



INTERIOR
PLANTSCAPE
ASSOCIATION

Interior Plantscape Association of Australia
and New Zealand 2017 International Conference
Rendezvous Hotel, Melbourne, Victoria

 **CONNECT**

 **DISCOVER**

 **THRIVE**

Inspiring a growing industry

2-3 March 2017

Program & Registration Form



*Early Bird Rate
ends December
1st 2016!*

This event is proudly sponsored by:

The Container Connection (Gold Sponsor), Hort Journal (Silver Sponsor), Biemond Nurseries (Bronze Sponsor).



Interior Plantscape Association Conference 2017

Interior Plantscape Association looks forward to welcoming our delegates to Melbourne, Australia for the 2017 International Conference, where we will be delivering an exciting program over two full days, under the banner of Connect/Discover/Thrive, Inspiring a growing Industry.

Connect/Discover/Thrive aims to increase the profile of the interior plantscape industry, to bring delegates together to create valuable connections and to provide a forum to learn, discover & network with an entertaining and interactive program. Bringing you speakers from around the globe, we will explore innovative ideas in industry and design trends, present the latest scientific research, provide up to date business strategies and delve into marketing and the role of social media for business growth.

Our venue for this event is the historic Rendezvous Hotel, located at 328 Flinders Street. This award-winning hotel is within walking distance of world-class shopping, theatres and just around the corner from the many unique al fresco eateries, one-off shops and cosy little bars all nestled side-by-side in the laneways and arcades threading throughout this vibrant city.

The conference venue has a stunning exhibition space where you can see the latest products on display & talk directly with your suppliers.

We look forward to seeing you in Melbourne!

Nerida Hills

President Interior Plantscape Association
2017 Conference Chair



IPA Event Organisers

For all inquiries please don't hesitate to contact the organisers:

Nerida Hills

Interior Plantscape Association President
2017 Conference Chair

0408 108010
thepresident@interiorplantscape.asn.au

Dee Helm

Interior Plantscape Association Vice-President

0425 749030
dee@officeaustralia.com.au

Industry exhibitors attending this event:

Martin Kellock (Pots and Planters), Just Add Plants.



Keynote Speakers



Kathy Fediw

Internationally known interior plantscape consultant, author and speaker with over 35 years experience, from Texas USA. Kathy's company, Johnson Fediw Associates, provides consulting services, training workshops, online courses and other educational resources for the interior plantscape Industry world-wide. Kathy will be covering topics including Design, Pricing strategies & Recruiting top employees. Fundamental Plant care by Kathy will also be available as part of our educational workshops, the perfect training tool for your Plant Technicians.



Denis Crawford

World renowned author, photographer and insect expert from the Grampians region of Victoria, Denis has been working with insects for over 35 years either as researcher, writer, photographer, or pest management advisor. A regular contributor to Organic Gardener Magazine & Hort Journal Australia, Denis will be presenting 'Pest Management for Interior Spaces' in addition to entertaining us at our 'insect' themed conference dinner, The Butterfly's Ball and the Grasshopper's Feast, sure to be conference highlight.



Phil Edwards

Founder of Coolth.inc and expert in horticulture design specialising in green walls, living architecture and sustainability with over 35 years experience. Phil's work has seen sustainable green infrastructure become an integral part of the greater Melbourne urban landscape where he designs, constructs and maintains innovative landscapes. Phil will be explaining how a number of green wall systems work, including a discussion on lighting and maintenance and guiding us through a green wall walking tour of Melbourne as part of the conference program.

Invited Speaker



Professor Margaret Burchett

With more than 40 years dedication to academic teaching and research in the Australian interior Plantscape industry, Margaret Burchett remains an honorary Professor at the Faculty of Science, University of Technology, Sydney in the Plants for Environmental Quality Group, researching the use of indoor plants to reduce air pollution and improve environmental quality for building occupants. Over the last few years, Margaret has spoken at many international forums and we are excited to have her present some of the latest research from UTS.

Educational Workshops

Thursday March 2nd // 2.00pm – 4.20pm

We are offering a choice of workshops to run simultaneously. Tickets are complimentary for full registration delegates and additional tickets may be purchased by simply completing the workshop section of the registration form.

CHOOSE FROM:

Plant Care Topics with Kathy Fediw

Brush up on your plant care skills or take advantage of this perfect training session for your Plant Technicians & in house plant maintenance trainers – Kathy will cover topics such as Watering and Subirrigation Systems, Reducing Replacements with Pruning and Grooming Techniques & Plant Diagnostics: Pests, Diseases and Other Plant Problems.

Mac&Ernie Social Media Training with Erika McInerney

Confused about just how Facebook & Instagram work? Not sure how to create amazing content to share with your followers? Erika will present information tailored for our industry to show us how to get the most out of this important marketing tool. Make sure you bring your Smartphone, Ipad or Laptop.

