

Nursery & Garden

NEWS

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Jamberoo
Native Nursery
Award Winners

Jamberoo Native Nursery Wins 'Best in Australia'

By Bob Wynyard, Dip. Hort., CNP
Business Skills Development Officer, NGIA

For six years Geoff Bailey has attended the NGIA National Awards Dinner as a Finalist in the 'Best Medium Production Nursery Australia' category and gone away empty handed. But at the Gold Coast Marriott Hotel Ballroom in April, Jamberoo Native Nursery finally won this coveted and highly competitive award.

For Geoff, it wasn't the accolades or the crowning glory; it was about the justification of the way the business was run and recognition that following a well organised plan really does work. At the Awards I happened to be sitting at the Jamberoo table when the announcement was made. There was no fist pumping, no 'yahoos' just big smiles and heartfelt satisfaction that they had done everything right and been recognised.

I asked Geoff for some comments soon after receiving the award and this is what he wrote:

"14 years ago Kate and I bought a 5 acre block of land and called it Jamberoo Native Nursery. Neither of us had a nursery background but we shared common goals... a passion for the environment and a need to express this.

The Nursery and Garden Industry of Australia (NGIA) in those days had very

little to offer budding nurseries. It was very much a back yard industry. Today it's very professional. Each state has its own fully staffed office including industry development officers. When we started, lots of mistakes were made through our lack of experience, but we had a vision and this drove the business. The staff then included Kate

and I and one other. It now has 15 staff.

Six years ago we entered the awards in the medium production nursery category. We won this award and each state award since. Winning the state award entitles you to enter the national award where you are competing against winners from each

state. On a Friday night in a glittering awards ceremony held on the Gold Coast, we won the national award for the first time. JNN had come of age!

A few months ago Kate left the business to pursue her other love in life; fabric and upholstery and has started her own business, Rapt Upholstery. The timing for winning the national award seemed very appropriate as it brings to end a wonderful period in our lives. For the future it is not about resting on our laurels – we have set the bar high and will continue to work to high standards."

"...neither of us had a nursery background but we shared common goals... a passion for the environment and a need to express this"



Owner Geoff Bailey and Production Manager Nathan Sparkes



Jamberoo Team - Awards Night 2012

Geoff's keys to success for Jamberoo

Managing market segments

Jamberoo concentrates on four market segments: Independent Retail; Landscape; Chain-store and Government/Council /Developer. Sales and marketing is a balancing act to satisfy each segment and to ensure one does not dominate. At the same time it means ensuring stock turnover in the nursery to maintain high standards and delivery of fresh stock.

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Staff choice for their reward was a Bridge Climb for the whole team.

Jamberoo Native Nursery Wins 'Best in Australia' (cont.)

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Geoff's keys to success for Jamberoo (cont.)

Developing people is vital for success

Initial staff screening is based on strong core values: passion for the industry, work ethics and morals

There is a strong belief in training staff to the highest standard, with a focus on formal qualifications to ensure activities are completed proficiently. Geoff has an Associate Diploma of Management and most staff have formal qualifications, education never stops if more skills are needed. A cross-section of staff qualifications includes Applied Science, Environmental Science, Horticulture and Management. The nursery currently employs 3 horticultural apprentices.

The Biggest challenge is managing cash flow.

It takes an enormous amount of time. Geoff believes elements of the industry still struggle with their backyard culture which can only be changed through education and raising industry standards. This means taking a firm line on credit and doing what it takes to meet cash flow targets.

Geoff works on the business.

He sees his role as overseeing the whole operation. He believes in working on the business and leaving his capable lieutenants to run it. By standing back he is able to get a general overview, this enables him to organise available resources, especially people. Once a year performance is reviewed, including appraisals of staff, their roles and any necessary restructuring.

Congratulations to Geoff and the Jamberoo team. It is worthy of note that Geoff is renowned for his long treks all over the world during the quieter months of winter. He thinks it's essential for everyone to take a break during the year and he knows he can leave the business confident it is in good hands while he is away.



Jamberoo Advanced Stock

What's new from



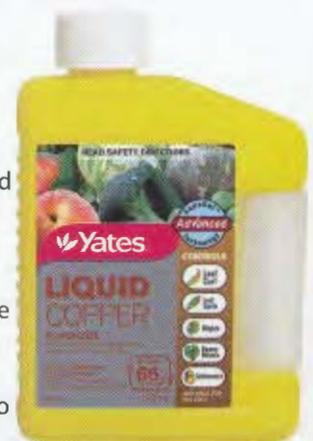
Yates Liquid Copper

Copper-based compounds have been used to solve garden problems for more than 150 years. They prevent the entry of a wide range of diseases, but the downside has always been that the particles are difficult to mix with water. This makes it hard to achieve the effective coverage that is essential for fungal control.

Yates new **Liquid Copper Fungicide** is 100% water soluble. Liquid Copper's ultra-fine particles combine with water to create an aquagel that spreads readily over leaves and stems. The gel sticks firmly into place, forming an impenetrable barrier that prevents the entry of bacterial and fungal spores.

Yates Liquid Copper can be applied to a wide range of fruit trees, vegetables and ornamentals to prevent common problems such as anthracnose on mangoes, tomato blight (target spot), bacterial leaf spots, downy mildew on lettuce, leaf curl and shot hole on fruit trees, downy and powdery mildew on grapes and dozens more.

Liquid Copper's low toxicity means that vegetables can be harvested and eaten one day (24 hours) after spraying. And, unlike older-style copper sprays, Yates Liquid Copper leaves no unsightly blue residue to spoil the appearance of your plants.



Yates Liquid Copper is available in a 200mL concentrate that makes up to 66 litres of final spray.

For more information contact Judy Horton
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