

**INTERNATIONAL SOCIETY OF ARBORICULTURE
AUSTRALIA CHAPTER (ISAA)**

**Meeting of the ISAA Executive Committee
November 15, 2001**

The fourth meeting of the Executive Committee of the ISAA for the year 2001, was a teleconference, held on November 15.
This was the first meeting of the newly elected ISAA Executive Committee 2001/2002.
The meeting commenced at 7.00pm Australian Eastern Summer Time.

Present: **Galwey David**
 Greenwood Roger (Chair)
 Hallam Craig
 Lodge Marcus
 Lydon Tony
 Page Rodney
 Romanski Jerry
 Sharp Doug
 Sorrell Clive (Minutes)
 Taylor Hugh

Apologies: Nil

MINUTES

1. FORMAL MATTERS.

1.1 Attendance and apologies.

Attendance and apologies as noted above.

Accepted by: Clive Sorrell.

Seconded by: Roger Greenwood.

1.2 President's welcome.

The new President of the ISAA, Roger Greenwood, welcomed first-time members of the Executive Committee, to the meeting:

David Galwey
Craig Hallam
Jerry Romanski
Hugh Taylor

1.3 **President's appreciation.**

The President voiced his appreciation of the service provided in the past to the ISAA Executive Committee by those who retired from the committee at the recent Annual General Meeting:

David Balsamo
Roy Cody
André Sneyers

1.4 **ISAA Executive Committee 2001/2002.**

The new ISAA Executive Committee, installed at the ISAA Annual General Meeting 2001, in Canberra, comprises the following people:

Office-bearing Executives: **Greenwood, Roger (VIC)**

ISAA President

Telephone: (03) 9754 1227

Mobile: 0419 581 058

Fax: (03) 9754 1227

E-mail: greenweed@bigpond.com

Romanski, Jerry (TAS)

ISAA Vice-President & President Elect

Telephone: (03) 6267 4144

Mobile: 0419 363 011

Fax: (03) 6267 4184

E-mail: romanski@southcom.com.au

Sorrell, Clive (VIC)

ISAA Secretary

Telephone: (03) 9250 6875

Fax: (03) 9250 6885

E-mail: clives@unimelb.edu.au

Lydon, Tony (NSW)

ISAA Treasurer

Telephone: (02) 9863 2909

Fax: (02) 9863 5301

E-mail: tlctrees@sia.net.au

Plant, Lyndal (QLD)

ISAA Immediate Past President

Telephone: (07) 3403 4323

Fax: (07) 3403 6394

E-mails: lyndal@squirrel.com.au

spola@brisbane.qld.gov.au

General Executives:

Galwey, David (VIC)
ISAA Newsletter Editor
Telephone: (03) 9489 2564
Mobile: 0419 102 469
Fax: (03) 9489 5424
E-mail: dgalwey@netspace.net.au

Hallam, Craig (SA)
Telephone: (08) 8295 5590
Mobile: 0417 027 152
Fax: (08) 8295 5590
E-mail: craig.hallam@enspec.com

Lodge, Marcus (SA)
Telephone: (08) 8440 2464
Mobile: 0418 812 967
Fax: (08) 8440 2463
E-mail: arborman@senet.com.au

Page, Rodney (NSW)
Telephone: (02) 6584 7185
Mobile: 0419 416 192
E-mail: arborist@dingoblue.net.au

Sharp, Doug (VIC)
Telephone: (03) 9269 8842
Mobile: 0417 541 157
Fax: (03) 9269 8912
E-mail: dougs-hrt@nmit.vic.edu.au

Taylor, Hugh (NSW)
Telephone: (02) 4739 1184
Mobiles: 0418 474 796 or 0418 874 796
Fax: (02) 4739 6713
E-mail: taylorstrees@optusnet.com.au

2. AGENDA ITEMS.

2.1 Minutes of the previous meeting.

The Minutes of the previous ISAA Executive Committee Meeting, of September 14, 2001, were tabled.

2.1.1 Motion.

That the Executive accepts the Minutes of the previous meeting.

Moved by: Roger Greenwood.

Seconded by: Doug Sharp.

The Motion was carried.

2.2 ISAA/PLA conference 2002 link.

The ISAA President had distributed, via e-mail, a briefing paper outlining a proposal that the ISAA National Conference 2002 be linked, as a joint venture, with the Parks & Leisure Australia (PLA) National Conference 2002. Melbourne is to be the venue. The President's briefing paper is quoted below:

2.2.1 ISAA National Conference 2002 Briefing Paper.

Introduction

It is proposed that the ISAA conference be run as part of the Parks & Leisure Australia conference in 2002. This carries significant benefits for the ISAA and the tree care industry in Australia with very few disadvantages.

