



**“We knew that our concept was a good one, but it was a huge project to turn it into a reality. We are more than 12 months ahead of schedule thanks to GrowEQ’s innovative solutions and hard work. The future for Turf Plus and other industries beyond turf is brilliant, and GrowEQ are absolutely integral to our success.”**

John O'Brien, Director

**A unique concept to develop an industry-wide multidisciplinary compliance system becomes a reality due to a Turf Plus/GrowEQ partnership**



### **The Customer**

Turf Plus is an Australian-first scheme developed to help turf farms achieve compliance across 5 areas – WHS, Environmental Management, Chain of Responsibility, HR and IR, and Quality Assurance. The turf industry in Australia has modernized in a spectacular fashion over recent years, and turf farmers are considered to be at the forefront of Australian agriculture. However, compliance has lagged behind as the industry has gone ahead, and safety issues have been particularly concerning.

### **The Issue**

Scheme developers David Raison and John O'Brien had the vision to see what Turf Plus could do for the industry, but needed technical expertise to make it happen. The concept was ingenious, but the subjects it encompassed were HUGE. Turf Plus needed their scheme to cover the five separate compliance areas, and to be accurate and legal across them all.

### **The Solution**

GrowEQ was able to develop a system that covered ALL 5 compliance areas, with policies, procedures, forms and registers that help turf farmers meet their obligations in all areas. Moreover, the system incorporated a tailor-made software system that enables turf farmers to access their system AND enter records, even while sitting on the tractor. GrowEQ even helped to develop a turf industry Quality Assurance and Certification scheme, now operating as TurfCert.

GrowEQ provides support to turf farmers using the Turf Plus scheme, and develops and participates in training, as well as performing turf farm audits.

This scheme is enormous, and is scheduled to be rolled out across other industries in time.



sustainable business performance