



Nursery Fund

Annual Report 2018/19

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The projects in this report have been funded by Hort Innovation using sources including the nursery levy, Australian Government contributions and, in some instances, co-contributions from a variety of sources.



Just some of the things your fund delivered in 2018/19:

- ✓ **The industry communications program**, delivering the *Your Levy @ Work* newsletter and website (www.yourlevyatwork.com.au), monthly *Nursery Papers*, the Nursery & Garden Industry Australia website (www.ngia.com.au) and plenty more (p10)
- ✓ **The nursery industry data tool** allowing growers to benchmark core aspects of their businesses (p8)
- ✓ **Publishing of the new tree stock standard** for landscape use, plus resources to help nursery businesses understand and check against the standard (p12)
- ✓ **Several key projects investigating and demonstrating the value of green space** and supporting green-space decision makers (from p8)
- ✓ **Highly visible and multi-pronged marketing activities**, including the Plant Life Balance consumer campaign (p16)
- ✓ **New final research reports and grower resources**, with 75+ now available from www.horticulture.com.au/nursery

2018/19 SNAPSHOT

\$2.96
MILLION

INVESTED
IN R&D

\$836
THOUSAND

INVESTED IN
MARKETING

30+

ACTIVE R&D
INVESTMENTS

Welcome

Hort Innovation is the grower-owned, not-for-profit research and development corporation (RDC) for Australia's horticulture sector. It's our job to work with industry to invest the nursery R&D and marketing levies, as well as Australian Government contributions, into key initiatives for growers.

The 2018/19 financial year was another great year of growing better, together – with strong investments, closer connections and critical collaborations being forged.

There was more than \$2.96 million invested into R&D through the Hort Innovation Nursery Fund across the year, to support the industry in being as productive and profitable as possible. This included the establishment of 17 new investments, including work allowing the nursery industry to join forces with other horticulture industries for maximum efficiency and impact across shared issues and opportunities.

Meanwhile in marketing, the Hort Innovation Nursery Fund saw some \$836,000 invested in 2018/19 into a range of marketing activities to raise the profile and use of Australian nursery products, from the household to community level.

Read on to learn more about all of this work. And remember to take advantage of the Hort Innovation website at www.horticulture.com.au/nursery, where you can search and find information relating to investments, past and present, at any time. The new site and its Nursery Fund section were launched in 2018/19.

Finally, during the year there were many opportunities for Hort Innovation to connect with you, the growers. A big thank you in particular to everyone who came to our early-2019 regional roadshows to feed into the development of the new Hort Innovation Strategy 2019-2023 (read more at www.horticulture.com.au/strategy-2019-2023).

You can reach out to us at any time to learn more about our work, to submit ideas for investments, or to simply have a chat about your industry. You'll find details of specific staff at www.horticulture.com.au/get-in-touch, or can otherwise email communications@horticulture.com.au or call our general line on 02 8295 2300.



Additional value in the year

During 2018/19, Hort Innovation was proud to deliver extra value to the nursery industry, outside of levy-funded initiatives within the Nursery Fund. Here's a quick look at just some examples.



The new Hort Innovation website, with dedicated Nursery Fund section

You can now visit www.horticulture.com.au/nursery to quickly search and find nursery investment information and updates, project resources, and growing tips and advice from Hort Innovation's R&D work. You can also download full final research reports direct from the site, access key contact information, share your ideas and feedback, and so much more.



The Australian Horticulture Statistics Handbook

Each year Hort Innovation delivers an *Australian Horticulture Statistics Handbook* packed with horticulture statistical information and analysis for use by specific industries and the wider sector. The handbook combines all available data on production, international trade, processing volumes and fresh market distribution for some 75 categories. The 2017/18 edition, released in early 2019, is available from www.horticulture.com.au/horticulture-statistics-handbook.



Hort Frontiers projects

With seven investment areas, Hort Innovation's Hort Frontiers strategic partnership initiative is about collaborative, cross-industry work to address longer-term, complex issues and opportunities identified as critical for the future of Australian horticulture. While the nursery levy has been co-invested into some Hort Frontiers projects, the bulk of funding continues to come from broad-reaching funding relationships secured by Hort Innovation, plus support from the Australian Government. Learn about all of the projects and what they're delivering for you at www.horticulture.com.au/hort-frontiers.



Grant funding

In 2018/19, Hort Innovation delivered \$6.7 million worth of investments involving grant funding across the horticulture sector. To do so, we applied for and secured a range of competitive grants on behalf of industry, including through the Australian Government's Rural R&D for Profit program, Improved Access to AgVet Chemicals initiative, and Agricultural Competitiveness White Paper. With projects across everything from biosecurity to agri-technology, there's plenty in there to directly and indirectly benefit the nursery industry.

Making investments in 2018/19

Hort Innovation is dedicated to making the right investments at the right time and in the right areas, in line with identified priorities for the industry.

Where the funding comes from

The nursery industry's grower-raised statutory R&D and marketing levies are collected by the Australian Government and entrusted to Hort Innovation as the RDC for Australian horticulture. It's then our responsibility to work with the industry to invest these levies – together with Australian Government contributions in the case of R&D – into strategic initiatives for the benefit of growers.

Additional funding streams can also come into play, such as co-investment dollars from sources including project partners, and grant funding that Hort Innovation secures on behalf of industry.

How decisions are made

Investment decisions in the Hort Innovation Nursery Fund are guided by the industry's Strategic Investment Plan (SIP). This document was developed through close consultation with growers and other industry stakeholders, and outlines specific investment priorities, strategies and themes. An at-a-glance version can be found at www.bit.ly/nursery-plan, or find the full version at www.horticulture.com.au/nursery.

The SIP is currently used like a 'roadmap' by the nursery Strategic Investment Advisory Panel (SIAP) – a panel made up of growers and other industry representatives that's tasked with providing advice to Hort Innovation on potential levy investments.

Turning ideas into investments

Great investments start with great ideas, and Hort Innovation encourages all growers and other industry participants to share their thoughts and suggestions for the work they want to see. Ideas can be submitted any time via Hort Innovation's investment idea form at www.bit.ly/concept-form.

Ideas that are selected for investment are worked into project proposals by Hort Innovation. These are then made public for potential delivery partners to submit responses. Current opportunities are always listed at www.horticulture.com.au/delivery-partners.

Responses are assessed, often with the assistance of industry, and the best delivery partner for the work is chosen. A contract is then issued and the work begins.

