

NURSERY PAPERS

FEBRUARY
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ACCESSING LEVY-FUNDED RESEARCH

Production nurseries pay a levy on the wholesale value of all containers in which plants are grown for resale or used in the production of other goods. The Australian Government entrusts most of these levies to the Research and Development Corporation (RDC), Horticulture Innovation Australia.

Currently, the levy is set at 5% of the value of containers in which plants are grown. However, this percentage could be subject to review.

Hort Innovation manages the proportion of nursery levy funds for research and development (2.75%) and marketing (2%) project investments. A smaller proportion (0.25%) is managed by Plant Health Australia (PHA) for plant health and biosecurity activities.

But how do growers and other nursery industry stakeholders access the research to learn new best-practice techniques and develop strategies to adopt learnings on farm?

SUMMARY

- The levy system funds research, development, biosecurity, and marketing for the nursery industry.
- Strategic levy-funded projects have resulted in the development of many best management practices for the nursery industry.
- Levy-funded projects have been responsible for many of the tools and guidelines that are crucial to the nursery industry today including the Australian Plant Production Standard (APPS).
- Research covers all elements of a nursery production business including plant health, human resources, marketing, and long-term strategic planning.
- This Nursery Paper provides instructions for engaging with new research and discovering existing research undertaken by the levy to benefit your business and the industry as a whole.

BACKGROUND

According to the Hort Innovation Nursery Fund Annual Report, in 2020/2021 there was \$2.8 million invested into research and development with a further \$727,000 invested into marketing. This investment was made across 26 different active investments.

Due to the continued growth of the industry, \$3.19 million in levies collected in 2020/21 will be allocated to achieving industry's strategic priorities outlined in the most recent Nursery Strategic Investment Plan 2022-26.

Though the delivery of this research is critical for the continued growth and success of the industry, it is equally important that it makes its way into the hands of growers and other key stakeholders and that they know where and how they can access the findings to increase practice-change on-farm and help grow a more profitable and productive industry.

A levy-funded project, *Australian nursery industry communications program* (NY18001), managed by Cox Inall Communications with support from Greenlife Industry Australia, works to ensure information regarding new, current, and completed projects is readily available to all levy-payers.

This information is distilled into a range of communication tools and channels including Nursery Papers such as this, podcasts, blogs, as well as written and video case studies.

In addition, Hort Innovation staff including Industry Development Officers, Regional Extension Managers and Marketing Managers are all available to support growers in understanding research and development and marketing projects.



WHERE TO FIND LEVY-FUNDED RESEARCH

Finding accurate, applicable, and up-to-date levy funded research can be simply found at the click of a button. A wide range of content hubs have been developed to ensure easy access for all growers. This Nursery Paper shares some of the most important ways in which growers can engage with levy-funded research.

Greenlife Industry Australia website

The Greenlife Industry Australia website (www.greenlifeindustry.com.au) has recently undergone a refresh which includes an easier way to search for information on levy funded projects.

The new Communications Centre allows you to browse all available information on levy-funded research, or through the search function, seek out information on what interests you most. For example, users can search explicitly for levy-funded information on specific topics such as **biosecurity, water management or career development**.

