

What's GROWING on?

HORT
JOURNAL
DECEMBER



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 IS GROWING

In a strategic pivot, the Greener Spaces Better Places brand is being relaunched to bring consumers and private landowners into the fold.



So, why the change? In the past few years, government and industry stakeholders have been telling us that getting people to green their private land is one of the biggest challenges. Greener Spaces Better Places listened.



We are a movement that brings together community, growers, government, business, and everyday people just like you to make our homes, streets and suburbs the greenest in the world. After all, every green space counts towards a greener Australia. And when everyone gets involved, together we can bring the power of plants into every life.

STAY IN TOUCH WITH GREENER SPACES BETTER PLACES

by signing up to the Living Network Newsletter at greenerspacesbetterplaces.com.au

Meanwhile, recent consumer usage and attitudes research (Report NY20002) has identified a new consumer segment to drive future industry growth. These insights, combined with our bold new brand, bolsters the movement to bring the power of plants into every Australian's life.

The relaunched program will amplify the voices of industry experts in urban greening solutions. Greener Spaces Better Places will connect industry with sales and marketing opportunities, and equip everyone for effective advocacy.

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There are big things to come, and we look forward to continuing a greener journey with you.

Yours in plants,

GREENER SPACES
BETTER PLACES

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