

**International Plant
Propagators' Society
Annual Conference,
Australian Region,
Mildura, April 2005**

Alan Saunders
International Plant
Propagator's Society
Australia

Project Number: NY04025

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Published and distributed by:
Horticultural Australia Ltd
Level 1
50 Carrington Street
Sydney NSW 2000
Telephone: (02) 8295 2300
Fax: (02) 8295 2399
E-Mail: horticulture@horticulture.com.au

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The International Plant Propagators Society

2005 Annual Conference

Australian Region

Mildura, April 21st – 24th, 2005

Final Report

to

Horticulture Australia Limited

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Authors: Alan Saunders *et al*

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Project/Program leader:

Alan Saunders

Ph: (03) 5024 9000

Fax: (03) 5024 6692

Email: alan@boulevarde.com.au

Administration of the Project/Program:

Kathy Mullins

Ph: (03) 5024 9000

Fax: (03) 5024 6692

Email: kathy@boulevarde.com.au

Other Key Personnel:

John Messina

Ph: (03) 5024 8502

Fax: (03) 5024 8551

Email: john@sunraysianurseries.com.au

Peter Smith

Ph: (03) 5024 8502

Fax: (03) 5024 8551

Email: peter@sunraysianurseries.com.au

Paul Croxton

Ph: (03) 5024 9000

Fax: (03) 5024 6692

Email: paul@boulevarde.com.au

Lois Smith

Ph: (03) 5024 8502

Fax: (03) 5024 8551

Purpose

The purpose of this report is to communicate to HAL, and the industry at large, the outcomes of the annual conference of the International Plant Propagators Society Australian conference, held in Mildura on April 21st to 24th, 2005. By outlining the aims of the conference and what was achieved, we will provide an evaluation of the effectiveness and value to industry of the project.

Funding Sources

- Horticulture Australia Ltd
- 'Australian Horticulture' magazine (Rural Press Ltd)
- Regional Express Airlines
- Yates Australia
- The Nursery and Garden Industry of Victoria
- Garden City Plastics

DISCLAIMER

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Final Report
The International Plant Propagators Society – Australian Region
2005 Annual Conference.
Mildura, April 21st – 24th

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Final Report
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Introduction – Media Summary

IPPS has regions in America, New Zealand, Australia, Japan, Great Britain, Scandinavia and soon to be South Africa. It is a society of people who love plants, who love propagating them and who do not believe their knowledge should be kept secret. Many of Australia's leading nursery operators and top horticulturists are members. The society brings together these propagators, researchers and educators in a single forum.

The society motto is "To Seek and Share". It is this motto that makes the society both unique and beneficial. Members have the chance to meet and talk with leading propagators about issues that are relevant to them.

The coming together of members for this information exchange peaks at the annual conference. The Australian region of the IPPS held its annual conference for 2005 at the Grand Hotel Mildura, from April 21st to April 24th.

Mildura is located at the confluence of Australia's two greatest rivers, in the irrigation area known as 'Sunraysia'. The area is an important horticultural center, contributing to the wealth of Australia's domestic and export markets, by supplying fresh, dried and processed fruit and vegetables. The area is also a major region of plant propagation, being served by over 100 commercial nurserymen.

This year's conference is focused on the propagation of plants that thrive in this harsh semi-arid environment, with and without the assistance of irrigation. It is estimated there are now about 20,000 species of plants native to Australia, many of which are xerophytes, which can be of use to man as low water users.

The program began with keynote speaker Dr Mary White's presentation on adaptation of Australian flora over time. Mary highlighted some of the mechanisms plants have used to cope with the diverse environmental pressures which have prevailed over the millennia. It was an amazing address which brought to light the importance of understanding the environment we live in, in order to succeed in living and working within it. The session had broad reaching consequences for propagators trying to work efficiently and sustainably in Australia.

This session was backed up by Elizabeth Heij, who used historic data to model some outcomes of the position of Horticulture in the years to come.

