

FUNDED BY THE
NURSERY LEVY

ONGOING PROJECT

Nursery Industry Communications Program

Project code: NY22000

Funded by your Nursery R&D Levy through Hort Innovation

Delivered by Greenlife Industry Australia (GIA)

Project duration: 2022–2026

What's in it for you?

This project exists to make levy-funded work easier to access, easier to understand, and more useful in your day-to-day business.

It keeps you informed about what the levy is funding – and why it matters. It gives you a say in national conversations and helps ensure that levy investment delivers practical value on the ground.

If you've ever read a Nursery Paper, opened a case study, scanned an email update or shared a social post from Greenlife Industry Australia, you've already seen this project in action.

What the project delivers

The program produces and promotes a steady stream of content designed to help growers make informed decisions, stay up to date, and connect with what's happening across the industry.

Key outputs include:

- Monthly email updates covering news, trends and levy-funded projects
- Nursery Papers that translate technical information into practical advice
- Case studies featuring real nurseries and real results (written and video)
- Media coverage across national and trade outlets

- Podcasts and social content to reach growers where they are
- Levy Payer Toolkit – a plain-English explainer of how the levy works
- Conference sessions designed to inform and listen

This content is distributed nationally and supported by partnerships with state associations to extend reach and relevance.

So what? What's changed?

This is not just a communications project. It's a shift in how levy investment is understood, supported and used.

Results include:

- 43% of national conference attendees reported clearer understanding of the levy and its value
- nursery paper readership increased 577%, reflecting strong demand for grower-relevant technical content
- media coverage reached 35 outlets, reframing the levy as a strategic investment – not just a cost
- social engagement grew sharply, with Facebook and LinkedIn interaction up more than 250%
- state and regional associations are actively re-using project content in their own communications.

These are signs that growers are not just being reached – they're paying attention, getting involved and seeing value.

Why this matters

The levy can only deliver value if it's understood and used. This program helps ensure that growers don't miss out – and that levy-funded research, tools and services are seen, shared and applied.

It's about visibility, trust and impact. And it's how we make sure levy investment delivers real-world returns.

Learn more

👉 Check out <https://greenlifeindustry.sgroup.dev/what-we-do/communications-program>