



# What's GROWING on?

HORT  
JOURNAL  
JULY

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.

## A CONSUMER ACTIVATION HIGHLIGHTING THE BENEFITS OF INDOOR PLANTS

### Improving Home Air Quality, One Houseplant at a Time

Greener Spaces Better Places is bringing Australia's first home air curation service to everyday consumers. Mitch and Mark, known for their success on The Block, will be visiting homes around Australia to help improve indoor air quality by integrating houseplants into living spaces. The duo will assess each home's unique conditions and recommend the perfect plant for cleaner, healthier air.

The campaign leverages two key benefits we know about indoor plants - improving **air quality** and **wellbeing** - and aims to bring this to everyday Australians in a fun and entertaining way, ultimately encouraging consumers to buy more houseplants for their own homes.

The activation will happen this month, July 2025, so stay tuned to find out more!





# HOW-TO GROW: A CONSUMER TRIAL HELPING NURSERIES SELL MORE PLANTS

Greener Spaces Better Places is launching a trial designed to drive plant sales and boost customer confidence in nurseries.

Rolling out in five retail nurseries nationwide, this initiative will test whether simple plant pot stickers - featuring QR codes linking to engaging how-to-grow videos - can increase consumer engagement and improve sales.

The campaign focuses on five popular plant categories:



**POTTED COLOUR**



**EDIBLES**



**INDOOR PLANTS**



**NATIVES**



**SUCCULENTS & CACTI**

and provides bite-sized, beginner-friendly tips to help customers grow with confidence. Participating nurseries will receive pot stickers and point of sale assets to bring the campaign to life in-store and online. Throughout the trial, QR scans, video views, and feedback will be tracked to evaluate the program's impact and gather insights for future scale-up.

This trial represents a strategic investment in making plant care easier and more appealing - helping connect more consumers with the joy of gardening and driving traffic to levy-paying retailers.



## WHAT'S NEXT?

Air Curator campaign launching  
**JULY 2025**

How-To Grow trial launching  
**AUGUST 2025**

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