ecoNursery, in Maleny. The nursery specialises in local native plants of SE QLD, cultivars, and fruit trees. Their production nursery, operating for over 25 years and located in Reesville for the

last 18 years, initially supplied tubestock native plants for their restoration projects, and later expanded to supply other contractors, councils, and native nurseries.

Brush Turkey Enterprises is now well known for the diversity of SE QLD natives they stock, including less common and unusual species. Their specialist services include propagation of Threatened Plants to meet Offset requirements for development projects, as well as research propagation of native Myrtaceae impacted by Myrtle Rust.

✉ spencer.shaw@brushturkey.com.au
nursery@brushturkey.com.au

📞 Spencer Shaw 0428 130 769

🌐 brushturkey.com.au





NEW MEMBER

JIMBOOMBA TURF

For more than 50 years, Jimboomba Turf has been proud contributors to Queensland's green spaces, in backyards, parks and sporting fields across the state. Backed by the Lawn Solutions Australia network, their turf is AusGAP certified and meticulously grown by their crew with decades of on-farm experience. Jimboomba Turf produces and supplies premium varieties, including Sir Walter DNA Certified, Sir Grange Zoysia, TifTuf Bermuda, Zoysia Australis and Nullarbor Couch. Each variety has been selected for its proven resilience and suitability for the Queensland conditions, and for the families and communities who will use it every day.

Their awesome team of turfies consists of seasoned growers and customer service superstars who understand both the technicalities of turf production and the practical realities of installation and maintenance. Their long-standing relationships with landscapers, councils, builders, and sporting organisations are a testament to their commitment to supporting the turf journey, from practical installation advice to aftercare support.

Beyond growing great turf, Jimboomba Turf champions



environmental stewardship and community collaborations. The company invests in efficient growing practices, summer night harvesting to ensure the freshest deliveries, and partners with local businesses and clubs to promote greener urban spaces and getting people outdoors.

While many things have changed over the years, Jimboomba Turf's philosophy remains the same: to support healthy communities, build connection and encourage play on a lawn people will love.

📞 07 3273 1166

🌐 jimboombaturf.com.au





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NEXTGEN; GREENLIFE'S NEW YOUNG HORTICULTURIST GROUP

By Amy Drought

Amy Drought is an AIH Future Voice in horticulture, working in horticulture maintenance full-time, and the Coordinator of GreenLife Nex Gen, Brisbane's group for young horticulturists.

We are delighted to announce our young people in horticulture group, GreenLife NextGen, based in Brisbane; our purpose is to educate and connect budding horticulturists (35 years and under) to celebrate our industry and the environment. It allows these passionate people to talk to others that are relatable, at a similar stage in their career and personal life, rather than feeling daunted by being the youngest in the room at events.

As the group leader, my mission is to involve more young energy into horticulture and gardening, rather than have people discover this as a late career, or in retirement. Personally, I have thrived through networking and benefitted from the support of connections within the industry; building relationships is absolutely essential to open doors and gain insight into the industry.

To get the introductions flowing and connections made, we launched the project with an event we named... **The Big Botanic Picnic**



“ As young people, we can bring a lot of energy and new ideas into the industry and work on making it better...value today for its ability to create supportive connections. Never underestimate the impact a small fish can have in a big pond, or a small tree in a big rainforest. You all have the power to make a difference both in your personal and professional lives. ”

This casual get-together included delicious food and drinks, plenty of laughs and curious questions, hosted in the enchanting Roma Street Parklands, Brisbane. The attendees were apprentices, studying and even starting their own business, but most importantly all of them were passionate, which goes a long way.

The chatty atmosphere and flowery, colourful clothes created impactful memories and excitement for the future. Additionally, we participated in a community-building exercise with everyone explaining how they fit in the industry at the beginning, and by the end we transformed individuals into a group of like-minded people.

Overall, it was fantastic and with the support of Colin and Anie, we can continue to build this opportunity for others.

Follow NextGen on Facebook and Instagram to keep up with any upcoming events:

[f Greenlife NextGen](#) | [@GIQ_NextGen](#)



Across Australia, the agricultural industry is making important strides toward sustainability. bagMUSTER is CropLife Australia's industry-led, not-for-profit stewardship program operated by its wholly owned stewardship services provider Agsafe, with the Australian Seed Federation as a strategic partner. The initiative provides a responsible pathway for recycling single-use plastic packaging used for fertilisers, seed, grain, and stock feed—materials that have traditionally been difficult to dispose of responsibly.

