



PRESS RELEASE

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**Plants Management Australia wins
2011 Australian Business Award for Daphne 'Eternal Fragrance'**

Plants Management Australia (PMA) has been recognised among Australia's most innovative organisations, winning the Australian Business Award for Best New Product in the 2011 Awards.

The Australian Business Awards challenges the full spectrum of private, public and non-profit sector organisations in Australia through its comprehensive business and product award categories.

Now in its sixth year, the Australian Business Awards program recognises organisations that demonstrate the core values of business excellence, product excellence, corporate responsibility, sustainability and commercial success in their respective industries. A total of 103 recipients were honoured from the 928 organisations that participated in the 2011 Awards.

The Australian Business Award for Best New Product recognises exciting new products or services recently launched to market offering a point of difference from their competitors. Products entered in this category must have been launched on to the Australian market after 1st January 2010 to be eligible.

Commenting on the win, Chris Sargent, Managing Director, said: "This award reinforces our commitment to research and development and will enable us to continue to guide our plant breeders from concept through to consumer. PMA's role is to turn every breeder's passion into working profit. The success of 'Eternal Fragrance' is well warranted – it is an outstanding plant that ticks all the boxes."

Daphne 'Eternal Fragrance' represents a lifetime of plant breeding by UK nurseryman Robin White. PMA imported it into Australia and has spent over 8 years investing in the commercialization process to allow Australian consumers to enjoy its benefits. 'Eternal Fragrance' overcomes all the traditional hurdles that Daphne's typically present. It thrives in full sun and repeatedly flowers year round delighting gardeners with its elegant fragrance and classic style.

Tara Johnston, Program Director of the Australian Business Awards, said the standard of entries for 2011 was a testament to the strength and resilience of the Australian economy.

“Australian businesses continue to adapt business processes, invest in product development and develop dynamic e-business initiatives that increase productivity and quality standards for all. The Australian Business Awards provide a welcome opportunity for organisations committed to business and product excellence to receive recognition throughout their respective industries for driving positive business outcomes,” said Johnston.

“We are proud that the Awards continue to promote the key values in the workplace which foster a vibrant organisational culture and encourage enterprise, product innovation, service excellence, marketing excellence, environmental sustainability and community contribution. We would like to congratulate all the 2011 winners for achieving exceptional results within the respective award categories.”

The product award categories are open to all products available in Australia delivered through the private, public and non-profit sectors including business to business (B2B), business to government (B2G), government to business (G2B), government to citizen (G2C), business to consumer (B2C) and are evaluated in accordance with a number of key criteria, including performance, technology, visual appeal, cost-effectiveness, benefits to the user, sustainability and compliance.

For more information about Daphne ‘Eternal Fragrance’ please contact Chris Sargent at PMA on 03 6265 9050 or visit www.pma.com.au

About the Australian Business Awards

The Awards commenced in 2005 and are open to all private, public and non-profit sector organisations operating in Australia. This includes multi-national subsidiaries, government departments, agencies or bodies, franchisors and non-government organisations.

The mission of the Australian Business Awards is:

- To conduct an annual awards program with regional recognition and global significance;
- To recognise and honour corporate and product excellence;
- To continuously develop a dynamic and rigorous framework of assessment;
- To ensure that the assessment process is fair and objective, free of bias or influence; and
- To provide a viable world-class initiative that is technologically advanced for consumers and the business community

Details regarding the Awards program can be obtained at www.businessawards.com.au