

# What's GROWING on?

HORT  
JOURNAL  
SEPTEMBER

Welcome to this month's update on Greener Spaces Better Places, a program funded by the nursery levy. 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.

## HELPING NURSERIES SELL MORE PLANTS: IN-STORE TRIAL NOW LIVE

Greener Spaces Better Places is excited to share an update on our **HOW TO GROW** campaign, a trial now live across five participating nurseries nationwide.

Launched earlier this year, the trial is testing whether simple, colour-coded pot stickers - each linked to a QR code and bite-sized plant care video - can help nursery customers buy and grow with confidence.

The campaign focuses on five plant categories:

**INDOOR PLANTS, EDIBLES,  
POTTED COLOUR, NATIVES,  
AND SUCCULENTS.**









## WHAT'S HAPPENING IN-STORE?

If you walk into one of the participating nurseries, you'll now find:

-  **Pot stickers** with QR codes on stickers that take customers straight to short, engaging how-to videos hosted on the Greener Spaces Better Places YouTube channel.
-  **Point-of-sale posters and creative visual displays** helps guide customers to plants in store that the videos speak to. Participating nurseries have been using these posters to create dedicated merchandising displays, grouping the tagged plants together to bring the campaign to life in-store.

## HOW IT'S GOING

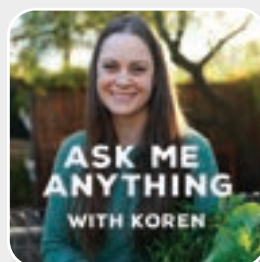
It's still early days, but initial feedback has been positive. Data is being collected in real time with participating nurseries also gathering qualitative feedback from their teams and customers.

## WANT TO GET INVOLVED?

Reach out to us at [hello@greenerspacesbetterplaces.com.au](mailto:hello@greenerspacesbetterplaces.com.au) to share your feedback, or let us know if you're interested in participating in future iterations of the campaign. We'd love to hear from you!

## 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](https://www.instagram.com/greenerspacesbetterplaces) Instagram channel. Connecting consumers directly with industry gardening experts, the Instagram video series recently featured **Peter Cooley**, from Indigigrow, **Koren Helbig**, **Daniel** from Gardenworld and **Brenden Moore**.



## WHAT'S NEXT?

Greener Spaces Better Places is continuing the Ask Me Anything series to provide Australians 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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