



**MEDIA RELEASE**

**2 December 2010**

**Orange landscaping team wins Business Awards**



Naturally Green, a well-established landscaping business based in Orange, won three of the four Awards for Excellence in the annual NSW Enterprise Workshop business awards for its analysis and planning for a new business, EcoScape Solutions.



EcoScape will bring the Central West landscaping industry into the 21<sup>st</sup> century using truck-mounted Finn Bark Blower technology. EcoScape can deliver labour-saving ground cover solutions by spreading materials such as mulch and soil from a hopper to a distance up to 150m from our unit at a rate of up to 30 cubic meters per hour – Many times faster than traditional methods. Applications include mulching, seeding and erosion control.

With over 10 years of providing landscaping services in the Central West, the Naturally Green team of Mick Curran, Dan Curran, Joshua Cooke and Michael Roberts identified an opportunity to improve efficiency and reduce costs by spreading soils and mulches using the bark blower technology.



The team of four participated in the NSW Enterprise Workshop’ business development program to thoroughly assess the commercial viability of this new business venture. The team worked under the guidance of Workshop mentor, Mark Baldassarre, a senior businessman who had volunteered his time. Of their Workshop experience they said, “Mark challenged our ideas, helped us clarify direction, and we learned how to look critically at our business to identify real opportunities and avoid the pitfalls”.

For close to 30 years the NSW Enterprise Workshop has been helping small and medium size businesses to identify and assess commercial opportunities. Participants gain the business know-how and confidence that is essential for business success.

Workshop  
'Graduate'  
Businesses



(L) Barry Buffier, Deputy Director General, State & Regional Development and Tourism Division, Industry & Investment NSW, presenting the Industry & Investment NSW Award for Best Business Plan to the Naturally Green team (L-R) Joshua Cooke, Michael Roberts, Mick Curran and Daniel Curran.

The team also won the ResMed Award for Best Operations Plan and the Australian Technology Park Innovations Award for Best Marketing Plan.

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