

# Your Levy At Work



Greenlife Industry Australia

## MEDIA RELEASE

### **Australian greenlife industry on track for \$3.2 billion growth by 2030**

The Australian greenlife industry is ramping up its readiness to support Australia's environmental sustainability and its economic strength with the sector's growth projected to reach \$3.2 billion by 2030.

Greenlife Industry Australia CEO, Joanna Cave, emphasises the industry's key role in this country's climate change resilience and economic development by shaping Australia's urban landscapes, and providing jobs and production value.

"Already supporting 20,000 full-time jobs and contributing \$2.5 billion to the economy, the greenlife industry is positioned to meet the financial and environmental demands of urban development," Ms Cave said.

This growth is driven not only by rising demand for plants in urban green infrastructure initiatives but also by the industry's crucial role in developing environmental and economic sustainability.

"As urban centres expand and green infrastructure becomes increasingly vital, nurseries are not only creating economic value but are also playing an increasingly crucial role in environmental sustainability – particularly by improving biodiversity and mitigating climate impacts in both rural and urban areas," said Ms Cave.

The August 2024 Nursery Industry Environmental Scan report reveals that nurseries are significantly investing in infrastructure (45%), technology (31%) and education (31%). These investments are crucial for staying ahead of technological trends, enhancing products and services and streamlining operations.

"As an industry, we must embrace advancements and sustainable practices while addressing the urgent need for skilled workers. Attracting a tech-savvy workforce will boost profitability and ensure nurseries stay competitive in meeting the evolving demands of both customers and employees," said Ms Cave.

"Labour shortages remain one of the biggest challenges for the nursery sector. As the need for expertise in areas like technology and sustainability grows, it's critical we invest in workforce development and training to equip nurseries with the talent needed to thrive."

Despite these challenges, the report shows the industry's resilience, bolstered by strong demand for sustainable greenspaces and ongoing investment in technology and workforce development.

However, the August 2024 Nursery Industry Environmental Scan also highlights several hurdles to growth.

"Economic downturns and inflation are squeezing household budgets, reducing spending on non-essential items such as plants. The industry is also vulnerable to extreme weather events and climate change, which can harm plant growth, disrupt production, and dampen consumer interest in gardening," Ms Cave said.

Delivered by ACIL Allen under the *Nursery Industry Statistics 2020-21 to 2024-25* (NY21000) program, the report offers a detailed look at the nursery industry and highlights important trends and factors shaping its future.

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Drawing on data from the 2022–23 Australian production nursery survey, PESTLE (political, economic, social, technological, legal and environmental) analysis and industry focus groups, the report outlines the nursery industry's current landscape, revealing its diversity and adaptability.

Key opportunities identified in the report, include:

- leveraging environmental, social, and governance (ESG) trends
- embracing technological innovations
- exploring export markets to drive sustainable growth.

“Growers and industry stakeholders are optimistic, and collaboration across the supply chain are essential for overcoming obstacles and unlocking growth opportunities. The potential for growth is substantial—it’s up to us to seize these opportunities and build a strong, capable team for Australia’s future,” Ms Cave added.

To learn more about the findings and recommendations from the August 2024 Nursery Industry Environmental Scan report, visit: [www.greenlifeindustry.com.au/communications-centre/nursery-environmental-scan](http://www.greenlifeindustry.com.au/communications-centre/nursery-environmental-scan)

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