

SERVICING SOUTH
EAST QUEENSLAND
WITH AUSTRALIA'S
PREMIUM LAWNS

Australian Lawn Concepts

Servicing Brisbane, Ipswich,
Gold Coast & N.NSW

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Boyland, 4275
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Mon– Fri: 6am-5pm
Sat: 8.30am-12pm

Glenview Turf

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Sunshine Coast & Gympie

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Mon– Fri: 6am-5pm
Sat: 7.00am-11am

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ISSUE 14

AUGUST 2011

Laying down the Lawn!



Boss's Blurb

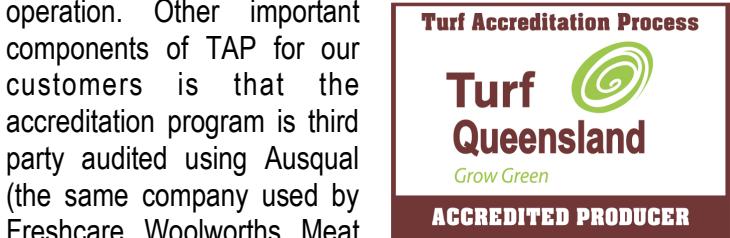


John Keleher
Managing Director

Please note we have changed the format for the Newsletter to include our other farm on the Sunshine Coast, Glenview Turf. If you have been receiving these newsletters but thought we were too far away to service you please note that Australian Lawn Concepts services from Northern NSW to North Brisbane and as far west as Ipswich whilst Glenview Turf cover North Brisbane, Sunshine Coast and Gympie. Please note however that both farms can accommodate deliveries state wide and frequent Rockhampton, QLD and Murwillumbah NSW. We have also delivered as far west as Moura, Roma, Mitchell and Blackall. So please do not hesitate to contact staff from either offices for our current products, servicing and costings.

Why else would you consider ALC or Glenview as your preferred supplier? Well Glenview are currently undertaking, and ALC has completed and been awarded, accreditation through Turf Queensland's Turf Accreditation Process. The Turf Accreditation

and Livestock Australia to name but a few). With a quality standard for turf being incorporated into TAP we will be able to easily align with customer expectations. The community as a whole will also benefit as a significant component of the TAP is natural resource management and implementation of best management practices both on and off farm. Ensure when you next order turf that you are buying from a Turf Accredited Producer. The remainder of the newsletter will be a reminder (or introduction) of the Products and Services that both Australian Lawn Concepts and Glenview Turf can offer you, an introduction to TAP from Turf Queensland themselves, the Quality Guidelines, information on how we can help your business with lawn grub this season and general information.



Minister launches the Turf Accreditation Process (TAP)

At the recent function hosted by Centre for Lifestyle Horticulture (CLH) the Minister for Primary Industries the Hon. Tim Mulherin MP launched the Turf Queensland “Turf Accreditation Process (TAP).

Jim Vaughan CEO of Turf Queensland and the Chair of CLH welcomed The Minister, the Honourable Michael Choi member for Capalaba, members and stakeholders of CLH, DEEDI staff including Malcolm Letts and Michael Kennedy and various industry representatives from turf, flowers, irrigation, arboriculture, landscape, garden clubs, botanical gardens, education and training and related media to name a few.

Mr Mulherin said that “TAP will help turf producers identify processes to improve water use efficiency, boost their competitiveness and ensure compliance with legislative and regulatory requirements. Queensland is once again leading the way, as no other state has a third-party accreditation program of this nature for quality turf production.”

The President, John Keleher responded on behalf of Turf Queensland thanking the Minister for his support.



TQI President John Keleher, Minister Tim Mulherin, Jim Vaughan CEO TQI, Michael Choi member for Capalaba.



Company Core Values

Australian Lawn Concepts and Glenview Turf have Company Values that employees strive too and we believe the proof is in the product we supply. Our Values include Quality, Service, Respect, Communication and Professionalism and Leadership. These values defined below are what ALC and Glenview Turf strive to achieve. This is why we believe we are leaders in the Industry and achieve continual growth in the market. For this reason we value and welcome your feedback in order to further strive towards our values.

Quality

Quality is defined as *an essential or distinctive characteristic; superiority and excellence; and character with respect to fineness or grade or excellence.* For ALC and Glenview Quality encompasses all - quality of product, quality of service and quality of performance. We demand absolute attention to detail in everything we do as we pride ourselves on quality and consistency across the board to ensure the

customer has an awesome experience and we can be proud of ourselves for delivering such qualities.