Keeping track of investments

All investments in the Hort Innovation Nursery Fund are detailed on the 'Your investments' page at www.horticulture.com.au/nursery. We also send news and alerts to Hort Innovation members and contacts – if you haven't already, you can sign up for free at www.horticulture.com.au/sign-up.

Importantly, the industry's levy-funded communications program is tasked with providing growers with regular information on levy-related activity. See p10 for more.



New investment analysis

You can now clearly see how investments in the Hort Innovation Nursery Fund align to the industry's SIP, with new and interactive investment analysis information available from www.bit.ly/nursery-investment. The analysis currently shows the allocation of funding against each of the nursery SIP outcomes from the start of the SIP (2016/17) to the end of 2018/19, and gives an indication of the projects that are aligned to each outcome.

R&D project list 2018/19

NEW INVESTMENTS IN 2018/19	
NY17002	Review of nursery industry career pathways*
NY17006	Global review and gap analysis of nursery industry research and development initiatives*
NY17008	Nursery industry statistics 2016/17 to 2019/20
NY17009	Improving pest management for the nursery industry
NY18001	Australian nursery industry communications program
NY18002	Global review of incentive schemes for the retention and successful establishment of trees on private urban land
NY18003	Budget tool to calculate the cost to successfully establish trees in the urban landscape
NY18004	Mid-term review of NY15002 and NY15004*
NY18005	Industry extension and development of Plant Life Balance
NY18006	Understanding the attitudes to urban green space for government and business audiences*
NY18007	National extension of a community engagement kit
NY18008	Nursery industry natural disaster risk mitigation and recovery plan
NY18009	Alive and thriving phase 1 – indoor plant survival matrix*
MT17006	Xylella coordinator
MT17006	Improving preparedness of the Australian horticultural sector to the threat potentially posed by <i>Xylella fastidiosa</i> (a severe biosecurity risk)

NEW INVESTMENTS IN 2018/19 (continued)	
MT18005	Improving plant industry access to new genetics through faster and more accurate diagnostics using next generation sequencing
MT18011	Ex-post impact assessment^

* These flagged projects both began and ended in 2018/19

^ This multi-industry project was a key monitoring and evaluation investment during 2018/19 – we encourage you to find the full details at www.horticulture.com.au/mt18011

ONGOING INVESTMENTS IN 2018/19	
NY15002	Building the resilience and on-farm biosecurity capacity of the Australian production nursery industry
NY15004	National Nursery Industry Biosecurity Program
LP15001	Global Masterclass in Horticultural Business
LP15006	Attracting new entrants into Australian horticulture – promoting careers in horticulture
MT16002	Green industry growing leaders program
MT16004	RD&E program for control, eradication and preparedness for vegetable leafminer
MT17005	Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (<i>Drosophila suzukii</i>)
ST16008	AgVet collaborative forum

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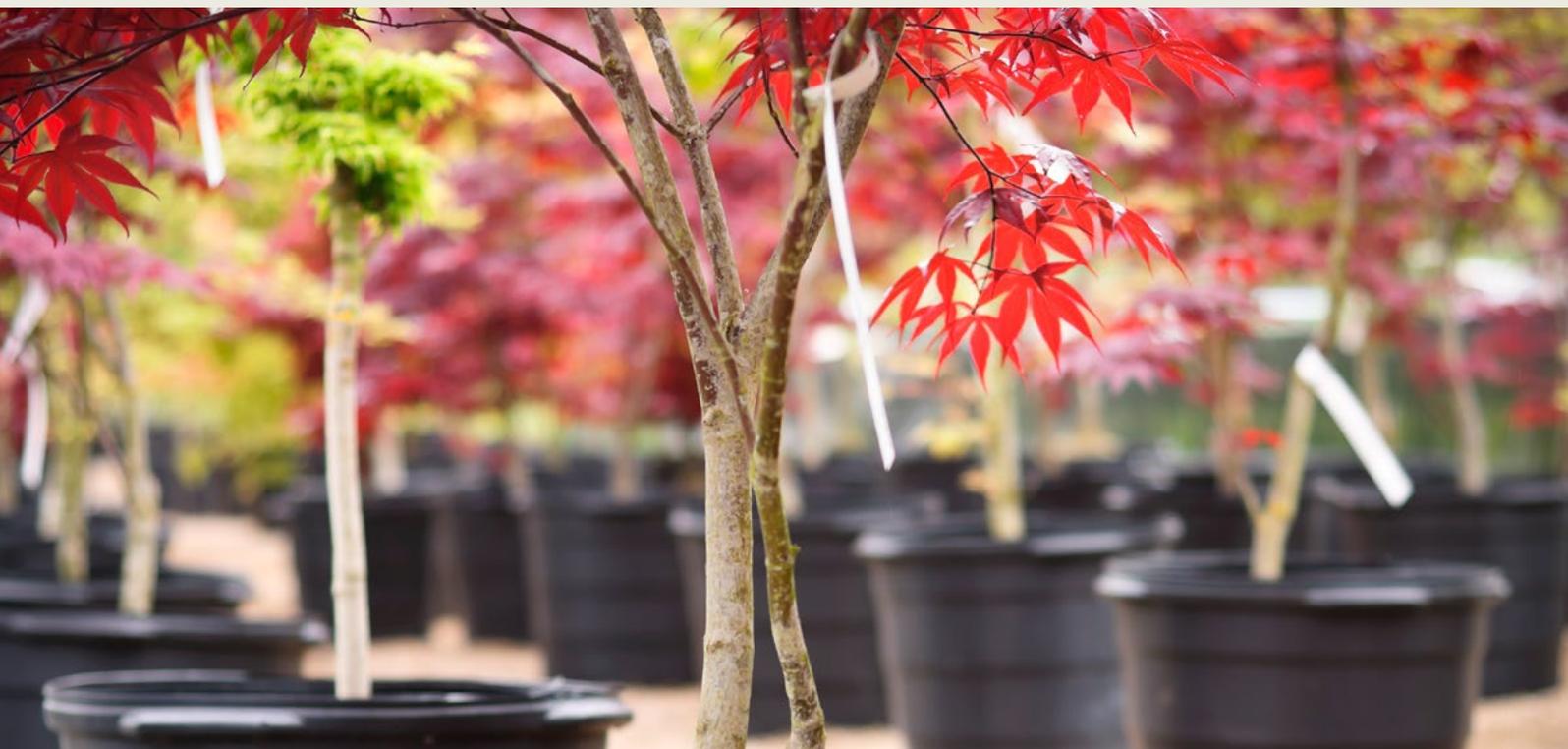
INVESTMENTS COMPLETED IN 2018/19

NY15001	Evaluation of nursery tree stock balance parameters
NY15006	Communication program for the Australian nursery industry 2015-2018
NY15009	NGIA – communication support on NY15006
NY16003	A review of diagnostic technologies to benefit the Australian nursery industry
NY16009	202020 Vision training/capacity building program
NY17000	Where should all the trees go – delivering the insights to stakeholders
NY17005	Metropolitan urban forestry
GC15000	Developing the business case for green cities

During the 2018/19 financial year, all levy paying horticulture industries also contributed to a small selection of across-industry projects addressing issues that affect horticulture as a whole. Details of all investments that Hort Innovation manages can be found at www.horticulture.com.au.