While there is no doubt in my mind that the ISAA can run successful conferences, the opportunity presented by running our conference in conjunction with the PLA conference is too good to ignore.

PLA is very keen to have involvement from the horticultural and arboricultural segments of the greenspace industry and I believe that we would be ill-advised to ignore this.

PLA has offered the ISAA a place on the six-member Conference Steering Committee and this will enable the ISAA to have effective input into those areas of the conference organisation that affect us. PLA will also handle all the delegate registration, promotional material and general administrative tasks.

So, all we have to do is organise the speakers, get the promotional material out to our target audience and make sure the arrangements suit us.

The 2002 Conference will be held in Melbourne and then in cities around Australia much the same as the ISAA. I don't know what the progression is at this stage but will advise as soon as I know.

ISAA National Conference 2002 Organising Committee

The proposed committee to organise the 2002 ISAA conference consists of:

Stephen Frank (Tree Logic)

David Balsamo (City of Banyule)

Clive Sorrell (The University of Melbourne; ISAA Secretary)

Judy Fakes (North Ryde College of TAFE)

Advantages of an ISAA/PLA 2002 conference link

The benefits of concurrent conferences include:

- raising the profile of the tree care industry;

- improved profitability of the ISAA;
- attracting to membership of the ISAA those who make decisions about trees;
- better ability to attract high profile speakers and sponsorship;
- providing an excellent basis for our bid to host the ISA International Conference 2008;
- improved arboricultural decision making (If the ISAA is serious about our charter of improving the standard of arboricultural decision making in Australia we must get our message out to those who make the decisions about trees. In terms of public open space these people are typically asset managers and parks managers. These people typically do not attend ISAA conferences and neither are they typically ISAA members. Assuming that they have heard of the ISA they do not see it as relevant to their jobs. However, they do comprise a significant segment of PLA's membership and running our conference with PLA will put us in the same venue. With high quality speakers we can attract these managers to our sessions and start to get our message across.);
- Increased membership (If we can attract these managers to ISAA sessions we have opened a bridge to their becoming members. This will then give the ISAA access to increasing both member numbers and spreading our membership to those that make the decisions on our public trees. This can only be good for our trees and the ISAA. Having educated tree professionals doing the work is only half of the task: educating the people who control the works performed is the other half.);
- attracting quality speakers (The increased profile and profitability that the PLA tie up will bring to the ISAA will make the job of attracting quality speakers that much easier. While the standard of speakers at the ISAA conferences has been high, the PLA tie-up will enable us to attract the best in the field locally and internationally. This will enable us to present a program that that will make managers of open spaces sit up and take notice as well as providing real value to our members.);
- increased sponsorship opportunities (With the audience that PLA attracts and the ISAA audience both the range of potential sponsors and their value to the ISAA increases dramatically. This will enable the ISAA to run a very profitable conference as well as providing greater value to our sponsors. The increase in potential sponsorship will help fund the speakers that we would like to present at our conference.);

- networking opportunities (One of the key reasons for attending conferences is to network with other tree professionals and potential clients. PLA attracts the people that make tree care decisions and these are the people who give real value to networking.);
- increased conference value (The program offered by the PLA conference will have a breadth and depth that the ISAA could not possibly match. With both the horticultural and arboricultural industries on board there will be a wide array of topics and speakers that will significantly broaden the conference's value and appeal to our members.);
- 2008 ISA International Conference bid (The PLA conference tie up will have a dramatic effect on our bid to host the 2008 ISA international conference. Being part of a highly professional, high profile conference will go a long way toward convincing the ISA that we are capable of staging the 2008 ISA International Conference. It is probable that at least some of our main speakers will be people who are influential in the ISA and these people will help promote our bid in the US.); and
- better conference organisation (PLA already has a significant organisational structure in place and all that we would have to organise are the speakers and promotion to our target audience. This will relieve the ISAA Executive of a considerable workload and allow us to focus on other matters that need our urgent attention. Furthermore, PLA will handle all the delegate registration which will relieve the ISAA of a significant administrative burden. The experience gained by being involved with the PLA will also be invaluable to the ISAA.)

Disadvantages of an ISAA/PLA 2002 conference link

There are issues of concern with regard to the PLA conference tie-up:

- that the ISAA's conference will be swamped by that of PLA; and
- that increased ISAA membership by landscape professionals will dilute the practicing commercial arborist component of our membership. (This in turn could result in a change of focus by the ISAA toward issues more related to landscape professionals rather than arborists.)

