



Nursery & Garden Industry
Australia

FACTS AT A GLANCE

THE AUSTRALIAN NURSERY INDUSTRY

The nursery industry is a significant contributor to Australian horticulture.

It is currently valued at approximately \$2.4 billion and employs up to 25,000 people across 1,651 production businesses. The nursery industry continues to grow and thrive, as does its contribution to the nation's economic, environmental and social wellbeing.

Growers operate from all corners of Australia and produce a variety of greenlife: from ornamentals, trees and shrubs, as well as starter plants for fruit and vegetable production and stock for landscaping, forestry and revegetation.

The latest results from the *Nursery Industry Statistics* project show the value of the nursery industry grew by approximately 5% over the past two years, due to increased demand for greenlife and strong grower confidence.



Industry Profile

- **1.9 billion plants** were introduced into our communities, workplaces and homes
- **\$2.4 billion** in farm gate value
- **6,616 Ha** outdoor production
- **1,287 Ha** indoor production
- **72%** plan to grow business over next five years
- **6 out of 10 growers** are investing in infrastructure, technology and training
- **43%** of growers are microbusinesses turning over <500k
- **21%** of growers turnover >\$2 million accounting for 72% of national turnover
- Production businesses often supply multiple products to various key customers.



Workforce

- **25,000** employed as full time, part time or casual
- **80%** of businesses employ a qualified horticulturalist, which makes up 17% of the total workforce
- **38%** of turnover goes toward wages with the average wage estimated at \$60,000.



Production

(% of businesses producing)

- **65%** Perennials, trees and shrubs
- **30%** Propagation plants
- **22%** Indoor plants
- **18%** Fruit trees, nut trees and vines
- **17%** Herbs and vegetables
- **14%** Bedding and potted colour
- **11%** Other



Key customers

(% of businesses selling to)

- **67%** Production nurseries
- **58%** Retail nurseries
- **41%** Landscapers, developers and builders
- **32%** Direct to consumer
- **27%** Government
- **20%** Revegetation and forestry
- **14%** Primary industry
- **8%** Other



This communication has been funded by Hort Innovation using the nursery research and development levy and contributions from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

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