Since its launch in early 2025, bagMUSTER has demonstrated strong results. In October, two Melbourne collections diverted nearly 25 tonnes of agricultural plastic packaging from landfill, with all material recycled domestically. This achievement highlights the program's practical impact and its role in supporting the shift toward sustainable resource recovery within the sector.

The program is being rolled out in phases, beginning in Victoria, where the first stage of collection sites is already operating alongside existing drumMUSTER locations. This co-location model allows farmers to drop off both triple-rinsed drums and used PP bags in one visit. By June 2026, bagMUSTER plans to grow from 35 to 240 collection sites, completing the rollout across Victoria and beginning expansion into additional states.

While bagMUSTER is not yet available in Queensland, many within the industry are watching its progress closely. Future expansion plans aim to make the program accessible nationwide, ensuring Queensland farmers can also benefit from a transparent, Australian-based recycling program that supports a circular economy in agriculture.

For more information, visit bagmuster.org.au.

INTERESTING PLANTS OF THE WORLD

Sesamum indicum

‘SESAME’

You may have sprinkled it on your bagel, stirred it into a stir-fry, or drizzled sesame oil over your favourite salad, but have you ever wondered about the plant behind this tiny, nutty seed? Meet *Sesamum indicum*—the sesame plant—a hardy, fascinating crop native to sub-Saharan Africa and parts of India, with a story stretching back thousands of years. Ancient civilizations prized it for its seeds and oil, and today it continues to captivate gardeners and food lovers alike.

Growth & Habit

Sesame is an annual flowering plant that grows 60 cm–1.5 m tall, with an upright, branching habit and lance-shaped leaves. Its delicate tubular flowers range from creamy white to pink and purple. The slender seed pods are particularly intriguing: as they mature, they split open—sometimes with a gentle “pop”—releasing the tiny seeds inside.

Growing Conditions

Sesame is hardy and drought-tolerant, making it well-suited to Queensland’s warm climate. It thrives in full sun with sandy or loamy, well-drained soil and tolerates poorer soils. Sow seeds after frost and aim for a long, warm growing season. Minimal maintenance is needed once established, though regular watering during flowering can boost yields. Its resilience makes it a great choice for low-maintenance, climate-smart gardens.

Uses & Appeal

Globally, sesame is prized for its seeds and oil, used from the Middle East to East Asia. In the garden, it also attracts pollinators and adds visual interest with its flowers and popping pods. For horticulturists, it combines practicality with aesthetic appeal and offers a fun educational opportunity.

Whether you’re growing sesame for the seeds, the flowers, or just for the fun of watching the pods pop open, it’s a plant that’s easy to enjoy.



Full sun



Up to 50cm



Low water requirement



Yes



Up to 150cm



WHAT DO MEMBERS ENJOY AT GIQ?



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



Business Performance Coaching: Farm Business Resilience Program; helping support and grow your business



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Queensland Greenlife Awards: Celebrate excellence and innovation in the horticulture industry



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



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



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



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



Online and Offline Workshops: Access practical training at exclusive member rates to help your business thrive



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



QLD Garden Show: Showcase your business at Queensland's premier RETAIL gardening event





GREENLIFE INDUSTRY QLD (GIQ) IS THE VOICE FOR NURSERIES AND NOW IS THE TIME TO BE STRONGER; TOGETHER.

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

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Members e-newsletter	✓	✓	✓
Real-time biosecurity and compliance alerts	✓	✓	✓
Listing on and access to members directory	✓	✓	✓
Leaflet member magazine (4 issues per year)	✓	✓	✓
Member window sticker	✓	✓	✓
Business Performance Coaching	✓	✓	✓
Green Expo trade show	✗	✓	✓
Queensland Garden Show	✗	✓	✓
Trade Days	✗	✓	✓
Annual Dinner & Greenlife Awards	✗	✓	✓
Essential Business Services	✗	✓	✓
Best Practice Nursery Tours	✗	✗	✓
High level supply chain networking	✗	✗	✓
Online business improvement series	✗	✗	✓
Special rates on essential services	✗	✗	✓

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NURSERY PAPERS

DECEMBER
2025

KEEPING XYLELLA FASTIDIOSA OUT OF AUSTRALIA

What every nursery can do now

Imagine losing your entire crop – and your market – to one unseen disease.

