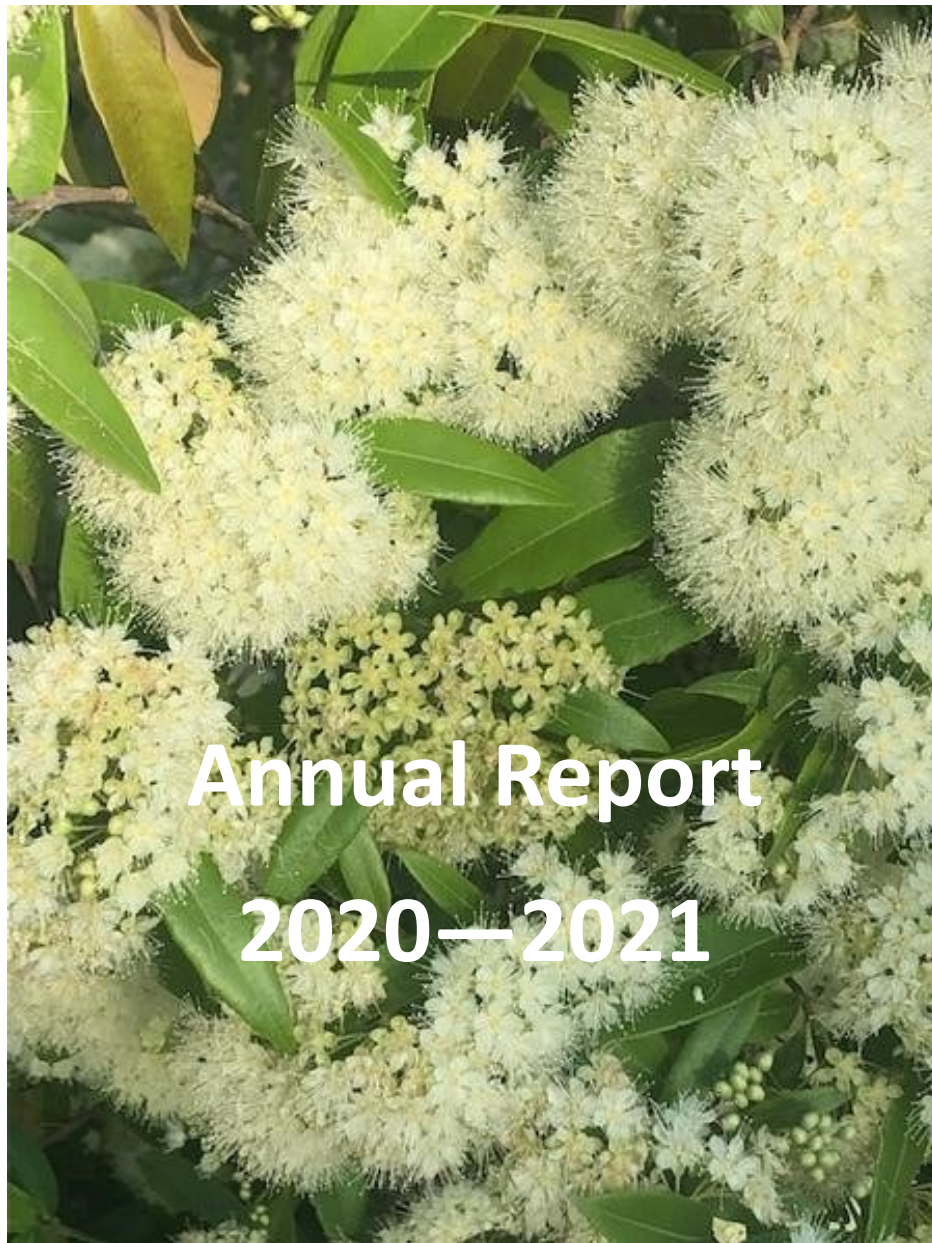


Sustainable Gardening Australia



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.



Just like the rest of the world, SGA has had to adapt to the demands that the COVID-19 pandemic imposed. However, we have been fortunate that we have been able to prosper during lockdowns and the changes in our society that have resulted. Not only has SGA received *Jobkeeper* payments to keep our organization going, but our staff have been shielded from COVID infections until after being fully vaccinated, thus remain fit to work.