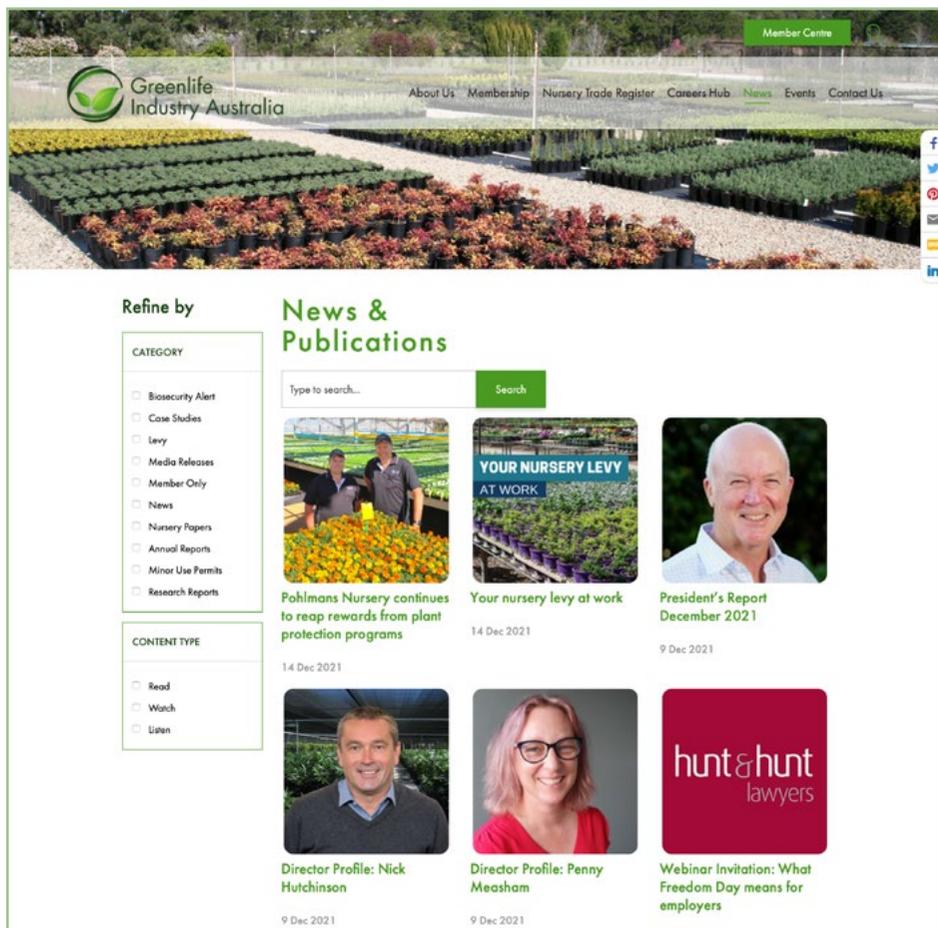
Lastly, growers can also search by the type of content that they find most engaging whether that be written, video or audio format.

So, if a grower is preparing for a long drive and wants to brush up on some levy-funded research, they could search specifically for a podcast on biosecurity and learn while on the road.

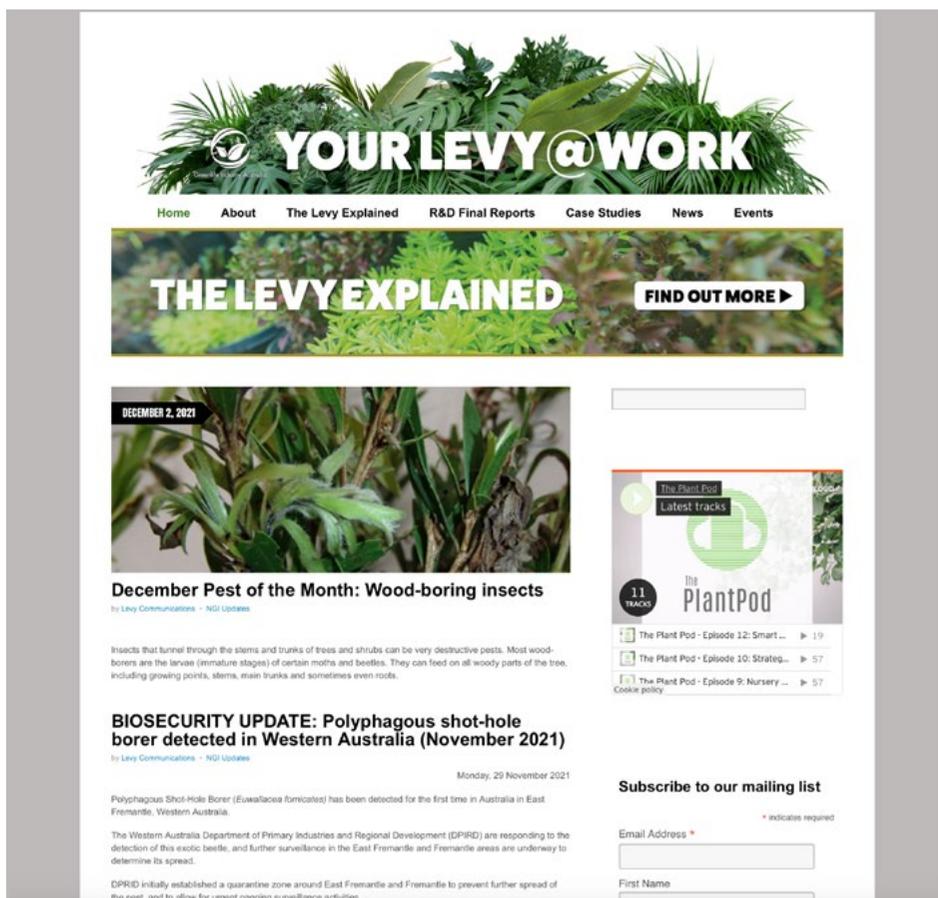
Your Levy @ Work microsite

Growers wanting to further browse the information available on levy-funded content should head to the Your Levy @ Work microsite (<http://yourlevyatwork.com.au/>).