But wait, there's more. To see what Hort Innovation delivered across the entire horticulture sector in 2018/19, download the full Hort Innovation Annual Report 2018/19 from www.horticulture.com.au/annual-report-portal.



R&D report

Take a closer look at some of the key investments in the Hort Innovation Nursery Fund during 2018/19. Any resources from these and other levy-funded projects – such as fact sheets, guides and more – are published on your grower page at www.horticulture.com.au/nursery as they become available.

Nursery industry statistics 2016/17 to 2019/20 (NY17008)

NEW IN 2018/19

Key research provider: Nursery & Garden Industry Australia

This project follows earlier investment *Nursery industry statistics and research* (NY16004), which produced an initial range of data related to the volume and value of nursery production. These key statistics were brought together in an Excel-based tool to allow nursery growers and the broader industry to benchmark the core aspects of their businesses and make timely and effective decisions in planning and resource prioritisation, as well as track market trends and industry performance over time.

The current investment continues to support the collection and dissemination of data and is building upon and producing updated versions of the nursery data tool, providing an ongoing resource for industry and allowing validation of the information over multiple years.

The updated nursery data tool is now available. If you are a nursery levy payer, you can email communications@horticulture.com.au to access a copy and to register your interest in receiving future editions.

Improving pest management for the nursery industry (NY17009)

NEW IN 2018/19

Key research provider: Nursery & Garden Industry Australia

This investment is tasked with helping to improve and inform pest management across the nursery industry. It has a focus on key areas of plant protection including chemical access, structured crop monitoring and integrated pest management, and is undertaking trials and producing information resources for growers, including information on the economic costs and benefits associated with approaches to pest management.

Nursery industry natural disaster risk mitigation and recovery plan (NY18008)

NEW IN 2018/19

Key research provider: Nursery & Garden Industry Queensland (NGIQ)

This investment, beginning at the very end of 2018/19, is assessing the potential for natural disasters and severe weather events to impact upon the Australian production nursery industry. It is also helping to develop strategies and resources for better preparedness, speedier recovery and stronger resilience.

As part of the work in identifying natural hazards such as bushfires, floods and cyclones, the project is developing a risk map for the industry. It is also producing an official Natural Disaster Recovery Action Plan and, specifically for growers and nursery businesses, it's developing a risk mitigation and management best practice guide, which will be integrated into the industry's Best Management Practice (BMP) program.

Global review of incentive schemes for the retention and successful establishment of trees on private urban land (NY18002)

NEW IN 2018/19

Key research provider: The University of Melbourne

This investment is looking at ways to support local community areas in retaining existing trees, replacing removed trees and encouraging the planting of new trees on private land – such as in commercial areas, light industrial precincts, and residential gardens. The researchers are looking at different approaches local government authorities across the world use to influence trees in private spaces, from legal protections through to rebate incentive schemes. They will gain a better understanding of these mechanisms, their effectiveness, and their suitability for Australian communities to consider.

Understanding the attitudes to urban green space for government and business audiences (NY18006)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: Republic of Everyone

This project, which ran during 2019, delivered data and insights on community attitudes and behaviours relating to green space, with the ultimate goal of supporting education around and demand for urban greening.

A national online survey was conducted, with the results clearly demonstrating that communities across Australia value urban green spaces for the multiple benefits that they provide – however this positive perception does not necessarily translate into the implementation of green space across cities and towns.

These findings have been shaped into a Community Engagement Kit, designed for local governments, businesses and others to help improve engagement with community residents on the value of trees and urban greening in their local areas. The kit provides recommendations on how green spaces can be better promoted, such as using non-technical language, focusing on broad community benefits rather than personal ones, using simple methods of communication, and adopting language that highlights the tangible benefits rather than just the concept of green space. It also has practical materials that are adaptable and editable so that users can add their own calls to action, logos and other requirements before producing resources. The kit can be accessed from www.bit.ly/community-engagement-kit.

New and ongoing investment **National extension of a community engagement kit (NY18007)**, also being delivered by Republic of Everyone, is responsible for bringing the information and resources from the Community Engagement Kit to life – ensuring that local government areas across the country have knowledge of the economic, health, wellbeing and environmental benefits of urban greening, and are equipped with the kit so that they can, in turn, communicate these benefits to their communities. A national event tour is taking place to facilitate this under NY18007.

Budget tool to calculate the cost to successfully establish trees in the urban landscape (NY18003)

NEW IN 2018/19

Key research provider: Alluvium Consulting

This investment is developing a budget tool that will allow users to calculate the cost of a successful urban tree over its lifecycle, from production to maintenance. The idea is that the tool will be available for use by industry, local governments in particular, and other relevant parties – highlighting the costs and benefits of successfully establishing tree-based urban green space.

Industry extension and development of Plant Life Balance (NY18005)

NEW IN 2018/19

Key research provider: Republic of Everyone

Plant Life Balance is the nursery industry's consumer-facing program. It's backed by the 'Simple Science' package of research from levy-funded R&D, detailing the air quality and wellbeing benefit of plants (www.plantlifebalance.com.au/the-science). The centrepiece of the program is the award-winning Plant Life Balance app – the world's first virtual reality greening app, which was launched in late 2017 through the Hort Innovation Nursery Fund's marketing program (www.plantlifebalance.com.au/the-app).

Investment NY18005 is delivering industry briefings and communications to keep growers and other nursery industry participants across Plant Life Balance, including the assets and tools available for use in their own businesses. Look out for events and opportunities in industry channels as they arise.



