



# LIAWA ANNUAL REPORT 2022-23



## President's Report – Darren Seinor

The past financial year, 2023/23 has been a dynamic period for our Association, marked by some challenges, progress and accomplishments. Throughout this time, we've witnessed changes, tackled new hurdles and embraced promising opportunities.



I want to extend my sincere appreciation to our dedicated Board members and each member who contributed tirelessly to the Association's operations this year. Your collective efforts have been instrumental in nurturing the growth and development of LIAWA. Your commitment and the countless hours you have spent volunteering and I acknowledge their contribution.

Regrettably, this year saw the departure of valued Board members: Danny Murabito, Andre Pedroli, Kerrie Lindh and Alessio Paoletti. Their insights, encouragement and friendship have left a positive impact on the Association's journey to date. I offer my heartfelt thanks and look forward to maintaining our connection with each of them in the years to come.

We also experienced a significant shift with the departure of our longstanding Executive Officer, Matthew (Matt) Lunn who transitioned into the turf industry. Matt's extensive contributions over the years have been instrumental in establishing an important and close connection with our members, particularly through his deep-rooted horticultural knowledge. I wish him every success in all his future endeavours.

In response to this transition, LIAWA welcomed Christine Stanton as our new Executive Officer. Her exceptional performance, even in the demanding task of delivering the LIAWA Awards of Excellence shortly after joining, has been commendable. Amid challenges, Christine has persevered and I look forward to working with her into the next year and beyond.

Our events continue to be a cornerstone of our LIAWA's purpose. This year, the LIAWA Awards of Excellence took place at the impressive Optus Stadium, showcasing outstanding member submissions. The night proved to be a resounding success and I express my deepest gratitude to everyone who contributed.

The Jim Fogarty Masterclass drew significant attendance, offering valuable insights into landscape design. The subsequent panel Q & A session added further value to members and the public who attended this event.

Trade nights, as always, provide an excellent platform for networking in a relaxed setting, allowing members to connect with sponsors, suppliers and industry partners.

Our collaboration with Bailey's Fertilisers resulted in a vibrant Melbourne Cup function, followed by a very festive Christmas party in conjunction with WALDA members. The forthcoming events calendar promises engaging networking opportunities for all those that attend.

As an Association, we remain committed to financial responsibility while delivering impactful events, advocacy efforts and industry recognition. I extend my thanks to our sponsors and partners whose support enables us to champion our industry effectively.

Looking ahead, LIAWA's future is clear, emphasising enhanced governance, a diverse board and partnership with the training sector, especially TAFE. Our goal is to cultivate a skilled workforce, increase public awareness and enhance the value of membership.

It is worth reminding everyone that our members are the heart and soul of LIAWA. I strongly encourage each of you to engage actively with the Association, share your opinions and suggestions where you can. The direction we take is guided by your input and aspirations.

As we look to the future, I look forward to another promising year for LIAWA.



## What it takes...LIAWA's Bold Shift: A path to progress and success



In February, LIAWA appointed Christine Stanton as the new Executive Officer to replace Matthew Lunn who had held the position for the past four years. The handover session was brief, leaving Christine with little time to absorb the vast knowledge of the Association's operations, recent activities and current priorities.

With just five weeks until the crucial LIAWA Awards of Excellence night, there was much to do. The event's organisation was far from complete, with only the venue secured, an entertainer booked and a mere 20 tickets sold and meagre three award submissions received. It was undoubtedly a baptism of fire and the road ahead seemed to be challenging at the time. Some called for the event to be scrapped. Yet, LIAWA is a resilient and resourceful association. With the support of members, the Board and other interested parties, it was resolved to face the challenges head-on and turn things around for the Award's success.

In a gala evening at the outdoor Skyview Lounge at Optus Stadium, more than 190 people attended a lavish celebration of the industry. Sixty (60) nominations were received in seventeen (17) categories covering residential, commercial, its people, students, cultural significance, design, outdoor living and parks and gardens, support industries, plus design and construction in entertainment precincts, offices and shopping centres.

In a showcase of WA's most amazing landscaping and gardening projects, the LIAWA Awards recognised outstanding achievements and the high standards shown by the professionals in our unique landscaping environment.



