



2021 PLANT TREND REPORT

PLANT PREDICTIONS



**GREENER
SPACES**
BETTER PLACES



Greener Spaces Better Places is a program designed to get Australians excited and confident about styling their homes and lives with plants — while promoting the health and wellbeing benefits plants bring.



ABOUT



 [@greener_spaces_better_places](https://www.instagram.com/greener_spaces_better_places)

 [greener_spaces_better_places.com.au](https://www.greener_spaces_better_places.com.au)

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INTRODUCTION

COVID-19 has changed our lives and homes forever.

For workers, homes became the desk, office and boardroom; for families, a new playground and school - a place to learn and explore.

For many of us, our homes became our only sanctuary.

The pandemic has fundamentally shifted how we live, learn and play.

As shelves emptied in supermarkets, people filled new home veggie patches with seeds and seedlings. The longer we spent indoors, the more we came to value the outdoors, with its fresh air, sunlight, sense of calm and everything else nature has to offer.



The local park went from something we took for granted to an essential need - a place to stay well, physically and mentally.

All this increased our desire to bring the outside in. A plant for the home office, some green for the home classroom. Something to refresh us, and the air we breathe.

The first waves of the pandemic may be behind us, but we know the way we live will never be quite the same again. The lessons learnt have fundamentally redefined our homes and what we want and need from them. We now understand the important role which nature plays within our lives.

We can't and we won't underestimate nature again.

Our homes of the future will be abundant with flowers, greenery and trees. We've brought plants back into our lives, and we're never letting them back out again.

This report is brought to you by:



Lauren Camilleri & Sophia Kaplan
AUTHORS & INDOOR
PLANT EXPERTS



Erin Lovell Verinder
HERBALIST,
NUTRITIONIST & AUTHOR



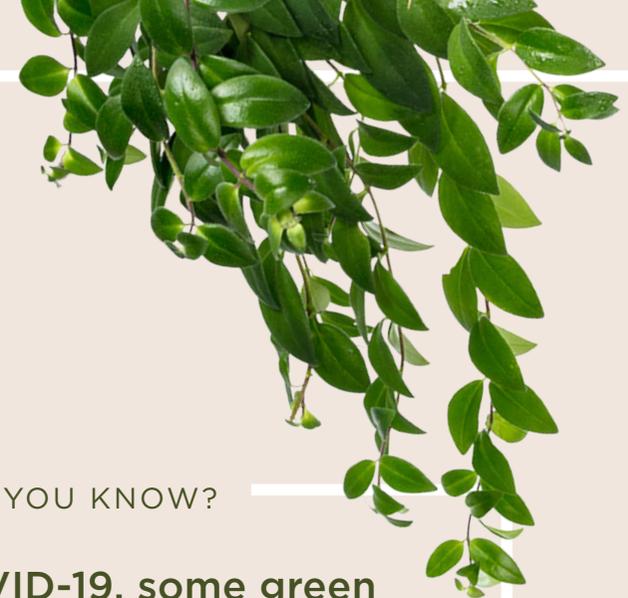
Sara Jones & Jamie Thomas
EARTH CONNECTION
PRACTITIONERS



Shannon Martinez
PLANT-BASED HEAD
CHEF & AUTHOR



Dominic & Duncan
HORTICULTURALISTS
& NATURE PLAY
ADVOCATES



Research during the COVID-19 pandemic found:

Over half (59.9%)¹ of Australians believe getting outside and connecting with nature is more important now than before the pandemic.

Over half (54.4%)² want to bring nature into their homes.

DID YOU KNOW?

During COVID-19, some green spaces in our cities saw a **100% increase in demand³**
(people utilising the space)

To learn more about these plant people go to [page 22](#) or drop us a line and we can connect you.



