

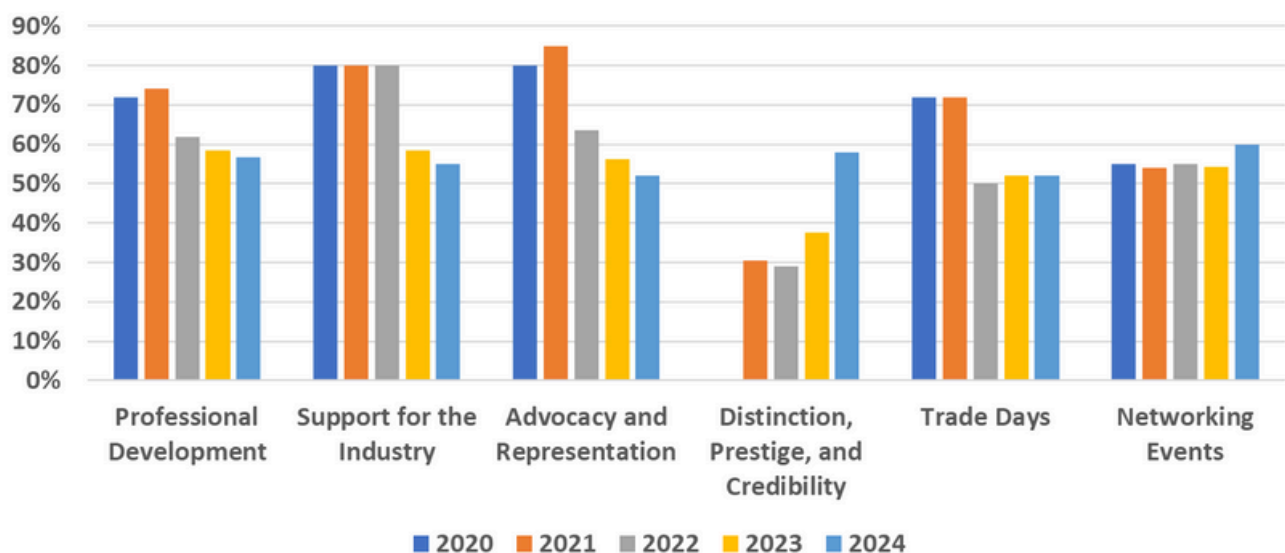
# NGINA 2024 MEMBER SURVEY SUMMARY

Thank you to everyone who participated in the NGINA's 2024 Member Survey. Your feedback is instrumental in guiding our understanding of your evolving needs and priorities. This year's results offer both a comparison to past data and highlight emerging trends, highlighting key areas where our industry is shifting focus. Your growing involvement, along with rising overall satisfaction, underscores NGINA's dedication to supporting members and driving industry growth. We encourage everyone to take part in next year's survey, as your input is invaluable in helping us improve and serve you better. Here is a summary of the key results from the survey.

## MEMBERSHIP MOTIVATIONS AND INTERACTIONS

### Analysis:

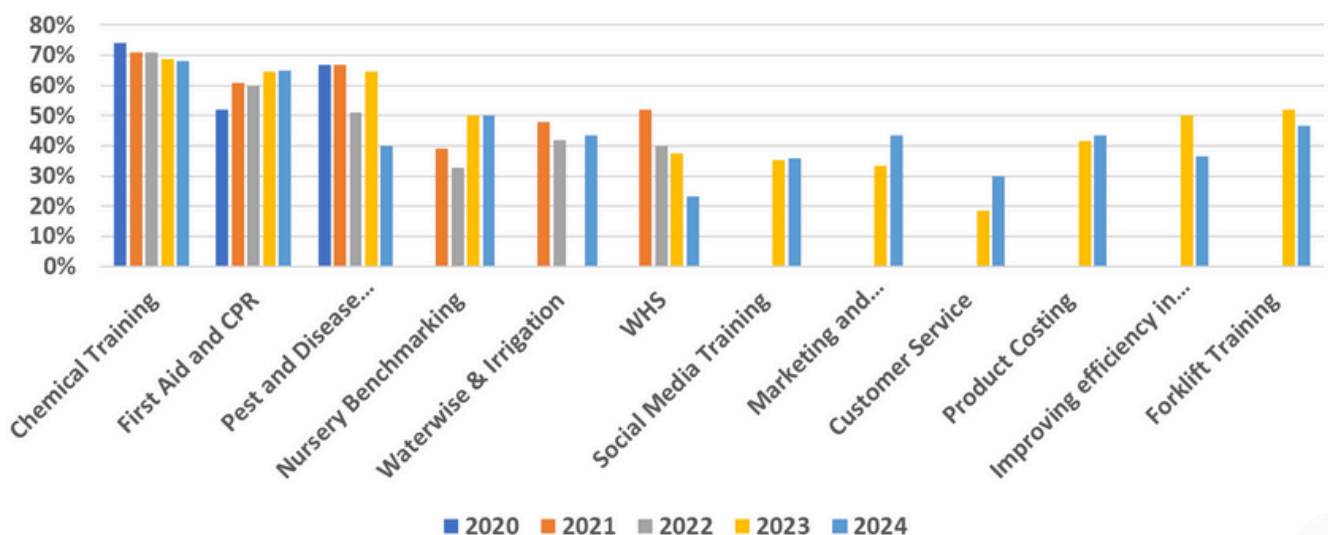
- From 2020 through 2024, Support for the Industry and Professional Development remained key drivers of membership, though there is a clear shift in 2024 towards a focus on the prestige of membership, showing that members may be increasingly recognising the value of being associated with NGINA's reputation.
- Engagement with Trade Days has remained relatively steady since 2020. However, there has been an increase in participation in Networking Events from 2022 to 2024, highlighting the growing value members place on fostering industry connections.