That's what growers overseas have faced with *Xylella fastidiosa*, one of the world's most damaging plant pathogens. Since its discovery in the Americas, it has devastated crops across Europe and Asia, wiping out millions of plants and disrupting trade worth billions.

Australia remains *Xylella*-free – and keeping it that way depends on the vigilance of production nurseries. Healthy, traceable plants are the first line of defence.

This paper explains what *Xylella fastidiosa* is, why it's such a serious risk, and how you can protect your business and the broader industry.



What is *Xylella fastidiosa*?

Xylella fastidiosa is a bacterium that lives in the xylem – the part of a plant that moves water and nutrients from roots to leaves. It multiplies inside those water channels, forming sticky clumps (biofilms) that block the flow. Plants begin to show signs of drought stress even when the soil is moist.

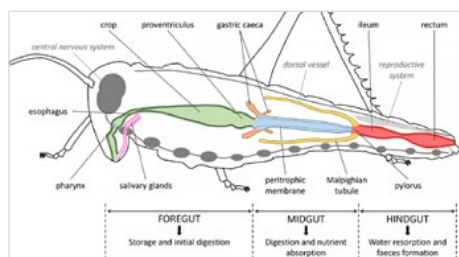
There are several subspecies, each with preferred host plants:

SUBSPECIES	KEY HOSTS
<i>fastidiosa</i>	Grapevine, almond, lucerne
<i>multiplex</i>	Peach, plum, elm, sycamore
<i>pauca</i>	Citrus, olive, coffee
<i>sandyi</i>	Oleander
<i>taiwanensis</i>	Pear
<i>tashke</i> (proposed)	Chitalpa

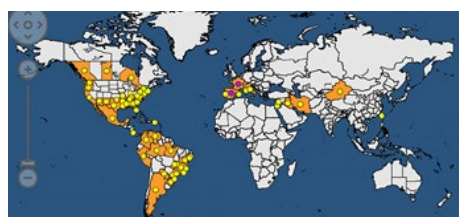
All cause similar 'leaf scorch' diseases that lead to decline and death in susceptible plants. None is present in Australia – but they have established in countries including Italy, France, Taiwan, Iran, Turkey and the USA.



Glassy-winged sharpshooter – vector of *Xylella fastidiosa*.



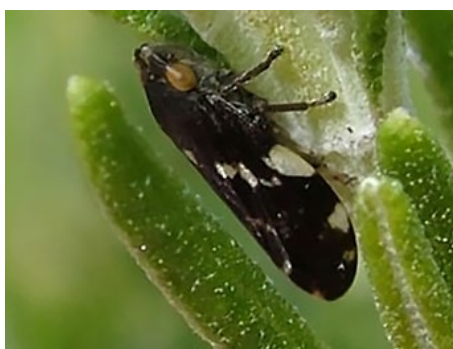
General structure of the insect gut divided into three main sections.



Xylella fastidiosa map.



Oak leaf displaying signs of *Xylella fastidiosa* infection.



Meadow spittlebug – vector of *Xylella fastidiosa*.

WHY IT MATTERS TO AUSTRALIAN NURSERIES

Healthy plants are the foundation of a healthy business.

If *Xylella fastidiosa* entered Australia, economic modelling by the Department of Agriculture, Fisheries and Forestry estimates the impact could range from \$1.2 billion to \$11.1 billion across horticulture.

That means tougher movement restrictions, destroyed stock and the loss of critical export markets. Nurseries supplying interstate and retail markets would be particularly affected through higher compliance costs and reduced consumer confidence.

HOW XYLELLA SPREADS

Xylella fastidiosa can't survive freely in soil or water – it relies on plants and sap-feeding insects to move from one host to another.

In plants

The bacterium spreads through the xylem, blocking water flow and sometimes producing toxins. It can move throughout the plant or remain localised.

In pecans, it can even pass from seed to seedling, meaning apparently healthy plants may be infected without showing symptoms.



In insects

Some insects act as vectors – meaning they carry and spread the bacteria from one plant to another while feeding.

For *Xylella fastidiosa*, the vectors are sap-feeding insects that drink from the xylem, the plant's water-carrying tissue. When they feed on an infected plant, the bacteria stick to their mouthparts and foregut (not their bloodstream). The next time they feed, they can pass the bacteria into a healthy plant.

- Adult insects can transmit *Xylella* for life.
- Nymphs lose the bacteria each time they moult.
- Different insect species vary in how efficiently they spread it.

