

# Sustainable Gardening Australia



# Overview

## 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.



Enabled by two grants received in 2017 from the Lord Mayor's Charitable Foundation and the valiant work of our volunteers and staff, 2018 – 19 has been a year of significant achievement. Probably the most obvious is the new website and new method of distributing our newsletter, *Cuttings*. Both have software which is simpler to use, have a better and up-to-date appearance and yet enable greater flexibility.

SGA's capacity for further achievement was boosted by a grant for \$46,240 from the Telematics Trust. It was applied for during the year and awarded to us in the latter part of May 2018. It was to adapt the SGA database, which rates the impacts of chemical garden products, to become a web application—the *SGA Garden Product Guide*.

The year also saw the participation of 4 new volunteers to assist with development of the *Garden Product Guide*. All have made excellent contributions to our work but, unfortunately for SGA, 3 left to pursue their careers.

Inevitably change also brings challenges. The increase in numbers of other organisations working in the area of home and community gardening with greater emphasis on approaches with low environmental impacts has increased. This meant that SGA has needed to define carefully the projects which differentiate it from those organisations. Therefore we have prioritised high quality face-to-face training, much of it through local government, the *Garden Product Guide* and web application development and the *Green Gardening Professionals* program. Although SGA has been successful in obtaining grants over the last 2 years, decreases in donations and suitable funding sources has led SGA to work on developing a funded support program in the form of *Friends of SGA*.

A major challenge has been the Victorian government's proposal for the North East Link freeway which threatens the location of SGA's office.

# Training

Great advances in our training program have been made this year. This has been the result of a grant of \$23,678 from the Lord Mayor's Charitable Foundation (LMCF) received in 2017 and the continuing delivery of training by Richard Rowe. We have engaged an excellent new presenter, Nicole Griffiths, for selected topics and to organise Master Classes. She is also helping in the development of new presentations. For the full range of SGA's topics see <https://www.sgaonline.org.au/community-workshops/>.

## LMCF Project

The project aimed to increase capacity for sustainable gardening practice by extending the reach of SGA's current training programs. This has been achieved through new sustainability workshops offered in partnership with local government and through developing an effective marketing program to reach a greater range of councils.

### Workshop Development

Content for three existing workshops was further developed and fourteen new workshops were prepared by Richard Rowe.

### Workshop Kits

These contain resources such as props, tools, gardening products and reference materials for 5 workshops.

### Delivery Formats

New formats of *Bite Size Talk* and *Walk and Talk* have been developed for use at libraries, neighbourhood houses and corporate sustainability events or outdoors.

### Feedback System

This system aids in further program revision and was applied at 14 workshops. Results from 174 attendees showed a 95% rating of "Excellent" and 5% "Good" with 93% indicating that, as a result, they would do something different in their gardens in the future.

### Community Partner Program

Opportunities have been created to facilitate formal relationships with other organisations, such as local government, which share SGA values.

### Promotion and Communications

A fold-out brochure has been printed outlining SGA training offerings and four pull-up banners have been made to promote SGA and its aims at events. Communications have been extended through quarterly newsletters to councils, contact lists of local libraries, which are increasingly interested in SGA's presentations, and extensive revision of training information on SGA's website.

### New Workshops

Active Ageing Through Gardening  
The Thrifty Gardener – Reduce, Reuse and Recycle in the Garden  
Sustainable Balcony Gardening  
Sustainable Gardening for Renters  
Soil Food Web – The Universe Below  
Attracting Birds to your Garden  
Attracting Butterflies to your Garden  
Indigenous Plants for Food, Fibre and Medicine  
Weeds – Dancing with Nature in the Garden  
Tiny Houses | Tiny Gardens | Big Living (3 parts - Veggies, Habitat, Water Smart)  
Preparing for Autumn Harvest  
Preparing for Winter Harvest  
Preparing for Spring Harvest

## Master Classes

Thirteen classes were delivered with a total attendance of 157. The most popular was the new *Indigenous Plants for Food, Fibre and Medicine*.

## Workshops in Partnership with Local Government

In partnership with local councils in the Melbourne area, SGA has delivered 30 workshops with a total attendance of 690. The most popular topics reflect changing population and housing profiles. They were *Gardening in Small Spaces*, *Balcony Gardening* and *Active Ageing in the Garden*.



