

## CONSUMER BENEFITS

You can be sure when buying turf from an AusGAP certified producer, you are getting the best turf available on the market. All turf supplied by AusGAP producers is accompanied by a 10-year product warranty, the only such quality guarantee in the Australian turf industry.

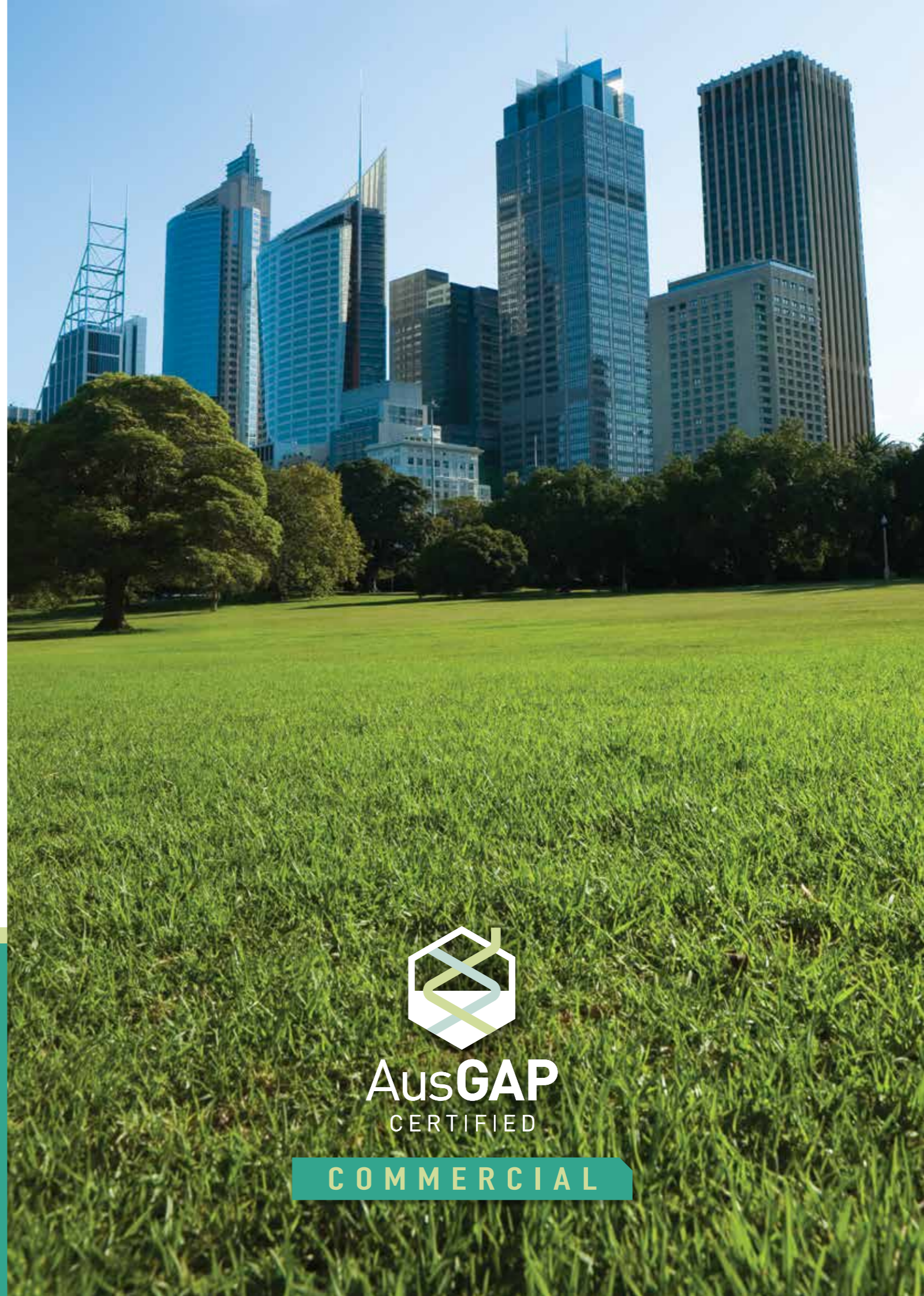
Certified turf grasses have been produced under industry best practice from start to finish, ensuring that all steps along the chain are carried out in accordance with AusGAP protocols and standards along with state and federal requirements.

“THE TURF YOU ORDER WILL BE THE TURF YOU RECEIVE”

Each certified product has its own certificate so you can be sure you will never receive a substitute or inferior product.

AusGAP certified turf producers work closely with leading industry bodies including Parks and Leisure Australia (PLA), Housing Industry Australia (HIA) and the Australian Institute of Landscape Architects (AILA). The AusGAP program is also supported and endorsed by Turf Australia and ITGAP, the International Turfgrass Genetic Assurance Program, the leading International turfgrass standards body.

All AusGAP certified growers and their staff have extensive knowledge of their products and offer assistance and advice to all clients be they commercial or domestic.



