



## Garden industry launches Plant Pals community

***New campaign launched to keep Australians engaged in gardening as life slowly returns to normal following COVID-19 lockdowns.***

Greenlife Industry Australia, the peak body for the production, supply and retail of greenlife has today launched Plant Pals, an initiative designed to connect new, novice and emerging gardeners with greenlife experts.

Interest in greenlife has been on a steady increase since the first major lockdown measures were announced on March 23. Google searches for terms such as 'indoor plants' and 'gardening' all increased by over 100% across a 60-day period.

This is backed up by research commissioned by garden product manufacturer, Richgro, which found that 75% of Australians are spending more time in their outdoor space with 71% having started a garden or plant related project since isolation measures were introduced.

In response, Greenlife Industry Australia has launched Plant Pals to ensure that any new and emerging gardeners have access to the tools and advice they need to ensure their foray into gardening remains fruitful as lockdowns are eased throughout the country.

Josh Byrne, a leading environmental scientist and greenlife advocate says the industry is here to help.

"Whether you are buying your first indoor plant or using the time to expand an existing outdoor garden, we want you to become part of our greenlife community. Plant Pals is a place for all Australians to connect with the experts and forge a successful gardening journey," he said.

Continuing to invest time into gardening has proven physical and mental health benefits, and scientific-backed evidence that greenlife has a role to play in enhancing general wellbeing.

Recently, the University of Wollongong found that [trees help us sleep](#) and scientists at RMIT and the University of Melbourne [also discovered](#) that just one plant can improve indoor air quality by 25%.

By providing simple and easy to follow advice, the campaign aims to ensure that new gardeners are successful gardeners and that they can continue to reap the benefits of greenlife in their homes.

Dr Byrne said Plant Pals is not just about professionals providing advice to novices, it's an opportunity to foster broader connections.

"Plant Pals is a community, not a classroom. We want to create an environment where connections are made over greenlife. We want to crowdsource advice; we want Australians to be sharing gardening tips with each other and becoming experts themselves," he said.

"Gardening centres remain open around the country. People can get advice and consult the professionals, and although restrictions are slowly being eased across the country, we understand that for many Australians voluntary isolation is continuing.

“To these people we say, head to Plant Pals, learn more about gardening, and share this information with your friends over the phone, video calls and social media.”

The new microsite contains a store locator, so consumers can quickly and easily locate garden centres near them. It also provides a trove of resources to help the rookie gardener plan, build and manage their garden or indoor plants.

For more information head to [www.plantpals.com.au](http://www.plantpals.com.au) or look out for #PlantPals on social media.

### ***About Plant Pals***

Plant Pals is a member orientated initiative funded by Greenlife Industry Australia. The campaign is supported by Nursery & Garden Industry NSW & ACT, Nursery & Garden Industry Queensland, Nursery & Garden Industry South Australia, Nursery & Garden Industry Tasmania, Nursery & Garden Industry Victoria, Nursery & Garden Industry Western Australia and Garden Centres of Australia.

### ***About Greenlife Industry Australia***

Greenlife Industry Australia is the peak industry body for businesses and organisations that provide products and services for greenlife production; produce, supply and retail greenlife or promote the benefits of and share greenlife with the community.