

# 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.



This has been another year of progress and change. This has been due to the continued work of our passionate staff and volunteers. It has also greatly benefited from funding from grants from the *Lord Mayor's Charitable Foundation* and the *Telematics Trust* and by increased delivery options for training workshops.

The Thrive grant from the *Lord Mayor's Charitable Foundation* was acquitted in December 2019. This grant led to significant increases in SGA capacity by supporting major changes in its website, providing authors for written content and creation of a new paid membership program, *Friends of SGA*.

The *Telematics Trust* provided funding for 1 year to facilitate the further development of the *Garden Product Guide* and its conversion into a web application to show the human and environmental impacts of chemical garden products for pest and weed control. Funding was provided for 2 new employees. A volunteer, Michelle Dyason, has provided excellent research on alternative methods of pest control for this project.

As a result of the coronavirus pandemic, SGA received extra funding since it was eligible for the *JobKeeper* program. Four employees were able to be supported in light of their other income, but 2 were not. However, this funding enabled 4 to do extra paid work for SGA particularly in the areas of training and development of the *Garden Product Guide*.

Coronavirus lockdowns saw a surge in interest in gardening as people had extra time at home. This meant, too, that SGA had significant increases in web readership, subscriptions to social media and newsletters. It also created a demand for online training and provided an incentive to act on our planned conversion of training workshops and Master Classes from face-to-face events to webinars—development that has increased demand since these events were now able to be offered Australia-wide. Green Gardening Professionals offerings also experienced a significant increase in interest.

# Training

This financial year has been one of great challenge and opportunity for SGA's training program. In the first half of the financial year, SGA's council workshop program was growing. However, the emergence of COVID-19 early in 2020, meant that it was no longer possible to hold workshops face-to-face. With lockdowns due to the pandemic, 11 booked workshops were cancelled.

Then SGA was asked if we could offer workshops online instead. We had identified webinars as an important future service offer to enable offering training Australia-wide instead of just within Victoria. The plan was to develop a program of online Community Workshops over the coming years. The pandemic provided a stimulus to commence this program urgently and we had to pivot quickly to the online world. With the assistance of the government's *Job Keeper* program, our training team successfully made the transition to a predominantly online format.

In the 2019-2020 financial year a total 41 face to face and online workshops were delivered to approximately 1,495 people. This compared to 30 workshops in the 2018-2019 financial year and 24 workshops in the 2017-2018 financial year.

## Workshops in Partnership with Local Government

### Topics

There was an increase in interest in a variety of topics related to biodiversity.

### Face-to-face

Up until the end March SGA had delivered 26 face-to-face workshops compared to 16 in the previous financial year.

### Webinars

SGA's first webinar was run on 29<sup>th</sup> April and in the following 2 months to 30th June, 2020, a total of 15 webinars were successfully presented.

## New Workshop/Webinar Topics

Native bees and Butterflies

Frogs

Growing Veggies in a Habitat Garden

Soil Care in a Wildlife garden

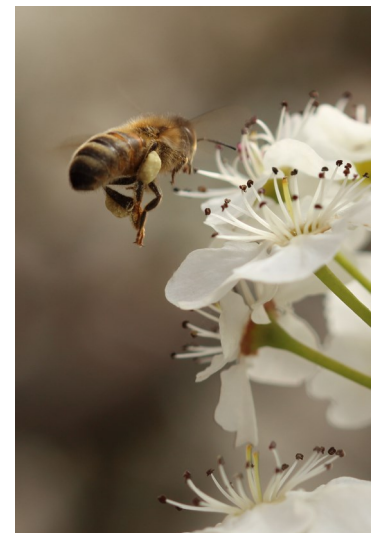
A new version of Backyard Chooks

## Grants

A grant of \$3,036 was received from Banyule local council to deliver 5 webinars on different aspects of biodiversity. These webinars were delivered in the subsequent financial year.

## Master Classes

The second half of 2019 - 2020 was to be the relaunch of SGA's Master Class program with Nicole Griffith coming on board to manage the program. This was pushed back to 2020 - 2021 and the Master Class program is now a fully online offer.



