



Mr. Barry Johnson
President, National Rose Society of Australia

The President's Message

It may be drawing close to the new millennium but for The Rose in Australia, it comes of age in 1999. This is the year that the recorded history of The Rose in this country celebrates 100 years.

Perchance and by a measure of historical luck, the Rose Society of Victoria Inc. will be celebrating its centenary in November this year. To celebrate, Victoria is planning an International Rose Festival that, we believe, will be one of the greatest and most diverse rose pageants ever staged, anywhere.

The festival has been three years in the planning and was publicly launched with the official release of the centenary rose 'Victoria Gold', on Rose Day, at Flemington Racecourse, in March. The centenary rose is a gorgeous yellow cluster flowered rose bred by Mr Eric Welsh, of Erina, NSW.

As host of not only the international event but the National Rose Championships, the RSV wants all Australian Rose Societies and rosarians to attend and help demonstrate our collective pride and showcase our achievements to the rose world and the populace at large.

The pending arrival of the new millennium gives us the opportunity to reflect on those wonderful and dedicated rosarians that have gone before us. Eminent Australian rosarians were at the forefront in conceptualising and establishing the World Federation of Rose Societies. Their enthusiasm and vision went through great periods of crisis, challenge and change. This present period in our history presents us with the challenges of technological change and intense competition both commercial and cultural.

These factors are also there for us to assist in future developments of the rose and our own promotional strategies. Tissue culture and the Internet are two examples that spring to mind.

An open invitation is extended to everyone to attend the Centenary celebrations of the Rose Society of Victoria. It is an historic event for the family of the Rose.

Barry Johnson, President