

Malcolm's Comment

■ Darwin NGIA Conference



This is the NSW/ACT contingent that attended the Darwin conference. Try to spot Malcolm, Scott and Neil.



Sunset from the Darwin Ski Club.



Aaaaghr... the croc got me!

Every 10 years Darwin has the honour of hosting the Nursery and Garden Industry annual conference. In April 2010 it was time again to head north. As the NSW winners of the 'Best Large Production Nursery' award Neil Woodward (Colourwise Sales Manager), Scott Hill (Colourwise Production Manager) and I packed our bags and excitedly headed to Darwin. For those who haven't been, Darwin its still the frontier country of Australia where young and old head to make their fortunes. From the opening "Welcome" function at the main street Crocosaurus Cove (can you imagine a live crocodile attraction in George St. in Sydney or Collins St. in Melbourne!!) to the closing gala ball everyone we met in hotels, bars and at the conference couldn't have been friendlier and more helpful. The conference sessions were generally of a high standard with valuable sessions on industry sustainability, how to motivate and keep good staff, how to use the media to best effect and the importance of bio-security to the industry.

There was a full house at the Woolworths Home Improvement session and we will watch with interest as things unfold there.

Despite a great effort from the whole Colourwise team we finished 'Runners-up' to Warners Nursery from Victoria in 'Best Large Production Nursery' category. I'd like to thank Neil and Scott and their respective teams for all the work that went into getting us that far. It was disappointing to finish as Runners - Up, again (last time was 2007) but entering is reward in itself as each time we do the process we go through helps us stay on our toes and makes us look more closely at our business and the way we do things. We're convinced the judging process yields better product for our customers and more efficient and productive work practices for the business.

I'd like to congratulate all the winners in the 2010 Nursery and Garden industry awards that were announced and presented at Darwin. We've been through it and we know how much work is involved. Well done guys. We look forward to being involved next year.

New to Colourwise

■ Avocado 'Bacon' & 'Hass'

Commercial orchards operating from Cairns to Melbourne are testimony to the diversity and climate tolerance of different avocado varieties. We have two varieties suited to home gardens. Grafted forms such as ours may develop to 10 - 12m in height.

Hass - This is the variety with the leathery, rough dark-purple skin that turns to black when ripe. It is the most popular variety due to both its creamy nut flavoured flesh with superior taste and excellent keeping qualities. Trees require protection from frosts when young.

Bacon - Is the most cold hardy variety available, tolerant to -4°C degrees. Upright vigorous trees produce medium sized smooth oval fruit. Takes approximately 12 months from flower to harvest.

Available in 183mm square pots now.

High resolution images available



GREEN EXPO Sydney 2010

It's on again this year at Rosehill Racecourse, 25-26 August and capitalising on the success of last year's inaugural event it will be bigger (more exhibitors) and better (talks, special deals for buyers), and we'd like to think that every retailer regards it as a "must-visit". We'll be featuring our leading lines and our upcoming new lines, so make sure you visit our stand. Customers that place an order with us at GES for delivery in August or September 2010 will receive a discount plus a chance to win two return airfares to Christchurch and two tickets to the Ellerslie Flower Show.

What's Hot

■ *Cordyline* 'Electric Pink'



So what makes Electric Pink different? Electric Pink is a compact clumping Cordyline that doesn't develop a bare single stemmed trunk that many gardeners find unattractive. Instead it develops side shoots that together with its slightly

arching leaves provides a denser foliated plant than more upright cordylines. It also holds its colour better than other pink varieties that tend to lose their lustre during warmer months.

Available in 175mm pots now.

High resolution images available

Sneak Previews

■ *Lobularia* 'Snow Princess'™

'Snow Princess' is a unique breakthrough in the genus for heat tolerance, size and spread and extended season performance. This sterile *Lobularia* or sweet Alyssum is very different from the somewhat straggly bedding plants of old. It is extremely vigorous, and because it puts no energy into setting seed it has an incredibly long bloom time. It has won numerous awards in the USA and in trials in both Queensland and NSW, 'Snow Princess' displayed mounds of fragrant, white blooms from August through May! It creates a great hanging basket or window box and is a perfect partner in combination plantings, and will provide a sea of white as a groundcover in a sunny bed with fertile soil.

Available in 140mm Aussie Winners pots in September.

High resolution images available



■ *Acmena smithii* var *minor* 'Cherry Surprise'

Acmena 'Cherry Surprise' flushes all season with brilliant, glossy, cherry red new growth that contrasts strikingly with the deep green older leaves ensuring it fits in with most garden styles. A rapid grower that can reach 5 metres tall, 'Cherry Surprise' loves to be kept trimmed, creating a denser and lush plant



full of new growth. Use as a shrubby specimen or for hedging or screening by clipping them to 1-3m tall.

Available in 140mm pots now.

High resolution images available

■ *Michelia* 'Fairy Magnolia Blush'



'Fairy Magnolia Blush' is a *Michelia* hybrid bred in New Zealand. Masses of russet coloured buds open to lightly fragrant blushed lilac-pink flowers in spring. Plants have dense, evergreen, dark green foliage. It can be used as an upright, bushy specimen shrub or hedge 3-4 metres high x 1.5 – 2 metres or planted to form a screen growing to 2 metres.



Brought to market by Anthony Tesselar International (ATI) you

can be certain this variety will be heavily advertised in spring throughout Australia.

Available in 175mm ATI pots in August.

High resolution images available

Business Notes

■ Colourwave Marketing Award



Left to Right: Neil, Malcolm and Matt De Ville.

We were delighted to win the Colourwave Marketing Award at the 2010 Colourwave Licensees meeting held at the Darwin conference. The award recognises the volume of our sales of their products, especially **Calibrachoa Million Bells** both in 140mm pots and in the new 200mm baskets, and the **Mandevilla Sun Parasol** range. We believe we produce the best **Pericallis Senettis** on the market and last year we extended the Senetti season by selling these plants in October and November. The award also recognises our continuous dedication to promoting the Colourwave brand. Specific sales

promotion campaigns included assisting 2GB's Saturday morning 'Garden Clinic' program radio campaign promoting Colourwave sales through Bunnings, and our second year promoting the Colourwave Cash Giveaway Promotion. In addition the Sydney to Wollongong Colourwise/Colourwave cycle team raised over \$7000 for MS and promoted the Colourwise and Colourwave brands at the same time. And now that we are into cycling, Colourwise/Colourwave sponsored a leading rider in the inaugural 1200 km Sydney to Melbourne cycle classic. Our sponsored rider, Howard Dove, is a leading Australian long distance cyclist. Howard finished 3rd in this event. And of course we regularly supply Colourwave stock to community events and causes and to gardening media personalities for various purposes.