

LEVY TOOLKIT

HOW IT WORKS AND WHY IT MATTERS

Investing in the future of Greenlife

The Nursery Levy, also known as the Pot Levy or Container Levy, funds critical research, marketing and biosecurity initiatives to strengthen Australia's greenlife sector.

Who pays the Nursery Levy?

You must pay the levy if you:

- buy containers (e.g., pots, bags, trays) to grow potted plants
- place nursery products in containers or purchase containers for someone else doing so
- import containers from overseas for growing potted plants (you must lodge a return and pay the levy to Department of Agriculture, Fisheries and Forestry [DAFF]).

If you sell or import containers for personal use, you must register with DAFF for a Levy Revenue Service (LRS) number and submit levy returns.

[Register with DAFF.](#)

Where does the money go?

The levy is set at **5% of the wholesale value of container plants** and is shared as follows:

- **2.75%** – Research and development (R&D) (Hort Innovation)
- **2%** – Marketing (Hort Innovation)
- **0.25%** – Biosecurity & Plant Health (Plant Health Australia).

In a system that is unique in the world, the Australian Government **matches R&D contributions dollar for dollar**, doubling the impact of every investment.

Who manages the Levy?

The Australian Government collects the levy, matches funds for R&D and allocates them to Hort Innovation.

Hort Innovation, in collaboration with Greenlife Industry Australia (GIA) and state nursery associations, invests levy funds into R&D, marketing and biosecurity projects.

These investments align with the [Nursery Strategic Investment Plan 2022-2026](#) to support industry growth.

What the Levy pays for

Your levy has supported game-changing innovations, including:

- **The Nursery Industry Benchmarking Tool** – helps you compare your business against industry standards and improve decision-making
- **Greener Spaces Better Places** – a levy-funded program transforming urban landscapes and driving demand for greenlife across Australia
- **GIA extension officers** – your partners in protection and sustainability.

The levy also protects the sector against pests and diseases via:

- **the Pest ID tool** – helping businesses quickly identify and manage threats
- **real-life case studies** – providing practical insights into pest and disease management
- **BioSecure HACCP** – a plant protection program ensuring best practices
- **sector-specific contingency plans** – safeguarding plant health and business continuity.

For more information about the how your levy works, visit www.greenlifeindustry.com.au/your-levy-at-work



How to have your say

Levy payers now have more influence than ever over how funds are invested. Greenlife Industry Australia (GIA) facilitates the levy investment process, ensuring funding decisions align with industry needs.

How it works:

- three expert panels review investment proposals
- GIA manages panel meetings and Hort Innovation oversees governance
- an independent Chair leads the process.

Starting in 2025, state nursery associations will help generate investment ideas and share project outcomes.

Join the conversation

GIA and Hort Innovation are calling for expressions of interest from levy payers to join the:

- **R&D Levy Investment Committee**
- **Marketing Levy Investment Committee**
- **GIA R&D Ideas Committee.**

You can apply via the GIA website at:

www.greenlifeindustry.com.au/communications-centre/committee-applications

Have an idea for levy funding?

- Email the GIA Ideas Committee Chair, John Bunker at jb@greenlifesolutions.com.au
- Contact GIA Chief Operating Officer Alina Sedmak at alina.sedmak@greenlifeindustry.com.au or Director RDE & Biosecurity John McDonald at john.mcdonald@greenlifeindustry.com.au
- Contact a [GIA Extension Officer](#)
- Contact your state association.

Industry snapshot



PROJECTED GROWTH AND ECONOMIC CONTRIBUTION

The Australian nursery industry is set to reach a value of **\$3.2 billion by 2030**, with annual contributions of \$2.5 billion to the Australian economy.

EMPLOYMENT AND INDUSTRY STRUCTURE

In 2022–23, the sector supported over **20,000 full-time equivalent jobs** through **1,620 production nurseries**, from small family-run operations to large commercial enterprises.



ENVIRONMENTAL IMPACT AND FUTURE CHALLENGES

While large nurseries dominate sales through big retailers, **growth opportunities are emerging in urban greening and landscaping**. However, **extreme weather and climate change pose risks** that could impact future expansion, even as the industry advances sustainability and biodiversity.

This data is drawn from the levy-funded *Nursery Industry Statistics 2020–21 to 2024–25 (NY21000)* program.