

FUNDED BY THE
NURSERY LEVY

ONGOING PROJECT

Nursery Industry Statistics 2020–21 to 2024–25

Project code: NY21000

Funded by your Nursery R&D Levy through Hort Innovation

Delivered by Greenlife Industry Australia (GIA)

Project duration: 2021–2026

Your Levy#Your Data#Your Decisions#

What's in it for you?

This project gives you the numbers behind the nursery industry – not guesses, not assumptions, but structured data collected nationally every year. It builds on earlier work that began in 2017, steadily expanding the dataset so growers and the industry can see longer-term patterns as well as year-to-year changes.

It helps growers see where they stand, understand broader trends, and make informed decisions about their business. The data also gives the industry a stronger voice in policy, planning and investment conversations

What the project delivers

- A national survey of production nurseries conducted each year
- Analysis of business turnover, plant sales, employment, input costs and market outlook
- An annual Nursery Industry Statistics Report
- A benchmarking tool that lets participating growers compare their results with national trends

The data is gathered and analysed under strict privacy controls, ensuring individual responses remain confidential while delivering meaningful industry insights.

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So what? What's changed?

For the first time, the nursery industry has been able to collect consistent, national data year after year – building on earlier projects (NY16004, NY17008) to create a robust dataset that now spans multiple iterations.

Starting with the first survey in 2017, each project has added to the picture, allowing us to:

- track trends over time – not just snapshots
- back up industry claims with credible evidence
- identify risks and opportunities earlier
- support business planning with hard data, not just gut feel.

The benchmarking tool also gives participating growers a practical way to compare wages, productivity and costs against others in similar market segments

Why this matters

In a tightening economy, data is power.

This project helps ensure growers, industry leaders and decision-makers aren't flying blind. It provides the solid evidence needed to understand where we are — and where we're headed.

Learn more

👉 Check out <https://greenlifeindustry.sgroup.dev/what-we-do/nursery-industry-statistics-project>