



Sabrina Hahn Gardening Workshops

Albany - November 2014

A project delivered by the Torbay Catchment Group Incorporated for South Coast Natural Resource Management Incorporated, on behalf of the State NRM Office between 18 June and 31 December 2014. Project ID: 08008-14-01



By Craig Carter
Torbay Catchment Group Inc.
January 2015

Acknowledgements

Torbay Catchment Group Inc. (TCG) acknowledges the following organisations and individuals for their considerable contribution to delivering this project. The gardening workshops were a great success thanks to our great presenters. Special thanks to Sylvia Leighton (DPaW), Yann Toussaint (Albany Community Garden) and of course Sabrina Hahn whose passion for gardening and the environment inspired everyone who attended.

The workshops ran smoothly thanks to the help of TCG members Pip Tilbrook, Lex Langridge, Karen Langridge, Mandy Arnold, Margaret Moss, Sam Pasfield, Karen Kirby and Ian Moss.

The choice of Albany Golf Club as the workshop venue proved to be the perfect choice which was made even better due to the wonderful assistance provided by functions coordinator Davida Carroll. Catering by Cherie Carlson (3D Catering) was excellent and very much appreciated by all who attended.

Promotion of workshops through the TCG website and the convenient online booking facility was very effective thanks to the efforts of Kaye Stott and Geoff Prince.

Thanks to South Coast Natural Resource Management and the State NRM office who provided funding for the project. Plants and gift vouchers given away at the workshops were kindly donated by: Ardess Nursery, Albany Farm Tree Nursery, Lush Garden Gallery, Bunnings Warehouse, Blossoms Nursery, Denmark Nursery, Habitat Tree Farm, Morande Nursery and Oranje Tractor winery.

Also a special thanks to everyone who attended. The passion for gardening and the environment were evident not only by the number of attendees but the enthusiasm and interest shown at the workshops.



Department of
Parks and Wildlife



Torbay Catchment Group Inc.

P.O Box 1900

Albany, Western Australia 6331

For information regarding this report, please contact the chair:

Lex Langridge: chair@torbay.southcoastwa.org.au

This report was prepared by Craig Carter, Earthrise Environmental Services

For Torbay Catchment Group Inc.

January 2015.



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Summary

In June 2014, Torbay Catchment Group (TCG) received a \$15,000 grant from South Coast Natural Resource Management through the State NRM office. The purpose of the funding was to run a workshop relating to Environmental Protection Biodiversity Conservation Act (EPBC) species and a sustainable gardening workshop presented by celebrity gardener Sabrina Hahn. A third of the funding was also to be used to support TCG in areas such as administration and general running costs incurred by the group.

In November 2015, Sabrina Hahn delivered four 3 hour workshops over two days at the Albany Golf Club addressing both sustainable gardening and gardening with native plants to attract native animals to properties. The workshops were attended by a total of 279 people between Sunday November 23rd and Monday November 24th.

The administration portion for the grant was used for various purposes which included book keeping, insurance costs and general running costs.

Feedback from workshop participants found that everyone enjoyed themselves and gained a lot of information. Surveys also revealed what people want to learn about in the future.

The following report elaborates on the project with a focus on the workshops.

Introduction

In June 2014, TCG received funding from South Coast Natural Resource Management and the State NRM Office to run two workshops and to help with the general running costs of the group. The workshops to be provided were an EPBC themed workshop and a sustainable gardening workshop with celebrity gardener Sabrina Hahn. During initial planning of the workshops, it was realised that although Sabrina Hahn is well known from her gardening show on ABC radio, she also has expert knowledge on native plants and how to attract local wildlife to properties through correct plant selection and garden design. Therefore it was decided to use Sabrina Hahn to deliver both the workshops with one on sustainable gardening as well as an EPBC themed workshop discussing which native plants to use to attract local wildlife (including EPBC listed species) to a property. The sustainable gardening workshop was called Creating and Easy Edible Garden and the EPBC themed workshop called Gardening for Wildlife.

