

Australian Rose Award – Angus Irwin - Nomination

The Rose Society of South Australia wishes to nominate Mr. Angus Irwin for the Australian Rose Award.

Angus Irwin has, since the turn of the Century, given outstanding service to the Rose.

During the 1990s, efforts were made by Kelvin Trimper to work with a fertiliser company to produce a special purpose rose fertiliser, high in potassium (the K in NPK) and also the other elements required by roses to grow well in our climate. Initial efforts failed when the company was sold. However, Angus Irwin, CEO of Neutrog Fertilisers subsequently picked up the idea and realised its potential.

After trials over three years involving professional rose growers and enthusiastic amateur rosarians, Sudden Impact for Roses was launched in 2001 and so began Angus Irwin's involvement in roses. He saw the benefit in being associated with The Rose Society of South Australia and eventually other State Societies and the National Rose Society of Australia (NRSA) followed.

Whilst it is true that Neutrog has derived a commercial benefit from these relationships, our Societies have received significantly more than could be regarded as reasonable sponsorship and Angus has personally provided exceptional service to the Rose.

Please consider the following benefits:

- **Royalties and Sponsorship**

The Rose Society of South Australia received \$5,910 in royalties in 2001/02. Since then, and as of 31 May 2012, \$423,724 has been paid in royalties to all State Societies and the NRSA. In the 2011/12 financial year(to end of May) approximately \$60,000 has been paid in royalties.

These royalties have been used to keep membership costs down and to promote the rose at levels unprecedented in our collective history.

On top of the royalty, Neutrog gives \$2,500 per annum to the NRSA. In addition, Neutrog sponsors Heritage Roses in Australia.

- **Fertiliser Sponsorship for Significant Public Gardens**

Neutrog provides fertiliser to the following gardens at no cost:

- Adelaide International Rose Garden and Trial Ground
- Morwell
- Victoria State Rose Garden
- Woolmers
- Geelong Botanic Gardens
- Royal Melbourne Botanic Gardens
- Royal Tasmanian Botanic Gardens
- Royal Sydney Botanic Gardens
- Old Parliament House Rose Garden
- Flemington Racecourse Rose Garden
- Araluen Rose Garden
- Patsy Durack Rose Garden

- Numerous smaller gardens also receive fertiliser including Carrick Hill and Urrbrae House.

These fertiliser gifts are worth at least \$100,000 per annum.

- **Membership Benefits**

Existing members receive very significant discounts on Sudden Impact for Roses, Seamungus and many other products. They also receive quarterly newsletters and information on new products – including free samples for trialling.

New members now receive special, free introductory product samples – a huge incentive and certainly responsible for significant, recent, additional growth in membership.

The benefits to members are valued in excess of \$50,000 per annum.

- **Benefits to State Societies**

Each Society receives product samples for “give aways” at public events and generous product donations and “From the Ground Up” books for use as gifts or raffle prizes.

Plastic and cloth bags are provided for use at events or shows together with note pads.

Neutrog provides speakers for meetings and events at no cost.

The SIFR advertising on radio in each State introduces the relevant State Society President, exposing our “brand” to the public each time an advertisement goes to air.

This promotion is worth \$100,000s and could not be afforded by any Society on its own.

Other Contributions

Angus has served as one of the NRSA representatives on the National Rose Trial Garden Council for the last three years, and actively works to promote the Trials by assisting with webpage design and content. Angus has also personally helped many societies with professional advice on a range of promotional, marketing and administrative needs.

Similar benefits are now emerging via Neutrog’s involvement in South Africa, and will soon emerge in New Zealand and Europe.

The National Rose Society of Australia, each State Society, all Society members and the general public have been the beneficiaries of Mr Angus Irwin’s outstanding service to the Rose in Australia.

To mark the contribution and respect Angus has gained from the rose fraternity, a new rose, bred by Australian Rose Breeder, Trevor Grant, was released in 2011 by Treloar Roses. Treloar’s web site reads “Neutrog’s MD Angus Irwin had the honour of a new rose being named in recognition of Neutrog’s work with Rose Societies around Australia. Called ‘Our Golden Son’, the rose is named for Angus and Sarah Irwin’s son Seth.”

We believe Angus Irwin would be a worthy recipient of the Australian Rose Award.