Workplace Relations presented by Employsure

Ensure you are providing a safe & fair workplace for everyone by attending this informative presentation by our partners at Employsure. Learn how you can minimise the risk of unfair dismissal and adverse action claims & the importance of employee policies in your business.

Conference Dinner

Thursday March 2nd // 6.30pm – 11.30pm

The Butterfly's Ball and the Grasshopper's Feast

Join us for the Connect/Discover/Thrive Conference Dinner, themed around William Roscoe's 1802 poem The Butterfly's Ball and the Grasshopper's Feast.

Kicking off with Pre Dinner drinks & canapés, enjoy live music from folk outfit Davies West and the opportunity for some networking over Dinner in a fun, relaxed environment.

Hear Keynote Speaker Denis Crawford deliver an entertaining presentation titled 'Confessions of a bug nerd' before finishing the evening off with more live music.

We encourage you to participate in our Conference Dinner theme by accessorising with your favourite bug or insect.

Tickets are complimentary for full registration delegates and additional tickets may be purchased by completing the Conference Dinner section of the Registration Form.



Thursday March 2nd

TIME	SPEAKER	ACTIVITY / TOPIC
8.00		Registration
9.00 – 9.05	MC	Welcome
9.05 – 9.15	President	Opening address
9.15 – 9.20	Major Sponsor	
9.20 – 10.10	Keynote Speaker: Kathy Fediw	Design Trends in the US & beyond
10.10 – 10.35	Morning Tea	
10.35 – 11.00	Julie Watson – Green Design Marketing Consultant	Marketing Our Industry
11.00 - 11.50	Keynote Speaker: Kathy Fediw	Design Basics for Interior Plantscapers
11.50– 12.10	Karen Smith – Editor of Hort Journal Magazine	Strategic Alliances for the Interior Plantscape Industry
12.10 – 12.50	Lunch	
12.50 – 1.45pm	Green Building Council Australia	Green Buildings – Green Star Rating
1.45 – 2.00	MC	Workshop Registration
2.00 – 3.00	Workshops (2 hours)	Choose from: <ol style="list-style-type: none"> 1. Plant Care with Kathy Fediw 2. Macandernie social media training - Erika McInernay 3. Workplace Relations presented by EmploySURE
3.00 – 3.20	Afternoon Tea	
3.20 – 4.20	Workshops - continued	
4.20 – 4.30	Networking	
6.30	Pre Dinner Drinks & Canapés	
7.00pm	Conference Dinner - The Butterfly's Ball and the Grasshopper's Feast	

Friday March 3rd

TIME	SPEAKER	ACTIVITY / TOPIC
8.00		Registration
8.15 – 9.05	Invited Speaker: Professor Margaret Burchett	UTS Research
9.05 – 9.20	New Zealand Plantscaper	NZ Industry Report
9.20– 10.10	Keynote Speaker: Phil Edwards	Green wall systems
10.10 – 10.35	Morning Tea	
10.35 – 12.10	Keynote Speaker: Phil Edwards	Green walls walking tour
12.10 – 12.50	Lunch	
12.50 – 1.40	Keynote Speaker: Denis Crawford	Pest Management for Interior Spaces
1.40 – 2.30	Keynote Speaker: Kathy Fediw	Pricing Strategies for Plant Hire Companies
2.30 – 2.50	Afternoon Tea	
2.50 - 3.40	Keynote Speaker: Kathy Fediw	Recruiting & Retaining Top Employees in Today's Tech World
3.40 – 3.45	MC	Competition winner announced
3.45 – 4.00	President	Closing Speech



Accommodation

The Rendezvous Hotel
328 Flinders Street
Melbourne Victoria.

The Rendezvous Hotel is offering delegates a special rate of \$199 per night.

Please contact the hotel directly on 03 9250 1888 to arrange your accommodation, or use the link below and enter the promotional code provided.

Link: [Book Now](#) Promotion Code: IPLANT

Note: Delegates are responsible for booking their own accommodation and may choose one of the many great accommodation options within a short walk from the Conference Venue.

Parking

Parking is available at the Secure Car Park located directly next door to the Hotel at 300 Flinders Street. Validate your daily ticket for \$25.00 per car at the hotel reception. Alternatively Valet Parking is available through the Rendezvous Hotel at \$45.00 per car, per day. Parking is subject to availability.

What to do in Melbourne?

Why not stay on in Melbourne for the weekend to explore the many attractions this vibrant city has to offer. Overlooking the Yarra River, the Rendezvous Hotel is just a stone throw away from South Bank and Crown Casino. A short stroll away you can explore Federation Square, National Gallery Victoria, the beautiful Royal Botanic Gardens or take in the amazing views from Eureka Skydeck.

Take advantage of the City Circle Free Tram passing right by the hotel for a ride to the Queen Victoria Market, Melbourne Museum or Docklands.

