

# Benchmarking Survey Prep Guide

## NURSERY INDUSTRY STATISTICS SURVEY AND BENCHMARKING TOOL

### BEFORE YOU START THE SURVEY

Have these numbers and ideas ready  
to make completing the survey quick and easy.

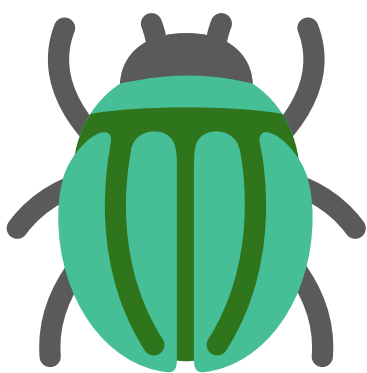
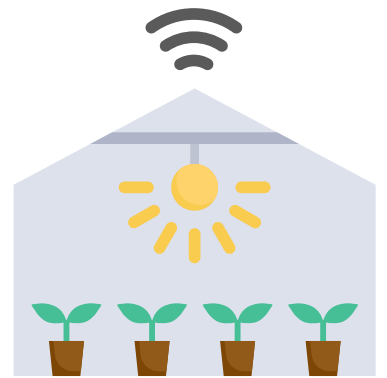


#### ABOUT YOUR BUSINESS (FACTS AND FIGURES YOU'LL NEED)

- Workforce numbers (total FTE)
- Production area
- Sales figures (including by wholesaler/direct to consumer/by plant category/to big box retailers)
- Unit price of plants over the past two years (increase or decrease, and by what %)
- Total expenses and operating costs for the 2024/25 financial year
- Proportion of turnover taken up by operating costs

#### INVESTMENT & PRODUCTIVITY

- Any investment in new infrastructure or technology (and how much)
- Biggest growth opportunities you see for the industry



#### CHALLENGES & PRESSURES (THINGS TO THINK ABOUT)

- Key challenges you're facing right now
- How issues like biosecurity, severe weather, costs, labour shortages and insurance are affecting your business

#### OUTLOOK & PLANS

- How you feel about the future of the industry
- Whether you expect profit levels to increase, decrease or stay the same over the next year
- Over the next five years, whether you expect to grow the business, maintain it, wind down, or sell



Interested in participating for the first time? Contact Dan  
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Get more info at:  
[www.greenlifeindustry.com.au/stats](http://www.greenlifeindustry.com.au/stats)