The main overseas vectors are sharpshooters (family Cicadellidae) and spittlebugs (family Cercopidae). These insects are common in parts of the Americas and Europe, where they play a major role in spreading the disease between crops and native vegetation.

Australia currently has no known vector species of concern – and keeping it that way is a national biosecurity priority.

RECOGNISING SYMPTOMS

Symptoms depend on the host plant, the environment and the *Xylella* strain, but they often resemble drought, nutrient stress or herbicide injury. Key indicators include:

- yellowing along leaf veins (veinal chlorosis)
- brown, dry edges or leaf scorch (often starting at tips and margins)
- stunted growth and dieback of shoots or branches
- wilting or early leaf drop
- small, hard or misshapen fruit.

Examples of crop-specific symptoms:

- **oleander:** yellow mottling at leaf tips that spreads inward, leading to dieback and death

- **grapevine (Pierce's disease):** scorched leaves with red or yellow margins; uneven shoot maturity; shrivelled fruit
- **peach (Phony peach disease):** stunted shoots, dark green foliage, premature flowering and undersized fruit
- **citrus (Variegated chlorosis):** yellow patches between veins, small but very sweet fruit
- **shade trees:** leaf scorch appearing late summer to autumn, progressing from older to younger leaves; early leaf fall and branch dieback

WHERE IT COULD THRIVE

Xylella fastidiosa has one of the widest host ranges of any known plant pathogen – more than 350 species across 75 plant families, including:

- **horticultural crops:** grapevine, citrus, almond, peach, plum, olive, coffee, blueberry, avocado

- **ornamentals and forest trees:** oleander, elm, sycamore, maple, oak, liquidambar
- **native and wild plants:** grasses, sedges, acacias, *Syzygium* spp.

Because many hosts show no symptoms, infected plants can move undetected through trade pathways – making strict biosecurity practices essential.

AUSTRALIA'S RISK PROFILE

Our climate and plant diversity mean conditions here could suit *Xylella* if introduced. Risk factors include:

- importing infected plant material or seeds
- potential establishment of exotic insect vectors such as the glassy-winged sharpshooter (GWSS)
- abundance of suitable native and ornamental host plants
- climate conditions favourable to disease spread in southern and coastal regions.

WHAT YOU CAN DO NOW

You can't treat *Xylella fastidiosa* once a plant is infected, so prevention is everything. Production nurseries can take simple, proven steps to minimise risk.

1. Know your sources

Buy only from trusted suppliers with clear records of origin and health certification.

2. Quarantine new arrivals

Isolate and inspect new stock for 7–14 days before introducing it to production areas. Use GIA's *Incoming Stock Quarantine Checklist* or the Audit Management System (AMS) to record inspections.

3. Keep tools and vehicles clean

Disinfect pruning tools, trolleys and machinery between batches. Train staff in hygiene protocols.

4. Monitor and record

Schedule structured crop monitoring. Look for scorch, dieback or unusual patterns and log findings in AMS or other traceable systems.

5. Control vectors

Maintain good weed control, manage boundary vegetation and support beneficial insect populations to reduce vector habitat.

6. Report anything unusual

7. If you suspect *Xylella* or another exotic pest, act immediately. Call the **Exotic Plant Pest Hotline – 1800 084 881**.



WHY VIGILANCE PAYS OFF

- **Protects your business:** early detection prevents mass losses and protects your plant movement privileges.
- **Protects your customers:** clean stock keeps retailers and landscapers confident.
- **Protects your industry:** prevention avoids trade restrictions that hurt everyone.

Every inspection, quarantine record and hygiene step helps maintain Australia's *Xylella*-free status – and demonstrates the professionalism of our greenlife sector.

WHERE TO GET HELP

- **Audit Management System (AMS):** cloud-based record keeping for pest monitoring, inputs and inspections.
- **Pest ID Tool:** online diagnostic resource for identifying pest and disease symptoms.
- **Extension Officers:** levy-funded support available to help with risk mapping, training and audit preparation.
- **BioSecure HACCP:** a step-by-step plant protection program supporting on-farm biosecurity.

Visit greenlifeindustry.org.au/services or contact your local, levy-funded GIA Extension Officer for guidance.

IF WE KEEP OUR GUARD UP, WE KEEP XYLELLA OUT.

Strong nursery biosecurity today means a stronger, more resilient industry tomorrow.

STAY UP TO DATE!

