



# WILDFLOWERS AUSTRALIA

SECRETARIAT: 360 CURRAMORE RD, MALENY QLD 4552

**WILDFLOWERS  
AUSTRALIA  
MEMBER  
GROUPS:**

FLOWER  
ASSOCIATION  
OF  
QUEENSLAND  
INC.

GRANDIFLORA  
GROWERS  
PTY. LTD.

WARATAH  
INDUSTRY  
NETWORK

NEW SOUTH  
WALES  
FLOWER  
GROWERS  
COOPERATIVE  
LIMITED

WILDFLOWER  
GROWERS OF  
WESTERN  
AUSTRALIA  
LIMITED

AUSTRALIAN  
FLOWER  
EXPORT  
COUNCIL

PROTEA &  
WILDFLOWER  
GROWERS  
ASSOCIATION

## **President's report August 2009.**

WildFlowers Australia has set its vision to "grow a vibrant cohesive and profitable Australian Wildflower Industry". The constitution goes further to state specific objectives within the main purpose "to represent, advance and promote within Australia and overseas the development and interests of the Industry". The board is elected by the industry to do its best using limited resources and volunteer time to achieve these goals. A review of the activities in the last year shows that the board has acted well for the industry.

WildFlowers Australia secured \$280,000 in funds to use for a variety of purposes. This equates to approximately \$4,500 per member. These funds came from membership fees, industry contributions for projects, and matched state and government funds. This latter portion of matched government funds amounts to \$2,500 per member. With a basic membership fee of just over \$300 this is arguably exceptional value.

The projects supported by these funds range from applied research to market education. A brief description of these projects follows:

Project 803: IFEX2008 (Budget \$50,000) and Project 904: IFEX2009. WFA members attended IFEX in 2008 with co-funding from RIRDC. RIRDC is continuing to support the presence of the Wildflower industry at IFEX 2009 through the availability of travel grants.

Project 901: National Floristry Competition 2009 (Budget \$3,500.00). This is a continuation of the valuable project started many years ago. Through the enthusiastic efforts of Lana Mitchell the competition has expanded to include many more TAFE colleges with student entries increasing accordingly. The results of the 2008 competition are displayed on the website, and the 2009 competition has been successfully launched.

Project 902: Farm Plus 2009 ( Budget \$400,000 over 4 years). This project started with the vision of Tim Bailey. Originally called the 'Farm productivity and Quality enhancement project' it is now known as the Farm Plus project to reflect the many benefits to each participating grower and, by extension, the industry as a whole. 10 growers are involved in the project, with a second intake ready to start. 3 Regional coordinators have already been appointed to act as local points of contact for participating growers.

Project 905: WFA National Conference 2010. WFA has received financial support from RIRDC to hold a National Wildflower conference in 2010. April or May has been suggested as a tentative date.

### **WILDFLOWERS AUSTRALIA CONTACTS**

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TREASURER: MARK IRWIN (07) 3300 4633/5442 3055 SECRETARY: LANA MITCHELL (02) 6236 8336

**EXECUTIVE OFFICER: LODI PAMELJER (07) 5494 4935**

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Project 704: TAFE CURRICULUM UPGRADE (Budget \$8,800) This project achieved a review of the Floristry Curriculum to include use and knowledge of Wildflowers, and additional information will be going into text books in mid 2009.

In addition to these projects WFA is well positioned to provide members with opportunities take advantage of offers to attend local and international flower trade shows in current and potential market countries. Examples of these are the Melbourne International Flower and Garden Show, Goyang Flower Show in Korea and the 7<sup>th</sup> China Flower Show. In all these instances WFA was approached by the organisers with offers of partial funding. These offers were extended to all members through an email, and WFA coordinated the responses. Individual businesses attending were required to contribute financially, with WFA's role being supportive, and with the provision of a small budget to assist with developing general industry promotional material.

For those industry sectors involved in export there were two issues of concern this year. The first was the strong response of USDA to the potential threat of Light Brown Apple Moth. WFA was able to communicate with AQIS and our members to provide relevant information fast. The second was the removal of subsidies on AQIS fees, which, despite the best efforts from our industry and other agricultural industries, we were unable to prevent.

Members of WFA were invited in March to attend a New Industries Forum in Canberra. This forum encourages small specialized agricultural industries to collaborate in order to present a larger profile when compared to established agricultural industries. Following this forum WFA has representation on a steering committee to progress the intent.

WFA website has undergone an upgrade and now has a members only section where detailed information is presented for the benefit of members. The website has the additional facility for online payment of membership which is the most cost-effective method for the association. Lodi Pameijer, WFA Executive Officer, sends out emails through the website to bring specific opportunities or information to the attention of members.

WFA board is actively progressing a number of future projects including:

To expand the education and extension activities of WFA; to undertake a National Farmgate survey; and expansion of domestic market opportunities, including development and publication of articles in newsletters which will be sent out sent out to members of Interflora, Teleflora and the Petals network (90% of all florists in Australia). The articles will be relating to the availability, care, and use of natives/wildflowers. This information will be presented on WFA website. This

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project also includes the development of a publication for use as a reference manual for florists.

All of this was made possible with the active support of enthusiastic members. We look forward to the implied and passive support from other members becoming more active with all 60 plus members actively involved in future WFA projects.

I thank the board for their time and enthusiastic support of the industry during the past year. The position of EO has been critical in running the association and I thank Lodi Pameijer for a superb effort, and his family for their support.

Audrey Gerber

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