Christian Hampson
NATIVE
HORTICULTURALIST



Professor Tonia Gray
BIOPHILIA &
PEDAGOGY EXPERT



Jana Brunclikova
NATUROPATH, HERBALIST
& PLANT-BASED CHEF



Mickey Robertson
DESIGNER, KITCHEN
GARDENER, AUTHOR &
PODCASTER



Ben Alcaraz
PLANT STYLIST

TREND ONE

Greening where

we work

The best plants for a big office space

Philodendron 'Brasil'
(*Philodendron hederaceum*)

Sabre fig (*Ficus binnendijkii*)
or Fiddle leaf fig (*Ficus lyrata*)



**Lauren Camilleri
& Sophia Kaplan**
AUTHORS & INDOOR PLANT EXPERTS

Work-from-home, flexible arrangements or hybrid working models - whatever you call it - is here to stay for the foreseeable future, with up to 60 per cent of Australians wanting to split their working time between home and office in the long term.⁴ But have we set up work spaces in our homes in the best way possible for productivity and happiness?

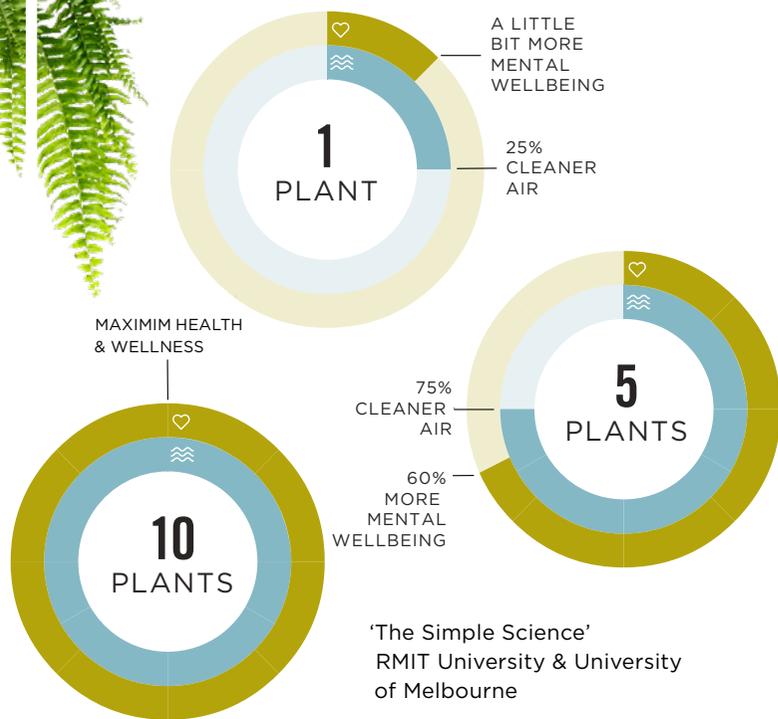
RMIT University and University of Melbourne have found plants can boost your mood and concentration, helping you be more productive in your space.⁵ Our study, conducted after the first wave of the pandemic, also showed **1 in 4** Australians purchased greenery to improve their air quality (**25.7%**).⁶

- THE PREDICTION -

Workspaces will be greened for greater productivity

Knowing our temporary or 'quick set up' home desks or offices will now remain, 2021 will see Australians looking to re-create, re-imagine and evolve how these look and function for us.

Big or small it doesn't matter, the best working-from-home space has some plants.



'The Simple Science'
RMIT University & University
of Melbourne

“ How to bring this trend to life

Got a small desk area?

Utilising shelving and hanging planters will allow you to add lush greenery whilst maintaining precious desk space. An office nook can often be lacking in natural light so make sure you choose low-light tolerant plants.

Have an office?

Mature, tree-like specimens in a simple, modern planter provide a strong feature in a well lit corner. A wall of shelving can be brought to life with trailing potted plants.

Have a backyard or garden?

Position your desk at a window that overlooks the greenery. ”



The best trailing plants for low light

Devil's ivy (*Epipremnum aureum*)

Spider plants (*Chlorophytum comosum*)



**Lauren Camilleri
& Sophia Kaplan**
AUTHORS & INDOOR
PLANT EXPERTS



**Lauren Camilleri
& Sophia Kaplan**
AUTHORS & INDOOR
PLANT EXPERTS

“

Lauren Camilleri and Sophia Kaplan from Leaf Supply suggest that moving away from your desk and into full nature immersion will ramp up productivity and wellbeing.

