

MEDIA RELEASE

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## **New roadmap for a profitable and resilient nursery industry**

A roadmap for the future of the nursery industry has been released, outlining the priorities for research and development (R&D) and marketing over the next five years, to support its growth and sustainability.

The industry plays a vital role in the physical, economic and environmental well-being of all Australians, with nurseries involved in the ornamental market, forestry, revegetation for mining, landscaping and starter plants for Australia's fruit and vegetable production.

The [Nursery Strategic Investment Plan 2017–2021](#) (SIP) will help to guide decisions on projects to be funded by the nursery levy, which is managed by Horticulture Innovation Australia (Hort Innovation).

For every dollar invested, it is anticipated the industry will receive \$8.50 – a net benefit over five years of \$140 million.

This will be achieved through a focus on five key outcomes:

- Increasing demand for, and sales of, green life products
- Increasing industry knowledge to boost marketing effectiveness and decision making
- Protecting nursery assets from exotic, emerging and endemic pests and diseases
- Improving productivity, profitability and professionalism
- Better career development.

Nursery & Garden Industry Australia (NGIA) President, Mike Mehigan, says it's important to ensure levy investment is in line with industry priorities.

"The nursery industry is valued at more than \$1 billion, and we want to ensure it has a strong and profitable future," Mr Mehigan said.

"Its growth over coming years will be supported by strategically targeted investments in both R&D and marketing, to ensure growers have access to innovative and best practice tools and technologies, and to boost community understanding of the benefits of green space.

"The SIP has been developed with input from individual growers, representative bodies and the Strategic Investment Advisory Panel, and we are grateful for their support, advice, time and commitment."

NGIA Chief Executive Peter Vaughan is encouraging all participants in the supply chain to read the SIP, and understand where the industry is headed.

"The SIP is designed to assist Australian nurseries through the next wave of growth, with investment to address key areas such as biosecurity, nursery business profitability and industry career development," Mr Vaughan said.

"Through input from growers and industry representatives, it captures the practical realities of Australian nursery production and issues to be addressed.

"However, the plan is only going to have an impact if growers continue to innovate and implement best management practices coming out of the investments being made in R&D."



The *Nursery Strategic Investment Plan 2017–2021* is available for download at [www.horticulture.com.au/nursery](http://www.horticulture.com.au/nursery)

The development of the SIP has been funded by Horticulture Innovation Australia Limited using the nursery R&D levy and funds from the Australian Government.

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