



**FROM THE CHAIR**

I had the good fortune of meeting with Premier Anna Bligh when she visited Cottage Gardens Nursery in East Brisbane.

Ms Bligh made some positive statements about the easing of water restrictions including a statement encouraging gardeners to use the extra water to revive their gardens.

Under target 170 the community is able to use their hose for half an hour on the weekend.

The industry should take this opportunity to continue to promote water savings through proper selection of plants and turf and efficient irrigation rather than focussing on the need to prioritise water use, otherwise the garden will be relegated down the list in favour of other water uses. The message should remain consistent.

Donald Scotts - ACLH Chair



The Premier Anna Bligh and ACLH Chair Donald Scotts at Cottage Gardens Nursery, East Brisbane.



left to right - Kazuko Nishikawa (Austrade), Edith Gomez (DPI&F), Mr Shinichi Fukuyama, Ms Miho Mori, Lodi Pameijer (WFA), Nandini Bose, Shane Holborn (DPI&F) and Dustin Meijer (ACLH)

**BLOOMING EXPORTS**

Austrade and Wild Flowers Australia (WFA) brokered a series of meetings between the Japanese visitors and Queensland growers, and also a tour of the Department of Primary Industries and Fisheries' (DPI&F) world-class lifestyle horticulture research facilities at Redlands.

Minister for Primary Industries and Fisheries Tim Mulherin said this was another important step forward in boosting Queensland's presence in the lucrative Asian lifestyle horticulture market.

"Japan's flower retail market is worth US\$8.2 billion per year, and the interest in our flowers is steadily growing.

"We estimate that Queensland's overseas export sales of cut flowers and foliage in 2007 were about \$13 million, with around \$50 million annually nationally.

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### FROM THE EXECUTIVE OFFICER

#### Water is still a hot topic

“High Level Restrictions allows for households to have limited hosing with a trigger or twist nozzle for just half an hour per odd numbered house on Saturdays and even numbered on Sunday, between the hours of 4:00pm and 4:30pm.” says the Premier, Ms Anna Bligh.

It's good to see the government taking the opportunity to educate the public and continue its commitment to water conservation. Just as it provided a commitment to our industry when in 2007 we received funding from the Department of Transportation and Regional Services (DOTARS) and the Department of Primary Industries and Fisheries (DPI&F) to assist in the establishment of ACLH.

This grant enabled ACLH to hire an executive officer and an industry development officer. We were also able to put together a number of strategic plans for the industry and the organisation—an Industry Development Plan, Research and Development Strategy, Export Strategy, and an Education and Training Strategy.

We used some of the funding for a landscaping project at our offices at the Redlands Research Station, designed and developed our logo; and have produced information factsheets that will be posted on our website.

We are now fortunate to be working with the Queensland Government supported by the Department of Natural Resources and Water (NRW) undertaking the waterwise educational campaign Smart Gardening - Start Gardening. The funds for this came from a commitment by the previous government.

This project includes the production of a gardening publication called ‘Smart Gardening for the Future,’ which will feature water smart gardens throughout Queensland and an exciting Open Day Event on 25 October.

We are establishing a volunteer program called ‘Smart Gardeners,’ where keen gardeners will join the volunteer group, receive some great training, and then provide free gardening advice to the public.

Our new website, [www.lifestylehort.org](http://www.lifestylehort.org) will feature all aspects of the campaign.

### FROM THE URBAN IRRIGATOR

There has been jubilation in the industry as the average dam levels in South East Queensland reached 40.65% with the Queensland Water Commission (QWC) moving from Extreme Level Restrictions to High Level Restrictions at midnight on July 30.

At this level garden watering changed from buckets and watering cans only (during specific hours) to watering with hand held hoses (again, during specific hours.) This is a small concession, but one that will send an encouraging message about water use to many gardeners, as a hand held hose has not been able to be used for over two years.

At August 11, dam levels were at 40.86% and daily water consumption on August 8 was 122 litres per person.

### FROM THE INDUSTRY DEVELOPMENT OFFICER

ACLH and its members have had some great outcomes from the water efficiency use program. Across the seven associations, approximately 1200 people were involved in water use efficiency training workshops. The member associations then customised the content to make it relevant for their members.

Nursery Garden Industry Queensland (NGIQ) utilised their funding to support their ‘Waterwork’ training program. This is an intensive eight hour course providing specific irrigation information for production Nurseries. NGIQ have run nine workshops so far under the project.

Irrigation Australia Limited (IAL) utilised their funding to update and deliver its irrigation efficiency course, the course is a two day course with theory sessions and a hands on system audit.

Parks and Leisure (PLA) utilised their funds to inform members about water use efficiency through the delivery of seminars at the 2007 conference. 352 participants attended the conference.

#### ACLH WEBSITE IS LIVE - GO NOW

Visit the ACLH website at [www.lifestylehort.org](http://www.lifestylehort.org)

We now have a comprehensive listing of lifestyle horticulture events. To submit events please email: [website@lifestylehort.org](mailto:website@lifestylehort.org)

**[WWW.LIFESTYLEHORT.ORG](http://WWW.LIFESTYLEHORT.ORG)**



Landscape Queensland Industries (LQI) delivered water use information through a variety of industry conferences. 327 participants attended these activities.

The Australian Institute of Horticulture (AIH) developed a plant establishment guide and a course. They intend to continue delivering this new material alongside their other courses.

Flowers Association Queensland (FAQI) utilised their funds to deliver workshops throughout Queensland, they ran 10 workshops and developed four factsheets regarding water and water quality.

Queensland Turf Producers Australia (QTPA) ran 11 workshops over Queensland and developed four factsheets for water quality. FAQI and QTPA delivered workshops together resulting in a highly successful amalgamation.

