



Greenlife Industry Australia

YOUR LEVY @ WORK

Connecting with levy-funded research

The most recent Hort Innovation Annual Nursery Fund Report reported that \$2.8M in levy funds were invested in R&D a further \$727,404 in marketing.

With over 26 active investments, how do growers find out about the research and marketing outcomes delivered via their levy? The answer, according to the Greenlife Industry Australia (GIA) CEO, Joanna Cave, is the *Nursery Industry Communications Program* (NY18001).

“This project is a critical conduit between the work being undertaken across Australia to boost the productivity, profitability and sustainability of the nursery sector and our nursery levy-payers,” Ms Cave said.

The Nursery Industry Communications program is a strategic, levy-funded project itself and is managed by Cox Inall Communications with support from GIA. Its role is to connect growers with the knowledge, insights and ability to implement practice change and reap the benefits of their levy investments.

According to Ms Cave, the communications program is the industry’s way of showcasing the achievements of the nursery levy.

“The levy is an investment in the entire industry.

“That investment will only be amplified if we actively keep in touch with the individual projects to uncover how they can improve the performance of your business as well as the broader industry,” she said.

“The communications program helps us do that.

At the project’s core are a set of resources, made available through a variety of channels which each play a unique but complementary role in painting the holistic R&D picture.

The project is responsible for developing monthly Nursery Papers, which take an in-depth look at ways to improve production and nursery performance, with a technical lean.

Regular case studies, which leverage peer-to-peer learning to help encourage practice change, fact sheets which provide a snap shot of the industry and weekly

blogs which provide smaller incremental updates on key projects are all other features of the program.



To ensure these resources reach growers, several channels are utilised, based on grower feedback to ensure regardless of how growers interact with information.

The project communicates to industry daily via the GIA Facebook and Twitter pages, weekly through updates to the Your Levy @ Work microsite and monthly through the levy-specific newsletter delivered in the middle of each month.

To broaden the reach of levy-funded content several ‘offline’ channels are also utilised including the Hort Journal magazine and regular engagement with both horticultural and more mainstream media.

Ms Cave encouraged growers to engage with as many different resources as possible to ensure they are up to date with the latest best practice.

“The communications program has evolved over time based on regular surveys to ensure that it remains accessible to all growers.

“The more content you engage with, the more up to date you will be with the latest scientific research into plant health, biosecurity, business management and marketing,” she said.

Hort Innovation
Strategic levy investment

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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Hort Innovation has released its latest Strategic Investment Plan for the nursery industry which covers 2022-26 and the new plan includes 5 key industry priorities covering demand creation; improved profitability, efficiency and sustainability; improved capability and innovation in the industry and improved data-based decision making.

The nursery industry communications program aims to support these outcomes by ensuring that each activity correlates with the broader industry strategy.

Ms Cave said that engaging with the communications program is one of the most important ways that growers can continue to become more profitable, productive, efficient and sustainable.

“The levy is one of our most valuable tools to further the growth of our industry,” she said.

“More specifically, each individual project has been designed to provide a clear return on our collective investment into the industry.

“By reading the Your Levy @ Work Newsletter, following us on social media or visiting the levy microsite you will be taking an important step for the growth of your business.

Growers can subscribe to the Your Levy @ Work newsletter here: <https://yourlevyatwork.com.au/>

Links to resources

Your Levy @ Work microsite:
<http://yourlevyatwork.com.au/>.

Video case studies:
<https://www.youtube.com/user/ausngi/featured>

Podcast: <https://soundcloud.com/theplantpod>

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