Addressing the first concern is simply a matter of our standing up and demanding to be seen and heard in the organisation of the ISAA/PLA conference. Also, PLA have offered the ISAA a place on the 2002 Conference Steering Committee and if this proposal is accepted, Stephen Frank, of Tree Logic, will fill this role. Stephen has considerable experience in organising conferences and seminars and is well placed to ensure that the ISAA's interests are protected in this event.

The second concern, of a change in the ISAA's member demographic toward landscape professionals, is to some extent inevitable if the ISAA is to broaden its perspective and reach. This, in turn, is essential if the ISAA is to have any chance of having a direct influence on the care of our public trees. However, this need not significantly alter the focus of the ISAA on the tree care professional. Events such as the Tree Climbing Championships and Arbor Camp cater directly to the tree care professional. It is my intent that other events aimed at the practicing arborist will be included in the ISAA calendar. David Balsamo is now working on these.

Conclusion

The ISAA/PLA conference tie-up presents an excellent opportunity for the ISAA to directly influence those who manage a significant proportion of the trees in our cities, parks and recreational areas. If the ISAA is serious about preserving and enhancing our urban forest then this is an opportunity not to be missed.

The question is, are we ready to expand our horizons beyond our immediate industry to engage those professions about whom we so frequently complain: landscape managers, landscape architects, engineers and greenspace managers?

This opportunity demands our support.

Discussion among the executive, of the proposal to link the ISAA National Conference 2002 with PLA's national conference, had already occurred via e-mail.

Tony Lydon, ISAA Treasurer, now requested that a list of conference objectives be compiled and distributed to the executive members for perusal.

Clive Sorrell agreed to formulate the objectives of the ISAA/PLA conference link and to disseminate the document to the executive members.

Action: Clive Sorrell.

2.2.2 Motion.

That 'in-principle' support be given by the ISAA Executive Committee to working with Parks & Leisure Australia to link the ISAA National Conference 2002 with the PLA National Conference 2002. The support is pending until the objectives of the conference link (refer above) are received from Clive Sorrell.

Moved by: Roger Greenwood.

Seconded by: Clive Sorrell.

The Motion was carried.

2.3 ISAA website.

Currently, the ISAA website is voluntarily hosted, designed, and managed by ISAA member Craig Hinton.

ISAA Secretary, Clive Sorrell, had voiced the opinion that the chapter's website could be a powerful tool for providing information and other resources to the ISAA membership, but that the current website needs upgrading.

Craig Hinton had disseminated an e-mail to the executive members in which he declared his willingness to continue as ISAA Webmaster, but that creating a significantly more sophisticated website would require new software and he would need to undertake a learning program.

ISAA Past President, David Balsamo, had earlier disseminated information, via e-mail, informing the executive members that he had officially registered, for the ISAA, the World-wide Web address 'www.isaa.org.au'. David stated that the ISAA may have to pay a fee to register the domain name.

David had also applied to VicNet (www.vicnet.net.au) for an allocation to the ISAA of 10MB of free space on the VicNet computer server.

2.3.1 Motion.

That during the new year, an ISAA website, utilising the domain name 'www.isaa.org.au' be established via a new server, at an estimated cost of about AU\$500 to register the domain name.

Moved by: Roger Greenwood.

Seconded by: David Galwey.

The Motion was carried.

2.3.2 Motion.

That an ISAA Website Sub-committee be established to organise the relocation of the website, and the upgrading of the design and information contained therein.

Moved by: Roger Greenwood.

Seconded by: Clive Sorrell.

The Motion was carried.

Marcus Lodge, of the ISAA Executive Committee, accepted the role of Chair, ISAA Website Sub-committee.

From now on, Craig Hinton, David Balsamo, and Marcus Lodge are to receive copies of all e-mails pertaining to ISAA website issues, ideas, and suggestions generated by members of the ISAA Executive Committee.

Action: Marcus Lodge and all other executive members.

2.4 ISA Arborist Certification

Actions required by the ISAA before the ISA Arborist Certification program can be properly implemented in Australia, are:

- an ISA Arborist Certification Program Sub-committee must be established;
- the database of stipulated ISA Arborist Certification Examination Questions requires editing and amending to make the questions relevant to Australia, to its trees, its climate, and to Australian arboricultural practices;
- the ISA Arborist Certification Study Guide requires editing and amending to make its contents relevant to Australia, to its trees, its climate, and to Australian arboricultural practices;
- the ISA Arborist Certification program must be promoted within Australia;
- a schedule of ISA Arborist Certification examinations must be established for various parts of Australia; and
- when Australia-based ISA Arborist Certification examinations are under way, they will require administration and supervision.

