

# Australian Greenlife Industry

The greenlife industry in Australia crosses all state borders and covers urban, peri-urban and rural environments. The industry is broad and encompasses the ornamental market and supplies starter plants for fruit and vegetable production and stock for landscaping, forestry and revegetation.

The importance of the Industry cannot be understated as it significantly underpins the food, fibre and foliage plant production in Australia and offers Australia both aesthetic and scientific solutions to climate mitigation.

## Growers

- >43% of growers are 'micro businesses' turning over of <\$500K
- 26% of growers turnover between \$500K - \$2M and 11% turnover greater than \$3.5M.
- Operating costs as a percentage of turnover are 28% and Wages are 32%.
- 19,485 FTE work in greenlife production.
- 64% of employees are full or part time with 27% engaged casually/seasonally
- 91% of staff are in nursery production roles

## Production (% of growers producing)

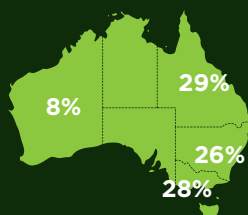
65% Perennials/Trees/Shrubs	17% Herbs/Vegetables
30% Propagation plants	14% Bedding & Potted Colour
22% Indoor plants	11% Other
18% Fruit/nut trees & vines	

## Supply (% of growers selling to)

58% Retail	27% Government
67% Production wholesale	34% Primary Ind/Forestry
40% Landscape/Building/Dev	32% Direct to consumers

## Geography (grower location)

29% QLD
28% VIC
26% NSW
8% WA
9% SA, NT, TAS combined



**\$2.4 Billion**

17/18 Farmgate value



**1.9 Billion**

plants in the environment and economy



**1,651**

greenlife production businesses in operation



**25,000**

employed as full time, part time or casual



**6,616 Ha**

Outdoor production



**1,287 Ha**

Indoor production



**59%** of growers invested in their businesses

Infrastructure and technology



**53%** of growers are planning to expand

Within the next 5 years



Greenlife Industry Australia

The Australian greenlife industry is a community contributing to Australia and all Australians through the uniqueness and diversity of its product and its people.

The industry encompasses the ornamental market and supplies starter plants for fruit and vegetable production and stock for landscaping, forestry and revegetation.

The importance of the industry cannot be understated as it significantly underpins the food, fibre and foliage plant production in Australia, contributes significantly to the economy and provides aesthetic and scientific solutions to climate change.