The site is updated weekly with general updates from levy-funded projects in the form of blog content. It also has further information on the levy itself, links to final reports and other levy-funded information sources such as YouTube (video case studies) and SoundCloud (podcasts).



The search functionality on the GIA website allows you to sort by topic and content type.



The Your Levy @ Work microsite is updated weekly with levy-funded updates.



Australian Plant Production Standard

The Australian Plant Production Standard (APPS) – formerly the Nursery Production Farm Management System (NPFMS) is the overarching framework for the Australian nursery industry’s Best Management Practice (BMP) programs.

Managed by Greenlife Industry Australia under the levy-funded project *National biosecurity and sustainable production program* (NY20001), the APPS website is the landing page for the three core BMP programs – NIASA (Nursery Industry Accreditation Scheme, Australia) Best Management Practice, the environmental and natural resource management system **EcoHort** and the on-farm plant protection and biosecurity program BioSecure HACCP.

The website is an unparalleled source of technical information for growers seeking to adopt Best Management Practice and find out the latest techniques in plant production.

Access the website here: <https://nurseryproductionfms.com.au/>

Hort Innovation website

The Hort Innovation website is the go-to source for all information regarding the levy.

Annual fund reports, strategic investment plans and additional information regarding investments and events are published on the website.

The Hort Innovation website, is also where final reports for all completed projects are published. The searchable functionality ensures growers can explore content about topics of interest regardless of when the projects were completed.

Your Levy @ Work Newsletter

A monthly Your Levy @ Work newsletter is delivered each month which recaps updates to levy-funded activity over the past month.

The newsletter includes updates on ongoing and completed research projects, peer-to-peer case studies and more general industry information.

Growers can sign up to receive the newsletter via the Your Levy @ Work website.

Past newsletters are also available for download via the Greenlife Industry Australia website.

Social media

Social media is a key channel for the dissemination of industry news and updates on levy-funded projects. Information is shared on a daily basis across both Facebook and Twitter as an easy way to engage target audiences with bite-sized chunks of the latest industry research and development.

Growers should ensure they are following Greenlife Industry Australia on both Facebook and Twitter to get the latest updates:

Facebook: <https://www.facebook.com/GreenlifeIndustryAU>

Twitter: https://twitter.com/Greenlife_AU

KEY LEVY-FUNDED OUTPUTS

Case studies

The greenlife industry is regularly consulted on what type of content is most valuable. Regularly, these

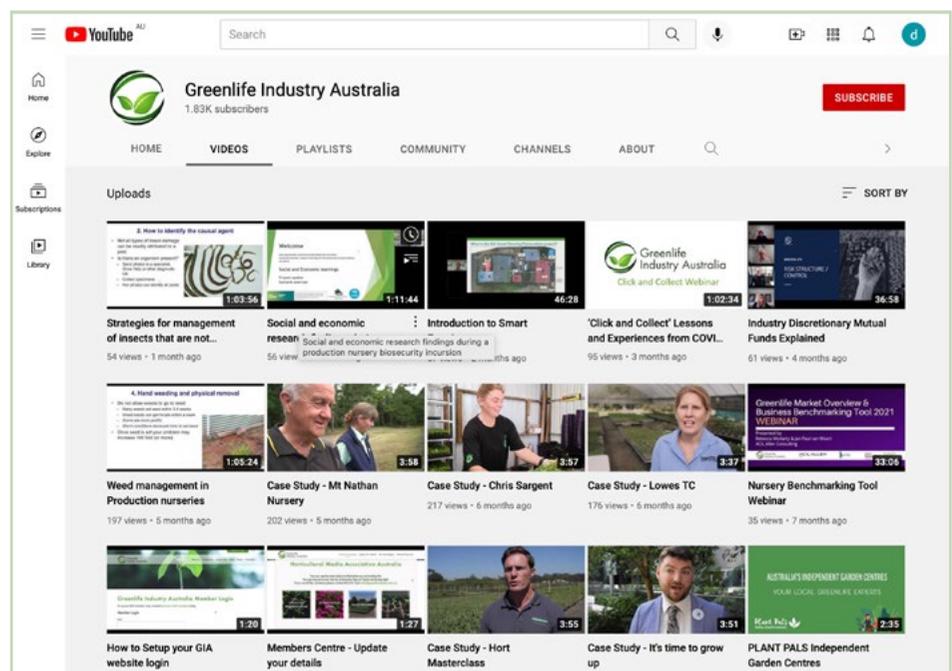
surveys indicate that peer-to-peer learning is highly effective, and case studies of industry participants are therefore one of the best ways to showcase practice change associated with the adoption of research and development outcomes.

