

Sustainable Gardening Australia



Our Task

Sustainable Gardening Australia arose from a recognition that gardening could harm the natural environment through artificial chemical use which polluted waterways, harmed aquatic and wildlife, promoted weed spread and wasted water. We have devoted our efforts to having a positive impact on the environment and on health by encouraging and enabling low impact gardening, building habitat and biodiversity and fostering water conservation and carbon sequestration.

Our vision

A healthy, biodiverse planet and vibrant, sustainable communities.

Our principal purpose

To encourage, educate and enable home and professional gardeners to adopt sustainable gardening practices to protect or enhance the natural environment or a significant aspect of it.

Formally established on 12 June 2003, Sustainable Gardening Australia was formed as an incorporated association (SGA Inc). In August, 2004, the Sustainable Gardening Australia Foundation was established with a Public Fund to receive donations. SGA Inc was nominated as its Trustee. In October 2005, the Foundation was entered on the Register of Environmental Organisations giving it Deductible Gift Recipient (DGR) status. As the Trustee of the Foundation, SGA Inc has the task of carrying out the work of the Foundation.

In 2013, due to funding difficulties, SGA entered a transitional phase. The Trustee (SGA Inc.) delegated the on-ground management of SGA jointly to Bruce Plain and Sharron Pfueller as volunteers (both SGA Inc. Board members). At that time SGA had no staff or other volunteers. The key brief of the Trustee was to establish a viable financial model and to implement the general directions of the 2012 strategic plan.

Over the last 2 years, the organization has been able to develop slowly thanks to the efforts of volunteers and generous donations. In this time SGA has expanded its capacity and reach. In addition to its amazing volunteers, SGA now has 3 part time staff.

Our approach

At the beginning of this transition we decided to capitalize on one of our strengths, namely, communicating with the public. We focused on our website (www.sgaonline.org.au), our electronic newsletter "Cuttings" and our Facebook page by making them more timely, interesting and relevant with a clearer focus on sustainability. Work which was commenced in 2013 has progressed in the last year to achieve increases in interest from the public and in subscriptions enabling greater engagement of gardeners with our organization. Another asset is the database of gardening products and their environmental sustainability, which we have been updating this in the last 12 months.

We also recognized the importance of building involvement of professional gardeners and started the Green Gardening Professionals program, which is managed by SGA Inc. and is referred to later in this report.



Communication and Education

We have increased the SGA constituency through digital communication which has been fundamental to providing educational information and also to recruiting volunteers and donors. New face-to-face educational events have also increased the number of people engaged with SGA.

Our Website

We modernised the appearance and altered a number of features so that it is more relevant and highlights calls to action.

Cuttings Free Monthly Newsletter

Each month 2–3 new articles are included along with notices about training events in Victoria. Articles are then put on our website. When people subscribe they indicate what they are interested in doing with SGA. We are following up these expressions of interest to increase our capacity to provide better service to our constituency.

YouTube

This year we have added 5 new videos on topics such as companion planting, gardening in the shade and seaweed fertilisers to our previous series of Footprint Flicks. <https://www.youtube.com/channel/UCwK1w-gw-ichjuXZH8LnEg>

Social Media

We have used Facebook and Twitter to extend SGA's reach.

Green Up Product Guide

This guide on our website, is derived from our database of garden products which covers all fertilisers, herbicides, fungicides and pesticides in Australia. We rate them as low, medium and high impact based on scientific research data and publish those that are rated as low environmental impact. The database must be updated regularly as new products become available and existing ones change their formulation. Angelo Eliades has completed the update of pesticides, fungicides and herbicides. He has also created a new reference database which lists the impacts of the active ingredients making it easier to assess products.

We have started development of a newsletter for retail nursery staff, gardening professionals and the gardening industry in general. It focusses on the nature of various pests and diseases, providing information about low environmental impact products available to treat them and alternative modes of management.

Publications

The Sustainable Gardening booklet for Frankston City Council revised and printed. The booklets for Hobsons Bay and Banyule City Councils have been reprinted.

2014–2015 Statistics

New web site articles

56

Unique web page views per month

Increased by 13,294 to 49,557

Total Cuttings Subscribers

Over 13,000

Cuttings Sign-ups, monthly

Approximately 92

Their interests in SGA:

| | |
|---------------------|----|
| Volunteering | 9 |
| Donating | 2 |
| Community gardening | 40 |

YouTube Total Views

17,500

Facebook

"Likes"

Increased by 1,976 to 8,305

Users

Increased by 1,984 to 7,484

Twitter Followers

930

Training

We have changed our training model to market our face-to-face educational activities directly to the end user, rather than through third parties. Thus we are financially dependent on the end user and can ensure that our program is relevant to their lives and needs.