The program addressed important water issues of conservation and reuse, with some of the best irrigators showcasing their industry best practice operations, highlighting the techniques and practices which have led to significant water savings, and improvements in quality. New technology was discussed in relation to plant tissue culture and molecular biology, and how these can be linked with more traditional propagation to make advances in breeding. Other features included horticultural training and also ways to obtain funding for propagation from outside sources and talks on commercial propagule multiplication and distribution schemes. Tours were conducted to a number of local sites, including two nurseries engaged in large scale production for nationwide horticultural and ornamental use. Also visited was the local TAFE which showcased its new, state of the art propagation and teaching facilities. The final tour was to the Australian Inland Botanical Gardens. Here delegates saw a recently constructed, world class botanic garden, built by the local community.

There was ample opportunity for networking and information exchange, with three great formal evening sessions. One was a river cruise on the Murray, aboard a paddle steamer, and another a formal dinner in the Grand ballroom. These sessions were alive with delegates 'seeking and sharing' their combined wealth of knowledge on propagation.

Conference Program

Evening Function - Registration and Cocktail Party

<u>Session</u>	<u>Presenter</u>	<u>Title</u>
1	Mary E. White	Adaptation – The Secret of the Survival of the Biota through Time
2	Peter Radke	The Role of Clonal Propagation in Forestry & Agriculture in Aust.
2	Des Boorman	Brachychitons
2	Jenny Garonne	Accessing Funding
2	Jacques Duif	Biology and Propagation of South African Arid Zone Plants
2	Elizabeth Heij	Making us Future Proof – The evolving role of Horticulture

Tours
 Sunraysia Nurseries
 Boulevard Nurseries
 Sunraysia Institute of TAFE
 Lower Murray Water

Evening Function - Cruise on the paddle steamer 'Mundoo'

<u>Session</u>	<u>Presenter</u>	<u>Title</u>
3	Martin Barlass	Future Directions in Technology for Agriculture
3	Chris Newell	Propagation Strategies to Support Breeding in <i>Chamelaucium</i>
3	Steve Sykes	Breeding with Indigenous Citrus Species
3	Jonathan Lidbetter	Grafting Tissue Cultures onto Nursery Grown Stock
3	Angus Stewart	Breeding with Australian Ornamental Plants
4	Garry Heyne	Saving Water – More Than Just Recycling
4	Stan Leach	Important Issues for Recycling Nursery Water
4	Dyllon McPhee	The Use of Nursery Water at Advantage Plants
4	Bill Yiasoumi	Water Disinfecting Techniques for Pathogen Control

Tour
 Australian Inland Botanic Gardens

Evening Function - Dinner in the Grand Hotel Ballroom

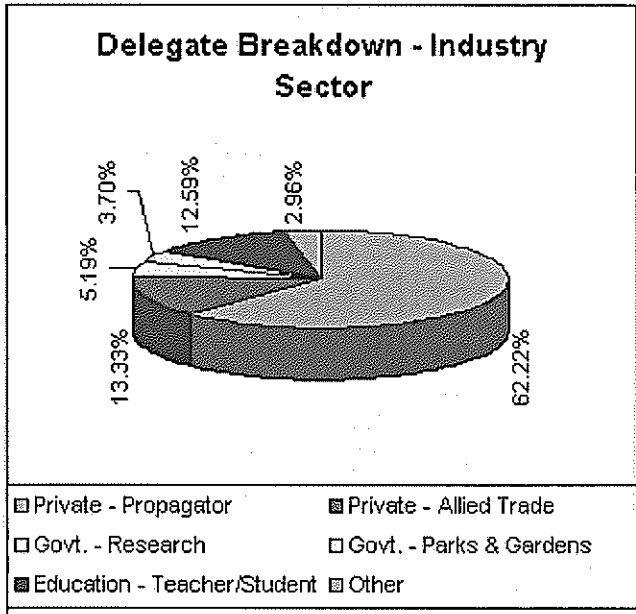
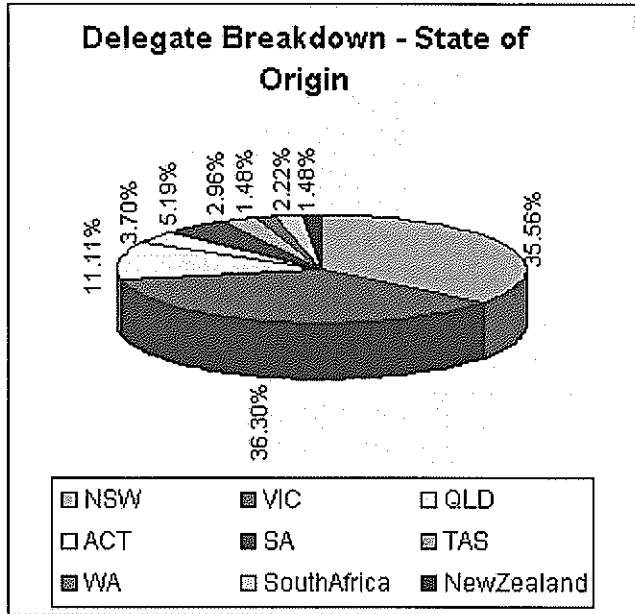
<u>Session</u>	<u>Presenter</u>	<u>Title</u>
5	Alan Saunders	Advances in Green Grafting with Grapes
5	Allen Gilbert	Long John Grafts
5	Brian Smith	Bougainvilleas
5	John Messina	Waterworks in Practice
6	Paul Croxton	Australian Grapevine Improvement Organizations
6	Tim Hermann	AusCitrus – The Australian Citrus Budwood Scheme
6	Naomi Diplock	Shoot Dieback of Geraldton Wax
6	Robert Chin	Growing Plants in Hot Climates
7	Bronwen Rowse	Horticultural Education as Therapy – A Life Changing Experience
7	Phil Matthews	New Aspects of Horticultural Training
7	David Beardsell	Grafting Australian Native Plants – 30 Years of Progress
7	Mark Jenkins	Drought Tolerant Street Plantings

