



Greenlife Industry Australia

# YOUR LEVY @ WORK

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## How access to industry benchmarking drives Boomaroo forward

**Starting as a small family market garden, Boomaroo Nurseries has grown into one of Australia's most prominent and thriving vegetable seedling and greenlife suppliers.**

In over 30 years of business, the nursery has opened facilities in Lara, Victoria and Southbrook, Queensland, spanning over 17 hectares and 140 employees, with customers in Victoria, New South Wales, Queensland, South Australia, and Tasmania.

Part of Boomaroo Nurseries' success can be traced back to its production of cell-grown transplantable seedlings which offer produce growers significant benefits against the traditional direct seeding of crops in the paddock – including crop uniformity, yield and reduced production costs.

Nick Jacometti, Director of Boomaroo Nurseries, believes that in order to continue a high level of production and innovation, Boomaroo Nurseries needs to not just keep its internal processes in check, but keep an eye on the world around them.



*Nick Jacometti, Director of Boomaroo Nurseries*

That is where the Nursery Industry Benchmarking Tool comes in. The tool helps nursery business owners and managers measure how their business compares, competes and 'benchmarks' against others concerning revenue, volume, productivity, wages and business sentiment.

The tool forms part of the levy-funded Nursery Industry Statistics 2020-21 to 2024-25 (NY21000) project, which gathered data and insights from 269 greenlife producers.

Boomaroo Nurseries has been a contributor to the data collection component of this project for a few years and has attended educational webinars on the tool. From this, Nick understands the information's usefulness and has adopted the simple and easy-to-use tool into his operations.

The tool is made up of four key components – an overview of industry trends, sales insights, employment data and human resources costs, and industry sentiment, which tracks the current and future expectations for the industry based on grower feedback.

This information bank provided Nick with invaluable knowledge and insights about the wider industry, informing Boomaroo Nurseries of its position in the industry and making immediate and long-term strategic business decisions.

"During the disruptive years of Covid, Boomaroo Nurseries found this tool especially important. It allowed us to do a quick health check on our business, providing us with peace of mind that we are on the right track but also identified red flags for us to work upon," said Nick.

**Hort Innovation**  
Strategic levy investment

**NURSERY FUND**

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"Having this information at your fingertips informed questions such as what are we doing well? What are our areas of improvement? What are other nurseries doing?"



*Boomaroo Nurseries, Lara*

"The benchmarking tool is especially effective when it comes to annual strategic reviews. The tool enables us to compare our business performance against the current national average. We can compare our sales and volumes by product type and market segment to industry. We can also see where we sit along the range for sales value, employment, wages and cost metrics.

"The greenlife industry is so diverse, so it is wonderful to have a dynamic tool to collate national greenlife statistics together. It allows us to track industry performance over time, monitor market trends and prioritise investments within our production facilities.

"Moving forward, Boomaroo Nurseries will continue to contribute to the survey component every year as we know that the more accurate the data is, the better it will be for the entire industry.

"The insights we have gathered from the tool have been invaluable; the data has helped us make informed workforce decisions and plan for the future. We look forward to continuing our engagement with the project."

The next round of data collection for the Nursery Industry Statistics project will commence in October.

To read more about the Nursery Industry Statistics Project, check out this [Nursery Paper](#).

To access the tool, please contact Greenlife Industry Australia at: [info@greenlifeindustry.com.au](mailto:info@greenlifeindustry.com.au) or at +61 476 002 219.

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