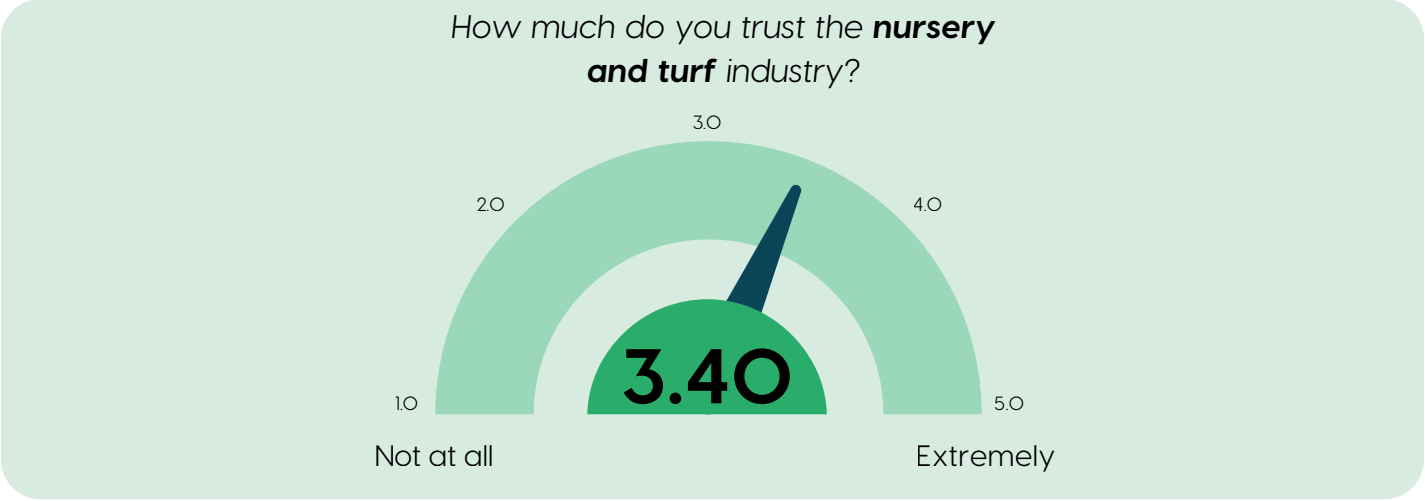
Community Trust in the Australian Nursery and Turf Industry

The Community Trust in Australian Horticulture project surveyed 1,791 Australians to understand community perceptions of the nursery and turf industry. By measuring trust in both the nursery and turf sector and the broader horticulture industry, this research helps identify whether community perceptions are driven by sector-specific practices or broader industry issues. This allows those working in the nursery and turf sector to better target communication and engagement where it will have the greatest impact.

Encouragingly, **78% of Australians agree the nursery and turf industry is important to Australia,** while 72% say they have at least some knowledge of the industry.



What drives community trust in the nursery and turf industry?

The figure below highlights the strongest drivers of trust in the nursery and turf industry. Unlike some other horticulture sectors, **the industry's perceived importance to Australia is the strongest driver of trust, alongside sustainable practices, responsible water use and effective environmental management.**

