



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.

GREENER SPACES BETTER PLACES PROGRAM UPDATE

WHO IS THE CURRENT PLANT BUYER?



The recent release of the **Consumer Usage & Attitude Research Report** (NY20002), funded by Hort Innovation using the nursery fund, has shed some insight into who is currently buying plants. The research involved surveying 1600 adult Australians, representative of the population and distributed across age, gender and state.

Overall, it found the nursery category to be in good health, poised for growth and well supported by a core segment of plant evangelists. These evangelists span across generations and are heavy buyers in the category. This core segment is a valuable asset to the nursery industry, and are generous in sharing their love and knowledge of plants and gardening with others in their lives. This sharing of knowledge will help grow the nursery category.

Opportunity to grow the nursery category

An audience showing high growth potential is identified as being younger (50% under 40) in urban and regional areas, with a 54:46 gender split of males to females. These people focus on both indoors and outdoors of the smaller houses and townhouses they occupy, usually in outer urban areas.

Their two key triggers to purchase are wanting plants for colour and home improvement.

Being younger and newer to the category, they are less assured in their gardening skills and knowledge than the core segment of plant evangelists and other established customers. However, they are hungry for information and want to learn and do more.

They are the third highest spender in the nursery category, spending on average \$296 in the nursery category in the last 12 months (equating to ~15% of sales). This audience displays a high level of motivation and interest in learning that may see their spending grow. What's holding them back a little is not being able to consistently keep indoor plants alive, and not knowing what will work in their small yards and courtyards.



A national initiative that brings together government, universities, business and industry to make our urban areas greener.

Greener spaces make better places. They cool cities and provide places to work, play and relax. They make neighbourhoods healthier and more appealing.

That's why Greener Spaces Better Places is on a mission to make sure green spaces grow as urban places grow and, in doing so, make Australia's urban areas the greenest in the world.



PERSONA: PAUL, 30

"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 lives with his partner in a townhouse with modest space for his growing interest in plants. He's built up a small collection of indoor plants, but is really trying to make his courtyards leafy, cool and natural oasis to spend time in. He's also nurturing a herb garden so that he's got fresh herbs on hand for when he and his partner cook.

Most of his plant shopping happens over the weekend at markets or at the hardware store where he is exposed to a wide variety at a good price. He's usually looking for something a little different or that he just likes the look of - even if it's the pot that he falls for.

Paul doesn't only shop for himself, he knows that plants make a great gift.

His interest in plants was inherited from his mum who is the real green thumb in the family. He's learnt quite a bit from her over the years and although fairly confident, is still keen to know more.

He's pretty handy with small DIY projects and is on the lookout for ways to improve his 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

Interest: P P P P P

Confidence: P P P P P

Indoor plants bought last year: 4

Outdoor plants bought last year: 15



Motivators

Intrinsic pleasure - plants are a source of pride and are a connection with nature.

Plants for people - while still learning about plants and gardening the Early bloomers are keen to learn from others. Plants also make a nice gift for friends and family.

Barriers

Knowledge - especially learning more about outdoor plants.

Cost - good value prices and quality of plant are important factors.

Fear of failure - although confident, there is still some fear of not being able to keep plants alive. Particularly the expensive ones.

ACROSS ALL AUDIENCES, THE BIG THREE MOTIVATORS ARE:

1

INTRINSIC PLEASURES

Personal motivators people describe such as relaxation and being able to express themselves creatively

2

NATURAL BEAUTY

A form of extrinsic motivation in terms of being surrounded by beauty and encouraging nature

3

PLANTS FOR PEOPLE

A form of social motivation in terms of plants and gardening connecting the person to others in their lives or reminding them of relationships in the past.

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