Take breaks with plants

Allocating some time out of your work to care for your plants helps structure your day, and gets you from sitting to moving or why not even move your desk out into your backyard.

Bring in some natural tones

Create an invigorating and productive space by taking style inspiration from nature; with greens and earthy tones which are both relaxing and conducive to productivity.

Ignite all the senses with nature

Scent is a really effective way to evoke a feeling or state of mind. Try lighting a candle or diffusing essential oils based on scents found in nature. We recommend Australian natives such as tea tree or herbs like thyme and mint, as well as bright citrus notes.

”



Lauren Camilleri & Sophia Kaplan
AUTHORS & INDOOR PLANT EXPERTS





TREND TWO

A daily dose

of Vitamin G(arden)

Erin Lovell Verinder
HERBALIST,
NUTRITIONIST & AUTHOR



The best plants for
health and wellbeing

Sage (*Salvia officinalis*)

Thyme (*Thymus vulgaris*)



**Sara Jones
& Jamie Thomas**
EARTH CONNECTION
PRACTITIONERS

Over the past year, our usual health and wellness habits became obsolete as we sought new ways to find refuge from the stressors of life - with our homes becoming the ultimate sanctuary.

Our study found that during the pandemic, the majority of Australians (**61%**) used their home as a space for relaxation, mindfulness or fitness⁷.

Some plant trend forecasters believe this is the start of a wellness movement in our homes coupled with the recognition that a connection to nature is a connection to better wellbeing.

- THE PREDICTION -

Nature-based practices and remedies will offer relief

Sara and Jamie from Wayapa Wuurrk (Connect to Earth) believe ancient Indigenous knowledge of the ways to connect with the earth are giving us a starting point for our own health:

When we look after our plants by caring for their needs - watering, sunlight, space - we begin to experience a reciprocal relationship with them, they give us purpose to look after something other than ourselves, which can improve our mental health.

All we need to do to access the healing power of plants is pick specific plants for our wellbeing, and create greened wellness places in our homes.



Erin Lovell Verinder
HERBALIST,
NUTRITIONIST & AUTHOR

“

Throughout and post-pandemic, there is going to be a greater interest and awareness in healing ourselves through the power of plants. Working with plant medicines to support your body is a powerful way to build resilience.

Erin Lovell Verinder's tips for this trend are:

Growing wellness

Growing herbs like lemon balm (*Melissa officinalis*) or chamomile (*Matricaria recutita*) can be incredibly calming for the nervous system, especially when consumed as fresh or dried herbal teas. These plants act on the nervous system to untangle stress and anxiety, and are perfect to usher in a sound night's sleep.

Plants to ground and nourish you

Many medicinal plants are incredibly easy to grow and have infinite applications. Greening any meal with hardy culinary herbs such as oregano (*Origanum vulgare*), rosemary (*Salvia rosmarinus*), sage (*Salvia officinalis*) and thyme (*Thymus vulgaris*) can create a very grounding and wholesome effect.

Make your own relief

Making your own herbal infused oil from dried plants such as rosemary (*Salvia rosmarinus*) or lavender (*Lavandula angustifolia*) and a plant based oil such as coconut or olive oil, is an incredibly simple thing to do and can offer a serene feeling when applied on the skin.

Plants to feel good

Finding simple, feel good ways to continually bring plants into our home will support and benefit your wellbeing.

”

TREND THREE

Learning

nature's lessons

1 in 4 parents believe their child's connection with nature is more important to them now than before the pandemic **(25.1%)**.⁸



Professor Tonia Gray
BIOPHILIA &
PEDAGOGY EXPERT

Throughout the pandemic, as families cocooned away in the safety of their homes, learning was brought inside⁹ and many children's habitual daily connection with nature was lost. However, demand for nature play has never been higher.

This is with good scientific reason; a huge amount of research from around the world shows that when children play and learn outdoors, they actually learn more.¹⁰

While home learning is mostly behind us now, the question for the future is: how do we take on the greatest advantages and gifts of nature and its learning potential for our children beyond the pandemic?

