

# Sustainable Gardening Australia



# Achievements in 2016-7

Gardens and gardening are urban people's primary connection to nature and SGA aims to inspire people to love this great and ancient activity and to garden in a way which is good for the planet.

## 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.

This year, SGA has continued to encourage low-impact gardening, water conservation, local healthy food production and building habitat and biodiversity. We have a team of scientists and work with experienced horticulturists to produce quality, evidence-based information which is communicated to people through avenues like Cuttings and Facebook.

Organisations such as SGA have a crucial role to play in the giant jigsaw puzzle that is going to construct a sustainable world for future generations and the millions of other species we share it with. We are totally committed to putting a few pieces of the jigsaw in place.

The SGA team has made great progress with the development of our programs, our planning and our organisational support systems. Together our paid staff, volunteers and pro bono support allows SGA to deliver way beyond what would be expected given our resources and budget.

We have been making real progress with the *SGA Garden Product Guide—Safe for You 'n' Nature* and ran a successful crowd funding campaign to raise money to help us move towards developing it into a web app.

Our training program in the form of Master Classes and Workshops caters for a range of gardeners and has grown in both the number of topics offered and attendance.

Significant increases in readership via the electronic (website, Facebook, Twitter and Instagram) also indicate the extension of the reach of our messages.





# Communication and Education

This has been a year of expansion and consolidation through both electronic media and face-to-face training. As climate change starts to make itself obvious and the environment becomes more polluted, there is more interest in growing food locally, minimizing environmental impacts and avoiding unwanted chemicals in gardens. This is being reflected in readership of our publications and in attendance at our training classes.

## Website

Readership of the website has again been increasing. There are now 348 articles on various aspects of gardening sustainably and 33 new topics have been addressed this year.

## Cuttings Free Monthly Newsletter

We have managed to publish Cuttings a few days earlier so that our readers have it just before a new month starts. It still provides a key route for readers to access our website articles. It also publicises events and training classes. As always, more writers would be welcome.

## YouTube

New videos have been published recording presentations from the Green Gardening Professional meetings.

## Social Media

Numbers of Facebook users and likes continues to increase. The relatively new Instagram account shows considerable increase even though our volunteer has little time to make posts.

## Garden Product Guide—*Safe for You'n'Nature*

The name of the Green Up Product Guide has been changed to make it convey more meaning and be more appealing to readers. A successful crowd funding campaign was started in May to pay the costs of developing it into a web app. The data is still being updated and work on its structure to increase user-friendliness is proceeding.

## Publications

SGA has ceased work on hard copy publications because, given the pervasiveness of the internet, the need for them is declining. Nevertheless, there have been occasional enquiries for reprints and minor revisions.

## 2016—2017 Statistics

### New web site articles

23

### Website users/month

Increased by 58% to 860,754

### Average unique web page views per month

Increased from 75,430 to 115,382

### Total Cuttings Subscribers

13,663

### Cuttings Sign-ups

1552

### Their interests in SGA:

Volunteering	13
Donating	30
Community gardening	290

### Facebook

#### “Likes”

Increased by 35% to 16,174

#### Users

Increased by 33% to 15,936

### Twitter Followers

Increased by 27% to 1,338

### Instagram Followers

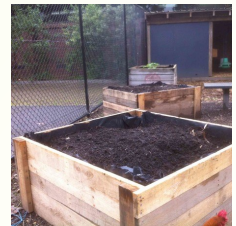
Increased by 83% to 825

# Training

Our training program, run by Richard Rowe, with a total attendance this year of 926, has increased its focus on delivering workshops in partnership with local government. Councils contract SGA to prepare and run these classes. Since SGA is not required to organise venues or run all promotion, this arrangement saves us time, allowing for more developmental work to be undertaken.

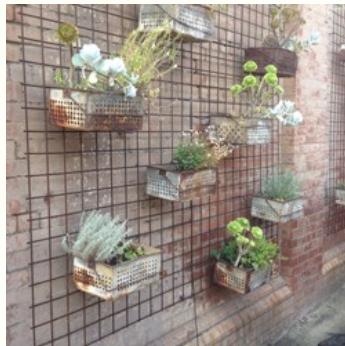
## Master Classes

Six Master Classes have been run with topics ranging from *Habitat Gardening, Building Homes for Wildlife* to *Building Veggie Beds from Pallets*.



