



Nursery

STRATEGIC INVESTMENT PLAN

2017-2021 AT A GLANCE

POTENTIAL IMPACT OF THIS PLAN



Based on an investment of \$16.3 million over the next five years

| OUTCOMES | STRATEGIES |
|---|--|
| Increased demand and sales of green life products by four per cent per annum plus CPI | Develop an annual marketing program |
| | Identify and monitor effectiveness of marketing program and allocation of spend between business to business, and business to consumer |
| | Continue to support the 2020 Vision program |
| | Enhance the 2020 Vision brand beyond 2020 |
| Increased marketing effectiveness and efficiency and better decision-making based on increased industry knowledge | Identify and promote the benefits of green-life products and services |
| | Obtain a better understanding of the customer, their requirements and reasons for buying or not buying green-life products and/or services |
| | Obtain better industry intelligence, including value of industry, and people employed |
| | Disseminate industry information and insights to growers and key stakeholders |

| OUTCOMES | STRATEGIES |
|--|---|
| Improved industry protection from exotic, emerging and endemic pests and diseases | Maintain and test surveillance systems and emergency disease management preparedness |
| | Increase the awareness of the requirement of biosecurity to industry and stakeholders |
| | Review importation requirements and barriers to adoption of new genetics |
| | Work with state governments to develop a more workable system for plant movements between states |
| | Maintain access to chemicals through Minor Use Permits |
| Improved productivity, profitability and professionalism through the creation and adoption of innovation and industry BMPs | Monitor overseas innovation and trends |
| | Identify and fill R&D production gaps where research would provide a collective benefit to the industry |
| | Review and update the industry best management practice (BMP) modules to promote and expand these programs, including accreditation |
| | Develop and conduct extension activities to drive adoption of BMP practices |
| | Promote, survey and monitor growers' uptake of BMP and levy funded outcomes |
| | Create and maintain a library of projects that is open, easily accessible and catalogued for grower access |
| | Develop and implement an effective communication program |
| Monitor the effectiveness of communication activities | |

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| OUTCOMES | STRATEGIES |
|---------------------------|---|
| Better career development | Promote the industry as a professional career choice |
| | Identify future skill sets needed in the industry |
| | Collaborate with institutions about industry training and development needs |
| | Implement a young leader and development program |
| | Use future innovators/young leaders to promote and adopt R&D and marketing outcomes within the industry |

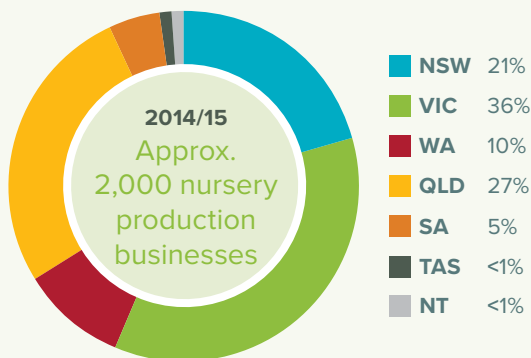
Major opportunities

- Promote the benefits of green-life and nursery products
- Continue the strong focus on biosecurity to protect Australia from pest and disease incursion
- Harmonisation of interstate biosecurity protocols
- Better industry data showing the value of industry, number of people employed and benefit to economy
- Improved use of technology
- Industry training and development
- Adoption of BMPs.

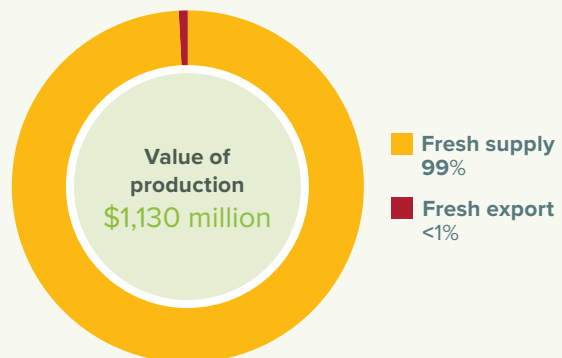
Major challenges

- Increasing biosecurity risks
- Increasing the amount of green space in developments
- Lack of perceived value of green-life products in the community
- Restrictions on water access for nursery production and green space
- Rising cost of production
- Inadequate knowledge of the consumer within industry
- Greater competition for the discretionary income dollar (for example, spending money on leisure versus nursery products)
- Lack of industry data
- High staff turnover and an inability to attract and retain qualified people.

Industry size and production distribution



Nursery supply chain and value 2014/15



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