

Trade / Retail Release

June 2011

***'The Australian Garden Collection'* will be launched in October 2011. This is a range of tried and true Australian native plants, inspired by the Australian Garden at the Royal Botanic Gardens Cranbourne. Plants will be available in selected independent retail nurseries.**

'The Australian Garden Collection' brings together the respected horticultural talents of the Royal Botanic Gardens and the expertise of key Victorian nurseries in the selection, propagation and growing of this exciting new collection of garden assets.

"The real-life performance of this collection in the Australian Garden showcases their adaptability and reliability", John Arnott, Manager, Horticulture, at the Royal Botanic Gardens Cranbourne said. "Consumers have the opportunity to see these plants performing in true local conditions, as well as view their uses and attributes first hand simply by visiting the Australian Garden". Plants selected for the first release of ***'The Australian Garden Collection'*** are based primarily on plant performance within the Australian Garden at Cranbourne, Candidates were then nominated for distinctive appearance, interesting foliage and/or unique flowering features.

"This is very exciting because for the first time there is a link between the Public Garden and the consumer" said Mark Lunghusen, Director of Outback Plants, who is co-ordinating the program. "The public have been going to the gardens for years asking where they can get some of these plants and now there is an answer - your local independent retail nursery".

The Australian Garden at the Royal Botanic Gardens Cranbourne is one of Victoria's most precious areas of native bushland offering gardeners and nature-lovers the chance to explore Australian flora, landscapes, art and architecture among 363 hectares of superb heathlands, wetlands and woodlands. Of the 90,000 people visiting Cranbourne each year,

50,000 explore the award-winning Australian Garden designed by Taylor Cullity Lethlean and Paul Thompson; affirming its status as a genuine source of garden inspiration.

Stage 1 of the Australian Garden, which was opened to the public in May 2006, provides consumers with many differing experiences including the arid inland landscapes of central Australia; they can be amazed by the massive Escarpment Wall sculpture and admire the beauty of the 100,000 plants on display. There are many beautiful and hardy plants in the Australian Garden that are highly suitable for use in home gardens.

The nine hectares comprising Stage 2 of the Australian Garden will extend the success of Stage 1 and enhance community engagement and visitor experiences. The Australian Garden Stage 2 is due for opening in 2012 and will complete one of the most significant landscape projects in Australia, providing a fitting culmination to an internationally unique landscape experience. Contemporary design, specialist horticulture, art and programs will feature amongst a series of varied and dramatic landscape settings. A show garden inspired by the Australian Garden won a Gold Medal at the recent RHS Chelsea Flower Show in London.

Outback Plants Pty Ltd is co-ordinating this program on behalf of the Royal Botanic Gardens with Mansfield's Propagation Nursery and Warren Park Nursery as the selected propagator and grower. This special collection will carry distinctive labelling with detailed descriptions and cultivation notes. Better still, each variety will be easily identifiable within the magnificent Australian Garden at Cranbourne.

This is an exciting and unique opportunity for retail nurseries to support the Royal Botanic Gardens Melbourne with the launch of 'The Australian Garden Collection'. A percentage of the proceeds from the sale of plants in this collection will contribute to the ongoing development of the Royal Botanic Gardens in both Melbourne and Cranbourne.

To ensure product orders for this new and exciting range of exceptional performing Australian plants and to answer all distribution enquiries, please contact the sales team at Warren Park Nursery on 03 9796 8916.

For more media information on this program, please contact:

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