



# Let's GROW

Motivating community  
support for private land  
urban greening



# ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, Greener Spaces Better Places acknowledges the Traditional Custodians of Country throughout Australia, and their connections to land, sea and community. We pay our deepest respect to their Elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples today. We also acknowledge that all cities are on Indigenous Country that has not been ceded, and that as urban researchers and professionals, it is our responsibility to support processes of reconciliation.



# HOW TO USE THIS GUIDE

This report is helpful for anyone who wants to motivate Australians to green their private land and homes. It offers a deep dive into what motivates (or prevents) urban greening in the private realm for different population segments.

Recent research\* shows that despite significant progress for urban forestry, most urban councils in Australia believe they are losing more green cover (trees and shrubs) than they are gaining, largely due to losses on private land. The majority of land in most urban councils is privately owned, so getting people to green their property is both a challenge, and a huge opportunity.

# READY. SET. LET'S GROW!

- 1** Have a flick through to understand the attitudes, behaviours and context of different populations
- 2** Find a segment profile that reflects your community, to get some ideas about how to engage and inspire them
- 3** Do you already have an urban greening program? Learn more about how to empower the population segment to reach your program targets
- 4** Check out Growing Inspiration on page 5, for common ideas and opportunities to get all Australians greening their space

To learn more about engaging communities and stakeholders in greening public land, check out the 'Who's With Us?' guide available at [www.greenerspacesbetterplaces.com.au](http://www.greenerspacesbetterplaces.com.au)

To learn about urban greening community education programs, check out the 'Let's Scale up! Urban greening in the private realm: engaging and motivating community' report† available at [www.earthwatch.org.au/news/living-melbourne-report](http://www.earthwatch.org.au/news/living-melbourne-report)

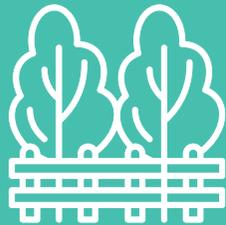
\* Greener Spaces Better Places 'Where Will All the Trees Be?' - Local government survey results.

† Living Melbourne and EarthWatch Institute Australia 'Let's Scale up! Urban greening in the private realm: engaging and motivating community'



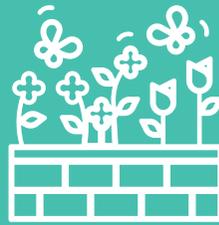
## URBAN FOREST:

Trees, shrubs, grasses and other vegetation across the public and private realm, and the soil and water that support it.



## URBAN GREENING:

Activities expanding the urban forest.



## PRIVATE REALM:

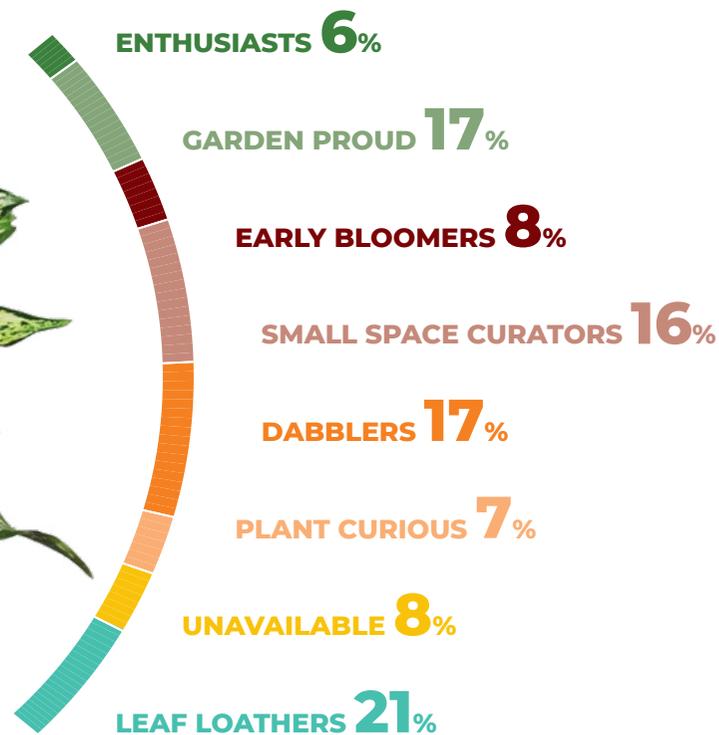
Backyards, courtyards, balconies, rooftops, private homes (indoors + vegetation on roofs, walls and facades), pots on private property, as well as public spaces that community have influence over such as nature trips, verges, and school grounds.