TIP: Find the latest EFSA database at efsa.europa.eu and DAFF import updates at agriculture.gov.au/biosecurity-trade.



Impact of *Xylella fastidiosa* on citrus fruit – side-by-side comparison.

Xylella's expanding host range

The list of plants known to host *Xylella fastidiosa* keeps growing – and so should your biosecurity awareness.

What's new

- The European Food Safety Authority (EFSA) 2025 host-plant database lists over 350 species across 75 families – including grapevine, citrus and ornamentals such as *Polygala myrtifolia* and *Lavandula*.
- Australia's Department of Agriculture, Fisheries and Forestry (DAFF) is moving from family-level to genus-level import controls for high-risk nursery stock to reflect this expanding range.

What it means for growers

- Review supplier lists regularly – plants once considered low-risk may now be monitored or restricted.
- Check EFSA and DAFF updates each year to stay compliant.
- Keep clear quarantine and recordkeeping systems so you can act fast if rules change.

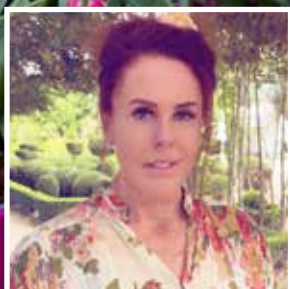
Staying informed – and acting early – is the best way to **KEEP AUSTRALIA XYLELLA-FREE.**

REFERENCES

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

CELEBRATING THE SPIRIT OF SUMMER IN GARDEN CENTRES

By **Lisa McCann**
Manager
Garden Centres Australia



Summer in the garden centre is unlike any other time of year — the air hums with colour, energy, and possibility. As the days grow longer and gardens across the country burst into life, centres transform into community hubs where inspiration grows as quickly as the plants themselves.

For many customers, a visit to their local garden centre isn't just about shopping — it's an experience. They come for advice, ideas, and that familiar sense of calm that only being surrounded by greenery can bring. Staff are at their busiest helping customers find the right plants to fill sunny borders, shade-hungry corners, and overflowing pots on patios and verandas.

A Season of Colour and Connection

Summer is a showcase of Australian gardening at its best. In garden centres, displays are alive with vibrant colour — the result of months of planning and passion from retail teams who curate the perfect summer experience.

The real magic, however, lies in the people. Whether it's a welcoming smile at the counter or a knowledgeable staff member potting up out the back, every person contributes to that unique atmosphere that makes a garden centre feel like home. Examples like Marie & Ashley McEwan at The Springs Home & Garden show how staff go above and beyond to make visits enjoyable and memorable for their customers.

A Season to Celebrate

This summer, let's celebrate not only our plants but our people — the growers, retailers, and teams who work tirelessly to keep Australia blooming. Together, garden centres across the country are creating connected, vibrant, and resilient communities where knowledge is shared, creativity is nurtured, and a love of gardening flourishes.



