

Fifth year magazine milestone is bloomin' marvellous

The Queensland cut flower and foliage industry is celebrating the fifth anniversary of its industry journal *Australian Flower Industry* magazine by acknowledging the efforts of DPI&F staff that helped to make it possible.

Australian Flower Industry magazine is produced in Queensland and is based in the Flower Association of Queensland (FAQI) offices at the Department of Primary Industries and Fisheries Redlands Research Facility. The magazine is provided for free to 2500 industry members nationally including suppliers, researchers, florists and of course the primary producers that underpin the industry.

FAQI have shared a long and productive collaborative relationship with DPI&F and have co-funded a DPI&F industry development officer to assist to undertake jointly agreed activities. One of the initiatives that emerged from this partnership was to address the lack of a national body and more specifically the lack of national communication between growers, the respective state and federal governments and between researchers, industry suppliers and interstate industry organisations.

To address this critical industry problem the FAQI board conceived the *Australian Flower Industry* magazine idea and it was established by DPI&F officer Shane Holborn in September 2003. The award-winning magazine has gone from its relatively humble beginnings to a world-class industry journal under the current management of jointly funded DPI&F officer Denyse Corner.

Some of the journal's achievements include:

- The financial sustainability of the magazine - which has been self-sustaining from its first year of production;
- Engagement of the national industry including the recent addition of a florist section to further encompass key members of the cut flower and foliage supply chain;
- Winning the 2005 Rural press Industry Communication Award as part of the DPI&F Primary Industries Week awards;
- The magazine has gone from one editor/advertising/circulation person to provide employment for four Queenslanders including an Editor, Production Assistant, Advertising Salesperson and Layout Designer;
- A healthy subscription list which includes industry members from every state and territory in Australia as well as international subscribers in countries such as New Zealand, England, the Netherlands, Japan and China.

President of the Association Mr Brian Shannon has written to thank the Minister and has stated "the department's support in establishing this initiative has been very much appreciated by the flower association and the wider industry and I trust we can continue to achieve similarly outstanding results in all of our future collaborations".