

FUNDED BY THE
NURSERY LEVY

ONGOING PROJECT

Business Case to Review the Nursery Products Levy

Project code: NY24001

Funded by Hort Innovation using the multi-industry R&D levy

Delivered by ACIL Allen Consulting Pty Ltd

Project duration: 2024–2025

What's in it for you?

This project is reviewing how the nursery levy is collected – and whether the current system is still the best fit for today's industry.

It gives growers a chance to help shape a levy model that's fairer, more future-focused and better aligned with how the industry actually works.

What the project delivers

- A comprehensive review of the current levy structure and collection method
- Stakeholder engagement with growers, value chain members and industry bodies
- Assessment of alternative levy models
- A draft business case with actionable, industry-informed recommendations
- Supporting documents including a progress report and engagement plan

So what? What's changed?

The current levy is based on pot usage – a practical model when first introduced, but one that may no longer reflect how all businesses operate.

This project is taking a closer look to see whether the system still works as intended – whether it's fair, whether it keeps up with industry growth and whether it provides the revenue needed to support essential services like RD&E, marketing and biosecurity.

It's about ensuring the levy remains fit for purpose as the industry evolves – not making change for change's sake.



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Why this matters

If the levy model doesn't keep pace with how the industry is changing, it could start to create challenges – like uneven contributions, revenue gaps or missed chances to invest in what matters.

This project aims to future-proof the levy so it keeps pace with change, reflects modern production practices and supports ongoing investment in the things that matter – like R&D, marketing and biosecurity.

Learn more

👉 Learn more at: <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/ny24001>