Alive and thriving phase 1 – indoor plant survival matrix (NY18009)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: RMIT University

This short research project, which ran during 2019, was the first step in addressing the fact that while demand for indoor plants is booming, there is a knowledge gap when it comes to their care in Australian homes. The project was responsible for developing a matrix linking particular indoor plants to their care regimens, backed by scientific evidence and with a particular focus on watering. This information is now available for leveraging in both consumer education initiatives and possibly through app-based technology.

Australian nursery industry communications program (NY18001)

NEW IN 2018/19

Key research provider: Cox Inall Communications, with support from Nursery & Garden Industry Australia

This investment follows the now-concluded **Communication program for the Australian nursery industry 2015-18 (NY15006)**. It ensures Australian nursery and garden growers and other industry stakeholders are kept up to date with the latest news, information and R&D and marketing updates to support decision-making within businesses.

As with its predecessor, the latest iteration of the program continues to produce and maintain a number of regular communication channels, including but not limited to:

- » Monthly *Nursery Papers* looking at current industry projects, with all issues included in issues of *Hort Journal* and available via www.bit.ly/nursery-papers
- » The monthly *Your Levy @ Work* newsletter, which you can sign up for at www.yourlevyatwork.com.au
- » The Nursery & Garden Industry Australia website, www.ngia.com.au, and the Your Levy @ Work website, above
- » Nursery & Garden Industry Australia social media channels including Facebook, Twitter, YouTube and LinkedIn
- » Written and video grower case studies, searchable on the news section of Nursery & Garden Industry Australia's website
- » Audio recordings (podcasts) discussing the latest industry findings, new and events
- » Annual industry 'facts at a glance' digests, providing an overview of industry statistics based off other levy-funded work
- » Media releases.

Building the resilience and on-farm biosecurity capacity of the Australian production nursery industry (NY15002)

Key research provider: The Queensland Department of Agriculture and Fisheries

Beginning in 2016, this project is enhancing the biosecurity preparedness of the Australian nursery industry by developing new pest and disease contingency plans and producing new and updated information for growers on on-farm biosecurity issues.

Key project activities include:

- » Production of content and imagery for the industry's Pest Identification Tool (pestid.com.au), to make diagnostic identifications more financially viable for production nurseries
- » Delivery of biosecurity-focused webinars, as well as workshops in all states and territories, with details circulated in Nursery & Garden Industry Australia channels as they become available
- » Development and updating of grower resources including pest management plans, fact sheets and contingency plans
- » Diagnostics, with samples submitted for analysis by pest and disease diagnostic service Grow Help Australia.

There are plenty of grower resources that have been produced by the project to date – you can access them from www.bit.ly/ny15002.

2020 Vision training/capacity building program (NY16009)

NOW COMPLETE

Key research provider: Republic of Everyone

This project, which ran from 2017 to 2019, allowed for extension of 2020 Vision project outputs to key nursery industry stakeholders. The 2020 Vision initiative has been a key component of Hort Innovation Nursery Fund marketing activities, aiming to increase urban green space by 20 per cent by the year 2020.

Specific activities of this awareness and training program included:

- » Delivery of monthly e-newsletters to growers with updates on the 2020 Vision, with 20 editions sent out over the course of the project
- » Production of content for a regular 2020 Vision spread published in issues of *Hort Journal*, plus content and grower resources made available on the initiative's Growers' Hub
- » Delivery of talks and workshops, with four national industry workshops delivered on the 2020 Vision, along with eight retail nursery workshops.

Full details can be found in the project's final research report, which can be downloaded from www.bit.ly/ny16009.



Where should all the trees go – delivering the insights to stakeholders (NY17000)

NOW COMPLETE

Key research provider: Republic of Everyone

This short 2018 project followed previous nursery investment *Where should all the trees go? An investigation of the impact of tree canopy cover on socio-economic status and wellbeing in LGAs* (NY16005).

The initial project looked at changes to canopy cover in Australian's metropolitan local government areas (LGAs), identifying priority areas for greening across Australia and monitoring progress towards the 2020 Vision goal of making Australia's urban areas 20 per cent greener by the year 2020. It also looked at the relationships between tree canopy cover and socio-economic, health and wellbeing factors in LGAs.

Project NY17000 was responsible for taking findings from the earlier research and delivering them at workshop-style 'Green Light Tour' information sessions across the country for industry leaders, landscape architects, government department staff and other relevant stakeholders.

Full details can be found in the project's final research report at www.bit.ly/ny17000.

Metropolitan urban forestry (NY17005)

NOW COMPLETE

Key research provider: Republic of Everyone

This 2018 research investment was another feeding into the nursery industry's 2020 Vision initiative. The project was tasked with developing a deeper understanding of urban greening policies and progress at a metro/state level, including identifying any barriers to establishing green space. It also provided education and a touch point for organisations including councils, government departments and others seeking information on green space in the context of planning. This included delivery of regular e-newsletter updates through the 2020 Vision network and updates via the 2020 Vision LinkedIn group.

Full details can be found in the project's final research report, downloadable from www.bit.ly/ny17005.

Review of nursery industry career pathways (NY17002)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: RMCG

The nursery industry supply chain is a significant sector of the Australian horticulture industry, employing some 25,000 people in more than 1600 small to medium enterprises. Yet the industry, like many other agricultural industries, faces major challenges around high staff turnover and an ability to attract and retain qualified people.

This project, which ran from 2018 to 2019, developed a strategy that provides a clear roadmap for skilled career path development in the nursery industry in the short to medium term, and longer-term strategies to sustain an interest in working in the industry. The strategy is based on a desktop review and intensive consultation with the nursery industry. It considers the current skilled employment and training situation in the nursery industry and recommends a five-pillar strategy to underpin the economic sustainability of the sector.

The strategy recommends the following interconnected activities:

- » Industry promotion and awareness
- » Promotion of the value of the nursery sector to achieve government support
- » Training, both formal and informal, to support the upskilling of the nursery industry
- » Human resource management practices support to ensure adequate employment standards across the nursery industry
- » Defined jobs and career pathways.

Full details can be found in the project's final research report, which can be downloaded from www.bit.ly/ny17002.

Global review and gap analysis of nursery industry research and development initiatives (NY17006)

NEW IN 2018/19 & NOW COMPLETE

Key research provider: RMCG

Among other things, this short investment was tasked with providing the nursery industry and Hort Innovation a greater understanding of nursery-relevant R&D being conducted internationally, highlighting opportunities for collaboration and leveraging. Its findings will be used by the nursery industry and Hort Innovation to plan and strengthen the Australian industry's future R&D program.

