



Greenlife Industry Australia

# FACTS AT A GLANCE

## THE AUSTRALIAN NURSERY INDUSTRY 2018-19

The nursery industry continues to be a significant contributor to the Australian horticulture industry and the wider Australian economy.

According to the *Nursery Industry Statistics 2018-19* report, the Australian greenlife production industry is currently valued at approximately \$2.44 billion and employs almost 25,000 people across 1,651 production businesses.

Operating in every state and territory, the industry continues to grow, as does its contribution to the nation's economic, environmental and social wellbeing.

Australian growers produce a variety of greenlife: from ornamentals, trees and shrubs, to starter plants for fruit and vegetable production and stock for landscaping, forestry and revegetation.

The statistics report found that the value of the industry continues to rise, despite a year characterised by droughts and water restrictions.

Latest results from the *Nursery Industry Statistics (NY17008)* project found demand for greenlife in homes, communities and by government has led to over 2 billion plants being sold across Australia during 2018-19.

**2 BILLION**  
PLANTS SOLD BY PRODUCTION NURSERIES  
(5% INCREASE FROM 2017-18)\*



### INDUSTRY PROFILE

- **2 billion plants** were sold to our communities, workplaces and homes
- **\$2.44 billion** in farm gate value
- **6,460 Ha** outdoor production
- **1,247 Ha** indoor production
- **51%** of growers plan to expand over the next five years
- **63%** of growers are investing in infrastructure, technology and training
- **57%** of growers are microbusinesses turning over <\$500k
- **17%** of growers turnover >\$2 million

### DID YOU KNOW?

The nursery industry is the largest contributor to the Australian Horticulture Industry at 17% of the total value of Australian horticulture. Its farmgate value of \$2.44 billion is more than double the second largest sector, berries.

**SOURCE:** *Australian Horticulture Statistics Handbook 2018/19*

\* Inclusive of wholesale-to-wholesale sales

### REFERENCES:

1. [https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/australian-horticulture-statistics-handbook/?mc\\_cid=433f1ab685&mc\\_eid=292bba786a](https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/australian-horticulture-statistics-handbook/?mc_cid=433f1ab685&mc_eid=292bba786a)
2. <https://data.wgea.gov.au/industries/283>
3. [https://www.greenlifeindustry.com.au/Attachment?Action=Download&Attachment\\_id=2170](https://www.greenlifeindustry.com.au/Attachment?Action=Download&Attachment_id=2170)

**\$2.44 BILLION**  
FARMGATE VALUE  
(0.9% GROWTH SINCE 2017-18)



### WORKFORCE & PRODUCTIVITY

- **23,259** employed as full time, part time or casual (19,055 FTE)
- **78%** of growers employ a qualified horticulturalist, which makes up 17% of the workforce
- **35%** of turnover goes toward wages with the average wage estimated at \$58,465
- **47%** of workforce are women
- **\$407,998** turnover per hectare

### DID YOU KNOW?

The nursery industry outperforms the agriculture industry when it comes to workplace diversity.

According to the Workplace Gender Equality Agency, women make up on 39.8% of the wider agriculture workforce.

**SOURCE:** *Workplace Gender Equality Agency*

**\$407,998**  
TURNOVER PER HECTARE  
(4% INCREASE SINCE 2017-18)



### KEY CUSTOMERS (% of growers selling to)

- **68%** Production nurseries
- **53%** Retail nurseries
- **43%** Landscapers, developers and builders
- **29%** Government
- **28%** Direct to consumer
- **18%** Primary industry
- **17%** Revegetation and forestry
- **11%** Other

In 2016, ABARES predicted the green industries including nursery would contract by 0.3% a year.

Nursery has **exceeded expectations** around growth and productivity, **growing by a total of 10%** since 2016.

**SOURCE:** *Nursery Industry Statistics and Research NY16004*

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**Hort Innovation**  
Strategic levy investment

**NURSERY FUND**