

# FACTS AT A GLANCE

## THE AUSTRALIAN NURSERY INDUSTRY 2020-21



Greenlife Industry Australia

For the fourth straight year, the value and production of plants sold in Australia have continued to grow, reinforcing the nursery industry's position as one of the most valuable contributors to the Australian agriculture industry.

According to the *Nursery Industry Statistics 2020-21* report, the Australian nursery industry is currently valued at approximately \$2.8 billion and employs almost 25,000 people in every state and territory of Australia.

Australian growers produce a variety of greenlife, from ornamentals, trees, and shrubs to starter plants for fruit and vegetable production and stock for landscaping, forestry, and revegetation.

With over 2.3 billion plants produced and sold across the country, the greenlife industry is the backbone of Australian horticulture. Plants have a direct and positive impact on the environment, Australian food production, and play a significant role in community health and well-being, especially in our growing cities.

### INDUSTRY PROFILE

The Nursery Industry Statistics 20-21 report surveyed 269 Australian greenlife producers across Australia.

### PLANTS SOLD\*



\* Inclusive of plants sold to wholesalers



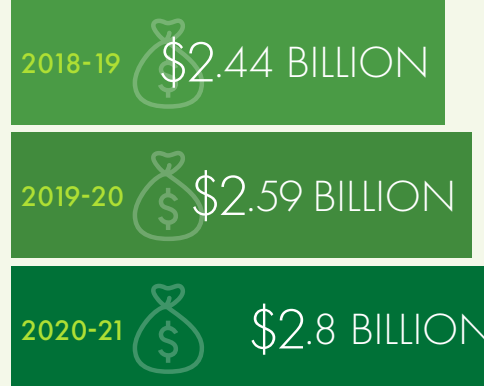
### INDUSTRY SUCCESS

- **2.3 billion plants** were introduced into our communities, workplaces, and homes, a 4.5% increase from the previous year
- **\$2.8 billion** in sales, growing at 4.5% year on year
- **88%** of growers are confident in the future of the industry
- **63%** of growers are investing in infrastructure, technology, and training
- **35%** of growers are microbusinesses turning over <500k
- **30%** of growers' turnover >\$2 million

### DID YOU KNOW?

The industry has grown in both value and total production for four consecutive years. As a result, there is widespread confidence in the industry's future – despite some uncertainty over the past few years.

### SALES\*\*



\*\*Not inclusive of plants sold to other production nurseries



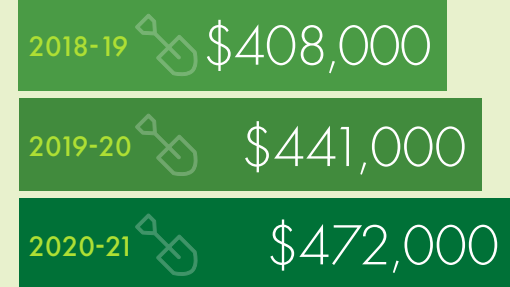
### WORKFORCE & PRODUCTIVITY

- **23,472** employed as full time, part time or casual workers (20,500 FTE)
- **33%** of turnover goes toward wages with the average wage estimated at \$58,500
- **\$472,000** turnover per hectare

### DID YOU KNOW?

The levy funded project *Developing Nursery Industry Career Pathways* is working towards building the pipeline of nursery industry participants, improving our leadership capability, and making the industry more productive.

### TURNOVER/HECTARE



### PRODUCTION (% of businesses producing)

- **62%** Perennials, trees and shrubs
- **32%** Propagation plants
- **27%** Indoor plants
- **25%** Fruit trees, nut trees and vines
- **19%** Bedding and potted colour
- **19%** Herbs and vegetables
- **12%** Other

### DID YOU KNOW?

Consistent with past results, sales of perennials, trees and shrubs continue to represent the largest plant category.

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

Check out the Nursery Industry Business Benchmarking Tool to measure your performance against your peers. Find out more: [www.greenlifeindustry.com.au/about/projects-programs/greenlife-statistics-and-research](http://www.greenlifeindustry.com.au/about/projects-programs/greenlife-statistics-and-research)

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**Hort Innovation**  
Strategic levy investment

**NURSERY FUND**