

LEVY TOOLKIT

LEVY TOOLKIT: HOW IT WORKS AND WHY IT MATTERS

INVESTING IN THE FUTURE OF GREENLIFE

Your Nursery Levy, often called the Pot or Container Levy, is a practical tool that helps strengthen and future-proof Australia's greenlife industry. Every levy dollar is invested in research, market development, and biosecurity programs that support growers to run productive and resilient businesses.

Levy payers help shape where funds are directed, ensuring investment reflects on-ground priorities and delivers outcomes that matter.

Watch this [short video](#) to see how the levy works and where the funds go:

https://www.youtube.com/watch?v=wpR3dFa_Zkk

Where your levy goes

The levy is set at 5% of the wholesale value of the containers used for growing plants, divided between:

- 2.75% – Research & Development (**Hort Innovation**)
- 2% – Marketing (**Hort Innovation**)
- 0.25% – Biosecurity & Plant Health (**Plant Health Australia**)

The Australian Government matches eligible R&D contributions dollar for dollar, doubling the impact of your investment and accelerating innovation.

Who manages the levy

The Australian Government collects your levy and allocates funds to Hort Innovation. Hort Innovation works with Greenlife Industry Australia (GIA) to direct investments into research, marketing, biosecurity, and other initiatives aligned with the **Nursery Strategic Investment Plan 2022–2026**, supporting long-term industry resilience and growth.

What your levy pays for

Levy funds support programs and tools that help you operate efficiently, grow with confidence, and protect your business:

Biosecurity & industry protection

- Representation during biosecurity incursions and market access challenges
- Plant Health Australia membership funding and access to Owner Reimbursement Costs during shutdowns
- National initiatives strengthening plant biosecurity

Business tools & extension support

- **Nursery Industry Benchmarking Tool** – measure performance and improve decision-making
- **GrowConnex** – on-ground support for protection, sustainability, and best practice management

Market development

- **Greener Spaces Better Places** – national marketing and advocacy that helps build demand for greenlife products

Pest & disease preparedness

- **Pest ID Tool** – identification and treatment of pest insects, diseases, disorders and weeds
- **Case studies** – practical management insights
- **BioSecure HACCP** – high health plant production and on farm biosecurity practices
- Sector-specific contingency planning – helping the industry prepare for biosecurity incursions, emergency plant pest responses and other major disruptions

For full details on levy investment:
www.greenlifeindustry.com.au/your-levy-at-work



INDUSTRY SNAPSHOT

Levy investments benefit individual businesses while strengthening the broader sector.

Production & economic contribution

- Production nursery sales rose 3% in 2024-25 to \$3.49B (\$2.76B excluding double counting)
- Margin pressure persists due to rising input costs and changing market conditions

Employment, investment & confidence

- 78% of growers are confident in the sector's future (up from 72%)
- 52% are investing in infrastructure or technology, prioritising efficiency over expansion

Growth & market trends

- Retail remains the dominant channel; landscapers, developers, and environmental markets are expanding
- Urban greening and infrastructure projects provide opportunities but are sensitive to housing and government investment cycles

Operational pressures

- Rising input costs, labour constraints, biosecurity risks, and climate variability continue to challenge profitability

Key factors to watch

- Input costs, labour availability, housing/construction trends, government urban greening investment, and biosecurity risks

What this means for growers

The operating environment remains tight and complex, even as sales grow. Many nurseries face rising costs, labour shortages, and pressures from biosecurity and climate variability, limiting flexibility and margins.

Investment focus is shifting from expansion to efficiency, productivity, and workforce capability while opportunities in landscaping, urban greening, and environmental projects remain promising but sensitive to broader market cycles.

Levy-funded programs give growers access to tools, research, and support that would be difficult to fund on their own, helping you:

- improve productivity and manage rising costs
- identify and manage pest and disease risks
- build demand for greenlife products
- access benchmarking and business intelligence
- strengthen representation and market access
- improve long-term business resilience.

Have your say

The levy works best when it reflects grower priorities. You can influence investment decisions through GIA:

- Submit project ideas to the R&D Ideas Committee (chaired by John Bunker) online at www.greenlifeindustry.org.au/submit-your-idea
- Committee shortlists proposals for Hort Innovation R&D Committee approval
- GIA coordinates panel meetings; Hort Innovation oversees governance and final approvals

Join the conversation:

Expressions of interest are open for:

- Research Development & Extension (RD&E) Committee
- Marketing Committee
- GIA Ideas Committee

Apply: <https://www.greenlifeindustry.com.au/communications-centre/committee-applications>

CONTACT:

John Bunker, GIA Ideas Committee Chair — jb@greenlivesolutions.com.au

Celeste Cook, Biosecurity Manager — celeste.cook@greenlifeindustry.org.au

GrowConnex — for best practice

Have an idea for levy funding?

Submit via:

www.greenlifeindustry.org.au/submit-your-idea