## DESIRED TRAINING COURSES

### Analysis:

- Interest in Chemical Training has remained high over the years, though it has slightly declined since 2020. In contrast, the demand for First Aid and CPR training has grown consistently, reflecting an increased focus on workplace health and safety across the industry.



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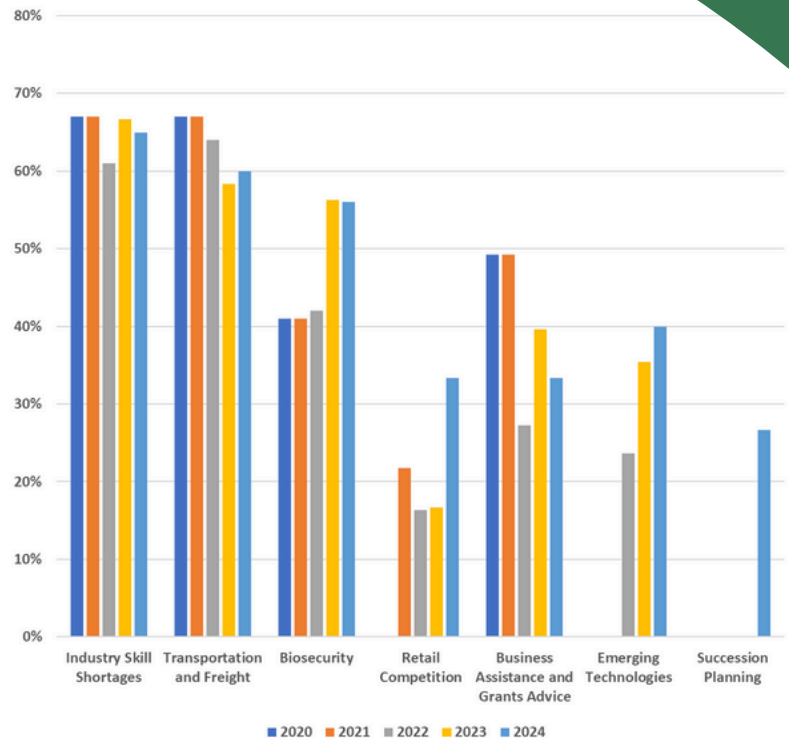
## SIGNIFICANT INDUSTRY ISSUES

### Analysis:

- Industry Skill Shortages remain a constant concern across all years, with a peak in concern in 2021. Transportation and Freight issues also persist, though they've decreased slightly from 2020 to 2024. Meanwhile, concerns about Biosecurity have become increasingly significant since 2020, reflecting growing awareness of environmental and regulatory challenges.