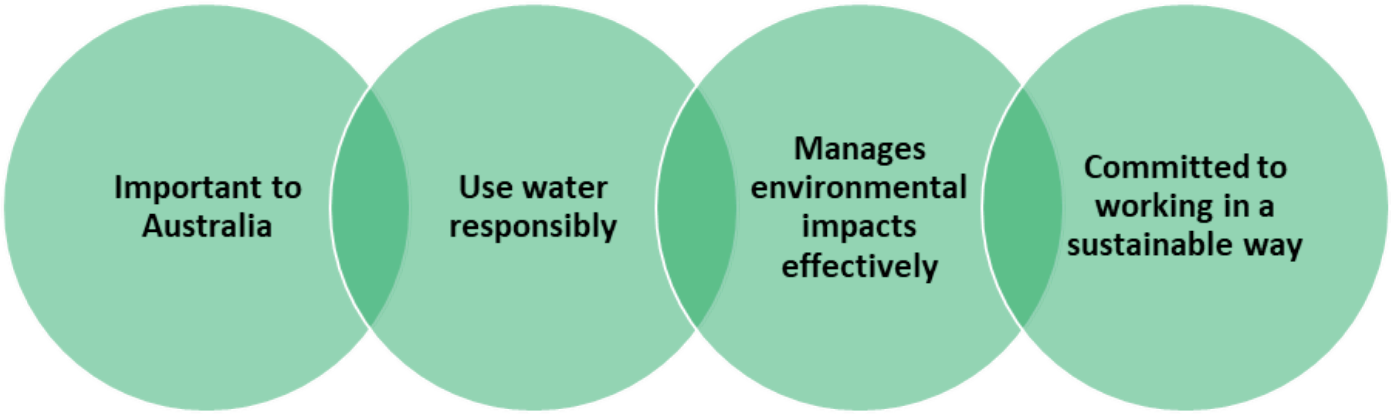


Figure 1: Drivers of community trust in the nursery and turf sector.

Community Trust in the Australian Nursery and Turf Industry

What can the nursery and turf industry do?

Continue demonstrating the industry's contribution to Australia

- The importance of the nursery and turf industry is the strongest driver of community trust. In the community, **78% agree the industry is important to Australia,** providing an opportunity to continue demonstrating its contribution to greener communities, liveable spaces and Australia's economy.

Showcase responsible water management

- **56% of Australians agree the industry uses water responsibly,** while 37% remain neutral. Sharing practical examples of responsible water management may help strengthen community confidence.

Increase visibility of environmental management

- **55% of Australians agree the industry manages environmental impacts effectively,** while 38% remain neutral. This suggests many Australians are uncertain rather than critical, creating an opportunity to demonstrate how environmental impacts are actively managed.

Continue demonstrating sustainable practices

- A commitment to working sustainably is an important driver of trust. In Australia, **63% agree the industry is committed to working sustainably**, while 31% remain neutral. Increasing the visibility of existing sustainability initiatives can help build confidence among those who are uncertain.

Does age matter?

Australians of all ages recognise the importance of the nursery and turf industry. However, **younger Australians report slightly lower levels of agreement than older age groups,** suggesting there may be opportunities to strengthen awareness and engagement with younger audiences.

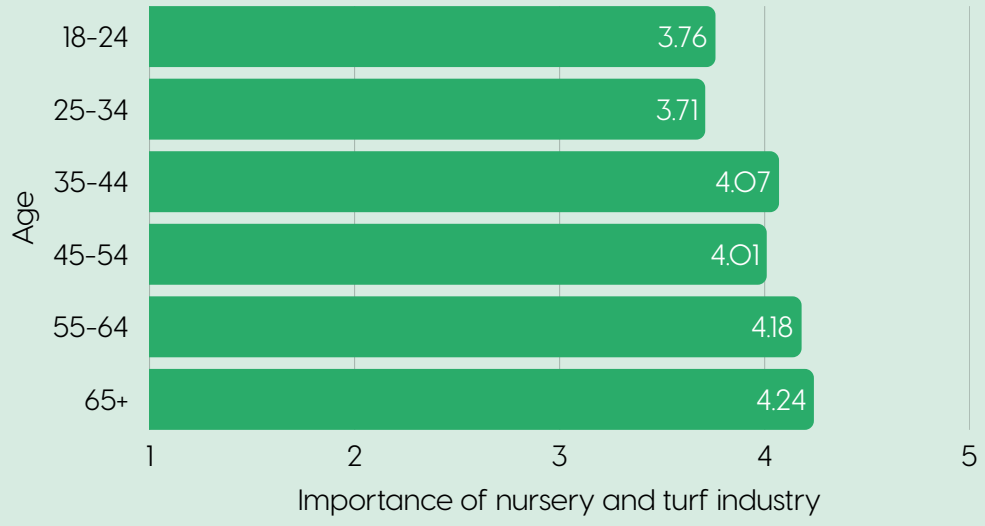


Figure 2: Correlation between age and importance in the nursery and turf industry.

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What does this mean for the nursery and turf industry?

Australians generally hold positive views of the nursery and turf industry. The findings suggest that trust is first built by helping Australians understand why the industry matters. More than any other factor, recognising the industry's contribution to Australia shapes community trust, highlighting the importance of communicating the role nursery and turf plays in creating greener, healthier and more liveable communities.

Once that value is understood, trust can be further strengthened by increasing the visibility of the sustainable practices that underpin the industry. Many Australians remain uncertain not negative about how the industry manages environmental impacts and uses water responsibly, presenting an opportunity to better showcase the practices already in place.

By helping Australians understand both the value the industry creates and the way it delivers that value responsibly, the nursery and turf industry can build stronger community understanding and lasting trust.



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