For more information about what to do in Melbourne visit visitmelbourne.com





Registration Form

Please return your completed forms to Interior Plantscape Association Executive Officer, Elaine Tunn
email: info@interiorplantscape.asn.au or post to 14 Sovereign Court, Kippa Ring QLD 4021

Personal Details

Title: _____

First Name: _____

Last Name: _____

Position: _____

Organisation: _____

Address: _____

State: _____

Postcode: _____

Phone: _____

Email: _____

Names to appear on name tags: _____

Dietary Requirements for Conference Catering: _____

Conference Registration Form

CONFERENCE REGISTRATION

Full Delegate Registration includes:

- Attendance at all sessions throughout 2 day Conference
- Morning tea, lunch & afternoon tea on both days
- Name Badge & Conference Bag
- Conference information package
- Conference Dinner with Speaker Denis Crawford
- 1 breakfast (provided Friday 3rd March)

SINGLE DAY REGISTRATION

Day Registration includes:

- Attendance at all sessions on specified day only
- Morning tea, lunch and afternoon tea on specified day
- Name Badge & Conference Bag
- Conference information package

Please note that day registration does not include breakfast or conference dinner.

Please specify the day you wish to attend:

Thursday 2nd March

Friday 3rd March

QTY	FULL CONFERENCE REGISTRATION	EARLY BIRD RATE (ends 1st Dec)	STANDARD RATE
	Member	\$605.00	\$715.00
	Non-Member	\$770.00	\$880.00
(FULL CONFERENCE) REGISTRATION TOTAL			

All prices are GST inclusive
*See over page for Student Rates

QTY	SINGLE DAY CONFERENCE REGISTRATION	EARLY BIRD RATE (ends 1st Dec)	STANDARD RATE
	Member	\$330.00	\$385.00
	Non-Member	\$440.00	\$495.00
(SINGLE DAY) REGISTRATION TOTAL			

All prices are GST inclusive
*See over page for Student Rates

Your choice of Educational Workshop (2 hours plus afternoon tea break)

Workshops are complimentary for Full Delegate Registration or Day Registrations for Thursday March 2nd, please indicate your workshop preference:

Additional Educational Workshop Tickets

For additional tickets please complete the section below indicating quantity of tickets required and applicable rate. Rate includes afternoon tea.

QTY	WORKSHOP REGISTRATION	MEMBER EARLY BIRD (ends 1st Dec)	MEMBER STANDARD	NON-MEMBER EARLY BIRD (ends 1st Dec)	NON-MEMBER STANDARD
	Plant Care with Kathy Fediw Perfect for Plant Technicians!	\$165.00	\$220.00	\$198.00	\$253.00
	Macandernie Social Media Training with Erika McInernay	\$165.00	\$220.00	\$198.00	\$253.00
	Workplace Relations with Employsure	\$165.00	\$220.00	\$198.00	\$253.00
(SINGLE DAY) REGISTRATION TOTAL					

Names for Additional Workshop Tickets: _____

Conference Registration Form

Conference Dinner - The Butterfly's Ball and the Grasshopper's Feast

Please indicate your attendance at the function below and any additional tickets required.

QTY	FULL CONFERENCE REGISTRATION	RATE
	Delegate	Inclusive
	Additional Tickets	\$132.00 / person
CONFERENCE DINNER TOTAL		

Names for Additional Dinner Tickets: _____

Special Dietary Requirements: _____

Cancellation Policy

Cancellations received in writing by February 15th 2017 will be accepted and all fees refunded less a 20% administrative fee. Cancellations received after this date cannot be accepted and will not be refunded.

Registrations may be transferred to another person provided IPA is informed in writing prior to February 15th 2017.

Privacy Policy

IPA will collect and store information you provide in this registration form for the purposes of:

- Registering your attendance at the conference
- Plan and develop the Conference and other events in the future
- Meet your requirements in relation to the Conference

A delegate list containing names, organisation, location & email address will be compiled to be made available for sponsors & exhibitors. Registrants may withhold consent for disclosure of their contact details to sponsors and exhibitors by notifying IPA in writing.

Summary of Payments

Conference Registration: _____

Workshop/s: _____

Conference Dinner: _____

TOTAL PAYMENT DUE: _____

Upon receipt of your registration form and full payment, you will be issued with a Tax Invoice.

***STUDENT RATE available at 50% of the applicable fee.**

To be eligible for the students rate you must be a FULL TIME student at the time of the conference and a copy of student ID must be submitted with the registration form. Current Student ID is also required for verification upon collection of name badge at the conference.

PAYMENT OPTIONS

Credit Card:

For Credit Card processing please call Executive Officer Elaine Tunn (M) 0452 590 255

Visa Mastercard

Card Number: _____ Expiry Date: _____

Authorising Amount: _____ Name of Cardholder: _____

Direct Transfer:

BSB: 064 174 // **Account No:** 00900461 // **Account Name:** National Interior Plantscape Association // **Ref:** Business Name