

YOUR NURSERY LEVY AT WORK

Results from the Nursery Industry Statistics (NY17008) project for the 2017/18 financial year valued Australia's nursery industry at approximately **\$2.4 billion**, employing up to **25,000 people**, and selling **1.9 billion** plants annually.



The levy: at a glance

The Australian Government collects statutory levies that are raised by growers. These levies are then entrusted to Hort Innovation, the not-for-profit grower owned Research and Development Corporation (RDC).

In consultation with industry-specific Strategic Investment Advisory Panels (SIAP), these funds are then invested into various research and development (R&D), and marketing projects, that will help increase the profitability and productivity of the industry from which they are collected.

The strategic R&D investments also attract additional financial contributions from the Australian Government leveraging public money.



The pot levy

The nursery levy is based on the action of putting a plant into a container with potting media for either growing on, or for sale.

Commonly known as the pot or container levy, it is currently set at 5% of the wholesale value of pots or containers and is usually collected by the container manufacturer at the time of sale.¹

In 2017/18, \$2.3 million of nursery levy receipts and approximately \$1.5 million of matched funding, was invested into R&D and marketing projects; helping to boost greenlife demand, build a sustainable workforce, and foster innovation for increased productivity and profitability of the Australian nursery industry.



How is your levy invested?

Levy investment is guided by the Strategic Investment Plan (SIP) 2017-21, which outlines key priorities for the Australian nursery industry. The current SIP was finalised by Hort Innovation in 2017 with input from the nursery industry SIAP.

The SIAP is a panel made up of growers and other industry representatives, which meet regularly with Hort Innovation to provide advice on strategic levy investments in R&D and marketing.

Hort Innovation also works with the peak industry body, Greenlife Industry Australia and other delivery partners, to deliver valuable projects that support increased profitability and sustainability for growers.



Levy: driving growth and innovation

Outcomes and results stemming from levy-funded R&D and marketing projects benefit growers, industry and the wider community in various ways.

Marketing projects and extension activities work at increasing the demand of nursery products through strategic and long-term greening initiatives, such as Plant Life Balance and the 2020 Vision.

R&D projects lead to increased productivity at the business level, for instance, the adoption of best practice programs focused on high plant health and water use efficiency.

The nursery levy also co-invests in the Hort Frontiers Green Cities Fund, a long-term research initiative that helps to drive a measurable increase in urban green space.

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The Nursery Industry Strategic Investment Plan for 2017-21 identifies **five key outcomes** for industry. Here's a snapshot of how some of the nursery levy funded projects are working towards achieving these outcomes.

1 Lifting demand and sales of green life by 4% per annum



National extension of a community engagement kit (NY18007) communicates the benefits of urban greening to local councils and developers and encourages them to act upon current community attitudes.

IMPACT: Unveiled through the successful Growing Together Tour, this new resource is building support for greening projects among councils and communities and, consequently, boosting demand for greenlife products.

2 Improving access to consumer and market insights



Nursery Industry Statistics 2017/18 (NY17008) provides a better understanding of the Australian nursery industry and its economic, social and environmental contribution.

IMPACT: The 2017/18 project surveyed 292 growers across Australia, a 32% increase in participation from 2015/16. The data collected informed a new benchmarking tool for growers to measure key financial aspects of the business.

3 Protecting industry from plant pests and disease



Improving pest management for the nursery industry (NY17009) highlights the 'return on investment' for production nurseries that implement a structured and effective pest management and monitoring program.

IMPACT: Working with several production nurseries, the project is delivering a cost-benefit analysis of implementing IPM in the nursery industry, as well as providing growers with the latest research on neonicotinoids.

4 Promoting innovation and best management practices



Australian nursery industry communication program (NY18001) ensures outcomes and activities from levy-funded research & development and marketing projects are effectively communicated to growers.

IMPACT: A series of case studies, articles and videos that equip growers and industry stakeholders with the latest research and marketing knowledge to drive practice change and innovation in the business.

5 Investing in our most precious resource, people



Masterclass in Horticultural Business (LP15001) Described as a mini-MBA, this course is an intensive 10-month professional development program for those looking to accelerate their careers within Australian horticulture.

IMPACT: Several growers and staff from levy paying production nurseries have successfully completed the course and obtained a new set of skills and knowledge to grow their business and industry more broadly.

Want to know more about your levy?

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To read up on all the current research & development and marketing projects underway, visit horticulture.com.au/nursery-fund/investments

Access the full 2017-21 nursery fund SIP via horticulture.com.au/growers/funding-consulting-investing/investment-documents/strategic-investment-plans/