Forums

A new initiative, led by Richard Rowe, forums depart from the previous workshop model. Two forums have been held - each with three expert speakers on different aspects of the topics which are key to delivering our mission to protect the natural environment by promoting biodiversity and minimising the negative impacts of gardening. These forums had a total paid attendance of 119 and have been very well received.

After each forum each attendee received a summary and web links to further sources of information.

How Gardeners can be Champions for Wildlife

Forum Opening: Jane Edmanson - SGA patron, ABC's Gardening Australia;
Birds: Meghan Cullen - Education and Conservation Officer, Birdlife Australia;
Butterflies: Patrick Honan - Manager Live Exhibit, Museum Victoria
Frogs: Craig Cleeland - Author of *Frogs of Melbourne*, consultant to WWF Frogs initiative, published frog researcher, teacher, and wildlife photographer.



Nature's Pest Management Tool Kit: Win/Win for Gardener & Environment

Denis Crawford - Author of recently published book 'Garden Pests, Diseases & Good Bugs: The Ultimate Illustrated Guide for Australian Gardeners. A regular contributor to *Gardening Australia* magazine and *Hort Journal Australia* and writer of the blog oneminutebugs.com.au

Angelica Cameron - Entomologist, IPM Technologies

Angelo Eliades - Presenter, trainer and writer in the areas of sustainable gardening and permaculture.

Workshops for Local Government

Richard Rowe has developed a partnership model for working with local government whereby SGA handles marketing and bookings and shares costs. Nevertheless, some workshops have been held under the old model of contracting a presenter through SGA when we receive requests for from local government.

Open Gardens and Tours

Another mode of training is to inspire home gardeners by providing access to real-life examples of sustainably managed gardens. We have engaged Maria Ciavarella to develop a program, to start in September, in which garden owners explain their gardening methods in either guided tours or in response to questions from visitors in general garden openings.

Growing our Team

Equally important to our achievements is improvement in the capacity of the SGA team to work effectively. This means recruiting volunteers and engaging staff who have the appropriate interests and skills to help us spread the message of sustainability through gardening.

Our Staff

We have been fortunate to have two skilled and experienced staff to manage our training programs and to update the Green Up Product Guide. We have also engaged a third to plan and implement a new program of open gardens and tours for 2015—2016.



Richard Rowe

Training and Learning
Coordinator



Maria Ciavarella

Open Gardens and Tours
Coordinator



Angelo Eliades

Science and Industry Re-
search Officer

Our Volunteers

We are still very dependent on the goodwill, skills, knowledge and hard work from our volunteers. They are helping us in all aspects of operation and provide an exciting diversity of ideas and experience.

Amber-Lea Drinnan
Annette Morris
Bernie Scullion
Bruce Plain
Catriona McLeod
Dugald Noyes
Frances Saunders
Gavan O'Neill
Gary Fong
Glenda Timmins
Greg Moore
Guy Palmer
Jane Dennithorne
Judy Minneace
Kathryn Veilgaard Irwin
Maree Keifer

Margaret Knight
Megan Hallows
Meredith Plain
Mike Stevens
Kylie Essex
Meredith Plain
Nick Blake
Paul McMorran
Peter Zacharov
Pip Hildebrand
Robbie Carter
Richard Lee
Sarah Hardgrove
Sarah Miller
Sharron Pfueller
Stephen Thomas
Wen Cheng

Our Patron

Jane Edmanson



Pro Bono Support

Nikki Howie, *Solicitor*.
Alice Macdougall and Wendy Ooi, *Herbert Smith Freehills*.
Bill Parry, IT consultant, *Efuture*.

A BIG THANK YOU TO ALL!

Systems and Office Development

Given our mix of volunteers and staff, having an effective team in the long term requires a set of easy to understand, reliable systems and procedures to underpin our programs. Building these systems and culture is time consuming work. You do not see anything on the bottom line or measurable outcomes in the short term but we are committed to building a long term effective and viable organization.

Progress has, however, been made in several areas.

Human Resources

Through volunteer and pro bono support our achievements have been:

- ◇ Establishing an induction process for both staff and volunteers
- ◇ Reviewing and updating of staff and volunteer policies and procedural manual
- ◇ Establishment of a risk register
- ◇ Design and maintenance of a volunteer database
- ◇ Recruitment of a volunteer to manage communication with people who express interest in volunteering
- ◇ A communications plan has been developed and monitored.

