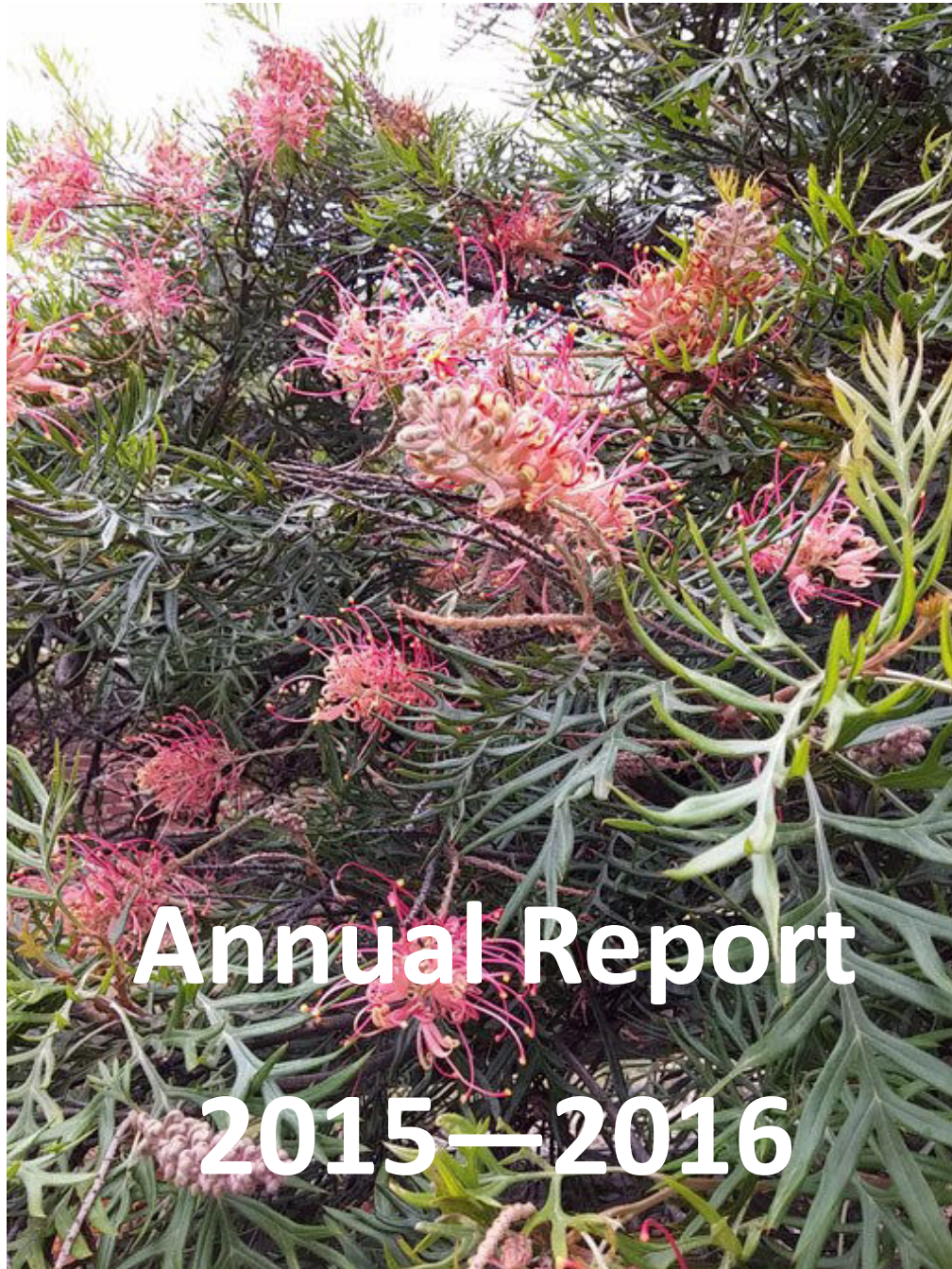


Sustainable Gardening Australia



Our Task for 2015—16

The year has been one of both innovation and consolidation. SGA has continued its work to have 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 while enabling local healthy food production and building community.

