

Your Levy At Work



Greenlife Industry Australia

Lifting the lid on growers' interests: webinar calling for nursery voices to influence direction of levy spending

With [almost three-quarters](#) (72%) of nursery growers confident about the future of the sector, now is the time for stronger collaboration and transparency across the Australian greenlife industry.

Greenlife Industry Australia (GIA), Greenlife Industry Australia (GIA), the peak body for the nation's greenlife industry, is inviting growers to have their say in its upcoming webinar *Lift the Lid on Project Funding* – a chance to shape how nursery levy dollars are spent.

Held online on Thursday, 28 August the 45-minute webinar will outline how levy investment decisions are made across sustainability, innovation, biosecurity, communications and workforce development.

GIA CEO, Joanna Cave, GIA Ideas Committee member Heath McKenzie and levy-funded project lead Gavin Hall, says the webinar is about giving growers a direct voice in the process.

"Every time a grower pays a nursery levy, they are investing in the future of Australian horticulture. It is only right that they should help in shaping what that future looks like."

Recent levy-funded data shows a resilient industry worth \$2.65 billion in 2023–24, with growers continuing to invest in technology and innovation despite challenges like rising input costs, labour shortages and biosecurity threats.

"Confidence remains high – but to keep it that way, we need open channels between growers, the Ideas Committee and project leads," Ms Cave said. "Nothing is off the table in this discussion."

DETAILS

When: Thursday 28 August, 1:00 – 1:45PM AEST

Where: Online, [register](https://events.teams.microsoft.com/event/28f6f2dd-4ed2-4442-b5bf-9f6f62683e48@224583b5-690d-4d70-bc66-92e5c1e8f992) at: events.teams.microsoft.com/event/28f6f2dd-4ed2-4442-b5bf-9f6f62683e48@224583b5-690d-4d70-bc66-92e5c1e8f992

Speakers:

- Joanna Cave, CEO, Greenlife Industry Australia
- Heath McKenzie, GIA Ideas Committee member
- Gavin Hall, project lead

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