Service

Service is defined as *an act of helpful activity; help; aid; to do someone a service.* Service is the first quality people notice and respect. It is extremely important to service our customers with sincerity, empathy, honesty and respect. We provide our customers with quality products, exceptional service, flexibility and consistency, in a professional manner. Not only are we rewarded with their custom but also with their referrals.

Communication

Communication is defined as *the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.* Communication to customers, suppliers and fellow team members must at all times be communicated with sincerity, empathy, honesty, respect and professionalism. The future growth and sustainability of every Company or organisation is based on clear and clean communication.

Respect

We respect the differing abilities, opinions and qualities of all our colleagues, and the valuable contribution that each and everyone of us brings to the organisation. We have total respect for our clients. They are the reason this business exists and the reason our individual positions exist.

Professionalism and Leadership

Professionalism is defined as *the standing, practice, or methods of a professional, as distinguished from an amateur.* Encompassing all other values will enable us to act and be deemed as professionals in our industry and is what will distinguish us from other companies. The act of professionalism enables us to be seen as leaders in the Turf and Landscape Industry on a dependable, supportive, sustainable, ecological and environmental level.

Together we shape the way that the science of elite turf technology creates the perfect lawn solution to live on, play on and be proud of. Growing lawn is our turf.

"Creating perfect living environments with lawn is our passion. We will reshape the way the world sees lawn because to us the perfect lawn is everything. It's simply nature's carpet."

Products & Services

Australian Lawn Concepts and Glenview Turf pride themselves on quality of products and excellence in service. Here are just a few of the products and services we can offer you:

Turf Species:

Sir Walter, Sapphire, Palmetto, Empire Zoysia, Zoysia Matrella, Oz Tuff, Premium Turf, Commercial Turf and in the near future Discovery (watch this space). Furthermore if there is a species not listed that you require we can source the best quality for you or alternatively refer a quality supplier to you. We welcome you to visit either farm to assess the

quality or to learn more about each of the species. We are also currently trialing a number of other species that may be released in the coming years.

Pre and post installation Turf Maintenance products:

Sir Launcher (water crystals and fertiliser), Sir Walter fertiliser, Lawntastic fertiliser, Weed Control, Pest Control, Sempra, and a similar hose on range. Please see the attached List of Maintenance Products and their coverage and costs. We can deliver these products with your orders, to your Landscape Yards and Nurseries, you

can order on-line at our on-line shops or alternatively visit us at our farm and collect the products in person.

Other Services include:

Laying turf, quotes for preparation (for builders and the like), preparation services, soil, palletless delivery, workplace health and safety documentation, continuity of service, reliability, accessibility to staff, short delivery timeframes, notification of delivery times, acelepryn applied turf (see below) and after sales care and advice.

Date claimer this weekend!

"We pride ourselves on quality of products and excellence in service."

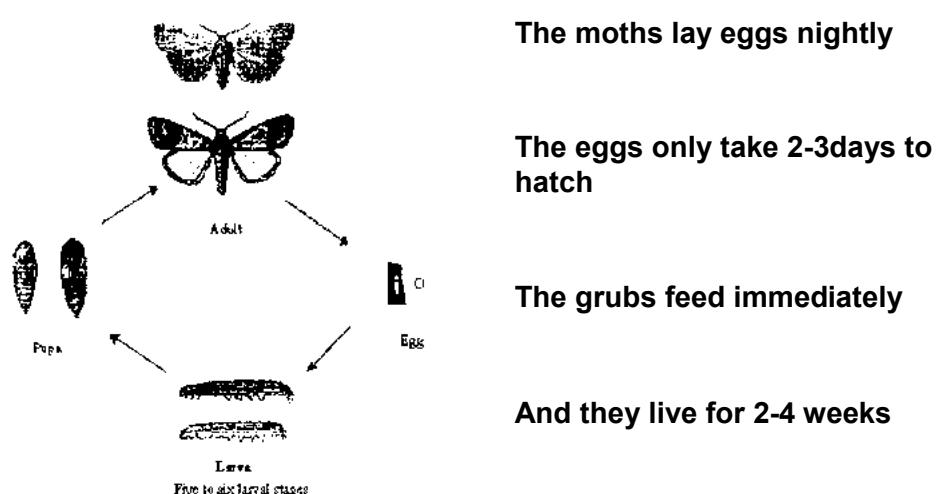
Australian Lawn Concepts will have a display at the Gold Coast Home and Camping Show at the Parklands Showgrounds from the 22-24/7/11. If you have customers that are currently unsure of what turf to purchase this would be a great opportunity to visit us and discuss some options and see and feel the turf that they are investing in. Furthermore we see it as an opportunity for you to come and meet with us, check out the Oz Tuff that has featured extensisively in our past three editions of Laying Down the Lawn and see our quality turf for yourself!

