

NURSERY & GARDEN INDUSTRY VICTORIA

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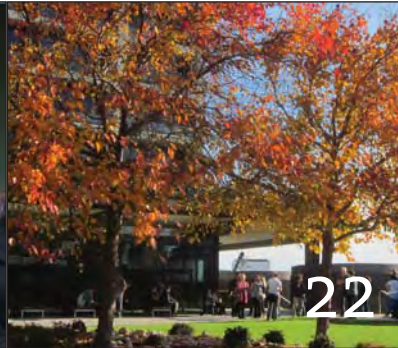


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HELIX AUSTRALIA'S EXCITING RANGE OF NEW WAXFLOWER VARIETIES



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## cover features



Moonlight Delight label

**Common:** Waxflower Moonlight Delight

**Botanical:** *Chamelaucium uncinatum*  
*Moonlight Delight* (1)

**Type:** Evergreen Shrub

Helix Australia. The future in Waxflower

Waxflower Moonlight Delight features masses of large glossy red buds in mid winter and are followed by an abundance of large white flowers with a crimson centre in early spring.

These waxy white blooms flower for an extended period complimented by a backdrop of fresh, green fine foliage creating a wonderful display.

Waxflower Moonlight Delight is one of an extended range of new Chamelaucium varieties from Helix Australia. Additional varieties available include Raspberry Ripple, Strawberry Surprise, Sarah's Delight, Chantilly Lace, Pearl Buttons, My Sweet Sixteen and Dancing Queen.



Helix Australia's exiting range of Chamelaucium varieties all feature stunning labels which create a striking retail presence all year round.

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# HELIX AUSTRALIA THE FUTURE IN WAX FLOWERS

Helix Australia is a wholly Australian owned and operated business specialising in the breeding, marketing and licensing of new and improved Waxflower varieties. Since its inception in 2008 Helix Australia has put together an exciting range of new Waxflower varieties including My Sweet Sixteen, Dancing Queen, Chantilly Lace, Sarah's Delight, Moonlight Delight and Raspberry Ripple.

Helix Australia is headed up by Craig Musson and Adrian Parsons – who both have over 20 years horticultural marketing experience via their role as directors of WAFEX – Australia's leading cut flower exporter.

## The future in waxflower

Waxflower is one of the major "filler flower" crops grown in the global cut flower industry with major production centres in Australia, Israel, USA (California) and South Africa. Helix Australia will license growers around the world to ensure all year round supply of these exciting Waxflower varieties to the worlds discerning florists and bouquet makers. These licensed supply agreements will be backed up by a range of trade marketing programmes to ensure the profile of Helix Australia Waxflower varieties is prominent across all sectors of the wholesale cut flower industry.

In addition to a strong demand across the global cut flower industry Waxflower is also a very popular pot plant/landscape plant with strong interest from home gardeners and landscapers alike. Many of the Helix Australia Waxflower



varieties offer excellent potential application for landscape usage. Helix Australia will invest and promote strongly in the global nursery/landscape industries to ensure the world's gardeners are able to grow and enjoy the wide range of colours, plant forms and flowering seasons afforded by Waxflower.

*"...Waxflower is a very popular landscape plant but over the last 10 or 15 years it has not seen a lot of development in terms of new varieties being successfully commercialised..." Adrian Parsons explained.*

*"...The new Helix Waxflower varieties bring new forms including bigger buds and new colours as well as a wider spread of flowering times from early to late flowering..." he said.*

Through its affiliation with Greenhills Propagation Nursery, Helix Australia is able to offer excellent quality Waxflower tubestock for nursery growers across eastern Australia

To assist a strong retail presence for its new Waxflower varieties Helix Australia has invested in an excellent range of plant labels created by MacBird Floraprint.

*Parsons said "...We have had strong feedback from nursery growers that the Helix Wax labels enable these varieties to be sold all year round and are not restricted to a spring flowering sales window when in flower..."*

There are also developments beyond waxflowers. WAFEX bought a native flower farm in Victoria's Gippsland region in 2010 and in doing so inherited a RIRDC funded Leptospermum breeding program run in conjunction with DPI Victoria.

Helix Australia will partner with RIRDC.DPI Victoria and WAFEX to set up global commercialisation programs for the exciting range of landscape and cut flower Leptospermum varieties from this research project that was led by Tony Slater through the mid 1990s.

Some of Helix new Waxflower varieties include:-



### Moonlight Delight (b)

Masses of large glossy red buds in mid winter are followed by an abundance of large white flowers with a crimson centre in early spring. These waxy white blooms flower for an extended period complimented by a backdrop of fresh, fine green foliage creating a wonderful display. A rounded shrub growing to approximately 2m H x 1.5m L.

*continued over...*



# HELIX AUSTRALIA THE FUTURE IN WAX FLOWERS continued...

## Saraha's Delight (D)

Vibrant pink wax blooms with a crimson red centre open upon a backdrop of fresh, fine green foliage. The waxy flowers will provide a welcome burst of colour into your late winter and early spring landscape. A rounded shrub growing to approximately 2m H x 1.5m L



## Chantilly Lace (D)

Unique frilly edge white bloom with very attractive lime green centre upon a backdrop of fresh, fine green foliage. Very prolific flowering with masses of blooms forming dense cluster of pure white blooms. A rounded shrub growing to approximately 2m H x 1.5m L

## Strawberry Surprise (D)

A stunning mid pink Waxflower variety featuring a unique frilly flower petal formation upon a backdrop of fresh, green, fine foliage. A rounded shrub growing to approximately 2m H x 1.5m L



## Raspberry Ripple (D)

Features masses of dark pink crimson blooms on tall thin stems. Typically flowering early to mid spring, this variety provides some welcome height to native garden plantings. A rounded shrub growing to approximately 2m H x 1.5m L

## Dancing Queen (D)

A unique double Waxflower variety featuring an abundance of blooms ranging from soft baby pink through to vibrant candy pink. During winter and spring these stunning blooms dance upon a backdrop of fresh, fine green foliage creating a wonderful display. A rounded shrub growing to approximately 2m H x 1.5m L



## My Sweet Sixteen (D)

From early spring, masses of pure white flowers open upon a backdrop of fresh, fine green foliage. These blooms mature to a rich red shade displaying an attractive bi-colour appearance with both white and red blooms and everything in between. A rounded shrub growing to approximately 2m H x 1.5m L

## STOP PRESS

Helix Australia's parent company Wafex has recently entered into two exciting commercialisation and research projects with government bodies to further consolidate its presence within the space of Waxflower breeding and commercialisation.

WAFEX has been appointed by The Department of Agriculture and Food Western Australia (DAFWA) with regards to the commercial development and management of Waxflower cut flower varieties from their breeding programme. WAFEX is the exclusive licensee for the production and marketing of three yet to be named Waxflower varieties which will initially be offered to Western Australian flower growers and later offered to growers in the eastern states.

Secondly, WAFEX has agreed to jointly fund continued research into Somatic infusion within the Chamelaucium alliance. This project will be managed by the Rural Funds Research and Development Corporation (RIRDC) and will be carried out at the Botanic Gardens and Parks Authority, Kings Park, Western Australia.