The surge in interest in gardening at the beginning of the pandemic has meant increased subscriptions to our newsletters, *Cuttings* and *Flourish*, and these continue to grow. Since face-to-face workshops were no longer possible, interest in SGA gardening webinars from local government also continued to increase, assisted by the development of 12 new topics. Thus SGA is now in a position to offer webinars outside of Victoria. Offering master classes online as webinars has also proven successful with greater numbers of attendees.

The *Green Gardening Professionals (GGPs)* program has also prospered since it was able to continue as before. More monthly presentations have been added to the Industry Library, so there is greater incentive for professionals to subscribe to access this material.

The other mainstay of SGA's work, the guide to risks of garden chemical products *Wise Gardening—Choices to Protect You and the Planet* has made significant advances and is now ready to be developed further into an app which can be downloaded to mobile phones.

Training and Learning

The year has been extremely busy year for SGA's training and learning team as COVID restrictions and lockdowns created high demand for gardening workshops and webinars. Webinar capacity building was a focus of the latter months of 2020 while in 2021 existing workshop content was converted to webinar format, developing new content and delivering webinars.

A total of 113 community education events were delivered, made up of:

- 100 community webinars to councils and other organisations with attendance of 3806
- 5 face to face community events with attendance of 74
- 9 master classes with attendance of 310

Of the community events held 56% were focused on biodiversity, 22% on vegetable gardening, 11% on sustainable garden design and 11% on a new category of climate change.

Workshops/Webinars for External Clients

As well as local government, workshops and webinars were run for other organisations such as libraries and community groups.

Of the 113 community webinars, 5 fulfilled a Darebin Council grant for community food growing workshop and 5 fulfilled a Banyule Council grant for biodiversity workshop. Both of these grants were originally for face-to-face workshops but were delivered as Webinars. Attempts to return to face-to-face webinars were thwarted by new COVID outbreaks some community hesitation to attend face-to-face.

New Content

Twelve new topics were developed including 'Mammals in an around Your Garden', 'Attracting Lizards to Your Garden', 'Climate Action in the Garden', Starting a Sustainable Garden' and specific 'Gardens of' webinars for Casey and Greater Dandenong which celebrated some showcase habitat gardens of residents of those local government areas.

The Future of Webinars

SGA's capacity to deliver webinars led to 4 organisations in New South Wales and 2 in regional Victoria requesting them. This capability bodes well for expanding SGA's reach regionally and interstate.

Master Classes

Offering these classes online attracted people from all over Australia with the most popular one, 'Landscaping with Native Plants' reaching our capacity cap of 100 attendees.



Building Capacity

Website Development

Websites require continued attention as software changes and requires continual updating as the developers either improve their material or correct errors. This has been particularly the case with the membership software, *Paid Memberships Pro*. Many of the updates have unintended consequences on other parts of the website, requiring considerable problem-solving efforts from SGA's volunteers and our external web developer, *Snugsite*.

Content Development

Eight new articles were published thanks to some hard-working and generous volunteers. It is becoming a challenge to find content which is unique to SGA with its emphasis on sustainability since the majority of other gardening websites are now promoting no-dig, chemical-free methods with emphasis on recycling composting and using natural products to enhance fertility. This is a positive outcome for the planet, but makes content creation tricky.

Garden Product Guide

WiseGardening—Choices to Protect You and the Planet

There has been major work on *WiseGardening* involving technical aspects such as refining how product properties are displayed as symbols, assigning appropriate star ratings and continuing product updating. Accompanying the product ratings table, content has been created for pages explaining the assessment and product rating process, the purpose for developing *WiseGardening* and information on pest, weed and disease control using non-chemical methods.

A draft version was published online and circulated to Members and Friends of SGA for feedback. The responses only praised the usefulness of this initiative. There are, however, many aspects that need further work. The most important area for development is finding a web developer who can turn *WiseGardening* into a progressive web app which can be downloaded to mobile phones using recent information technology which is simpler and cheaper than conventional app technology and enables those providing the chemical data and explanatory content to update it as needed without going through an app store.

IT Infrastructure

An upgraded internet service became available to SGA via Bulleen Art and Garden late in the financial year. This has improved the speed and reliability of internet connections to the SGA server.

All SGA computer peripherals (monitors, keyboards, mice) were tested. Surplus equipment have been stored for use as spares or for disposal. Four points of access to the server, two computers and two devices to run from SGA's server were set up and a fifth access point will be set up early in FY 21-22.