# Building Capacity

Enabled by a Thrive grant of \$40,000 over 18 months from the Lord Mayor's Charitable Fund (LMCF) a number of aspects of SGA's operations have been expanded or improved. The grant allowed SGA to employ a marketing consultant, a web developer to improve the website, a coordinator for a new membership program and horticultural writers for new web articles. It also covered purchase and installation of a new file server.

## Website Development

A web developer, *Snugsite*, was engaged to purchase and install a new and more modern theme by November 2018. It has enabled increased flexibility in preparing and arranging content. With *Snugsite's* guidance and assistance, Sharron Pfueller created categories to improve content organization which provides clearer pathways to other content and prepared and installed header images on over 500 pages. *Snugsite* has continued to solve problems and help maintain the site. Both the number of web visitors and number of pages viewed have increased considerably.

## Marketing

Marketing consultants, *Bright Owl*, conducted a one-day workshop with key SGA personnel in order to create a comprehensive marketing plan. They helped identify appropriate messaging to SGA's key stakeholders including volunteers, donors and sponsors. We gained insight into how to develop a new fee-paying membership program—*Friends of SGA*—and how to ap-

## New Fee-Paying Associate Membership Program: Friends of SGA (FOSGA)

The name of our Associate Membership program was changed to *Friends of SGA* to make it sound more attractive. We employed a coordinator to establish it and run it for 1 year. Mia Curnow (initial planning) and Nancy Mills (planning and development) worked to deliver the program throughout the year. Although the program was primarily intended to give SGA's many supporters a tangible way of showing that support, and by doing so, help by making a financial contribution, the advice of the marketing consultants was that benefits such as discounts, members-only web content and events would make it more attractive. Nancy was able to start work to engage a range of garden centres and online suppliers to provide discounts to Friends and to Members of SGA, and also develop a framework for a new newsletter for Friends and Members only.

## Content Development

We needed expertise to write articles on Australian bushfoods. We found one writer in Melbourne and then advertised for more through the Queensland Writers Centre resulting in engaging 3. Some of their articles will be only available to Friends and Members of SGA.

## IT Infrastructure

It has been clear for several years that SGA's file server needed more space to store our expanding work and that Windows 2012 needed to be updated. This task is ongoing.

# Website and Social Media

An important aspect of the challenge and change that SGA has faced in 2018—2019 has been making significant changes to both our website and our free newsletter, *Cuttings*. However, both changes have proven a boost to SGA's communications. Social media engagement has also made progress, particularly with Instagram. Thanks to the marketing consultants, *Bright Owl*, who we could employ with assistance from the LMCF grant, and to the inspired work of our volunteer Social Media Coordinator!

## Website

A complete website redesign was completed. The site's appearance is now more up-to-date and provides easier access to information. The result is that there has been a marked increase in web users and web views.

## Cuttings Free Monthly Newsletter

Prior to August 2018, *Cuttings* was delivered by a free provider, *phplist*, using html. A diminishing number of newsletter emails were being opened, either because recipients were no longer interested or their email addresses were non-functional in some way. When SGA changed bulk email provider in August, 2018, we took the opportunity to review our email address lists by asking all readers to resubscribe to make sure they were still interested to receive SGA's emails, and that email addresses were up to date. Over the last several months subscriptions have grown again and they are now approaching the number of those who actually read newsletters in the old system.

## YouTube

Some more videos have been published from streamed presentations with the *Green Gardening Professionals*. The older series, *Footprint Flicks*, is still popular.

## Social Media

Facebook, Instagram and Twitter followers have all been increasing thanks to the great work of Wen Cheng, our social media coordinator. As a result of marketing advice to boost our visibility we have been making more content refer back to the SGA website rather than other information sources.