Proposed members of the ISA Arborist Certification Program Sub-committee, are:

Marcus Lodge (SA)
Lyndal Plant (QLD)
Peter Bishop (QLD)
Ben Kenyon (VIC)
Trevor Lawrence (VIC)
Greg Moore (VIC)
Sean Hants (VIC)
Tony Lydon (NSW)

Tony Lydon, of the ISAA Executive Committee, accepted the role of Chair, ISA Arborist Certification Sub-committee.

Action: Tony Lydon.

Clive Sorrell offered to provide Marcus Lodge with names and contact details of individuals involved in the establishment of the ISA-UK/Ireland Chapter's Arborist Certification Program. The ISA-UK/I may provide helpful insights into their experiences of editing and amending the ISA Arborist Certification documents.

Action: Clive Sorrell & Marcus Lodge.

2.5 Conference 2002 of the Queensland Branch of Parks & Leisure Australia

The Queensland Branch of PLA is to present a 'Trees & Turf' conference next year, in Brisbane, and the branch has enquired whether the ISAA would like to co-operate with them in this as a joint conference.

The ISAA President stated that, although this would probably be a worthwhile enterprise for the chapter, the ISAA does not now have the resources, financial or personal, to participate.

2.5.1 Motion.

That the ISAA decline the invitation to link with PLA's Queensland Branch for the PLA Queensland conference.

Moved by: Roger Greenwood.

Seconded by: Jerry Romanski.

The Motion was carried.

2.6 ISAA newsletter 'The Bark'

ISAA Secretary, Clive Sorrell, had relinquished editorship of the chapter's newsletter, 'The Bark' after two years 'at the helm'.

Newly installed Editor, David Galwey, reported that Clive had forwarded a few articles for publication in the newsletter, but David is seeking more articles for inclusion in the next edition.

The ISAA Treasurer, Tony Lydon, emphasised that it would be helpful to the chapter if the final edition of the newsletter for 2001 could be produced soon, so that it could be included for distribution in the same envelope enclosing the membership subscription renewals.

The producer of the newsletter, Doug Sharp, informed the executive members that he needed the next edition of 'The Bark' for printing before the first week of December otherwise the printers would be too busy with other duties to produce an edition before the end of 2001.

David Galwey declared that he would liaise with Doug Sharp to produce a newsletter by the beginning of December.

Continuing the newsletter tradition of including profiles of members of the ISAA Executive Committee, the newly elected Vice-President & President-Elect, Jerry Romanski, offered to contribute a biography of himself for inclusion in the next newsletter.

Clive Sorrell had commenced writing an article for the newsletter to outline the recent ISAA National Conference 2001, in Canberra. Clive is hoping for photographic contributions from David Balsamo, Craig Hinton, or David Galwey, all of whom had utilised digital cameras during the conference. He is also waiting for statistical information on the conference from the ISAA Treasurer, Tony Lydon.

Rodney Page announced that he had compiled articles for the newsletter in regard to the recent Australian Tree Climbing Championships, in Canberra.

Action: David Galwey & Doug Sharp.

2.7 Other business.

2.7.1 Treasurer's report.

The ISAA Treasurer, Tony Lydon, announced that a Treasurer's Report on the ISAA National Conference 2001, would be presented to the ISAA Executive Committee, at the next meeting.

Tony notified the executive that 'certain things had happened while he was absent overseas in the lead-up to, and during, the recent ISAA National Conference 2001'.

The Treasurer declared that a discrepancy of approximately AU\$5,000 seemed to exist in the accounts of the conference. It appears that the discrepancy is between conference promotional gear budgeted for, and what was actually purchased, and other aberrations such as, for example, the costs of hotel bar tabs that individuals had charged to the ISAA, and accommodation fees that some delegates had not paid for but seem to have charged to the chapter.

Doug Sharp offered to investigate and clarify the purchases, costs, and sales of conference promotional gear as he had been involved in its ordering, purchase, and sale.

Action: Tony Lydon & Doug Sharp.

The Treasurer notified the executive that a form from the Commonwealth Bank was being sent to ISAA Directors, Lyndal Plant and Clive Sorrell, for their signatures, in order to authorise Annie Black, Administrator of the ISAA Head Office, to access the ISAA bank account for determining its balance, and so on.

Action: Tony Lydon.

2.7.2 Australian Tree Climbing Championships.

Rodney Page, organiser of the recent Australian Tree Climbing Championships, in Canberra, announced that some of the ISAA's climbing gear had since 'disappeared'.

Action: Rodney Page.

3. NEXT MEETING OF THE ISAA EXECUTIVE COMMITTEE

The next meeting will be called at a date to be announced by the ISAA President, Roger Greenwood.

Action: Roger Greenwood.

The meeting closed at 8.10pm Australian Eastern Summer Time.