

Victorian Horticulture

For healthy communities,
the economy & the environment



Nursery & Garden Industry
Victoria

Growing Victoria



Founded in 1903, Nursery and Garden Industry Victoria (NGIV) is the peak industry body for the state's horticultural sector, representing the interests of a sector worth \$2.5 billion and employing over 24,100 people.

ABOUT THE NGIV

Vision – a growing, united and sustainable industry providing services and solutions to support the growth of green life, which recognises our contribution to the health and well-being of the Victorian economy, its environments and communities.

Fostering excellence in the horticultural industry - we help our members build better businesses by supporting them to improve their professionalism, performance and profit.

Represent - support and engage our stakeholders on a broad range of economic, social and environmental issues, important to the productivity, sustainability and growth of the horticultural sector.

Leaders in our field - NGIV members are innovators who undertake sustainable practices and are benchmarked as the best in Australia throughout the supply chain.



Nursery and Garden Industry Victoria (NGIV)

POLICY PRIORITIES

1. Help Victoria maintain its position as Australia's leader in horticulture



Victoria is recognised as Australia's horticultural powerhouse, and we need investment to maintain our position. Challenges from competing industries, cost pressures, labour and skills shortages, and a changing market, leaves our industry vulnerable. Victoria's leadership position is demonstrated in the following ways:

- Victoria produces over one third of all Australian greenlife
- Victoria leads domestic exports, critical to food production
- The NGIV delivers Australia's largest wholesale greenlife market
- Our industry has been growing annually by 5-10%
- 75% of production businesses are likely to expand in the next 3 years
- 90% of all overseas genetic material are imported into Victoria
- NGIV owns the Melbourne International Flower & Garden Show.

Maintaining our leadership position requires the development of a peri-urban Horticulture Centre of Excellence, providing the following infrastructure:

- Demonstration space to showcase new horticultural technologies
- Display facility for horticultural trials and new plant genetics
- R&D space for horticultural businesses
- Industry distribution centre/logistics hub
- Training centre to educate teachers and students, and promote careers in horticulture
- Centralised base for all Victorian horticultural related industry bodies
- Permanent home for Australia's largest wholesale greenlife market and a satellite flower market.

We seek financial support to undertake a feasibility study to develop a masterplan including costings for a Horticulture Centre of Excellence.

2. Increase awareness and commit to improving Victoria's Green Infrastructure (GI)



NGIV supports Victoria's target of achieving net zero emissions by 2050 and improved future climate resilience, with initiatives that support communities and businesses to undertake positive action.

Fostering a greater sense of awareness, appreciation, and commitment, to deliver improvements to our state's natural and engineered ecological systems (Green Infrastructure [GI]), is vital.

The following measures will help us achieve those goals:

- Recognise GI as an asset class
- Establish a GI fund as part of Victoria's commitment to achieve zero emissions
- Develop a Victorian Urban GI framework with a focus on increasing GI across Victorian Government owned assets
- Partner with Local Government Authorities (LGA's) to:
 - define the key metrics, to monitor, measure, and grow, canopy and vegetation cover; and
 - encourage and support LGA's to increase GI in their municipality based on this data
- Develop and deliver a state marketing campaign to promote the benefits of a greener Victoria through:
 - Establishing an overarching community engagement program
 - Having a focus on private land to encourage communities to place an intrinsic value on GI.

We recommend that the State of Victoria supports and adopts the above.

3. Workforce Capacity (attraction, retention and skills)



NGIV is committed to facilitating and maximising the growth potential of our sector. To achieve this goal, we must develop a larger, more skilful workforce to fill the diverse and rewarding careers on offer. We hope to:

- Position horticulture as a rewarding career choice and address negative perceptions that may exist
- Employ more people to address labour shortages and breathe new life into the industry
- Raise awareness of the educational pathways to gain industry qualifications, creating a skilled workforce
- Reassess industry relevant qualifications to meet future skills demands
- Promote industries use of current technology, to build workforce capacity, and attract future employees
- Facilitate immersion experiences for secondary school students, to increase engagement and awareness of Victoria's horticulture industry.

We seek to partner with the State of Victoria to help promote our industry as a rewarding career choice and fill the labour and skills shortages that limit future industry growth.

4. Horticultural Educators



NGIV requires government support to attract, train and retain high calibre horticultural educators, to improve the standard and overall outcomes of horticultural education. Working with government we hope to:

- Support the professional development of Victorian horticultural educators
- Increase funding to encourage a greater uptake of horticultural educators
- Equip our educators with the latest resources and infrastructure to develop our next generation of horticulturalists

We encourage the State of Victoria to invest in horticultural education institutions to ensure they have access to skilled educators, adequate resources, and modern teaching facilities.

