

Daniel Ewings

Industry loves

In my current position I have the perfect mix of plants, horticulture, and people. I am lucky that in any one day, I can be outside in the field then meeting with staff and customers. I have had the opportunity to travel Australia and the world; and I love that what I do makes a massive difference to the environment and the wellbeing of our country. I especially love driving around Sydney and saying to my kids "See all these trees, Dad grew them."

Current Role

General Manager, Alpine Nurseries

Responsibilities

I am responsible for the oversight of the business departments of sales, inventory management, finance, marketing, site operations and distribution. I also take a special interest in training and development. My key task is to provide support to the department managers to ensure they achieve their goals.

Skills required

To be successful in my current role as General Manager of a production nursery, you need to have experience in all the different aspects of greenlife production businesses and the supporting qualifications. I have employed people of all ages, backgrounds, and work history. The common theme with all these people is a passion for plants, the outdoors, and the environment but if you have passion for what you do, it is a lot of fun and can take you many places.

Qualifications

Since graduating as an apprentice, I have also completed Certificates in Arboriculture, Parks and Gardens, Frontline Management and Work, Health and Safety. I also have a Diploma of Horticulture; a Cert III in LEAN manufacturing and have recently completed the Masterclass in Horticultural Business with University of Tasmania.

Career Highlight

I have many. Winning the Nursery and Garden Industry Australia National Young Leader was a great professional boost. I have also been fortunate to complete horticultural study tours of Sri Lanka and Europe, attending the world's largest Hort Trade Fair in Germany. But my biggest achievement to date is holding management positions where I can develop and mentor young people in our industry. I am especially proud of developing the apprentice system currently used by Andreasens Green.



Born and raised in Western Sydney, Daniel found his love of horticulture early in life helping his father, a landscape architect, in a small nursery on the family's property.

"Growing up, I often tagged along with my father to look at different tree species in their landscapes and visit many plant nurseries - that's how I developed my passion for horticulture."

In 1998, Daniel began working with Andreasens Green commencing his horticulture apprenticeship, gaining his Certificate III in Horticulture in 2000. After a year travelling, Daniel returned to Australia and managed a small inner city garden centre.

"Working in the garden centre was valuable learning experience. I gained important insights into retail operations, greenlife supply and customer service."

Daniel soon returned to Andreasens Green as the Site Manager for their flagship fifty-acre greenlife production site in Kemps Creek. He spent time boosting his skills by earning multiple trade certificates and he took an interest in approaches to apprenticeships to attracting new staff to the business. In 2014, Daniel was awarded the peak industry body's National Young Leader Award for his whole of industry perspectives on training and education.

"Winning the Young Leader Award is a career highlight. I honestly believe that award gave me the profile and boost I needed for career progression."

After ten years with the nursery and attaining his Diploma in Horticulture, Daniel started with Garden City Plastics (GCP). Here, he expanded his knowledge of sales and manufacturing, gained valuable domestic and global experience, and achieved his certificate in LEAN manufacturing.

"Two years on, I was asked back to Andreasens Green as National Operations Manager. The opportunity to manage all four production nursery sites and my passion for horticulture made the offer too hard to resist."

Daniel spent four years in the role where he was responsible for multiple departments across a multi-site operation. In 2020 he completed the Masterclass in Horticultural Business with the University of Tasmania. Daniel's solid experience and education perfectly positioned him for his most recent venture.

"I am now the General Manager for Alpine Nurseries. My focus for the next five years is on delivering premium stock, service and supply for our customers; and to ensure the business supports continued professional development and mentoring of our people."