



**'STRONGER TOGETHER'  
GREENLIFE INDUSTRY NATIONAL CONFERENCE**  
Brisbane Convention and Exhibition Centre  
19–21 February 2025



Two-day member ticket – \$1,350  
Networking drinks + river cruise – \$125  
Gala dinner – \$145  
Nursery tour – \$275  
Brekkie & Brainstorming – FREE

**Visit [www.greenlifeindustry.com.au/conf2025](http://www.greenlifeindustry.com.au/conf2025)  
for more pricing options including one-day tickets.**

Visit [www.greenlifeindustry.com.au/conf2025](http://www.greenlifeindustry.com.au/conf2025) to:

- register
- sponsor
- exhibit (only a few spots left!)
- secure accommodation discounts
- see updates.

## WHAT'S ON OFFER

- NURSERY TOURS - 2 OPTIONS FILLING FAST
- NETWORKING BOAT CRUISE
- GALA DINNER – CONFERENCE HIGHLIGHT
- BREKKIE & BRAINSTORMING (FREE - INCLUDING REAL COFFEE!)
- PRESENTATIONS, WORKSHOPS, DISCUSSIONS
- EXHIBITS

See the next page for details or  
visit [www.greenlifeindustry.com.au/conf2025](http://www.greenlifeindustry.com.au/conf2025)

Wednesday 19 February

### NURSERY TOURS – \$275

The first tour is filling so fast we're adding a second tour option!

#### OPTION 1 – SOUTH

##### MARLBOROUGH NURSERY

EXPANSIVE | HIGH-QUALITY | BEST PRACTICE LEADER

##### ROCKY POINT

LONGSTANDING | INNOVATIVE | CUSTOM OFFERINGS

##### DIGGA

EXCLUSIVE TOUR | STREAMLINED | INSPIRING

##### REDLANDS RESEARCH FACILITY

CUTTING EDGE | NATIONAL SIGNIFICANCE | COLLABORATIVE R&D

#### OPTION 2 – NORTH

Two more visits for the northern tour will be announced soon!

##### DRACAENA FARM

EXCELLENCE | INDUSTRY LEADER | STAFF RETENTION

##### QUALITY PLASTIC PRODUCTS

ESTABLISHED BUSINESS | NEW FACILITY | SUSTAINABLE

### NETWORKING DRINKS – \$125

Enjoy drinks and substantial nibbles as you cruise up the Brisbane River under the night sky – music, bars, networking... This will be a conference highlight.



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Thursday 20 February

(8.30am start)

### CONFERENCE –

### Two-day member ticket – \$1,350

#### AMPLIFY YOUR POWER AND

#### INFLUENCE – Chris Hedler

Negotiation, leadership, communication and influence

#### GEARING UP GROWERS – Neil

Rechlin, NextGen

Unlocking success in retail negotiations

#### GROW NEXT LEVEL – Facilitated by

Joanna Cave, GIA

Sharpen your insights to thrive in a dynamic environment

#### BOLDLY ENTERING NEW

#### FRONTIERS – Brett Fifield, Hort

Innovation

Opportunities, innovation and solutions for big hort challenges

#### FUTURE GENERATION – Craig

Taberner, NGIV

Introducing the Horticulture Centre of Excellence

#### PLANT PROTECTION AND

#### RESISTANCE MANAGEMENT – John

McDonald, GIA

Practical, hands-on info, tips, advice and activities

#### INNOVATE | INTEGRATE |

#### DOMINATE – four powerful

presenters

From drones to barcodes – need-to-know intel on harnessing new tech in the greenlife sector

#### YOUR LEVY, YOUR SAY – facilitated

by Cath Botta, driven by YOU

An interactive session – we take you behind-the-scenes of funding decisions + you can have your say

about how your levy is invested

#### PROFITING FROM BEST PRACTICE –

four real growers

Four real growers, four real on farm success stories – take away new

ideas and genuine insights that you can apply in your nursery right now

#### REIMAGINING PLASTICS – Patrick

Driscoll, Quality Plastic Products

The future of plastic manufacturing

### GALA DINNER – \$145

Full disclosure, it's more a next-level gourmet barbeque on the stunning Sky Deck at the conference centre, overlooking the city. Drink, eat, chat, dance – and join us for some very special presentations. Then party on into the night!

Friday 21 February

(3.30pm finish)

### CONFERENCE

#### BREKKIE AND BRAINSTORMING – FREE (limited seats)

Cath Botta, Independent Chair of the Investment Advice Committees Add a side of blue sky thinking to your eggs and bacon (and coffee!) and kick around some bold ideas for industry improvement

#### ARTIFICIAL INTELLIGENCE – Julian Moore

How will AI change the Australian greenlife landscape and what does this mean for your business?

#### NO NONSENSE MARKETING – Tanya Williams

Simplifying marketing for busy business owners

#### HORTICULTURAL OLYMPICS – Treve Evans

World horticultural expos: greening the globe

#### FUTUREPROOFING YOUR BUSINESS

– Business wizards reveal their secrets

Lightning presentations on greenlife business basics – succession planning, staffing, diversification environmental, social, and governance (ESG), and more efficiency/less waste

#### GREENLIFE TRENDS AND

#### OPPORTUNITIES – Industry gurus

Holly Jackson and Elyse Allum, Hort Innovation, and Belinda Bean, Greener Spaces Better Places. Data-driven industry insights to supercharge the sector – and your business

#### FIRE ANTS – FACTS AND FIXES –

Peter Ambrose-Pearce, Syngenta

Expert technical info on this burning issue

#### HORTICULTURE – THE SALVE AND

#### THE SOLVE – facilitated by Brett

Fifield, Hort Innovation

A big picture look of why greenlife matters – info to help you sell more plants

#### SMART FARMING – David Hunt,

Smart Farming Officer, GIA

Tech meets plants for better decision making, improved production efficiencies, optimal labour use and environmental performance