## 2018—2019 Statistics

### New web site articles

10

### Website users

Increased from 635,956 to

873,716

### Average unique web page views per month

Increased from 86,749 to 124,067

### Cuttings Subscribers

4,622

### Facebook

#### Likes

Increased from 18,120 to 20,565

#### Users

Increased from 18,101 to 21,800

### Twitter Followers

Increased from 1,398 to 1,410

### Instagram Followers

Increased from 1,095 to 1,920

# Our Team

## Staff



**Richard Rowe**  
Training and Learning  
Coordinator



**Angelo Eliades**  
Science and Industry  
Research Officer



**Colin Allison**  
Garden Chemicals  
Scientist



**Nicole Griffiths**  
Training and Learning

## Maree Keifer

Industry and Member Liaison  
Officer



## Patron

**Josh Byrne**

## Our Volunteers

Petrina Adams

Colin Allison

Nick Blake

Wen Cheng

Keith Collett

Adrienne Crabb

Stan Close

Nipuni Dias

Michelle Dyason

Marson Kwan

Megan Hallows

Peter Hayward

Leigh Keath , *Yudo Human  
Resources*

Maree Kiefer

Debra Nette

Guy Palmer

Sharron Pfueller

Jeffrey Phuah

Bruce Plain

Meredith Plain

Penny Plain

Richard Rowe

Frances Saunders

Sally Sheppard

Allison Styger

Stephen Thomas

Peter Zacharov

**A BIG THANK YOU TO ALL!**

# SGA Foundation Financial Report

## Profit & Loss Statement

July 2018—June 2019

### Income

Donations	\$1,630
Training income	\$16,686
Training LMCF Innovation grant	\$13,597
LMCF Thrive grant	\$20,672
Publications and DVD sales	\$137
Consulting income	\$250
Fundraising income	\$2,112
<b>Total Income</b>	<b>\$55,084</b>

### Cost Of Sales

Training other expenses	\$2,039
LMCF Innovation grant expenses	\$3,952
LMCF Thrive grant expenses	\$100
LMCF Thrive—Marketing exp	\$5,082
LMCF Thrive—Website revision	\$5,168
Publications expenses	\$78
<b>Total Cost Of Sales</b>	<b>\$16,419</b>
<b>Gross Profit</b>	<b>\$38,665</b>

### Expenses

Advertising	\$125
Bank Fees	\$122
Insurance	\$1,841
Computer expenses	\$526
Office Expenses	\$7
SGA Website expenses	\$236
Telephone	\$822
Wages & Salaries	\$41,274
Superannuation	\$3,706
<b>Total Expenses</b>	<b>\$48,659</b>

**Operating Profit** - \$9,994

### Other Income

Interest Income	\$116
<b>Total Other Income</b>	<b>\$116</b>

**Net Profit/(Loss)** - \$9,879

## Balance Sheet

As of June 2019

### Assets

General Cheque Account 8820	\$48,728
Foundation Savings Account	\$11,067
Cash on Hand	\$100
Gift Fund General Chq acc 3819	\$6,917
Gift Fund Business Max Ac 9534	\$10,177
Prepaid insurance	\$620
Trade Debtors	\$1,073
<b>Total Assets</b>	<b>\$78,682</b>

### Liabilities

Trade Creditors	\$62
Prepaid LMCF Innovation grant	\$403
Prepaid LMCF Thrive grant	\$17,528
Prepaid Telematics grant	\$46,240
<b>GST Liabilities</b>	
GST Collected	\$467
GST Paid	-\$229
<b>Total GST Liabilities</b>	<b>\$238</b>
Payroll Liabilities	\$1,078
<b>Total Liabilities</b>	<b>\$65,549</b>
<b>Net Assets</b>	<b>\$13,132</b>

### Equity

Retained Earnings	\$22,911
Settlement Capital	\$100
Current Earnings	- \$9,879
<b>Total Equity</b>	<b>\$13,132</b>

# SGA Inc. Financial report

## Profit & Loss Statement July 2018—June 2019

### Income

Garden Profess&Industry Income	
Green Gardening Profes Subscr	\$6,589
GG Networking events	\$35
Total Garden Profess&Industry Income	\$6,623
Other Income	
Membership fee SGA inc	\$113
Sponsorship—GG Prof and food	\$2,727
Total Other Income	\$2,795
<b>Total Income</b>	<b>\$9,464</b>