# The big PICTURE

Australians love plants, and momentum is building for a greener future.

**71%** of Australians (the first 6 segments) show at least some interest in plants



We've identified 8 population segments based on people's behaviours and attitudes towards greening their homes and gardens.

The first 2 segments, the Enthusiasts and Garden Proud, are super plant-positive. They love to share and talk about plants and gardening with the people in their lives.

71% of Australians (the first 6 segments) show at least some interest in plants. Each of these plant-positive segments has its own combination of motivators, barriers, and opportunities for engagement, which this report unpacks.

The Garden Proud segment is significantly more likely to plant outdoor plants in the ground, as they typically have larger yards in outer urban, regional and rural areas. This makes them an important population segment for private land urban greening and canopy development.

By encouraging more plant-positive people to get involved with greening efforts, and deepening the engagement of those already on board, we can make Australia's towns and cities the greenest in the world.





# Growing INSPIRATION

Across all population segments, there are so many things that motivate all of us to grow.

## COLOUR

Australians want more colour in their homes and gardens, whether that's flowering plants or interesting foliage.

## LOW MAINTENANCE

People choose plants based on what's easy to maintain.

## EDIBLES

Motivated by freshness, personal satisfaction, and saving money, 6/10 people grow edible plants at home.

## GIFTING

A quarter of Australians give the gift of greenery.

## BUILDING CONFIDENCE

A key barrier for less experienced people is lack of knowledge and confidence in choosing, planting and caring for plants. The good news is that 6/10 people want to know more.

## SOLUTIONS FOR SMALL SPACES

With more people living in high density dwellings, solutions that work well in confined spaces are likely to encourage greening, indoors and outdoors.

## LOOKS MATTER

Indoor and outdoor home improvement is an important driver for some population segments.

## DIY PROJECTS

Greening as a weekend hobby sustains motivation over the long term.



## THE 3 BIG DRIVERS ARE:



### INTRINSIC PLEASURE

The relaxation and creative expression of growing plants.



### NATURAL BEAUTY

The extrinsic motivation of being surrounded by nature's beauty.



### PLANTS FOR PEOPLE

The social motivator of connecting with others through knowledge sharing, gardening & gifting.



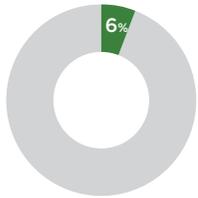
# POPULATION SEGMENTS

*Explained*

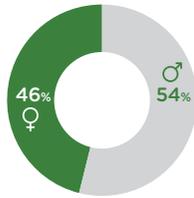
# ENTHUSIASTS

## Profile

SIZE OF SEGMENT



GENDER



INTEREST



CONFIDENCE



Enthusiasts love all things green. They derive huge satisfaction from tending to their plants, and are passionate about environmental issues. They consider themselves gardeners, are highly knowledgeable, and are happy to share their skills and experience with others. Enthusiasts are one of the segments most likely to have a back and front yard. This makes them great allies in the quest for private land urban greening.



### JAMES, 45

James loves plants. He loves the beauty they add to his home, as well as the physical benefits of gardening. For him, gardening is more than just a hobby - it's a way of life.

James has been working on his garden for several years, and he's proud of what he's achieved. He's also brought green indoors, with plants in most rooms.

To fill his large garden beds, create punchy colour in his pots, and keep his veggie patch seasonal, James is constantly planting seeds, and propagating or buying new plants.

“What's not to love about getting your hands dirty in the garden? It is so rewarding to watch the garden flourish.”

He has the experience and confidence to experiment, tackle DIY projects, and give great advice. He's always up for a trip to the nursery to get exactly what he needs.

# Touch points

You'll find James at his local nursery or a bigger hardware store on the weekend, collecting plants and other items for DIY projects.