A review of diagnostic technologies to benefit the Australian nursery industry (NY16003)

NOW COMPLETE

Key research provider: The Victorian Department of Jobs, Precincts and Regions

This project, which ran from 2017 to 2018, identified smart surveillance tools for detecting endemic and exotic pests of relevance to the Australian nursery industry, in both lab and point-of-care settings. It provided recommendations for diagnostic tools for further evaluation and adoption, to bolster biosecurity and minimise the impact of pests and diseases on the nursery industry. Full details can be found in the project's final research report, available from www.bit.ly/ny16003.

Improving plant industry access to new genetics through faster and more accurate diagnostics using next generation sequencing (MT18005)

NEW IN 2018/19

Key research provider: Queensland University of Technology

This investment is tasked with supporting the adoption of 'next generation sequencing' in the screening of imported horticultural plant material in post-entry quarantine facilities. The technology has the potential to allow plants to move through the quarantine process much more quickly – allowing industry speedier access to new genetic stocks.

Currently, new plant material entering Australia can spend up to three years in post-entry quarantine facilities undergoing pathogen testing. Next generation sequencing offers a fast, reliable and cost-effective method to identify all known plant pathogens in a single test.

Previous research has demonstrated the approach's success and efficiency in testing for viruses and viroids in imported plants, with next generation sequencing subsequently being adopted in the testing of imported ornamental grasses. This investment will provide the evidence and protocols needed for the technology to be adopted for further plant commodities, including horticulture crops.

Evaluation of nursery tree stock balance parameters (NY15001)

NOW COMPLETE

Key research provider: Western Sydney University

Ensuring out-planted nursery trees have a high potential survival rate requires a balanced root and shoot system prior to dispatch. Originally running from mid-2015 to mid-2017, this project investigated how species differences and climatic conditions in different Australian production regions can affect this balance in tree stock. The researchers collected a host of data in relation to root-to-shoot balance, via size index, in tree stock across the country.

Looking at more than 13,800 trees from 23 nurseries, the project revealed that landscape trees had a much greater variation in size index than the current Australian Standard (AS2303:2015 *Tree Stock for Landscape Use*) allowed for at the time. This may have meant that people selecting trees could have been rejecting some that would have actually been fit for purpose.

The findings from this research were used to inform a submission for a revision of AS2303:2015, which Standards Australia accepted. The new standard was released as AS2303:2018 in December 2018, and is available for purchase via the Standards Australia website (www.bit.ly/standards-australia).

Following the conclusion of the research component of the project in mid-2017, this investment was extended to allow the delivery of an industry engagement program. This program was tasked with communicating the research findings back to growers and helping in the adoption of the relatively new nationwide quality assessment standard for nursery-grown trees for landscape use. It included a national roadshow of events across six capital cities between late 2018 and March 2019, plus presentations at national conferences.

Most important, the engagement component produced a range of grower-friendly guidelines and resources relating to the standard. These included:

- » A brochure describing the key research findings, the new standard and how-to guide for testing against the standard (www.bit.ly/tree-stock-brochure)
- » A simple tree standard summary card describing the testing process and new tree stock balance provisions in the standard (www.bit.ly/tree-stock-card)
- » An online assessment tool, to calculate size index and assess compliance (treestocker.westernsydney.edu.au).

Visit www.bit.ly/ny15001 to access these resources all in one place, and to download the full final report for the research component of the work.

National Nursery Industry Biosecurity Program (NY15004)

Key research provider: Nursery & Garden Industry Australia

The National Nursery Industry Biosecurity Program aims to ensure production nurseries in Australia are aware of and prepared for incursions of exotic plant pests, and that they have effective market access mechanisms in place to maintain business functionality.

Beginning in 2016, a key part of this investment is developing and maintaining industry on-farm biosecurity program BioSecure HACCP, to underpin national market access with electronic certification. BioSecure HACCP assists growers in assessing pest, disease and weed risks and supports the implementation of management strategies within businesses. It is one program under the Nursery Production Farm Management System (Nursery Production FMS), which is a nationally governed and administered system that also includes the EcoHort system and the Nursery Industry Accreditation Scheme Australia, or NIASA, Best Management Practice program.

This investment also carries out broader biosecurity-related activities for the nursery industry, including meeting industry obligations under the Emergency Plant Pest Response Deed (EPPRD), and maintains the industry's minor use permit program as needed.

You can learn more about BioSecure HACCP and how you can become certified on the Nursery Production FMS website, www.nurseryproductionfms.com.au. The site also hosts relevant biosecurity resources in its technical resource hub, while online training associated with the program is available via the industry's eLearning Portal, www.ngia.talentlms.com/index.

RD&E program for control, eradication and preparedness for vegetable leafminer (MT16004)

Key research provider: Cesar, in conjunction with others

Beginning in 2017, this multi-industry project was originally established to bolster preparedness for and protection against the potential spread of vegetable leafminer (*Liriomyza sativae*) through Australian growing regions. The pest is capable of infesting a broad range of crops and was first detected on the country's mainland in 2015, in a backyard garden in the Cape York Peninsula community of Seisia.

In late 2018 the project's work was expanded to also cover two additional leafminers: American serpentine leafminer (*Liriomyza trifolii*) and serpentine leafminer (*Liriomyza huidobrensis*).

Specific project activities include developing information and resources for monitoring, managing and eradicating leafminers; identifying and modelling the spread of the pests; reviewing and looking at accessibility of chemical and biological control options; and generally increasing awareness and understanding of the leafminers in the relevant industries and in the community.

Xylella coordinator (MT17006)

NEW IN 2018/19

Key research provider: Wine Australia

Xylella fastidiosa is an exotic and potentially devastating bacteria that impedes the movement of rising sap in plants. While it hasn't yet appeared in Australia it has proven catastrophic overseas and, were it to enter the country, it could threaten more than 350 commercial, ornamental and native plant species.

This multi-industry and multi-sector investment supports the role and activities of a national coordinator as part of a three-year program to improve Australia's readiness for any potential incursion of the disease. This is a joint initiative between Hort Innovation and Wine Australia, through the Plant Biosecurity Research Initiative (PBRI). The PBRI is a collaboration between Australia's seven plant-focused Rural RDCs, Plant Health Australia, the Department of Agriculture and other contributors, to coordinate plant biosecurity RD&E funding and efforts. You can learn more at www.pbri.com.au.

