

Someone cares

Walking the recovery journey together

How the Nursery Bud program helped recovery after Cyclone Debbie

Images after Cyclone Debbie: L-R: Pringview Nursery, Bowen. Phil Sherriff Nursery, Gold Coast. Kingfisher Wholesale Nursery, Gold Coast.



Impact of Cyclone Debbie



- × 46 nurseries suffer severe to catastrophic damage
- × 2 nurseries close business
- × \$80m+ loss to industry
- × Avg stock loss \$221,000
- × Avg infrastructure loss \$177,250
- × Avg loss of income over \$363,000
- × Up to 3 years for supply chain stability
- × More than 3 years to achieve full recovery

Nursery Bud Qualities



- ✓ Professional nursery owners, managers.
- ✓ Empathy not sympathy.
- ✓ Experienced in past natural disasters.
- ✓ Available to attend disaster zone, when safe.
- ✓ Assist nursery owner in clean-up, make decisions about stock - salvage or destroy.
- ✓ Identify sale-ready stock, and help assess stock recovery timeframe.
- ✓ Assist owners make business decisions, connect owners with peak industry body, QRIDA, Communities.



Methodology

NGIQ used business continuity management plans and spatial data mapping to deliver an innovative recovery and resilience program for production nurseries.

Methodology of this project forms the basis of a national Nursery Industry project to build business continuity management strategy and Action Plans for future natural disaster events and biosecurity incursions.



Outcomes

Improved understanding of the financial cost to each nursery and industry.

The project fostered nursery owners to connect with one another, build a 'Nursery buddy network system', share stories of distress, loss and recovery to empower others to rebuild their businesses. This 'bud' capacity was a dormant quality of the close-knit nursery community, awakened by shared experiences in a natural disaster.

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About the Queensland production nursery industry

The Queensland production nursery industry contributes an estimated \$907million to the Queensland economy (DAF AgTrends, 2017-18). The Queensland nursery industry is composed mostly of small and family owned businesses located along the Eastern coastline and hinterland locations from Cairns and Mareeba in the Far North to Gold Coast and Toowoomba in South East Queensland. Stock specialties include propagation plants; herbs and vegetables; fruit trees, nuts and vines; bedding and potted colour; indoor plants; and perennials, trees and shrubs. Nurseries supply to large scale forestry, revegetation for mining sites, landscaping and starter plants for fruit and vegetable production.