## MOTIVATORS

### INTRINSIC PLEASURE

Gardening is both a relaxing and physical activity

### NATURAL BEAUTY

Being close to nature, getting outdoors and aesthetic appeal

### PLANTS FOR PEOPLE

Gardens are part of Enthusiasts' legacy, and they like gifting plants to family and friends

### SUSTAINABILITY

Enthusiasts see gardening as contributing to the environment, whether that's by growing their own produce, or composting organic waste



## BARRIERS

There are few barriers to buying more plants, other than space



## GROWING FORWARD

### FEED THEIR PASSION

Enthusiasts are eager to expand their collection of unique and interesting plants

### INSPIRE

Provide DIY and gardening ideas to trigger new greening projects

### GIFTING

Give Enthusiasts gift ideas with a local twist, so they can share their passion with others

### SEASONAL PROMPTS

Leverage their already high motivation with seasonal triggers



**STATUS:** Family with teenage kids **WORK:** Full-time  
**DWELLING:** Mortgaged house in the suburbs, with a front & back yard **TRAITS:** Plant lover, highly involved, environmentally conscious



# Ideas for ENTHUSIASTS



1

## Award scheme for best local gardens

Best Garden for Wildlife  
Best Garden for Cooling  
Best Garden for Privacy



2

## Host weekend DIY workshops

How to Build a Rain Garden  
How to Keep Backyard Chickens



3

## Showcase plants as gifts that benefit local native wildlife



4

## Include plant gift suggestions in timed communications

“Spoil Mum with pollinator-attracting plants that keep on giving this Mothers Day”, “Spice up your family’s life with the gift of potted herbs this World Food Day”



5

## Use well timed and seasonal prompts and project ideas

“It’s time to prepare garden for spring”  
“Build some DIY planters with kids these school holidays”



6

## “Nature stewards” themed programs,

eg. Greening Our Future†



7

## “Home harvest” themed programs,

eg. My Smart Garden†



8

## “Wildlife gardening” themed programs,

eg. Gardens for Wildlife Victoria†



9

## “Neighbourhood gardening” themed programs,

eg. Community Garden Program†



10

## “Embracing the nature strip” themed programs,

eg. Nature Strip Beautification†



11

## Grow It Local membership

[www.growitlocal.com](http://www.growitlocal.com)

Grow It Local is council-area based local grow community. They aim to make growing food simple, social and fun!

### The mission:

to make like healthier, happier and more delicious!

### The vision:

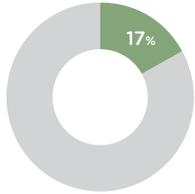
a future where everyone is a farmer and everywhere is a farm.



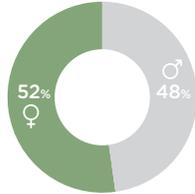
# GARDEN PROUD

## Profile

SIZE OF SEGMENT



GENDER



INTEREST



CONFIDENCE



Garden Proud people enjoy plants and gardening, and are motivated by the way their space looks. They spend a lot of time outdoors, growing produce and creating a pleasant environment to be in and look at. This segment is mostly over 50, and live in homes they own in outer urban, regional and rural areas. Garden Proud people want to share their knowledge and love of plants with others. They are significantly more likely than other segments to plant outdoor plants in the ground (rather than in pots), making them important allies for private urban greening and canopy development.



### ANNE, 67

Anne and her husband love to keep busy with DIY, but their true passion is gardening. They believe that having a beautiful home starts with having a beautiful garden.

Since they retired, they've been able to focus more time and energy on their veggie patch, and put their extra space to good use. While they have a few indoor plants, their passion is firmly rooted in the outdoors.

Anne plans her garden carefully, making sure to plant correctly for the soil conditions, season, and visual impact. She's careful to avoid plants that could harm her dogs.

Anne spends a lot of money on plants at the hardware store and the local nursery. This is

“ We spend most of our time outdoors in the garden, often deciding what our next project will be!”

justified because she knows that being outside keeps her and her husband fit and happy. Plus, they're not planning on moving anytime soon, so spending on the garden is a good investment.

Anne propagates her own plants, and swaps with neighbours to add to her collection. People often ask her advice, and Anne's more than happy to share her knowledge.

# Touch points

You'll find Anne throughout the week visiting a local nursery or hardware store, or attending crop swaps and garden club meets.