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.

SGA is rebuilding and strengthening its capacity and reach after a reorientation of management in 2013 when the Trustee (SGA Inc.) delegated the on-ground management of SGA jointly to Bruce Plain and Dr. Sharron Pfueller as volunteers (both SGA Inc. Board members). An important part of the Trustee's brief was to establish a viable financial model. There has been an increasing focus on operating as a social enterprise in which payments for SGA's services, such as training are put back into the organisation to fund its infrastructure and staff.

Since 2013, due to funding difficulties, SGA has been undertaking new initiatives. They have grown slowly during 2015—2016 as the organisation engaged again with local government through its training Master Classes, ran another Forum, started developing webinars and embarked on an *Open Gardens and Tours* scheme. These have been backed up by the website, the electronic newsletter *Cuttings*, Facebook, Twitter, YouTube and a new venture into Instagram. The *Green Gardening Professionals* industry program (managed through SGA Inc.) is expanding and will be covered later in this report.

Growth has, as in the past, been a result of generous donations and the energy and enthusiasm of our volunteers and 3 part time staff.



Communication and Education

Increasingly, as well as providing educational information, digital communication has been important in publicising face-to-face educational events and to recruiting volunteers and donors.

Website

More changes to colours and menus have been made and 35 articles added.

Cuttings Free Monthly Newsletter

As well as containing links to SGA web articles, Cuttings has published training events and the Open Gardens and Tours program. More writers would be welcome. Readership numbers remains fairly constant with unsubscribes balancing subscribes,

YouTube

No new videos this year, but the number of views of previous videos continues to increase by many thousands.

Social Media

The milestone of 10,000 likes on the Facebook page was reached just before Christmas 2015. An Instagram account was started and is attracting followers.

Green Up Product Guide

The Green Up Product Guide is in the process of updating and preparing for launching as a web app under the name of *SGA Garden Product Guide – Safe for You ‘n Nature*. The plan is to put it behind a pay-wall, but make it free for SGA and *Green Gardening Professional* members.

Publications

SGA commenced preparing versions of its factsheets for local government in Middle Eastern languages for use by refugees and migrants in community gardens. The Australian Red Cross branch in Dandenong funded the translations.

2015—2016 Statistics

New web site articles

35

Website users/month

Increased from 29,895 to 54,044

Unique web page views per month

Increased from 48,414 to 75,430

Total Cuttings Subscribers

Over 13,000

Cuttings Sign-ups, monthly

Approximately 70

Their interests in SGA:

Volunteering	13
Donating	2
Community gardening	4

Facebook

“Likes”

Increased from 8,305 to 12,020

Users

Increased from 7,484 to 12,000

Twitter Followers

1050

Instagram Followers

450

Training

This year, Richard Rowe has been running training using 2 different models. In one SGA markets directly to the public, in the other SGA is conducting training in partnership with local government. Both models have proven successful.

Forums

These have built on the experience of the previous year and have been promoted directly to the public. Two were held with a total attendance was 116.



Gardening in a Drying Landscape



Living Soils and the New NPK: Nutrients, Physical Structure, Key Biology

Master Classes

Three Master Classes have been run in partnership with local government (attendance 103) and 5 direct to the public (attendance 130). We have developed a suite of 9 Master Classes which are available for local government to choose from. We are researching which further topics would be of most interest so that this suite can be extended. This approach increases efficiency by minimising preparation time.