Ashley McEwan from
The Springs in Toowoomba



Brookfields Gardens

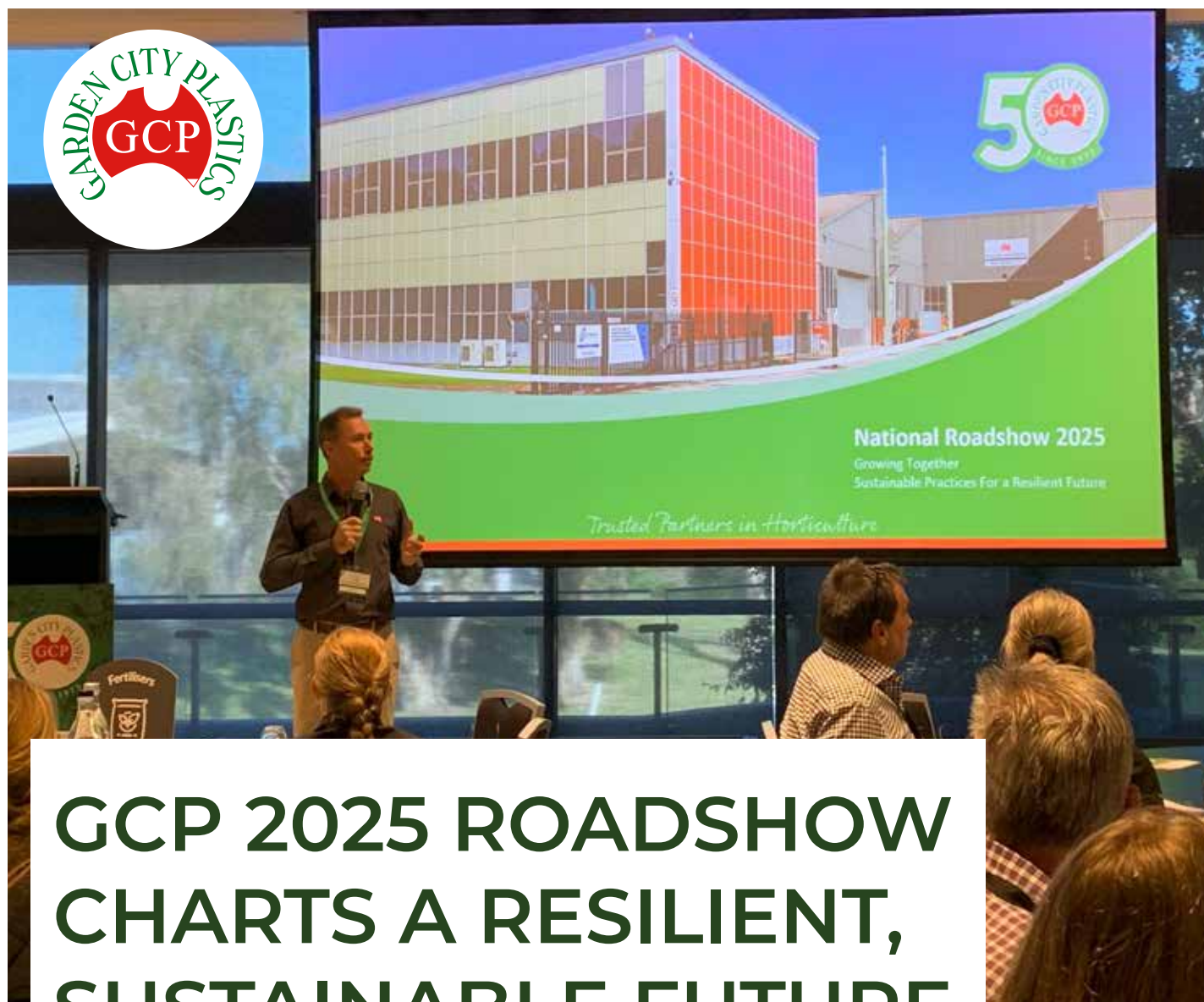


Lisa & Marg from
Manawee Garden Centre



Let's Get Gardening
Activity Bags

Garden Centres of Australia (GCA) is a national membership organisation representing independent retail garden centres. GCA runs programs such as the Young Retailers Collective, which connects horticultural professionals for mentorship and idea sharing, and family-focused initiatives like Garden ReLEAF and "Let's Get Gardening" Activity Bags.



GCP 2025 ROADSHOW CHARTS A RESILIENT, SUSTAINABLE FUTURE

Garden City Plastics (GCP), celebrating its 50th anniversary, delivered its 2025 National Roadshow under the theme “Growing Together: Sustainable Practices for a Resilient Future.” Across multiple states, the event brought growers, researchers, suppliers, and policymakers together to examine the challenges and opportunities shaping the future of Australian horticulture.

The program prioritised practical, evidence-based content, covering plant health, production efficiency, biosecurity, sustainable inputs, and workforce capability. Sessions were designed to give growers clear pathways to improve resilience, reduce risk, and strengthen sustainable production systems.

Biosecurity Challenges and Industry Preparedness

One of the event’s cornerstone presentations came from Susan Porchun, Director Plant Biosecurity and Product Integrity, QLD. She outlined the rising complexity of biosecurity threats facing Australian horticulture, including pests such as Brown Marmorated Stink Bug (BMSB), Tomato Brown Rugose Fruit Virus (ToBRFV), and Polyphagous Shot-Hole Borer (PSHB).

Australia currently identifies more than 5,000 exotic plant pest threats, with 42 listed as National Priority Plant Pests. Fourteen have triggered national responses since 2021. For nurseries specifically, 143 pest threats - including seven high-priority species - pose significant biological and economic risks.

Susan highlighted the core principles of biosecurity:

- Prevent pest entry
- Detect early
- Respond rapidly

Queensland’s system is strengthened by the Emergency Plant Pest Response Deed (EPPRD), which outlines cost-sharing and coordinated national decision-making. For growers, the Deed provides reassurance that early reporting will not leave them bearing financial losses alone - building confidence that supports faster response times.

