



Greenlife Industry Australia

YOUR LEVY @ WORK

MEDIA RELEASE

Tuesday, 25 October 2022

‘School of Thumb’ series solving gardening guesswork

Greener Spaces Better Places – Australia’s largest network of green spaces advocates – has released its first series of horticultural episodes aimed at helping Australians take the guesswork out of gardening.

Funded through the Hort Innovation Nursery Fund, using the Nursery marketing levy, this new video series titled [School of Thumb](#), sets to equip the general public with simple gardening skills and knowledge to build and grow green spaces across Australia.

The School of Thumb series aims to educate and inspire the everyday Australian on greenlife, using a group of plant experts and a comedic host to help solve the public’s gardening guesswork.

CEO of Greenlife Industry Australia, Joanna Cave, said these resources will help to inspire current and emerging gardeners to make the most out of their home spaces, which in turn will support the broader greenlife industry.

“Growers can expect to see more of this from School of Thumb to help Australians create thriving greenspaces in homes, backyards and public spaces across our country,” she said.

To promote health and wellbeing in individuals, building resilient communities and gardens will help to champion the benefits of greenspace, from improved air quality and cooling our homes to mental health.

“These resources are fun, practical, easy viewing, and a great way to share the nursery industry’s positive story with current and our next generation of green thumbs,” Ms Cave said.

“Through these videos, plant suggestions are made to help those on the start of their gardening journey.

“Production and retail nurseries play a pivotal role in producing and selling these plants to customers, and resources like this will continue to create better awareness of the industry’s role and contribution to society.

“We encourage retail nurseries, garden centres and plant stores to get involved by bringing School of Thumb to their audiences. The series is designed to be easy to share so we can spread the word and get Australia growing.”

For more information and to access the videos, head to:

<https://home.greenspacesbetterplaces.com.au/school-of-thumb/>

Greener Spaces Better Places is a national initiative bringing together research, business, government, and the greenlife industry to form Australia’s largest network of green spaces advocates, aiming to ensure that as urban places grow, so do green spaces, to make Australia’s urban areas the greenest in the world.

Fast Facts

- Across the first three episodes, common gardening questions of three locals in Western Australia are tackled, covering: growing in hot conditions, increasing your veggie yield, and how to grow a sustainable garden from scratch
- The host for the WA based episodes is Claire Hooper, who brings a lot of fun to each episode whilst helping consumers make the most out of their home spaces
- School of Thumb is set to visit other states - rolling the cameras on our east coast states next.

**Hort
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Strategic levy investment

**NURSERY
FUND**

This project has been funded by Hort Innovation using the nursery research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au



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Greener Space Better Places is funded through the Hort Innovation Nursery Fund, using the Nursery marketing levy. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

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