

# What's GROWING on?

HORT  
JOURNAL  
APRIL

Stay up to date with the Greener Spaces Better Places program, and how you can benefit. This month, we're full steam ahead with School of Thumb, a snappy video series where industry experts solve Australia's gardening guesswork.

## NEW EPISODES ENCOURAGE MORE AUSTRALIANS TO GET GREENING

Hosted by TV personality Claire Hooper, episodes 4, 5, and 6 were released in February, this time helping three Victorian plant parents to grow better from home. Horticulture experts showed us how to keep houseplants happy, get the juiciest citrus, and grow herbs in the 'burbs. Social media has driven awareness with both existing and new audiences and we have seen a 191% increase in views from the first three episodes shot in Western Australia.



**28,412**  
video views across all channels



**2 MILLION**  
Instagram reach



**3,000**  
new Instagram followers



**1,000**  
new website visitors

Across the episode release period from 6 February date to 6 March 2023.



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.

## WE FINISHED FILMING IN NEW SOUTH WALES

Our three experts included Tim Robson, a horticultural expert from Eden Gardens, Amanda Snelling, the Director of Rambling Gardens Design, and Mark Engall, a fourth-generation nurseryman. These gardening gurus covered how to grow carefree colour, seaside succulents, and fresh fruit from a flat. Keep an eye out - we'll release the NSW episodes in May.



ASK ME  
ANYTHING  
WITH JAC

## WE LAUNCHED OUR FIRST 'ASK ME ANYTHING' SERIES

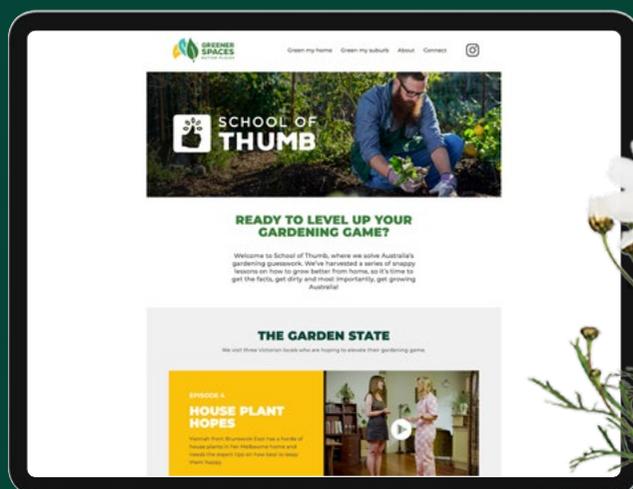
This low-fuss social media video series connects consumers directly with industry gardening experts. We posted a picture of flower expert Jac Semmler on Instagram, inviting our audience to ask her anything.

We had an overwhelming influx of questions, showing that Australian gardeners love being able to connect directly with professional growers. A video reel with Jac's most commonly asked question will be released by the time this journal is published.

## WATCH SCHOOL OF THUMB

You can find episodes on our website <https://home.greenerplacesbetterplaces.com.au/school-of-thumb/>

or join us on Instagram  
[@greenerplacesbetterplaces](https://www.instagram.com/greenerplacesbetterplaces)



## WHAT'S NEXT?

We're continuing to roll out School of Thumb, featuring horticulture experts answering crowd-sourced questions. Do you know an industry expert who'd be great on camera? Maybe it's you!

Please reach out to [hello@greenerplacesbetterplaces.com](mailto:hello@greenerplacesbetterplaces.com).



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