- THE PREDICTION -

Introducing the Nature Station

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.



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.¹¹

How to bring this trend to life

So what exactly is a Nature Station? True to its name, it 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, stones, 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.



“

How to make your own Nature Station:

Dominic Hooghuis from The Plant Runner recommends to have fun personalising this space alongside your family. Set out for a treasure hunt to gather your materials from your local park or nursery. Use fallen branches and sticks to build the imagination, stacking them to create a 'stick cubby'. See nature come to life by growing plants that are dedicated to feeding insects.

In Spring, grape vines will attract caterpillars, providing a great spectacle and learning point for your child. Over the months, your child will be mesmerised as the caterpillar grows and grows, and then buries into their cocoons as they start the metamorphosis process. Imagine how excited they will be when a butterfly emerges a few months later, knowing that they helped it grow!

”



Dominic Hooghuis
HORTICULTURALIST &
NATURE PLAY ADVOCATE



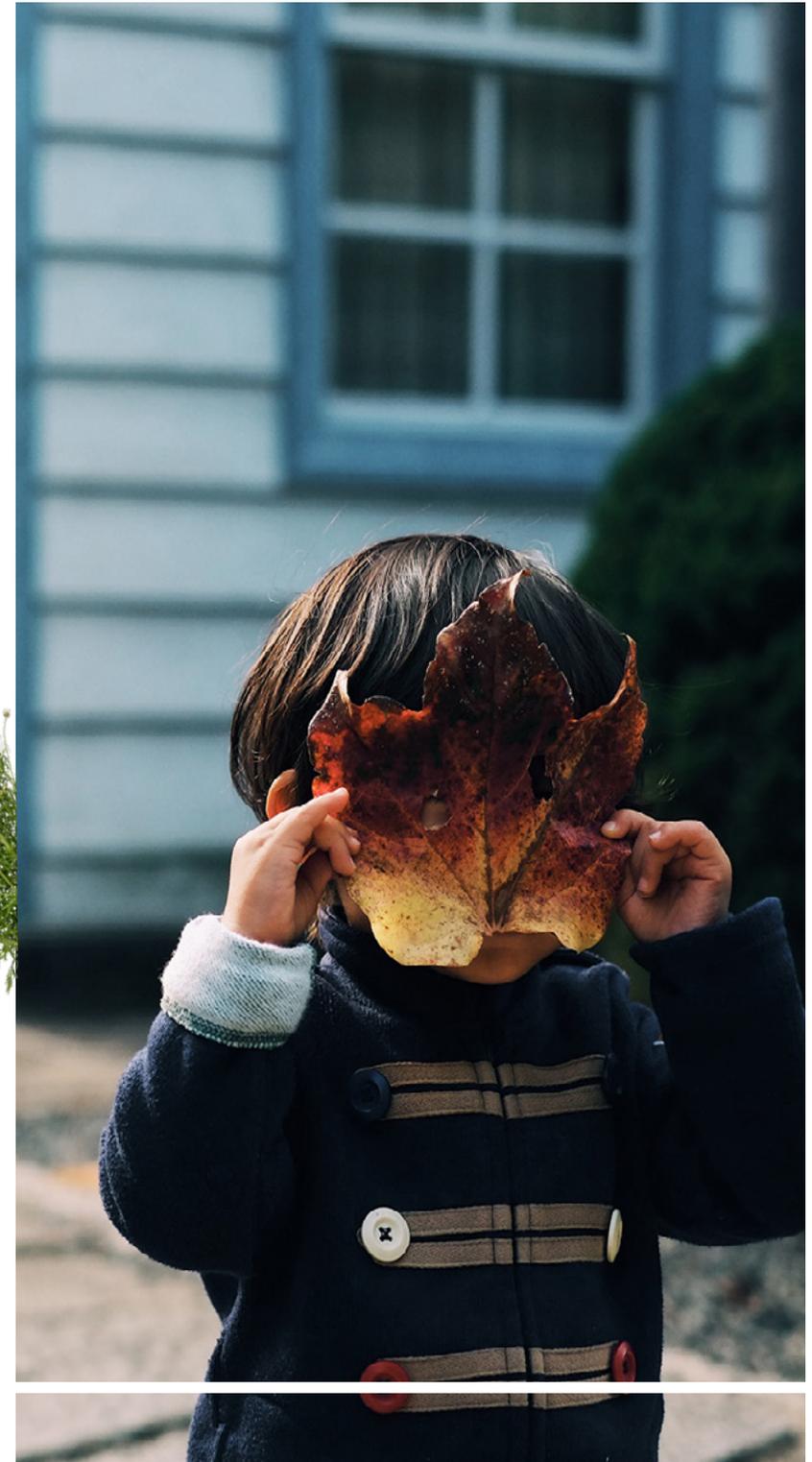


We know this trend will be one parents are interested to take up; **Less than 1 in 10** have incorporated plants inside the home for learning with their children **(8.4%)**.¹²

Not sure what to plant?
We recommend textural variation and plants with scent and movement. Here are the best child-friendly plants for children's learning:

1. Tree aeonium (*Aeonium arboreum*)
2. Marguerite daisy (*Argyranthemum frutescens*)
3. Japanese maple (*Acer palmatum*)

To find inspiration in creating a nature play station head to; **[greenspacesbetterplaces.com.au/the-looks/childs-play/](https://www.greenspacesbetterplaces.com.au/the-looks/childs-play/)**



TREND FOUR

Introducing the Plant-ertainer

Spending on household furnishings and equipment has risen by **53%** on last year¹³

The home has become the hub for entertaining. Coupled with a return to making and baking - and a new-found passion for self-grown produce - socialising with those we love in our homes is not going away any time soon. Our study found **1 in 3** Australians have increased home entertaining during the pandemic, and the same amount plan to continue into 2021.¹⁴