IT Systems

Office 365 Enterprise has been installed because it has very effective remote collaboration tools and Microsoft provided SGA, as a not-for-profit organisation, significant discounts. Three volunteers have helped us set up a donated second hand server, install new work stations and upgrade software.

Establishing and Maintaining Networks

To increase SGA's reach in Victoria for face-to-face events, we have developed a new database of conservation and gardening groups. This has led to new people becoming involved in SGA.

A volunteer is dedicating a few hours each week to liaising with some community gardens. While we are currently only able to offer limited support we have been able to place some people expressing interest in food or sustainable gardening with groups that are relevant to their interests and location.

During the year we contacted the community gardens that we helped develop as part of a previous project with the Helen McPherson Smith Trust in Beechworth, Yinnar, Jindivick, Toolangi and Yackandandah. All are going well, although the gardening groups (PODs) established as part of this project were harder to contact, with some having ceased or merged.



Financial report

Profit & Loss Statement 2014—2015

Income

| | |
|-----------------------------------|---------|
| Donations | \$110 |
| Helen McPherson Smith Trust Grant | \$1,884 |
| Booklet Printing Income | \$8,589 |
| Booklet design income | \$3,195 |
| Training income | \$3,836 |
| Publications and DVD sales | \$235 |

Total Income \$17,849

Expenditure

| | |
|---------------------------|---------|
| Training other expenses | \$767 |
| Booklet Design expenses | \$2,425 |
| Booklet Printing expenses | \$7,467 |

Total Cost Of Sales \$10,659

Gross Profit \$7,191

Expenses

| | |
|-------------------------|----------|
| Bank Fees | \$124 |
| Insurance | \$2,280 |
| SGA Website expenses | \$997 |
| Telephone | \$1,138 |
| Repairs and maintenance | \$103 |
| Wages & Salaries | \$10,686 |
| Superannuation | \$750 |
| Workers Compensation | \$186 |

Total Expenses \$16,263

Operating Profit -\$9,072

Other Income

| | |
|-----------------|-------|
| Interest Income | \$721 |
|-----------------|-------|

Total Other Income \$721

Net Profit/(Loss) -\$8,351

Balance Sheet 2014—2015

Assets

| | |
|----------------------------|----------|
| General Cheque Account | \$1,692 |
| Business Max account | \$8 |
| Cash on Hand | \$100 |
| Gift Fund General Chq acc | \$882 |
| Gift Fund Business Max acc | \$34,714 |
| Prepaid insurance | \$1,145 |

Total Assets \$38,540

Liabilities

| | |
|-----------------------|--------|
| Trade Creditors | \$108 |
| Other Creditors | \$75 |
| GST Liabilities | |
| GST Collected | \$365 |
| GST Paid | -\$357 |
| Total GST Liabilities | \$8 |
| Payroll Liabilities | \$482 |

Total Liabilities \$673

Net Assets \$37,868

Equity

| | |
|--------------------|----------|
| Retained Earnings | \$46,119 |
| Settlement Capital | \$100 |
| Current Earnings | -\$8,351 |

Total Equity \$37,868



Financial planning

With Richard Rowe's help, we have developed a working budget for current and future managers and team leaders. This budget provides a framework to monitor and plan the financial performance of activity centres and to monitor overall financial health of the organisation as it moves towards becoming financially self-sustaining for day-to-day operations.

Sustainable Gardening Australia Incorporated

President's Report

As the Trustee of SGA Foundation, SGA Inc. has had a busy year implementing the mission of SGA Foundation. It shares the vision and mission of the Foundation, but has additional purposes. It aims to:

- ◇ continually improve the gardening practices of all Australians to minimise environmental impacts at local, Australian and global scales
- ◇ reconnect people to the natural world through gardening
- ◇ encourage responsible gardening practice and design to lead gardeners to respect the earth and the reality that we share, not own the land
- ◇ encourage local food production to minimise "food miles" and their environmental impacts
- ◇ provide advice to the gardening profession and home gardener on sustainable practice
- ◇ ensure people develop an understanding of their connection with global communities and the impacts that gardening decisions about chemical and resource use have on the natural environment well beyond their neighbourhood.

Over the last year, we have been building organisational systems, new programs as well as extending communication and education activities and working on a new model for membership of SGA Inc. This is time consuming work for which you do not see anything on the bottom line or measurable outcomes in the short term. But we are committed to building a long term effective and viable organization. A key reason we are in a position to build SGA is our capacity to tap into a committed, capable and caring paid, unpaid and pro bono team. Humanity has the potential not to destroy the planet if our team and supporters are representative of a small percentage of the general population. We are particularly grateful to Board members who have enthusiastically and loyally provided oversight of our work for many years.

