



# What's GROWING on?

HORT  
JOURNAL  
NOVEMBER

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.

## GROWERS IN THE HOT SEAT AT NGIQ'S GREEN EXPO

We've just wrapped up filming an exciting new project at this year's Green Expo - "A Peony for Your Thoughts." This upcoming series features experienced growers who share easy gardening tips on camera. We aim to help everyday gardeners succeed by making gardening feel easy and fun.

These videos, set to launch soon, will educate and inspire gardeners, increasing their confidence and knowledge. This will help grow sales and interest in our products. By showcasing our experts and educating consumers, we're creating more opportunities for everyone in the nursery and garden industry.



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.



## NEW LINKEDIN ASK ME ANYTHING SERIES

Greener Spaces Better Places has started a new “Ask Me Anything” (AMA) series on our professional urban greeners Greener Spaces Better Places LinkedIn Group. This series connects urban greening experts to engage in two-way conversations and promote industry presence.

Our first guest, Adrian Murone, is an arborist and urban forester. He’s already answering technical questions, like how to use data for tree planting. These discussions are a great way to share ideas and learn from each other.

This series is designed to help our community share knowledge, meet others in the industry, and discover new opportunities. We’re excited about how these conversations can make a difference in urban greening.

## INDUSTRY EXPERTS INVITE 82,000 AUSSIES TO “ASK ME ANYTHING!”

A dynamic two-way conversation between industry experts and Australian greenlife consumers has been rolling out via the @GreenerSpacesBetterPlaces Instagram channel. Connecting consumers directly with industry gardening experts, the social media video series recently featured:

1. Sam Dalton, a tree expert who shared his top tips on choosing the right tools for pruning.
2. Linda Mitchener, an expert in soil, guiding viewers on how to identify their soil type and tips on how to improve it.



## WHAT'S NEXT?

Greener Spaces Better Places is continuing the Ask Me Anything series to provide Australian's with free, personalised gardening advice. Could our next Ask Me Anything expert be you?

Please reach out to [hello@greenerspacesbetterplaces.com.au](mailto:hello@greenerspacesbetterplaces.com.au) if you would like to be featured.



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