## MOTIVATORS

### PRIDE

Their garden is a public statement of achievement, expertise and care

### BEAUTY

Seeing their garden flourish is a source of joy

### HEALTH

Gardening is both a relaxing and physical activity

### CREATIVITY

Gardening and DIY keeps them inspired

### FRESH PRODUCE

They delight in putting food on their table, and that of family and friends



## BARRIERS

### COST

Good value and quality are important factors

### CAPACITY

They've already packed most of their outdoor space with plants



## GROWING FORWARD

### INSPIRE

Ignite the next garden or outdoor DIY project. This could mean inspiring a complete makeover, like a rain garden

### THE NEW

Intrigue the Garden Proud with new colourful plants or edible varieties

### TIPS & HINTS

Garden Proud are practical people and always open to learning, so show them how to do things easier or better



**STATUS:** Couple, grown up children no longer live at home **WORK:** Retired  
**DWELLING:** Own their house with a front and back yard **TRAITS:** Active outdoors, DIY/ project focused, environmentally conscious

# Ideas for GARDEN PROUD PEOPLE



1

**Grow It Local membership**  
[www.growitlocal.com](http://www.growitlocal.com)



2

**Award scheme for best local gardens**  
Best Garden for Fruit  
Best Garden for Mental Health  
Best Garden for Shade



3

**Host week-day workshops for DIY projects**  
Pickling, preserving, & fermenting  
Growing a home orchard



4

**Initiate or promote a local Crop Swap**  
to exchange knowledge and edible varieties (check out Crop Swap Australia to find local groups in your area at [www.cropswap.sydney](http://www.cropswap.sydney))



5

**“Home harvest” themed programs,**  
eg. My Smart Garden<sup>+</sup>



6

**Include gardening tips in timed communications,**  
eg. water saving techniques, species selection and care hacks for shade trees



7

**“Neighbourhood gardening” themed programs,**  
eg. Community Garden Program<sup>+</sup>



8

**“Embracing the nature strip” themed programs,**  
eg. Nature Strip Beautification<sup>+</sup>

Crop Swap Australia facilitates the swapping of homegrown produce, seeds and edible plants through local, cashless markets.

They offer free, area specific growing support to help your gardens grow.

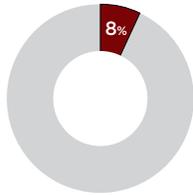
Follow your local page to receive local tips, event details & industry news.



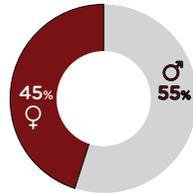
# EARLY BLOOMERS

## Profile

SIZE OF SEGMENT



GENDER



INTEREST



CONFIDENCE



Early Bloomers focus on both the indoor and outdoor spaces of their smaller houses and townhouses, usually in outer urban areas. Their two key purchase triggers are home improvement and introducing colour through plants. Being younger (half are under 40 years of age) and newer to gardening, they are less confident in their skills and knowledge. The good news is that they're eager to learn and do more.

Early Bloomers are socially motivated by plants and gardening. They're held back by not being able to keep indoor plants alive, and they're

unsure what will work in their small yards and courtyards. These keen novice gardeners just need a boost to their skills and confidence, to make them proactive about urban greening.



### PAUL, 30

Paul lives with his partner in a townhouse that has modest space for his growing interest in plants. He's built up a small collection of indoor plants, and now he's turning his small courtyard into a cool and leafy oasis. Paul is also nurturing a herb garden, so that he'll always have fresh ingredients on hand when he and his partner cook.

He mostly shops for plants on the weekend at markets or hardware stores, where he finds a wide variety at a good price. Paul is often on the lookout for something a little different. Sometimes he makes an impulse purchase of something he just likes the look of - even if it's the pot that he falls for. He doesn't just shop for himself - Paul knows that plants make a great gift.

**“ I like looking after my plants and I like my home to feel leafy and natural. It's good to have a little bit of nature indoors to green up my space”**

Paul inherited his interest in plants from his mum, who's the real green thumb in the family. He's learned a fair bit from her over the years, but is keen to know more.

He's handy with small DIY projects, and is keen on ways to improve his home.

# Touch points

You'll find Paul and other Early Bloomers at markets or the hardware store on the weekend. Being the group most likely to plant something after renovating, landscapers could be a good source of information.



