

NURSERY & GARDEN INDUSTRY VICTORIA

# groundswell

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## Jenny Boyer

ROOTOLOGY PTY LTD

*Specialist tree root and soil moisture management consultancy & National distributor of RootBarrier®*

### **Why did you run for the position on the Board?**

While I have been working in the closely related field of arboriculture for over 10 years now, I have become acutely aware of the challenges facing the nursery and garden industry since creating Boyer's Nursery & Café almost four years ago. I have always been a strong believer that industries need an organized body that can actively represent and effectively lobby on behalf of its members, and as a result Boyers joined the NGIV as soon as we opened. Both the NGIV and its members have been of great assistance to me and I now have the time to give something back, and with my background in marketing and design and my recent experience in the Nursery I believe I have the skills to make a worthwhile contribution to the association.

### **What do you hope to achieve during your time on the Board?**

Since the beginning of the Think Tank Committee at the start of 2005 I have enjoyed the stimulation and the opportunity to use my experience and skills gained in the design, marketing and advertising industries. I hope to ensure that our messages and methods of communication within the NGIV, to our members, the industry, associated industries, our customers and the general public are appropriate and therefore effective.

### **What do you believe are the most important industry issues for the Board of Executives to address?**

I think that it is important for the Board to focus on the big picture and the future direction of the industry. The important industry issues that are affecting this direction are Water, Environment, Economics, Leisure and Life Style. I believe it is critical for the NGIV and the NGIA to be in a position where we understand the ever changing realities and perceptions of these critical elements and the ways in which they impact and affect each other. With this understanding, the NGIV will then be in a position to forecast and influence the direction of the industry and lead its members.

## About Jenny Boyer

*Jenny grew up on a sheep farm in Victoria's Western District before moving to Melbourne to study at University. She lives with her husband, Gerard Cashill, and their children, Finn (5), Sean (3) and Tomi (1).*

*Jenny is a qualified Arboriculturist with a professional background in design and marketing. She has a Diploma and an Honours Degree of Art (Graphic Design) from Swinburne University and spent the first 10 years of her career working in design, production and marketing, including two years in Japan.*

*Jenny became the Managing Director of Rootmasters Pty Ltd in 1995 and has a Graduate Diploma of Applied Science (Horticulture (Arboriculture)) from The University of Melbourne, Burnley Campus. She was awarded a fully funded Scholarship from The University in 2001 and is currently studying part-time for a Master of Forest Science by Research.*

*After opening in December 2001, Boyer's Nursery became an Accredited Garden Centre in 2003. The Nursery won the Marketing Excellence Award for Victoria in 2002/2003, the Best Boutique Garden Centre Award for Victoria in 2004, and a Bronze Medal for the Best Show Garden at MIFGS in 2004.*

*Following the recent closure of the Nursery and the sale of Rootmasters, Jenny's new venture, Rootology Pty Ltd, will encompass her arboricultural consulting services and the importing and national distribution of RootBarrier®.*

*Jenny is a member of many associations and professional committees. These include:*

**2000 to present** – Technical Working Group Committee Member, writing the Australian Standards for the 'Protection of trees on development sites' and 'The pruning of trees' for Standards Australia

**2005 to present** – Think Tank Committee Member, developing the 'You can' marketing campaign for the Nursery & Garden Industry of Victoria (NGIV)

**1999 to 2001** – Director and Executive Committee Member of the International Society of Arboriculture Australia Chapter