

# Sustainable Gardening Australia



# Achievements in 2017-8

Gardening provides us with beauty around our homes and in public spaces as well as offering opportunities to grow healthy food and provide for biodiversity. SGA strives to provide resources to encourage people to garden effectively and responsibly and contribute to protecting our natural world.

## 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.



The year 2017 - 2018 has been one of progress towards achieving our goals.

We applied for and obtained two grants from the *Lord Mayor's Charitable Fund*. One was for the training program to support Richard Rowe, our Training and Learning Coordinator, in developing a cohesive program to engage local government in partnerships to offer community workshops to their constituencies.

The other grant was to build SGA's capacity by accessing external marketing advice, revising and improving the website and obtaining the assistance of expert horticultural writers to write new material for the site and for our newsletter. It also will enable SGA to employ a coordinator to establish and manage the proposed *Friends of SGA* program.

The year also saw the end of the crowdfunding campaign for the *SGA Garden Product Guide – Safe for You 'n' Nature* in July 2017. We received a total of just over \$6000.

This has enabled us to employ part-time experts in chemistry and databases to augment the work of volunteers.

The database has become much easier for volunteers to update and the foundations of the Guide, much more robust.

As well, the year has been one of challenge and change. In our continuing production of articles for the website and newsletter and maintaining vibrant social media, we have seen that there is increasing competition in the sustainable gardening space. For many years, SGA led the way, but now many gardening and community websites and social media participants promote low environmental impact methods of growing plants and linking production of fresh food with health and community building.

It is wonderful, of course, to see that there is movement towards a more general acceptance of a sustainable approach to gardening, but it means that there is more competition for funding opportunities, both in terms of donations and grants.

Another challenge has come in the form of the North-East Link. Considerable local effort has been directed towards lessening its impacts on local businesses and offices, but it may still have some effect on SGA. However, detailed plans will not be available until late 2019.

Despite challenges, the year has brought more resources to enable our efforts to make the planet healthier and more biodiverse. And much of this has been because of the crucial role our volunteers have played. Thank you all!

# Communication and Education

Because electronic media use continues to rise at the expense of hard copy publications, we have ceased production of printed booklets except for updates to existing publications. Although more people are signing up to SGA's social media and to the Cuttings monthly newsletter, use of the website has declined a little. Analysis of statistics on these electronic media indicates that the beginning of decline of website use coincided with more views on mobile phones than on PCs or laptops. Since the website was not able to be adjusted for optimum mobile phone use, it has been more difficult to access or read articles. We have, therefore taken steps to modernize the site and improve its structure to improve readership.

## Website

There are now 362 articles on the site with the number increasing each month. We also increased its security by changing from http: to https:

## Cuttings Free Monthly Newsletter

The number of new subscribers has increased. However, the task of producing new material for publication is time-consuming so that more existing articles are being revised and circulated each month.

## YouTube

New videos have been published—these are recordings presentations from the Green Gardening Professional meetings.

## Social Media

Social media use is increasing thanks to our greater understanding of what attracts readers and thoughtful preparation of posts. We thank Wen Cheng for her inspired work!

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

As a result of the crowdfunding campaign in 2016-2017 we have been able to employ people to revise the structure of the Guide's underlying database and improve the method of updating information on the garden products it covers. Progress has been hampered by the high turnover of volunteers who have assist in updating products.

## 2017—2018 Statistics

### New web site articles

20

### Website users

Decreased from 860,754 to 635,956

### Average unique web page views per month

Decreased by 16% to 86,749

### Total Cuttings Subscribers

13,980

### Cuttings Sign-ups

836

### Facebook

#### "Likes"

Increased by 12% to 18,120

#### Users

Increased by 13.5% to 18,101

### Twitter Followers

Increased by 27% to 1,398

### Instagram Followers

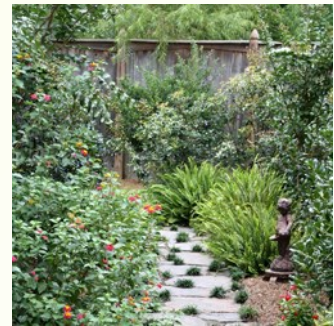
Increased by 5% to 1095

# Training

Our training program, run by Richard Rowe, has had a total attendance this year of 909. Thank you to Richard for this great achievement! SGA's training capacity is being greatly enhanced by the grant from the Lord Mayor's Charitable Foundation. This has enabled Richard to create five new presentations, increasing the number of classes available for booking by local councils to 32.

