

Nursery Fund Annual Investment Plan 2025/26



September 2025

Hort
Innovation **NURSERY**
FUND

Proposed investments in 2025/26

A list of proposed R&D and marketing investments in the Nursery Fund in 2025/26 can be found below. Each year, nursery industry representatives meet as advisory panels to discuss investment recommendations in line with the Nursery Strategic Investment Plan (SIP). At these meetings, the panels are provided with a financial forecast and an investment analysis of current investments. Based on this information, they provide Hort Innovation with advice on priorities for investment for the upcoming year.

The nursery R&D advisory panel met on August 7, 2024, October 15, 2024 and March 18, 2025 and marketing advisory panel met on November 19, 2024 and March 28, 2025 to discuss, provide advice on, and prioritise recommendations on investments in 2025/26. The R&D investment recommendations are listed in order of priority in Table 1 and the marketing investment recommendations are listed in Table 2.

Note: Investments will be aligned to form multi-industry projects where possible, and all investments are subject to funding availability. If investments do not occur in this financial year, they will be reconsidered and reprioritised for the Nursery Annual Investment Plan (AIP) 2026/27. Any investments not endorsed by June 30, 2025, will not be included in this report.

Table 1. Nursery R&D advisory panel prioritised investment recommendations in 2025/26

Priority	Investment	Outcome	Strategy
1	Nursery sustainable plant production and biosecurity preparedness	2. Industry supply, productivity and sustainability 3. Extension and capability	2.1 BMP technologies 2.10 Regulatory support 2.2 Biosecurity preparedness 2.3 Creditable biosecurity system 2.6 Best Management Practice (BMP) update 2.8 Integrated Pest and Disease Management (IPDM) 3.1 Extension capability 3.2 Trusted relationships 3.3 Leadership initiatives
2	Resourcing and diagnostic support for the nursery industry	2. Industry supply, productivity and sustainability 3. Extension and capability	3.1 Extension capability 2.10 Regulatory support 2.11 Crop safety data 2.2 Biosecurity preparedness 2.3 Creditable biosecurity system 2.6 BMP update 2.8 IPDM 3.1 Extension capability
3	Review of nursery industry biosecurity programs	3. Extension and Capability	3.1 Extension capability
4	Nursery brand tracking study FY25	1. Demand Creation	1.1 Consumer demand
*	Measurement and evaluation dashboard and assessments	4. Business insights	4.1 Consumer insights

Note:

* This is a foundational investment required to address principle 5 of the Statutory Funding Agreement Guidelines, by conducting an ongoing ex-post evaluation of Hort Innovation's R&D investment program, sampled across all horticulture levy funds to inform the overall impact of the investment program and therefore does not require advice.

Table 2. Nursery marketing advisory panel prioritised investment recommendations in 2024/25

Priority	Investment	Outcome	Strategy
1	Nursery media: Thinkerbell (4 months: July–October 2024)	1. Demand creation	1.1 Consumer demand
2	Nursery marketing program: November 2024 to December 2025 (14 months)	1. Demand creation	1.1 Consumer demand

Current contracted R&D and marketing projects

Current contracted projects in the Nursery Fund as at July 1, 2025, which are aligned to the respective outcomes and strategies in the nursery SIP, can be seen in Tables 3 and 4. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Table 3. Current contracted nursery R&D project actuals at 2024/25 and forecast to 2027/28

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
MT20007	Regulatory support and response co-ordination (pesticides)	5,935	-	-	-
MT21015	Horticulture Impact Assessment Program 2020/21 to 2022/23	4,529	-	-	-
MT22011	Horticulture National Lean Leaders Program	11,000	13,973	-	-
MT23007	M&E dashboard automation test	722	-	-	-
MT24005	Horticulture Impact Assessment Program 2023/24 to 2025/26	4,940	3,293	4,116	-
MT24008	Regulatory support and response co-ordination (pesticides)	9,863	6,575	6,575	9,863
NY19003	Review of the biosecurity plan for the nursery industry	19,986	-	-	-
NY19007	Improving on-farm surveillance strategies for tospoviruses and thrips to enhance the bio-security of the nursery industry	53,201	30,000	-	-
NY20000	Resourcing, supporting and assessing biosecurity in nursery production	314,158	392,697	-	-
NY20001	National biosecurity and sustainable plant production program	728,240	505,625	-	-
NY21000	Nursery industry statistics 2020-21 to 2024-25	288,317	202,017	75,351	-
NY21002	Validating water disinfection systems in nursery production	60,000	-	-	-
NY22000	Nursery industry communications program	337,990	267,362	253,090	350,299
NY22001	Nursery sustainability – undertaking a lifecycle assessment	35,467	82,757	-	-
NY23001	Mid-term evaluation of project NY21000	18,687	-	-	-
NY23002	Nursery industry consultation agreement	78,256	78,256	39,128	-