Open Gardens and Tours

This program ran from September 2015 to January 2016 and included 10 gardens with a total of 1153 attendees. Garden openings were far more popular than tours. Although feedback from visitors was very good, when the program was evaluated it became clear that income was just covering costs. Since the demise of *Open Garden Australia*, several new garden schemes, including *Open Gardens Victoria* and SGA's *Open Gardens and Tours* were launched to fill the gap. Due to increased competition and SGA's narrower focus on gardens managed sustainably, it was decided to discontinue SGA's program in order to focus resources on other opportunities.



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.

Staff

We have had four skilled and experienced staff to manage our programs. Our Open Garden and Tours scheme coordinator left in January, but we gained an Industry and Member Liaison Officer in May. Their contributions have been invaluable to the progress of SGA's activities and we really appreciate their enthusiasm and efficiency.



Richard Rowe

Training and Learning
Coordinator



Maria Ciavarella

Open Gardens and Tours
Coordinator until January



Angelo Eliades

Science and Industry Re-
search Officer

Maree Keifer

Industry and Member Liaison
Officer

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!

Volunteers

We are 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. We asked this year's volunteers to provide information about their roles and include it below.

A BIG THANK YOU TO YOU ALL!



	Main sustainability interest	Tasks	Most important/enjoyed achievement
Mark Dorman March 2016 -	Universal access to fresh, clean food and water, environmental maintenance and regeneration, educating others how to live autonomous, sustainable lives	Processing EOIs from volunteers, developing HR training documents, collating volunteer information	Contacting potential volunteers, connecting a growing network of people who are passionate about sustainability and dedicated to taking action
Robbie Carter January 2015 -	Food gardening, soil, beneficial insects, sustainable gardening processes	HR documentation, new starter/onboarding, award interpretation	Simplifying HR workflows, improving access and use of procedural documentation and processes, helping out at master classes and forums
Wen Cheng September 2015 -	Organic gardening	Building a community database for marketing, analysing locations of workshop and garden tour attendees	Enjoy feeling that I can make a difference to promote sustainability, and inspiring conversations
Amber-lea Drinnan January 2015— June 2016	Increasing native biodiversity, small scale produce growing to address challenges of an expanding consumption-based society on a finite planet	Facebook co-ordinator	Increasing the reach of Facebook posts. Doubling “likes” to enable the message of sustainability to spread more widely
Corey Entink Early 2015 -	Contributing to SGA	Data entry, archiving, creating an option for Industry Newsletter design, filing	Helping set up a new printer
Megan Hallowes August 2015 -	Gardening without chemicals	Community gardens liaison, writing for the website	Enjoyed the good response to her article on the Australian Finger Lime
Maree Kiefer Early 2015 -	Realistic sustainable practices and choices for industry	Industry program – admin, membership, assisting organizing professional peer membership management	Planning for new components for the industry program as it expands

Volunteers (continued)

	Main sustainability interest	Tasks	Most important/enjoyed achievement
Annette Morris February 2015 -	Food production at home and at community gardens	Assisting with database entry, Board agenda and distribution, membership records, banking and petty cash.	Enjoyed database work because she values accurate and useful records, learning that there is more to sustainability than just growing organic food.
Sharron Pfueller 2007 -	Facilitating low impact living	Updating Green Product Guide, overseeing education, website content and social media, Joint Manager.	Leading and contributing to creation of a revitalized SGA to change people's living and gardening practices
Bruce Plain 1999 -	Enabling natural places to do their own thing and sustainable lifestyles including careers	Engaging people and volunteers, working with garden industry, business admin systems and procedures, IT, Joint Manager.	Leading and contributing to a difficult transition for SGA. Enjoyed meeting and working with people who genuinely care about the environment and more
Guy Palmer October 2013 -	Solar power	Webmaster, management of contact database, distribution of newsletter.	Keeping the website and newsletter mailouts on track
Allan Sleddon In the 2000s -	Controlling pests and disease in plants, improving soil structure and plant selection	Registering visitors and members at events, assisting with event planning and equipment management	
Peter Zakharov June 2014 -	Backyard organic farming	Filming and editing videos	Filming and editing Angelo Eliades' video for SGA's YouTube channel

Other volunteers

Allison Styger, Bernie Scullion, Frances Saunders, Gavan O'Neill, Gary Fong, Glenda Timmins, Judy Minneace, Lawrie O'Dwyer, Mark Sanders, Meredith Plain, Nick Blake, Paul McMorran, Penny Plain, Peter Hayward, Sally Sheppard, Stephen Thomas, Susan Wishart, Wanda Marsh.

