

QUESTION ON NOTICE
No. 1538
Asked on Thursday, 30 November 2006

MR LAWLOR asked the Minister for Primary Industries and Fisheries (MR MULHERIN)-

QUESTION:

With reference to page 1-10 of the Ministerial Portfolio Statement—

What activities are the Department of Primary Industries and Fisheries undertaking to boost export market opportunities for Queensland's lifestyle horticulture industry?

ANSWER:

The Department of Primary Industries and Fisheries (DPI&F) is committed to boosting export market opportunities for businesses in Queensland's lifestyle horticulture industry.

Lifestyle horticulture in Queensland is a growth industry, valued at \$1.4 billion and encompasses the full supply chain from turf grass, nursery and cut flower production to landscape, public open space and sport field design, installation and maintenance.

DPI&F has worked in partnership with the Australian Centre for Lifestyle Horticulture and the former Lifestyle Horticulture Industry Development Council on a number of projects to increase exports of Queensland lifestyle products and services over the last few years.

Earlier this year, DPI&F assisted the Australian Centre for Lifestyle Horticulture to organise a market visit to Singapore which resulted in a number of short and long term business opportunities. As a result of this mission a Memorandum of Understanding is currently being developed between the Australian Centre for Lifestyle Horticulture and the Singapore National Parks Board to facilitate closer relationships between the Singapore and Queensland lifestyle horticulture industries.

DPI&F is also supporting the Australian Centre for Lifestyle Horticulture Export Subcommittee to develop a Lifestyle Horticulture Export Plan which will identify priority markets, export capabilities and initiatives to facilitate market access. The Subcommittee has identified three markets that will form the focus of the Export Plan – Japan for flowers and China and Singapore for all lifestyle horticulture products and services.

In addition, DPI&F has recently committed \$152,700 of support to help the Australian Centre for Lifestyle Horticulture implement key projects over the next 12 months as part of the Australian Centre for Lifestyle Horticulture's Strategic Lifestyle Horticulture Industry Development Project. The development of an export culture in the lifestyle horticulture industry is a key component of the project.