



Greenlife Industry Victoria Plant of the Year Application Form

For 2027 and 2028 Awards

Section 1: Applicant Details

Applicant name (and ACN or ABN)	
Contact details	
Contact name	
Email address	
Phone number	
Is the applicant the breeder?	
☐ Yes	☐ No
If no, please provide: - Breeder name - Relationship to the breeder	
What is the basis of the applicant's right to enter this plant in the Greenlife Industry Victoria Plant of the Year?	
For example: the applicant bred the plant, the applicant holds Plant Breeder's Rights in relation to the plant, the applicant is otherwise entitled to exploit the plant commercially.	
Are you a member of a Greenlife Industry Association?	
Please provide your state and member number. If unknown, leave blank.	

Section 2: Plant Overview

Botanical name of variety

(Genus / species / cultivar / trade name)

Award year you are entering for

For this year only, applications are open for both the 2027 and 2028 awards. Select the year(s) that best align with your plant's commercial availability. Applications will be judged concurrently, however 2028 results will not be announced until December 2027. You may apply for both years (a separate entry fee applies for each year entered).

☐ 2027

☐ 2028

In 100 words or less, please tell us why you think this plant deserves recognition as Plant of the Year.

Short description of the plant

Include dimensions at maturity and key characteristics. This information may be used for promotional purposes

Growing regions and climate suitability

Please describe the climates and regions to which the plant is best adapted. E.g. tropical, sub-tropical, cold temperature, warm temperature, arid, indoor, other.

Has this cultivar ever been declared as a weed in any state or territory? If yes, please provide details.

Section 3: Judging Criteria

Please respond to each of the three assessment criteria. Include evidence wherever possible to support your claims (see criteria for further evidence notes). Evidence will not be included in the word count. We recommend responses of no more than 250 words.

Sensory appeal

Consider colour, form, foliage, flowering, fragrance, seasonal interest and overall visual appeal.

Growth & performance

Consider climate adaptability, drought tolerance, pest and disease resistance, production efficiency and landscape performance.

Innovation & marketability

Consider unique features, consumer appeal, market opportunity, improvements over existing varieties and commercial potential.

Section 4: Commercial Readiness

Date first available for retail sale
Where is/will the plant be sold?
Please describe your current production capacity, availability pipeline and ability to meet anticipated market demand. You may wish to include details of current stock levels, future production plans, and how quickly additional plants could be supplied if demand increases following Plant of the Year recognition.

Description and evidence of trials in Australia

Include information about trial locations, climatic zones, duration, performance outcomes and documented observations

Please describe how you would support promotion of this plant if selected as a finalist or winner.

You may wish to include information about photography, marketing assets, retail support materials, social media activity, media opportunities and other promotional activities.

Outline any ideas you have for showcasing or promoting this plant through Melbourne International Flower & Garden Show.

Examples may include displays, demonstrations, giveaways, media opportunities, retail activations, educational content or consumer engagement activities.

Do you have a media contact/representative?

Name, position, phone, email

Applicant Declaration

On behalf of the applicant, I hereby confirm that the information provided in this application is true, complete and accurate to the best of my knowledge.

I have read and understood the Terms and Conditions of the Greenlife Industry Victoria's Plant of the Year award set out below and agree to adhere to those Terms and Conditions.

I understand that any false or misleading information may result in the disqualification of my application from the Plant of the Year award consideration.

Signature

Name (please print)

Position/title

Date

Post-submission information

After submitting this application form, an invoice will be issued from Greenlife Industry Victoria.

One specimen of the nominated plant must be delivered to Melbourne University, Burnley Campus for judging. Pick up is also required, however there is an option to donate the plant to Melbourne University at the end of the judging period.

Delivery and pick-up instructions:

Delivery

TBC

Melbourne University, Burnley Campus, 500 Yarra Blvd, Richmond VIC 3121
Please ensure your plant is well labelled and make your way to the Reception building.
For any issues on the day, or assistance with directions, contact David Reid, 0421 885 257.

Pickup

☐ Please donate the plant to Melbourne University after judging.

Pickup time and date TBC, from the same address as above.

