



Greenlife Industry Australia

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MEDIA RELEASE

Nursery industry to take stock in November

4 November 2021 – Nursery growers across the country are being urged to participate in a nationwide survey this November to help gain a current, robust snapshot of the industry’s position following a year of significant change.

The survey period for the strategic levy-funded project *Nursery Industry Statistics 2020-21 to 2024-25* (NY21000) has officially commenced, with greenlife growers across the nation being surveyed to accurately assess the value and volume of Greenlife production in Australia.

Led by Greenlife Industry Australia in conjunction with ACIL Allen and Down To Earth Research, survey data will be gathered through a series of qualitative interviews with Greenlife businesses to produce a reliable and robust snapshot of the size, value, production, employment, and sentiment throughout Australia’s thriving nursery industry.

The data collected in the surveys will be provided back to industry in the form of a benchmarking tool which enables businesses to make more informed business planning decisions based on broader market trends and analysis.

Further, the data will be used to demonstrate the importance of the nursery industry to the agriculture sector as well as the broader national economy and community.

According to Sonya Gifford, Membership Engagement and Partnerships Manager, Greenlife Industry Australia, it’s crucial that as many businesses participate in the survey as possible.

“With each completed survey we can ascertain a more accurate picture of our industry year on year,” she said.

“With a robust data set, we are able to determine the true size and scale of the industry in gauging growth and understanding trends to make strategic investment decisions accordingly. For example, in past years the survey data has been used to illustrate the nursery industry’s position as the largest individual horticultural sector.

“Additionally, the more accurate the data is, the more valuable the benchmarking tool will be, meaning individual growers will be able to make more informed business decisions that are not just based on gut feel.”

The survey component of the research will be managed by Down To Earth Research. From now, through to early December a random sample of Greenlife businesses will be contacted to arrange interviews.

This 2020/21 survey period will be the fifth year of data collection delivered over a number of different projects. Daniel Watson, Research Director, Down to Earth Research, said that the opportunity for longitudinal data collection in a time where worldwide trends have led to unprecedented market conditions is invaluable.

“We are in a period of great change. We have seen growth in the industry over the past three years, as well as changes due to COVID-19,” he said.

“Continuing to collect trend data will provide us with information as to where the industry is at and allow us to capture any changes that may have occurred due to COVID-19, such as stock shortages.”

The survey period will run throughout the month of November, into early December with the results of the surveys and industry benchmarking too to be released in the first half of 2022.



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More information on the survey can be found on the [Greenlife Industry Australia](#) website.

The strategic levy-funded project *Nursery Industry Statistics 2020-21 to 2024-25* (NY21000) project is funded by Hort Innovation using nursery research and development levy and funds from the Australian Government.

**Hort
Innovation**
Strategic levy investment

**NURSERY
FUND**

This project has been funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au