

What's GROWING on?

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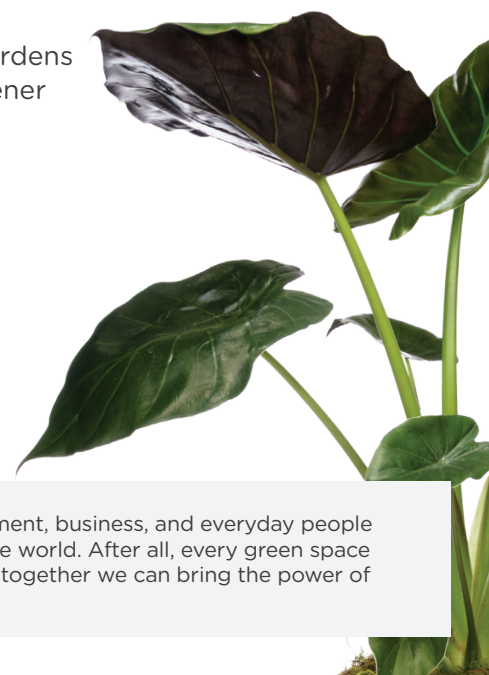
Welcome to this month's Greener Spaces Better Places program update. Read on to find out the latest news and highlights to keep you up to date on what's happening and how you can benefit.

CHARLIE ALBONE CHAMPIONS GREENER SPACES BETTER PLACES

We have some exciting news! Greener Spaces Better Places is now expanding to bring citizens into the fold. We've been working hard to get governments and businesses on the urban greening journey and what we've found is that more and more it's about the humble backyard.

Greener Spaces Better Places is now also starting to talk to residents and householders to get them to join their council in greening the suburbs. We want consumers to join their council in greening their suburbs, so we can extend the urban forests into backyards.

Who better to represent the Aussie backyard than Charlie Albone. The Landscape Architect/gardening guru from Better Homes and Gardens (and previously - Selling Houses Australia) is an ambassador for Greener Spaces Better Places.



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.

GREENER SPACES BETTER PLACES ON THE MORNING SHOW

Charlie Albone launched the new-look Greener Spaces Better Places to the nation on Friday, 11 February on the Morning Show on Channel 7 and over 35 syndicated channels. The Morning Show TV exclusive, combined with online and social shares, reached over 9.8 million Australians across the country!



- Charlie's TV exclusive aired between 10-10:30am, with the Hosts Larry and Kylie
- The spot opened with core messaging announcing that the Greener Spaces Better Places initiative is to "get Aussies to become plant parents and create a greener space for all"
- The piece then went live later that day on 7news.com.au where it mentioned the brand four times and linked to the brand new website
- This clip, which tagged and directed a national audience to the Greener Spaces Better Places Instagram channel, was also shared on their social channels with a combined audience of 360K
- Across all this activity, the new brand name was mentioned a total of 12 times thanks to this one major TV exclusive with Charlie kicking it off



You can watch the replay and read the article here:
<https://bit.ly/3Lz81b1> or by using the QR code.

His role as Greener Spaces Better Places ambassador includes interviews, the Morning Show exclusive, a shoot for campaign assets, and a social media takeover to keep the brands storytelling objectives in the market. On socials, the message is constantly encouraging the audience to head to their local nurseries.

WHAT'S NEXT?

Greener Spaces Better Places is developing an exciting consumer education campaign featuring experts from the nursery and garden industry from all over Australia. To that end, if you have any suggestions for industry talent to answer crowd-sourced horticulture questions, please reach out to hello@greenerspacesbetterplaces.com.au



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