With the high popularity of Sabrina it was decided to run two workshops on the Sunday (Nov 23) and two on the Monday (Nov 24) to allow more people from the community the opportunity to attend.

A third of the funding provided also supported TCG by assisting with general administration and tasks such as book keeping, insurance and general running costs.

1. Project Activities

1.1 Project Description and Objectives

The project aimed to deliver 2 specific workshops. One on sustainable gardening with celebrity gardener Sabrina Hahn and a second EPBC themed workshop. The milestones set for the project are listed below (Table 1).

Milestones to be delivered for the project

Milestones Milestone No.	Milestone	Completion Date
1	1x EPBC workshop	31 December 2014
2	1x sustainable gardening/orchard workshop with Sabrina Hahn	31 December 2014
3	1 x media release	31 December 2014
4	Preparation and submission of Final Report	30 June 2015

Table 1: Milestones delivered for the project

The Milestones were developed into project deliverables as shown below.

- Two EPBC themed gardening workshops delivered by Sabrina Hahn
- Two sustainable gardening workshops delivered by Sabrina Hahn
- 1 media release for the workshops
- Surveying workshop participants

2. Promotion of the Workshops

Promotion was vital to the success of the workshops and so the following methods were used.

- Email
- South Coast NRM E-newsletter
- South Coast NRM website calendar of events
- Local news paper
- Talking with Sabrina Hahn on ABC 720 Perth radio
- Flyers
- Torbay Catchment Group website

The event was initially promoted to the 300 plus people on the Torbay catchment group email contact list. This resulted in an immediate influx of approximately 50 bookings. South Coast Natural Resource Management also assisted by promoting the workshops through their website (using their calendar of events) and through their E-Newsletter.

In early October the event was publicised in the Great Southern Weekender which has a distribution of 22,000 and covers a wide area that includes Albany, Denmark, Walpole, Mt Barker, Kojonup, Katanning and Bremer Bay. The advertorial placed in the paper (Fig 1) resulted in the majority of bookings.

Advertising feature

Sabrina Hahn's Gardening Workshops in Albany

GARDENING and plant lovers from the Great Southern are invited along to see gardening expert Sabrina Hahn who will be speaking at four workshops in Albany in late November.

Sabrina has been involved in gardening and horticulture all her life and these days is best known for her regular Saturday morning ABC radio show called 'Roots and Shoots'.

After her radio show on ABC 720 Perth on Saturday morning she will travel down to Albany for the workshops on Sunday, November 23, and Monday, November 24, to be held at Albany Golf Club.

Sabrina will cover two general subjects during the workshops.

On Sunday morning she will kick things off with a talk on 'Gardening for Wildlife' which runs from 9.15am to 11.45am.

Her talk will cover the best way to set up a garden to attract our unique local wildlife and keep them there through plant diversity.

This will include landscape ideas, native and Mediterranean plant choices, creating natural and artificial habitats (e.g. nest boxes) and water-wise solutions for a healthy garden.

Preceding Sabrina's talk a representative from Department of Parks and Wildlife will talk about their Land for Wildlife Program.

The Sunday afternoon session runs from 12.30pm to 3pm when Sabrina will be talking about 'Creating an Easy Edible Garden' covering plants from Apples to Zucchini.

She will also discuss seasonal planting, citrus, common pest and disease solutions and orchard care.

Organiser Craig Carter said "There is sure to be something for the suburban gardener and larger landholder alike."

On Monday, the workshops will be repeated at the same times but in reverse order with 'Creating an Easy Edible Garden' first followed by 'Gardening for Wildlife' in the afternoon.

Those who have listened to Sabrina on the radio or seen her on TV shows such as Gardening Australia and Garden Gurus are in for a treat.

Following Sabrina's one-hour presentation she will hold a 30-minute session where she will answer gardening questions from the audience much in the same way as she does on the radio.



● Sabrina Hahn from 720 ABC Radio (Roots & Shoots).

Prior to Sabrina's talk there will be a guest speaker on local gardening.