## Community Workshops

Fourteen were conducted in partnership with local government for communities in their local area. SGA has developed a portfolio of 24 topics which are available for councils to choose from. As well as the above topics, this portfolio includes a number on sustainable design, food growing, recycling and gardening in small and temporary spaces. For the full range see <http://www.sgaonline.org.au/community-workshops/>.



## Our Team

### Staff



**Richard Rowe**  
Training and Learning  
Coordinator



**Angelo Eliades**  
Science and Industry Re-  
search Officer

### Maree Keifer

Industry and Member Liaison  
Officer

### Patrons



**Jane Edmanson OAM**  
(until November 2016)



**Josh Byrne**

## Our Volunteers

SGA couldn't exist without the dedication and enthusiasm of our volunteers. Some work from home, others come into the office (where we have a lot of fun!) It is a delight to work with such skilled and pleasant people who bring a range of specialized skills e.g. IT, law, writing and database management.

Adrienne Crabb

Colin Allison

Nick Blake

Wen Cheng

Alan Close

Stan Close

Corey Entink

Megan Hallowes

Peter Hayward

Leigh Keath , *Yudo Human Re-  
sources*

Maree Keifer

Anne-Marie King

Julie Kirkpatrick

Alice Macdougall, *Herbert  
Smith Freehills*

Laura McGillicuddy

Annette Morris

Debra Nette

Guy Palmer

Sharron Pfueller

Jeffrey Phuah

Bruce Plain

Meredith Plain

Penny Plain

Sally Sheppard

Richard Rowe

Frances Saunders

Allan Sleddon

Allison Styger

Katrina Taylor

Stephen Thomas

Glenda Timmins

Peter Zacharov

## A BIG THANK YOU TO YOU ALL!



# SGA Foundation Financial Report

## Profit & Loss Statement

July 2016—June 2017

<b>Income</b>	
Donations	\$11,102
Training income	\$13,204
Open Garden Tours income	\$323
Publications and DVD sales	\$312
Product guide crowd funding	\$2,607
Consulting income	\$1,194
<b>Total Income</b>	<b>\$28,741</b>
<b>Cost Of Sales</b>	
Training other expenses	\$2,240
Open Garden Tours expenses	\$249
Publications expenses	\$130
<b>Total Cost Of Sales</b>	<b>\$2,619</b>
<b>Gross Profit</b>	<b>\$26,123</b>
<b>Expenses</b>	
Advertising	\$318
Bank Fees	\$120
Insurance	\$3,856
Computer expenses	\$507
SGA Website expenses	\$67
Telephone	\$950
Wages & Salaries	\$19,259
Superannuation	\$1,502
Workers Compensation	\$179
<b>Total Expenses</b>	<b>\$26,758</b>
<b>Operating Profit</b>	<b>-\$635</b>
<b>Other Income</b>	
Interest Income	\$42
<b>Total Other Income</b>	<b>\$42</b>
<b>Net Profit/(Loss)</b>	<b>-\$593</b>

## Balance Sheet

As of June 2017

<b>Assets</b>	
General Cheque Account	\$1,425
Cash on Hand	\$100
Gift Fund General Chq acc	\$3851
Gift Fund Business Max acc	\$12,066
Prepaid insurance	\$1,280
Trade Debtors	\$608
<b>Total Assets</b>	<b>\$19,060</b>
<b>Liabilities</b>	
Trade Creditors	\$85
<b>GST Liabilities</b>	
GST Collected	\$278
GST Paid	-\$105
<b>Total GST Liabilities</b>	<b>\$171</b>
Payroll Liabilities	\$200
<b>Total Liabilities</b>	<b>\$456</b>
<b>Net Assets</b>	<b>\$18,604</b>
<b>Equity</b>	
Retained Earnings	\$19,097
Settlement Capital	\$100
Current Earnings	-\$593
<b>Total Equity</b>	<b>\$18,604</b>

# SGA Inc. Financial report

## Profit & Loss Statement July 2016—June 2017

### Income

Garden Profess&Industry Income	
Green Gardening Profes Subscr	\$3,821
GG webinar training	\$200
Total Garden Profess&Industry Income	\$4,021
Other Income	
Membership fee SGA inc	\$409
Total Other Income	\$409
<b>Total Income</b>	<b>\$4,430</b>