Table 3. continued

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
NY23910	Industry and grower consultation including Strategic Industry Advisory Panel (SIAP) and Expert Advisory Panel (EAP)	708	-	-	-
NY24001	Business case to review the Nursery Products Levy	35,190	8,800	-	-
NY24003	Masterclass in Horticultural Business Scholarship	2,107	-	-	-
NY24004	Nursery Emerging Leaders Program	32,720	32,720	32,720	32,720
NY24910	Industry and grower consultation including SIAP and EAP	182	-	-	-
NY24999	Industry consultation	217	-	-	-
NY24002	Nursery brand tracking study FY25		30,000	-	-
Total		2,042,415	1,654,076	410,981	392,882

Table 4. Current contracted nursery marketing project actuals at 2024/25 and forecast to 2025/26

Project code	Project title	2024/25 Actual \$	2025/26 Forecast \$
NY17519	Nursery marketing program	218,336	-
NY23602	Nursery media – Thinkerbell (July to October 2024)	90,000	-
NY23910	Industry and grower consultation including SIAP and EAP	381	-
NY24501	Nursery marketing program – South Pole (November 2024 to December 2025)	342,000	228,000
NY24601	Nursery media and public relations – Thinkerbell (November 2024 to December 2025)	395,000	45,000
NY24910	Industry and grower consultation including SIAP and EAP	2,067	-
Total		1,047,785	273,000

Financial statements

Financial statements for the nursery R&D levy fund can be seen in Table 5 below and the marketing levy fund can be seen in Table 6.

Table 5. Nursery R&D levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	888,091	1,159,912	336,112	290,253
Levies from growers	1,508,228	1,500,000	1,500,000	1,500,000
Commonwealth funds	1,198,285	2,246,583	1,464,434	1,456,713
Other income	47,881	11,366	9,815	8,385
Total income	2,754,394	3,757,949	2,974,249	2,965,098
Project funding ¹	2,042,415	3,279,076	1,945,981	1,932,822
Available for investment	-	550,000	550,000	550,000
Service delivery	354,155	664,090	432,887	430,604
Total matched expenditure	2,396,570	4,493,166	2,928,867	2,913,426
Federal Government levy collection costs	86,003	88,583	91,241	93,978
Annual levy cash movement	271,821	-823,800	-45,859	-42,306
Closing balance	1,159,912	336,112	290,253	247,947

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

Table 6. Nursery marketing levy fund actuals at 2024/25 and forecast to 2027/28 (as at July 1, 2025)

	2024/25 Actual \$	2025/26 Forecast \$	2026/27 Forecast \$	2027/28 Forecast \$
Opening balance	583,107	396,176	236,107	224,357
Levies from growers	1,096,893	1,000,000	1,000,000	1,000,000
Other income	15,719	5,000	5,250	5,513
Total income	1,112,612	1,005,000	1,005,250	1,005,513
Project funding ¹	1,047,785	293,000	20,000	20,000
Available for investment	-	600,000	750,000	750,000
Service delivery	234,809	204,169	176,600	176,600
Total expenditure	1,282,594	1,097,169	946,600	946,600
Federal Government levy collection costs	16,949	50,000	52,500	55,125
Annual levy cash movement	-186,931	-160,069	-11,750	-14,112
Closing balance	396,176	236,107	224,357	210,244

Note:

1. Project funding includes committed projects and projects supported by the advisory panel and currently in the process of procurement.

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