



Greenlife Industry Australia

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MEDIA RELEASE

Australian production nurseries remain open

Production nurseries around the nation remain open for business, with the greenlife industry working to address and ensure demand for different plants, as people look to start new gardens or broaden existing ones while spending more time at home.

Greenlife Industry Australia (GIA) CEO Peter Vaughan confirms that the production nursery industry, which employs 23,259 Australians across all states and territories according to the latest *Nursery Industry Statistics 2018-19 survey report*, is actively working to ensure the supply of greenlife to homes, businesses and communities continues throughout this period of uncertainty.

“We are planning and planting for the future. The industry workforce continues to work to meet the demand for greenlife throughout the country. We acknowledge the important role we play in helping improve health outcomes for the Australian community that has experienced major disruption to everyday life,” Mr Vaughan said.

“Our industry is pleased and cautiously optimistic with the interest in greenlife and gardening as we are forced to stay at home. Where possible, nurseries are ramping up production to meet demand in product lines such as edibles and ‘grow your own’ plants as we continue to raise awareness on the importance of greenlife.”

This week, experts from the [Greener Spaces Better Places initiative](#) came together to impress the importance of following government guidelines of physical distancing, so Australians can safely use green and open spaces which is critical for mental health and wellbeing during a time of increased community stress.

Funded by Hort Innovation using nursery industry levies, the resulting, new Greener Spaces Better Places campaign focuses on scientific research whilst showcasing real life examples of local governments, such as Sutherland Shire Council, that are working to ensure that tree planting continues throughout the COVID-19 pandemic.

The campaign was launched through a media release earlier this week, which will be supported by additional materials such as newsletters and website content to ensure that urban green space remains front of mind for councils and developers as we prepare for the future and the continuation of planting programs.

In addition to the Greener Spaces Better Places campaign, the consumer arm of the marketing program, [Plant Life Balance](#), is also redirecting focus to address COVID-19.

Plant Life Balance will be working to ensure consumers understand the positive impact of plants during this time and providing reassurance that the nursery industry can respond to their demand for greenlife as they spend more time in their homes and gardens.

A suite of materials has been developed and will be targeted to consumers, covering topics such as: gardening as therapy, grow your own plants, physical health and happiness and virtual home tours with key influencers.

Content will be shared via media engagement, social media, newsletters and the Plant Life Balance blog.

Mr Vaughan says the initiative provides a platform and resources for consumers, businesses and governments to harness the good of plants for the health and wellbeing of people and the wider community, throughout this uncertain period.

“Consumers, businesses and councils will be targeted with a suite of content and resources which demonstrate how greenlife can be incorporated into homes and communities, promoting the positive impacts of greenlife both in times of crisis and in normalcy.

“Like existing Plant Life Balance and Greener Spaces Better Places content, these resources provide expert advice and scientific evidence to support the positive impacts of plants in our homes and communities.



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“Consumers, and governments alike are becoming increasingly aware of the tangible and intangible benefits of plant life. During this time, we are encouraging all Australians to continue supporting the greenlife industry by taking advantage of the proven physical and mental health benefits plants have on our homes and our community,” Mr Vaughan said.

To access the Plant Life Balance resources, head to: myplantlifebalance.com.au

To access the Greener Spaces Better Places resources head to: greenerspacesbetterplaces.com.au

View the latest Greener Spaces Better Places media release [here](#)

The ‘Industry extension and development of Plant Life Balance’ (NY18005) project is funded by Hort Innovation using nursery research and development levy and funds from the Australian Government.

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This project has been funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au