The levy-funded strategic project, *Australian nursery industry communications program* (NY18001), develops regular case studies which use real-life examples to showcase how growers or other industry participants have been able to apply learnings from levy-funded projects on-farm.

These outputs are designed to outline the steps that other stakeholders could apply to reap the same benefits of research and development.

In acknowledgement of the different ways that people prefer to consume content, case studies are made available in written form as well as via short three to four minute videos which highlight the key points, with direct commentary from growers or research delivery partners.

Case studies are shared via the Your Levy @ Work newsletter and social media, and past video case studies are made available on the Greenlife Industry Australia YouTube page: <https://www.youtube.com/user/ausngi/>



The GIA YouTube page is home to videos on all elements of greenlife production.



Podcasts

Growers are typically time-poor, so to ensure that those on the move have the opportunity to engage with levy-funded content, a podcast series has been developed which discusses the latest happenings in nursery industry research and development through the medium of sound.

The Plant Pod is a quarterly podcast hosted by Cox Inall Communications and Greenlife Industry Australia, with guests including leading industry representatives, researchers, consultants, and growers who discuss the latest levy-funded projects and results they are yielding for industry.

Growers can listen to The Plant Pod via the SoundCloud streaming platform: <https://soundcloud.com/theplantpod>

Nursery Papers

Nursery Papers like this one, are the best resource for growers looking for information and tools that can be immediately applied to their business. Content includes technical information covering issues such as pest and disease management, water and irrigation and logistics, as well as core business improvement insights such as HR, marketing or financial management.

Nursery Papers appear in the Hort Journal and are also available via the Greenlife Industry Australia website.

Media

The *Australian nursery industry communications program* (NY18001) also uses mainstream and horticultural media to help communicate key information to a wider pool of

audience. Typically, this channel is focused on critical biosecurity information and other information with broad mainstream appeal.

Growers should regularly consult media such as the ABC, Hort Journal and other industry publications for all the latest industry information.

Industry overviews

Levy Payer Kit

The Levy Payer Kit is a concise two-page document that provides an explanation around the collection and management of the nursery industry levy, as well as key examples of R&D and marketing projects and their anticipated impacts on industry.

Levy Payer Kits are available via the Greenlife Industry Australia website.

Facts at a Glance

The annually produced, Facts at a Glance document, is a one-page snapshot that headlines the most relevant and timely statistics from the levy-funded nursery industry statistics projects) and brings in additional data sets from third parties to create a more robust output.

The statistics accurately demonstrate the value, size and contribution of the nursery industry. It is a useful resource for media and industry enquiries, housed on the Greenlife Industry Australia and Hort Innovation websites.

Key outputs and where to find them

OUTPUT	TOPICS	HOW TO ACCESS
Case studies	Biosecurity, leadership, plant production, business management	GIA website Your Levy @ Work Newsletter YouTube Facebook Twitter
Podcasts	Biosecurity, disaster recovery, plant production, business management, Hort Innovation updates, marketing	SoundCloud Facebook Twitter
Blogs	Industry news, biosecurity, incremental project updates, minor use permits, marketing	Your Levy at Work microsite Facebook Twitter
Nursery Papers	Technical information, actionable information	Hort Journal GIA website
Industry overviews	Top-down industry analysis	GIA website Your Levy @ Work Newsletter
Best Management Practice information	Technical information on plant production	APPS website

LINKS TO RESOURCES

Consult the following resources for the latest updates from the nursery levy:

- GIA website: www.greenlifeindustry.com.au
- Your Levy @ Work microsite: <http://yourlevyatwork.com.au/>
- YouTube: <https://www.youtube.com/user/ausngi/featured>
- SoundCloud: <https://soundcloud.com/theplantpod>
- Facebook: <https://www.facebook.com/GreenlifeIndustryAU>
- Twitter: https://twitter.com/Greenlife_AU

PAST EDITIONS OF NURSERY PAPERS ARE AVAILABLE ONLINE on the Greenlife Industry Australia website: https://www.greenlifeindustry.com.au/Section?Action=View&Section_id=46