



# What's GROWING on?

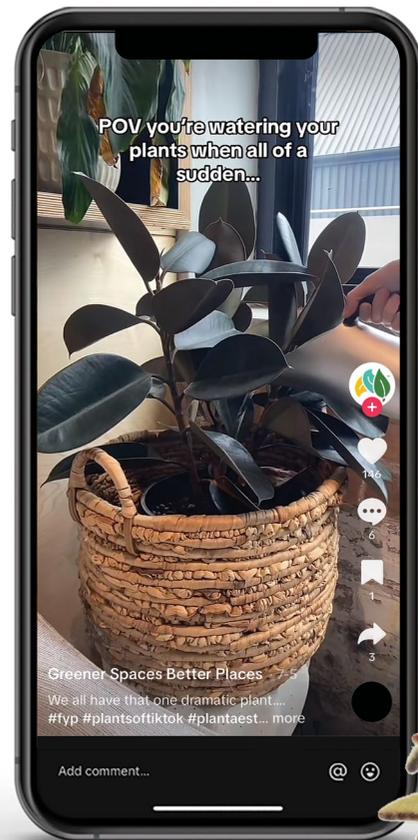
HORT  
JOURNAL  
SEPTEMBER

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.

## WE HAVE BIG PLANS FOR THE NEW FINANCIAL YEAR

While there are big things ahead, our purpose remains unchanged — we'll continue to inspire and educate Australians to green their spaces to make better places. Over the next 12 months, our work will again be spearheaded by the School of Thumb (SOT) campaign, and by branching out into the Gen-Z audience through TikTok. Catch our content by searching for [@greener.spaces](#) in the TikTok app.

We're up to plenty more across the government and industry spaces. Keep an eye on our electronic newsletters and read upcoming Hort Journals to hear about initiatives as they roll out.



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.

# TWO THUMBS UP FOR SCHOOL OF THUMB NSW

The results are in — 85,000 Australians viewed the New South Wales SOT episodes on Instagram alone. Viewers learned which plants can handle harsh coastal conditions, how to get flatmates to pull their weight in the garden, and how to add more colour to a home in a fuss-free way.



**TOTAL REACH**

1,588,756



**TOTAL VIDEO VIEWS**

85,155



**FOLLOWER INCREASE**

+1,500

Metrics recorded during the episode release period (26th May - 19th July 2023).



## INDUSTRY EXPERT SPOTLIGHT

In June, President of Therapeutic Horticulture Australia, Tara Graham, discussed how gardening can elevate and support mental health. In July, Dom Hooghuis taught us the benefits of growing a creeper like ivy — from cooling our homes to putting pennies back in our pockets.

## WHAT'S NEXT?

Greener Spaces Better Places is continuing the Ask Me Anything series to provide Australians with free, personalised gardening advice. Could our next Ask Me Anything expert be you?

Please reach out to [hello@greenerespacesbetterplaces.com](mailto:hello@greenerespacesbetterplaces.com) if you would like to feature.



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