



LANDSCAPE AUSTRALIA EXPO

INDUSTRY EXHIBITION & CONFERENCE

Official Association



Official Publication

**Outdoor
DESIGN
SOURCE**

Event Gold Sponsors



Supporting Associations



2007 CONFERENCE PROGRAM

The 2007 Conference is a one day program repeated over three days providing you with the best opportunity to attend.

Only \$99 inc GST

Members of the above Official and Supporting Associations receive a 10% discount.
Companies wishing to register 10 or more staff receive a 10% discount.

Wednesday July 25 2007

- 9:30- 9:45 Delegate Registration
- 9:45 - 10:30 Keynote- "Global Warming & The Future of the Industry" Don Burke
- 10:30- 11:00 "Breeding New Australia Plants for the Landscape industry" Angus Stewarts
- 11:00- 11:15 Morning Tea
- 11:15- 11:45 "Unravalling the Mysteries of Work Choices" Bob Whyburn
- 11:45- 12:45 "Tree's Planning for Success" Craig Rich
- 12:45- 1:15 "Promoting yourself and your business to get the edge" -TBC

- 1:15- 2:15 LUNCH & EXHIBITION VISIT
- 2:15- 2:45 "Solutions For Urban Soil Compaction- Prevention is cheaper than the cure"
Jonathan Garner
- 2:45- 3:15 "Every cent counts. Better estimating, better profits" Tim Buckle
- 3:15- 3:45 "Making the right steps in protecting you, your business and its assets" Peter Freeman
- 3:45- 5:30 Panel Session*- Mick Burgess, David Bambridge, Steve Simpson, Olaf Von Sperle
Rod Andrews, Matt Cantwell, Greg Bonner



Thursday July 26 2007

- 8:00- 8:15** Delegate Registration
- 8:15- 9:00** Keynote- “Global Warming & The Future of the Industry” Don Burke
9:00- 9:30 “Breeding New Australia Plants for the Landscape industry” Angus Stewarts
9:30- 11:00 Panel Session*- Mick Burgess, David Bambridge, Steve Simpson, Olaf Von Sperle
 Rod Andrews, Matt Cantwell, Greg Bonner
- 11:00- 11:15** Morning Tea
- 11:15- 11:45** “Unravalling the Mysteries of Work Choices” Bob Whyburn
11:45- 12:45 “Tree’s Planning for Success” Craig Rich
12:45- 1:15 “Promoting yourself and your business to get the edge” -TBC
- 1:15- 2:15** LUNCH & EXHIBITION VISIT
- 2:15- 2:45** “Solutions For Urban Soil Compaction- Prevention is cheaper than the cure”
 Jonathan Garner
2:45- 3:15 “Every cent counts. Better estimating, better profits” Tim Buckle
3:15- 3:45 “Making the right steps in protecting you, your business and its assets” Peter Freeman

Friday July 27 2007

- 8:15- 8:30** Delegate Registration
- 8:30- 9:15** Keynote- “Global Warming & The Future of the Industry” Don Burke
9:15- 9:45 “Breeding New Australia Plants for the Landscape industry” Angus Stewarts
9:45- 10:15 “Unravalling the Mysteries of Work Choices” Bob Whyburn
- 10:15- 10:30** Morning Tea
- 10:30- 11:30** “Tree’s Planning for Success” Craig Rich
11:30- 12:00 “Promoting yourself and your business to get the edge” -TBC
12:00- 12:30 “Solutions For Urban Soil Compaction- Prevention is cheaper than the cure”
 Jonathan Garner
- 12:30- 1:00** LUNCH & EXHIBITION VISIT
- 1:00- 1:30** “Every cent counts. Better estimating, better profits” Tim Buckle
1:30- 2:00 “Making the right steps in protecting you, your business and its assets” Peter Freeman
2:00- 3:00 Panel Session*- Mick Burgess, David Bambridge, Steve Simpson, Olaf Von Sperl
 Rod Andrews, Matt Cantwell, Greg Bonner

**The Panel Session is a 3 hour workshop with a series of breaks throughout the workshop.
 The session covers 5 key areas relating to successful business in the Landscape Industry:**

1. **Sales**-Quoting, costing, selling your proposal to your client, what it takes to win the job, ways of selling, how you present your tender/quotation, the different arms to a landscape business eg design, construct, supply, maintain, etc. Multiple income streams. Network-key contacts that feed your business work.
2. **Marketing**-Branding, advertising, how to you attract new clientele, what does your company image say about you to your clients, websites, uniforms
3. **Managing**-Staff, contractors, suppliers, general business duties, plans for the future, OH&S,
4. **Cash flow**-Banking, invoicing, methods of payment, how to collect money,
5. **Profit**-How to make it, finding lost money (profit) within your current business, how to use it.