Delegate List

Name		Company	Address
Armstrong	Leisa	Burnley College	500 Yarra Boulevard
Atkins	Lorraine	Hunter Tafe	11 Blandford St
Barlass	Martin	PIR Vic	18/1 Spring Street, Melbourne
Bell	Joan	The Courtyard Company	PO Box 739 Bega
Berryman	Pam	Secretariat - Australian Region	27 Petunia Crescent Mt Cotton
Boorman	Des	Advantage Plant Production	PO Box 338 Lismore
Caldwell	David	Mole Station Native Nursery	Mole Station, Tenterfield
Caldwell	Sarah	Mole Station Native Nursery	Mole Station, Tenterfield
Capones	Christie	Mansfields Propagation	5 Kogia St, Mt. Eliza
Carmen	Paul	Australian National Bot.Gardens	PO Box 6094, Phillip
Carnegie	Mal	Carnegie Natives	Wilga Vale' West Wyalong
Carrick	Greg	Garden City Plastics	89 Camms Road Monbulk
Chin	Robert	N&GIV	PO Box 431 Malvern East
Clare	Colin	Limestone Station	PO Box 724 Broken Hill
Clark	Brian	Ramm Botanicals	30 Pacific Highway Tuggerah
Clark	Di	Royal Bot. Gardens Cranbourne	1000 Ballarto Rd, Cranbourne
Cliffe	David	Narromine Transplants	PO Box 123 Narromine
Cliffe	Dianne	Narromine Transplants	PO Box 123 Narromine
Croxton	Paul	Boulevard Nurseries	PO Box 816 Irymple
Cummings	Ian	School of Plant Science	Private Bag 55 Hobart
Daly	David	Conifer Gardens Nursery	10 Forest St, Monbulk
Daly	John	Scotts Australia	PO Box 615 Albany Creek
Danelon	Michael	N&GI NSW & ACT	PO Box 3013 Rouse Hill
Davis	Jon	Larkmans Nursery	
de Fraga	Wayne	Parks Wide Nursery	Locked Bag 2 Nunawading Del.Centre
Diplock	Naomi	Rod Tallis Award	
Duif	Jacques	Southern African Region	
Duncan	Neil	NMIT	Yarra Bend Road, Fairfield
Fazekas	Adrienne	Canberra Institute of TAFE	PO Box 102 Ainslie
Ford	Warwick	Southern Highland Prop	The Cottage'Sallys Corner Rd Exeter
Gibbs	Russell	Darebin Parks & Gardens	PO Box 91 Preston
Gilbert	Allen	Gilbert & Cosgrove	49 Coolangatta Road Adventure Bay TAS
Gleeson	Michael	Castle-Lyn Nursery Services	41 Brighton Street Riverstone
Gordon	Ian	University of Gatton	Gatton Campus Gatton
Hall	Ross	Consultant	4 Church Street Yackandandah
Hammond	Frank	Warren Park Nurseries	100 Boundary Rd Narre Warren East
Hammond	Beverley	Warren Park Nurseries	100 Boundary Rd Narre Warren East
Handreck	Kevin	Netherwood Hort. Consultants	2 Birdwood St
Handreck	Eleanor	Netherwood Hort. Consultants	2 Birdwood St
Harvey	Mick	Western Institute of TAFE	3 Gemini Place Grange
Harvey	Elaine	Western Institute of TAFE	3 Gemini Place Grange
Heij	Elizabeth	CSIRO	PMB 2 Glen Osmond SA
Hempel	Macey	Plant World Explorations	PO Box 521X,Leumeah
Herrmann	Tim	Auscitrus	PO Box 269, Dareton
Heyne	Garry	Heynes Wholesale Nursery	Lot 5 Bolivar Road, Burton
Higgs	Bruce	Darvill Nursery	54 Darvill Rd, Orchard Hills
Higgs	Heather	Darvill Nursery	54 Darvill Rd, Orchard Hills
Holmes	Gavin	Yates	PO Box 6672 Silverwater
Hornsby	Glen	Murray Group Consulting	PO Box 4047, Mildura
Hook	Cathy	Australian National Bot.Gardens	PO Box 6094, Phillip