### Key challenges for member businesses in 2024 included:

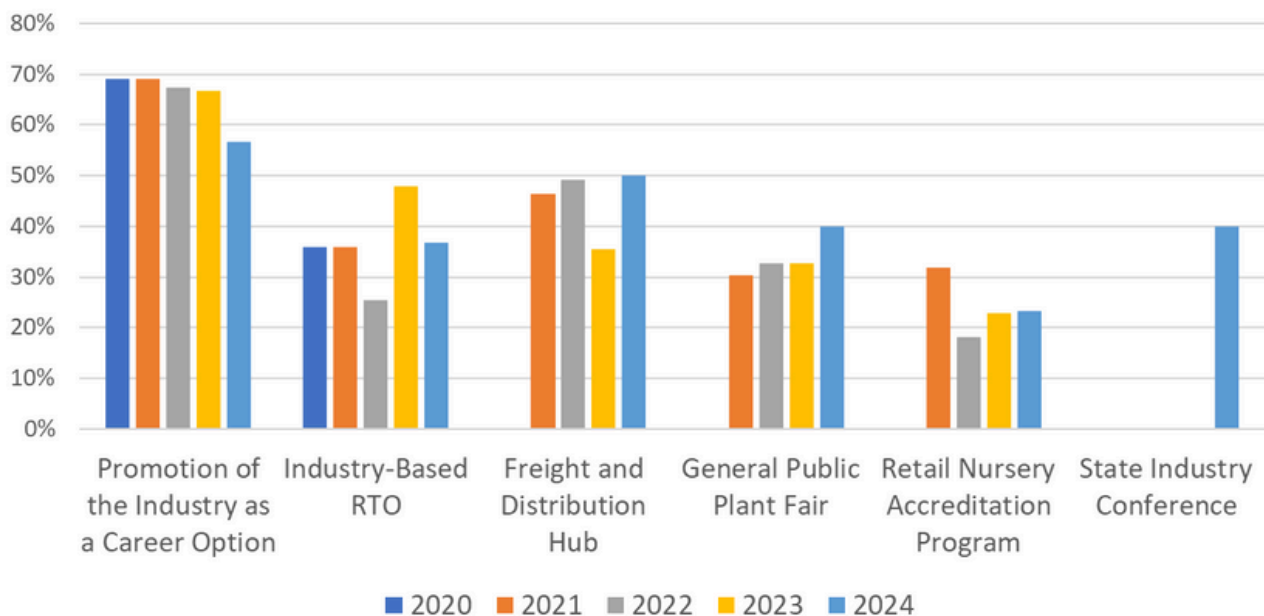
- Rising costs related to infrastructure, insurance, and energy.
- Difficulty in finding skilled labour and managing competition from large retailers like Bunnings.
- Weather and climate extremes, which add unpredictability to business operations.



## ADDITIONAL PROGRAMS AND SERVICES

### Analysis:

There has been a sustained focus on promoting the industry as a career option, reflecting an ongoing need to attract young talent. The growing interest in Retail Nursery Accreditation in 2024 also suggests a push for higher industry standards and professionalisation.



### Key additional programs and services members were interested in 2024 included:

#### Deals with Equipment Providers:

- A member suggested that NGINA could create value by negotiating deals with equipment suppliers like Kubota, demonstrating a need for tangible, cost-saving benefits.

#### Support for Small Business Owners:

- One respondent highlighted the differences between small and large nursery businesses, emphasizing that events often cater to larger operations. They suggested more programs focused on the specific needs of small business owners, such as balancing work and personal life.

