

TURF INDUSTRY STRUCTURE

unravelling the confusion

TURF FARMS



The heart of our industry.

Producing quality turf
and supporting communities.

STATE ASSOCIATIONS



The local voice.

Representing growers,
advocating on local issues
and delivering value
on the ground.

NATIONAL BODY (TURF AUSTRALIA)



The national voice.

Bringing everyone together,
setting the national agenda
and driving industry impact.

Membership



The **Annual Membership fee** is managed by Turf Australia, but shared **50/50** with **Turf Australia and the state bodies.**

50/50



Turf
Australia



State
Bodies

YOUR MEMBERSHIP SUPPORTS YOUR STATE ASSOCIATION TO:



Advocate on critical local issues such as **water**.



Provide strong representation during **floods** and emergencies.



Raise awareness and seek solutions for **drought** challenges.



Support growers with specific **local issues** that matter.

State Associations are Independent Entities



State Board



Events



Projects



Engagement

The Levy



TURF GROWERS

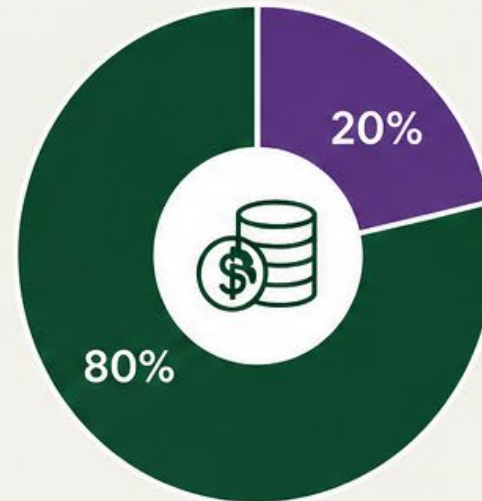
Selling more than 20,000m² of turf in any year are required to pay the levy at **1.5 cents per m².**



LEVY FUNDS COLLECTED BY

The Federal Government, Department of Agriculture, Fisheries and Forestry (DAFF).

THE LEVY IS SPLIT



- 80% RESEARCH & DEVELOPMENT
- 20% MARKETING



80% RESEARCH & DEVELOPMENT

Research & Development funds are **matched 1:1** by the government.



INDUSTRY
LEVY

=



GOVERNMENT
MATCH



20% MARKETING

Investing in marketing to grow awareness and demand for natural turf.

Managing the Levy Funds



HORT INNOVATION

Hort Innovation manage the levy funds on behalf of the turf industry.



STRATEGIC INVESTMENT PLAN (SIP)

Hort Innovation develops a Strategic Investment Plan (SIP) to guide how levy funds are invested.



STRATEGIC INVESTMENT ADVISORY PANEL (SIAP)

Hort Innovation works with the Strategic Investment Advisory Panel (SIAP) to provide independent advice and industry insight.



DELIVERY PARTNERS

Hort Innovation appoints Delivery Partners to deliver levy funded research, development and marketing projects.

TURF AUSTRALIA

Turf Australia is the **Prescribed Industry Body (PIB)** for the turf levy.





Strategic Investment Advisory Panel (SIAP)

The current panel consist of the following members:

- **Simon Adermann**, Lawn Solutions Australia (Chair)
- **Brett Currie**, Waterwise Turf
- **Darren Kirkwood**, West Coast Turf
- **John Keleher**, Australian Lawn Concepts
- **Matt Roche**, Australian Sports Turf Consultants
- **Michael Cooper**, Turf Australia



Levy Investments



MARKETING
PROGRAM



COMMUNICATIONS
PROGRAM



NXGEN



TURF INDUSTRY
DEVELOPMENT &
EXTENSION PROGRAM
(TIDE)



USAGE &
ATTITUDES PROJECT