

# Wes Fleming

Director, Fleming's Nurseries

As a third generation nurseryman, Wes Fleming was 'born and bred' growing trees. The family business, Fleming's Nurseries - is now Australia's leading grower and wholesaler of deciduous fruiting and ornamental trees and shrubs to commercial orchards, retail garden centres, landscapers and local government.

From boyhood, Wes has worked in all areas of the company from production through to marketing and sales. Wes now focuses on the retail and amenity markets, including the sourcing and importing of new and improved cultivars from overseas.

Whereas a large proportion of Fleming's sales have traditionally been derived from bare-root tree sales during winter, it was Wes who identified the emerging opportunity for year-round sales of ready-potted trees. He established Fleming's container nursery, and more recently expanded production to include selected shrubs as well as trees. At the same time he developed the retail sales channel to include hardware and other chain stores, whose share of the green life market is growing rapidly.

Having earned a widespread reputation for quality and innovation in horticulture, Wes now finds himself in a position to give something back to the industry. He has become a key architect of a closer co-operation between the various players, creating a stronger position for all by helping to unify an industry that in the past has been highly fragmented. Wes was the driving force behind the creation of the Australian Street Tree Evaluation Programme (AUSTEP) in 2001, and is a sponsor of both the Australian Institute of Landscape Architects (AILA) and Parks & Leisure Australia (PLA). He is also responsible for the Fleming's Student Design Competition, held annually in association with the Melbourne International Flower and Garden Show.

Wes is a champion for our environment spending much of his limited spare time working on ways to help provide Australians with vital soft landscaping within the urban environment. In 2005 Wes established a new division of Fleming's called Habitude, to focus on this need. The Habitude motto is 'an attitude to creating perfect urban habitats' and has been developed as a contract source for the development industry and local councils to improve the process of establishing and maintaining landscapes in new residential developments, municipalities, parks and gardens.

In 2004, with Wes as the initiator and project manager, the first ever Australian show garden to be exhibited at the Chelsea Flower Show, 'Fleming's Nurseries Australian Inspiration', was awarded a Silver-Gilt medal. In May 2005, again under the guidance of Wes, Fleming's Nurseries, partnered by Jack Merlo Design and Total Landscape and Construction returned to Chelsea. 'Float', as the garden was named, earned the team a coveted Gold Medal in the show garden section.

In a third venture to the Chelsea Flower last year Wes teamed up with Dean Herald and Rollingstone Landscapes to create Fleming's Nurseries Australian Garden Presented by Trailfinders. Amid the excitement of a visit from the Queen and other members of the Royal family this garden was also awarded a gold medal.

Again in 2007 Wes has pursued an entry to the Chelsea Flower Show, this year teaming up with Melbourne based designer Mark Browning and Landscape construction crew Kiama Landscapes with another unique design and a forth gold medal firmly in their sights. This years garden is titled: Flemings & Trailfinders Australian Garden.

When not involved in horticultural pursuits, Wes enjoys spending time with his three teenage children Jessica, Jacob (Jake) and Todd. His other interests include horse racing, wine, travel and fashion design.