



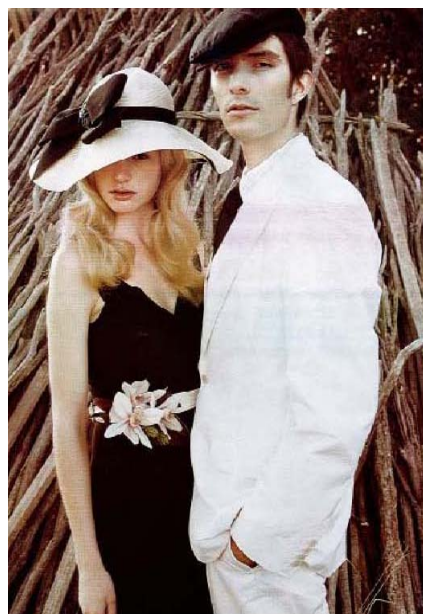
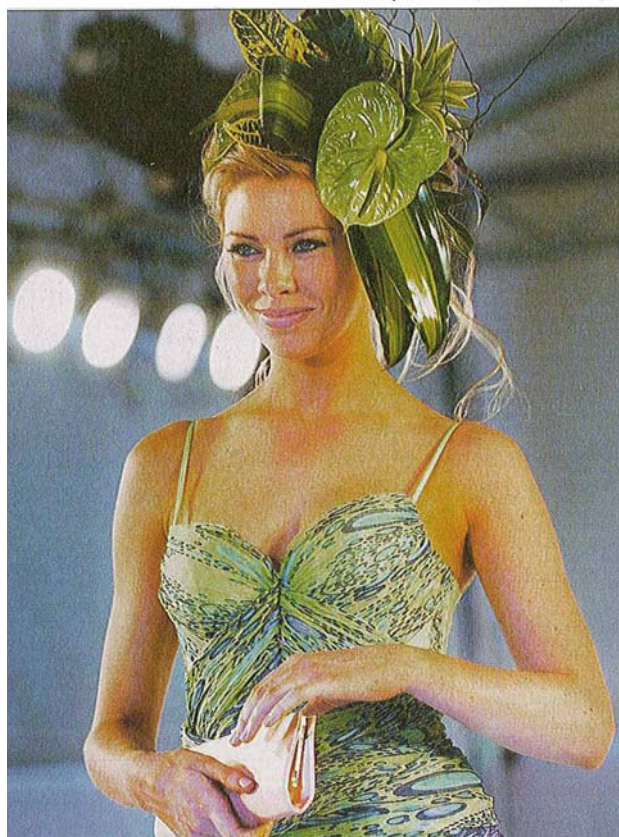
Flower Centre Wins Special Promotions Award

The Spring Racing Flower promotion initiated by the Melbourne Market Authority to encourage fresh flower sales has been recognised with a special award at the 2007 Public Relations Institute of Australia (Vic) Awards.

Announced on 20 September in Melbourne, the highly sought after awards recognise professional excellence in conducting public relations campaigns, events and media management.

Mary Stewart, Group Manager Business Development, MMA accepted the "Highly Commended" Award on behalf of the Authority and industry.

Sunday Herald Sun, October 14, 2004, P.3



Mary said the promotional campaign was a collaborative effort involving Melbourne Market Authority staff, florists, flower growers and Racing Victoria Ltd to name just some of the many participants. It was initiated ten years ago and has grown from strength to strength with new elements included each year to generate media interest. The promotion creates a focus for driving up Victorian flower sales through the National Flower Centre.

This year's spring promotion is already gaining momentum with hundreds of florists registering to be involved and collecting point of sale materials from the NFC. Significant media is expected in the coming weeks.



celebrate spring
with wonderful
fresh flowers

celebrate spring posters

Available for collection **NOW**, is our new "celebrate spring with wonderful fresh flowers" posters.

The set comprises 4 beautiful double-sided banner style posters and bookmarks featuring race dates and official raceday flowers.

Posters are **FREE** to all our NFC customers, so be in quick to ensure you don't miss out! *Limit one set per shop on a first in, first served basis.*

