

Victorian Horticulture

For healthy communities,
the economy & the environment



Nursery & Garden Industry
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 \$1.6 billion and employing over 11,000 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.



THE IMPORTANCE OF HORTICULTURE TO VICTORIA

VICTORIA
Australia's Horticultural Powerhouse

PRODUCING
over 1/3
OF ALL PLANTS



Australian leader in DOMESTIC EXPORT
Critical to the FOOD PRODUCTION supply chain



Rural, Regional & Urban Economies

WORTH OVER
\$1.6 billion

Significant Employer

DIRECTLY EMPLOYING OVER

11,000
PEOPLE



Unique ability to deliver
community, environmental and
economic health to Victoria



Biosecurity, environmental
stewardship and best
management practice leaders



Operates the largest amenity
horticulture wholesale market
in Australia



MELBOURNE INTERNATIONAL
FLOWER & GARDEN SHOW

The largest horticultural event in
the Southern Hemisphere



VICTORIAN SCHOOLS
GARDEN PROGRAM

Developing, growing and celebrating
school gardening achievements

150 **\$210 million+**
economic contribution
to Victoria



100,000+
people per year
since 1995



2,800
Victorian public,
independent & Catholic
schools every year



Over 3 million
students reached

Nursery and Garden Industry Victoria (NGIV) POLICY PRIORITIES

1. 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 take positive action. Fostering a greater sense of awareness, appreciation, and commitment, to deliver improvements to our state's ecological systems (Green Infrastructure), both natural and engineered, is vital.

Taking the following steps will help us to achieve those goals:

- Partner with Local Government Authorities (LGA's) to define the key metrics, to monitor, measure, and grow, canopy and vegetation data.
- Encourage and support LGA's to increase GI in their municipality based on canopy and vegetation data, through increased spending and/or policy change.
- Increase GI across identified Victorian Government owned assets. A perfect example would be supporting the Victorian Schools Building Authority to develop climate and curriculum ready outdoor natural infrastructure, through alignment of the Building Quality Standards Handbook, associated materials, and application of current best practice.
- 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
 - Supporting Victoria's horticulture industry to promote the benefits and value of GI to their communities
 - Delivering this campaign could create more jobs and contribute to the COVID-19 Reactivation and Recovery Plan.

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

2. Horticultural Industry Resilience



Our local and global climate is changing, and will continue to change, in ways that will adversely impact 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 them to become more resilient and competitive in the marketplace, whilst protecting businesses and jobs. The fund would be dispersed through targeted grants, and allow Victorian horticultural businesses, to undertake resilience and disaster planning and process. 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 stock volumes. This will be identified as an outcome of the 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.

3. 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 at risk of losing its position as Australia's leader in horticulture. Victoria leads in the following ways:

- Victoria produces over one third of all Australian greenlife

- Victoria leads domestic exports, critical to the food production supply chain
- The NGIV delivers Australia's largest wholesale greenlife market
- Our industry has been growing annually by 5 - 10 per cent
- 80 per cent of all overseas genetic material are imported into Victoria
- NGIV jointly owns the Melbourne International Flower & Garden Show.

Maintaining our position requires the development of a peri-urban located Horticulture Centre of Excellence, which will provide the following infrastructure:

- Demonstration space to showcase new horticultural technologies
- Display facility for horticultural trials and new plant genetics
- Research and development space for horticultural businesses
- Distribution centre/logistics hub for plant movement
- Training centre to educate teachers and students, and promote careers in horticulture
- Permanent home for Australia's largest wholesale greenlife market and a satellite flower market.

In this regard, we seek financial support to undertake a feasibility study to develop a masterplan including costings for a Horticulture Centre of Excellence.

4. 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.

5. Workforce Capacity (attraction and retention)



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. Working with government, we hope to:

- Position horticulture as a rewarding career choice and address negative perceptions that may exist.
- Employ more trainees and apprentices to meet labour shortages and breathe new life into the industry.
- Raise awareness of the educational pathways to gain the correct industry qualifications, creating a skilled workforce.
- Promote the industry use of the latest technologies, to build workforce capacity, and attract future employees.
- Facilitate immersion and taster days for secondary schools, 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 offer incentives to encourage employers and employees, to utilise and or take on an apprentice and trainee.

6. Skills & Education



NGIV requires government support to attract, train and retain high calibre horticultural educators, and thus improve the standard and 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.



HERBS & VEGETABLES



NUTS



FRUITS & BERRIES



BOTANIC GARDENS



TISSUE CULTURE



TURF



HORTICULTURE IN VICTORIA



REVEGETATION



FORESTRY



MEDICINAL CANNABIS



ORNAMENTAL PLANTS & TREES



EDUCATION



MANUFACTURING



RETAIL



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