Lawn Grubs & Your Business

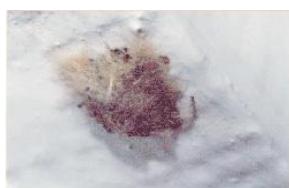
As we all know Lawn Grubs were prolific again last season. In this edition I have included the information about the lifecycle and identifying lawn grubs in new lawns. This will be helpful to you when dealing with past customers and in the early part of the season however once we hear about lawn grub in the market we will be using a product called Acelepryn on ALL of our turf varieties grown at both farms. Acelepryn is a preventative and curative control. The registration suggests a control of up to six months from application. Lawn Grubs can appear from September – May. Last year they flourished in and around November so we will keep our ears to the ground and apply the Acelepryn when we hear of the issue in the market to ensure the longest period of cover possible to avoid you having to deal with customer complaints and issues relating to Lawn Grub when it is an environmental issue and not a supplier issue.

The cycle of a Lawn Grub is illustrated below:

(courtesy of http://www.knowledgebank.irri.org/RiceDoctor/Fact_Sheets/Pests/Armyworm.htm#Life)



Below is a picture description of the Life Cycle. Ref: <http://www.usyd.edu.au/museums/larvae/acro/maurit.html>



Sir Walter

Staff from both Glenview Turf and ALC went to the recent Sir Walter conference in June. Not only did they come away having learnt something new, Glenview Turf came away with the Trophy for the Best Website! So congratulations to the Glenview Staff on their comprehensive, colourful and educational website!

Sir Walter have also re-branded their logos as illustrated so keep an eye out for the impressive new look. To go with that new look is the new ad campaigns. Again Nigel does a stellar job. Who would have thought you could make a turf ad humorous! So jump on the bandwagon and take advantage of the advertising campaign by Sir Walter this Spring and Summer and reap the benefits of supplying a high quality, high performance and high profit turfgrass therefore more profit in your pocket!



Information Overload

If you feel you have missed any editions of Laying Down the Lawn or would like to re-visit an old edition please do not hesitate to request them.

WH&S

Australian Lawn Concepts requests your help in providing a seamless and timely delivery service. When placing your turf order if you could assist us in providing us with as much information as possible about the proposed delivery address. This information greatly assists us when allocating times for deliveries as we can increase the efficiency of the delivery system E.g. If you feel that a stop / go person may be required for a delivery on a busy street, road or highway then please advise us. Also if the street is narrow, a dead end or difficult for semi trailer access then your information is vital. We have access to smaller trucks and would prefer to utilise them when necessary to ensure a safe, seamless and timely delivery.

Australian Lawn Concepts are proud sponsors of the Gold Coast Rugby League (and Gold Coast Vikings) since 2008 (Centenary Year), 2009, 2010 and 2011.

The Next Edition of Laying Down the Lawn will be distributed in December 2011. If you have anything that you would like to add or learn more about then please let us know. We look forward to hearing your feedback...



Lawn Grubs continued... (Life History)

The moths emerge from the pupae and crawl to the soil surface. They mate from the first night after emergence and egg laying may commence two nights later. Most eggs are deposited between dusk and midnight with individual moths laying up 4000 eggs with an average of 1700. **Egg masses are seldom laid directly on the host plants**, and are more commonly found on adjacent vegetation.

Citrus, eucalypt, papaya etc leaves are favoured backyard oviposition sites but eggs may be laid on the walls and under the eaves of buildings. Egg masses occur on both upper and lower surfaces of the leaves, usually within a few metres of the ground. Eggs more or less simultaneously hatch. Young armyworms have well developed 'silk glands' and may use silk threads to lower themselves to the ground. They prefer sheltered feeding sites. Feeding commences immediately after hatching and continues at night until larval maturity. Eggs hatch in 2 to 3 days at 27°C and the whole lifecycle from egg to adult can take as little as a month. The larval stage may take as little as 2 to 3 weeks." <http://www2.dpi.qld.gov.au/beef/3299.html>

The best way to kill Lawn Grub is to spray the turf grass and plants with Pest Control (from us – see picture right) or Lawn Grub Killer. These are available for purchase from our website www.alcturf.com.au (also available at Bunnings and Big W and most Nurseries) and then again in another 7 days. You can spray in a seven day cycle for 3 weeks.