The Panel Session is designed to be interactive with Delegates and speakers will cover these areas as well as answering YOUR questions.

The Speakers:

Don Burke:



Don Burke attended St Aloysius College Milsons Point & went on to the University of Sydney initially beginning studies in Dentistry and Agricultural Science then changing to Ryde College of Horticulture obtaining Honours and Distinction Certificates in Horticulture and Tree Surgery. While at Ryde College he was President of the Students' Association & was later on the syllabus committee for subjects being studied in the horticulture course. He worked for and managed a number of nurseries in the Sydney area, particularly Bond's Nursery at Terrey Hills (now Flower Power). He was a TAFE lecturer in horticultural science, horticultural marketing and genetics.

Don was a Founding Member of: Year of the Tree, Greening Australia, Decade of the Tree & Sustainable Development Australia. He was also President of the Australian Institute of Horticulture – NSW during which time he initiated the first ever environmental weeds legislation in Australia.

He later became a board member of Landcare Australia.

He initiated the National Registration Authority for Agricultural & Veterinary Chemicals with the primary objective & achievement being to rid Australia of dangerous chemicals such as the DDT family & organochlorines.

Don's media career included radio on 2WS then 2UE where Burke's Backyard was heard every Saturday and Sunday for 7 years. The radio program won a Pater Radio Award at the end of its first year. At the same time Don did weekly segments on Today & various other programs such as Midday and the Tonight shows.

Burke's Backyard on television began in 1987 and after 17 and a half years on air, the final program, "The Last Hooroo", went to air on November 26, 2004. During the time Burke's Backyard was on air, Don took tv audiences to the great gardens of France, Italy, China, New Guinea, New Zealand (twice), England (twice), Ireland, Spain, Mexico, Bali, Greece, Japan & America.

Don has published 11 books the most recent one being *Indigenous* which tells the story of the development of his own indigenous garden at home. He was Assoc. Editor Australian Horticulture for 5 years. During this time he and his wife Marea set up a horticultural marketing company (Backyard Marketing P/L).

CTC Productions Pty. Ltd. was formed in 1990. It is owned and run by Don & Marea Burke. It produced Burke's Backyard & Backyard Blitz with other programs & specials in development. It also produces the Burke's Backyard magazine in partnership with PBL Media.

Burke's Backyard during its time on air received 6 Logies & 2 People's Choice Awards. Backyard Blitz also received 6 Logies. Don was Executive Producer of both programs. He received the 1990 Variety Club's Award for TV performer of the year and the 1996 Banksia Award for media contribution to the environment.

Don is Patron of Retina Australia (NSW) and Foundation Patron of the Aust. Children's Literary Board. He is Chairman of the Australian Environment Foundation. He has been an annual Australia Day Ambassador since 1990.

Don has two children. Christine was an Executive Producer of Burke's Backyard and currently oversees an advertising division and website for CTC. Sean is a Producer of the Rugby League and produces the Sunday Footy Show.

Tim Buckle- Managing Director, Landscape Solutions



Tim Buckle is Managing Director of Landscape Solutions. Landscape Solutions specialises in the commercial and industrial construction industry.

Tim has grown this business from a small partnership with a partner in February 1993 to sole owner of today's business and one of the largest landscape contractors in Australia. The business has been profitable every year and employs more than 90 full time staff. Landscape Solutions has been awarded 7 awards for landscape excellence from the NSW Landscape Contractors Association, and many awards for projects from various associations including the Premiers Award.

Tim is currently a director of The NSW Landscape Contractors Association and has been an active member of the association for over 9 years.

Tim has an Associate Diploma In Horticulture, a Certificate in stonemasonry and a Certificate in Urban Irrigation.

