

# Nursery

## STRATEGIC INVESTMENT PLAN 2022-2026

### AT A GLANCE



The overarching strategic intent of the nursery Strategic Investment Plan (SIP) is to optimise the profitability and sustainability of the Australian nursery industry through improved biosecurity preparedness and increasing demand, based on improved sustainability credentials and the health and environmental benefits of greenlife products.

This abbreviated version of the nursery SIP provides details on the outcomes, strategies and key performance indicators for the industry for the 5-year period of the SIP. More information is provided in the SIP full document, which is available at [www.horticulture.com.au/nursery/](http://www.horticulture.com.au/nursery/).

OUTCOME	STRATEGIES	KPIs
<b>Demand creation</b>		
<b>Outcome 1:</b> Demand creation supports the Australian nursery industry to develop existing and future domestic markets.	1. Increase domestic consumer demand for quality Australian greenlife products through improving knowledge, attitudes and purchase intent	<ul style="list-style-type: none"><li>• Positive influence on consumer preference</li><li>• Use of the wellbeing benefits of greenlife products</li><li>• Positive shifts in brand tracking</li></ul>
	2. Promote the nursery industry's sustainability credentials to enhance the industry's reputation	<ul style="list-style-type: none"><li>• Positive influence on consumer preference</li><li>• Positive shifts in brand tracking</li></ul>



OUTCOME	STRATEGIES	KPIs
<b>Industry supply, productivity and sustainability</b>		
<p><b>Outcome 2:</b> The Australian nursery industry has increased profitability, efficiency and sustainability through innovative research and development (R&amp;D), biosecurity and sustainable best management practices (BMPs).</p>	<ol style="list-style-type: none"> <li>1. Develop an industry sustainability program that provides a basis for improvements in, and evidence of, the industry's continued BMPs in areas such as climate change, waste management and recycling, water, energy, and environmental management</li> <li>2. Improve industry biosecurity preparedness and resilience, including prevention, protection and recovery from exotic and endemic plant pest incursions and responses</li> <li>3. Improve access to interstate and international nursery products through the national adoption of a credible biosecurity system</li> <li>4. Improve access to new germplasm from local and overseas sources</li> <li>5. Monitor overseas innovation and trends, especially new technology or production systems that reduce the reliance on skilled labour</li> <li>6. Review and update the industry's BMPs and expand participation in these programs, including accreditation</li> <li>7. Improve water-use efficiency and production techniques to maximise water quality and availability</li> <li>8. Develop and optimise fit-for-purpose integrated pest and disease management (IPDM) strategies for growers</li> <li>9. Prioritise the major crop protection gaps through a Strategic Agrichemical Review Process (SARP)*</li> <li>10. Provide regulatory support and co-ordination for crop protection regulatory activities with the potential to impact plant protection product access, both in Australia and internationally*</li> <li>11. Generate residue, efficacy and crop safety data to support applications to the Australian Pesticides and Veterinary Medicines Authority (APVMA) that seeks to gain, maintain or broaden access to priority uses for label registrations and/or minor use permits for crop protection needs*</li> </ol>	<ul style="list-style-type: none"> <li>• Development of a nursery industry sustainability program as part of a broader horticulture sustainability program</li> <li>• Adoption of nursery industry sustainability program</li> <li>• Maintenance/tracking of the implementation of an industry biosecurity plan</li> <li>• Improved biosecurity preparedness</li> <li>• Development of risk analyses of high priority pests including entry pathways, establishment and spread potential</li> <li>• Increased industry acceptance and uptake of suitable biosecurity programs and systems</li> <li>• Identification of barriers to importation of new plant genetics and investigation of third-party certification programs and port-of-entry efficiencies and service standards</li> <li>• Improved ease of access of new germplasm</li> <li>• Review of new nursery industry innovations and trends that can be implemented by Australian nursery growers</li> <li>• Updated BMPs</li> <li>• Increasing participation in the BMPs</li> <li>• New knowledge of best practice water management in nursery production systems</li> <li>• Adoption of production techniques improving water-use efficiency, quality and availability.</li> <li>• Development of fit-for-purpose IPDM system</li> <li>• Adoption of IPDM system leading to on-ground practice change</li> <li>• Coordinated industry priority setting with a clear outlook of gaps and risks in existing pest control options</li> <li>• Industry priority needs published and shared with stakeholders, including registrants</li> <li>• Regulatory Risk Assessments maintained</li> <li>• Data to support applications to the APVMA and the establishment of Maximum Residue Limits (MRLs)</li> </ul>





OUTCOME	STRATEGIES	KPIs
<b>Extension and capability</b>		
<b>Outcome 3:</b> Improved capability and an innovative culture in the Australian nursery industry maximises investments in productivity and demand.	1. Deliver communication and extension programs that support positive change in the areas of demand creation, sustainability (e.g., waste and energy management), biosecurity, and best practice pest and disease management	<ul style="list-style-type: none"> <li>Establishment of a baseline and then increased share of industry (hectares) with positive change in knowledge, attitudes, skills and aspirations (KASA) concerning targeted high priority areas</li> </ul>
	2. Provide opportunity for required levels of engagement between industry, across industry members and with relevant stakeholders to innovate through trusted relationships	<ul style="list-style-type: none"> <li>Grower satisfaction with growth in cooperation within industry and across industries leading to business and industry innovations (i.e., survey data)</li> </ul>
	3. Strengthen industry skills and leadership through targeted skills training, leadership development and career pathway program for the nursery industry	<ul style="list-style-type: none"> <li>Increased participation in industry leadership initiatives</li> <li>Increased availability of suitable staff for industry members</li> </ul>
<b>Business insights</b>		
<b>Outcome 4:</b> The Australian nursery industry is more profitable through informed decision-making using consumer knowledge and tracking, production statistics, forecasting, benchmarking and independent reviews.	1. Increase industry alignment with quality and brand-positioning opportunities driven by consumer insights*	<ul style="list-style-type: none"> <li>Delivery of consumer insights strategy</li> <li>Evidence that consumer insights inform strategic market engagement (e.g., case studies)</li> <li>New consumer knowledge available for growers</li> </ul>
	2. Use industry production benchmarking activity to measure and track industry productivity and profitability	<ul style="list-style-type: none"> <li>Availability and evidence of data used to support industry-level decision-making and grower practice change</li> </ul>
	3. Use industry production and market segmentation statistics to inform long-term and/or in-season market planning and supply strategies	<ul style="list-style-type: none"> <li>Availability and evidence that production data supports marketing and production decisions</li> </ul>

\* Foundational investments provide data and information that underpin the delivery of other SIP outcome areas and will be aligned to this strategy. Foundational investment areas include:

- Consumer behavioural data
- Consumer usage and attitudes, and brand health tracking data
- Impact assessments
- Trade data
- Crop protectant data.

**View the nursery SIP full document and find more information on the Nursery Fund at [www.horticulture.com.au/nursery/](http://www.horticulture.com.au/nursery/)**