## Master Classes

Eight Master Classes have been successfully conducted with a total attendance of 128. Those focussing on propagation of native plants by either cuttings or seeds were the most popular. Other topics included constructing veggie beds from pallets, sustainable building materials, pest management, garlic and creating jarrariums and terrariums.



## Community Workshops

In partnership with local councils in the Melbourne area, SGA has delivered 22 workshops with a total attendance of 599, as well as a presentation to the Municipal Association of Victoria's conference. The most popular topics reflect changing population and housing profiles - they were:

- Gardening in Small Spaces
- Balcony Gardening
- Active Ageing in the Garden

Other topics included:

- Propagation by Seed and Cuttings
- Renters and Gardens
- Preparing for Summer Harvest

We have engaged an excellent new presenter, Nicole Griffiths, for selected topics and she is also helping in the development of new presentations. For the full range see <https://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

**Colin Allison**  
Garden Chemicals  
Scientist

### Patrons



**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.

Petrina Adams

Colin Allison

Nick Blake

Wen Cheng

Adrienne Crabb

Allan Close

Stan Close

Corey Entink

Megan Hallowes

Peter Hayward

Leigh Keath , *Yudo Human Re-  
sources*

Maree Kiefer

Anne-Marie King

Julie Kirkpatrick

Alice Macdougall, *Herbert  
Smith Freehills*

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 2017—June 2018

<b>Income</b>	
Donations	\$1,422
Training income	\$17,849
Training-LMCF Innovation grant	\$9,678
Training - LMCF Thrive grant	\$1,800
Publications and DVD sales	\$627
Green Garden guide crowd funding	\$3,474
Fundraising income	\$2,001
<b>Total Income</b>	<b>\$36,851</b>
<b>Cost Of Sales</b>	
Training other expenses	\$3,806
LMCF Innovation grant expenses	\$327
LMCF Thrive grant expenses	\$1,800
Publications expenses	\$104
Total Cost Of Sales	\$6,037
<b>Gross Profit</b>	<b>\$30,814</b>
<b>Expenses</b>	
Bank Fees	\$129
Insurance	\$1,803
Computer expenses	\$540
SGA Website expenses	\$288
Telephone	\$910
Wages & Salaries	\$21,027
Superannuation	\$1,559
Workers Compensation	\$212
<b>Total Expenses</b>	<b>\$26,469</b>
<b>Operating Profit</b>	<b>\$4,344</b>
<b>Other Income</b>	
Interest Income	\$63
<b>Total Other Income</b>	<b>\$63</b>
<b>Net Profit/(Loss)</b>	<b>\$4,407</b>

## Balance Sheet

As of June 2018

<b>Assets</b>	
General Cheque Account 8820	\$33,876
Cash on Hand	\$100
Gift Fund General Chq acc 3819	\$5,407
Gift Fund Business Max Ac 9534	\$12,128
Prepaid insurance	\$580
Trade Debtors	\$4,078
<b>Total Assets</b>	<b>\$56,169</b>
<b>Liabilities</b>	
Prepaid LMCF Innovation grant	\$14,000
Prepaid LMCF Thrive grant	\$18,200
<b>GST Liabilities</b>	
GST Collected	\$456
GST Paid	-\$288
<b>Total GST Liabilities</b>	<b>\$168</b>
Payroll Liabilities	\$790
<b>Total Liabilities</b>	<b>\$33,158</b>
<b>Net Assets</b>	<b>\$23,011</b>
<b>Equity</b>	
Retained Earnings	\$18,504
Settlement Capital	\$100
Current Earnings	\$4,407
<b>Total Equity</b>	<b>\$23,011</b>

# SGA Inc. Financial report

## Profit & Loss Statement July 2017—June 2018

### Income

Garden Profess&Industry Income		
Green Gardening Profes Subscr	\$4,188	
GG Networking events	\$1,090	
Total Garden Profess&Industry Income	\$5,279	
Other Income		
Membership fee SGA inc	\$77	
Total Other Income	\$77	
<b>Total Income</b>		<b>\$5,356</b>

### Cost of Sales

Gardening Profess&Industry Exp		
Green Garden Profess expenses	\$480	
<b>Total Cost of Sales</b>		<b>\$480</b>
<b>Gross Profit</b>		<b>\$4,876</b>