Systems and Office Development

We remain committed to building an effective and viable organization. In 2016 we have continued our work in building organisational systems which we believe will underpin our capacity to deliver on our vision and mission in the decades ahead. We made solid progress with office administration and HR systems which, after a couple of years of planning, saw the installation of a new server and software. This is enabling SGA to operate more effectively and increase its potential to collaborate online. Although implementation was driven by Nick Blake, much appreciated advice was given by a number of SGA IT-savvy supporters. We have also further progressed our HR systems and many procedures.

This progress will enable us to more effectively tap into volunteering and pro bono opportunities.

SGA Foundation Financial Report

Profit & Loss Statement July 2015—June 2016

Income

Donations	\$771
Training income	\$10,642
Open Gardens & Tours income	\$9,502
Publications and DVD sales	\$806

Total Income **\$21,721**

Cost of Sales

Training other expenses	\$2,617
Open Garden Tours expenses	\$4,138

Total Cost of Sales **\$6,755**

Gross Profit **\$14,966**

Expenses

Bank Fees	\$169
Insurance	\$3,945
Computer Expenses	\$921
SGA Website Expenses	\$394
Philanthropic Expenses	\$77
Printing and Stationery	\$950
Telephone	\$1,008
Repairs and Maintenance	\$60
Wages & Salaries	\$24,241
Superannuation	\$1,995
Workers Compensation	\$186

Total Expenses **\$33,946**

Operating Profit **-\$18,980**

Other Income

Interest income	\$310
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Total Other Income **\$310**

Net Profit/(Loss) **-\$18,671**

Balance Sheet As of June 2016

Assets

General Cheque Account	\$282
Cash on Hand	\$100
Gift Fund General Chq acc	\$642
Gift Fund Business Max acc	\$17,023
Prepaid insurance	\$1,280
Trade Debtors	\$495

Total Assets **\$19,822**

Liabilities

GST Liabilities	
GST Collected	\$316
GST Paid	\$193
Total GST Liabilities	\$123
Payroll Liabilities	\$502

Total Liabilities **\$625**

Net Assets **\$19,197**

Equity

Retained Earnings	\$37,768
Settlement Capital	\$100
Current Earnings	-\$18,671

Total Equity **\$19,197**



Financial Planning

We continue to maintain a working budget for current and future managers and team leaders, with assistance from Richard Rowe. The budget is providing a framework for planning and monitoring financial performance of different activities and of the overall financial health of the organisation with the aim of becoming financially self-sustaining.

Sustainable Gardening Australia Incorporated

President's and Vice-President's Report

As the Trustee of the Sustainable Gardening Australia Foundation, SGA Inc. aims to encourage responsible gardening practice and design to lead all Australians to respect the earth and to minimise environmental impacts at local, Australian and global scales. It aims to provide advice to all 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.

We believe that communities and genuine green jobs are integral to this endeavour. Our capacity to grow is dependent on our organisational capacity. That is why we are:

- Adopting an evidence based approach for generating and assessing information we disseminate to SGA's network
- Building a sustainable gardening training program that caters for a range of gardeners—the knowledgeable to beginners
- Continued developing our garden industry program with development of a quarterly newsletter
- Making progress with SGA's Garden Product Guide
- Constructing sophisticated IT, human resources and administrative systems.

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. So a big “Thank You” to our Board members who have enthusiastically and loyally provided oversight of our work for many years, to our general members for their significant contributions to SGA through your meaningful participation, to our Associate members and all donors.



