

The background of the cover is a photograph of a greenhouse nursery. In the foreground, there are several trays of plants. One tray contains plants with variegated green and purple leaves. Another tray in the bottom left corner contains plants with silvery, fuzzy foliage. In the background, there are rows of plants in black trays, and a green metal tool with a curved handle is visible. The overall scene is brightly lit, suggesting an indoor growing environment.

# GINA STRATEGIC PLAN

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2024 - 2027

**Greenlife**  
INDUSTRY NSW & ACT

# INTRODUCTION

According to the Nursery Industry Statistics Report of 20120/21 The Australian Nursery Industry is valued at 2.8B and employs 25,000 people.

The Nursery & Garden Industry NSW & ACT (NGINA) is the peak industry body representing over 220 garden centres, production nurseries and allied suppliers in NSW and the ACT.

GINA's 2020-2023 Strategic Plan expires at the end of 2023. This plan was written following a period of sharp decline for the Association and as such was restorative and operational.

With so many key deliverables of this Plan having been met, the directors of GINA reassessed the current plan and began work on a new plan that will further develop and grow the Association.

The Board and Staff participated in workshops with the goal of helping shape the association's strategic framework for the next ten years and the key deliverables for the next three years.

## VISION

To have a growing, united and sustainable nursery and garden industry that promotes its contribution to the health and well-being of the NSW/ACT economy, its environments and people.

## MISSION

The GINA is a relevant and self-sustaining organisation which supports sustainable and responsible practices, fosters innovation and meets the evolving needs of its members and the community. It aims to promote the benefits of plants and gardening, educate the public about sustainable horticulture practices and ensure the long-term viability of the industry.

# STRATEGIC 3 YEAR PRIORITIES:

## 1 ENSURE CLIMATE CHANGE RESILIENCE:

The industry must encourage members to prioritise adopting sustainable practices in production, including reducing water and energy usage, minimising waste, and promoting the use of environmentally friendly IPM practices. This will help preserve natural resources, protect biodiversity, and minimise the industry's environmental impact.

## 2 ADVANCE INNOVATION:

The industry must encourage innovation and research to develop new technologies, products, and practices that enhance productivity, quality and sustainability. This may include advancements in plant breeding, automation, precision agriculture and digital solutions to streamline operations and improve resource efficiency.

## 3 STRENGTHEN EDUCATION AND AWARENESS:

The industry must invest in educational programs and initiatives to promote the benefits of plants and gardening, increase public awareness about sustainable horticulture practices, and inspire individuals to engage in gardening and plant-related activities. The industry must also invest in programs to promote the industry as an attractive career prospect. This may involve collaborations with educational institutions, community organisations, and government agencies to develop and deliver educational campaigns, workshops, and resources.



## **4 IMPROVE INDUSTRY COLLABORATION:**

The industry will foster collaboration among growers, retailers, landscapers, and allied industries to strengthen the supply chain, share best practices, and collectively address challenges and opportunities. This may involve engaging with industry associations, forums, and networks to facilitate knowledge exchange, collaboration, and collective decision-making.

## **5 ENCOURAGE MARKET DEVELOPMENT:**

The industry will actively seek to expand domestic and international markets for nursery and garden products. This may involve market research, promotional activities, participation in trade shows and exhibitions, and forging partnerships with retailers, landscapers, and other stakeholders to increase demand and consumption of nursery and garden products.

## **6 ENGAGE IN POLICY AND ADVOCACY:**

The industry will engage with policymakers and government agencies to shape policies and regulations that support the growth and sustainability of the nursery and garden industry. This may involve advocating for incentives, grants, and regulations that encourage sustainable practices, promote local production, and create a favourable business environment for industry stakeholders.

## **7 ENSURE ASSOCIATION VIABILITY:**

GINA will identify and develop services to improve the economic sustainability of the Association to provide tangible growth.



# STRATEGIC 3 YEAR DELIVERABLES:

## ENVIRONMENTAL SUSTAINABILITY

Be at the forefront of building our members resilience for climate challenges.

## TRAINING AND DEVELOPMENT

Build a sustainable training and development capability to increase the professionalism of our members

## ENGAGE WITH ALL SECTORS OF THE GREENLIFE INDUSTRY

Further develop our value proposition to better engage with each category of member within the greenlife industry.

## BEST PRACTICE AND MEMBERSHIP SERVICES

Ensure GINA is the go-to organisation for members when seeking advice, help, information or assistance.

## ENHANCE OUR REGIONAL FOCUS

Develop and implement the GINA regional strategy.

## GINA VIABILITY

Ensure the financial viability of the GINA. Attract more members, partners and increase our alternative revenue streams to be self-sustaining.



**Greenlife**  
INDUSTRY NSW & ACT

Phone : 02 9679 1472

Website : [gina.org.au](http://gina.org.au)

Email : [info@gina.org.au](mailto:info@gina.org.au)

Suites 3-5, First Floor, 4 Nelson Street, Kenthurst, NSW 2156

