

CAMPAIGN MEDIA KIT

SUSTAINABLE • NON-TOXIC • RENEWABLE
100%
NATURAL

CHOOSE THE JOY OF
NATURAL LAWN!

PROJECT PARTNERS

Hort
Innovation

TURF
FUND

Turf Australia 
GROW GREEN



Australians are being encouraged to rediscover
the simple JOY of a real backyard this spring.

What is the Natural Lawn JOY Campaign?

The campaign will roll out nationwide featuring competitions and giveaways, social media activations showcasing everyday backyard stories of **Natural Lawn JOY** from across the country.

Australians can get involved via the campaign website naturallawnjoy.com.au to:

- find a local grower near them
- enter competitions
- discover the many benefits of natural lawn for lifestyle, health, environment, and community
- sign up for campaign news and updates.

The Campaign key messages are:

Choose the JOY of
Natural Lawn!

Make Natural Lawn
the backdrop for JOY.

Sustainable.
Non-Toxic. Renewable.
100% Natural
= 100% JOY



100%
NATURAL
SUSTAINABLE • NON-TOXIC •



The campaign aims to reconnect Australians with the lifestyle, health and environmental benefits of natural turf at a time when synthetic alternatives are on the rise.

Five reasons to Choose the JOY of Natural Lawn:

1. Celebrate milestones and everyday moments on a natural, safe space.
2. Enjoy a non-toxic, sustainable surface for children and pets to play on.
3. Create cooler, greener outdoor spaces for homes and communities.
4. Connect with nature and improve wellbeing.
5. By supporting local growers, you're strengthening Australia's turf industry and sustaining thousands of jobs across the country.



“Natural lawn is so much more than grass – it’s the stage for life’s happiest moments: family gatherings and celebrations, backyard cricket, sporting triumphs, quiet moments in nature, and playtime with pets.”

Bec Sellick, Chairperson of Turf Australia.

Media Contact:

Yolandè Lundie

Communications, Marketing & Engagement Manager

M: 0419 981 285

E: communications@turfaustralia.com.au

Campaign Platforms:

Campaign Website: naturallawnjoy.com.au (See 'Media Resources' for visual assets)

Social Media Handle: [NaturalLawnJOY](#) (Find the campaign on Facebook and Instagram)

Campaign Assets:

Visit the Media Resources page to download logos, hero videos, media release and other assets:

<https://naturallawnjoy.com.au/media-resources/>

Approved Turf Australia Quotes:

- “Natural lawn is so much more than grass – it’s the backdrop for life’s happiest moments: family gatherings, backyard cricket, sporting triumphs, quiet moments in nature, and playtime with pets.”
- “Lawns are unsung environmental heroes – it absorbs carbon dioxide while producing oxygen is up to 30°C cooler than synthetic surfaces on a warm day and helps manage stormwater and soil health.”
- “Through the Natural Lawn JOY Campaign, we’re reminding Australians that no synthetic alternative can replace the JOY and natural benefits of real lawns.”
- “By uniting the turf industry around this campaign, we’re amplifying the JOY message nationwide.”
- “We want Australians to see that lawns are more than just grass – they are where life’s JOY and healthy environments grow.”

Bec Sellick, Chairperson, Turf Australia

Delivery Partner:

Turf Australia is the peak representative body for the Australian turf industry. We service levy-paying turf producers and individual members Australia wide. Our mission is to ensure the profitability and success of our members (and the Australian turf industry as a whole) in the following ways:

- Advocacy
- Support
- Education
- Research and development

We are committed to fostering a culture of collaboration and connection between the turf industry, the community, regulators, government bodies and special interest groups.

We strive for continual industry growth through applied resources; advocacy and representation; ongoing community education; and sustainable practices to ensure the longevity of natural turf in Australia for future generations.



Approved Hort Innovation Quote:

- “We are proud to support the ‘Choose the JOY of Natural Turf’ campaign, funded by the Turf Marketing levy and delivered by Turf Australia. Celebrating the vital role natural turf plays in our lives, this initiative not only connects Australians with the many benefits of natural lawns, but also celebrates the industry and growers whose hard work makes it possible.”

Elyse Allum, Brand Manager, Hort Innovation

Funding Partner:

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australia's horticulture industry.

As one of the nation's 15 Rural Research and Development Corporations, we're tasked with investing horticulture levies and Australian Government contributions into initiatives to help the industry be as productive and profitable as possible.

In addition to the levy-focused investment activities that are our core work, Hort Innovation also forges partnerships with a broad range of co-investors to deliver investments through our Hort Frontiers arm.

Hort Frontiers was established by Hort Innovation to address a range of long-term and complex issues that are critical to the future of Australian horticulture.

Hort
Innovation



100%
NATURAL
SUSTAINABLE • NON-TOXIC • RENEWABLE



About the Australian Turf Industry

Recent data shows:

- Australian Turf is a \$1.5 billion industry
- our industry consists of 189 turf farms across Australia
- 15,000 people are employed by the Australian turf industry
- turfgrass is used on approximately 50,000 hectares of sport fields, parks and golf course across Australia
- the Australian turf industry experienced a 2-4% annual growth rate in recent years.

Let's grow the **JOY** together – and remind
Australia why nothing beats the real thing!

**CHOOSE THE JOY OF
NATURAL LAWN!**

naturallawnjoy.com.au