#### Simplifying NGINA Initiatives:

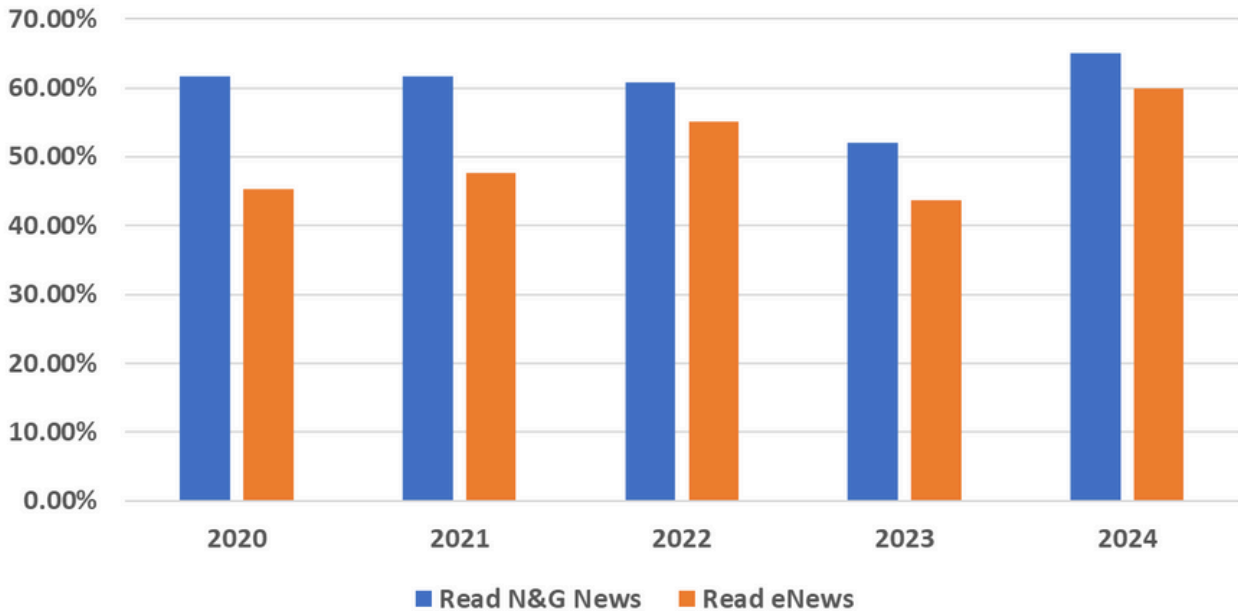
- Another respondent expressed that they "feel the energy in NGINA" but urged the association to keep initiatives simple, suggesting a preference for focused, straightforward programs that address key issues without overwhelming members.

# NGINA 2024 MEMBER SURVEY SUMMARY

## COMMUNICATION AND ENGAGEMENT

### Analysis:

Readership of N&G News and eNews fluctuated over the years but saw a notable increase in 2024, particularly with eNews. This suggests that members are increasingly relying on these publications to stay informed about industry updates.



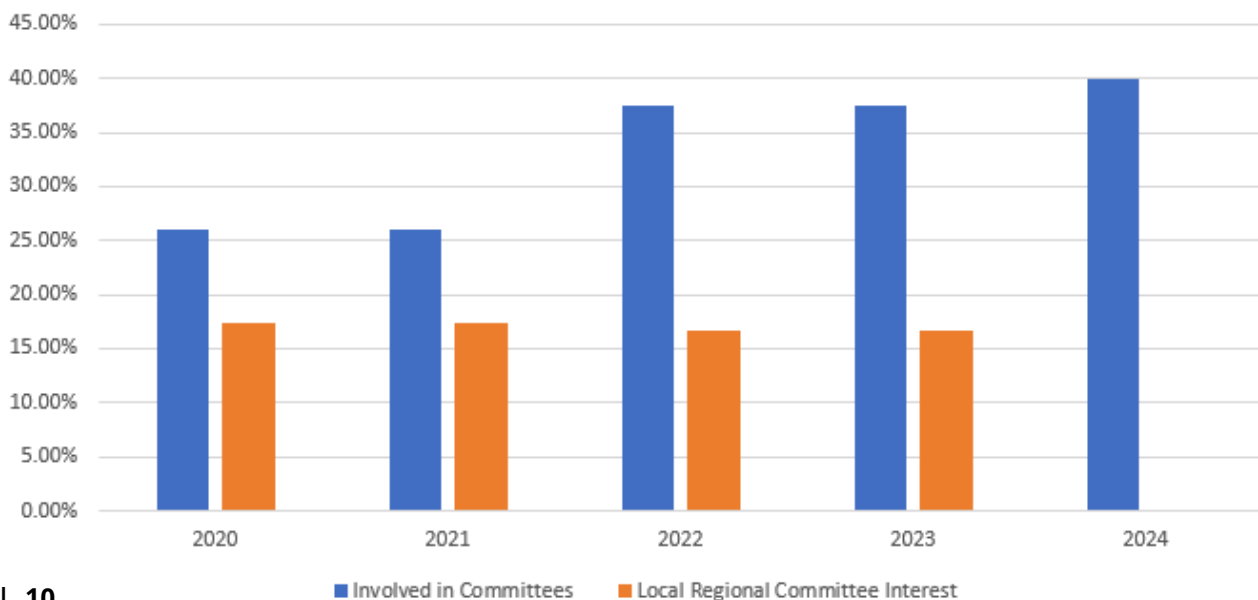
### General Feedback from Members in 2024:

- Member Engagement:
  - There was a call for more efforts to motivate members to engage with programs, such as the insurance offerings. This indicates that some initiatives may not be fully utilised by members, possibly due to a lack of awareness or perceived relevance.
- Diversity in Representation:
  - One member noted that NGINA's events and committees tend to be dominated by individuals with long-standing involvement in the industry (particularly men with 20-30 years of experience). The respondent suggested that NGINA could do more to engage a more diverse group of members, particularly small business owners, who often face different challenges.

