

What's GROWING on?

HORT
JOURNAL
FEBRUARY



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.

LET'S GROW: REPORT OUT NOW

Let's Grow: Motivating Community Support for Private Land Urban Greening is for anyone who wants to encourage Australians to green their land and homes. It explores what motivates (or prevents) urban greening in the private realm, for different population segments.

Despite fantastic urban forestry progress on public land, most Australian urban councils are losing green cover due to private property losses. By motivating everyday people to green their space, we can make Australia's towns and cities the greenest in the world.

THE BIG PICTURE

Australians love plants, and momentum is building for a greener future. 8 population segments were identified, based on people's behaviours and attitudes towards greening their homes and gardens.

Over 70% of Australians show at least some interest in plants. Different segments of this plant-positive population have their own motivators, barriers, and opportunities for engagement. Read the report for a deep dive.

Here's what participants had to say:

"Terrific evidence-based research"
"More great research from Greener Spaces Better Places"
"Great presentation and research"



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



READY. SET. LET'S GROW!

1. There are several ways you can use the report
2. Have a flick through to understand the attitudes, behaviours and context of different populations
3. Find a segment profile that reflects your community, to get some ideas about how to engage and inspire them
4. Do you already have a home and garden greening engagement program? Learn more about how to empower the population segment your program targets
5. Check out Growing Inspiration on page 5, for common ideas and opportunities to get all Australians greening their space

ABOUT THE RESEARCH

This report summarises the findings from the 2021 Nursery Fund Consumer Usage and Attitudes Research in Australia (NY20002). The research surveyed 1600 adult Australians representative of the population, distributed across age, gender and state.

REPORT LAUNCH

The report was launched at the ICLEI – Local Governments for Sustainability “CitiesWithNature” webinar on 25 November 2021, in a Local Government panel in front of 150 policy-makers, practitioners, innovators and institutions connected to urban greening and planning.



WHAT'S NEXT?

Greener Spaces Better Places is offering briefings in each state, to crowdsource scalable ideas and collective impact initiatives that encourage private land urban greening. Contact Belinda at hello@greenerspacesbetterplaces.com to arrange a briefing, or to discuss the results.



Download the report at
www.greenerspacesbetterplaces.com.au/guides/lets-grow/