

# The Australian Nursery Industry 2022–23



Greenlife Industry Australia

Demand for plants remained robust in 2022–23, despite a minor year-on-year dip, with production nurseries selling an estimated 2.26 billion plants valued at \$2.78 billion, slightly down from \$2.83 billion in 2021–22.

The Australian nursery sector which employs nearly 25,000 people across the country, continues to demonstrate resilience in spite of these pressures.

Recent data from the *2022–23 Production Nursery Data Capture Report* highlights that overall confidence in the industry’s future remains positive, although stakeholders are increasingly concerned about potential impacts from economic downturns, climate change and rising operating costs.

This uncertainty is leading to a more cautious approach, with fewer businesses investing in new infrastructure and technology.


Australian growers produce a variety of greenlife including:

- ornamentals
- trees
- shrubs
- propagation production
- stock for landscaping, forestry and revegetation.


With over 2.26 billion plants produced and sold nationwide, the production nursery industry is a cornerstone of Australian horticulture.

Plants play a crucial role in enhancing the environment, supporting Australian food production and boosting community health and wellbeing, particularly in our expanding urban areas.

## SALES\*

	2020-21	\$2.8 BILLION
	2021-22	\$2.83 BILLION
	2022-23	\$2.78 BILLION

## PLANTS SOLD\*

	2020-21	2.3 BILLION
	2021-22	2.3 BILLION
	2022-23	2.26 BILLION

## TURNOVER (PER/HA)

	2020-21	\$472K
	2021-22	\$454K
	2022-23	\$456K

\* Excluding plants sold to wholesalers



# Industry profile

The *2022–23 Production Nursery Data Capture Report* surveyed 303 Australian greenlife producers across Australia.

## INDUSTRY SUCCESS

- **2.26 billion plants** were introduced into our communities, workplaces and homes, equal to the previous year
- **\$2.78 billion** were made in sales
- **80%** of growers are confident about the future of the industry
- **54%** of growers are investing in infrastructure, technology and training.

### DID YOU KNOW?

*Severe weather (68%), biosecurity challenges (66%) and labour shortages (58%) are the biggest issues impacting production businesses.*

## WORKFORCE & PRODUCTIVITY

- **23,500** people employed as full time, part time or casual workers (equivalent to 20,000 full time employees)
- **35%** of turnover toward wages, with the average wage estimated at \$63,000, up slightly from 12 months ago and from \$59,000 in 2020–21
- **\$456,000** turnover per hectare.

### DID YOU KNOW?

*On average, business turnover per full time employee (FTE) has remained steady over the past two financial years, with approximately \$177,000 in 2022–23 compared to \$178,000 in 2021–22, reflecting a 0.6% decrease. The average wage paid per FTE, including owners, is approximately \$63,000 which is a 6.8% increase from \$59,000 in 2020–21.*

## PRODUCTION

(% MARKET SHARE x PLANT CATEGORY)



- **45%** Perennials, trees, and shrubs
- **12%** Propagation plants
- **12%** Indoor plants
- **8%** Fruit trees, nut trees and vines
- **9%** Bedding and potted colour
- **9%** Herbs and vegetables
- **6%** Other.

### DID YOU KNOW?

*Almost nine in 10 businesses (87%) have adopted automation technology, but this varies by business size, from 96% of large enterprises to 78% of small.*

## WANT TO KNOW HOW YOUR PRODUCTION NURSERY STACKS UP?

Check out the Nursery Industry Business Benchmarking Tool to measure your performance against your peers'. To find out more, please contact Celeste Cook, GIA's Extension Officer TAS/SA at: [celeste.cook@greenlifeindustry.com.au](mailto:celeste.cook@greenlifeindustry.com.au)

For more information, read the *2022–23 Production Nursery Data Capture Report* here – [www.greenlifeindustry.com.au/static/uploads/files/2022-23-nursery-industry-statistics-survey-report-wfpfijnzevvr.pdf](http://www.greenlifeindustry.com.au/static/uploads/files/2022-23-nursery-industry-statistics-survey-report-wfpfijnzevvr.pdf)