

# Jamberoo native nursery trifecta

By Karen Smith

One business which continually strives for excellence and sets the standards for others to follow is Jamberoo Native Nursery. After achieving a NIASA (Nursery Industry Accreditation Scheme) accreditation in 2007, Jamberoo Native Nursery was the first in New South Wales to qualify for EcoHort accreditation, (early 2008) the environmental management system for Australian production nurseries.

**A**t a time when many businesses in our industry have struggled with drought and water restrictions, Jamberoo Native Nursery has come through with flying colours. As that old saying goes "When the going gets tough, the tough get going".

Their passion for the environment, native plants and their commitment to employing well qualified staff and offering educational programs has

*'Putting the processes into action to gain accreditation is an investment in your business'*

been recognised. It is no wonder they were the winners of awards such as NGIA 'Best Medium Production Nursery NSW' for 2007 and 2008; and they just scored the trifecta by winning the same award for 2009. This is unprecedented, setting the standard even higher.

"I accepted the award on behalf of everyone at the nursery, it is a team effort and I am so proud of our team" said Kate Malfroy, part owner of the business.



Good plant hygiene produces healthy plants

The nursery itself is set in the beautiful green hills of the Jamberoo Valley, south of Sydney. Plant stock is healthy, well laid out, the nursery premises are absolutely immaculate, and hygiene standards are exceptional. The staff are experienced and very welcoming.

The outlook is spectacular, it is no wonder the staff looked very happy the day I visited.

The business is comprised of two arms, the native nursery and Southern Bushland Repair. The nursery grows a wide range of general Australian natives but specialises in Sydney region species and supplies to retail nurseries and garden centres throughout New South Wales, landscape contractors and rural landholders, government bodies such as councils.

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Southern Bushland Repair provides a range of services including the collection of provenance specific plant material for propagation which is then used in revegetation and rehabilitation project work. Large scale projects can be managed from documentation right through installation and maintenance.

Take a look at their website [www.jamberoonatives.com.au](http://www.jamberoonatives.com.au). It is easy to navigate, but, more importantly, it is informative, providing information about the nursery and its sister company Southern Bushland Repair. They have links to associations they are involved in and unlike many websites you see today it is up to date.



**Windclips ensure pots do not fall over in the wind**

You may have heard about this nursery over the past couple of years. A lot has been written about it and that in itself has been hugely rewarding for the team, gaining recognition from the industry as well as their peers.

Working towards accreditation has not only ensured that their business runs efficiently, and is environmentally sustainable, it has put their name up in lights. What an excellent way to market your business and gain brand awareness.

"Putting the processes into action to gain accreditation is an investment

in your business" said Kate. Part of the process of gaining accreditation was to install a state-of-the-art water recycling system; since the installation took place the nursery has more than halved its water usage. Over time the initial investment will pay for itself.

Having clear guidelines, putting in systems and adhering to them, working on your business rather than in it, educating and empowering employees are all strategies towards growing your business.

Many of us in business think that no one else will do the job as well as we do, or no one else will feel as passionate about our business as we do. If you have ever read a book called *The E Myth Revisited* by Michael E Gerber, you will have an understanding of some of the strategies to grow your business. However, the strategies and guidelines on offer through the Nursery and Garden Industry accreditation programs are tailored specifically for our industry and your business – a smart business decision.

For more information about taking the next step to growing your business go to [www.ngia.com.au](http://www.ngia.com.au) Look under 'Accreditation', and also 'Publications and resources'. It could be the first step you make to improving or growing your business.



**Staff couldn't ask for a nicer environment to propagate plants**