



April 2004
Briefing Notes for *Australian Inspiration*

Australian Inspiration Push for Chelsea

- Fleming's Nurseries *Australian Inspiration*, has been accepted as the first fully international show garden exhibit at the famous Chelsea Flower Show in London.
- Chelsea Flower Show, 25 – 28 May, grounds of The Royal Hospital, London
- *Australian Inspiration* is very much a team effort. It could not happen without the expertise and hard work of each team member.
- Fleming's Nurseries sponsorship and continued commitment to Australian Horticulture makes this venture possible and allows it to get off the ground while Jim Fogarty's design, coupled with Semken Landscapes construction brings the garden to life.
- The team works extremely well together. Each team member is the best at what they do and each is focussed on the same goal – producing the best show garden the Chelsea Flower Show has seen.
- *Australian Inspiration* has been 12 months in the planning – discussion between the team members started at MIFGS 2003.
- The Chelsea garden is an adaptation of Jim Fogarty's 'Best In Show' garden at the 2003 Melbourne International Flower & Garden Show
- The *Australian Inspiration* display draws on Australia's wonderful and diverse range of design influences from all parts of the globe - a sort of 'melting pot'. The display is not a native Australian garden but is nonetheless very much 'Australian' – just as Australian food and fashion has many international influences, so too does Australian garden design.
- The aim of taking part in Chelsea for Fleming's and the team is to lift the profile of landscape and horticulture within Australia and to communicate the skill, vision and quality of the Australian industry to rest of the world.
- We have world champions across many sporting fields, while Australia is a leader across many industries. The Chelsea Show provides another platform for Aussies to show how good we are at something else on the biggest stage of all.

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- It's a great honour to represent Australia at Chelsea as it's a major achievement being chosen to construct a garden at the show. There's a total of 22 show gardens on display, chosen from around 75 submissions.
- To make the Chelsea garden a reality has cost hundreds of thousands of dollars in the planning and execution. Fleming's Nurseries sponsorship has been central to this venture happening.
- Taking part in Chelsea has been logistically challenging. While all the plants and trees for the garden have been grown in the UK all other elements are being shipped from Australia - this includes tools used for the construction of the garden, including wheelbarrows made by a local Melbourne manufacturer!
- Unmistakeable Australian feel to the team – all construction team members are Australian. Even the garden's rammed earth retaining wall will be made by an Australian craftsman, who's flying over to craft the wall from English 'Ironstone' in a traditional Australian manner.