**2023 Winners include:**

Waterwise Garden of the Year: Tim Davies

Landscapes: Cottesloe

Garden Renovation of the Year: The

Greenscape Collective – Regents Garden

Design of the Year: Tim Davies Landscapes:

Peppermint Grove

Outdoor Living Space: Tim Davies Landscapes:

Peppermint Grove

Residential 2022 – The Future of Landscapes:

Tim Davies Landscapes: Peppermint Grove

Project

Display Garden of the Year: Instant Gardens:

VM Building Display Home

Recreational Feature: Landscape Elements:

Collier Park Mini Golf

Student of the Year: Aidan Williams – Deep Green nominated

Employee of the Year: Josh Demczuk - LD Total nominated

Innovative Green Infrastructure: Deep Green Landscaping: Verdant Apartments

Cultural Significance: Deep Green Landscaping – Curtin University Indigenous Learning Circle

Design and Construct of the Year: Kardan Australia – Senses and Therapy Garden

Parks and Open Space: Deep Green Landscaping: Curtin Exchange

Business Ingenuity: Perth Materials Blowing

Supportive Supplier: Perth Materials Blowing – Slinger Truck



The major award was 2023 LANDSCAPE OF THE YEAR won by TDL

Thanks to the unwavering support of major sponsor Hunter Industries and supporting sponsors Benara Nurseries, Domus Nursery, Water Corporation and Cambridge Insurance Brokers, the Awards were a resounding success.



### **An Uncoupling**

Up until February this year, the LIAWA Executive Officer was also the Executive Officer for NGIWA and from 2019 until January 2023, there has been shared services between the two associations, including many operational activities.

There has been little separation between the activities from one Association to the other, although separate accounts have been kept.

Storage facilities have been shared between the two associations until April, 2023. It is worth noting that the board resolved to close the storage facilities contract. It has move the large LIAWA installation letters from expensive storage facilities in Guildford to now be relocated at Danny Murabito's property in Herne Hill. Other LIAWA assets are being stored at President Darren Seinor's property to reduce the financial burden on the Association.

Furthermore, a significant portion of the activities provided by each association have been mutually shared. This encompassed not only events, festivals and display gardens but also jointly coordinated and branded equipment and programs.

NGIWA welcomed Lisa Passmore to take up the Executive Officer role and LIAWA has a strong and collaborative working relationship which will continue to build with many future and joint opportunities identified in the pipeline.

### **Governance**

All Associations must undertake a high level of governance and operational rigour to be sustainable. Unfortunately, LIAWA is trailing in these areas and as a result the financial position of the Association has been challenging to manage.

Constitutional changes were required to meet the needs of the Association and as such LIAWA proposes to make changes to its 2020 amended Rules of Association.

The Board of Directors has reviewed the LIAWA Rules of Association and wish to amend the Rules to adequately reflect the requirements of the Association. It plans to make changes to uphold higher standards of governance and apply greater scrutiny to its performance and function, so it may support the membership and create greater financial sustainability for the Association.

Four amendments are proposed; a change to the membership rule to broaden the skills and experience of the board; increase the frequency of meetings; change the composition of the committee and their duties; change the length of term of the office bearers.

Four amendments are proposed; a change to the membership rule to broaden the skills matrix of the board; increase the frequency of meetings; change the composition of the committee and their duties; change the length of term of the office bearers.

### **New Members in 22-23**

**LIAWA welcomed the following new members:**

Kardan Constructions; Naturaliste Landscape Supplies; Outdoor Style Landscapes; Thorne Landscaping; Aqualux Lighting; Concepts & Construction P/L; Creation Landscape Suppliers; Fabre



Designs; Frenchams Wholesale Nursery; Greenman Services; Jaycee WA P/L; Mapei Australia; Marvell Tile and Stone; Newground Water Services; Renoscape WA; Shape n Scape; Landscaping; Suitz Landscaping; The Forever Project; Treerings; WG Outdoor Life

### **Maintaining Register of Members**

While there had been a lapse in its maintenance, the member register is now up to date and the Executive Officer will maintain responsibility for this area on an ongoing basis.