Greenlife Industry Victoria Plant of the Year award - Terms and Conditions

- The Greenlife Industry Victoria Plant of the Year award is open to any applicant who meets the specified eligibility criteria as determined and amended from time to time by Greenlife Industry Victoria.
- The applicant warrants that all information provided in its application is true, accurate, and complete at all times, to the best of the applicant's knowledge. Any information the applicant finds is not true accurate or complete must be promptly notified to Greenlife Industry Victoria in writing.
- Once made, an application is irrevocable.
- Each plant entry will incur a fee. Multiple plants may be entered, with a separate fee payment and tailored application required for each.
- The selection process for choosing winners is at the sole discretion of Greenlife Industry Victoria. The decision of Greenlife Industry Victoria is final, and no correspondence or discussion will be entered into regarding the outcome. The judging panel's decisions are also final and binding and may not be challenged by any person.
- Greenlife Industry Victoria reserves the right to disqualify any application that is incomplete or contains false or misleading information. Such disqualification may result in legal action or other consequences as determined by Greenlife Industry Victoria or other impacted parties.
- Greenlife Industry Victoria retains the right to disqualify any application or applicant for any other reasonable reason, with or without prior notice, including (without limitation) where the applicant cannot establish, to Greenlife Industry Victoria's reasonable satisfaction, its entitlement to enter the plant.
- The applicant must promptly provide all reasonable co-operation to Greenlife Industry Victoria in relation to the promotion of its entry, whether or not a category or overall award winner.
- Greenlife Industry Victoria may use any or all of the information in the application for its promotional or other purposes, and the applicant grants Greenlife Industry Victoria an irrevocable and royalty-free licence to use and sublicense any associated intellectual property for those purposes.
- Any branding, other intellectual property, or materials incorporating such branding or other intellectual property that Greenlife Industry Victoria permits an applicant and/or winner to use in relation to the Plant of the Year program must be used strictly in accordance with Greenlife Industry Victoria's requirements from time to time.
- The applicant grant to Greenlife Industry Victoria the right to publish the names and details of any award recipient (being the plant) for promotional and educational purposes. Details of the applicant/breeder will accompany the award recipient.
- The applicant must indemnify Greenlife Industry Victoria, its directors, officers, employees, and partners and each member of the judging panel (the **Indemnified**) against liability, loss, damage, claim, cost or expense (each a **Loss**) suffered or incurred by any of them in relation to the application or the Plant of the Year program more generally (including without limitation any Loss in relation to any actual or alleged breach of the intellectual property rights of any other person). Greenlife Industry Victoria holds the benefit of this indemnity on trust for itself and each of the Indemnified.
- The members of the judging panel are not liable or responsible for any discrepancies or unexpected changes in a plant's attributes that may emerge over

time. Their assessments are based on the information available to them during the judging process, and any unanticipated developments are beyond their control.

- Submission of an application does not guarantee that the plant will achieve any particular outcome, including that an award will be granted.
- Greenlife Industry Victoria reserves the right to modify, suspend, or terminate the Plant of the Year award program at any time (including without limitation, the process for determining winners, and the entitlements of winners), with or without prior notice to any person, and without any liability to refund any entry fee or other sum paid (unless the program is terminated less than 30 days prior to the date applications close in any particular year).
- Entrants must provide evidence of:
 - Expected retail availability timing
 - Production capability and supply capacity
 - Ability to support market demand generated through the program
 - Commitment to supplying agreed promotional and retail opportunities associated with Plant of the Year and MIFGS

GIV reserves the right to withdraw promotional participation, finalist status, or winner recognition where supply commitments, promotional obligations, or eligibility requirements are not reasonably met.

- Winners and finalists must:
 - Participate in agreed GIV and MIFGS promotional activities where reasonably possible
 - Make plants available for display and promotional opportunities at MIFGS
 - Use supplied Plant of the Year branding and promotional assets in accordance with GIV brand guidelines
 - All Plant of the Year branding, logos and promotional assets remain the property of GIV and may only be used in accordance with GIV guidelines and approved award recognition periods
 - Support reasonable media, marketing and storytelling opportunities associated with the program
 - Winning and finalist plants must be commercially available and capable of supply through appropriate retail sales channels during the award year, including independent retail and national retail opportunities where applicable