Improving preparedness of the Australian horticultural sector to the threat potentially posed by Xylella fastidiosa (a severe biosecurity risk) (MT17006)

NEW IN 2018/19

Key research provider: The Victorian Department of Jobs, Precincts and Regions

Adding to the PBRI's Xylella work as described above, this multi-industry investment will review and allow Australia to adopt world's best practice methods for detecting and identifying strains of the *Xylella fastidiosa* bacteria, should it come to our shores. As well as developing state-of-the-art diagnostic tools, technologies and protocols to screen plant material entering the country and to support active surveillance programs, it will provide associated training to technical staff in diagnostic laboratories.

The project's work will ultimately allow for quick and effective detection of what is considered to be the number one plant biosecurity threat to Australia and New Zealand, to facilitate a swift and sure response.

Improving the biosecurity preparedness of Australian horticulture for the exotic spotted wing drosophila (*Drosophila suzukii*) (MT17005)

Key research provider: Plant Health Australia

This multi-industry investment is tasked with improving industry awareness of the risks posed by spotted wing drosophila, which attacks a range of soft-skinned fruit, and also with increasing the capacity to detect and respond to any incursions of the pest.

Continued >>



Activities include building knowledge and capacity around appropriate surveillance and management tools and strategies within the growing industries, government and among other relevant stakeholders. Looking at options for meeting domestic and international quarantine requirements are also among the project's activities.

Green industry growing leaders program (MT16002)

Key research provider: The Right Mind

This multi-industry leadership-building project runs and supports the participation of nursery and turf workers in an industry-specific leadership education course. The program, conducted online and through face-to-face sessions, is designed to help participants define their leadership style; manage conflict and shape team culture; communicate effectively and more. The final cohort of participants funded under MT16002 began the course earlier in 2019.

Masterclass in Horticultural Business (LP15001)

HORT FRONTIERS

Key research providers: University of Tasmania in partnership with Lincoln University and Wageningen Research Academy

The Masterclass in Horticultural Business course was developed under the Hort Frontiers Leadership Fund and is aimed at fostering new innovators and leaders for the Australian horticulture industry. Best described as a 'mini MBA', it's a nine-month course where participants develop their business skills and build their own business plans for the future.

The course is delivered predominantly online, with several face-to-face sessions and field trips to some of Australia's savviest horticulture outfits.

Nursery levy has been co-invested into the Masterclass investment to support scholarships for industry levy-payers. For the 2018 Masterclass, two nursery scholarships were awarded, with four offered for the 2019 course.

Attracting new entrants into Australian horticulture – promoting careers in horticulture (LP15006)

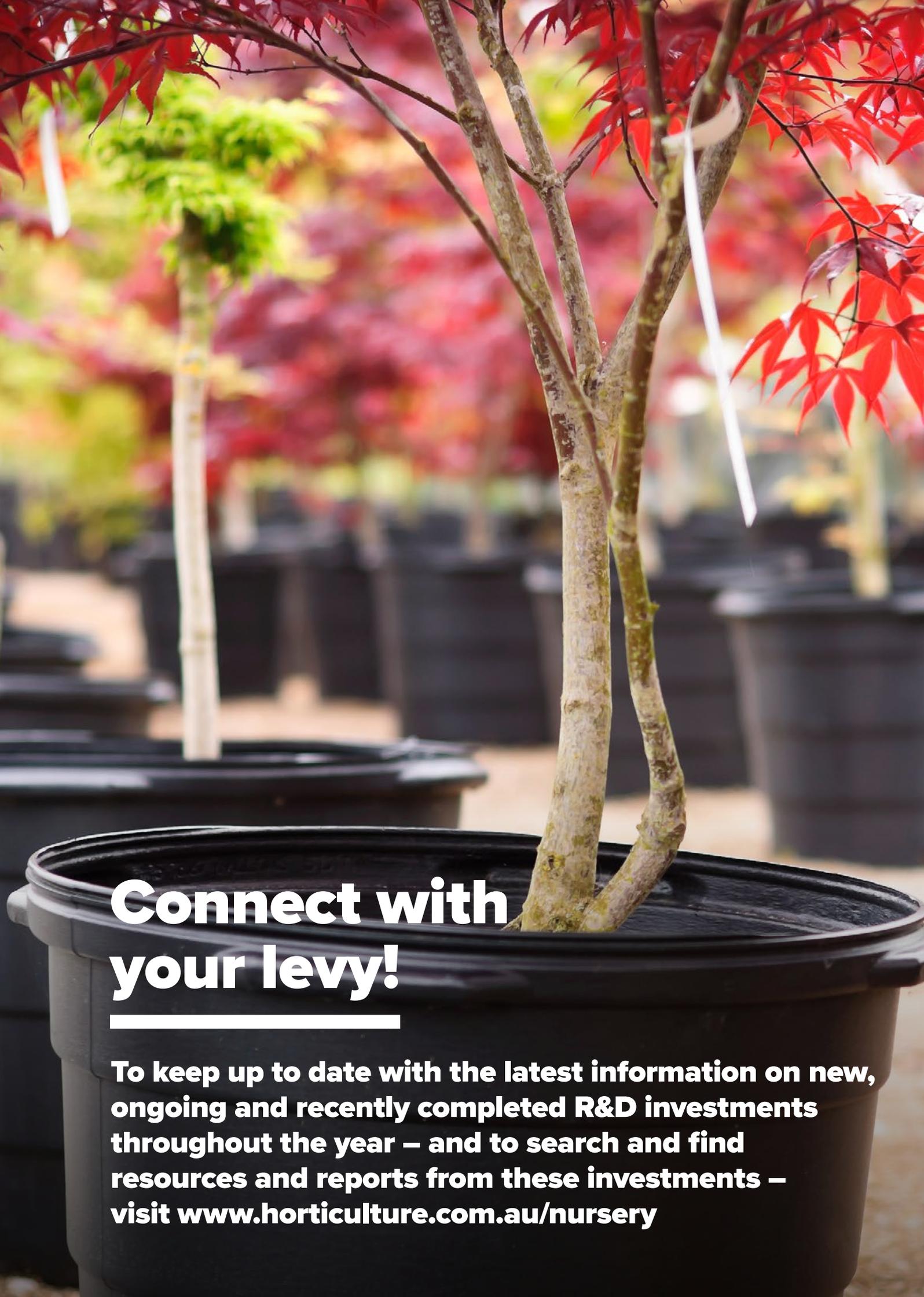
HORT FRONTIERS

Key research provider: Rimfire Resources

This project is part of the Hort Frontiers Leadership Fund and is about engaging graduate students with the horticulture industry. It involves a Graduate Engagement Program with a two-phased approach designed to attract the right people, retain them and support their ongoing leadership development.

