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Greenlife Industry Australia

MEDIA RELEASE

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New report reveals Australian Nursery industry adds \$2.49 billion to the economy

- The Australian nursery industry is expected to grow by 14.1% over the next seven years, to reach a value of \$3.1 billion by 2030.
- In 2022, the industry supported 12,506 full time equivalent (FTE) employees, and by 2030, it's projected to support 12,987 FTEs, accounting for 13.8% of horticulture sector employment.
- The industry enhances wellbeing, sustainability, health and biodiversity conservation in Australian communities.

The Australian nursery industry is on the cusp of massive expansion, with forecasts projecting growth of 14.1% between FY2022 and FY2030*.

This surge will result in the Australian nursery industry being valued at an impressive \$3.17 billion by 2030, according to groundbreaking data unveiled by the Nursery Levy funded *Economic Contribution of Australian Horticulture project (MT21010)* and *Nursery industry statistics (NY21000)* projects.

The *Economic Contributions Analysis Report*, which was undertaken as part of the Hort Innovation Nursery Levy funded 'Nursery Industry Statistics 2020/21- 2024/5 project' (NY17008) which has been running since 2015 took a year to compile. It presents complex data in a user-friendly format that businesses can apply to their business planning. It sheds light on both the direct and indirect contributions of the nursery industry – particularly to Australia's economy.

Funded by Hort Innovation and led by Jan Paul van Moort, Executive Director of ACIL Allen, this report uses data from The Centre for International Economics (CIE) - *Contribution of Australian Horticulture Industry, A General Equilibrium Analysis Full Report (2023)* and research from the Down to Earth social and marketing research agency.

Mr van Moort says the report clearly shows how crucial the Australian nursery industry is to the country's economy.

"It's not just important – it's vital. The nursery industry is the largest in the horticulture sector and generated a whopping \$2.78 billion in 2022. By comparison, the next three biggest industries, vegetables, potatoes and almonds, generated \$1,29 billion, \$766 million and \$687 million respectively," said Mr van Moort.

"The nursery industry contributes significant value to the economy, playing a critical role in supporting the growth of the Australian horticulture industry."

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Beyond showcasing the industry's contributions to the Australian economy, the report also highlights potential risks the industry may face, sparking crucial discussions on the best approach to navigating the future.

"The report estimates that in the 2022 financial year, the nursery industry directly and indirectly supported 12,506 FTE employees. This accounts for 15.5% of total employment within the horticultural industry in Australia," said Mr van Moort.

By 2030, the Australian nursery industry is anticipated to support 12,987 FTE employees – directly employing 9,981 and indirectly employing 2,997.

This would represent 13.8% of the total employment within the horticultural sector in Australia.

"It's not all about the money," says Mr van Moort. "The nursery industry's contribution to Australia extends far beyond its economic value to include green spaces in urban regeneration, biodiversity conservation and enhancing community wellbeing.

"This will empower the industry to play a pivotal role in shaping a more flourishing future, bolstering its impact on the Australian economy, while also fostering the well-being of communities and the environment," said Mr van Moort.

For more information and to access the full report, please visit

<https://www.greenlifeindustry.com.au/communications-centre/economic-contributions-analysis-report>

**All figures mentioned in this article refer to the central case scenario from the Centre for International Economics (CIE) - Contribution of Australian Horticulture Industry, A General Equilibrium Analysis Full Report (2023).*

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FUND

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