

YOUR NURSERY LEVY AT WORK

According to the *Nursery Industry Statistics 2018-19* report, the Australian nursery industry is currently valued at approximately **\$2.44 billion** and employs almost **25,000** people across **1,651** production businesses.



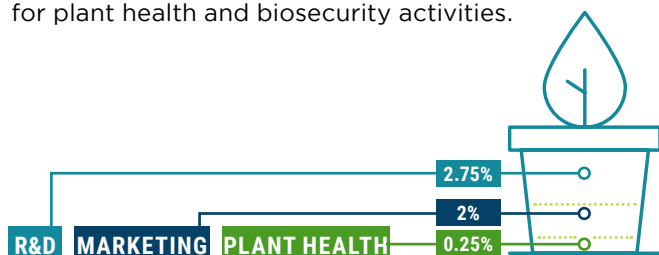
ABOUT THE LEVY

Production nurseries pay a levy on the wholesale value of all containers in which plants are grown for resale or used in the production of other goods.

Set at 5% of the wholesale value of pots or containers, the levy is usually collected by the container manufacturer or distributor at the time of sale.¹

The Australian Government entrusts most of these levies to the Research and Development (R&D) Corporation, Horticulture Innovation Australia.

Hort Innovation manages the proportion of nursery levy funds for R&D (2.75%) and marketing (2%) project investments. A smaller proportion (0.25%) is managed by Plant Health Australia (PHA) for plant health and biosecurity activities.



The R&D projects support the supply side of the nursery industry and marketing drives the demand side.



HOW TO AMEND THE NURSERY LEVY

The Federal Department of Agriculture has recently updated the step-by-step guide for the process to amend a legislated agricultural levy. Greenlife Industry Australia as the Prescribed Body for the nursery levy has the authority and capability to develop a proposal to amend the quantity and allocation of the levy. The Federal Agriculture Minister decides whether to agree to the proposal.



STRATEGIC INVESTMENT ADVISORY PANEL

Hort Innovation's nursery industry Strategic Investment Advisory Panel (SIAP) provides advice on R&D and marketing opportunities, proposals and activities funded by industry levies and matching R&D contributions from the Australian Government.

The SIAP is made up of growers and other industry representatives. Panel members currently sitting can be found at: horticulture.com.au/growers/nursery-fund/fund-management/



SIP OUTCOMES: AT A GLANCE

The Nursery Industry Strategic Investment Plan (SIP) 2017-2021 outlines the priorities for R&D and marketing, to guide levy investment.

With input from nursery industry consultation and advice from the SIAP, the following priority outcomes were identified:

1. Increased demand and sales of greenlife products by four per cent per annum plus CPI
2. Increased marketing effectiveness and efficiency and better decision-making based on increased industry knowledge
3. Improved industry protection from exotic, emerging and endemic pests and diseases
4. Improved productivity, profitability and professionalism through the creation and adoption of innovation and industry BMPs
5. Better career development

In the 2020/21 financial year SIPs will be reviewed, refined and updated for the period 2021/22 to 2025/26. Hort Innovation will manage the development of the new nursery industry SIP through consultation with growers, industry, research organisations and other stakeholders.

YOUR NURSERY LEVY AT WORK

HAVE A PROJECT IDEA?

To maintain a thriving and sustainable nursery industry, it's vital that we are continually innovating and developing to drive the industry forward.

Every levy payer is entitled to have their say on how the nursery funds can be invested and what projects would be most beneficial to business and the industry overall.

Innovation Concept Submissions

The investment idea form, often referred to as 'the funnel', on the Hort Innovation website is no longer accepting submissions. Instead growers and producers are invited to submit their ideas through a new form, at: edms.horticulture.com.au/Forms/ideas

Growers can also contact a Hort Innovation employee directly via horticulture.com.au/hort-innovation/get-in-touch/

YOUR LEVY AT WORK

Here's a look at how some of the nursery levy funded projects are working towards achieving the SIP outcomes.

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

Greener Spaces Better Places is the next phase of 2020 Vision campaign, which highlights the value of green space and fosters collaboration between green life industries.

IMPACT: Greater collaboration with governments, councils, developers and landscapers to build support for the increase green life in Australian cities and towns.

2 Increased marketing effectiveness and efficiency and better decision-making

Nursery Industry Statistics and Research (NY17008) provides growers with accurate and reliable business data to improve decision-making on-farm.

IMPACT: Broad adoption and usage of the Business Benchmarking tool is allowing production businesses to improve record-keeping and benchmark against their peers.

3 Protecting industry from plant pests and disease

The National Nursery Industry Biosecurity Program (NY15004/NY20001) ensures businesses are aware of and prepared for the incursion of exotic plant pests and diseases.

IMPACT: The development of industry best-practice plant protection guidelines such as NIASA and BioSecure HACCP is improving pest management and mitigation on-farm.

4 Improved business and industry productivity, profitability and professionalism

Improving Pest Management for the Nursery Industry (NY17009) showcases the financial value of implementing Integrated Pest Management in production nurseries.

IMPACT: Insights into the benefits of IPM in production nurseries, is encouraging implementation of best-practice plant protection methods making nurseries more profitable and productive.

5 Investing in our most precious resource, people

Developing Nursery Career Pathways (NY19006) seeks to better understand and boost career development within the nursery industry and other relevant sectors of horticulture.

IMPACT: This program will highlight the dynamic career opportunities within the nursery industry and facilitate the targeted design and delivery of education and training programs.

Want to know more about your levy?

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Or, contact Greenlife Industry Australia, industry representative body, at:

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W: www.greenlifeindustry.com.au

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/