Interstate plant movement remains a key defence, with industry participation in systems such as ICA Schemes and BioSecure HACCP ensuring plant material moves safely and trade access remains secure.



Susan concluded with five priorities to strengthen preparedness: closing system gaps, enhancing engagement, improving readiness, embedding on-farm best practice, and deepening collaboration across industry and government. Her message was clear: biosecurity is becoming more complex, and proactive participation is essential for long-term industry resilience.

Practical Strategies for Managing Pests and Diseases

John McDonald, Director, RDE and Biosecurity at Greenlife Industry Australia (GIA), expanded on the operational steps nurseries can adopt to strengthen pest and disease management. Speaking under GIA's National Biosecurity and Sustainable Plant Production Program, he pointed to several escalating pressures: persistent endemic pests, increasing exotic incursions, expanding global trade, and the impacts of climate change.

John emphasised a shift from reactive responses to a structured, preventative, and well-documented approach that integrates:

- Strong hygiene and cultural practices aligned with NIASA
- Biological controls, including beneficial insects
- Targeted chemical use, with preventative fungicides and pesticides legally approved for Nursery Stock
- Ongoing monitoring and record keeping

He discouraged blanket weekly insecticide sprays, highlighting their effect on resistance and beneficial organisms. Instead, he encouraged thoughtful rotation of chemistries and precision timing.

To support growers, GIA continues to work with the APVMA on Minor Use Permits (MUPs), which have recently expanded access to tools including Minecto Forte, Simodis, Kanemite, Intervene, Efficon, and Miravis Prime - many available through GCP.

John also highlighted the importance of application technology. Effective control depends on droplet size, nozzle selection, pressure calibration, and canopy

penetration. Alternative systems such as controlled droplet application (CDA), blowers, and air-shear sprayers are promising but require consistent calibration.

He stressed the importance of trained, knowledgeable staff and encouraged nurseries to use resources such as pest ID guides, fact sheets, and e-learning tools. Systems such as APPS covering NIASA, EcoHort, and BioSecure HACCP were presented as the most comprehensive frameworks for clean, resilient production.



Diagnostics and Plant Health: Insights from Grow Help

The third technical session, delivered by Dr Andrew Manners from Queensland's Department of Agriculture and Fisheries, focused on the role of Grow Help - a diagnostic service supporting nurseries with science-based testing and advisory support.

Grow Help provides diagnostics for fungal, bacterial, and viral pathogens, oomycetes such as *Phytophthora*, insects, mites, nematodes, and nutrient disorders. Growers also benefit from workshops, webinars, factsheets, and an annual allocation of free diagnostic samples.

Manners presented research comparing plants purchased from NIASA-accredited versus non-accredited nurseries. Hundreds of analyses revealed a consistent pattern: accredited nurseries produced healthier plants with fewer issues, highlighting the measurable value of accreditation.

Water management trials, delivered in collaboration with



NSW DPI, assessed a broad range of disinfestation systems including UV, ozone, chlorine dioxide, reverse osmosis, Path-X, and Huwa-San. While most systems reduced pathogen loads, detections still occurred - reinforcing the need for regular monitoring, calibration, and adjustment.

Grow Help's diagnostic process begins with whole-plant assessment, followed by microscopy, selective media, PCR, and sequencing. Reports include clear recommendations growers can act on immediately.

Correct sampling is essential. Manners stressed the importance of including whole plants with roots, supplying both symptomatic and unaffected plants, and avoiding ice bricks that crush tissues in transit. Good samples provide clearer answers, reducing crop losses, unnecessary chemical use, and production inefficiencies.

Supplier Partner Panel: Industry Collaboration in Action

A new feature of the 2025 Roadshow was the Supplier Partner Panel, moderated by GCP Agronomist Elliott Akintola. Representatives from ICL, ENVU, Yates Hort & Ag, and Syngenta discussed emerging trends, sustainability, and innovation across the horticulture supply chain.

Key contributions included:

- **ICL**, focusing on labour efficiency, resource optimisation, and grower training supported by national technical managers.
- **ENVU**, highlighting the need for regulatory reform and leveraging its long-standing R&D capability to expedite sustainable innovation.
- **Yates Hort & Ag**, outlining its expanded biotechnology and resistance-management capacity following the merger of Organic Crop Protectants and Seasol.
- **Syngenta**, showcasing digital platforms and novel chemistries aimed at balancing biosecurity and sustainability needs.