### Cost of Sales

Green Garden Profes expenses	\$255
<b>Total Cost of Sales</b>	<b>\$255</b>

**Gross Profit** **\$4,175**

### Expenses

Bank Fees	\$203
Registration Fees	\$56
Employment Expenses	
Superannuation	\$845
Wages & Salaries	\$9,352
Total Employment Expenses	\$10,197
<b>Total Expenses</b>	<b>\$10,456</b>

**Operating Profit** **-\$6,281**

### Other Income

Interest received	\$99
<b>Total Other Income</b>	<b>\$99</b>

### Other Expenses

**Net Profit / (Loss)** **-\$6,182**

## Balance Sheet As of June 2017

### Assets

Current Assets	
Cheque Account	\$547
High Interest account	\$16,099
SGA Petty Cash	\$89
Total Current Assets	\$16,735
Property & Equipment	
Equipment	
Office Equipment	\$7,211
Equipment Accum Dep'n	-\$7,211
Total Equipment	\$0
Total Property & Equipment	\$0
<b>Total Assets</b>	<b>\$16,735</b>

### Liabilities

Current Liabilities	
GST Liabilities	
GST Collected	\$321
Total GST Liabilities	\$321
Payroll Liabilities	
PAYG Tax Payable	\$635
Total Payroll Liabilities	\$635
Total Current Liabilities	\$956
<b>Total Liabilities</b>	<b>\$956</b>
<b>Net Assets</b>	<b>\$15,779</b>

### Equity

Retained Earnings	\$21,961
Current Year Earnings	-\$6,182
<b>Total Equity</b>	<b>\$15,779</b>



# Sustainable Gardening Australia Incorporated

## President's and Vice-President's Report

As the trustee of the SGA Foundation, SGA Inc aims to encourage as many people as possible to minimize their environmental impact at a local, national and international level. We hope to give people an understanding of their connection with other communities and the impact their gardening decisions about chemicals and use of resources have on the wider natural environment.

We have extended our ability to influence and educate people this year by:

- Developing the capacity to live-stream Industry program presentations and offer webinars
- Improving our IT system by incorporating two servers into one.

In the future we are committed to building an organization that will enable those in SGA to work to their full potential. We will continue to focus on maintaining high levels of good governance and planning for the long term. We also hope to continue network building and improving our financial independence. In 2017 we have been doing the planning for a friends program ready for launch in 2018. To build a viable future we need a group of people who make a regular financial commitment. Our objective will be to deliver the best possible return on your investment in a sustainable future and a biodiverse planet.

Finally, thank you to all our board members for their valuable input and support.



**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



**Dr. Greg Moore**  
Retired Head of Burnley College, University of Melbourne, horticulturalist



**Sally Sheppard**  
Lawyer and environmentalist



**Simon Branson**  
Landscape and small business owner



**Jane Dennithorne**  
Horticulturalist and garden designer



# Activities

## Governance

2017 has seen the continued fine tuning of our membership model based on meaningful participation. We now have 28 members, all of whom are involved in our activities and committed to our mission. Good governance is an overarching priority and the addition of legal expertise from Sally Sheppard and the continued commitment of Peter Howie, our Treasurer, ensures governance is closely monitored.

## Green Gardening Professionals

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

- Keeping up to date with the latest sustainable industry developments
- Building their garden design skills
- Catching up with people working in the same area and with similar values

They are committed to a sustainable future through the world of gardening.

During the last year the GGP program has focused on improving its administration and communication with members.

Achievements for the year include:

- Producing an online newsletter for members
- Developing skills and acquiring equipment to deliver online training
- Monthly networking events featuring guest speakers
- Developing an online members' video library, to give access to footage of GGP monthly presentations
- Building our networks with the TAFE education sector

## Green Gardening Professionals Presenters

Dr Peter May  
Alan Noy  
Diana Cotter  
Chris Panter  
Graham Morrison  
Jane Dennithorne  
John Brown  
Stan Close  
Jo Howard  
Joe Kellet  
Brian Rankin  
Carlo Cardamone

Thank you all!

## Sustainable Gardening Australia Foundation

ABN 47 508 099 142

Trustee:

## Sustainable Gardening Australia Incorporated

ABN 49 895 542 709

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