

GREENER SPACES BETTER PLACES

A NURSERY MARKETING UPDATE

BOOSTING THE APPEAL OF PLANTS IN AUSTRALIAN HOMES

In spring 2025, the Greener Spaces Better Places program launched a national consumer campaign funded by the nursery levy.

With lack of interest overtaking cost as a key barrier to buying more plants, a new campaign has made the benefits of plants hard to ignore by linking them to property value.

In partnership with Domain, thousands of property listings were analysed to quantify the impact of plants on home sales. The analysis showed that leafy yards, balcony gardens, and indoor greenery are linked to stronger buyer interest, faster sales and higher prices.

The findings were brought together in *The Plant Value Report*, creating a strong media moment encouraging greater consideration of greenery in Australian homes.

The data showed that:

- **Houses with greenery can sell for 17.4% more (around \$140,000 on average)**, attract up to 7% more buyer views, and typically sell one day faster than homes without green features.
- **Units with greenery can achieve a 16.1% price premium – around \$100,000 more on average –** and tend to sell up to three days faster.
- **Regional homes show the strongest uplift**, with properties featuring green outdoor spaces selling for up to 24% more, adding as much as \$154,000 to the sale price.



- In Sydney's dense urban market, where access to green space is limited, the data shows an even stronger impact: **houses with greenery can sell for 28.7% more, while units can command a 23.4% price premium.**

Despite these benefits, **only one in three houses and one in six unit listings currently feature greenery** – creating a clear opportunity for homeowners to gain a competitive edge.

Wes Fleming of Fleming's Nurseries welcomed the confirmation of what the horticulture industry has long known: "Greenery doesn't just look good - it can transform how a home feels and connects with people. Even small touches, like plants or a balcony garden, can add real value. You don't need acres of land; even small, thoughtful touches of green can add genuine value."

The report was launched by property and design expert Neale Whitaker (Love It or List It, My Reno Rules, The Block), who shared the findings across media and social platforms. Dr Nicola Powell, Domain's Chief of Research and Economics also acted as a spokesperson, conducting a number of interviews with media, including on television.

The Plant Value Report achieved widespread national media coverage, with stories on the *Today Show*, *Nine News*, *7 News* and *Triple M* radio, and in newspapers and magazines including *The Sydney Morning Herald*, *The Age*, *Woman's Day*, *The Canberra Times* and *Yahoo News*. It was also amplified through the Greener Spaces Better Places social pages.

The campaign directly supports the Demand Creation priority of the Nursery Strategic Investment Plan by:

- Educating consumers on the value of greenery;
- Inspiring more Australians to buy plants; and
- Positioning nursery products as essential to lifestyle and property value.