## MOTIVATORS

### INTRINSIC PLEASURE

Plants are a source of pride and connection with nature

### PLANTS FOR PEOPLE

Early Bloomers are keen to learn from others. Plants also make a nice gift for friends and family

## BARRIERS

### KNOWLEDGE

Especially about outdoor plants

### COST

Good value and quality are important factors

### FEAR OF FAILURE

Although gaining confidence, there is still some fear of not being able to keep plants alive, especially the expensive ones

## GROWING FORWARD

### CATCH THEIR EYE

Early Bloomers are attracted by the look of both plants and their pots

### GIFTING SOLUTIONS

Make it easy to choose an appealing, budget-friendly gift

### EDUCATE

Make it easy to learn more, especially about outdoor gardening

### SIMPLIFY

Provide low maintenance solutions that can survive Early Bloomers taking time away from home



**STATUS:** Couple with no children **WORK:** Full-time, HHI \$150K  
**DWELLING:** An urban townhouse with small front and back courtyard **TRAITS:** Interested, future potential

# Ideas for **EARLY BLOOMERS**



**1** Grow It Local membership

[www.growitlocal.com](http://www.growitlocal.com)



**2** Grant schemes for private garden projects that help to achieve urban forestry goals

Grants for shade gardens, wildlife gardens, and community cooling gardens



**3** Include budget-friendly gift suggestions in communications

eg. “Friends getting hitched? Consider a beautiful tree gift to grow with the happy couple”



**4** Host weekend workshops for DIY projects

“Add value to your home with a privacy garden”  
“Build a successful green wall”  
“Set up a low maintenance watering system”



**5** Initiate or promote a local Crop Swap

to facilitate the exchange of knowledge and edible varieties (check out Crop Swap Australia to find local groups in your area at [www.cropswap.sydney](http://www.cropswap.sydney))



**6** Include low-maintenance solutions and tips in communications,

eg. self-watering techniques



**7** “Wildlife gardening” themed programs,

eg. Gardens for Wildlife Victoria†



**8** “Home harvest” themed programs,

eg. My Smart Garden†



**9** “Neighbourhood gardening” themed programs,

eg. Community Garden Program†



**10** “Embracing the nature strip” themed programs,

eg. Nature Strip Beautification†

† To learn about these community education programs, check out the ‘Let’s Scale up!’

Urban greening in the private realm: engaging and motivating community’ report by Living Melbourne and EarthWatch Institute Australia

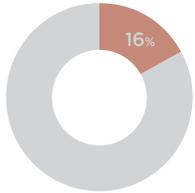
Available at [www.earthwatch.org.au/news/living-melbourne-report](http://www.earthwatch.org.au/news/living-melbourne-report)



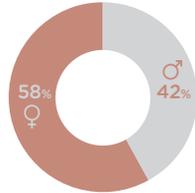
# SMALL SPACE CURATORS

## Profile

SIZE OF SEGMENT



GENDER



INTEREST



CONFIDENCE



Small Space Curators are younger, more likely to be female, and most likely to be found renting apartments and smaller properties in urban areas. Their greening efforts are mostly focused on potted plants for indoors, courtyards and balconies. Small Space Curators are inspired by colour, and want to be surrounded by beauty in their home. This group lacks confidence, particularly with outdoor plants. In the future, they're likely to pursue owning a home that includes a garden, so upskilling this group and educating them on the benefits of trees can set up future greening of private land.



### MELISSA, 32

Mel, her husband and their 4-year-old daughter recently moved to a rented terrace with a courtyard. Now for the job of decorating their new place! Plants are Mel's go-to for bringing in colour and creativity, without blowing the budget. She's seen a few ideas on Instagram that she's keen to try.

Mel keeps her eyes open when she's at Bunnings or her local grocer, in case there's something 'just right' to add to her trolley.

With her limited space, pot plants work best for both indoors and outdoors. They're also fairly low maintenance, and don't need much in the way of tools or storage. If needed, she gets someone in to help with the big stuff.

“ I love making my home beautiful. I just wish I had more space, time and money to do it with!”

Mel is currently experimenting with growing herbs with her daughter. She's looking forward to having them on hand when cooking, which is her other creative outlet. Although Mel seems like a competent gardener to her friends, she sometimes wishes she knew a bit more.

# Touch points

Mel visits Bunnings or local grocers, and looks for style inspiration online.



