

Your Levy At Work



Greenlife Industry Australia

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MAY 2025

Australian Greenlife Group: streamlining operations with GIA Support

At a glance

- Achieved NIASA, EcoHort and BioSecure HACCP accreditation at the Ningi site, with NSW nurseries progressing toward the same goal.
- Aligned systems across three sites, boosting efficiency and reducing risk.
- Adopted GIA's Audit Management System to digitise key processes, including pesticide inventory tracking.
- Delivered hands-on staff training through GIA Extension Officer Barry Naylor – improving understanding of best practice standards.
- Enhanced consistency and credibility across the business – strengthening relationships with major retailers and plant hire providers.

With support from Greenlife Industry Australia (GIA) Extension Officers, Australian Greenlife Group has streamlined its nursery operations and strengthened business resilience across all three Quality Indoor Foliage (QIF) sites in NSW and Queensland.

QIF, which spans over 50,000m² of growing space and produces more than 900,000 plants annually, is a leading indoor plant supplier to major national retailers and hire businesses. When Matt de Ville took the helm as CEO in 2021, he inherited one fully accredited nursery – and the others still working toward industry benchmarks.

“We had one nursery with full accreditation, but not the other two,” Matt said. “We wanted to eliminate any concerns from customers about inconsistencies across our sites. Our goal is to operate to the with same high standards across the entire business.”

That meant working with GIA to bring the Alstonville and Coffs Harbour sites in line the Ningi site, which already held NIASA, EcoHort and BioSecure HACCP credentials.

More than a tick-box exercise

For QIF, achieving accreditation wasn't just about optics. As a large-scale supplier moving plants along the eastern seaboard, tightening biosecurity protocols – especially in response to fire ant risks – was a business imperative.

The three pillars of the Australian Plant Production Standard
NIASA (Nursery Industry Accreditation Scheme Australia), EcoHort and BioSecure HACCP are three distinct yet complementary programs within the Australian Plant Production Standard (APPS). Together, they support continuous improvement across the nursery industry. NIASA underpins business accreditation and best practice, EcoHort focuses on sound environmental management, and BioSecure HACCP addresses on-farm biosecurity risks.



Hort Innovation 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

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“Having BioSecure HACCP, NIASA and EcoHort accreditations gives our business stronger credibility with customers,” Matt said. “It’s more than just a feel-good tick box. It shows we’re serious about quality and standards – and maintaining this for the long term.”

Partnership drives practical change

Extension Officer Barry Naylor helped QIF implement the Australian Plant Production Standard (APPS) programs at its NSW sites. Beyond setting the business up for accreditation, Barry supported operational changes that delivered immediate benefits – including the rollout of GIA’s Audit Management System (AMS), which digitised time-consuming processes like pesticide inventory tracking.

The result? Improved oversight, fewer manual errors and streamlined compliance across all three nurseries.

QIF staff also embraced Barry’s on-site training, which helped them better understand the why behind the standards.

“Barry understands how nurseries work, the unique and quirky things that happen day to day,” said Matt.

“That understanding means the training is real, it’s impactful, and the staff can immediately relate to it. It’s priceless, really.”



Matt de Ville. CEO of Australian Greenlife Pty Ltd

Want to build consistency and improve your business systems?

Contact your local GIA Extension Officer to learn how NIASA, EcoHort BioSecure HACCP can support your nursery:

- QLD/Northern NSW: Barry Naylor – barry.naylor@greenlifeindustry.com.au
- NSW/Northern Vic: Colin Hunt – colin.hunt@greenlifeindustry.com.au
- Vic: Stuart Burns – stuart.burns@greenlifeindustry.com.au
- WA/NT: Steve Blyth – steve.blyth@greenlifeindustry.com.au
- TAS/SA: Celeste Cook – celeste.cook@greenlifeindustry.com.au

Or contact GIA’s Director RDE and Biosecurity, John McDonald at john.mcdonald@greenlifeindustry.com.au

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