The first phase involves students undertaking internships within horticulture business, for which funding support is offered for both the student and the business. The second phase involves employment of students following graduation, with Hort Innovation co-investing to support the first-year salary and participation in a five-day leadership program.

This initiative involves co-investment from different levy industries and from additional sources.



Connect with your levy!

To keep up to date with the latest information on new, ongoing and recently completed R&D investments throughout the year – and to search and find resources and reports from these investments – visit www.horticulture.com.au/nursery

Marketing report

Hort Innovation is responsible for investing the nursery marketing levy into a range of activities to drive awareness and support the use of Australian nursery products, under the Hort Innovation Nursery Fund.

Plant Life Balance

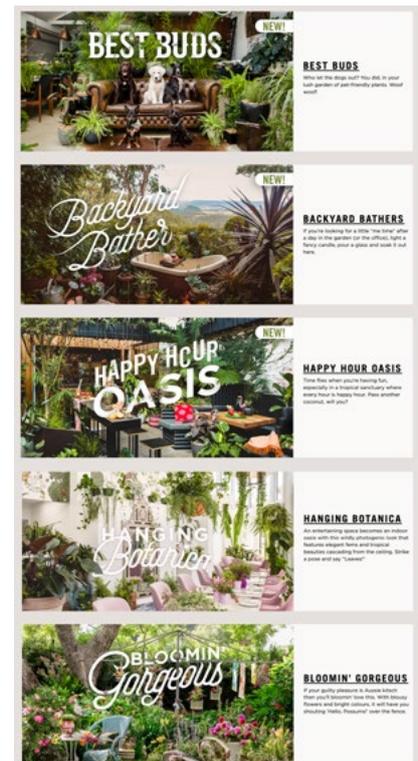
The Plant Life Balance campaign is designed to get more Australians buying more green life for their homes, both indoors and out. It's the lead consumer program for the nursery industry, and 2018/19 marked its second full year.

Plant Life Balance combines fashion and styling for homes with science that focuses on the two fundamental benefits of including more plants in the home environment: air quality and wellbeing. The campaign uses digital tools and social media to connect with a target audience of women aged between 25 to 35, to help build their confidence and inspire them to get more 'plant life balance' in their lives.

The Plant Life Balance audience is a new wave of plant lovers. Young, female, renters or first home owners with busy lives and possibly first time or soon to be parents. They are digitally connected, socially savvy and fashion conscious. They are experienced at keeping their plants alive and what's more, they are emotionally attached to their plants, which is excellent for industry.

The Plant Life Balance app

The award-winning app is a 'try before you buy' experience, backed by research from the Nursery Fund R&D program. The app allows users to take a photo of their space, rate the health of it, and see what plants will look good (and how they can improve the health rating of the space). Since its inception, the app has been downloaded more than 57,400 times. During May 2019 alone, there were 858 downloads. The app can be downloaded via the App Store or Google Play, with more information at www.plantlifebalance.com.au/the-app.




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THE BLOG
THE LOOKS
THE APP
THE SCIENCE
THE NURSERIES

HOW'S YOUR PLANT LIFE BALANCE?

DOWNLOAD THE APP NOW!

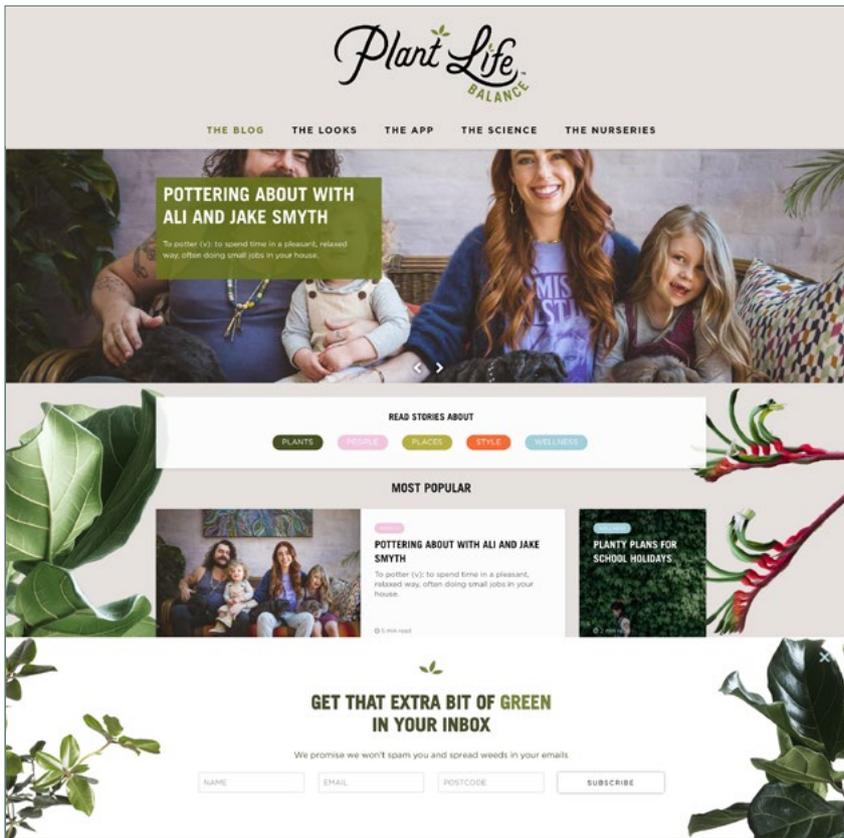




- Rate your space**
How healthy is it making you?
- Style your space**
Photograph your room. Drag and drop some plants in.
- Get the look that's right for you**
Ten styled looks that are healthy too.