Our Board



Bruce Plain
President

Director of Bulleen Art & Garden and environmentalist



Dr. Sharron Pfueller
Vice-President

Retired Monash University researcher/educator and environmentalist



Peter Howey
Treasurer and Secretary
Small business owner, garden centre financial advisor



Dr. Greg Moore

Retired Head of Burnley College, University of Melbourne, horticulturalist and educator



Linette Harriott

Senior consultant specialising in Leadership and facilitation



Jane Dennithorne

Horticulturalist, garden designer

Activities

Governance structure development

We have developed a new governance structure for the Incorporated Association, where membership is based on meaningful participation. This structure will ensure that the Board and organization are accountable to members who care about SGA and who are committed to its vision and mission. Elected officers will be representative of our actively involved constituency and well placed to make effective direction setting decisions.

Green Gardening Professionals

This program is building on the work SGA has done with the garden industry in the past and focusses on gardening professionals who care about a sustainable future. There are 38 paid up members of this program which has not been proactively marketed to date. SGA has over 1,100 professionals on our database and we have commenced work to build that number.

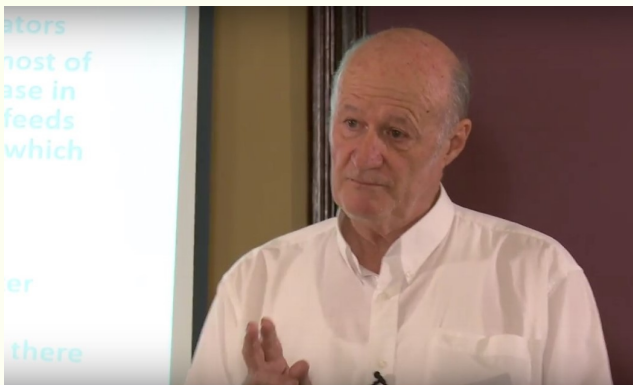
SGA's Green Gardening Professionals are working gardeners, horticulturists, landscapers, food gardeners, educators, trainers and nursery persons interested in:

- ◇ Catching up with people working in the same area
- ◇ Learning about sustainable gardening from a design and practice perspective
- ◇ Building general garden design and implementation skills.

SGA Green Gardening Professional peer evenings are held monthly. At these events, we focus on a topic for one hour with a volunteer expert presenter and the remaining hour is spent bouncing ideas around. Attendance has varied between 10 and 50.

Green Gardening Professionals Presenters

Brendan Collins
Dr. Colin Young
Dugald Noyes
Geoff Connellan
Graham Morrison
Jane Dennithorne
John Brown
Karen Sutherland
Patrick Fricker
Paul Horne
Paul McMorran
Rhys Hamlyn
Richard Lee
Richard Thomas
Ryan Young
Stan Close
Tina Crawford



Thank you all!

Financial Report

Profit & Loss Statement

2014—2015

Income

| | |
|-------------------------------|----------------|
| Green Gardening Income | |
| Green Gardening Prof. Subscr. | \$2,377 |
| Total Green Gardening Income | \$2,377 |
| Total Income | \$2,377 |
| Gross Profit | \$2,377 |

Expenditure

| | |
|-----------------------|----------------|
| Bank Fees | \$209 |
| Insurance | \$1,116 |
| Legal Fees | \$106 |
| Total Expenses | \$1,431 |

| | |
|----------------------------|--------------|
| Operating Profit | \$946 |
| Net Profit / (Loss) | \$946 |

Balance Sheet

2014—2015

Assets

| | | |
|----------------------------|----------|----------------|
| Current Assets | | |
| Cheque Account | \$942 | |
| SGA Petty Cash | \$89 | |
| Total Current Assets | | \$1,030 |
| Property & Equipment | | |
| Equipment | | |
| Office Equipment | \$7,211 | |
| Equipment Accum Dep'n | -\$7,211 | |
| Total Equipment | | \$0 |
| Total Property & Equipment | | \$0 |
| Total Assets | | \$1,030 |

Liabilities

| | | |
|---------------------------|------|--------------|
| Current Liabilities | | |
| GST Liabilities | | |
| GST Collected | \$74 | |
| Total GST Liabilities | | \$74 |
| Total Current Liabilities | | \$74 |
| Total Liabilities | | \$74 |
| Net Assets | | \$957 |

Equity

| | | |
|-----------------------|-------|--------------|
| Retained Earnings | \$10 | |
| Current Year Earnings | \$946 | |
| Total Equity | | \$957 |



Sustainable Gardening Australia Foundation

ABN 47 508 099 142

Trustee:

Sustainable Gardening Australia Incorporated

ABN 49 895 542 709

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