## WHY CHOOSE AUSGAP CERTIFIED?

Purchasing AusGAP certified turf is your guarantee of quality and performance. The cost of replacing and relaying an area of under-performing or sub-standard turf can well outweigh the initial costs of purchasing a quality product.

AusGAP certified producers have the leading turf-grass varieties

available on the Australian market and you can be sure that the production and delivery of your certified product has been carried out to the highest industry standards.

AusGAP certified turf is the best quality grass available. Enjoy the AusGAP “peace of mind” and purchase your turf from an AusGAP certified producer.



[www.ausgap.com.au](http://www.ausgap.com.au)

Ph 1300 287 599

Australian Genetic Assured Purity Pty Ltd  
ABN 13611216034



**AusGAP**  
CERTIFIED

**COMMERCIAL**

# WHAT IS AUSGAP?

AusGAP – The Australian Turf Accreditation Program – has been adopted by the country’s leading turfgrass producers to provide you with the assurance that their turf adheres to a stringent set of quality standards.

Purchasing your turf from an AusGAP certified producer gives you the peace of mind that your money is being spent on the best quality turf in the industry.

The AusGAP certification system provides assurance that the entire production, delivery and installation of your turf is undertaken to the highest industry standards.

## WHY IS AUSGAP NEEDED?

The Australian turf industry has long run without a quality benchmark, meaning the standard of turf products and customer service have often taken a back seat to increased production and turn over.

A major part of the AusGAP program is the assurance that the turf that is delivered is a pure product. AusGAP certified products will be visually-free of any weeds or pest and disease damage and will live up to the claims made on the product warranties that accompany every delivery of AusGAP certified turf. This push towards quality and accountability is the reason the AusGAP certified grasses are the best on the market.

# PROCESS OF CERTIFICATION

All certified businesses must adhere to a stringent set of quality standards to qualify for certification. There is a 5-step process to achieve final certification and it can take up to 24 months to reach the required standard. This involves a series of onsite inspections and audits to prove the business complies in all areas.

The AusGAP program has 4 major components that cover every step in the turf production lifecycle, as well as the procedures and services that accompany each phase.

The points of compliance are summarised below:

## 1. TURF PRODUCTION & HARVESTING

- Environmental and Biosecurity management
- Land requirements for turf production
- Turf production & harvesting standards
- Fertiliser application & nutrient management.

## 2. TURF QUALITY, DELIVERY & INSTALLATION

- Purity of turf variety
- Turf tensile strength
- Visually weed free
- Free of pest and/or disease damage
- Delivery & installation standards.

## 4. MARKETING & CUSTOMER SERVICE

- Customer service standards and expectations
- Warranty compliance and management
- Staff training on product varieties and services.

## 3. BUSINESS COMPLIANCE

- WHS requirements and compliance
- Plant and machinery maintenance registration and safe operation
- Staff licensing, training and insurances
- Chemical use and storage requirements.



# THE AUSGAP DIFFERENCE

MELBOURNE  
‘EUREKA MOMENT’  
BEFORE AND  
AFTER PHOTOS ▶

Just what sets AusGAP certified turf apart was on show in Melbourne recently when a mix-up in turf-type was rectified with dramatic results for a Docklands Precinct project.

Speaking on the project, MALA director Campbell Morris said how well the move came together, however, he explained how he was very disappointed with the quality of what he thought was Eureka Kikuyu turf supplied by the original non-AusGAP certified producer.

Mr Morris said that it was quickly realised that the turf-type that he had originally specified for the project had been substituted - without his knowledge - with a poor-appearance, inferior grass-type.

Exemplifying just what AusGAP producers can offer with their strict adherence to turf-quality, service and on-ground performance, local AusGAP grower Lilydale Instant Lawn offered their assistance.

Standing strongly behind its claims of quality and professionalism, AusGAP producers go out of their way to ensure the utmost in customer and end-user satisfaction.

This was one of those occasions where AusGAP’s reputation was on the line; in the face of a mix-up that could have potentially damaged their Eureka Kikuyu brand for their 43 AusGAP certified member-turfgrowers Australia-wide.

With a prompt response and determination, the repairs to the project demonstrated how their turf-types, professionalism and adherence to AusGAP quality program all come together to work just right on sites like this.

Following the removal of the condemned-turf, Lilydale went about assisting with the ground preparation and the installation of the nearly 600 square metres of freshly supplied Eureka Kikuyu turf with the difference in the end result plainly seen by all.

“The finish in the end was amazing,” said Mr Morris on Lilydale Instant Lawn’s completion of the job with the genuine Eureka Kikuyu turf.

“THIS IS A HIGH-PROFILE PROJECT AND IT NOW LOOKS A MILLION BUCKS TO WHAT IT WAS.” He said.

“It looks lush and green, just perfect for the opening and we’re very happy now with what was a fairly poor result before. In the scheme of things; you get what you pay for.”