Jackson	Wendy	McGinty Moore Nursery	1145 Dandenong Rd Langwarrin VIC
Jessup	Corey	Sunraysia Nurseries	PO Box 45 Gol Gol
Jessup	Belinda	Sunraysia Nurseries	PO Box 45 Gol Gol
Lancashire	Reg	Heritage Plantation	151 Winston Rd, Palmwoods
Lancashire	Kay	Heritage Plantation	151 Winston Rd, Palmwoods
Lang	Peter	Lang's Native Plant Nursery	564-565 Eleventh St, Mildura
Larkman	Clive	Larkmans Nursery	7 Jurat Road, Lilydale VIC
Latti	Jack	PlantWise-Aquatic Nursery	2/1324 Main Road Eltham
Leach	Stan	Alstonville Palms	PO Box 282 Alstonville
Leach	Isabel	Alstonville Palms	PO Box 282 Alstonville
Lewis	Hartley	Lewis Landscaping Services	
Lewis	Peter	Birkdale Nursery	2 Walton Way, Wellington Point QLD
Lidbetter	Jonathan	NSW DPI	Locked Bag 26 Gosford
Mansfield	Daniel	Mansfields Propagation	PO Box 8094 Carrum Downs
Martin	Michael	The Courtyard Company	PO Box 739 Bega
Matthews	Sue	Proteaflora	PO Box 252
Matthews	Andrew	Proteaflora	PO Box 252
Matthews	Phil	Sunraysia Institute of Tafe	Mildura
McCarthy	Aline	McGinty Moore Nursery	1145 Dandenong Rd Langwarrin VIC
McPhee	Greg	Summerfruit	PO Box 339 Lismore
McPhee	Lyndy		PO Box 339 Lismore
McPhee	Dyllon	Advantage Plant Production	PO Box 338 Lismore
Messina	John	Sunraysia Nurseries	PO Box 45 Gol Gol
Meyers	Anne	C.I.T.	GPO Box 826 ACT
Mostafa	Gabe	Australian Horticulture	10 Sydenham St, Moonee Ponds
Mullins	Kathy	Boulevard Nurseries	PO Box 816 Irymple
Murphy	Bob	Fertool Distributors	PO Box 5116 Hallam
Nagle	Phil	Bio-Gro	160 Colchester Rd Bayswater
Newell	Chris	West Aust. Dept. of Agric	3 Baron-Hay Court South Perth
Nichols	David		20 Browns Rd, Devon Meadows
Nichols	Pauline		20 Browns Rd, Devon Meadows
O'Connor	Jan	Canberra Institute of Technology	8 Banjine St, Canberra
Ollerenshaw	Peter	Bywong Nursery	159 Millynn Rd Bywong
Ollerenshaw	Jennifer	Bywong Nursery	159 Millynn Rd Bywong
Owen	Robyn	Stockade Nursery	PO Box 945 Caboolture
Pack	Six	Yates	Daniel Mansfield
Pack	Six	Yates	Mim Wright
Pack	Six	Yates	Jessica VanderWerff
Pack	Six	Yates	Nicole Squires
Pack	Six	Yates	Lucille Drake
Pack	Six	Yates	Kuphumla Zenze
Passey	Lyn	Larkmans Nursery	7 Jurat Road, Lilydale VIC
Patience	Dan	Humphris Nursery Pty Ltd	218 Cardigan Road Mooroolbark
Patterson	Christine	Alpine Nurseries	1099 Old Northern Rd Dural
Percy	Robert	Aspley Nursery	106 Hunt Rd Burpengary
Percy	Judy	Aspley Nursery	106 Hunt Rd Burpengary
Pereira	Andre	Ball Australia	410 Greens Road, Keysborough
Pohlman	Mark	Pohlmans Nursery	PO Box 478 Gatton
Pohlman	Choy	Pohlmans Nursery	PO Box 478 Gatton
Polglase	Alison	Scotts	PO Box 7448 Ferntree
Ponman	David	Glendale Select Plants	26 Reservoir Rd, Glendale
Prent	Julie	Chisholm Institute Rosebud	1301 Mornington-Flinders Rd Main Ridge
Prossor	Lyn	Chisholm Institute Rosebud	1301 Mornington-Flinders Rd Main Ridge

