

# What's GROWING on? APRIL

Welcome to this month's Greener Spaces Better Places program update. Read on to find out the latest news and highlights to keep you up to date on what's happening and how you can benefit.

## THE PLANT POD URBAN GREENING THROUGH THE LENS OF GROWERS & EXPERTS

The importance of green infrastructure was further explored on The Plant Pod podcast, where Greener Spaces Better Places joined Tim Samson from Regen Nurseries to discuss the critical role of nurseries in shaping urban landscapes.

**Thank you both,  
the podcast  
turned out great!**

Ellie McCarthy,  
Account Executive, Dentsu Creative

### LISTEN NOW:

Episode 25: *Urban Greening  
through the Lens of Growers  
and Experts.*

Available to listen on  
**Spotify** and **Soundcloud**.





# GREENER SPACES BETTER PLACES AT GREENLIFE INDUSTRY CONFERENCE

At the recent Greenlife Industry Australia National Conference, Greener Spaces Better Places delivered the session “Understanding the Nursery Category to Drive Demand”, providing attendees with key insights from its three-year marketing plan.

The presentation, co-led by Holly Jackson (*Marketing Manager, Hort Innovation*), Elyse Allum (*Brand Manager, Hort Innovation*) and Belinda Bean (*Greener Spaces Better Places, Impact Strategist*) covered:



## NURSERY & GARDEN INDUSTRY DEMAND & MARKET TRENDS:

Key insights shaping nursery category growth.



## CONSUMER MARKETING:

School of Thumb and consumer engagement initiatives.



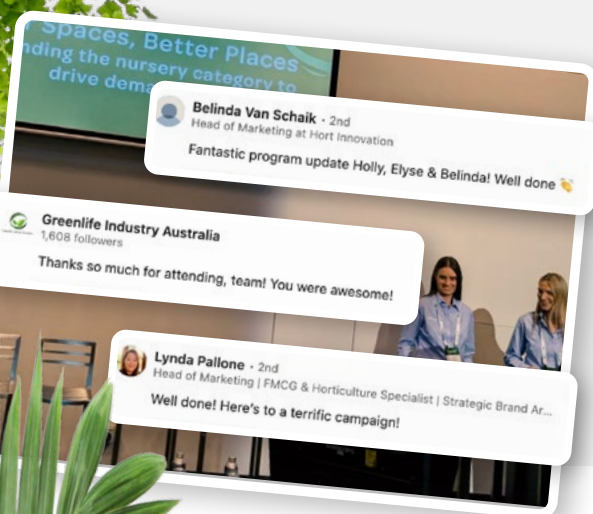
## SUPPLY CHAIN MARKETING:

Strategies to support industry-wide demand.



With an engaged audience and insightful questions about scaling the program, the session was met with positive feedback from growers and industry professionals.

Additionally, Belinda Bean participated in a panel discussion on urban greening, alongside Tim Samson from Regen Nurseries, echoing the themes from The Plant Pod and emphasising the role of growers in shaping green cities.



## WHAT'S NEXT?

Greener Spaces Better Places is sprouting fresh ideas! We're gearing up to test new retail engagement concepts via category videos in nurseries nationwide - helping more people grow with confidence. Stay tuned!

Please reach out to  
[hello@greenerspacesbetterplaces.com.au](mailto:hello@greenerspacesbetterplaces.com.au)  
if you would like to feature.



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