Angus Stewarts



Angus Stewart graduated with a First Class Honours degree in Agricultural Science from The University of Sydney in 1980. After graduation, Angus has worked in the ornamental plant industry in various capacities. Angus' main mission has been plant breeding and for the last 15 years he has been breeding Bush Gems kangaroo paws and is currently expanding breeding activities at Ramm Botanicals into other crops such as Brachyscome. He runs his own horticultural consultancy business, New World Plants Pty Ltd, where he works with nurseries and cut flower growers in Australia, USA, Israel and Colombia. Interspersed with these activities Angus taught horticulture at Ryde School of Horticulture for 15 years. Angus also has extensive experience in the horticultural media, having written three books for the ABC and numerous magazine articles for titles such as Belle, Gardening Australia, Better Homes and Gardens and Australia Table. He has been a TV regular on channel 7's Sydney Weekender, NBN TV's Today Extra and Foxtel's Lifestyle Channel. Currently he presents gardening talkback on ABC 702 in Sydney and is now the NSW presenter on ABC TV's Gardening Australia.

Jonathan Garner- President, Australian Institute of Horticulture (NSW)



Jonathan Garner began his horticultural studies in 1988 at Ryde School of Horticulture whilst serving as apprentice to one of Sydney's senior and respected landscape gardeners. To further his skills and knowledge, he moved to Surrey England to work as head gardener on a private estate and to gain his city & guilds certificate in Horticulture. His 3 years of part time studies at Merrist Wood College also provided him the experience of involvement at Chelsea flower show and RHS Wisley Gardens.

Since returning to Australia in 1993, Jonathan has built a reputation as one of the States most skilled gardeners and knowledgeable horticulturists. His enthusiasm and respect from industry peers, has seen him elected as NSW President, Australian Institute of Horticulture. He has lectured and spoken on behalf of the AIH, Royal Botanic Gardens, TAFE colleges, Sydney in Bloom's expert panel, Gardening Australia expo, National Trust and The Landscape Contractors Association of NSW in the specialised practices of "Espalier & Plant Training", "Pruning techniques" and "Plant Establishment practices".

Jonathan provides horticultural troubleshooting and problem solving services to both designers and contractors. His unique service delivers a hands on approach to determining and fixing plant and soil problems or preferably, pre-empting them before they occur. Rectifying problems on completed projects can often bare a heavy cost on the designer's reputation and the finances of the contractor responsible. The added hassle of unexpected demands on your time and labour requirements further underpins the value of implementing affordable safeguards to ensure every project achieves the design objective and more importantly a client eager to refer your services.

Bob Whyburn- Principle, Maurice Blackburn Cashman Lawyers



Bob Whyburn is a lawyer who has specialised in industrial law for many years. He works as a consultant to national labour law firm Maurice Blackburn Cashman and he will attempt to explain in simple terms the Work Choices legislation which has revolutionised industrial law in this country.

Bob will explain the difference between common law contracts of employment, Australian Workplace Agreements, collective agreements and will endeavour to explain that a NAPSA is in fact not a program for the exploration of outer space but in fact a preserved State award.

Bob has appeared in every industrial court and tribunal in NSW and at a federal level and has been involved in the public debate surrounding the introduction of Work Choices and is uniquely placed to answer those questions that may be troubling you.

Craig Rich- Manager, Alpine Nurseries



Craig has been involved in the nursery and horticultural industry for over 20 years. As the manager of Alpine Nurseries Trademart Craig is in regular contact with designers and contractors and is frequently asked to assist them with the selection of plants to suit their requirements.

Alpine nurseries have a long tradition of working with clients to supply and grow specific trees to meet the demands of the site and the expectations of the end user. To try to achieve long term success with trees Craig often participates in tree workshops and holds talks and demonstrations on tree selection ,quality assurance and the latest planting techniques.

The Panel:

Mick Burgess- Managing Director, Urban Contractors & National Director, Family Business Association



Mick Burgess is the Managing Director of Urban Contractors, an award winning landscape solutions specialists that operate in Australia and South East Asia in operation for over 20 years.

Mick is a director of the NSW Landscape Contractors' Association and a National Director of the Family Business Association of Australia.

