

# 2020/21 Nursery Industry Statistics



**\$2.8 Billion** ▲8%  
20/21 Farmgate value



**2.3 Billion** ▲4.5%  
plants in the environment



**1,651**  
greenlife production businesses in operation



**25,000**  
people employed in the industry



**6,400 Ha**  
of outdoor production



**1,300 Ha**  
of indoor production

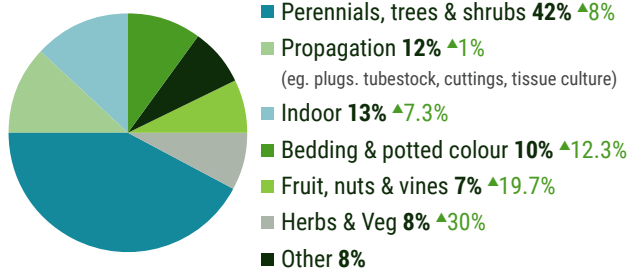


**63% of growers**  
invested in new business infrastructure and technology. On average 5% of turnover invested in new infrastructure and 1% on technology



**44% of growers**  
are planning to expand in the next 5 years

## % market share x plant category



### Greenlife Production Workforce

- 55% of the production workforce are in full time employment.
- Casuals account for 32% of the workforce.
- 89% of workers perform on-farm tasks related to the production of greenlife.
- 92% of businesses employ at least one tertiary qualified employee.



### Greenlife Operating costs

- Operating costs represent approximately three quarters of turnover for small, medium and large production businesses.



### Greenlife Industry confidence

- Several years of growth has resulted in widespread confidence in the industry's future with sentiment being **very** positive continues trending upwards (48%, up from 43%).



### Greenlife Production

- 21% of production businesses are responsible for 72% of Australia's greenlife production.



### Greenlife Customers

- 63% of growers sell to plants to retailers and 49% sell to landscapers/developers which are the two largest supply channels.
- Large corporate retailers account for 47% of greenlife purchased for retail supply.



### Greenlife Industry Benchmarking tool

- Active use of the benchmarking tool continues to be influencing business decisions among a reasonable proportion of medium to large businesses.

## Challenges facing the greenlife industry

### Sustaining strong demand following demand surge

53% of production businesses experienced challenges filling orders due to stock shortages with COVID -19 disruptions, impacting sales for approximately 6 in 10 businesses accounting for approximately 5% of total turnover.

### Attract, develop, maintain a productive workforce - The industry offers diverse and dynamic careers for life.

The nursery industry faces challenges in attracting and retaining staff, long term industry focus is required to foster a more sustainable workforce for the industry into the future.



Greenlife Industry Australia is the national peak industry body for businesses and organisations that provide products and services for greenlife production, produce, supply and retail greenlife and to promote the benefits and share greenlife with the community.