

What's GROWING on?

HORT
JOURNAL
FEBRUARY



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.

SCHOOL OF THUMB TESTS WELL IN MARKET

School of Thumb, Greener Spaces Better Places' horticultural content series, launched three episodes from Western Australia in September 2022 to increase demand for greenlife products. These episodes have been put through rigorous market testing by research agency Cubery on behalf of Hort Innovation. The results were overwhelmingly positive. The down-to-earth cast set a warm and pleasant tone viewers relate to, enabling Australians to learn from expert growers on how best to tackle their common gardening guesswork.

The knowledgeable yet approachable hosts were generally well-liked for their friendly nature. Featuring experts in 'greening' up a space — who still felt genuine — built emotional engagement towards the Greener Spaces Better Places brand, and left people feeling more involved and inspired by the transformations.

KEY SUCCESS FACTORS



Emotion



Universal
Human Truths



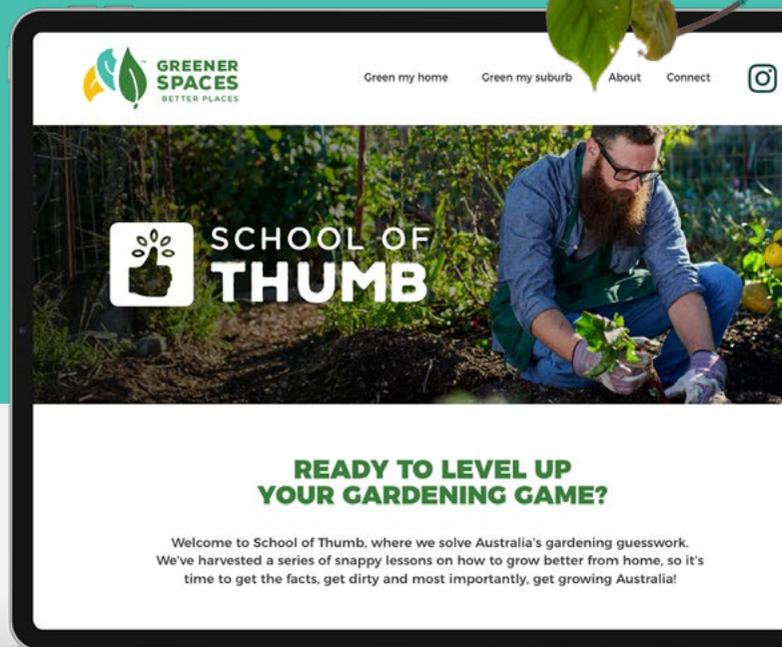
Storytelling



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.

GREENER SPACES BETTER PLACES TAKES SCHOOL OF THUMB TO VICTORIA

School of Thumb visits Victoria to harvest a series of snappy lessons on how to get growing. Across the three episodes, the horticultural experts resolve the common gardening guesswork of three Victorian locals, covering: growing herbs in the 'burbs, creating happy house plants and having success with citrus.



Watch School of Thumb on our website

<https://home.greenerespacesbetterplaces.com.au/school-of-thumb/>

Join us on Instagram [@greenerespacesbetterplaces](https://www.instagram.com/greenerespacesbetterplaces)

WHAT'S NEXT?

Greener Spaces Better Places is continuing to produce and roll out School of Thumb featuring experts from the nursery and garden industry all over Australia. The next state to be filmed is New South Wales.

Do you have suggestions for industry talent to answer crowd-sourced horticulture questions? Please reach out to hello@greenerespacesbetterplaces.com.



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