### Cost of Sales

Gardening Profess&Industry Exp	
Green Garden Profess expenses	\$365
<b>Total Cost of Sales</b>	<b>\$365</b>
<b>Gross Profit</b>	<b>\$9,099</b>

### Expenses

Bank Fees	\$120
Paypal Fees	\$105
Insurance	\$1,840
Employment Expenses	
Superannuation	\$1,002
Wages & Salaries	\$11,304
Workers Compensation	\$219
Total Employment Expenses	\$12,525
<b>Total Expenses</b>	<b>\$14,590</b>

**Operating Profit** **-\$5,490**

Other Income

Other Expenses

**Net Profit / (Loss)** **- \$5,490**

## Balance Sheet As of June 2019

### Assets

Current Assets	
Cheque Account	\$638
SGA Petty Cash	\$89
Prepaid insurance	\$620
Total Current Assets	\$1,346
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>\$1,346</b>

### Liabilities

Current Liabilities	
GST Liabilities	
GST Collected	\$146
Total GST Liabilities	\$146
Payroll Liabilities	
PAYG Tax Payable	\$670
Total Payroll Liabilities	\$670
Total Current Liabilities	\$816
<b>Total Liabilities</b>	<b>\$816</b>

**Net Assets** **\$531**

### Equity

Retained Earnings	\$6,021
Current Year Earnings	-\$5,490
<b>Total Equity</b>	<b>\$531</b>



# Sustainable Gardening Australia Incorporated

## 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 its mission and goals of community education to minimize environmental impacts of gardening at local, national and international levels. *SGA Inc.* manages the *Green Gardening Professionals* program and the IT and human resources systems.

The proposed North East Link road proposal that threatens SGA's office location has required considerable attention. SGA has proposed that a Sustainability Centre be established to house several organisations addressing sustainability and provide a wide range of community education. We approached a number of like-minded organisations to obtain support for this proposal. Ten letters of support, in addition to SGA's submission, were sent to the Environmental Effects Statement process. SGA will make a detailed oral submission to the Panel Hearing in September.

The President wishes to thank all staff, volunteers and Board Members for their dedication, inspiration and support. Not only do they work hard for us, but they do so in a friendly and joyous manner. The resounding laughter which can frequently be heard in the SGA office helps provide the energy and willingness to face and solve many different problems—mostly with IT as Microsoft and other programs keep making changes.



**Dr. Sharron Pfueller**  
President

Retired Monash University  
researcher/educator and  
environmentalist



**Bruce Plain**  
Vice-President

Director of Bulleen Art &  
Garden and environmen-  
talist



**Peter Howey**  
Treasurer and Secretary

Small business owner, gar-  
den centre financial advisor



**Dr. Greg Moore**  
Retired Head of Burnley  
College, University of Mel-  
bourne, horticulturalist



**Sally Sheppard**  
Lawyer and environmen-  
talist



**Simon Branson**  
Landscaper and  
small business owner



**Deb Nette**  
Horticulturalist, Environmen-  
talist and TAFE Trainer

# 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.

## ACTIVITIES

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

- Monthly training events led by industry expert presenters
- Regular live streaming of these events
- Adding the footage to our growing Industry Library
- GGP Facebook page
- GGP members Facebook group
- Growing list of people receiving GGP communications
- Adding Student Member offer and sign up to website
- Refined new Business Member offer and signed first Business Membership

## 2018-2019 Statistics

### Members

86

### Peer Evenings

12

### Live-streamed Presentations

6

### Recorded Presentations

7

### Garden Industry Newsletters

12

### Newsletter Subscribers

Increased from 1,061 to 1,612

## Peer Evening Presentations

Organic roses (Graham & Diana Sargeant), Espalier (Chris England), Irrigation of the future (Adrian Saville), SGA AGM (Paul West), Trees for climate change (John Fitzgibbon), Summer fruit tree pruning (Petty's Orchard), Building garden soils (Dr Peter May), Darebin Parklands (Katy Marriott), Wicking beds (Paul and Robin Gale-Baker), Landscape materials (Frances Saunders).

**THANK YOU ALL!**

## Sustainable Gardening Australia Foundation

ABN 47 508 099 142

Trustee:

## Sustainable Gardening Australia Incorporated

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