Radke	Peter	Yuruga Nursery	PO Box 220 Walkamin
Radke	Ann	Yuruga Nursery	PO Box 220 Walkamin
Reid	Keegan	Larkmans Nursery	7 Jurat Road, Lilydale VIC
Reynolds	Robert	Yates	PO Box 6672 Silverwater
Ritchie	Meryl		PO Box 27 Walkerston
Rowse	Bronwen	Agriculture New Zealand	PO Box 34 Patumahoe NZ
Rosalea	Ryan	Rural Press	10 Sydgnham St Moonee Ponds
Saunders	Alan	Boulevard Nurseries	PO Box 816 Irymple
Scade	Nancy	Aust. Native Nurseries Group	141 King Road WA
Scott	Ralph	Spencer Scott & Sons	1185 Bells Line Road Kurrajong Heights
Scott	Shirley	Spencer Scott & Sons	1185 Bells Line Road Kurrajong Heights
Smith	Peter	Sunraysia Nurseries	PO Box 45 Gol Gol
Smith	Lois	Sunraysia Nurseries	PO Box 45 Gol Gol
Smith	Brian	Greenlight Nursery	RMB 16 Pacific Highway Moorland
Steeds	Jonathan	Southern Cross Native Flora	
Stephens	Wayne	Advantage Plant Production	PO Box 338 Lismore
Stocks	Ben	Stocks Native Nursery	Lot 3 Simmonds Rd Harden
Sykes	Steve	CSIRO	Private Mail Bag Merbein
Taig	Leigh	Goulburn Ovens Institute of Tafe	Fryers St, Shepparton
Tesselaar	Kees	Tesselaar Nominees Pty Ltd	357 Monbulk Rd, Silvan
Teulon	John		PO Box 3017
Teulon	Judith		PO Box 3017
Thake	Tony	University of Ballaret	PO Box 668 Ballarat
Tolley	Ian	Tolley's Nurseries Pty Ltd	PO Box 2 Renmark
Valenti	Michael	Boulevard Nurseries	PO Box 1955, Mildura
VanderStaay	Rose	Westland Nurseries	118 Surf Road Tasmania
VanderStaay	Tony	Westland Nurseries	118 Surf Road Tasmania
Walker	Paul	Binalong Nursery	38 Stephens St Binalong
Walker	Lorraine	Binalong Nursery	38 Stephens St Binalong
Waugh	Peter	Carann Horticultural	P.O. Box 34 Marangi NZ
Whellum	Brenton	Nuthin but Natives	PO Box 48 Booleron Centre
White	Mary		
Worrall	Ben	Humphris Nursery Pty Ltd	218 Cardigan Road Mooroolbark



Evaluation of Effectiveness

The basis of evaluating the effectiveness of the conference was the 'evaluation form' presented to each delegate on the final day. The form asked for comments and opinions on each session, the tours, and conference dinners. Further to this, feedback was received after conference from attendees on the conference as a whole.