Biosecurity remained a common thread. Panellists discussed predictive modelling, stronger R&D pipelines, smarter data, and closer collaboration with regulators as keys to supporting industry preparedness.

The panel reinforced that supply partners are not simply vendors - they are active collaborators driving innovation, supporting grower capability, and helping build a resilient national industry.

A Shared Roadmap for the Future

Across all sessions, a unifying theme emerged: resilience is built through preparation, shared knowledge, and strong partnerships. The roadshow demonstrated the industry's commitment to working together through preparedness exercises, supply-chain collaboration, best-practice production systems, and investment in science and diagnostics.

As one panellist noted, "Resilience is built before the crisis, not during it."

The 2025 Roadshow was not just a series of presentations - it was a collective roadmap for the future, offering growers actionable tools and renewed confidence in the industry's direction.

Looking Ahead: 2026 GCP Roadshow – Growing Smarter. Together.

The 2026 Roadshow will evolve into a hands-on, nursery-based program supported by national webinars. Under the theme "Growing Smarter. Together.", it will focus on integrated pest, weed, disease, and nutrition management through practical demonstrations and applied learning.

Queensland's event is confirmed for 11 June 2026.



WEED WATCH THIS SUMMER

HEN & CHICKEN (*Phyllanthus tenellus*)

Phyllanthus tenellus, commonly known as Hen & Chicken, is a branched, herbaceous plant with an upright growth habit, usually reaching around 0.5 m high. It can behave as an annual or a perennial depending on climate, persisting year-round in subtropical and tropical areas.

This weed tends to appear in nurseries during the warmer months and can be particularly difficult to control once established. Its small greenish-white flowers form along slender branchlets, followed by tiny round fruits that eject seeds short distances when ripe allowing new plants to pop up quickly across production areas.

Phyllanthus tenellus thrives in moist, disturbed sites such as potting media, drainage areas, or tears in nursery fabric. Because many pre-emergent herbicides are ineffective, the best control strategy is prevention: avoid letting plants reach the flowering or fruiting stage. Manual removal of young plants is effective, and chemical control can be used where appropriate.

Maintaining good hygiene, checking high-moisture zones, and acting early are the most reliable ways to keep this persistent summer weed from taking root in your nursery.



Your Vision, Powered by Our Solutions



Projects



Water



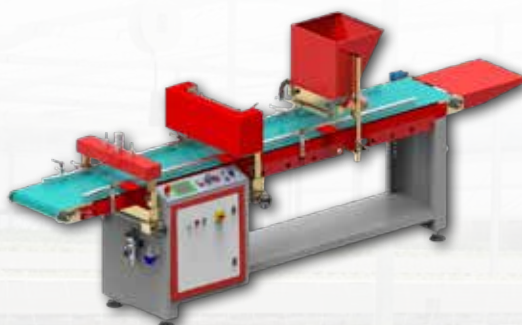
Climate



Automation



Maintenance



Seeding Lines



Potting Machines



Irrigation Booms



Mobile Benches



Dispatch Solutions

RECIPE

Summer Tomato & Basil Tartlets

Fresh from the garden to your plate, these Summer Tomato & Basil Tartlets are a celebration of seasonal produce. Bursting with juicy cherry tomatoes, creamy ricotta, and fragrant basil, they're quick to prepare, light, and perfect for warm-weather entertaining.

Serves: 6

Prep time: 20 min | **Cook time:** 15 min

Ingredients:

- 1 sheet puff pastry, thawed
- 1 cup cherry tomatoes, halved
- ½ cup ricotta cheese
- 2 tsp olive oil
- 6–8 fresh basil leaves, sliced
- Salt and pepper to taste

Method:

1. Preheat oven to 200°C.
2. Cut puff pastry into 6 squares and place on a lined baking tray.
3. Spread ricotta cheese over each square. Top with cherry tomatoes.
4. Drizzle olive oil, season with salt and pepper. Bake 12–15 minutes until pastry is golden.
5. Garnish with fresh basil and serve warm.

Tip: Grow your own cherry tomatoes in pots or raised beds for the freshest tartlets.





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Order Information

Product Code: TRSH250

Product Size: 630mm (L) x 630mm
(W) x 135mm (H)

Cells Per Tray: 4

Pack Qty: 5

Pallet Qty: 120



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