# Building Capacity

Through the grants from the Lord Mayor's Charitable Fund and the Telematics Trust and the dedicated work of staff and volunteers, SGA's capacity has been further increased.

## Website Development

Now that the major work involved in implementing the new website had been completed, further minor modifications and development was undertaken with the assistance of our contracted web developer, Snugsite. New sections were developed for the Friends of SGA and this involved the membership program PaidMembershipsPro. This program enabled automated subscription management including all billing and reminders for renewals. It has also enabled easy creations of email lists for sending newsletters and other communications to FOSGA and SGA members.

## Content Development

SGA was able to employ 4 more horticultural writers as a result of the grant from the Lord Mayor's Charitable fund. They contributed 5 articles for the website, mostly on Australian bushfoods native tamarind, walking stick palm, native ginger and winter apple.

## Garden Product Guide

The grant from the Telematics Trust has allowed continued employment of the project officer, Colin Allison, and two research assistants, Jane Rollinson and Bridey Oliver. As a result, great progress has been made in developing the rating system for garden chemical products further. It has also allowed further exploration of alternative methods of pest and weed control that do not involve chemical products. These methods have been systematically collated from previous research compiled by a volunteer, Michelle Dyason, and from further information sources.

The guide has now been titled *WiseGardening—Choices to Protect You and the Planet* and a *pro bono* graphic designer StrayStray Orbit [www.strayorbit.com](http://www.strayorbit.com) has created a logo for it. A software program *wmdatatables* has been installed to enable displaying product ratings after importing relevant data from the SGA offline database—this provides security of the actual data. Further work is required to create page content providing and overview of WiseGardening, details of rating and assessment methods as well as the other non-chemical options (termed *Other Choices*) and the *Terms and Conditions of Use*. These pages are essential in ensuring that the scientific validity of product ratings is clear and that an appropriate disclaimer is in place.

## 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.



# Engaging the Community

SGA's reach into the community continued to grow as, worldwide, digital communication became more common. This was especially the case in early 2020 when restrictions due to the coronavirus pandemic on people's movement outside their homes increased usage of the internet and social media.

## Website

Grant funding enabled a greater number of new articles to be created for the website in comparison to previous years. During the coronavirus lockdowns numbers of website users increased due to growing public interest in gardening with a pronounced peak in April and May. The presence on the website of recordings of webinars delivered to local councils contributed to this increase. Analysis of web views shows consistent interest in companion planting, popular vegetables and mulching.

## Cuttings Free Monthly Newsletter

Subscriptions to Cuttings also rose dramatically as a result of increased gardening interest and website views.

## YouTube

Numbers of views of the old video series *Footprint Flicks* still grow as do those on SGA's other channel, *SGAust*.

## Social Media

Changes in social media engagement reflect changes observed worldwide i.e. a stabilisation of Facebook use and growing interest in interesting images and videos on Instagram. The flair and dedication of our social media manager, Wen Cheng, was a major factor in the success of SGA's Instagram.

## Friends of SGA (FOSGA)

The program coordinator, Nancy Mills, established the program very successfully, but her employment came to an end in November 2019. Eight sponsors, who supported the goals of SGA, offered discounts to FOSGA for purchases of their seeds or other garden products, a quarterly newsletter *Flourish* was commenced and the number of \$25 subscriptions grew. Nine website articles for Friends and Members and 3 issues of *Flourish* have now been published.