## PARTICIPATION IN COMMITTEES

### Analysis:

The upward trend in committee participation from 2020 to 2024 indicates that more members are becoming actively involved in shaping the direction of the industry. The steady interest in regional committees suggests the importance of local representation and engagement.

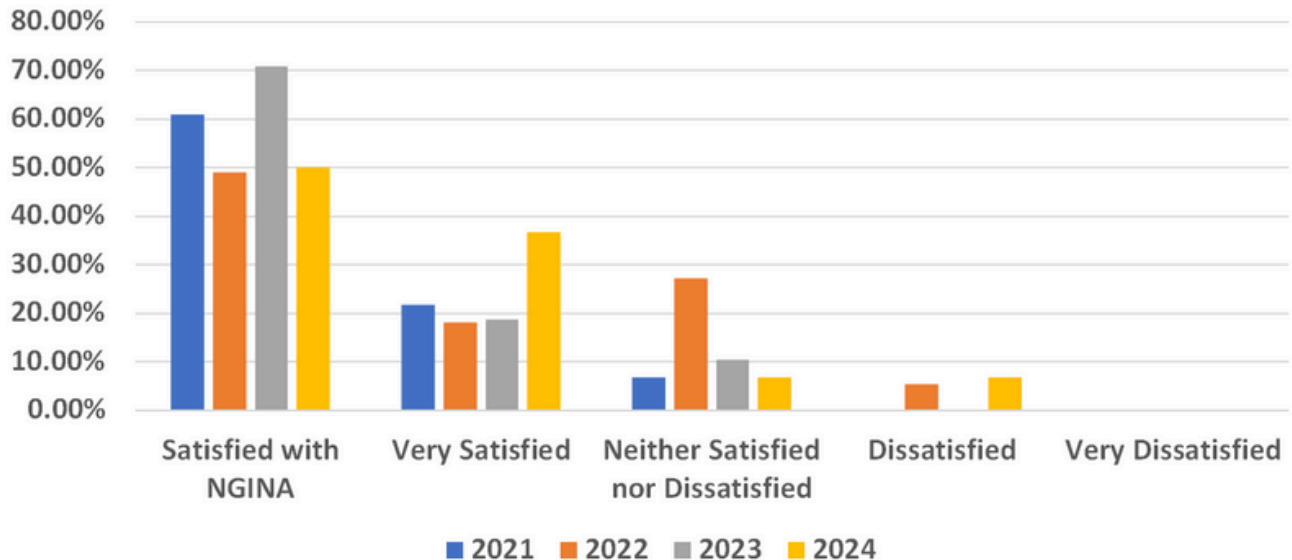


# NGINA 2024 MEMBER SURVEY SUMMARY

## OVERALL SATISFACTION

### Analysis:

Satisfaction levels dipped in 2022 but rebounded significantly in 2023 and 2024, with an increase in Very Satisfied responses, suggesting that NGINA's efforts to improve services and address concerns have been effective.



## INDUSTRY OUTLOOK

Despite some of the challenges, many members are still optimistic about the industry's future. With 8 respondents feeling "very positive," this indicates that members believe in the long-term growth and sustainability of the nursery and garden industry, despite short-term challenges related to costs and competition.

## CONCLUSION

Between 2020 and 2024, NGINA has consistently addressed key issues such as Industry Skill Shortages and Professional Development. Over time, new priorities like the Retail Nursery Accreditation Program have emerged, signalling a shift towards improving professionalism and standards within the industry. The growing member engagement, particularly in networking events and committees, demonstrates the increasing involvement of members in shaping their industry's future. The rise in overall satisfaction in recent years reflects NGINA's responsiveness to member needs, positioning the organisation as an essential body for industry support and development.

**GET \$150**  
OFF YOUR NGINA  
MEMBERSHIP FEES!

**Simply refer a potential member.  
Once they have successfully signed up  
you will receive \$150 off your NGINA  
annual membership fees!  
The more members you bring on  
board, the more you earn/save!**