### **The Board**

The LIAWA Board are volunteers. All have their own full-time businesses and contribute a significant amount of their time, expertise and knowledge to provide the best outcomes for members.



Training and upskilling has been a focus. As such, the Board is currently contributing three members to the South Metropolitan TAFE Horticulture & Landscaping Industry Advisory Group to provide better training options for the next generation of landscapers and landscape designers.

Added to this, LIAWA is partnering with the Water Corporation to provide upskilling in Waterwise training. LIAWA propose updating the current online training content and will look to its board with the support of South Metropolitan TAFE and staff at Water Corporation to update the content for the online courses. Reviewing and writing course materials is expected to take some time and resources.

Thanks to the Board for 2022-23 for their generosity, dedication and expertise; Darren Seinor (President), Joshua O'Keefe (President Elect), Nathan Phillips (Vice President); Alessio Paoletti (resigned April), Lisa Hall, Grahame Houston, Kerrie Lindh (resigned February), Danny Murabito (resigned June), Andre Pedroli and Stacey Shepherd.

A matter of governance, the President Elect's position was not attended to at the last AGM and was recently addressed by the board to meet the rules of office bearers.



LIAWA advocates on behalf of members to make the regulatory environment better for the sector.

Training and education, industrial relations, occupational health and safety, compliance and alignment with allied industries are all environments that LIAWA strives to positively influence to aid its members.



### **Operational Challenges**

The Associations' IT infrastructure encountered some challenges in February. So for the next three months LIAWA's communication was compromised. This coupled with the current state of LIAWA IT infrastructure has presented some challenges.

Presently, the website is undergoing an upgrade to meet the needs of the Association and provide easier access by members.

These IT issues have impacted the delivery of the Waterwise online Training program and as such Water Corporation has put a hiatus on new only accreditations until the website is fixed and the content of the programs updated.

### **Financial Sustainability**

Although LIAWA's financial situation experienced a setback in the fiscal year 2023-24, there is a justifiable anticipation of more favourable financial results in the upcoming year.

LIAWA has several operational issues that need resolving, which if they are not addressed now will impact on the financial sustainability of the Association long term.

Previously, LIAWA encountered financial challenges stemming from the changeover of Executive Officers. Furthermore, the lack of maintenance for the 2018 installed website has led to persistent IT issues, incurring substantial financial burdens for the Association. Events held during the initial half of the fiscal year adversely impacted on the Association's financial position.

A look to the future will bring new income streams and this includes the potential to provide a new program of Awards in 2024.



### **Financial Report – Lesley Power Financial Officer**

The following is a summary of key points on Financial Statements for the year ending 30 June 2023.

A change of Executive Officer (EO) along with some technology issues created a challenging environment for the LIAWA Administration in 2023.

Net profit/surplus decreased from a surplus of \$3,814 in 2022 to a loss/deficit of \$18,552. There were many unanticipated and additional costs that were incurred in the transition to the new Executive Officer and developing a more robust technology environment for LIAWA to operate in.

Membership fee income continued its upward trajectory, increasing 20% over the previous year.

Administration type costs also increased approximately 20% over the prior year, but it is reasonable to expect that some of these costs are “once-of” type costs that would not expect to be replicated in 2023/2024.

Various member events held throughout the year were also largely funded by LIAWA which added to the overall drain on LIAWA’s funds.

