

# Your Levy At Work



**Greenlife**  
INDUSTRY AUSTRALIA

*Your levy has funded this success story*

March 2026

## Four million trees – and systems to match

### At a glance

#### Who this is for

Nursery growers scaling production, expanding into new markets, or needing structured systems to manage increasing plant volumes and customer requirements.

#### Why it matters

Westgrow Farm Trees shows how strengthening core systems – record-keeping, inspection routines and accreditation readiness – can unlock new markets, support production growth and build customer confidence, with practical guidance from the levy-funded GrowConnex program.

Nestled in Western Australia, Westgrow Farm Trees has quietly become one of the state's largest suppliers of native plants.

What began in 1999 as a small family nursery producing around 50,000 trees has grown into a thriving operation nurturing up to four million plants each year across more than 500 species.

As production volumes increased and the business expanded into metropolitan landscaping and revegetation projects, Westgrow recognised the need for stronger systems to support growth. With guidance from the levy-funded GrowConnex program, the nursery introduced practical operational improvements designed to enable scale, protect plant quality and strengthen access to larger markets.

“As demand for native plants grew, we realised strong systems were just as important as strong plants. GrowConnex helped us formalise what we were doing well and gave us confidence to expand into larger projects and new markets,” says Brayden West.

#### Systems that enable scale and market access

Working with GIA Extension Officer Bill Hollingworth, Westgrow focused on strengthening the processes that directly impact productivity, quality and commercial opportunity.



Formalising how plant growth, inspections and inventory are tracked means orders can now be fulfilled accurately at scale while compliance requirements are met without adding administrative load. These systems enable the reliable management of four million trees while maintaining consistent quality across every order.

Scheduled weekly inspections provide structured plant health oversight, reducing the risk of issues going unnoticed as production volumes increase. Strengthened record-keeping has improved traceability and operational visibility across the nursery. Achieving Nursery Industry Accreditation Scheme (NIASA) accreditation was a pivotal step. Accreditation is a prerequisite for many metropolitan landscaping and government projects. Meeting this requirement enabled Westgrow to compete for, and secure, these opportunities, expanding its customer base and strengthening revenue streams in higher-value markets. It also reinforced buyer confidence in the nursery's production standards and traceability systems.

These changes allow the nursery to manage significantly higher production volumes while maintaining the reliability required for large commercial contracts.

Clear, documented processes have given the team confidence to expand their species list and increase production capacity, knowing quality and reliability will be maintained as volumes grow.

#### From family nursery to scaled production

Founded by Andrew and Lisa West in 1999, Westgrow began with a focus on customer relationships and quality plants. In 2022, Brayden West and his wife Janelle took over, continuing the family legacy while driving expansion into new markets.

Production has grown from 50,000 trees to four million annually, and the species list now exceeds 500 varieties, including WA natives such as hakeas and banksias. The nursery has also expanded its formats to include forestry tubes and pots up to 45 litres, supporting projects from residential gardens to large-scale revegetation and carbon programs.

"Seeing customers thrilled with the quality of their plants is what drives our team day to day," Brayden said.

#### Meeting customer needs at scale

Westgrow supplies plants to local shires, state government projects, landscaping and revegetation initiatives, farming operations, carbon offset programs, retail nurseries and the public.

Clear production tracking and structured inventory systems enable flexibility at scale, including:

- from single-plant orders to contracts exceeding one million trees
- extended ordering windows – winter through February – helping projects proceed when other nurseries close orders
- provenance-specific and client-supplied seed production – supporting environmental or regulatory requirements
- plant selection guidance to support project success.



This flexibility, underpinned by structured systems, strengthens customer relationships while supporting expansion into new industry sectors.

## Looking ahead

With demand for native plants continuing to rise, particularly in urban greening and environmental restoration, Westgrow plans to further expand production and species variety.

Ongoing engagement with GrowConnex ensures the nursery can continue refining systems, strengthening operational foundations and confidently serving new clients.

With structured systems now underpinning growth, Westgrow is positioned to continue expanding production while maintaining the quality, reliability and market access its customers expect.

To learn more or connect with your local GIA Extension Officer, visit [greenlifeindustry.org.au](https://greenlifeindustry.org.au)

*The 'National Biosecurity and Sustainable Plant Production Program' (NY20001), funded by Hort Innovation using the nursery levy and matched by the Australian Government, is a horticulture initiative designed to support nurseries in strengthening biosecurity and sustainable production practices.*