



Greenlife Industry Australia

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Greener Spaces Better Places prepares growers for a new phase of marketing

In February 2022, the levy funded [Greener Spaces Better Places](#) program evolved to bring consumer marketing under its banner, creating a movement which brings together community, growers, government and business.

Carole Fudge, sales and marketing manager at Western Australia's Benara Nurseries, says the evolved marketing and engagement platform is a showcase of everything the greenlife industry has to offer.

"Our industry has a wealth of knowledge that can make our world a better greener place, we need a platform to provide this information and ignite a national conversation that discusses how everyone can be part of the climate change solution through planting more plants," she said.

"Greener Spaces Better Places helps us do just that."

Originally founded as the 2020 Vision, Greener Spaces Better Places has transformed into a one stop shop for research and resources to promote greenlife to key stakeholders from homeowners all the way through to policy makers.

According to Carole Fudge, the resources found on Greener Spaces Better Places website have been invaluable as Benara Nurseries looks to grow its customer base.

"The last two years have seen unprecedented demand for us as both our sales and production teams react to this abnormal demand," Carole said.

"Even though we were already on a growth trajectory, we've seen new markets present itself thanks to the pandemic.

"Although the industry has seen strong growth in recent times we should now be focusing on maintaining the interest on gardening as a pastime

"We need to ensure that we understand our 'new' gardeners and can provide content that educates and promotes the many benefits plants and trees provide once the COVID distraction ends.



Carole Fudge, Sales and Marketing Manager, Benara Nurseries

"Whether that be consumers, plant retailers, local government, landscapers or your local supermarket, we need to seize this opportunity to inspire.

The annual Trends Report, now part of Greener Spaces Better Places is one example of an invaluable resource to support a grower's marketing efforts.

This annual report combines quantitative research with qualitative research and expert opinions to develop a set of trends which will define the greenlife industry for the year.

By identifying the key trends, growers can make stocking decisions based on what consumers and experts want. It can also act as a vital sales tool when advocating for the benefits of greenlife to potential customers, whether they be a small landscaper or a large local council.

Another key resource that growers can access via the Greener Spaces Better Places program is the Urban Greeners Resource Hub, a repository of information to help the urban greening community build a greener Australia.

The hub is a collaboration between Greener Spaces Better Places and Living Melbourne, and it includes a range of tools, guides and case studies all in one place that can help users plan, manage, protect and enhance green cover.



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The resources developed by the platform are driving real change for the greenlife industry, which Carole said is having a huge impact.

“The Where Should All The Trees Go initiative pulls together research data around urban heat islands to show the influence that greenlife can have over the health of our urban environments,” she said.

“The program has seen local councils reevaluate their own urban forest, it’s resulted in larger budgets for trees and ultimately more trees planted.

Content is king in the world of marketing and the evolved Greener Spaces Better Places campaign ensures that stakeholders have no shortage of ideas to help support sales and marketing teams sell more plants.

The content developed by the Greener Spaces better Places platform is simple, backed by real science.

Science-backed information around plants is not just a ‘feel-good’ story. It also gives the sales teams confidence to have scientific conversations with customers, whether that be a town planner or a home gardener.

The levy-funded marketing program is for the benefit of the entire industry. Not only does it directly engage in efforts designed to increase demand for greenlife, it also equips growers with the resources they need to make stocking decisions and have meaningful conversations with customers.

For more information on Greener Places Better Spaces and how to get involved, visit:

<https://www.greenerspacesbetterplaces.com.au/>

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