

# What's GROWING on?

HORT  
JOURNAL  
MAY

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.

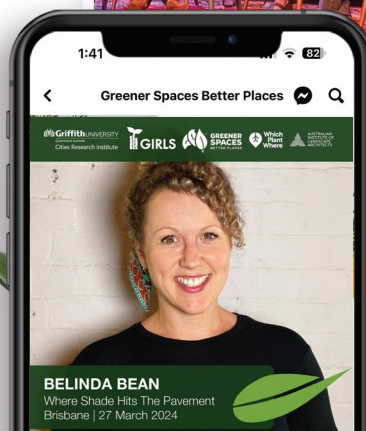
## URBAN GREENING IS WHERE THE SHADE HITS THE PAVEMENT

Citygreen's recent *Where Shade Hits the Pavement* 2024 event in Brisbane, where Greener Spaces Better Places proudly served as a key collaborator, proved instrumental in advancing commitment to urban green spaces. Your levy-funded guest speaker, Belinda Bean (Lead Strategist, Greener Spaces Better Places) contributed valuable insights, moderating the Q&A panels and delivering a presentation on the National Urban Green Infrastructure Handbook and where to next for urban greening.

**"We certainly appreciated Greener Spaces Better Places' involvement in the event. Your command of the issues and hot topics was very noticeable and contributed greatly to the increased professionalism of the event.**

**It was a huge investment by the whole team, and initial feedback has been incredibly positive."**

Ben Gooden, CEO - Citygreen.







Attendees delved into innovative strategies, engaging with experts from various disciplines. The event provided a platform for learning how green infrastructure enhances economic wellbeing and quality of life. Greener Spaces Better Places' involvement planted seeds for lasting benefits, connected with thought leaders, and helped to shape the future of vibrant, green, and healthy cities.

## 2 MILLION VIEWS AND COUNTING: SCHOOL OF THUMB QLD A HIT

Across three episodes hosted by TV personality Claire Hooper, we helped young Aussies to level up their gardening skills. Our green gurus included sub-tropical expert and nursery owner Wayne Lyons, Kristian Spink of Marlborough Nurseries, and Brisbane-based gardening professional Zoe Donkin.

These experts covered how to create a poolside paradise, a savvy and stylish patio, and how to bring in cooling canopy to the hot suburbs.

The sunshine state was our top performer in terms of video views and reach on Instagram.



**2.1M**

VIDEO VIEWS



**3.2M**

ACCOUNTS REACHED



**1.6K+**

ENGAGEMENT ACTIONS  
(Likes, comments, saves, shares)



And on Youtube we recorded a total **395k campaign views**, also our highest yet.

Episode

**1**

**122K**

VIEWS

Episode

**2**

**125K**

VIEWS

Episode

**3**

**148K**

VIEWS



You can watch the episodes at  
[home.greenspacesbetterplaces.com.au/school-of-thumb/](https://home.greenspacesbetterplaces.com.au/school-of-thumb/)



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



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