Employment of Communications Manager

In May 2020, SGA's financial position enabled employment of a Communications Manager to create and send newsletters, manage social media and take part in website management.

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. Engagement was also boosted by the continued growing interest in gardening during lockdowns as many people had more time for gardening.

Website

Unique web page views decreased slightly probably reflecting a normalisation after the dramatic increase during the onset of the COVID pandemic towards the end of the previous financial year. However, numbers of users increased slightly, so some new users were retained. The most frequently read topics were companion planting, cucumbers, finger limes and pumpkins.

Cuttings Free Monthly Newsletter

Subscriptions continued to show a significant increase this year.

YouTube

As in previous years, views of existing videos continued a slight increase.

Social Media

The global trend for Facebook engagement to decrease slightly was reflected in declines in Likes and User numbers. However, again reflecting global social media trends, Instagram became more popular.

Friends of SGA (FOSGA)

Interest in joining Friends of SGA continued to grow. This was possibly driven by SGA's increasing webinar offerings for which members and Friends of SGA are eligible for discounted fees.

2020—2021 Statistics

New web site articles

8

Website users

Increased from 1,044,685 to 1,054,531

Average unique web page views per month

Decreased from 147,708 to 141,653

Cuttings Subscribers

Increased from 6,789 to 8,960

Facebook

Likes

Decreased slightly from 20,019 to 19,925

Users

Decreased from 22,838 to 21,843

Instagram Followers

Increased from 2,910 to 4,077

Friends of SGA

Increased from 158 to 250

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



Angie Plummer
Communications
Manager

Patron
Environmental scientist,
researcher and TV presenter
gardener



Josh Byrne

Our Volunteers

Petrina Adams

Colin Allison

Nick Blake

Adrienne Crabb

Stan Close

Gabrielle Miller

Michelle Dyason

Megan Hallows

Maree Kiefer

Debra Nette

Sharron Pfueller

Jeffrey Phuah

Isabelle Khor

Bruce Plain

Meredith Plain

Richard Rowe

Allison Styger

Isobel Brownbill

A BIG THANK YOU!

SGA Foundation Financial Report

Profit & Loss Statement

July 2020—June 2021

Income

Donations	\$16,913
Friends of SGA income	\$4,796
Government Jobkeeper payment	\$31,500
Government Stimulus payment	\$10,000
Training income	\$65,941
Vic Govt stimulus payment	\$20,000
Wise Gardening guide grant	\$13,346

Total Income \$162,497

Cost Of Sales

Training expenses	\$3,354
Wise Gardening expenses	\$1,970
Wise Gardening grant expenses	\$1,115

Total Cost Of Sales \$6,439

Gross Profit \$156,058

Expenses

Accounting software	\$545
Insurance	\$4,438
Repairs & maintenance	\$237
Superannuation expense	\$6,026
Telephone	\$512
Wages & salaries	\$64,952
Wages Jobkeeper top up	\$12,242
Website expenses	\$1,332
Work cover insurance	\$814

Total Expenses \$91,099

Operating Profit \$64,959

Plus Other Income

Interest income	\$161
Other income	\$818

Total Other Income \$980

Less Other Expenses 0

Total Other Expenses 0

Net Profit/(Loss) \$65,938

Balance Sheet

As of June 2021

Banking

Foundation bank account	\$13,177
Foundation Savings account	\$55,309
Gift Fund bank account	\$6,581
Gift Fund Saver Account	\$45,057
Total Banking	\$120,124

Current Assets

Cash on hand	\$100
Prepaid Insurance	\$1,824
Accounts receivable	\$3,711
Total Current Assets	\$5,635

Total Assets \$125,759

Liabilities

Prepaid Training income	\$527
Accounts payable	\$57
GST collected	\$1,193
GST paid	-\$191
PAYG withholdings payable	\$1,878

Total Liabilities \$3,464

Net Assets \$122,295

Equity

Current year earnings	\$65,938
Retained earnings	\$56,257
Settlement Capital	\$100

Total Equity \$122,295

SGA Inc. Financial report

Profit & Loss Statement July 2020—June 2021

Income

Garden Profess&Industry Income		
Green Gardening Profes Subscr	\$8,609	
Total Garden Profess&Industry Income	\$8,609	
Other Income		
Voting SGA membership	\$227	
Job keeper income	\$19,650	
Govt cash flow stimulus	\$10,000	
State Govt stimulus	\$20,000	
Total Other Income	\$49,877	
Total Income		\$58,486

