

# Greenlife Industry Australia Strategic Plan 2020-2023

This is the first strategic plan for Greenlife Industry Australia (GIA), the peak body for the greenlife industry in Australia which commenced operations in July 2019. The strategic plan sets the 2020-2023 priorities for the organisation and this summary provides an overview of the identified activities required to capitalise on industry opportunities and deliver the five strategic imperatives over the next three years.



Greenlife Industry Australia

## Vision

A resilient and adaptable industry where businesses are empowered to enrich lives through a commitment to liveable cities, healthy environments and food security

## Mission

Dedicated to the advancement and promotion of our industry and businesses through focused leadership, collaboration, advocacy, education, innovation and market development

### 2019

- New Industry Structure
- **Plants Produced:** 2.03 billion
- **Nursery Gate Value:** \$2.44 billion
- Establish a Grower Register

### 2020 2023

- **Strategy 1** - Influence policy and programs to benefit the greenlife sector
- **Strategy 2** - Promote the benefits of the greenlife industry
- **Strategy 3** - Manage risks to ensure industry sustainability
- **Strategy 4** - Develop industry skills and career opportunities
- **Strategy 5** - Secure a strong stakeholder and funding base

### 2040

- Profitable and Truly United Industry
- **Plants Produced:** 3.3 billion
- **Nursery Gate Value:** \$4.3 billion
- Total Product Traceability



# Greenlife Industry Australia

## Strategic Imperatives

### 2020-2023

Imperative	Activities	KPIs	Measure
<b>Advocacy</b> <b>1</b>	<ul style="list-style-type: none"> <li>Advocate to governments and influencers to obtain positive outcomes for the greenlife industry</li> <li>Collect and analyse the data required to formulate industry strategy and policy positions</li> <li>Form alliances with other industry groups</li> </ul>	<ul style="list-style-type: none"> <li>National industry policies established on key issues</li> <li>Alliances formed with 5 national bodies</li> <li>Annual reports published by GIA detailing outcomes for the industry</li> </ul>	<ul style="list-style-type: none"> <li>Board approved policies developed</li> <li>Alliances established</li> <li>Board approved reports published</li> </ul>
<b>Promotion</b> <b>2</b>	<ul style="list-style-type: none"> <li>Promote the size, importance and benefits of the greenlife industry</li> <li>Engage and interact with Association members to develop a national communications matrix</li> <li>Facilitate the use of a common language between growers and all other parts of the value chain</li> </ul>	<ul style="list-style-type: none"> <li>3% cumulative annual growth rate</li> <li>National communication strategy</li> <li>Common language/ messages, developed in consultation with Association members</li> </ul>	<ul style="list-style-type: none"> <li>Industry statistics survey</li> <li>Board approved strategy developed</li> <li>Common language agreed by GIA and Association Member Boards</li> </ul>
<b>Sustainability</b> <b>3</b>	<ul style="list-style-type: none"> <li>Develop an industry sustainability framework</li> <li>Set ambitious waste reduction and emissions targets</li> <li>Transition to the Australian Plant Production Standard (APPS) incorporating environment, plant protection and biosecurity and best management practices</li> </ul>	<ul style="list-style-type: none"> <li>Industry sustainability framework established and adopted</li> <li>Australian Plant Production Standard covers 80% of volume of production</li> <li>Industry support the development of a grower register</li> </ul>	<ul style="list-style-type: none"> <li>Board approved framework developed and rolled out</li> <li>APPS certified businesses' production as a % of total production</li> <li>Grower register established</li> </ul>
<b>Careers</b> <b>4</b>	<ul style="list-style-type: none"> <li>Develop tools and materials that help Association members to promote greenlife careers</li> <li>Work with the Federal programs and higher education sectors to ensure qualifications meet industry needs</li> <li>Offer professional development programs to industry participants</li> </ul>	<ul style="list-style-type: none"> <li>90% (78% currently) of greenlife businesses employ qualified horticulturists</li> <li>Career path strategy for the greenlife industry developed</li> <li>Highly regarded education and training programs</li> </ul>	<ul style="list-style-type: none"> <li>Industry statistics survey</li> <li>Board approved strategy</li> <li>Programs in place</li> </ul>
<b>Funding</b> <b>5</b>	<ul style="list-style-type: none"> <li>Provide excellent service, value and benefits to members</li> <li>Recruit to GIA or develop strong alliances with other greenlife bodies</li> <li>Seek additional revenue</li> </ul>	<ul style="list-style-type: none"> <li>GIA remains financially viable</li> <li>Membership and sponsorship revenue increase annually</li> <li>All Associations are members</li> </ul>	<ul style="list-style-type: none"> <li>Profit and loss statement</li> <li>Board approved member engagement and partnership strategy</li> <li>Association membership</li> </ul>