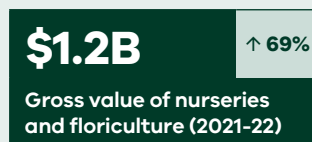


# Victorian nurseries and floriculture industry



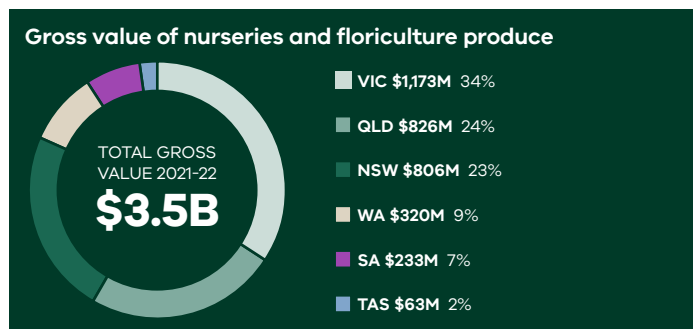
Fast Facts  
June 2024



## Nurseries and floriculture farms facts and figures

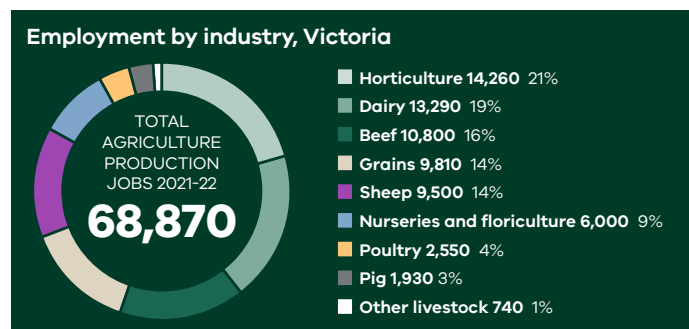
- These fast facts are limited to nurseries and floriculture (nurseries, cut flowers, and cultivated turf). They exclude horticulture produce for human produce (fruits, nuts, and vegetables).
- Cut flowers are grown year-round in Australia, with peaks in February (Valentine's Day), May (Mother's Day), and a smaller peak in December for Christmas<sup>#</sup>.
- Nurseries grow live plants for landscaping, revegetation, and plants in the commercial production of fruit, vegetables, and forestry. Nursery production is year-round, with sales of ornamental retail products peaking in the spring.
- Turf includes live grass products for parks, gardens, residential and commercial properties, sporting venues, land rehabilitation, and landscape improvement. Production is year-round, with production peaking in the spring and summer months.
- Most Victorian nurseries and floriculture farm businesses are in outer-east and south-west Melbourne, Gippsland, and north-west Victoria.
- There were 490 nurseries and floriculture farm businesses in Victoria in 2020-21, an increase of 0.7% from 2019-20, comprising 304 nurseries (62%) and 186 cut flowers (38%) farm businesses.
- Approximately 26% of Australia's nurseries and floriculture farm businesses are in Victoria. The 490 farms operate on approximately 6,000 hectares (or 37% of Australia's nurseries and floriculture farms area).

## What is the value of nurseries and floriculture production?



- The gross value of the Victorian nurseries and floriculture sector was \$1.2 billion in 2021-22, up 69% from the previous year. Nurseries and floriculture production contributed 6% to Victoria's agricultural production value of \$20.2 billion.
- The gross value of Victoria's nurseries and floriculture produce included \$1 billion from nurseries, \$111 million from cut flowers and \$42 million from cultivated turf.
- Victoria is Australia's largest producer of nurseries and floriculture produce, accounting for 34% of the national gross value production (\$3.5 billion).

## Industry employment



- It is estimated that 6,000 people were employed in Victoria's nurseries and floriculture industry in 2021-22, representing a 3.3% increase from 2020-21 jobs.
- The nurseries and floriculture industry contributed 9% to Victorian agricultural jobs.

## International trade of cut flowers and nursery produce

**Cut flower imports and exports by state (\$m)<sup>#</sup>**

| Imports by state destination |           |            |            | Exports by state of production origin |            |            |            |
|------------------------------|-----------|------------|------------|---------------------------------------|------------|------------|------------|
|                              | 2020-21   | 2021-22    | 2022-23    |                                       | 2020-21    | 2021-22    | 2022-23    |
| NSW                          | 35.5      | 37.8       | 37.5       | QLD                                   | 2.8        | 4.0        | 4.5        |
| VIC                          | 26.1      | 32.1       | 31.8       | WA                                    | 3.3        | 3.7        | 2.9        |
| WA                           | 20.6      | 24.1       | 22.4       | VIC                                   | 1.6        | 1.7        | 1.8        |
| QLD                          | 8.9       | 5.8        | 6.7        | NSW                                   | 0.2        | 0.1        | 0.1        |
| SA                           | 4.2       | 4.9        | 4.6        | <b>AUS</b>                            | <b>7.9</b> | <b>9.5</b> | <b>9.3</b> |
| <b>AUS</b>                   | <b>95</b> | <b>105</b> | <b>103</b> |                                       |            |            |            |

**Nursery imports and exports by state (\$m)<sup>#</sup>**

| Imports by state destination |           |           |           | Exports by state of production origin |          |          |           |
|------------------------------|-----------|-----------|-----------|---------------------------------------|----------|----------|-----------|
|                              | 2020-21   | 2021-22   | 2022-23   |                                       | 2020-21  | 2021-22  | 2022-23   |
| VIC                          | 26.7      | 29.0      | 26.7      | QLD                                   | 1.6      | 1.9      | 6.2       |
| QLD                          | 10.8      | 10.0      | 8.8       | NSW                                   | 1.8      | 2.7      | 2.5       |
| NSW                          | 4.0       | 4.5       | 3.4       | TAS                                   | 0.9      | 1.5      | 2.2       |
| WA                           | 2.6       | 2.6       | 2.6       | NT                                    | 0.0      | 0.0      | 1.0       |
| SA                           | 1.1       | 1.2       | 1.3       | VIC                                   | 1.5      | 1.5      | 0.9       |
| Other                        | 0.7       | 0.6       | 0.5       | Other                                 | 0.2      | 1.1      | 1.4       |
| <b>AUS</b>                   | <b>46</b> | <b>48</b> | <b>43</b> | <b>AUS</b>                            | <b>6</b> | <b>9</b> | <b>14</b> |

- Australia is a net importer of cut flowers and nursery products, importing \$146 million of these categories in 2022-23. Australia imported cut flowers valued at \$103 million and nursery produce worth \$43 million.
- Australia exported cut flowers worth \$9.3 million and nursery produce valued at \$14 million.
- In 2022-23, Victoria's total value of cut flowers and nursery exports was \$2.7 million, which accounted for 12% of Australia's exports of the same products (\$23 million).

Data attribution: Sourced from publicly available data published by the Australian Bureau of Statistics (ABS) | Agriculture Policy and Programs Branch analysis. Data in this snapshot are the latest available as of June 2024. <sup>#</sup>Sourced from the Australian Horticulture Statistics Handbook 2020/21 published by Horticulture Innovation Australian Limited.