



# WHAT'S GROWING ON?

HI, WELCOME TO THIS MONTH'S GREENER SPACES BETTER PLACES PROGRAM UPDATE.  
READ ON TO FIND OUT THE LATEST NEWS AND HIGHLIGHTS TO KEEP YOU UP TO DATE ON WHAT'S HAPPENING AND HOW YOU CAN BENEFIT.

## GREENER SPACES BETTER PLACES PROGRAM UPDATE

# WHAT MOTIVATES AUSTRALIANS TO GREEN THEIR HOMES?



Last month, Greener Spaces Better Places featured the highlights from the recent **Consumer Usage & Attitude Research Report (NY20002)**, funded by Hort Innovation using the Nursery Fund.



It showed that Australians are excited about plants and momentum is building for the sector. Read on for a deeper dive into what motivates the current Australian plant buyer.

Eight segments were identified in the research (involving 1600 adult Australians, representative of the population and distributed across age, gender and state).

**Two segments** are so plant-positive that they will share their love of plants and gardening with other people in their lives.

**Six of the eight segments** show an interest in plants. Each of these plant-positive segments has its own unique combination of needs, motivators, barriers and opportunities for engagement that can be found throughout the report.



**A national initiative that brings together government, universities, business and industry to make our urban areas greener.**

Greener spaces make better places. They cool cities and provide places to work, play and relax. They make neighbourhoods healthier and more appealing.

That's why Greener Spaces Better Places is on a mission to make sure green spaces grow as urban places grow and, in doing so, make Australia's urban areas the greenest in the world.

**The nursery retail environment is a critical point of discovery for many Australians.**

People go there to seek inspiration for, and information about greening from their retail environment. The majority of Australians who bought a plant last year did so from a hardware store.



## Across all segments, common needs that present ongoing opportunities include:

### Colour

Australians want more colour though flowering plants or plants with interesting foliage to bring more vibrancy into and around their homes.

### Low maintenance

The extent to which a plant is easy to maintain is a primary driver of what plants people want for their homes and gardens.

### Edibles

Motivated by freshness, personal satisfaction, and saving money – 6/10 people are currently growing edible plants at home.

### Building confidence

6/10 people express a desire to know more about plants and gardening. Among less experienced people, knowledge and confidence in what to plant where and how to care for plants is a key barrier to greening.

### Gifting

1/4 Australians give plants as gifts.

### How to find solutions for confined spaces

With increasing numbers of people living in higher density dwellings, plant and garden solutions that work well in confined indoor and outdoor spaces are likely to encourage greening.

### The Look

Home decor and upgrading the look of the home, both indoor and out is an important driver for some segments.

### Projects

Weekend hobby projects in which plants form a key element sustains motivation for ongoing home greening efforts.

## INDOOR VS OUTDOOR

The top 3 factors influencing Australian's plant choices



### INDOOR

- The look of the plant
- Low maintenance
- Cost of the plant



### OUTDOOR

- Cost of the plant
- Suitability for the conditions
- Desired look of the garden

**By encouraging more plant-positive people to get involved with greening efforts, and deepening the involvement of those already involved, we can make Australia's towns and cities the greenest in the world.**

The findings from this research will inform the nursery marketing program going forward.

For more information on the Consumer Usage & Attitude Research Report (NY20002), please reach out to Greener Spaces Better Places at [hello@greenerspacesbetterplaces.com.au](mailto:hello@greenerspacesbetterplaces.com.au)



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