Cost of Sales

Gardening Profess&Industry Exp	\$212	
Total Cost of Sales	\$212	
Gross Profit		\$58,274

Expenses

Accounting software	\$137	
Insurance	\$1,620	
Registration Fees	\$30	
Printing & Stationery	\$32	
Employment Expenses		
Superannuation	\$1,510	
Wages & Salaries	\$16,681	
Wages Jobkeeper top-up	\$6,648	
Total Employment Expenses	\$24,838	
Total Expenses		\$26,656

Operating Profit **\$31,618**

Other Income

Interest Received	\$49	
Other Expenses		\$49

Net Profit / (Loss) **\$31,668**

Balance Sheet As of June 2021

Assets

Current Assets		
Bank Aust access acc	\$4,576	
High Interest Account	\$40,043	
Prepaid insurance	\$480	
Total Current Assets	\$45,099	
Total Assets		\$45,099

Liabilities

Current Liabilities		
GST Liabilities		
GST Collected	\$178	
GST Paid	-\$6	
Total GST Liabilities	\$173	
Payroll Liabilities		
PAYG Tax Payable	\$734	
Total Payroll Liabilities	\$734	
Total Current Liabilities	\$907	
Total Liabilities		\$907

Net Assets **\$44,192**

Equity

Retained Earnings	\$12,525	
Current Year Earnings	\$31,668	
Total Equity		\$44,192

Green Gardening Professionals

It has been another busy year for the GGP program. COVID and a further reduction in volunteer hours have continued to provide a challenge. The inability to hold monthly meetings in person has meant a reduction in contact with members. However, work has continued to increase links with members and the horticultural and garden industry. Many GGPs have faced difficult restrictions impacting heavily on their businesses and employment - which will likely affect membership renewals.

With monthly update emails going to professionals in the horticultural and garden industry, SGA's GGP program makes a difference to gardening practices at homes and in public places.

Peer Evening Presentations

These have been live streamed (and some pre-recorded), then loaded into the Industry Library on the SGA website. Topics have included Queensland fruit fly, vertical and roof gardens, permaculture and trees for a changing climate.

Website

The Industry Library has had another 10 password-protected recordings added for member access—giving a total of 25 online presentations.

Social Media

Facebook and Instagram pages are now being managed by SGA's new Communications Manager to ensure consistent posting of content.

Monthly Update Emails

Subscriber numbers have increased to 3,200. Content includes event information, website updates and book reviews.

People

COVID and several lockdowns (as well as moving office) have significantly decreased the volunteer assistance for our GGP program this year.

2020-2021 Statistics

Members

115—an increase of 13%

Business Members

4 with a total of 45 staff

Peer Evenings

11

Live-streamed Presentations

11

Industry Video Library

10 (now 25 in total) password protected videos

Garden Industry Newsletters

12

Newsletter Subscribers

Increased from 2612 to 3207

THANK YOU ALL!

Sustainable Gardening Australia Incorporated

President's Report

Another year of COVID has changed all of us. Fortunately, it has allowed SGA to make positive changes in how we offer the community informative and educational material about ways we can contribute to protecting the planet through how we treat gardens.

Our now well-entrenched capacity to offer webinars Australia-wide has meant more interest from outside Victoria, but also the need to promote them more assiduously. Currently, such educational resources from other environmental or gardening organisations are limited, but SGA cannot afford to ignore the increasing number of YouTube videos on specific aspects of gardens and the increasing capacity of other online websites to offer detailed advice on how to grow fruit and vegetables – frequently with attention to using environmentally sustainable methods to ensure fertility and control pests, diseases and weeds.

SGA Inc. has, nevertheless, seen encouraging growth in the *Friends of SGA* and *Green Gardening Professionals* programs which it manages. These achievements and the expansion of our training and learning resources and *WiseGardening* have been due to the enthusiasm and dedication of our staff, volunteers, donors, Friends of SGA and Board members – I thank you all!

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
and educator



Wen Cheng

Business Analyst



Simon Branson

Landscaper and
small business owner



Deb Nette

Horticulturalist, Environmen-
talist and TAFE Trainer

Sustainable Gardening Australia Foundation

ABN 47 508 099 142

Trustee:

Sustainable Gardening Australia Incorporated

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