

GREENER SPACES BETTER PLACES

A NURSERY
MARKETING
UPDATE

RETAIL NURSERIES AND GREENLIFE

Can a simple sticker on a plant pot encourage Australians to grow with more confidence?

That's exactly what a new industry-backed retail engagement trial set out to explore. With early signs pointing to increased engagement and enthusiasm, the results offer promising insight into how education at point-of-sale might be the key to long-term category growth.

BUILDING CONFIDENCE FROM THE GROUND UP

Research conducted through Hort Innovation's [Nursery Fund: Consumer usage and attitudes research \(NY20002\)](#) revealed a clear opportunity for the industry: while 83% of Australians agree plants improve their wellbeing, less than half feel confident choosing or caring for them. This gap between interest and knowledge highlights a core challenge for the industry; know-how doesn't match interest levels. Retailers are an important source of inspiration for buyers (40%), and equipping them with the right tools can help drive sales.

Enter the Retailer Engagement Trial, part of the broader School of Thumb initiative under Greener Spaces Better Places. Aimed at beginner-level gardeners, the trial tested whether linking tailored plant care education to plants at point-of-sale could help nurture confidence, ultimately leading to more frequent purchases and stronger category interest.



THE TRIAL: HOW IT WORKED

The initiative engaged five nurseries across Australia, recommended by their state's Nursery and Garden Industry body. Each nursery displayed a range of "Easy Does It" plants - low-maintenance varieties ideal for beginners. Plants featured a QR-coded sticker linking to bite-sized, engaging How To Grow videos hosted on the Greener Spaces Better Places YouTube channel.

Supporting materials, including merchandising displays and posters, encouraged customers to:



Scan
the tag



Watch
the video



Grow with
confidence

TRIAL METRICS TO DATE



5

'HOW TO GROW' VIDEOS created for

5 PLANT CATEGORIES
(indoor plants, edibles, natives, potted colour and succulents)



5

PARTICIPATING NURSERIES

across different states



242

QR CODE SCANS



1,853

VIDEO VIEWS



And the qualitative response?
OVERWHELMINGLY POSITIVE.

FEEDBACK FROM THE GROUND

Retailers have been encouraged by the initiative's effect on customer engagement.

These insights reflect the importance of educational tools in-store and align with the Nursery Strategic Investment Plan (2022-2026) goal of increasing demand via consumer knowledge and purchase intent.

These insights reinforce the crucial role of retail nurseries as a space for inspiration and education, helping to drive plant interest and industry growth.



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Love that you're doing something for our customers. Looks really good - very impressive. I believe you've cracked it with this program.

MATT,
FOUR SEASONS NURSERY

Customers who buy a plant with the sticker are excited to learn about the videos and are keen to get more plants.

MICHAEL,
LYGON STREET NURSERY

I love this. I think it's going to make the shopping experience really fun for customers. It's really cool.

MEAGAN,
GARDENWORLD BRAESIDE

”

CONSUMER INSIGHTS: WHY THIS MATTERS

Insights from Nursery Fund research - Nursery usage and attitudes benchmark program (NY22200) and Consumer usage and attitudes research (NY20002) - provide further context. Consumers are enthusiastic but knowledge-constrained.

For these groups, quick access to easy-to-understand, visual plant care tips could be the difference between walking away - or walking out with a trolley full of new plants.

REFERENCES

Hort Innovation. (2022). Nursery Strategic Investment Plan 2022-2026. <https://www.horticulture.com.au/globalassets/hort-innovation/levy-fund-financial-and-management-documents/sip-aag-2022-2026-pdfs/hort-innovation-sip-aag-2022-26-nursery.pdf>

Fiftyfive5 & Hort Innovation. (2022). navi

A PATH TO SCALABLE IMPACT

The trial has also proven that engaging retailers as active partners, not passive points of distribution, is essential. Participating nurseries shared that the stickers provided an opportunity to upsell companion products and deepen the plant-purchase conversation.

Plans for a second-phase rollout will involve richer insights and improved tracking.

SEE THE CAMPAIGN IN ACTION

You can watch all five videos on the [Greener Spaces Better Places YouTube channel](#).