The workshops include morning/afternoon tea where you will be able to meet Sabrina.

Sabrina said "I am excited to come down and meet everyone at Albany Golf Club, particularly those who are interested in biodiversity and edible gardens."

"I hope I can answer most of your gardening questions and look forward to enjoying tea and scones with everyone with one of the most beautiful backdrops in WA – the Southern Ocean."

The workshops are presented by Torbay Catchment Group and cost \$25 per workshop.

Bookings are open from October 1 to November 14 or until booked out, at www.torbay.southcoastwa.org.au, or contact TCG project officer Craig Carter on 0439 461 591.

Sabrina Hahn

hort with heart

Win FREE Prizes & Giveaways!

Albany Workshops

Gardening for Wildlife
Sunday 23 November 9.15am to 11.45am

&

Monday 24th November 12.30pm to 3pm

Creating an Easy Edible Garden
Sunday 23 November 12.30 pm to 3pm

&


Monday 24 November 9.15am to 11.45am

Where: Albany Golf Club 1 Barry Court (off Golf Links Road, Albany)

Bookings Required! Through the Torbay Catchment Group Website www.torbay.southcoastwa.org.au (More information on the website!)

Cost: \$25 per workshop - (Payment can be made by bank deposit or cheque)

For more information please contact Craig Carter on 0439 461591 or projectofficer@torbay.southcoastwa.org.au






Presented by Torbay Catchment Group. Proudly supported by South Coast Natural Resource Management & State NRM office

Figure 1: Advertorial that appeared in the Great Southern weekender on October 9th 2014

A follow-up advertisement with a promotional flyer was placed in the same newspaper two weeks later on October 23rd as further promotion for the workshops. A scanned copy of both the adverts can be found in appendix 1 and 2.

Two weeks prior to the workshops, the event was promoted on ABC 720 radio Perth during Sabrina Hahn's 'Roots and Shoots' radio show. Project officer Craig Carter talked with Sabrina about the upcoming workshops and some of the activities TCG are engaged in such as wildlife conservation and helping farmers practice sustainable methods.

As usual, a catchy flyer (Fig 2) was produced for the workshops. These flyers were put up all around the Denmark CBD and in Albany. Flyers were also placed on the notice boards of general stores in the outlying communities of Elleker, Young's Siding and Little Grove.

Win FREE Prizes & Giveaways !

Includes morning/afternoon tea

Sabrina Hahn

hort with heart

Albany Workshops

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Sunday 23 November 9.15am to 11.45am
&
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Creating an Easy Edible Garden

Sunday 23 November 12.30 pm to 3pm
&
Monday 24 November 9.15am to 11.45am



Sabrina Hahn
From 720 ABC Radio (Roots & Shoots)

Where: Albany Golf Club 1 Barry Court (off Golf Links Road, Albany)

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www.torbay.southcoastwa.org.au (More information on the website!)

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Figure 2: The flyer produced for the workshops that was displayed across the Albany region

The TCG website was also used to promote the workshops as well as provide the main point for bookings. Apart from providing further information on the workshops the web page (Fig 3) had an online booking facility. Here people were able to enter their details and submit them online. Once submitted participants were emailed a booking number, therefore securing their spot. The website took 98% of the bookings and was very successful.



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Torbay Catchment Group Workshop Series - 2014

Torbay Catchment Group organises workshops aimed at small land holders and farmers to help to increase skills and knowledge relating to the environment and property management.

These workshops are provided through funding from South Coast Natural Resource Management and the State NRM Office of Western Australia.

The following workshops are now open for bookings:

Sabrina Hahn - *Hort with Heart*

Sabrina will hold two workshops. The first, on Sunday morning and repeated on Monday afternoon, is *Gardening for Wildlife* where she will discuss the best way to set up a garden to attract our unique local wildlife and the best plants to use. This will include landscape ideas, native plants choices, creating natural and artificial habitats and water wise solutions for a healthy native garden. Preceding Sabrina's talk we will hear from a representative from Department of Parks and Wildlife who will talk about their Land for Wildlife Program.

