



# What's GROWING on?

HORT  
JOURNAL  
MARCH

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.

## INDUSTRY EXPERTS INVITE 82,000 AUSSIES TO ASK ME ANYTHING!

A dynamic two-way conversation between industry experts and Australian greenlife consumers has been rolling out via the [@GreenerSpacesBetterPlaces](#) Instagram channel.

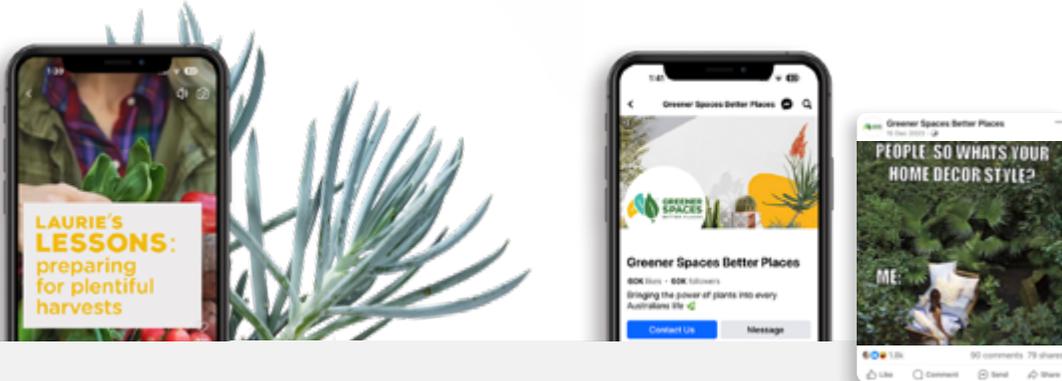
Connecting consumers directly with industry gardening experts, the social media video series recently featured Lisa Passmore, Executive Officer of NGIWA. Lisa shares her wisdom with consumers on how to create gardens that are welcoming for local wildlife.



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 SOCIAL LIFE OF GREENER SPACES BETTER PLACES

To reach Australian greenlife consumers, Greener Spaces Better Places continues to grow an engaged community across multiple social platforms:



## INSTAGRAM

The Instagram community is thriving as we curate content directly from our users and engage with them through video content, such as School of Thumb and the Ask Me Anything series. Our Instagram engagement has surged by an impressive **78%** compared to the last quarter, and has over **82,000 followers**.

## FACEBOOK

Our Facebook group has demonstrated remarkable growth, reaching a substantial **audience of 247,000** individuals, marking an impressive **increase of 31%**. This notable expansion in our online community can be attributed to strategic enhancements in our content strategy - notably humorous memes.

## TIKTOK

Though still a new channel, it is showing promise as a platform for content growth. We're in the testing phase and learning the ropes, but Quarter 2 of this financial year saw our content hit **1.1k engagements**.



**35.9K**  
TOTAL VIDEO  
VIEWS



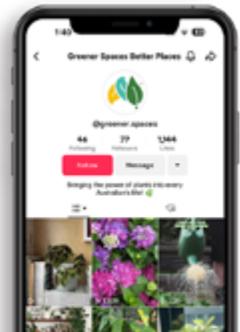
**20K**  
TOTAL UNIQUE  
PROFILE VIEWERS



**77**  
TOTAL  
FOLLOWERS



**1,144**  
TOTAL  
LIKES



Our overall social influence is sitting at **5.4 MILLION** people reached, which is a testament to our social media strategy thus far.

## 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@greenerspacesbetterplaces.com](mailto:hello@greenerspacesbetterplaces.com) if you would like to feature.



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