Given our investment in home improvements during the pandemic, it's a commitment we can expect Australians to make good on.

A home built for entertaining is never just about function; it's also about form. Plant styling is a trend that is expected to increase and build momentum in the coming years. Some plant trend forecasters believe this will see a rise in the Plant-ertainer; an entertainer that utilises growing and greenery throughout their leisure and pleasure time in their home and backyard.

- THE PREDICTION -

Entertaining is all about the garnish from food, to table setting, to decor.

“

Shannon Martinez, from Smith and Daughters says; now that more people are putting on dinner parties from their own home, there will be a deeper understanding and motivation towards all the work that goes into entertaining: the produce, the cooking and the importance of styling and decor.

”



Shannon Martinez
PLANT-BASED HEAD
CHEF & AUTHOR

The best plants for entertaining areas

Tree Philodendron
(*Thaumatococcus bipinnatifidum*)

Swiss Cheese Plant
(*Monstera deliciosa*)



Ben Alcaraz
PLANT STYLIST





Shannon Martinez
PLANT-BASED HEAD
CHEF & AUTHOR

“

How to bring this trend to life

As Shannon Martinez from Smith and Daughters says, a fabulous way to bring the atmosphere to life is to tie the flavours and theme of your meal in with your table setting. If doing a middle eastern theme, decorate the space with big beautiful artichokes in vases and put fig leaves and citrus onto the table. You could even scatter fresh herbs or whole spices too. Then at the end of the night, everyone can take home the table setting like a goodie bag.

”

“

Ben Alcaraz, plant stylist and interior designer says; a useful way to style your entertaining areas is to add large statement plants and always go by the rule of 'third' like things exist in nature. Use plant stands to help elevate some plants to add texture to the space.



Ben Alcaraz
PLANT STYLIST

Such as; set a Swiss Cheese Plant (*Monstera deliciosa*) on a plant stand, next to a Fiddle leaf fig (*Ficus lyrata*). Next to this, place a large Tree philodendron (*Thaumatococcus bipinnatifidum*) with broad leaves on the floor, to help tie everything in. The contrast in these plants' leaves will work to add variation in texture.

