

Economic Contribution of Natural Turf

\$5.1B

Contributed by the Australian
Natural Turf Industry to the
Australian Economy every year

including **~15,500**
jobs supported



DIRECT CONTRIBUTION

\$332.8M PA

1.3K FTES

(\$234M PA VALUE ADDED)



INDIRECT CONTRIBUTION

\$4.8B PA - 14.2K FTES



**LAWN CARE
PRODUCTS**

\$2.5B PA - 4.1K FTES



**LAWN
MAINTENANCE
SERVICES**

\$2.3B PA - 9.8K FTES



INDUCED

\$64M PA - 303 FTES

Hort Innovation

Hort IQ

Source:

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Footnotes:

1. Direct Contribution - the gross value of production (GVP) generated by turf growers
2. Value Added - Net contribution to gross domestic product (GDP) through payments to labour, capital and land (subset of direct production value)
3. Indirect Contribution - Downstream and adjacent activity enabled by natural turf
4. Induced Contribution - the economy-wide flow-on activity generated by household spending supported by turf industry income and employment
5. FTES - Full time equivalents