## MOTIVATORS

### RELAXATION

Time in the courtyard with her plants is like taking a deep breath after a busy day

### CREATIVITY & EXPRESSION

Through colour, texture and variety, Mel experiments with her style

### NATURE

Plants bring nature into the house, and gardening is a nature-based activity to share with her daughter

### FEEL GOOD

Improving the family home is important to Mel, and she gets a kick from a compliment



## BARRIERS

### SPACE

There's simply no more space for plants

### TIME & OTHER PRIORITIES

Children, work, chores, friends... It's hard to find time for gardening

### KNOWLEDGE

Mel feels her knowledge of outdoor plants is lacking

### BUDGET

Price and quality are important to justify spending on plants



## GROWING FORWARD

### INSPIRE

Mel wants to be inspired by relevant content, and is comfortable on digital channels

### EDUCATE

Show her how to better make use of limited space, and boost her confidence and ability by sharing knowledge

### NURTURE

Mel will move again, and next time to a bigger property with more garden space



**STATUS:** Married with a young family **WORK:** Part-time  
**DWELLING:** Rented, urban, terrace apartment **TRAITS:** Aesthetically driven, space constrained, environmentally conscious



# Ideas for SMALL SPACE CURATORS



1

**Inspire with Instagram posts**  
that show how nature can be brought  
indoors and to small outdoor spaces



2

**Provide activity ideas  
to do with kids**  
Building a nature station for kids  
micro-gardening for the family



3

**Host workshops for creative  
and well-being projects**  
**Designing for small spaces**  
Growing natural remedies on a balcony



4

**Initiate or promote a  
local Crop Swap**  
to help build connections and  
knowledge (check out Crop Swap  
Australia to find local groups in your  
area at [www.cropswap.sydney](http://www.cropswap.sydney))



5

**Feature aspirational ideas  
for larger outdoor areas,**  
eg. “7 trees that will add WOW  
to your home!”



6

**“Children’s places”  
themed programs,**  
eg. Schools for Nature Program<sup>†</sup>



7

**“Wildlife gardening”  
themed programs,**  
eg. Gardens for Wildlife Victoria<sup>†</sup>



8

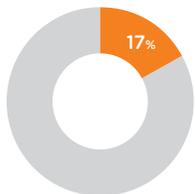
**“Embracing the nature  
strip” themed programs,**  
eg. Nature Strip Beautification<sup>†</sup>



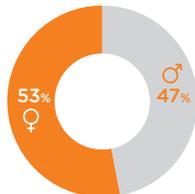
# DABBLERS

## Profile

SIZE OF SEGMENT



GENDER



INTEREST



CONFIDENCE



Dabblers are a sizable segment who want a nice looking garden, but are not interested in spending time tending to plants. They are most likely to be in family households, living in outer urban areas in smaller houses and medium density dwellings. They usually have a smaller back yard or courtyard, and tend to grow outdoor plants in pots. Dabblers could be encouraged to ramp up their greening efforts by nurturing their interest in growing edibles, and appealing to their motivators.



### LEIGH, 47

Leigh is settled in the townhouse that she shares with her husband and two teenage sons.

Their front garden is small, but their backyard is big enough to have friends over for a barbeque, and for the boys to splash in the pool. It's important that their garden looks good, as it's part of the overall package when they consider their home. They have a few herbs growing in pots that Leigh planted from seeds. She knows enough to grow the basics. Leigh had a watering system added to the potted plants in their backyard, so she has one less thing to worry about.

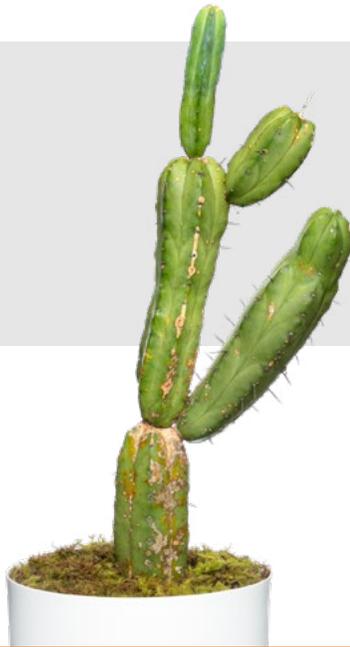
They keep things simple and low maintenance because gardening isn't a passion, and life is busy with other things. For bigger or messier

**“ We do what we must for our garden to be presentable. As long as it's neat, easy to maintain and the boys can play outside, I'm happy. Gardening isn't a priority.”**

projects, they would consider hiring help. Leigh has been known to buy a plant on impulse at the hardware store, or to replace a plant that has died. After all, she does like the look of them.