Another useful way to style plants in an entertaining area is to hang plants from the ceiling. A few trailing plants overhead really creates a talking point.

”





Jana Brunclikova
NATUROPATH, HERBALIST
& PLANT-BASED CHEF

“

Naturopath & herbalist, Jana Brunclikova says edible flowers are also expected to be big on the entertaining scene. Most can be used as a main ingredient in a meal or simply placed on top as a beautiful garnish.

Nasturtium
(Tropaeolum majus):

This easy-to-grow ground cover has edible leaves with strong peppery flavours and flowers that work well in salads, and support a healthy liver and gallbladder.¹⁵

Marigold (*Tagetes erecta*):

The bitterness of the marigold pairs well with sweet dishes. While growing, it also acts as a companion, pest-deterring plant for its neighbours.

”

Jana's tip:

“Most edible flowers are extremely delicate and don't preserve well, so it is best to eat them just after they are picked.”

TREND FIVE

Growing for the glow

Google searches for
'How To Grow Vegetables'
hit an all-time worldwide
high in 2020¹⁶



Mickey Robertson
DESIGNER, KITCHEN
GARDENER, AUTHOR
& PODCASTER

During the pandemic the question of food security was thrown to the fore. We saw it in the empty shelves across supermarkets and hoarding in homes. Scrambling to find some sense of certainty in such an uncertain time, Australians turned to growing our own food, many for the first time.

Our study found the top three reasons people wanted to grow their own food during the pandemic were to; enjoy it as a hobby (**40.4%**), save money (**36.8%**) and enjoy the freshest food possible (**34.4%**)¹⁷. And a whopping **8 in 10 (80%)** said they'll continue to grow produce at home in 2021.

But there is always more to growing our own food than we know and as we emerge from the pandemic, we're just beginning to reap the fruits of our iso-labour.

