

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

#### 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 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?

This project allows the nursery industry to collect consistent, year-on-year data at scale.

It means we can now:

- 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>