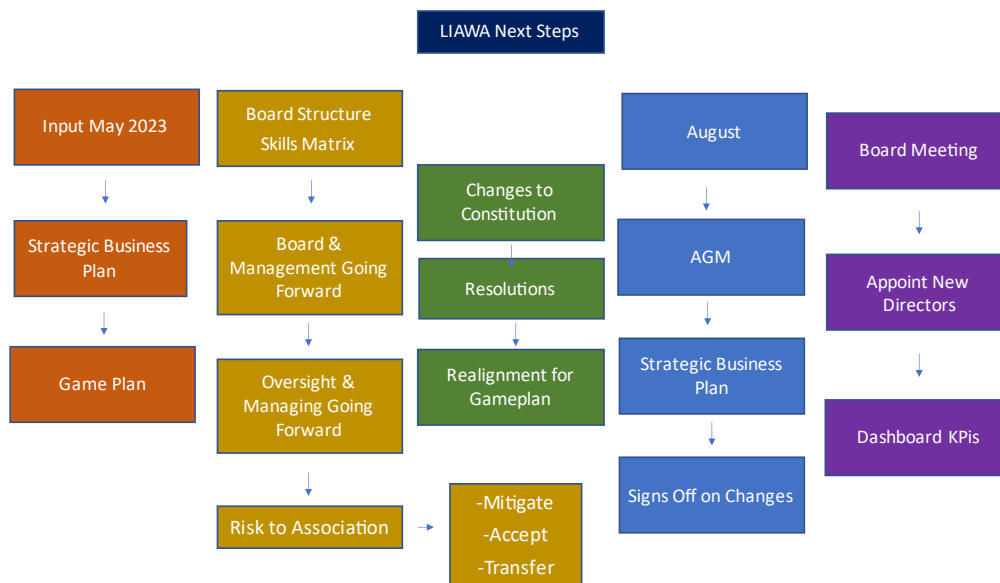
The Podcast’s drain on funds was also greater than in prior years, again contributing to drain on the Association’s funds.

Whilst LIAWA’s financial position took something of a hit in 2023/2024 it is reasonable to expect a more positive financial outcome in the coming year.

*Balance Sheet and Profit and Loss at the end of this report.*

### Strategic Plan

In May, the Board began its strategic planning for the Association. With the assistance of Dr Alan Rees (a member of the Australian Institute of Company Directors and lecturer in governance, risk management, strategic planning and project management), the Board undertook the first stage of planning. A matrix has been put together to provide the next steps in moving the plan forward.





## **Administration**

**GST Removal from all advertising fees and rates** – It became evident that LIAWA was not promoting its fees and charges as GST inclusive and therefore as an ATO requirement that all fees must be promoted as GST inclusive changes have been made to reflect this and LIAWA is now compliant.

## **Change of Postal Address**

A change of post office was made in May, LIAWA's mail is now delivered to PO Box 390 Floreat Forum, WA 6014.

## **IT Challenges**

LIAWA is working with an outdated website and has had significant critical issues for remediation as a result. To determine and remedy these IT issues has been exhausting and costly to this point. To have them resolved, many thousands of dollars will need to be spent to continue to communicate with members effectively and run online training programs.

The aim at this stage, is to have these issues resolved by the end of September 2023.

## **Resourcing**

Over the past six (6) months, it has become apparent that the workload required to manage LIAWA's operations is greater than imagined with a small group of workers.

Wages and salaries are a major cost to any organisation and LIAWA is no different. To run this association with the current operational requirements, requires a minimum of 4 FTE. However, LIAWA doesn't have any reserves to meet these requirements and currently its part-time staff are donating/volunteering many hours to keep LIAWA functioning. To move back to volunteers managing an organisation with this many moving parts would be challenging. Therefore, to continue support by LIAWA's stakeholders, more engagement by members is needed to take up sub-committee roles to drive this peak body forward.

My thanks to part-time contractors Jane Cleary, for providing generous support to the Association and Lesley Power for her work with finance during the past year.

## **Why do members have to pay for Events**

An in-depth review of events in May 2023 found that LIAWA was in significant deficit. A total budget review found that several areas were causing financial stress to the Association. The Board was made aware and chose to make changes to event management.

Costs are increasing every day and the risks and regulations in conducting events are tightening.

For some background, LIAWA events held in the first half of the financial year, where all food and drink were provided at no cost to members, caused the Association significant loss. This along with several other significant unplanned financial expenses, have taken its toll on the operations of LIAWA.

## **Every event FREE**

There is no 'fat' in running events. They are not profitable; however, the Board is committed to providing networking opportunities as a key to building and shaping this industry. LIAWA supports providing targeted events within the capacity of the Association to deliver them.



It is important to note that events charge a variety of costs; venue hire, insurance, liquor licences, security, food and beverage, speaker fees, travel, accommodation, staffing (RSA required) plus administration costs.