5. Horticultural Industry Resilience



Our local and global climate is changing, and will continue to change, in ways that will adversely impact the resilience of Victoria's horticultural industry. To combat this, we recommend that the government establishes a fund to support horticultural businesses to adapt to the challenges of a rising climate. The fund would enable businesses to become more resilient and competitive in the marketplace, whilst protecting businesses and jobs. The fund would be dispersed through targeted grants, allowing Victorian horticultural businesses, to undertake resilience and disaster planning. This would include:

- Providing resources to assist with disaster assessment and planning
- Supporting the future proofing of utilities through energy management plans, instructional communications, and water security
- The acquisition of an adequate and suitable power supply, including renewable energy upgrades
- Technology and infrastructure upgrades to reduce labour shortages and increase production as identified in NGIV's 'Realisation of Growth Opportunities Project'.

We recommend the State of Victoria establish a fund that disperses grants to support horticultural businesses adapt to the shocks and stressors of climate change in innovative and efficient ways.

6. Market Access (Exports)



With government support, the Victorian horticultural industry is ideally positioned to provide outstanding quality, high demand horticultural products to a global market. NGIV recommends that government works closely with industry to outline the framework and processes for those businesses that have the capacity and appetite to be involved in future export markets.

Upon understanding the opportunities and developing a framework, government would collaborate with our industry to develop an export strategy.

We seek support from the State of Victoria to develop a framework and processes for businesses wishing to enter the export market and help create an overarching export strategy.

THE SIZE, SCOPE, AND SCALE, OF VICTORIA'S HORTICULTURE INDUSTRY

VICTORIA
Australia's Horticultural Powerhouse

PRODUCING
over 1/3
OF ALL GREENLIFE



Australian leader in DOMESTIC EXPORT
Critical to FOOD PRODUCTION



Leaders in biosecurity,
environmental stewardship,
and best management practice



Operating Australia's premier
greenlife wholesale market



MELBOURNE INTERNATIONAL
FLOWER & GARDEN SHOW

The southern hemisphere's largest
and premier horticultural event

\$230 million+

economic contribution
to Victoria

100,000+

attendees every year
since 1995



Rural, Regional & Urban Economies

WORTH OVER

\$2.5 billion

Significant Employer

DIRECTLY EMPLOYING OVER

24,100
PEOPLE



Delivering community,
environmental and
economic health to Victoria



VICTORIAN SCHOOLS
GARDEN PROGRAM

Developing, growing and celebrating
school gardening achievements

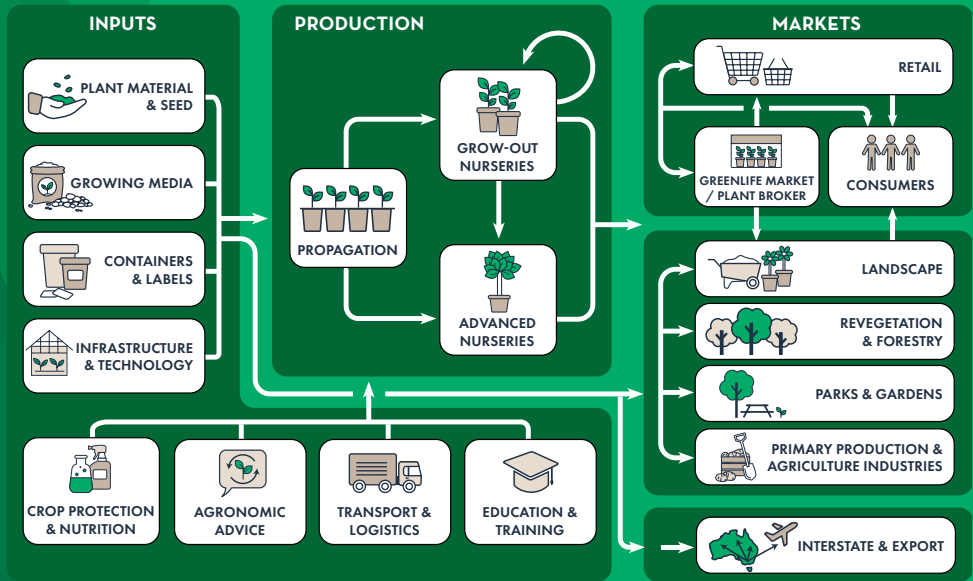
4,000

Victorian public, independent
and Catholic primary and secondary
schools, and kindergartens,
contacted every year

Over 3.5 million

students introduced to
the benefits of gardening

THE VICTORIAN NURSERY & GARDEN INDUSTRY SUPPLY CHAIN



Nursery & Garden Industry
Victoria
Growing Victoria

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