



Greenlife Industry Australia

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MEDIA RELEASE

Wednesday, 1 March 2023

Greenlife Industry Australia supporting industry growth through fresh communications program

Greenlife Industry Australia (GIA) has been awarded the Hort Innovation contract to deliver a new communications program to assist in advancing the nation's greenlife industry.

The five-year program aims to provide greenlife businesses with timely and relevant information and advice from research, development and extension projects funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government.

Overall, the 'Nursery industry communications program' (NY22000) is designed to help foster long-term industry stability.

GIA's Chief Executive, Joanna Cave, said the previous communications program (NY180001) provided high-value content throughout the four years, achieving healthy levels of engagement and contributing to positive practice change.

"As well as building on the success of the previous program, GIA intends to simplify and enhance information access by reducing touch points, simplifying language, and providing examples of the levy fund in action," Ms Cave said.

"Our goal is to increase levy payers' awareness of the projects undertaken by the industry and facilitate practice change by providing timely, relevant and comprehensive information about levy-funded R&D outcomes and adoption opportunities.

"It's an incredible honour for us at GIA to have won this contract. We are excited to begin transforming how levy payers digest Nursery Levy information. We are confident we can create fantastic work in partnership with industry and Hort Innovation."

The communications program to be delivered by GIA will further inform growers as to how the levy system works and how their investment (in addition to contributions from the Australian Government) supports a world-class offering of specialist research, development and extension activity.

It will also showcase to greenlife businesses the important innovations funded by the levy and build engagement in the activities and outcomes made possible by the levy across all interest groups and at local, state, and national levels to increase uptake of these opportunities.

For the first time, the communications program will involve state Nursery & Garden Industry (NGI) associations. These industry representatives will play an important role in assessing the program's impact and guiding its implementation over the next five years.

GIA has partnered with Dentsu Creative PR, a leading agribusiness public relations firm, to develop a new approach to these communications.

ENDS

The 'Nursery industry communications program' (NY22000) project is funded by Hort Innovation using the 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