So, while some members might be disappointed that some LIAWA events will require a small fee to attend, those events will still be subsidised. It is proposed to keep event costs as low as possible.

### Volunteers

The successful executive of LIAWA's functions and events relies on the backing of its members, guided by the Board. Various sub-committees will be essential in multiple domains such as events, training, finance, IT, awards, design and memberships. LIAWA members are encouraged to come forward and actively contribute to steer the association forward.

### Promotions

Landscape Contractor Magazine – content is created and provided regularly by the Executive Officer.

Outdoor Design Source is also content created provided regularly by the Executive Officer

Champion of Champions 22/23 Awards – Universal Media Co – thank you to Lisa Hall, LIAWA Board Member and SM TAFE Lecturer who was LIAWA's representative Judge

NGIWA – Perth Garden and Outdoor Living, LIAWA members are requested to create and erect display gardens at the Festival May, 2024. Plans to tender for the 2024 event are being considered, however this can only be achieved with the support of LIAWA members.

The West Australian, Sunday Times and Post Newspapers – pre and post Awards media releases were disseminated in March, 2023 with mixed results.

### Sponsors/Partners

LIAWA has been fortunate to be supported by a dedicated and benevolent group of sponsors and partners.

It is with much appreciation and thanks we recognise the following:

Major partner – Water Corporation has been aligned with LIAWA since 2009 and continues to be a significant partner with the Association.

Gold sponsors – Benara Nurseries, Hunter Industries, Frenchams' Nurseries

Silver sponsors – Cambridge Insurance Brokers, Domus Nursery, Lawn Doctor and Reece

Bronze - Aqualux Lighting, Mapei, Urban Forrest Care, Strata Green, Midland Brick, New Tech Wood, Nutrien Water, Soil Solver and Miniquip



Media Partners – Landscape Magazine and Outdoor Design Magazine

In reviewing the membership requirements, it became apparent that memberships that had been offered inclusive of sponsorship in the past, were not within Rules of the Association and as such, memberships are now treated separately to sponsorships.

The sponsorship program has been replaced with a partnership program.

Sponsorships are now linked to events, projects and programs.

### **Programs, Projects and Future Calendar prospects**

- Owners/Managers only special events are planned for the second half of 2023. The first is the August 31<sup>st</sup> - Commercial Owners Long Lunch
- Business Forums are planned for 23-24 financial year covering compliance, debt recovery, insurances, project management, staff augmentation, recruitment and retention; legal and mediation; customer service
- Person Focus – mental health, occupation safety and health, team building, leadership
- Family day – member project suitable for a family day (venue suggestions welcome)
- Waterwise training to go regional – Southwest will be held October 2023
- Waterwise Landscaper and Garden Design Student/Apprentice Education Forum/Workshop
- Waterwise Landscaper and Garden Design online training update content writing
- Allied Industry Networking and Upskilling – Turf Growers Association – August, September and October
- Trade Supplier networking events; equipment, products and services
- Rates Guide – update content and promotion
- Podcasting – program to be tailored and streamlined to meet demand and fall within budget.
- Contracts and member templates updating
- Trade Night – 7 September, 2023 at the Perth City Farm
- Landscape Design – Paul Bangay presentation November 21, 2023
- Charity Fashion show, November 2023
- Celebration events and LIAWA socials

### **Summary**

The past six months have brought significant change. With a renewed emphasis on enhancing LIAWA's governance and prioritising operational efficiency, the Association can rechart its course and cultivate its membership base.

Also being considered is an alignment with allied industry bodies, with the potential to generate increased membership, an improved bottom-line and greater recognition for the industry.

The Board, composed of dedicated fee-paying members, contributes their time and expertise selflessly to benefit fellow members by shaping an association that aspires to become a reputable professional entity. The Board's diverse skill set can only propel the Association forward, instilling confidence that the membership will thrive.

The operational costs in managing any association are substantial, and LIAWA is no exception. Celebrating its 45th year, LIAWA has been operating without reserves to navigate the changing economic landscape. It's imperative to establish reserves and actively seek new revenue.