### Expenses

Bank Fees	\$130	
Paypal Fees	\$43	
Insurance	\$1,840	
Registration Fees	\$235	
Employment Expenses		
Superannuation	\$1,017	
Wages & Salaries	\$11,403	
Total Employment Expenses	\$12,420	
<b>Total Expenses</b>		<b>\$14,667</b>

**Operating Profit** -\$9,791

### Other Income

Interest received	\$33	
<b>Total Other Income</b>		<b>\$33</b>

### Other Expenses

**Net Profit / (Loss)** (-\$9,758)

## Balance Sheet As of June 2018

### Assets

Current Assets		
Cheque Account	\$906	
High Interest account	\$5,132	
SGA Petty Cash	\$89	
Prepaid insurance	\$600	
Total Current Assets	\$6,727	
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>\$6,727</b>

### Liabilities

Current Liabilities		
GST Liabilities		
GST Collected	\$70	
Total GST Liabilities	\$70	
Payroll Liabilities		
PAYG Tax Payable	\$636	
Total Payroll Liabilities	\$636	
Total Current Liabilities	\$706	
<b>Total Liabilities</b>		<b>\$706</b>

**Net Assets** \$6,021

### Equity

Retained Earnings	\$15,779	
Current Year Earnings	-\$9,758	
<b>Total Equity</b>		<b>\$6,021</b>

# Sustainable Gardening Australia Incorporated

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

As an incorporated association, SGA Inc is the Trustee of the Sustainable Gardening Australia Foundation . It aims to support the Foundation in achieving community education to minimize environmental impacts of gardening at local, national and international levels. In addition, SGA Inc. manages the *Green Gardening Professionals* program and the IT and human resources systems.

This year has seen improvements in the running and capacity of the *Green Gardening Professionals* program which is contributing to the knowledge and skills of members of the gardening industry.

At the June 2018 meeting, Bruce Plain resigned as president due to pressure of other commitments. Sharron Pfueller was Acting President until her election as President at the Annual General Meeting in October, 2018. In his new role as Vice President, Bruce will continue to support the organization.

**We thank Bruce for his many years of inspiration and commitment to SGA as President!**

Finally, thank you to all SGA's 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



**Deb Nette**  
Horticulturalist, Environmentalist and TAFE Trainer



# Activities

Anne Marie King and Bruce continued to develop and fine tune procedures for HR management and new volunteer inductions/sign ups.

We thank Nick Blake for updating office hardware, replacing old hard drives with thin clients, and Jeff Phuah for collating hardware for streaming. He has also developed systems and written procedures for live streaming of Professional Peer Evenings.

Thanks also to Nick Blake and Paul McMorran for upgrading the server so that there is now greater computing power and storage, allowing better monitoring and redundancy capabilities. This provides improved reliability and response times, particularly when using larger databases such as the SGA contacts database. It also provides options to upgrade the operating system or shift the current operating system in the future.

## Green Gardening Professionals

SGA's *Green Gardening Professionals* program (GGPs) is for professional gardeners, horticulturists, landscapers, food gardeners, educators, trainers and nursery people who are interested in:

- Learning more about sustainable gardening from a design and practice perspective.
- Keeping up to date with the latest sustainable industry developments.
- Building their general garden design and implementation skills.
- Catching up with people working in the same industry and with similar values.
- Sharing information and experiences regarding sustainable gardening practices.

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

The GGP program has continued to improve its administration and communication processes and has been working on:

- Monthly training events lead by industry expert presenters
- Regular live streaming of these monthly events
- Adding footage to our growing Industry Library
- Producing a quarterly Industry Newsletter
- Interactive webinar trials with industry experts

### 2017-2018 Statistics

#### Members

86

#### Peer Evenings

12

#### Live-streamed Presentations

5

#### Recorded Presentations

6

#### Webinars

1

#### Garden Industry Newsletters

2

### Presenters

Joe Kellett, Dr Greg Moore, Peter Symes and Neil Perkins, Michael Tanner, John Pinniger and Fred Surr, Dugald Noyes, Dr Charles Meredith, Simon Branson, Frances Saunders, Dr Paul Horne, Dean Speldewinde

Thank you all!

## Sustainable Gardening Australia Foundation

ABN 47 508 099 142

Trustee:

## Sustainable Gardening Australia Incorporated

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