The other workshop, on Sunday afternoon and repeated on Monday morning, is *Creating an Easy Edible Garden*. This talk will cover the plants we all love to grow and eat from Apples to Zucchini's, and also seasonal planting, citrus, plant pests and orchards.

Following each one hour presentation Sabrina will hold a 30 minute session where she will answer gardening questions from the audience in much the same way as she does on the radio, and there is a chance to meet her over a cup of tea and scones during morning or afternoon tea.

Presented by: Sabrina Hahn, from 720 ABC radio (Roots and Shoots)

Where: Albany Golf Club, 1 Barry Road (off Golf Links Road, Albany)

Gardening for Wildlife

When: 9.15am to 11.45am Sunday 23rd November 2014
12.30pm to 3.00pm Monday 24th November 2014

Creating an Easy Edible Garden

When: 12.30 to 3.00pm Sunday 23rd November 2014
9.15am to 11.45am Monday 24th November 2014

The cost will be **\$25.00 per person per workshop** and there are limited numbers. Bookings and payment must be made by November 14th. Free morning/afternoon tea is included.

[Download a PDF flyer](#) with information on this workshop.

For more information email the [project officer](#) or phone him on 0439 461 591.

Bookings are required for all workshops. You can book online by filling out the form below, or by emailing the [project officer](#) or phone Craig Carter on 0439 461 591.

Payments for workshops can be made either by cheque or by direct deposit to our bank account.

Cheques should be made out to Torbay Catchment Group Inc. and posted to:

PO Box 1900,
Albany,
Western Australia 6331

Direct deposits can be made to:

Torbay Catchment Group Inc.
Bendigo Bank BSB 633-000
Account number: 150285229

Please identify your direct payment with the identification code provided when you book. Please bring this code with you when you attend the workshop.

Workshop Booking Form

Name:

Postal address:

Phone number:

Email address:

Please indicate which workshop(s) you want to book:

☐ people for *Gardening for Wildlife* Sunday 23 November 9.15am

☐ people for *Creating an Easy Edible Garden* Sunday 23 November 12.30pm

☐ people for *Creating an Easy Edible Garden* Monday 24 November 9.15am

☐ people for *Gardening for Wildlife* Monday 24 November 12.30pm

☐ Tick if you want a receipt emailed to you

Total cost:

Figure 3: A web page was produced which provided information on the workshops and a convenient way to book online

3. The Workshops

The workshops were held on Sunday 23rd and Monday 24th of November, 2014. These days were chosen to allow people a choice to attend on either a weekday or the weekend. A total of 279 people attended the Albany Golf Club venue over the two days (Table 2).

Date	Workshop	Number of attendees
Sunday November 23rd	Gardening for Wildlife	57
Sunday November 23rd	Creating an Easy Edible Garden	99
Monday November 24th	Creating an Easy Edible Garden	75
Monday November 24th	Gardening for Wildlife	48
Total		279

Table 2: Number of attendees to each of the gardening workshops

The most popular of the workshops were the Creating an Easy Edible Garden (Fig 4 & 5) with 62% of participants attending these workshops. The workshops also included guest speakers who gave a short presentation at the beginning of each workshop. Yann Toussaint from the Albany Community Garden gave a talk about the work he does at the start of the Creating an Easy Edible Garden workshop and Sylvia Leighton from the Department of Parks and Wildlife gave a talk about local wildlife and the Land for Wildlife program. The workshops ran for 2.5 hours each and included a free morning or afternoon tea.

Various hand outs and brochures were available to participants which included information on native plants and revegetation advice. During the workshops most people asked gardening questions and even passed on some local advice. Interaction among those attending and Sabrina Hahn was high. This resulted everyone gaining valuable information and adding to the relaxed atmosphere of the workshops.

