

Your shortcut to staying informed about greenlife marketing initiatives

Greener Spaces Better Places (GSBP) supports the horticulture industry by engaging with government, urban greening professionals, peak bodies, academia and businesses across Australia. This work is part of Hort Innovation’s Nursery and Garden Marketing Program (NY17519).

Helping nurseries tap into Australia’s \$200 million urban greening budget

A small group of people have a big say when it comes to how governments spend their planting and maintenance budgets. So, GSBP come up with a smart way to engage that group.

| Who are we talking to? | How do we connect with them? | What’s the opportunity? |
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| <p>200 influential urban greening professionals, councillors and senior decision makers responsible for urban greening in local governments.</p> <p>20+ key urban planners responsible for strategies across all states.</p> | <p>It’s cost effective to reach this highly targeted group through our Living Network – a database of contacts in the green space and planning community.</p> <p>GSBP speak to them, learn about their challenges, and create useful strategies, tools and resources for them.</p> | <p>There is \$200+ million available each year in planting and maintenance budgets for local and state government-owned land. These budgets are growing which is good news for nurseries as this means you will be selling more plants</p> |

Highlights

Here's a snapshot of how GSBP progressed urban green infrastructure and urban forestry over the last three months.

- **Green & Blue 2032***

Purpose: To ensure federal budget for the Brisbane Olympics includes green infrastructure

With Brisbane winning the bid for the 2032 Olympics, the race is on to prepare and enhance urban infrastructure. GSBP has engaged with key planners and mapped out a strategy to ensure green infrastructure is incorporated into capital works alongside any designed water elements (we call these 'blue' elements). This means the upcoming event will need more plants. For example, Brisbane will need 80,000 – 100,000 advanced trees planted by 2032.

Christina Gnezdiloff, Board member of Nursery & Garden Industry Queensland (NGIQ) has been included in *Green Pathways, Gold Places*, an advocacy initiative of AIA/AILA/PIA/DIA**.

- **Coming together to progress urban greening**

Purpose: To facilitate strategic conversations between stakeholders

GSBP champions collaboration and insight-sharing between organisations to create a greener urban future, together. Over the last three months, we have engaged with the Australasian Green Infrastructure Network, Local Governments for Sustainability (ICLEI), CitiesWithNature, A New Normal, Australian Institute of Landscape Architects, EarthWatch, the Office of Planetary Observations and CityGreen.

GSBP is supporting ICLEI CitiesWithNature to run a webinar next quarter. This will target Australian local councils around *Communicating the Urban Forest*. GSBP is making a keynote speech and providing a toolkit of resources.

💡 GSBP is educating stormwater engineers about the needs of trees and soil, so they look to nurseries to support their green infrastructure plans.

💡 Green roofs, walls and facades need uniform national technical standards and asset management guides to increase sector growth and accelerate urban greening. GSBP is addressing this by bringing together a group of experts who are willing to collaborate on designing and advancing technical standards.

What's happening next quarter?

- A webinar to launch an Urban Forest Communications Toolkit to local government areas around Australia, promoting the installation of greenlife.
- Technical judging at The International Association of Horticultural Producers (AIPH) World Green Cities Awards.
- Joining forces with the newly-formed Australasian Green Infrastructure Network (AGIN) to advance Australian-wide progress of urban green infrastructure.
- Drafting a new urban greening concept for *Planting, Biodiversity and Cooling* for A New Normal Sydney, alongside Nursery & Garden Industry of NSW & ACT (NGINA).

We appreciate your continued support of Greener Spaces Better Places. If you have questions, suggestions, or would like to get involved in any initiatives, contact us at

hello@greenerespacesbetterplaces.com.au

Stay in touch via our monthly [Living Network newsletter](#) or our [LinkedIn group](#).

* Green infrastructure refers to a network of natural, designed or cultivated vegetated spaces. Blue infrastructure refers to a network of natural or designed water elements that are permanently or occasionally inundated or flowing. Such systems support and enhance greenlife.

** AIA/AILA/PIA/DIA: (AIA) Australian Institute of Architects, (AILA) Australian Institute of Landscape Architects, (PIA) Property Investors Alliance, (DIA) Design Institute of Australia.