# Touch points

Leigh will occasionally be at the hardware store, picking up something else for the house.



## MOTIVATORS

### OUTDOOR SPACE

Dabblers want their family to enjoy the outdoors, and for the backyard to be a pleasant entertaining space

### OWN PRODUCE

Herbs for everyday meals seem worth the effort

### PHYSICAL ACTIVITY

Although not her favourite activity, Leigh sees the physical benefit of working in the garden

### BEAUTY

A presentable garden is part of the package of a nice home



## BARRIERS

### LACK OF MOTIVATION

Gardening is a chore, not a passion, and their schedule is already busy

### COST

Unless it's edibles, or a specific plant for an indoor project, gardening isn't a priority

### SPACE

Although not avid gardeners, lack of space is still a barrier to buying more plants



## GROWING FORWARD

### MAKE IT REALLY EASY

Show low maintenance plants, inspiration and simple solutions

### NURTURE

Grow and support Leigh's interest in edibles with timed communications for each new season



**STATUS:** Older family with kids in late teens **WORK:** Full-time  
**DWELLING:** Owned, urban, large house with small yard areas **TRAITS:** Busy provider, unmotivated gardener

# Ideas for DABBLERS



1

**Plant give-aways**



2

**Seasonal prompts in  
timed communications  
about edibles.**

Support this with materials and  
information about how to increase yield



3

**Skill-based workshops**

eg. cultivating high-yield edible gardens



4

**Showcase low maintenance  
tree species**

that add privacy and  
beauty to small yards



5

**Promote the benefits of gardening  
as a physical activity**



6

**Grow It Local membership**

[www.growitlocal.com](http://www.growitlocal.com)



7

**“Home harvest”  
themed programs,**

eg. My Smart Garden†



8

**“Neighbourhood gardening”  
themed programs,**

eg. Community Garden Program†

**There's a growing mountain of evidence that shows gardening is extremely beneficial to our mental and physical health as it:**

Heightens our ability to concentrate and restore us from fatigue, increases our ability to retain information, boosts productivity, Significantly drops reported rates of depression, anxiety, and anger, Benefits our cardiovascular and metabolic function.

We can reap these benefits with as little as 30 minutes of gardening a day, according to researchers (Soda, Gaston & Yamaura 2017).

<https://www.sciencedirect.com/science/article/pii/S2211335516301401>

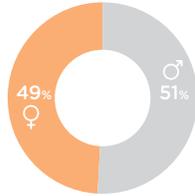


# PLANT CURIOUS Profile

SIZE OF SEGMENT



GENDER



INTEREST



CONFIDENCE



Plant Curious people lack confidence and experience in greening and gardening, so they're not likely to have done much before. They are generally young, single people living in urban areas. They typically live in smaller dwellings, like apartments with balconies or medium density housing. Like Small Space Curators, they love nature and think of themselves as environmentally conscious. They're less interested in home decor and design. Plant Curious people are more likely to lack confidence in

their growing and gardening skills. They show some interest, so they could be encouraged to ramp up their greening efforts with simple tips and tricks.



## BRETT, 25

Brett moved into his apartment a couple of years ago. Of the 2 plants he received as housewarming gifts, only one survived. He has tried growing a few things on his balcony (including one he slipped from his mom's garden), but without much success.

It's not that Brett doesn't like the idea of gardening, it's just that when it comes to time and money, he has other priorities. He doesn't particularly enjoy it, and his space doesn't allow for it.

Brett is open to learning a bit more at some point. He appreciates that for other people, gardening is relaxing and keeps them active, but if he were to grow herbs or veggies, it would be more about having budget-friendly fresh ingredients. If he had a bigger garden space, he'd get someone in to help him with it.

“ I killed the last plant I bought, in fact the pot is still empty! Maybe I should grow some veggies in it this time, but I'll have to read up on that first.”



