

The Australian Nursery Industry 2021-22



Greenlife Industry Australia

In 2021-22, the demand for greenlife has remained steady and the outlook for the sector is positive, despite growing pressures to the Australian sector.

The Australian nursery industry is currently valued at approximately \$2.8 billion and employs almost 24,000 people in every state and territory of Australia, according to the *2021-22 Production Nursery Data Capture Report*

This is consistent with results from previous years, as demand for plants remains strong with new research showing the Australian greenlife sector continues to resist economic and sector pressures.

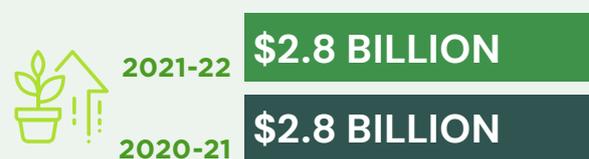
While confidence in the sector's future remains high, there is growing concern that an economic downturn will impact demand and combined with current labour challenges, this may slow industry expansion and investment.

Australian growers produce a variety of greenlife including:

- ornamentals
- trees
- shrubs
- starter plants for fruit and vegetable production
- 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 and fibre production, and community health and well-being, especially in our growing cities.

SALES



PLANTS SOLD



TURNOVER (PER/HA)



All statistics are viewed with a +/- 5.5% margin of error.

FUNDED BY THE NURSERY LEVY

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Hort Innovation NURSERY FUND



Nursery Industry Profile

The 2021–22 Production Nursery Data Capture Report surveyed 266 Australian greenlife producers across Australia.

INDUSTRY SUCCESS

- **2.3 billion plants** were introduced into our communities, workplaces, farms, plantations, environment and homes, equal to the previous year
- **\$2.8 billion in sales**
- **84% of growers are confident** about the future of the industry
- **59% of growers** are investing in infrastructure, technology and training
- **\$1.5 billion in sales for retail supply**, remaining the largest channel for sales a 4% increase year on year.

DID YOU KNOW?

Severe weather (32%) and labour shortages (31%) are the biggest issues impacting production businesses.

WORKFORCE & PRODUCTIVITY

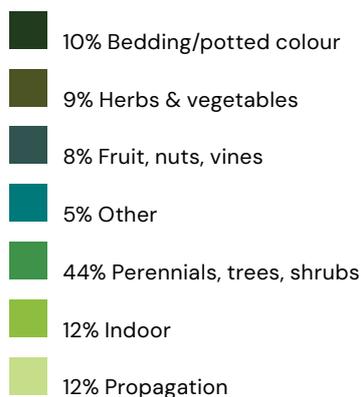
- **24,000 employed** as full time, part time or casual workers (equivalent to 20,500 full time employees)
- **35% of turnover goes toward wages** with the average wage estimated at \$62,000
- **\$454,000 turnover per hectare**

DID YOU KNOW?

On average, business turnover per full time equivalent (FTE) was on par with 2020–21 (approximately \$175,000) but varies significantly from \$55,000 among small to \$210,000 in large businesses.

PRODUCTION

(% MARKET SHARE x PLANT CATEGORY)



WANT TO KNOW HOW YOUR PRODUCTION NURSERY STACKS UP?

Check out the *Nursery Industry Business Benchmarking Tool* to measure your performance against your peers.

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