



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

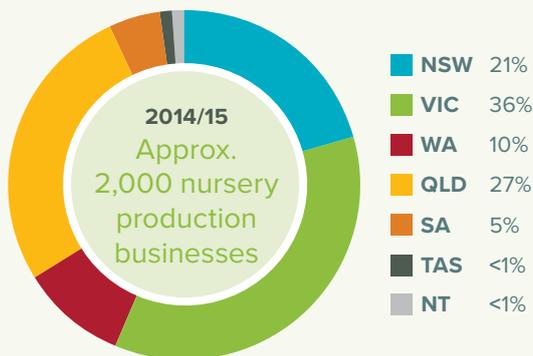
Major opportunities

- 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.

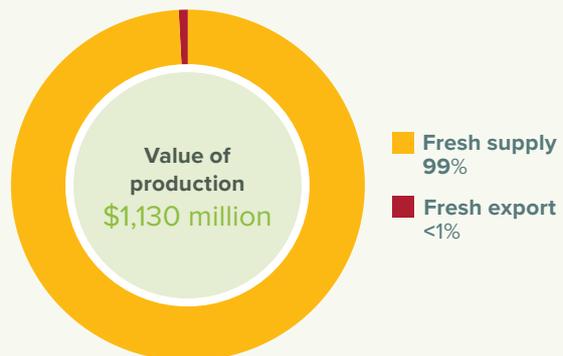
Major challenges

- 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



DISCLAIMER

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