Many respondents said they heard about the conference from more than one source. The conference was promoted through the leading industry journal 'Australian Horticulture', and this proved to be the most effective means of letting people know the details of the conference. Members also received notice in a mail out, and 'word of mouth' was listed as also being a worthwhile means of attracting delegates to the conference.

The vast majority of respondents said they attended the conference to learn from the presentations and to interact with other delegates, and stated that this was well catered for. In particular, the dinner sessions aboard the riverboat and in the ballroom were unanimously rated as excellent opportunities for information exchange and networking.

The overriding theme that people stated they took away from the conference was appreciation for the passion that exists within our industry. 'Passion' was the word that showed up in so many evaluations, and participants found it many ways.

The newly introduced 'Youth from Africa' program contained plenty of passion. Two young propagators were sponsored to attend and they were full of enthusiasm and desire to learn as much as they could from their Australian experience.

The conference was an opportunity to award a number of people for contributions to propagation. Mr. Michael Gleeson received his 'Award of Honor' for service to the nursery industry and mentoring of many a young propagator.

Mrs. Lila Barnes received the 'Fellows Special Award' for her outstanding skills, forty-two years of achievement, and desire to continue in a leadership role.

And Naomi Diplock received the 'Rod Tallis Memorial Youth Award' for her study of shoot dieback of Geraldton Wax.

The same kind of passion that was awarded was shown by others involved in the conference. Presenters and tour guides conveyed their information with an infectious enthusiasm. Indeed, the Botanic Gardens tour received countless comments on how inspiring it was to see people succeeding at what they love.

Participants spoke highly of the level of commitment Australians have to the Society. In particular, there were many notes about the enthusiasm, the intense discussion and the sharing of information.

Some of the quotes from the evaluations were:

- "The conference was really, really good and we enjoyed it very much. I think the country conferences often have a nicer atmosphere than the city ones."
- "Amazing info... Good to see diverse operations"
- "the whole conference was a great experience"
- "Fantastic and inspirational"
- "knowledge was so vast and interesting... good to listen"
- "so full of information as well as thought provoking"
- "Great to have iconic speakers"
- "topics extremely interesting and delivered at a good level and practical"
- "the best keynote address I have ever heard"
- "great passion and vision... great conference"

As a means of sharing information, meeting and discussing topics of importance, and inspiring people to continue to move the industry forward, the Mildura conference was a resounding success.

Key Outcomes

The society motto is "to seek and share". The Mildura conference provided an effective forum for achieving this aim.

The breadth of industry represented at IPPS continues to grow, with 37% of attendants coming from outside traditional nurseries. This wider audience has resulted in 33 new members being welcomed at this year's conference. This expansion of membership is crucial to our activities. A large, stable society is better able to share knowledge and ideas. It is this sharing that is so vital to the success of Australia's horticulture. Propagation is the 'launching pad' of the horticultural industries, and these industries are reliant on an effective and efficient supply of plants to sustain growth and meet market changes.

By giving their knowledge so openly, the conference participants have engaged in reinforcing the value of sharing good ideas, and helped set a standard for excellence in propagation. The passion and fervor with which people shared helped underline a philosophy of striving for excellence and continual improvement.

The representation of young people at the conference was vital in passing on these values and knowledge, to ensure the future of propagation in Australia.

The experience and knowledge shared at the conference will continue to be passed on to industry through the relationships and networks developed there. For instance, key note speaker Mary White has agreed to an ongoing relationship with the Australian Inland Botanic Gardens. She will oversee the development of a new educational exhibit which highlights the adaptation of Australian native flora to the driest continent on earth, and the need to understand these adaptations in order to successfully produce plants in Australia.

Overall, the conference provided delegates with access to expertise and experience in propagation, which will contribute to professional development, superior production and improvements to sustainability of the industry.

We have thoroughly evaluated people's feelings and opinions about the 2005 IPPS conference and can confidently say that it has been a successful, important event in Australian propagation.