## 2019—2020 Statistics

### New web site articles

13

### Website users

Increased from 873,716 to  
1,044,685

### Average unique web page views per month

Increased from 124,067 to  
147,708

### Cuttings Subscribers

Increased from 4,622 to 6,789

### Facebook

#### Likes

Decreased slightly from 20,565  
20,019

#### Users

Increased from 21,800 to 22,838

### Instagram Followers

Increased from 1,920 to 2,910

### Friends of SGA

158

# Our Team

## Staff



**Richard Rowe**  
Training and Learning  
Coordinator



**Colin Allison**  
Garden Chemicals  
Scientist



**Nicole Griffiths**  
Training and Learning



**Maree Kiefer**  
Industry and Member Liaison  
Officer

## Short Term Staff

**Nancy Mills** (April—November, 2019)

**Bridey Oliver** (February—July, 2020)

**Jane Rollinson** (February—July, 2020)

## Patron

Environmental scientist, re-  
searcher and TV presenter  
gardener



**Josh Byrne**

## Our Volunteers

Petrina Adams

Colin Allison

Nick Blake

Wen Cheng

Keith Collett

Adrienne Crabb

Stan Close

Michelle Dyason

Megan Hallows

Maree Kiefer

Debra Nette

Sharron Pfueller

Jeffrey Phuah

Marlee Hawkins

Bruce Plain

Meredith Plain

Penny Plain

Richard Rowe

Sally Sheppard

Allison Styger

**A BIG THANK YOU TO ALL!**

# SGA Foundation Financial Report

## Profit & Loss Statement

July 2019—June 2020

### Income

Donations	\$17,510
Membership - Friends of SGA	\$2,763
Training income	\$20,523
Training-LMCF Innovation grant	\$403
LMCF Thrive grant	\$17,528
Green product guide grant	\$32,894
Fundraising income	\$2,125
Job keeper income	\$27,000
Govt stimulus income	\$10,000

**Total Income** **\$130,746**

### Cost Of Sales

Training other expenses	\$543
LMCF Thrive grant expenses	\$1,320
LMCF Thrive - Website revision	\$2,253
LMCF Thrive - Friends program	\$1,825
Telematics grant expenses	\$5,673

**Total Cost Of Sales** **\$ 11,614**

**Gross Profit** **\$119,132**

### Expenses

Accounting software	\$82
Bank Fees	\$40
Merchant fees	\$54
Insurance	\$1,935
Computer expenses	\$132
SGA Website expenses	\$439
Telephone	\$648
Wages & Salaries	\$67,386
Superannuation	\$4,818
Workers Compensation	\$644

**Total Expenses** **\$76,178**

**Operating Profit** **\$42,954**

### Other Income

Interest Income	\$271
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**Total Other Income** **\$271**

**Net Profit/(Loss)** **\$43,225**

## Balance Sheet

As of June 2020

### Assets

Foundation Bank Aust access ac	\$12,608
Foundation savings account	\$22,228
Gift Fund Bank Aust	\$34,130
Cash on Hand	\$100
SGA Loan Account	\$875
Prepaid insurance	\$660
Trade Debtors	\$6,108
ATO Debtor	\$9,000

**Total Assets** **\$85,709**

### Liabilities

Prepaid Telematics grant	\$13,346
Prepaid Banyule grant	\$2,760
Prepaid training income	\$4,439
GST Liabilities	
GST Collected	\$1,580
GST Paid—	\$57

**Total GST Liabilities \$** **\$1,523**

**Payroll Liabilities** **\$7,284**

**Total Liabilities** **\$29,353**

**Net Assets** **\$56,357**

### Equity

Retained Earnings	\$13,032
Settlement Capital	100
Current Earnings	\$43,225

**Total Equity** **\$56,357**

# SGA Inc. Financial report

## Profit & Loss Statement July 2019—June 2020

### Income

Garden Profess&Industry Income	
Green Gardening Profes Subscr	\$6,385
Total Garden Profess&Industry Income	\$6,385
Other Income	
Voting SGA membership	\$682
Sponsorship - GG prof & food g	\$8,000
Misc Income - broken bone paym	\$3,750
Job keeper income	\$9,000
Govt cash flow stimulus	\$10,000
Total Other Income	\$31,432
<b>Total Income</b>	<b>\$37,817</b>

### Cost of Sales

Gardening Profess&Industry Exp	
Total Cost of Sales	\$0
<b>Gross Profit</b>	<b>\$37,817</b>

### Expenses

Bank Fees	\$40
Accounting software	\$15
Insurance	\$1,940
Registration Fees	\$59
Employment Expenses	
Superannuation	\$1,407
Wages & Salaries	\$20,343
Workers Compensation	\$2,019
Total Employment Expenses	\$23,769
<b>Total Expenses</b>	<b>\$25,823</b>