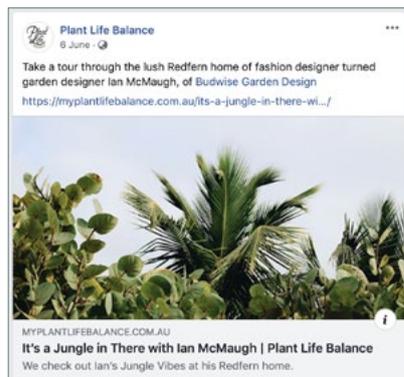
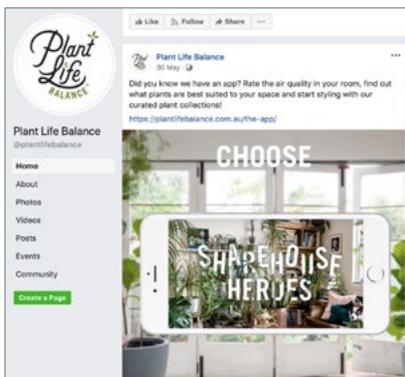
Social and digital promotion

The primary objective of the Plant Life Balance social media campaign was to drive engagement and promote traffic to the Plant Life Balance website (www.plantlifebalance.com.au). Strong results were seen across both Facebook (www.facebook.com/plantlifebalance) and Instagram ([@myplantlifebalance](https://www.instagram.com/myplantlifebalance)) channels, with content performing more than eight per cent higher than the median benchmark. Organic community growth has occurred as a result.

Facebook continues to drive strong referrals to the website, indicating the success of paid media on this platform in particular.

The Plant Life Balance blog (www.myplantlifebalance.com.au) and the e-newsletter consumers can sign up to through the site continued to drive engagement and delivered strong growth in subscribers during 2018/19. Towards the end of May 2019, and following the launch of inspiring new plant 'looks', blog user sessions more than doubled. The highest engagement figures were from how-to guides and style-centric blog posts, demonstrating that the target audience has interest in a mix of both informative and fun content.

At the time of writing, there were more than 3500 subscribers to the e-newsletter. An example of a popular story featured was a guide to composting featuring practical tips and tricks and links to interesting Instagram accounts for inspiration. The headline 'Quick n' dirty guide' assisted with this engagement, as often people are seeking simple, easily digestible content. While style-centric content remains of interest, a core strategic direction for content in 2019/20 is to continue including more practical content for green life care.





Plant Life Balance Places series

The 'Plant Life Balance Places' event series in 2018/19 attached the brand to existing 'greening movement' events in order to help the campaign grow and extend its reach. This involved mapping out cafés, restaurants, bars, shops, centres and offices that incorporate green life, and then creating content and events to inspire the Plant Life Balance community. This activation was a major component of the 2018/19 campaign and established Plant Life Balance as being relevant beyond the home.

A series of 'Plant Tales' events were held, aimed at millennials, influencers and plant enthusiasts, with attendance exceeding expectations (100 attendees in Sydney in December 2018; 110 attendees in Melbourne in February 2019; and 75 attendees in Brisbane in May 2019).

The events in Sydney and Melbourne consisted of panel discussions and presentations, whereas the Brisbane event trialled an interactive workshop format on macramé making (to create a holder for hanging potted plants), re-potting plants and plant care tips specific to the Queensland climate.

The workshop format was a success, showcasing how audiences want to learn as much about plant care as well as new ideas as possible. Each event was themed and incorporated plant-based drinks and menus, and was hosted by a green lifestyle or culture influencer.

2020 Vision

Working with stakeholders

The 2020 Vision is another key component of the nursery marketing program, and is primarily about engaging with government and green space practitioners to support the increase of urban green space. Considering that – based on past research and estimates – the average value of an urban forest strategy is around \$250,000 per local government area, per year in street trees alone, there is a significant opportunity here for the nursery industry.

During 2018/19, the program maintained ongoing conversations and relationships with 2020 Vision partners and the target audience, made up of green space practitioners, government representatives, consultants, urban planners and landscape architects. This included activities, supported where relevant by the Nursery Fund R&D program, such as:

- » Monthly e-newsletters socialising good news stories, recent research and green life updates, projects, partnerships and related events
- » Managing enquiries and user-generated content submissions to the 2020 Vision website
- » Liaising with government agencies to provide information and support for any nursery-related initiatives they were working on or considering.

2020 Vision rebrand

In 2018/19, the 2020 Vision campaign was coming to the end of its named lifecycle, so preparation commenced with key stakeholders to identify a new name, and to develop a transition approach for the industry. 'Green spaces, Better places' was selected as the winner and new brand materials, including new messaging guidelines, were developed and set to be launched along with a new website in late 2019. A comprehensive strategy was also developed to manage and explain the change to all stakeholders, with a campaign planned to launch the new program brand in 2019/20.

Engagement kits

The 2018/19 nursery marketing program supported the creation and extension of a number of 'kits' to help key stakeholders engage with content and promote its reach.

Industry event kit

To amplify activity and drive greater uptake of the 2020 Vision and Plant Life Balance programs across the nursery industry, a transportable Plant Life Balance display kit was developed. Industry from each state were invited to apply to have the kit sent to them for a period of time to assist in engaging and training industry networks about the programs.

Retailer kits

Some 200 sets of printed material were supplied to nursery retailers to promote the Plant Life Balance campaign in stores. This retailer kit included Plant Life Balance branded bunting, signage displaying the 'looks' from the app, plant tags and weather proof pocket books explaining the 'simple science' (see p9 for more). Digital assets including social media graphics, social media 'how-to's', logos and printable artwork were also developed and distributed to retailers to further encourage them.

The Press Office

The Press Office is an ongoing support function engaged by the nursery marketing program, which provides media monitoring and reactive media management. It also covers proactive media outreach developing a monthly content calendar and minor issues and crisis management. Key events throughout the year are featured in the program calendar and promoted via the Press Office. Management of an advocate program is also run via the Press Office, which you can learn more about at www.202020vision.com.au/advocates.

Financial statement

Financial operating statement 2018/19

	R&D (\$)	MARKETING (\$)	TOTAL (\$)
	2018/19 July – June	2018/19 July – June	2018/19 July – June
OPENING BALANCE	839,824	162,638	1,002,462
Levies from growers (net of collection costs)	1,394,027	1,008,455	2,402,481
Australian Government money	1,761,200	–	1,761,200
Other income*	19,901	3,956	23,856
TOTAL INCOME	3,175,127	1,012,410	4,187,538
Project funding	2,963,217	836,350	3,799,567
Consultation with and advice from growers	51,599	25,159	76,758
Service delivery – base	123,284	38,068	161,352
Service delivery – shared	204,299	63,084	267,384
Service delivery – fund specific	180,000	125,000	305,000
TOTAL EXPENDITURE	3,522,400	1,087,661	4,610,061
Levy contribution to across-industry activity	79,004	–	79,004
CLOSING BALANCE	413,547	87,387	500,935
Levy collection costs	12,469	9,209	21,678

* Interest, royalties



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