



Nursery & Garden Industry  
Australia

# Case Study

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## 2020 Vision in action

### Overview

Five years ago, Perth's City of Stirling planted around 1,000 street trees a year. These days it's more like 6,000 – and the change is attributed in part to the nursery industry's 2020 Vision initiative.

Carole Fudge from WA-based Benara Nurseries says the business has increased its production of medium and large trees by tens of thousands in recent years, as other urban councils also take on board the benefits of increasing green space.

Located at Carabooda, north of Perth, Benara Nurseries has been supplying quality plants and trees to local governments, developers, landscape architects and the broader green industry for over 50 years.

Ms Fudge said there's been a growing awareness by councils on the importance of green space to our cities and our health, particularly with more people living in these areas than ever before.



Figure 1: Carole Fudge, Benara Nurseries

"In the past, green space has been seen as window dressing to major developments, and never seemed to have enough budget to do it well," Ms Fudge said.

"It's been difficult for industry to know how many trees to grow and to what size for large projects, because quite often, that aspect of planning was left to the last minute. That means contractors haven't always been guaranteed delivery of the size they're looking for.

"The efforts of the 2020 Vision team, including workshops on better planning green space, have enabled us to better communicate with developers and local councils about the time it takes to produce these trees.

"Essentially, it's opened up the doors for better collaboration."



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## Turning an idea into reality

Ms Fudge was a member of the Nursery Industry Advisory Panel when the concept of 202020 Vision – with its aim to lift green space in urban areas by 20 per cent by 2020 – was first presented to growers in 2013.

“It was the most exciting thing I’d seen in the industry for twenty years,” she said.

“I don’t think any of us in the room that day thought it would flourish in the way it has, particularly with local councils, who are now leveraging the information it’s provided to lift budgets and raise awareness of their urban forest strategies.



“Together with local park managers, we’ve attended several urban forest masterclasses in Perth, which have been a great way for the supply chain to come together and look at the challenges and barriers to green life in cities.

“Inside our business, 202020 Vision is a real talking point. When new research is available, it gives our staff something to chat about with customers.

Figure 2: Benara Nurseries, WA

“It’s a great message for industry – and it’s one that people want to hear,” she said.

202020 Vision is funded by Horticulture Innovation Australia using the marketing nursery levy and funds from the Australian Government.

## Barriers to urban green space

The City of Stirling is the largest local government (by population) in Perth, and has set an ambitious target to increase its canopy cover to 18 per cent by 2030.

Manager of Parks and Reserves Ian Hunter said the size of residential houses continues to grow, despite blocks getting smaller.

“Larger trees have been disappearing from our suburbs, with our canopy cover diminishing to 12.9 per cent. Other Perth councils are facing similar challenges with canopy cover declining or remaining static,” Mr Hunter said.

“Green space is highly contested, and can be used for sporting purposes, general recreation, cultural and historical interest, and conservation.

“We’re having to look at new ways to optimise what land we have available for the benefit of our community and environment.



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“Our vision is to break up the form of urban fabric to ensure there are enough pockets of green space for the population.”

## **202020 Vision in action**

The City of Stirling first became involved with 202020 Vision at a workshop in Perth during 2015 where the City presented its work on tree canopy cover and community engagement.

Mr Hunter said the workshop was a prime opportunity to understand the 202020 Vision program, and build closer alignment with the work the council is doing to increase canopy cover.

“Importantly, some of our councillors attended the workshop, which provided a deeper insight into what other councils were doing nationally and locally to mitigate the problem of diminishing canopy cover and decreased land available for green space.

“We found 202020 Vision aligned with our long-term goal to not only provide more open, green space but to improve the community’s quality of life.

“We’ve started to apply the principles of 202020 Vision in several ways, such as gaining a better understanding of the key factors behind our canopy loss and implementing strategies to counter this problem.



*Figure 3: Ian Hunter, City of Stirling*

“For the past four years, we’ve contracted an aircraft to fly over the city to plot what canopy cover we have, or have lost, in the previous twelve months.

“This data has enabled us to identify trends and undertake the relevant activities to mitigate those losses, which means working closely with the 202020 Vision team, nursery industry and State Government.”

## **Next steps for 202020 Vision in Perth**

The City of Stirling has recently established the Perth Metropolitan Park Managers Group to foster greater collaboration and alignment on the various programs being undertaken across the wider region.

“Most recently, the group partnered with 202020 Vision to bring the team out to Perth for another workshop and a more detailed discussion on the goals and objectives of both parties,” Mr Hunter said.



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“The next step for us is highlighting the benefits of increased canopy cover and urban trees to the general public – and we can do this by working closely with nurseries and 202020 Vision to document our aspirations.”

**To learn more about 202020 Vision and how nurseries can get involved, visit:  
[www.202020Vision.com.au](http://www.202020Vision.com.au)**

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For further information, please contact Sophie Keatinge, Cox Inall Communications, on 0430 938 515 or [sophie.keatinge@coxinall.com.au](mailto:sophie.keatinge@coxinall.com.au)

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