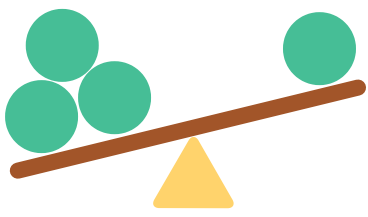


# What you need to know

## NURSERY INDUSTRY STATISTICS SURVEY AND BENCHMARKING TOOL



### WHAT IS THE PROJECT?

The Nursery Industry Statistics Project produces two key items:

- an annual data capture report, detailing important stats for the whole industry
- the Benchmarking Tool, which allows production nurseries to compare their business to those of a similar size.

### PARTICIPATION BENEFITS

- You'll get access to the benchmarking tool, to understand how your business is tracking compared to others, and the state of the industry as a whole.
- You'll help GIA better advocate for you by being backed up by robust data and statistics.



### THE PROCESS

- Each year, production nurseries volunteer to take part in the survey. A member of the research team at Down to Earth Research or MarketMetrics will then be in touch to confirm your participation and schedule an interview.
- You can choose to complete the survey online, over email, over the phone or via mail.
- In accordance with Australia's strict Privacy Principles, full confidentiality is assured and once information processing has been completed, any identifying data such as your name, company and contact details (including address and postcode) will be removed from your responses to the survey.

### BEFORE YOU START THE SURVEY

Have these numbers and ideas ready:

- facts and figures about your business
- investment and productivity intentions and opportunities
- challenges and pressures
- outlook and plans.



Interested in participating for the first time? Contact Dan at Down to Earth Research at [daniel@dter.com.au](mailto:daniel@dter.com.au)

Get more info at:  
[www.greenlifeindustry.com.au/stats](http://www.greenlifeindustry.com.au/stats)