Everyone who attended received a raffle ticket and prizes were drawn regularly throughout the workshops. The majority of prizes were plants (with some gift vouchers) and these were donated by some of the local nurseries and small businesses (mentioned in the acknowledgements). The donated plants also provided a great backdrop for the presenters as they gave their talks.

During each of the workshops there was a 25 minute break where people enjoyed a morning or afternoon tea overlooking the beautiful Southern Ocean. This also gave participants the opportunity to meet Sabrina and have a quick chat.

A photographer from the Great Southern Weekender and the Albany Advertiser attended and took photos of Sabrina and people attending. Pictures later appeared in both papers (appendix 3 & 4) which was great promotion for the work TCG does.



Figure 4: Participants at the Creating an Easy Edible Garden Workshop at Albany Golf Club on Sunday November 23rd



Figure 5: Sabrina Hahn laughing along with the audience during her presentation

3.1 Surveying Workshop Participants

The workshops ran very smoothly with everyone enjoying themselves due to the informal and fun way Sabrina delivers her workshops. Following the workshops many people sent emails saying how much they enjoyed the workshops. This sentiment was also echoed in the comments on the surveys which people completed after the workshops.

The surveys asked 3 simple questions.

1. What was most beneficial from the workshop?
2. What would you like to learn about next?
3. Would they like to join TCG or a catchment group closer to their place of residence?

Approximately 50 surveys were completed after the workshops. The question about joining the group received a fantastic response with 30 people signing up to become new members of TCG.

Participants also indicated they wanted to learn about a variety of topics. The below table (3) shows the various topics that people would like to learn about at future workshops.

Fruit Trees (5)	Nest Boxes (2)	Biodynamics (2)
Composting (6)	Soil Health (4)	Native Plants (15)
Fire Retardant Plants (2)	Seed collecting (4)	Permaculture (2)
Waterway Protection (12)	Endangered Animals (12)	Weed Management (21)
Feral Animal Control (12)	Sustainable Farming (14)	Organic Farming (21)

Table 3: Topics participants want to learn about in the future

The above suggestions from the people who attended the workshops will now be incorporated into future workshops. Looking at the topics suggested in table 3, certain workshops with a similar theme could be combined into a single workshop. For example a workshop on fruit trees, permaculture, organic farming and soil health could form the basis for a one or even two day workshop.

4. Financial Support Assisting TCG to Remain Viable

TCG also received funding to assist the group in achieving their goals and to remain viable. The funding was used in several areas which included book keeping, insurance and general administration costs which greatly supported the group. Over the past 3-5 years TCG has achieved a great deal with over 35 hectares of native species planted, over 10 kilometres of fencing of native bush and has delivered approximately 15 workshops and/or events. The membership of the TCG has also increased by about 60% in this time and currently has a membership of 146 people.

The committee currently consists of 8 enthusiastic people who are committed to helping manage the greater Torbay catchment. The ongoing support of the group and similar groups will ensure that continued work in the environment is maintained.

5. Conclusion

The Sabrina Hahn workshops attracted nearly 300 people and were very well received by all that attended. The message about sustainable gardening and using native plants to attract local wildlife was delivered by a great speaker who was able to inform and entertain at the same time. Judging by the positive feedback, we assume most if not everyone attending learnt something at the workshops and we hope it will be put into practice on their properties.

The organisation and delivery of the workshops was successful due to the commitment of TCG to deliver an informative and enjoyable workshop. The choice of a well laid out venue and excellent support speakers only added to the success of the workshops.

Feedback from workshop attendees was overwhelmingly positive as people not only got to see and talk to a celebrity gardener they enjoy listening to on the radio, but because they learnt so much and were able to ask questions pertinent to their own gardens and lifestyle.

Attendees also provided information on what they would like to learn about in the future which will allow TCG to deliver tailor made workshops for the local community.

These workshops as well as the past work achieved by TCG since it was formed in 1999, has only been possible due to the support of both government and non-government organisations. Community awareness and involvement is also vital for groups such as TCG to exist and make a difference. This support, whether it be financial or people volunteering their time will ensure that TCG and similar groups are able to continue this work tomorrow and into the future.