David Bambridge- Managing Director, The Gardenmakers



Involved in landscape industry for 30 years. Currently One of two Directors of The Gardenmakers who undertake predominantly commercial and smaller volumes of residential contracting, design and construction of early childhood playgrounds and landscape maintenance. Interests in education, natural area regeneration, surfing and travel not necessarily in that order. Trained at Ryde Tafe college in the 1970's and again in the 1980's. Past director of the NSW Landscape Contractors Association. Part time teacher at TAFE. Member of LCA, AILD and Parks and Leisure Australia

Steve Simpson- Managing Director, Simpsons Landscapes & National President, Landscape Industries Association of Australia

Olaf Von Sperl- Director, Above The Earth

Rod Andrews- Director, Universal Landscapes & Director, Landscape Contractors Association NSW



A shipwright by trade, Rod left the industry to follow a career in Landscape Construction. He now has over 20 years industry experience and has worked on some of the largest landscape projects in NSW. A Director for the Landscape Contractors Association of NSW for past 3 years Rod also has qualifications in contract and project management He is a Board member of a number of companies within the industry and is the Managing Director of award winning business in Landscape & Construction

Matt Cantwell- Managing Director, Secret Gardens of Sydney



Matthew Cantwell is the Managing Director of Secret Gardens of Sydney. Matthew has 18 years experience in the industry and his firm has been operating for 13 of these. Secret Gardens offers landscape architectural, construction and maintenance services to the residential sector has achieved several awards for the various services that they offer. Matthew has also served as Director for the Landscape Contractors Association

Michael Bates- Managing Director, Bates Landscapes

Peter Freeman – Managing Director, Nationwide Insurance Brokers Pty Ltd



Peter Freeman is the Principal of Nationwide Insurance Brokers, which specialises in arranging and servicing Insurance Programs for Industry Associations and Construction Industry related businesses. Nationwide Insurance Brokers is a member of the Steadfast Management Group, the largest Insurance Buying Group in Australia.

Peter has some 38 years insurance experience, including insurance companies and international insurance brokers and has worked in the Lloyd's' and London Underwriters' markets in London.

He is a Fellow of the National Insurance Brokers' Association, a Certified Insurance Professional, Associate of the Australian & New Zealand Institute of Insurance & Finance and a Qualified Practising Insurance Professional.

Nationwide Insurance Brokers are the appointed or preferred Insurance Brokers to Associations such as:

Australian Shop & Office Fitting Industry Association (ASOFIA)

Landscape Contractors' Association of NSW (LCA)

Australian Institute of Horticulture (AIH)

Swimming Pool & Spa Association of NSW (SPASA)

Courier & Taxi Truck Association (CTTA)

Peter has been a director of ASOFIA NSW for many years and recently became a director of the LCA NSW.



LANDSCAPE AUSTRALIA EXPO 2007 CONFERENCE REGISTRATION FORM

REGISTRATION: (only one delegate registration per form)

NAME: _____ **Assn Member No:** _____

COMPANY: _____

ADDRESS: _____

STATE: _____ **POSTCODE:** _____

PHONE: _____ **Fax:** _____ **Email:** _____

**PLEASE REGISTER ME FOR THE LANDSCAPE AUSTRALIA ONE-DAY CONFERENCE PROGRAMME
MY PREFERRED DAY PRIORITY ORDER IS (PLEASE NUMBER 1, 2 or 3):**

Wednesday 25th July \$99 inc GST

Thursday 26th July \$99 inc GST

Friday 27th July \$99 inc GST

(We will endeavor to give 1st priority to all delegates)

REQUEST FOR PAYMENT BY CREDIT CARD:

AMEX

VISA

MASTERCARD

CARD NO:

EXPIRY DATE: _____

CARDHOLDERS NAME: _____

SIGNATURE: _____

AMOUNT TO BE DEBITED: \$ _____ inc GST

**IF PAYING BY CREDIT CARD PLEASE FAX THIS FORM TO EXHIBITIONS PTY LTD ON (02) 9416 5899
OR:**

PRINT THIS FORM AND MAIL INCLUDING A CHEQUE MADE PAYABLE TO EXHIBITIONS PTY LTD, PO BOX 480, LINDFIELD NSW 2070

A TAX INVOICE WILL BE MADE UPON RECEIPT OF THIS REGISTRATION FORM AND PAYMENT