

YOUR NURSERY LEVY *at work*

What is the levy and why does it exist?

Australia's nursery industry is worth \$2.29 billion, employs 19,000 people and in 2015/16, sold more than 1.6 billion plants.

The nursery industry has invested levy funds into a diverse range of research and development projects, as well as national marketing initiatives, to create a stronger, more sustainable future for growers.

These funds are managed by Hort Innovation, the not-for-profit, grower owned Research and Development Corporation (RDC) for Australia's \$9.5 billion horticulture industry.

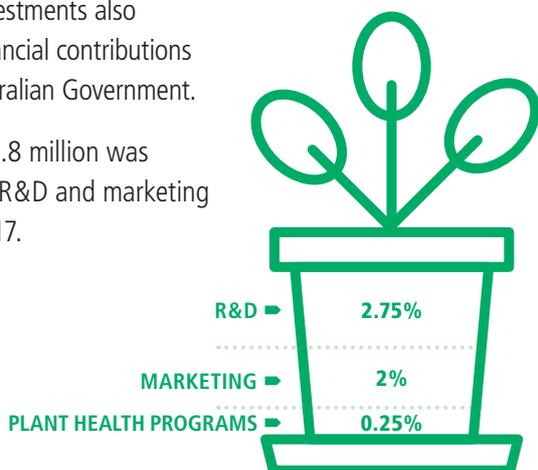
The levies collected go towards projects that help to foster innovation and improve productivity at a business level as well as boost the overall demand of green life.

How does the levy work?

The nursery levy – commonly known as the pot levy – is paid on potted plants that are produced in Australia. The levy is based on the action of putting a plant into a container with potting media for growing on or for sale and is currently set at 5%.

This levy is collected by the Australian Government, which passes the funds on to Hort Innovation. Hort Innovation then works with industry to make strategic investments in R&D and marketing, with R&D investments also attracting financial contributions from the Australian Government.

More than \$2.8 million was invested into R&D and marketing during 2016-17.



Who sets the direction of the levy?

Investments in R&D and marketing projects are guided by the industry's Strategic Investment Plan (SIP), which was finalised by Hort Innovation during 2017 in close consultation with growers and other industry stakeholders.

Hort Innovation manages the levy funds and works closely with the industry peak body, Nursery & Garden Industry Australia, and key partners to deliver valuable projects that help to boost the profitability and sustainability of the nursery industry.

The SIP outlines key industry priorities for investment, and is used like a 'roadmap' by the nursery Strategic Investment Advisory Panel (SIAP), which has a central role to play in the investment process. The SIAP is a panel made up of growers and other industry representatives that is tasked with providing advice to Hort Innovation on potential levy investments through regular consultation meetings.

All levy payers are also encouraged to share their thoughts and ideas on how nursery funds are invested. Growers and other industry participants can submit ideas for projects at any time via Hort Innovation's Concept Proposal Form. Visit www.horticulture.com.au/innovation-concept-pipeline to learn more and access the online form.

Check out the next page about how your nursery levy is hard at work.

Who can I contact for more information?

Levy payers can contact John Vatikiotis, Hort Innovation's Relationship Manager:

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- ✉️ John.Vatikiotis@horticulture.com.au
- 🌐 horticulture.com.au/grower-focus/nursery

Or contact the industry representative body, Nursery and Garden Industry Australia Limited:

- 📞 02 8861 5100
- ✉️ info@ngia.com.au
- 🌐 www.ngia.com.au

How your levy is making a difference

It may not always be obvious that a certain process implemented on farm or product developed was the result of levy funded R&D or marketing. In fact, trolley systems, irrigation practices and ongoing biosecurity efforts are just a few ways that your nursery levy has made a difference.

Beyond the farm gate, marketing initiatives like 'Plant Life Balance' have helped to put more plants in our homes and communities through distinct looks that style a space and the use of a smartphone app that measures plants and their positive impacts on air quality.

There are **five key outcomes** of the Nursery Industry Strategic Investment Plan for 2017-21.

Here are some examples of your nursery levy at work:

Improving access to consumer and market insights

1

PROJECT

Nursery Industry Statistics and Research (NY16004) aims to provide growers with better and more reliable data, to help improve decision making on-farm.

RESULT

A survey of 220 production nurseries, to quantify industry's contribution, size and employment numbers, along with the development of a data tool that is helping businesses to improve record-keeping and benchmark against their peers.

Promoting innovation and best management practices

2

PROJECT

Nursery Industry Communications Program (NY15006) to keep growers up to date with the outcomes of levy funded projects through the dissemination of the latest technical information, case studies and upcoming events.

RESULT

Videos and articles featuring growers that speak about issues faced and solved, and what steps to take to adopt the latest research or innovation in their nursery.

Lifting demand and sales of green life by 4% per annum

3

PROJECT

202020 Vison is a multi-pronged campaign that highlights the value of green space and fosters collaboration between green life industries.

RESULT

Lifting the demand of green life and increasing urban green space by 20% by 2020, and building closer ties through the supply chain, so that nurseries can better plan ahead for green infrastructure projects and developments.

Protecting industry from plant pests and disease

4

PROJECT

The National Nursery Industry Biosecurity Program (NY15004) aims to ensure production nurseries are aware of and prepared for the incursion of any exotic plant pests and disease.

RESULT

The development of on-farm biosecurity programs like BioSecure HACCP that assist growers to manage pest and disease risks, while streamlining interstate trade of nursery stock.

Investing in our most precious resource, people

5

PROJECT

Green Industry Growing Leaders Program (MT16002) combines nursery and turf levy funds to equip young managers and employees with the leadership and communication skills required to take on more responsibility in the workplace.

RESULT

Nursery participants surveyed in 2017 felt that they had gained valuable skills to take their career to the next level, with several receiving promotions and securing more leadership type roles in their organisation.