6. Appendices

Appendix 1

Advertising feature

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Organiser Craig Carter said "There is sure to be something for the suburban gardener and larger landholder alike."

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Sabrina Hahn

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Creating an Easy Edible Garden
Sunday 23 November 12.30 pm to 3pm
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Monday 24 November 9.15am to 11.45am

Where: **Albany Golf Club** 1 Barry Court (off Golf Links Road, Albany)

Bookings Required! Through the Torbay Catchment Group Website www.torbay.southcoastwa.org.au (More information on the website!)

Cost: \$25 per workshop - (Payment can be made by bank deposit or cheque)

For more information please contact Craig Carter on 0439 461591 or projectofficer@torbay.southcoastwa.org.au

Presented by Torbay Catchment Group. Proudly supported by South Coast Natural Resource Management & State NRM office

The Weekender, October 9, 2014 11

Figure 6: Newspaper advertorial that appeared in the Great Southern Weekender on October 9th

Appendix 2

The Weekender, October 23, 2014 9

Sabrina Hahn

hort with heart

Workshops

Win FREE Prizes & Giveaways!

Albany Workshops

Gardening for Wildlife
Sunday 23 November 9.15am to 11.45am
&
Monday 24th November 12.30pm to 3pm

Creating an Easy Edible Garden
Sunday 23 November 12.30 pm to 3pm
&
Monday 24 November 9.15am to 11.45am






Where: **Albany Golf Club** 1 Barry Court (off Golf Links Road, Albany)

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Cost: \$25 per workshop - (Payment can be made by bank deposit or cheque)

For more information please contact Craig Carter on 0439 461591 or projectofficer@torbay.southcoastwa.org.au

P.O. Box 1900, Albany, WA, 6331

Presented by Torbay Catchment Group. Proudly supported by South Coast Natural Resource Management & State NRM office

Figure 7: Advert that appeared in the Great Southern Weekender on October 23

12 The Weekender, November 27, 2014

social scene



● Sabrina Hahn addresses the crowd during the workshop at Albany Golf Club.



● Jane Toole and Dorothy Redreau.

Celebrity gardener visits workshops

THE Torbay Catchment Group sponsored leading gardener Sabrina Hahn to attend a series of workshops at the Albany Golf Club on Sunday and Monday.

Ms Hahn, who has developed a large following on ABC Radio with her "Hort with Heart" slogan, talked on two topics over the two days. They were "Gardening for Wildlife" and "Creating an Edible Garden".

All the workshops were well attended.

The Torbay Catchment Group is a community-based volunteer organisation which focuses on the health of the Greater Torbay Catchment.

SUPA IGA

We've reduced our prices on 100s of everyday products to match the major national supermarket chains.

PRICE MATCH PROMISE
ON 100s OF EVERYDAY PRODUCTS

MONDAY & TUESDAY SPECIALS ONLY 1ST & 2ND DECEMBER

 Normally \$11.99 \$8.99 ea BBQ Chicken Family Size 14	 Normally \$5.98 \$2.99 ea Potatoes 4kg bag	 Normally \$1.88 89c ea Carrots 1kg bag	 Normally \$11.24 \$6.99 ea Frantelle Water 15L
 Normally \$2.12 \$1.39 ea Eta Spuds Chips 150g	 Normally \$13.88 \$6.99 ea Capel Valley Cheese 1kg	 Normally \$4.60 \$2.89 ea Harvey Fresh Tempt Juice 3L	 Normally \$2.99 \$1.59 ea Gator Pops 900ml

MOUNT BARKER CO-OP ESTABLISHED 1918
 9851 3333 • 14 Lowood Road, Mt Barker



● Kim Gardner and Sabrina Hahn.



● Elizabeth and Colin Davies.



● Michelle Gust and Cheryl Ward.

Figure 8: Story about the workshops that appeared in the Great Southern Weekender a few days after the workshops



Figure 9: Story about the workshops that appeared in the Albany Advertiser after the workshops