

Your Nursery Levy At Work

The Nursery Industry Strategic Investment Plan 2017–2021 (SIP) has been completed and outlines the priorities for research and development (R&D) and marketing. These priorities will help to drive innovation, increase demand for nursery stock and ensure a strong, sustainable industry.

DESIRED OUTCOMES

Priority areas that have been identified and agreed by the nursery industry will guide the strategic investment of nursery levy funds over the next five years to achieve the following outcomes:

- Increased overall demand and sales in the industry of green life products by 4% per annum plus CPI
- Increased marketing effectiveness and efficiency and better decision-making based on increased industry knowledge
- Improved industry protection from exotic, emerging and endemic pests and diseases
- Improved productivity, profitability and professionalism through the creation and adoption of innovation and industry Best Management Practices (BMPs)
- Better career development.

The nursery levy

Nurseries pay 5% on the wholesale value of all containers in which plants are grown for resale or used in the production of other goods. The definition of container includes pots, plastic bags, root control bags, degradable pots and punnets.

Hort Innovation manages the proportion of nursery levy funds that is directed to the investment in the nursery R&D and marketing programs (4.75%). Separately, Plant Health Australia (PHA) manages plant health programs (0.25%).

In 2016/17 total nursery levy receipts were approximately \$2.19 million: more than \$1.26 million of R&D levies and \$921k of marketing levies.

Have a project idea?

Innovation will drive invention and improvement that will help maintain productive, resilient, sustainable and profitable nursery businesses and the industry.

The levy is compulsory, so make sure your money is invested wisely. If you have any concepts, brainwaves, notions or inspiration on projects that may help to achieve the SIP outcomes, get these to Hort Innovation by:

- Talking to NGIA or your State NGI Association
- Approaching a member of the nursery industry Strategic Investment Advisory Panel (see second page for contact details)
- Using Hort Innovation's online Innovation Concept Pipeline

INNOVATION CONCEPT PIPELINE

Hort Innovation uses a procurement-based investment process. Anyone in the industry is encouraged to submit ideas for investment via a Concept Proposal Form, providing a simple summary of the aims and outcomes.

Concepts for strategic levy investment in the Hort Innovation Nursery Fund are prioritised in consultation with Hort Innovation's nursery Strategic Investment Advisory Panel, and shaped into full proposals if they align with the industry's strategic priorities.

To submit a project idea, or for more information on the full concept and procurement process, visit www.horticulture.com.au/innovation-concept-pipeline/

Your voice matters – have your say on where the nursery levy is invested!

Strategic Investment Advisory Panel

Hort Innovation's industry-specific Strategic Investment Advisory Panels (SIAPs) provide advice on R&D and marketing activities funded by industry levies and, in the case of R&D, contributions from the Australian Government. The nursery SIAP's advice is always guided by the strategic priorities set out in the Strategic Investment Plan (SIP).

The skills-based SIAP is made up of panellists from across the nursery industry. It is comprised of industry supply chain stakeholders, a majority of whom are levy-paying growers. Geographic and sectoral diversity has been considered in forming the panel.

NURSERY INDUSTRY SIAP

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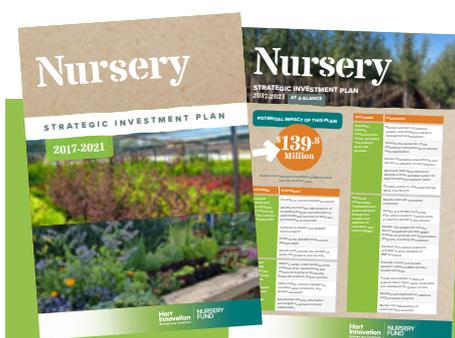
RETURN ON INVESTMENT

Over the five years of the SIP, it is anticipated the industry will receive \$8.50 for every dollar invested.

POTENTIAL IMPACT OF THIS PLAN



Based on an estimated investment of \$16.3 million over the next five years



The SIP can be accessed as either an at-a-glance quick read or complete document on Hort Innovation's Nursery Fund page at www.horticulture.com.au/grower-focus/nursery