## **Value proposition**

The motivations behind members joining an Association, especially a peak body such as this, vary widely. While some smaller operators might see an Association as an excellent opportunity for social engagement, others seek an Association that advocates for their industry, serving as the voice for change and championing their status as the leading industry body. LIAWA's website articulates the Association's purpose as follows:

LIAWA elevates professionalism and promotes members as a preferred business to the public. All members are bound by our Code of Ethics and Values and are required to demonstrate and maintain an excellent standard of workmanship, creativity and constant high level of customer service. LIAWA members are committed to improving standards through regular professional development and are encouraged to network and build relationships with other LIAWA members to help benefit the industry.

Guided by its visionary board, innovative programs, and steadfast partnerships, LIAWA is poised to shape the landscape of Western Australia's landscaping industry, forging a path to a bright and prosperous future.

.....

- END -





Figure 1 Landscaper of the Year 2023 - Tim Davies Landscaping



Figure 2 Waterwise Promotion



# Balance Sheet

Landscape Industries Association of W.A. (Inc.)

As at 30 June 2023

	30 JUN 2023	30 JUN 2022
<b>Assets</b>		
<b>Bank</b>		
BankWest Bank Account	30,744.69	41,860.99
BankWest Debit Card	197.00	1,219.79
<b>Total Bank</b>	<b>30,941.69</b>	<b>43,080.78</b>
<b>Current Assets</b>		
Accounts Receivable	7,783.67	960.00
Awards of Excellence	-	2,861.04
Event Deposits	1,207.50	703.95
<b>Total Current Assets</b>	<b>8,991.17</b>	<b>4,524.99</b>
<b>Fixed Assets</b>		
Computer Equipment	3,638.13	2,701.81
Less Accumulated Depreciation on Computer Equipment	(1,919.71)	(1,123.65)
Office Equipment	3,699.79	2,557.79
Less Accumulated Depreciation on Office Equipment	(2,078.33)	(1,077.64)
<b>Total Fixed Assets</b>	<b>3,339.88</b>	<b>3,058.31</b>
<b>Total Assets</b>	<b>43,272.74</b>	<b>50,664.08</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	2,860.01	6,921.73
GST	758.51	(950.94)
Membership Invoiced or Paid In Advance	31,526.93	15,777.73
PAYG Withholdings Payable	1,214.00	3,450.00
<b>Total Current Liabilities</b>	<b>36,359.45</b>	<b>25,198.52</b>
<b>Total Liabilities</b>	<b>36,359.45</b>	<b>25,198.52</b>
<b>Net Assets</b>	<b>6,913.29</b>	<b>25,465.56</b>
<b>Equity</b>		
Capital	4,860.84	4,860.84
Current Year Earnings	(18,552.27)	3,814.35
Retained Earnings	20,604.72	16,790.37
<b>Total Equity</b>	<b>6,913.29</b>	<b>25,465.56</b>



# Profit and Loss

## Landscape Industries Association of W.A. (Inc.) For the year ended 30 June 2023

	2023	2022
<b>Trading Income</b>		
Membership Fees	85,990.51	71,514.37
Sponsorship Income	18,077.50	20,462.50
Waterwise/WaterCorp Income	15,500.00	15,000.00
Event Income - Awards of Excellence	45,347.52	-
Event Income	9,660.49	2,818.18
Consulting Fee Income	-	409.09
Podcast Income	1,500.00	2,100.00
Stripe Fees Reimbursement	367.39	266.01
<b>Total Trading Income</b>	<b>176,443.41</b>	<b>112,570.15</b>
<b>Gross Profit</b>	<b>176,443.41</b>	<b>112,570.15</b>
<b>Other Income</b>		
Sundry Income	375.63	254.57
<b>Total Other Income</b>	<b>375.63</b>	<b>254.57</b>
<b>Operating Expenses</b>		
Administration Costs	115,095.80	95,855.64
Event Costs - Awards of Excellence	46,161.07	-
Event Costs	27,893.94	8,894.94
Podcast	6,220.50	4,259.79
<b>Total Operating Expenses</b>	<b>195,371.31</b>	<b>109,010.37</b>
<b>Net Profit</b>	<b>(18,552.27)</b>	<b>3,814.35</b>