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



Annette Morris

Small business owner, community gardener



Simon Branson

Landscape architect, owner *Green Change Solutions*



Linette Harriott

Senior consultant specialising in leadership and facilitation



Jane Dennithorne

Horticulturalist, garden designer

Activities

Governance Structure Development

2016 has been the first year that our new structure has operated. We now have 30 members who have contributed in a meaningful way to SGA and have 10 Associate Members. Elected officers are representative of our actively involved constituency and have understanding of the overall system which is SGA and the environment in which it operates. They are well positioned to set directions that are relevant to our organisation, resources, team and mission.

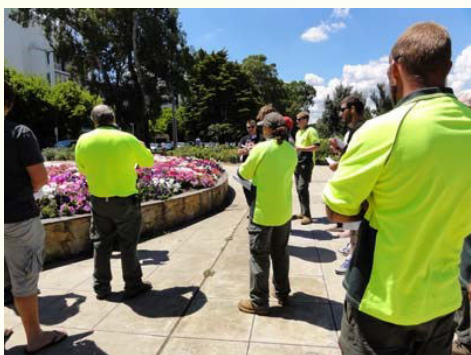
Green Gardening Professionals

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.

During the last year the garden industry program has:

- ◇ Consolidated its work with professional peer evenings with good attendance at most events
- ◇ Developed the branding of our Green Gardening Professionals with a logo and changes to web site headers relevant to our target market.
- ◇ Worked on promotional programs for the wider uptake of our program
- ◇ Commenced the development of an in-depth quarterly industry newsletter
- ◇ Developed our administrative systems to cater for greater membership
- ◇ Made progress towards a financially viable business model.



Green Gardening Professionals Presenters

Adrian Saville
 Angelo Eliades
 Dale and Pauline Farrell
 Declan McDonald
 Dr. Gregory Moore
 Graham Morrison
 Ian Chivers
 Jane Dennithorne
 John Fitzgibbon
 Mat Mason
 Mathew King
 Raphie Kruse
 Richard Thomas
 Ryan Young
 Tina Crawford

Thank you all!

SGA Inc. Financial Report

Profit & Loss Statement

July 2015— June 2016

Income

Green Gardening Income	
Green Gardening Prof. Subs.	\$3,936
Total Green Gardening Income	\$3,936
Other Income	
Membership fees SGA inc	\$636
Sponsorship - GG prof & food	\$18,182
Total Other Income	\$18,818

Total Income **\$22,754**

Cost of Sales

Green Gardening Profess. Expenses	\$147
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Total Cost of Sales **\$147**

Gross Profit **\$22,607**

Expenses

Bank Fees	\$126
Paypal Fees	\$69
Registration Fees	\$224
Employment Expenses	
Wages & Salaries	\$1,183
Total Employment Expenses	\$1,183

Total Expenses **\$1,603**

Operating Profit **\$21,005**

Other Income

Other Expenses

Balance Sheet

As of June 2016

Assets

Current Assets	
Cheque Account	\$ 3183
SGA Petty Cash	\$89
Trade Debtors	\$20,000
Total Current Assets	\$23,902
Property & Equipment	
Equipment	
Office Equipment	\$7,211
Equipment Accum Dep'n	-\$7,211
Total Equipment	\$0
Total Property & Equipment	\$0
Total Assets	\$23,902

Liabilities

Current Liabilities	
GST Liabilities	
GST Collected	\$1,955
GST Paid	-\$15
Total GST Liabilities	\$1,941
Total Current Liabilities	\$1,941
Total Liabilities	\$1,941

Net Assets **\$21,961**

Equity

Retained Earnings	\$957
Current Year Earnings	\$21,005
Total Equity	\$21,961

Sustainable Gardening Australia Foundation

ABN 47 508 099 142

Trustee:

Sustainable Gardening Australia Incorporated

ABN 49 895 542 709

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