THIS WEEK'S PRICES

NAME	STEMS PER BUNCH	PRICE RANGE
AGERATUM	10	\$4.00 TO \$5.00
ALLIUM - MINI	5	\$3.50
ALSTROEMERIA	SML - 7, LGE - 10	\$3.00 TO \$6.00
AMARANTHUS	10	\$6.00 TO \$8.50
ANEMONE	10	\$4.00
ANTHURIUM	PER STEM	\$1.50 TO \$3.50
ARABS EYES	5	\$3.50 TO \$4.50
ARUM LILIES	5	\$5.00 TO \$6.50
ASTERS		\$2.00 TO \$4.00
BANKSIA - BAXTERI	PER STEM	\$1.20 TO \$2.50
BANKSIA - COCCINEA	5	\$5.00
BANKSIA - HOOKERIANA	PER STEM	\$1.60
BANKSIA - MENZIESII	PER STEM	\$1.40 TO \$1.80
BANKSIA - SPECIOSA	PER STEM	\$1.20 TO \$2.00
BLUSHING BRIDE	5	\$3.00 TO \$6.00
BORONIA - BROWN	10	\$5.00 TO \$5.50
CALENDULA	10	\$2.00
CALLA LILY	10	\$6.00 TO \$7.00
CALLISTEMON (BOTTLEBRUSH)	PER STEM	0.50
CAMPANULA (CANTERBURY BELLS)	10	\$4.00 TO \$8.00
CARNATION HEADS	BOX	\$10.00 TO \$15.00
CARNATION - MICRO	10	\$2.00 TO \$3.50
CARNATION - FIELD		\$1.50 TO \$3.00
CARNATION - SPRAY		\$3.50 TO \$4.00
CARNATION - CHINESINI	10-15	\$2.50 TO \$3.50
CARNATION - FIELD		\$1.50 TO \$2.50
CARNATION - SIM		\$3.00 TO \$4.00
CELOSIA - COCKSCOMB	5	\$4.00 TO \$7.00
CELOSIA - PLUME	5	\$5.00
CHRYSANTHEMUM - DISBUD	5	\$6.50 TO \$8.50
CHRYSANTHEMUM - FIELD		\$2.50 TO \$4.50
CHRYSANTHEMUM - GLASSHOUSE	5-7	\$4.00 TO \$5.00
DAFFODILS	10	\$1.10 TO \$2.00
DAISY - SHASTA		\$2.00 TO \$3.00
DAPHNE	5	\$4.00 TO \$5.00
DELPHINIUM - GIANT	5	\$6.00 TO \$9.00
DELPHINIUM - BUTTERFLY	5	\$4.00 TO \$5.50
EASTER DAISY		\$2.50 TO \$3.50
ERICA - YELLOW & PINK	10	\$4.50 TO \$6.00
ERICA - GREEN	5	\$5.00 TO \$5.50
ERIOSTEMON - WHITE	5-7	\$4.00 TO \$5.00
ERIOSTEMON - PINK	5-7	\$5.50
ERLICHEER		\$1.50 TO \$2.00
ERYNGIUM (SEA HOLLY)		\$7.50 TO \$8.50
EUPHORBIA	10	\$5.00 TO \$8.00
FLANNEL FLOWER	5	\$5.00 TO \$7.00
FREESIA	10	\$4.00 TO \$4.50
GARDENIA (HEADS ONLY)	(PER BOX OF 6)	\$21.00
GELEZNOWIA (YELLOW BELLS)	10	\$4.50 TO \$5.00
GERBERA	10	\$4.00 TO \$5.00
GERBERA - MINI	10	\$2.00 TO \$3.00
GLADIOLI	10	\$8.00 TO \$12.00
GOLDEN ROD (SOLIDAGO)	10	\$2.50 TO \$4.00
GYMEA LILIES	PER STEM	\$5.00 TO \$6.00
GYPSOPHILA - STANDARD		\$3.00 TO \$6.00
GYPSY		\$3.00 TO \$4.00
HEATH MYRTLE	10	\$5.50
HELLEBORUS	5	\$4.50 TO \$5.50
HELICONIA	5	\$6.00
HELICONIA CLAW	PER STEM	\$4.00 TO \$7.50
HELICONIA SEXY	PER STEM	\$7.50 TO \$10.00
HYACINTH		\$4.50 TO \$5.50
IRIS	10	\$4.50 TO \$6.50
IXODIA DAISY	10	\$5.00 TO \$6.00
JONQUILS	10	\$1.30 TO \$1.50
KALE	PER STEM	\$4.50
KALE	5	\$17.50 TO \$20.00
KANGAROO PAW - STANDARD	10	\$6.00 TO \$7.00
KANGAROO PAW - BLACK		\$8.00 TO \$9.00
LAVENDER		\$3.00
LEUCADENDRON	5	\$2.00 TO \$5.00
LEUCADENDRON - DISCOLOUR	5	\$4.00 TO \$5.00
LEUCADENDRON - GALAPINI	5	\$4.50
LEUCADENDRON - SAFARI SUNSET	10	\$4.00 TO \$5.00
LEUCADENDRON - SILVAN RED	5	\$3.00 TO \$5.00
LEUCODENDRON - SILVER TREE		\$3.00
LEUCOSPERMUM - REFLEXUM	5	\$3.00 TO \$5.00
LIATRIS	10	\$8.50 TO \$9.50
LILY OF THE VALLEY	10	\$5.00
LILY - ASIATIC	5	\$4.00 TO \$5.00
LILY - LONGIFLORUM	5	\$5.00 TO \$10.00
LILY - ORIENTAL	5	\$6.00 TO \$13.00

