



What's GROWING on?

HORT
JOURNAL
JULY

Welcome to this month's **Greener Spaces Better Places** program update. Read on for the latest highlights to keep you up to date on what's happening and how you can benefit.

WE LAUNCHED OUR NSW SCHOOL OF THUMB SERIES

Across three episodes hosted by TV personality Claire Hooper, we helped young Aussies to level up their gardening skills. Our green gurus 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 experts covered how to grow hardy, colourful plants, seaside succulents, and fresh fruit from a flat.

The series was launched on Instagram in May. We're still crunching the numbers, but our Victorian series reached over 2 million Australians on Instagram alone, and we can't wait to see the impact of these latest episodes.

You can watch the episodes at
home.greenspacesbetterplaces.com.au/school-of-thumb



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.



THE FOUNDER OF REPUBLIC OF EVERYONE VISITED INDUSTRY GROUPS

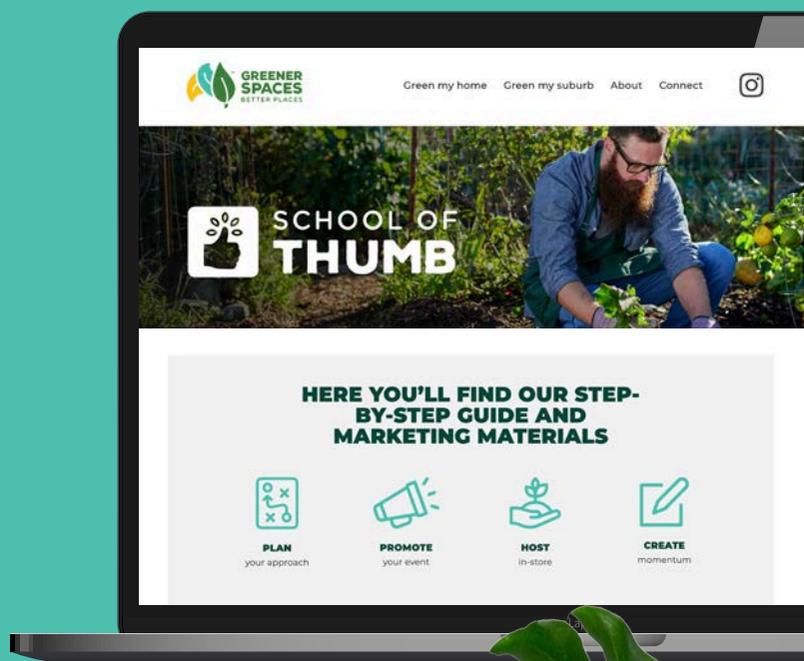
Ben Peacock is the founder of Greener Spaces Better Places' impact and communications agency, Republic of Everyone. He ran presentations for nursery and garden industry groups throughout May and June, to update them on what's growing on with the program, including the incredible success of School of Thumb. He also gleaned first-hand insights to inform the future success of Greener Spaces Better Places.

OUR NEW GUIDE HELPS ANY NURSERY TO HOST THEIR OWN SCHOOL OF THUMB EVENT

A live, in-store event gets customers through the nursery door, gets them the facts, and most importantly, gets them growing.

So, we built and tested a how-to guide with Eden Gardens, to make it simple for any nursery to host and advertise their own event using the School of Thumb format. Best of all, it's free - from the guide, to downloadable materials like stickers, posters, and shelf-wobblers.

Get your guide and free marketing materials at home.greenerespacesbetterplaces.com.au/school-of-thumb-for-nurseries



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 Queensland.



Stay in touch via the Living Network newsletter by signing up at greenerespacesbetterplaces.com.au

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

