



## National market development project underway



The Turf Industry's National Market Development project (TU16001) is now underway with project manager, Jenny Zadro, beginning in the role on January 29.

The new project follows on from the previous Turf Industry Development project and aims to develop and represent the turf industry to associated stakeholder and specifier groups, as well as assisting growers in their own business development through extension activities.

Since taking on the role, Jenny said she had begun to plan the way the project will move forward.

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## Farewell to Richard Stephens



With the new National Market Development project beginning, and the appointment of Jenny Zadro to the role, Richard Stephens has been farewelled from Turf Australia.

In saying goodbye to Richard, the Turf Australia board thanked him for his dedication to the turf industry for nearly five years in the role as the Business Industry Development Manager.

"Richard implemented and oversaw a number of key strategies, projects and developments in his role with Turf Australia under the previous project," the Turf Australia board said.

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## What risk is that?



The turf industry, like any agricultural industry, has any number of external and internal risks which could severely impact its profitability, longevity, and its standing in the court of public opinion.

How growers think the industry should respond to these risks needs to be known, and it is important there is grower input to the industry plan.

Please complete the survey [HERE](#)

## Dates for your Diary

- 6-7 March 2018, ABARES Outlook Conference, Canberra ACT
- 15-16 March 2018, Sydney Build Expo, Sydney Royal Hall of Industries, Sydney NSW
- 10-11 May 2018, Parks and Leisure NSW/ACT Region Conference, West Tamworth NSW
- 24-25 May 2018, Parks and Leisure QLD Conference, QLD
- 3-5 June 2018, NxGen 2018, Cairns QLD
- 24-29 June 2018, Australasian Turfgrass Conference, Wellington NZ
- 16-17 July 2018, Making Cities Liveable Conference, Melbourne VIC
- 18 July 2018, Safe Cities Conference, Melbourne VIC
- 14-17 October, PLA International Parks Congress, Melbourne VIC

## For Sale

Have you got something for sale?

Turf Australia members can advertise here for free. For more information contact Rachel Layt, [admin@turfaustralia.com.au](mailto:admin@turfaustralia.com.au)

For Sale

The survey forms part of the *Turf Industry Crisis Management Awareness Project* (TU16003).

[Read More...](#)

Massey Ferguson 353 Combination. Can be sold as a complete unit or separately. Pick up Townsville. Contact, Paul Niven 0414891862 nivorei1@bigpond.com

## Green leader applications close soon

Nominations for the 2018 Green Leaders Program are now open, but turf growers should submit theirs now!



Applications for this year's program close on March 9.

The program, run by The Right Mind, helps develop leadership capacity and qualities in participants and allows them to better understand themselves and those they work with in business.

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## What's on at NxGen?



Young turf growers should mark their calendars for a great two days of conference and networking at the NxGen Forum being in Cairns on June 3-5.

The 2018 event, *How Turf is Helping Save the Great Barrier Reef* will bring together the industry's recent research developments, including how growers make the most out of the new Australian Standard for using turf as an erosion control measure; business development initiatives like how to train yourself in the art of negotiation and get the best from customers, suppliers and staff; and how taking up and making the most of further learning and education opportunities can help individuals, businesses and the wider industry.

[Read More...](#)



## Get a great turf project recognised

Know a project that included natural turf that should be nationally recognised? Nominations for the Parks and Leisure Australia Awards of Excellence are now open.



The awards showcase the excellent work of parks and leisure professionals and the turf industry has the opportunity to put up projects which featured turf.

Perhaps it's a great new park, a landscaper who insisted turf by used in a new community space, or a council who insists its fields are natural turf.

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## Have you applied for a Churchill Fellowship yet?

Want to study a turf industry issue abroad? Then the fully funded



horticultural Churchill Fellowships for this year could be your opportunity.

Three fellowships, worth approximately \$26,000 each, are on offer for research in horticultural industries, including turf.

More information on the opportunity can be found [here](#).



## Combatting synthetic marketing



The battle of promoting the benefits of natural turf over synthetic turf is one of the key focus points of the new National Market Development project and its outputs.

“There is some very savvy marketing of synthetic turf out there and a key output to this new project is getting the message out there to the specifiers like landscape architects and local government project managers about the many environmental, social and health benefits to natural turf over synthetic turf,” Turf Australia Market Development Manager, Jenny Zadro, said.

Examples of why this is so important to the industry were seen in mainstream media outlets in January.

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## APVMA assessing spray drift



The Australia Pesticides and Veterinary Medicines Authority (AVMPA) is assessing how off-target spray drift is measured and minimised with a new spray drift regulatory framework which should assist growers in doing the right thing when spraying chemicals.

The current approach for addressing the risk of spray drift has a number of limitations including lack of flexibility and an inability to adopt newer systems/technologies to reduce the risk of spray drift.

But a new assessment framework is aiming to help growers adopt best practice.

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## LSA - Platinum sponsor of Turf Australia



Lawn Solutions Australia is a dedicated national network of turf producers providing consistently high quality turfgrasses, turf-care products and other specialised turf services to the landscape, commercial and domestic turf markets.

[Read More...](#)



This project has been funded by Hort Innovation using the turf research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit [horticulture.com.au](http://horticulture.com.au).