NAME	STEMS PER BUNCH	PRICE RANGE
LILY - LA	5	\$5.50 TO \$6.50
LIMONIUM - EMILE	10	\$3.50 TO \$4.50
LIMONIUM - MISTY	10	\$4.00 TO \$5.00
LIMONIUM - STATICE	10	\$2.00 TO \$2.50
LISIANTHUS	7-10	\$6.00 TO \$8.00
LOTUS PODS		\$3.00
MICHELIA	5	\$9.00 TO \$12.00
ORCHID - CYMBIDIUM	PER STEM	\$13.00 TO \$17.00
ORCHID - SINGAPORE	5	\$4.00 TO \$8.00
ORCHID - TIGER	5	\$11.50
ORCHID - TIGER (DANCING LADIES)	10	\$25.00
POKERS	5	\$4.50 TO \$6.00
POPPIES	10	\$2.50 TO \$3.00
PROTEA - KING	PER STEM	\$1.00 TO \$2.00
PROTEA - PINK ICE		\$2.50 TO \$4.00
QUEEN ANNE'S LACE		\$6.50
RANUNCULUS		\$3.50
ROSE - 30CM	10	\$4.00 TO \$6.00
ROSE - 40CM	10	\$4.00 TO \$9.00
ROSE - 50CM	10	\$5.00 TO \$10.00
ROSE - 60CM	10	\$9.00 TO \$11.00
ROSE - 70CM+	10	\$10.00 TO \$12.00
ROSE - MINI	10	\$4.50 TO \$7.00
SEDUM	10	\$5.00 TO \$6.00
SNAPDRAGON	10	\$2.50 TO \$5.00
SOLIDASTER	10	\$3.00 TO \$3.50
STIRLINGIA (BUD)		\$5.00
STOCK		\$2.00 TO \$3.00
STRELTZIA - BIRD OF PARADISE	5	\$6.00 TO \$10.00
SWEETPEA	10	\$5.00 TO \$6.00
SWEET WILLIAM		\$2.00 TO \$2.50
TULIPS	10	\$7.50 TO \$9.00
VIOLETS		\$2.50
WALLFLOWERS		\$2.50 TO \$4.00
WARATAH - RED	PER STEM	\$2.50 TO \$3.00
WAX FLOWER (BUD)	10	\$3.00 TO \$4.00
WAX FLOWER (OPEN)	10	\$4.50 TO \$5.50
FOLIAGE		
ANDROMEDA (FLOWERING)		\$4.50 TO \$6.00
ARALIA	PER STEM	\$5.00
BAMBOO	PER STEM	\$2.00 TO \$20.00
BERZELIA LANUGINOSA	5	\$4.50 TO \$6.00
BIXIA		\$6.50
BULLRUSHES	4	\$5.00 TO \$6.00
BUXUS	7	\$3.00 TO \$3.50
CORDYLINE	10	\$4.50 TO \$5.00
CUMQUAT	10	\$7.00 TO \$8.00
FAN PALM	10	\$5.00
GARRYA	3	\$5.00 TO \$7.00
GERBERA FOLIAGE		\$3.00
GINGER FOLIAGE		\$5.00
GOLDEN ASH BUDS		\$5.00 TO \$6.00
GREVILLIA (FLOWERING - MOONLIGHT)		\$4.00 TO \$5.00
GUM		\$2.50
HAPPY PLANT	10	\$6.00
HYPERICUM BERRIES	10	\$5.00 TO \$8.00
HYPOCALYMYMA (MYRTLE - GOLDEN VEIL)	30CM (200GM)	\$5.50
IVY		\$3.00 TO \$4.50
JAPONICA (FLOWERING QUINCE)	5	\$5.00
JOEY FERN	10	\$4.00 TO \$5.00
KANGAROO TAILS	PER STEM	\$3.00
LAUREL		\$3.50 TO \$4.00
LEATHER FERN		\$4.00 TO \$5.00
LILLY PILLY	10	\$5.00 TO \$6.00
MAGNOLIA FOLIAGE (FLOWERING/BUDDING)	5	\$6.50 TO \$7.50
MELALEUCA	10	\$5.00
MING FERN		\$4.50
MOLUCCA BALM (IRISH BELLS)	5	\$4.50 TO \$5.50
MONSTERIA LEAVES		\$6.50 TO \$9.00
NANDINA		\$3.50
NECTARINE BUDS	4	\$5.00 TO \$7.00
PAPYRUS	5	\$5.00 TO \$8.00
PHILODENDRON - XANADU	5-6	\$3.00 TO \$3.50
POLYGALA (FLOWERING)	5	\$3.00 TO \$4.00
PRUNUS (FLOWERING)	5	\$6.00 TO \$7.50
RHODODENDRON BUDS	5	\$5.00 TO \$6.00
RHODODENDRON FLOWERING	5	\$4.00 TO \$5.00
SILVER SUEDE		\$5.00 TO \$6.00
SNOTTY GRASS	5	\$3.00 TO \$5.00
SPEAR GRASS		\$2.00 TO \$3.00
THRYPTOMENE		\$2.50
VIBURNUM FOLIAGE		\$3.00 TO \$4.00