



WHAT'S GROWING ON?

HI, 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.

2021 PLANT TREND REPORT: PLANT SALE HINTS AND TIPS FOR RETAILERS

TREND THREE

Learning

nature's lessons



Earlier this year, Plant Life Balance launched the 2021 Plant Trend Report, capturing the top five trends to influence plant buying consumers this year.

We'll be unpacking a trend every month, one by one, and giving you practical hints and tips on how to bring these trends to life in-store and across your nursery communications, to excite and engage your customers.

DEEP DIVE INTO TREND THREE: LEARNING NATURE'S LESSONS

The past year has really put our need for nature front and centre. Plant Life Balance's latest research confirms that for three in five of us, getting outside in nature is more important than before the COVID-19 pandemic.

Gardening is an incredible way to engage kids with the natural world, engaging all their senses. And you don't need a large yard to do it!

THE PREDICTION

In the year ahead, Nature Stations will be popping up indoors, outdoors and on balconies - demonstrating our renewed interest in nature, in homes of all sorts and sizes, particularly for our growing population of apartment dwellers.



HOW TO BRING THIS TREND TO LIFE

True to its name, a Nature Station is a space within the home where a child can delve into unstructured play to explore the intricacies of plant life and objects sourced from nature. This can be as simple as a cushioned corner with a few leaves, flowers, and feathers to interact with, or it can be a child-friendly backyard jungle packed with nature-based activities and native plants to attract the birds and the bees. The Nature Station is a portal from any home, immediately transporting a child out into the magic of the natural world and bringing the benefits of nature learning with it.

When children play in nature, they are calmer, confident and more open to learning. They show improvements in social skills, imagination, creativity, teamwork, concentration and behaviour. As much as possible, encourage playtime in nature, rather than on screens.

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Professor Tonia Gray
BIOPHILIA & PEDAGOGY EXPERT



Dom and Dunc from The Plant Runner give us their top tips on how to create a Nature Station in a small space that is fun for big a little kids alike:

... Plant a flower and herb patch...

in a small, manageable crate. Building this mini garden will engage the kids' senses; smell, touch, and once flourishing, taste – and best of all, it will slot nicely onto balconies, courtyards, or even a sunny kitchen bench!

... Have fun personalising...

this space alongside your family.

PRACTICAL HINTS AND TIPS FOR RETAILERS

We recommend the following tips to help bring the Trend Report findings to life in store:

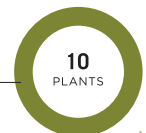
- Group together child-friendly plant varieties that have textural variation, scent and movement, such as those mentioned in the Plant Life Balance 2021 Trend Report.
- Re-name or co-sign your Indoor Plants section as a "Kids Nature Station".
- Set up and style an example of a Nature Station for kids to play in whilst parents browse. Make sure it's kid friendly, complete with recommended plants, feathers, leaves, flowers, and stones.
- Group appropriate plants together to increase average transaction size, mixing higher and lower value indoor plants into the bundle to increase average transaction value.
- Talk about the wellbeing benefits of connecting children to nature using the Simple Science we developed in collaboration with RMIT and the University of Melbourne.



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AIR



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A FEW PLANTS CAN MAKE YOU FEEL MORE RELAXED, INSPIRED AND POSITIVE

Want to learn more about the Simple Science?

Complete the Plant Life Balance accreditation course at plantlifebalance.com.au and become a Plant Life Balance accredited retailer or read more information at plantlifebalance.com.au/the-science

You won't want to miss the rest of this series! Get in touch with Plant Life Balance at hello@myplantlifebalance.com.au with your nursery's details to be added to the mailing list.

GREENER SPACES BETTER PLACES PROGRAM UPDATE

Greener Spaces Better Places is continuing to expand the reach of the Where Will All The Trees Be? research with presentations at:

- Australian Sustainable Built Environment Council (ASBEC) members; and the
- National Cities Performance Framework (Department of Infrastructure, Transport, Regional Development, and Communications).
- Urban Agricultural Forum (UAF)

What's next?

Greener Places Better Spaces is hosting a series of online workshops for Local Government and industry members to bring the research findings to you, to identify existing solutions and to better understand what support is needed.

To explore the *Where Will All The Trees Be?* report, head to greenspacesbetterplaces.com.au