



Mission Statement: To grow and promote the Wildflower Industry in NSW, which is based on Australian native flowers and foliage, as well as selections from South African Proteaceae.

Background:

The Wildflower Industry Network NSW Inc. has evolved from the Waratah Industry Network which commenced in 1994. As the name implied, the focus of the Waratah Industry Network was waratahs. Over the years the Waratah Industry Network undertook a number of projects to enhance grower understanding of waratahs, to promote the waratah as a cut flower and to liaise with NPWS over grower concerns relating to tagging and grower registration.

Over this last decade many changes have occurred in the wildflower industry in NSW. With the demise of the former State organisation, it seemed appropriate that the Waratah Industry Network should evolve to represent the interests of all NSW wildflower growers. With the support of Native Flower Growers Association (Mid-North Coast), the Wildflower Industry Network NSW Inc. came into being in June 2011.

Currently (2011- 2014), the Wildflower Industry Network NSW Inc. in conjunction with RIRDC and the University of Sydney and with the support of WFA is undertaking a Waratah Flowering Project. The aim of the project is to identify flowering trigger/s with a view to growers eventually being able to manipulate waratah flowering.

Objectives of the Association: To support the interests of commercial growers and other parties with a commercial interest in wildflowers throughout NSW by:

- Exchange of commercial information;
- Exchange of technical information;
- Initiation of technical research
- Collective action on industry issues.

Contact Person: Secretary: Frank Allatt
Phone: 02 4567 2093
Email: fallatt@bigpond.net.au



Farm Visit – inspecting Grevillea



Flowering project underway – data collection