**Operating Profit** **\$11,994**

Other Income

Other Expenses

**Net Profit / (Loss)** **\$11,994**

## Balance Sheet As of June 2020

### Assets

Current Assets	
Bank Aust access acc	\$9,641
SGA Petty Cash	\$31
Undeposited Funds	\$3,027
ATO debtor	\$3,000
Prepaid insurance	\$660
Total Current Assets	\$16,359
Property & Equipment	
Equipment	
Office Equipment	\$7,211
Equipment Accum Dep'	- \$7,211
Total Equipment	\$0
Total Property & Equipment	\$0
<b>Total Assets</b>	<b>\$16,359</b>

### Liabilities

Current Liabilities	
SGA Foundation	\$875
GST Liabilities	
GST Collected	\$314
GST Paid	-\$2
Total GST Liabilities	\$312
Payroll Liabilities	
PAYG Tax Payable	\$2,648
Total Payroll Liabilities	\$2,648
Total Current Liabilities	\$3,835
<b>Total Liabilities</b>	<b>\$3,835</b>

**Net Assets** **\$12,525**

### Equity

Retained Earnings	\$531
Current Year Earnings	\$11,994
<b>Total Equity</b>	<b>\$12,525</b>



# Sustainable Gardening Australia Incorporated

## President's Report

I wish to thank our staff, volunteers, Board members, Friends and donors for their invaluable support. Without that, SGA, as a not-for-profit organization, could not continue its work to protect the natural world, encourage sustainability in all its aspects and, in particular, in gardens Australia-wide.

As the Trustee of the Sustainable Gardening Foundation, SGA Incorporated supports the Foundation in achieving its mission and goals. This means supporting its training and other educational activities.

This year has seen the rapid expansion of training through webinars, enabling us to reach a greater audience than previously during the coronavirus epidemic. It has also seen the continued growth of the Green Gardening Professionals which *SGA Inc.* manages as well as further development of the Friends of SGA program. These have all been fundamental in contributing to SGA's financial resources.

Although plans for the North East Link continue to threaten SGA's office location, Bruce Plain has been a champion for advocacy for preserving it and the business, Bulleen Art and Garden which hosts our presence. SGA is enormously grateful for his untiring efforts and hope that they prove successful.

## Board Members



**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**  
**(Until May 2020)**  
**Lawyer and environmen-  
talist**



**Simon Branson**  
**Landscaper and  
small business owner**



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



**Wen Cheng**  
**Business Analyst**

# Green Gardening Professionals

SGA's *Green Gardening Professionals* program (GGPs) has had another busy year for the GGP program. Several factors including fewer volunteer hours and COVID-19 have provided challenges. However, we have continued to develop and grow the program and communications with members and the industry.

## Peer Evening Presentations

Most monthly meetings with industry speakers have been live-streamed (and some pre-recorded) and placed in the Industry Library on the SGA website. Topics have included commercial composts, working with nature, reducing your chemical usage, biochar, Burnley Gardens Tour, gardens for wildlife, summer fruit tree pruning, drought tolerant plant selection, the evolution of plants x2, building garden soils and biological fertilisers.

Live-streaming has allowed more members, both local and interstate, to participate. A combination of live and streamed presentations provides the greatest access, but live-streaming alone is also being considered.

## Website

Improvement of the GGP section of the SGA website has continued, now with more content and easy member sign up pages.

## Social Media

A volunteer, Tenille Murphy, has added content to Facebook and started a GGP Instagram page. The Facebook group has grown, partly through establishing a core member group to add content.

## People

Bruce Plain has stepped back due to many other commitments and Adrienne Crabb and Penny Plain have also been away for a large part of the year. Petrina Adams and Megan Hallows have continued in SGA admin and GGP program while also taking on extra tasks. Jeff Phuah continues to manage online streaming and Tenille is managing social media accounts.

## 2018-2019 Statistics

### Members

### Peer Evenings

11

### Live-streamed Presentations

9

### Recorded Presentations

9

### Garden Industry Newsletters

12

### Newsletter Subscribers

Increased from 1,612 to 2612

### Garden Industry Library

Increased from 10 to 20 password-protected videos

**THANK YOU ALL!**

## Sustainable Gardening Australia Foundation

ABN 47 508 099 142

Trustee:

## Sustainable Gardening Australia Incorporated

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