

Waterwise Garden Centre Program



The [Nursery & Garden Industry of WA](#) (NGIWA) and Water Corporation work together to administer the Waterwise Garden Centre Program. This program expanded in 2013 to include quality online garden centres.

The program aims to support behavioural changes in the community by positively influencing consumption trends towards more water efficient garden designs, plant selection, watering zones, irrigation considerations, soil wetting agents and associated products.

What are the benefits of being a Waterwise Garden Centre?

- Waterwise training for yourself and/or your staff on waterwise principles and practices to be able to better advise customers on water use in the landscape.

Once endorsed as a Waterwise Garden Centre (WWGC), the Corporation will:

- Provide the Waterwise logo to promote your business as a Waterwise and differentiate yourselves from the competition. Please note that the logo must be used in accordance with the Waterwise Programs style guide.
- Promote the Waterwise Service Providers (such as Garden Centres) as leaders in their industry for water efficient service and advice through the website, social media, publications, advertising etc.
- Direct the Corporation's customers with waterwise garden enquiries to the list of Waterwise Garden Centres.
- Supply the WWGC with a range of promotional material.

Criteria for becoming a Waterwise Garden Centre

The program is open to NGIWA members and all high quality garden centres in Western Australia.

Participants must agree to the terms and conditions of endorsement as a Waterwise Service Provider and meet the following criteria:

- All garden centre staff with direct customer contact are required to undertake waterwise training:
 - Initial training will consist of an online training module/course;
 - Training must be updated and refreshed as required including all new staff members.
- On successful completion of training, staff must be capable of providing customers waterwise garden advice on matters such as:
 - Basic waterwise garden concepts;
 - Basic waterwise irrigation information;
 - Waterwise plant selection.
- The centre must have a range of waterwise plants available grouped together with appropriate signage. Please refer to our [Waterwise Plants for WA database](#).
- The centre must have a waterwise information point in a prominent location in the garden centre featuring a range of printed waterwise garden information (provided by the Corporation). This area must be visible but does not have to be large. It will be the responsibility of the WWGC to ensure the information area is maintained and kept up-to-date and can request brochure supplies directly from NGIWA.
- Waterwise information must also be available at point of sale.

Waterwise Garden Centre Program



Once the centre has agreed to the terms and conditions of the program and confirms that the above criteria can be met, a Water Corporation Officer will conduct an audit of the centre to determine endorsement.

Retaining Waterwise Garden Centre endorsement

In order to retain endorsement as a Waterwise Garden Centre, both the business and its staff are required to undertake a re-endorsement process every two years.

Participants must continue to agree to the terms and conditions of endorsement as a Waterwise Service Provider and meet the following criteria to maintain their waterwise status:

- All garden centre staff with direct customer contact are required to undertake online waterwise training:
 - Training must be undertaken by all new staff members.
- Staff must be capable of providing customers with waterwise garden advice, as covered by the waterwise training.
- The centre must be able to demonstrate their range of waterwise plants available grouped together with appropriate signage. Please refer to our [Waterwise Plants for WA database](#).

In addition to the above, the centre must also:

- Complete and submit an online waterwise audit demonstrating the activities and initiatives implemented within the Garden Centre.
- Supply photographic evidence that Waterwise signage, branding and information collateral is available to customers at the Garden Centre.

Register your interest

To participate in the program interested garden centres should contact Waterwise Programs on WEpartnerships@watercorporation.com.au or (08) 9420 3152.