## Project Updates

### **DOTARS UPDATE**

ACLH conducted a training needs analysis in regard to business skills across all sectors of the Lifestyle Horticulture industry.

We would like to thank all the industry members who assisted by completing the survey. Your participation and feedback is greatly appreciated and will help to tailor the directions we take with training in the future.

This information will now culminate in the Education and Training Strategy plan which will be available for download from our website.



### **NRW PROJECT SMART GARDENING - START GARDENING UPDATE WEBSITE**

The first phase of the upgraded ACLH website went live this month. You can view the site here [www.lifestylehort.org](http://www.lifestylehort.org)

The website includes an events calendar. If you would like to submit your event details email [website@lifestylehort.org](mailto:website@lifestylehort.org)

The next phase will see the rollout of the Smart Gardening - Start Gardening campaign pages. These pages are being developed for the home gardener to encourage the

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design of water efficient gardens and advise on the use of alternative water. This will then culminate with the Smart Gardening for the Future publication. With all the fantastic research and resources coming out of the Redlands Research Centre, this publication will contain the best. Here's a peek at whats to come.



We are partnering with Red-iDesign to roll out the promotional collateral. They have come up with a SMART concept to expand across all projects. The SMART acronym (S = Soil M = Mulch A = Alternative Water Sources R = Range of Suitable Plants and T = Transformation) has now been morphed into a learning tool for visual and other learners. This was an important communication consideration. The plant tags are simple enough to be customised to Queensland's multi-cultural community, an important audience for the overall campaign and a consideration in our Smart Gardening Program.

### **SMART GARDENER VOLUNTEER PROGRAM**

The Smart Gardener Program part of the Smart Gardening - Start Gardening waterwise education campaign is an exciting opportunity to engage experienced home gardeners as volunteers to promote waterwise gardening to the community.

The program is currently being developed through consultation with Lifestyle Horticulture industry representatives and stakeholders.

The experiences of similar volunteer gardener programs from Australia and North America will help us design a program that is relevant locally and to Queensland.

The current project will see pilot Smart Gardener Volunteer programs developed and launched in three locations in South East Queensland by late 2008.

Information provided by our smart gardeners will complement other Lifestyle Horticulture Industry

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initiatives and will provide another point of access for novice gardeners to strategies and tips for sustaining their gardens.

For more information or to volunteer for the Smart Gardener Program contact: Deb Olive - Project Officer - Smart Gardener Program e: mg@lifestylehort.org or t: 3824 9570.

### EVENTS

The 2008 Landscape Queensland Gala Awards Night will take place on October 18th with ACLH and the Department of Natural Resources and Water as the major sponsor for the Gala Dinner.

ACLH is also busy organising a "Smart Gardening" open day to be held at Redlands Research Station on Saturday October 25th during National Water Week.

The Open Day will raise awareness of and promote waterwise gardening to the public and will coincide with the release of the "Smart Gardening for the Future" publication. This will be a good opportunity for industry members to get on the ground with the customers and hopefully create some new ones.

**GET INVOLVED** - We are inviting industry members who wish to exhibit or be involved with the SMART gardening day to contact Skarlett Walters on p: 3824 9515 or e: admin@lifestylehort.org

## Other News

### HMAQ FEELS THE HEAT

ACLH welcomed a meeting of the Horticultural Media Association Queensland (HMAQ) members to the Redlands Research Centre on August 2, when they were shown around the Queensland Crop Development Facility (QCDF) by Larry Cooper, the Department of Primary Industries and Fisheries, (DPI&F) facility manager.



This facility is a state-of-the-art greenhouse complex providing secure, world-class infrastructure for growing the new plant bio-industries, such as molecular farming and DNA-based plant breeding. QCDF is an ecologically sustainable development, and uses the latest water and energy saving technology.

Opened in 2008, QCDF broadens the ability of the three collaborating institutions to develop new varieties of tropical, subtropical and molecular farming crops.

### A SNAPSHOT OF THE LIFESTYLE HORTICULTURE INDUSTRY.

On behalf of the Department of Primary Industries and Fisheries, the Office of Government Statistician will soon be conducting a phone survey to determine the economic value of Queensland's lifestyle horticulture industry. The survey will be undertaken throughout late August into early September.

The previous survey, undertaken in 2001, provided reliable and beneficial whole of industry statistics for the first time. The results of the 2001 survey have since been used to justify cases for increased government funding, as well as research, development and extension support to your industry.

It is time to update our industry data and ensure we continue to provide an accurate representation of your industry.

The 2008 report, to be developed from the data collected, will be used by current and prospective industry members, government, industry organisations, providers of investment advice and other people interested in the future direction of your industry. For this reason it is vital that the data collected is accurate and a wide range of businesses are involved.

For further information please contact Stephanie Kratzmann on (07) 3234 0510 or email stephanie.kratzmann@dpi.qld.gov.au .

### FLOWERS AND FOLIAGE TO JAPAN



WildFlowers Australia Ltd (WFA) and The Flower Association of Queensland Inc (FAQI), supported by the Queensland Department of Primary Industries and Fisheries (DPI&F), invites your expression of interest to participate in a market visit to Japan for the Study tour and the 5th International Flower Expo from 26 October-2

November 2008. The visit will include a study tour of the flower supply chain in Japan, attendance at the International Flower Expo (IFEX) and meetings with key importers to assess the demand for high quality Australian-grown flowers and foliage.

For more information visit:

[http://www.dpi.qld.gov.au/cps/rde/dpi/hs.xml/16\\_11480\\_ENA\\_HTML.htm](http://www.dpi.qld.gov.au/cps/rde/dpi/hs.xml/16_11480_ENA_HTML.htm)

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Lifestyle Horticulture

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