

Press Release July 2011

# Top Honours for Horticulture

**Plants Management Australia Pty Ltd (PMA) is extremely proud to announce its success at the 2011 Telstra Tasmanian Business Awards.**

PMA is humbled to be named the 2011 Telstra Tasmanian Business of the Year after also winning both the Business Owner Micro-Business Award and the AMP Innovation Award.

Managing Director, Chris Sargent said "At PMA we are dedicated to guiding plant breeders through the entire commercialisation process. From concept to consumer, PMA is here to lead your plant through every step."

PMA is enjoying flourishing success. The plant breeders licensing and marketing agency has expanded in recent years to now represent over 60 plant breeders and has more than 150 plant varieties on the market, with many more in trials. PMA returns royalties to plant breeders ensuring the inventors of new varieties are justly recognised.

"The Awards judges said PMA stood out for its commitment to clients and its expert services that include securing plant intellectual property, importing tissue culture, coordinating overseas trials and outstanding marketing, promotion and branding services. PMA's innovation and creativity in presenting 'the story' of each plant are evident in its graphic and web design services and use of technology such as QR coding" said Noel Hunt, Telstra Area General Manager Southern Tasmania.

PMA hopes to use the Awards to promote horticulture at a time when the industry is being exposed to a variety of financial pressures. In a period where there has been a focus on budget cuts, cost of living pressures and financial uncertainty, it is refreshing for the industry to hear some success stories to help reignite motivation and inspiration. The Awards highlighted the importance of attracting customers back and the benefits enjoyed from a happy, well motivated, organised and well trained workforce.

PMA dedicated its success to the innovative work of plant breeders around the world.

Further details and press releases available at:  
[www.pma.com.au/telstra-awards.asp](http://www.pma.com.au/telstra-awards.asp)



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