Sent by Turf Australia, PO Box 92 Richmond NSW 2753

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### **National market development project underway**

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The new project follows on from the previous Turf Industry Development project and aims to develop and represent the turf industry to associated stakeholder and specifier groups, as well as assisting growers in their own business development through extension activities.



Since taking on the role, Jenny said she had begun to plan the way the project will move forward.

"The national market development project provides the opportunity for the turf industry to be seen and heard in that very important landscape specifier area – particularly when it comes to promoting the benefits of natural turf to stakeholders like local government, landscape architects, project managers and planners," Jenny said.

"There is the opportunity in the project to develop some really good resources to help this group understand the real and known benefits of using more natural turf."

Jenny can be contacted on mobile 0408 441 119, via email [jenny.zadro@turfaustralia.com.au](mailto:jenny.zadro@turfaustralia.com.au) or by calling the Turf Australia office (02) 4588 5735.

The *Turf Industry National Market Development Project* (TU16001) is a strategic levy investment project under the Hort Innovation Turf Fund and matched Australian Government funds

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In saying goodbye to Richard, the Turf Australia board thanked him for his dedication to the turf industry for nearly five years in the role as the Business Industry Development Manager.



“Richard implemented and oversaw a number of key strategies, projects and developments in his role with Turf Australia under the previous project,” the Turf Australia board said.

This included the cost of production turf calculator, the industry communication project, grower workshops and fact sheets, national conferences and state forums, while travelling the country and touching base with many of our industry growers, and stakeholders advocating natural turf.

“The cost of production calculator, in particular, is an invaluable resource for growers and one which Richard pursued to improve grower understanding of their business bottom lines.

“Richard brought a lot of enthusiasm to his role with Turf Australia and we thank him for the passion with which he undertook the role, and wish him all the best for the future” the Turf Australia board said.

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Turf Australia is proud to have Lawn Solutions Australia (LSA) as a Platinum Sponsor for 2017/18. Lawn Solutions Australia is a dedicated national network of turf producers providing consistently high quality turfgrasses, turf-care products and other specialised turf services to the landscape, commercial and domestic turf markets.



With the largest collection of new turf types in the southern hemisphere, Lawn Solutions Australia is at the forefront of turfgrass research and development in Australia as well as ensuring the health and safety of employees, customers and the public while improving our environment. Lawn Solutions Australia continue to set the highest standard in turf and turf production through the development and adoption of industry best practices and offer specifiers, designers, planners and the end-user a superior consistency of turf product right around the country. Turf Australia are pleased to have LSA's ongoing support.

[lawnsolutionsaustralia.com.au](http://lawnsolutionsaustralia.com.au)

Please contact Turf Australia if you and/or your organisation are also interested in sponsoring and supporting our great turf industry.

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PARKS & LEISURE  
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#### **Get a great turf project recognised**

Know a project that included natural turf that should be nationally recognised? Nominations for the Parks and Leisure Australia Awards of Excellence are now open.

The awards showcase the excellent work of parks and leisure professionals and the turf industry has the opportunity to put up projects which featured turf.

Perhaps it's a great new park, a landscaper who insisted turf be used in a new community space, or a council who insists its fields are natural turf.

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Nominations close on March 9, and are open for a wide variety of categories including Community Based Initiative of the Year; Strategic Planning Award; Community Facility of the Year Award; Park of the Year Award; Playspace Award (>\$0.5M); Playspace Award (<\$0.5M); Research Project Award; Best Use of Technology Award; and the new Rural Industry Contribution Award.

More information about the awards and the nomination process can be found [here](#).

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“There is some very savvy marketing of synthetic turf out there and a key output to this new project is getting the message out there to the specifiers like landscape architects and local government project managers about the many environmental, social and health benefits to natural turf over synthetic turf,” Turf Australia Market Development Manager, Jenny Zadro, said.



Examples of why this is so important to the industry were seen in mainstream media outlets in January.

Published in the Sydney Morning Herald, an article highlighted the rise in popularity of synthetic turf sports fields and their supposed superior performance over natural turf fields, with little recognition of natural turf’s many other benefits.

Click [here](#) to read the full story.

Similarly, Australian Rules Football coach John Longmire, Sydney Swans, called for fields and training facilities to be constructed of synthetic turf over the existing natural turf.

“This is an example of just how easily that seed is sown into the community psyche about synthetic turf and we as an industry really need to get out there and showcase why natural turf is a superior product,” Jenny said.

“I’m really looking forward to developing a range of tools to get that natural turf message out into the community.”

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The current approach for addressing the risk of spray drift has a number of limitations including lack of flexibility and an inability to adopt newer systems/technologies to reduce the risk of spray drift.

But a new assessment framework is aiming to help growers adopt best practice.

The current approach is based around worst case scenarios and provides no incentive for spray applicators to adopt best practice, new technology and/or operations that will limit spray drift.

As part of its assessment, the APVMA is seeking grower and industry input into a new spray drift regulatory framework is proposed that will enable more reasonable buffer zones to be set and supports the use of drift reducing technologies (DRT).

Feedback on the new framework from growers is encouraged, particularly as turf is often grown in areas of high population growth, but should be lodged by March 30.

Information on the framework can be found [here](#).

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