



Greenlife Industry Australia

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Growing Together tour puts green space in the spotlight



A national tour is educating Australian councils and developers on how to demonstrate the physical, social and economic benefits of green space, in order to build more support for urban greening projects in local communities.

Coordinated by 2020 Vision, a national initiative to increase urban green spaces by 20% by 2020, the *Growing Together Tour* is set to visit Melbourne, Perth, Sydney and Brisbane between July and August this year, with the first workshop attracting more than 100 attendees in Adelaide last month.

Funded by Hort Innovation using nursery industry levies and funds from the Australian Government, the tour aims to equip councils and developers with new ways to involve the community in urban greening.

Nursery & Garden Industry CEO Peter Vaughan said the tour would unveil a new community engagement kit that aimed to bridge the 'dialogue divide' between green space enablers and end users.

"The new resource has been developed based on the attitudes of 1,680 surveyed respondents towards green space in Australia, with insights from councils, developers and residents," Mr Vaughan said.

"While more than 85 per cent of respondents saw green space as important, associating it with great aesthetics, relaxation and health, the communication of these green spaces still needed work.

"For instance, it highlighted that maintenance and safety of green space was a key concern, which means it's vital for residents to know how their local council plans to maintain these areas and ensure safety."

Mr Vaughan said the kit also included insights from 15 Australian councils leading the way on urban greening strategies, to develop a 10-step community engagement plan.

"It's essential for councils to build trust and engagement with locals about incorporating more, or diversified green space near their homes, workplaces or community areas," he said.

"From creating conversations on green space, to involving local schools and residents in plant programs, the engagement plan is a valuable resource to bring urban greening plans to life.

"It also includes a suite of ready-to-go promotional material to help councils communicate the real benefits of green space, such as increased birds and wildlife, free sports and recreation areas, cooling and shade."

Mr Vaughan encouraged key decision-makers within urban greening to attend their local capital city event, and to collaborate with nursery growers on their future greening plans.

"It's important not to underestimate the strong community support for green space, which is what this survey found," he said.

"This is good news for communities and its good news for nursery growers, who continue to invest in strategic and long-term initiatives to promote this diverse and thriving industry."

Click [here](#) to download the guide and engagement kit

Click [here](#) to register for the tour

**The 2020 Initiative has been publicly acknowledged in Planet Ark's new report, *Living Cities: Trees in the Urban Environment*, released today to mark Schools Tree Day (26th July) and National Tree Day (28th July). For more information, visit <https://treeday.planetark.org/>*

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**Hort
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Strategic levy investment

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