

Benefits from the Levy System

SPOTLIGHT > TURF

How the levy is driving the future of your Turf Industry

Marketing

Project:

Perfect Patch of Green

Cost:

\$25,000 per year

Outcome:

Facilitated by Horticulture Australia Limited, the PPOG program promotes the benefits of green space in and through educational and community centres. Also, through the alliance with Landcare, it further leverages and promotes the environmental benefits of turf.



Benefit to industry:

PPOG program generated an equivalent advertising value of \$300,000 in the first year of operation across a wide range of communication mediums - social, print, radio, television and online media.

Research & Development

Project:

Redlands Research projects (TU10025 & TU12022)

Cost:

\$433,000 over 2.5 years

Outcome:

While some people have been aware of the erosion control properties of turf, there was minimal information quantifying how effective turf mitigates erosion and no demonstration facility showing how turf compares with other, more commonly used, erosion control measures. These projects enabled the creation of a state-of-the art research and development facility that enables large scale erosion control education and demonstrations.



Benefit to industry:

Projected to result in a 2 per cent market increase nationally, or about \$10 million within five years.

To view more grower stories highlighting the success of Horticulture Levy investments to date visit the Voice of Horticulture website > <http://voiceofhorticulture.org.au/>