Recommendations

Numerous points were made by participants with relation to the running of the conference program. The main one to note is ensuring the 'grouping' of papers into discreet sessions. While this is not always possible due to presenter unavailability, it does allow a better flow of ideas, and allows delegates to plan their attendance accordingly. It should be an aim of future conferences to attempt as best as possible to 'theme' the sessions.

Promotion of the conference through 'Australian Horticulture' magazine was effective at reaching almost 100% of the eventual audience, and should definitely be continued.

Formal evening functions were noted as the most important meeting times, and future conference organizers should make use of the Thursday, Friday and Saturday nights to hold formal get-togethers. Activities which encourage social interaction were a great success, and are a good way of bringing people 'out of their shell' and connecting with other delegates.

The question box session again generated a lot of suggestions. Almost half of the suggestions were to make the session longer, and half to make it shorter! Regardless of length, it should be the aim of future organizers to include a question and answer session, which provides adequate opportunity to explain concepts and issues raised at the conference.

The sponsoring of young propagators to attend and assist in the conference running was vital, both to the encouragement of youth in our industry, and to the smooth running of the conference. These initiatives and any others like them are a must for any future conference.

Acknowledgements

The organizers wish to thank the following people and organizations for their input and assistance in the successful running of the 2005 IPPS conference.

- Horticulture Australia Ltd
- 'Australian Horticulture' magazine (Rural Press Ltd)
- Regional Express Airlines
- Yates Australia
- The Nursery and Garden Industry of Victoria
- Garden City Plastics
- IPPS Australian region president Greg McPhee and the IPPS executive
- The management and staff of the Grand Hotel Mildura
- Staff of Sunraysia Institute of TAFE and Lower Murray Water
- Volunteers at the Australian Inland Botanic Gardens
- Staff of Boulevard Nurseries & Sunraysia Nurseries
- Members of the 'Yates 6-Pack'
- The technical session presenters
- All who participated in "seeking and sharing" and who helped make the conference a resounding success.

Proceedings

The combined proceedings of the International Plant Propagators Society are produced each year in the form of a dedicated publication. The proceedings, referred to within the society as 'the black book', contain every paper presented at the annual conference of each of the nine regions.

Every presenter at the Mildura conference who signed the society's standard copyright agreement will be published in the 2005 proceedings.

At the conclusion of the conference, each presenter was asked to submit their presentation in the form of a scientific paper. The Australian region editor edits these for format and clarity, and then sends them to the international editor in the United States. Submissions from all IPPS regions around the world are then combined into the single proceedings for the year. All current members of the IPPS receive a copy. Copies are also made available to university and reference libraries for the purpose of furthering research knowledge.

These combined proceedings represent a world of propagation knowledge, and are one of the most important sources of information to propagators around the world. It is an internationally recognized journal which permits long term access to the information presented at conference. This format maximises the 'uptake' of information from the conference.

Due to the sheer size of the combined proceedings, it usually takes a year to edit, format and publish the proceedings. A summary of the sessions delivered at the conference is published in the societies newsletter immediately following the conference. This newsletter, produced quarterly, is distributed to all Australian region members. These newsletters are also published as 'Portable Document Files' on the Australian region website, and are available for downloading and viewing.

Bibliography

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APPENDIX 1.

Summary of Budget

Breakdown of Mildura conference

All figures exclude GST

Income

Conference registrations	\$41,399.00
Sponsorships	\$3,227.00
HAL contribution	\$52,000.00
Auction	\$5,846.00
	<u>\$102,472.00</u>

Expenditure

Accommodation	\$5,901.00	Includes editor/secretary/president/six pack
Auction	\$500.00	Purchase of wine
Airfares	\$2,640.00	Editor/secretary/six pack
Bus Hire	\$1,950.00	
Food & Beverage	\$28,489.00	Conference/cruise/Sat. night
Photocopying	\$1,428.00	
Stationary	\$2,072.00	
Conference Attn'd. Refund	\$981.00	Three cancellations
HAL	\$35,700.00	
Entertainment	\$3,343.00	Friday & Saturday night
Conference room hire	\$2,727.00	
ID tags/wallets	\$673.00	
Satchels	\$2,727.00	
Printing of brochures	\$3,322.00	
Audio/visual	\$8,551.00	
Website conference promotion	<u>\$1,150.00</u>	
	<u>\$101,881.00</u>	

Profit \$591.00