## MOTIVATORS

### LOW MAINTENANCE

Plants that are easy to keep alive and don't need much attention



## BARRIERS

### BAD MEMORIES

A history of plants dying has undermined his confidence in plant ownership

### TOO MUCH EFFORT

It doesn't seem worth the hassle when they just end up dying from neglect or ignorance

### SPACE

To garden you need space to get messy and store tools

### BUDGET

Plants are not a priority



## GROWING FORWARD

### MAKE IT EASY

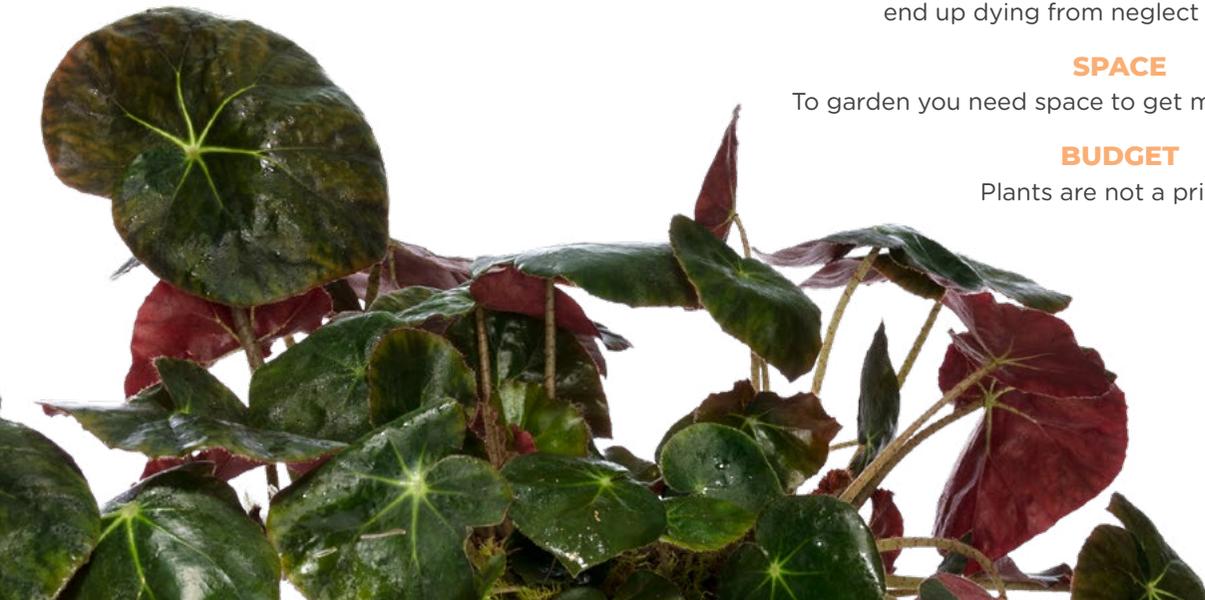
Build awareness of low maintenance plants that are good for small spaces and don't require much attention

### MAKE PLANTS RELEVANT

Link plants with other interests, like space improvement or cooking

### EDUCATE

Provide short, simple instructions for plant placement and care



**STATUS:** Single **WORK:** Full-time

**DWELLING:** Rented, urban, apartment with balcony **TRAITS:** Not motivated to garden

# Ideas for PLANT CURIOUS PEOPLE



1

**Plant give-aways**



2

**Tree-planting days to build their skills and confidence**



3

**Skill-based workshops**  
for low maintenance plants that are good for small spaces



4

**Provide simple recipes to cook at home,**  
featuring one simple home grown ingredient



5

**“Embracing the nature strip” themed programs,**  
eg. Nature Strip Beautification†



6

**“Nature stewards” themed programs,**  
eg. Greening Our Future†



7

**“Neighbourhood gardening” themed programs,**  
eg. Community Garden Program†





## **SAY THIS, NOT THAT**

### **SPEAK TO THE BENEFITS**

Convey a mix of benefits, including aesthetics, recreation, and mental and physical health. Understand and communicate the motivators for the segment you're talking to.

### **USE EVERYDAY LANGUAGE THAT PEOPLE UNDERSTAND.**

While people understand everyday terms like shade, street trees and nature strips, not everyone understands more technical, industry terms like urban heat island, urban canopy and pocket parks.

# ABOUT THIS RESEARCH

This report summarises the findings from the 2021 Nursery Fund Consumer Usage and Attitudes Research in Australia (NY20002). The research sheds light on who is currently using plants and trees on their properties, and why (or why not). The research surveyed 1600 adult Australians, representative of the population and distributed across age, gender and State.

To dive deeper into the demographics of each segment, download the full report at [www.horticulture.com.au](http://www.horticulture.com.au)





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