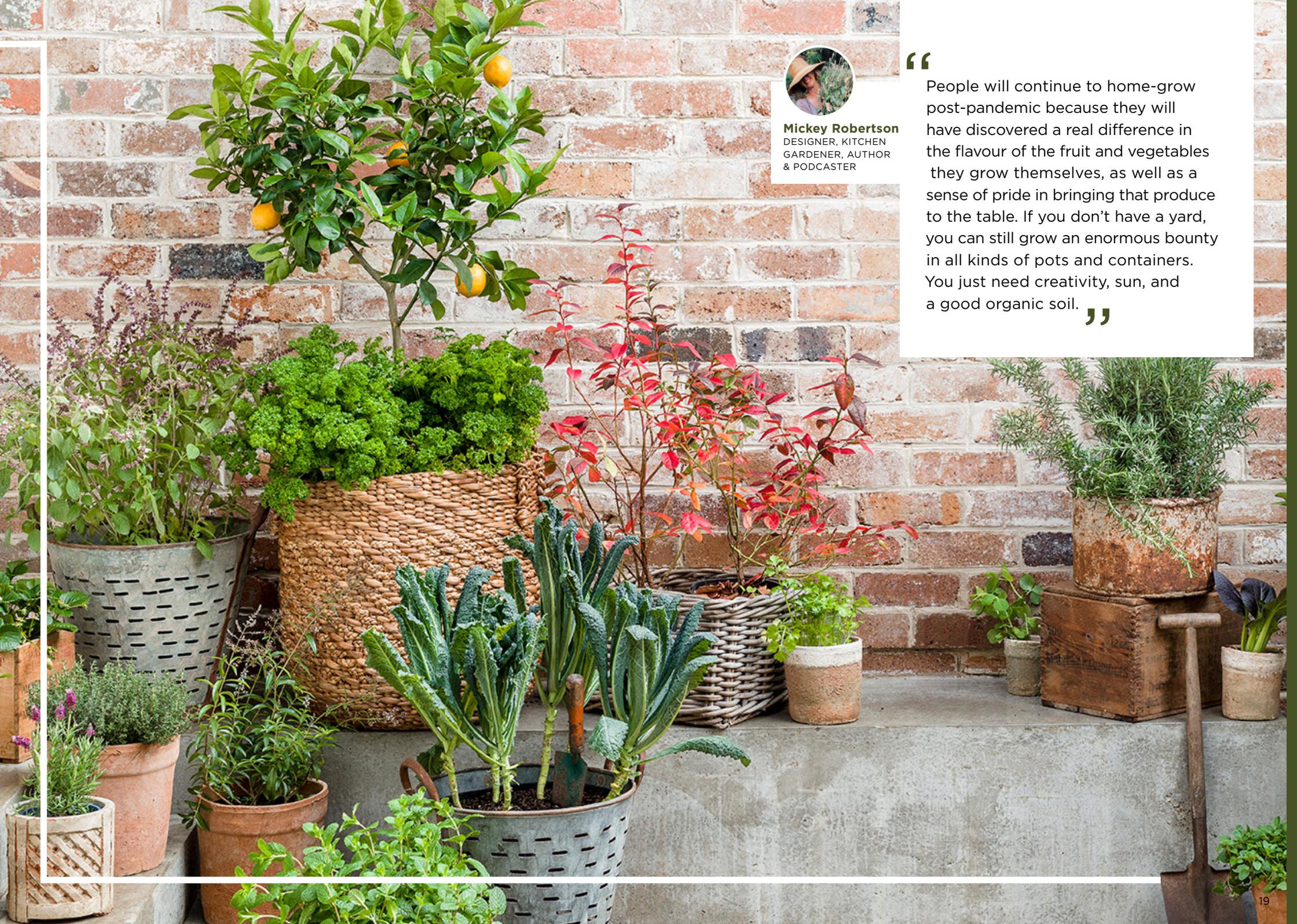
- THE PREDICTION -

From food for fuel to inner fulfilment

“

Mickey Robertson from Glenmore House says; growing your own produce, however much, however little, brings such a sense of fulfilment. While the final aim may be bounty for the table and food in your belly, many have newly discovered the journey involves mind, body, all the senses and soul.

”



Mickey Robertson
DESIGNER, KITCHEN
GARDENER, AUTHOR
& PODCASTER

“

People will continue to home-grow post-pandemic because they will have discovered a real difference in the flavour of the fruit and vegetables they grow themselves, as well as a sense of pride in bringing that produce to the table. If you don't have a yard, you can still grow an enormous bounty in all kinds of pots and containers. You just need creativity, sun, and a good organic soil.

”

How to bring this trend to life

Try planting native edibles. A few top natives to grow at home are:

1. Midgen or midyimberries (*Austromyrtus dulcis*)
2. Geraldton wax (*Chamelaucium uncinatum*)
3. Old man saltbush (*Atriplex nummularia*)

“

During the pandemic we have become much more localised and engaged with the natural landscape. Interest in planting, tending and utilising native plants is growing. Foraging our landscape for food is a great step towards custodianship of our environment, our Mother Earth.

Especially in urban environments, growing native edibles contributes to biodiversity, which we are losing at an alarming rate, and also reinvigorates country and spirit. Natives are more resilient and best adapted to our environment, use less water and are often the most beautiful and oldest examples of flora in the world.

You can find out about species that are endemic to your area through your local native nurseries or local council's website.

”



Christian Hampson
NATIVE
HORTICULTURALIST



In the grow your own food movement, space is still a premium consideration. Our study¹⁸ found a majority of Australians (**90%**) are growing produce, in a variety of locations: **62%** in their backyard, with only **17%** using a balcony, **16.1%** using a courtyard and only **10.9%** using a windowsill.

Just **2.7%** of Australians say they use a community garden.

Nursery industry experts say the best edible plants in 2021 for small spaces will be:

Window sill:

Leafy greens or herbs

Balcony:

Tomatoes (*Solanum lycopersicum*)
or dwarf citrus trees

Courtyard:

Cucumbers (*Cucumis sativus*),
Broccoli (*Brassica oleracea var. italica*)
or Monkey apple (*Syzygium smithii*)



Shannon Martinez
PLANT-BASED HEAD CHEF
& AUTHOR

The hottest vegetable
of 2021?

**“Radishes are the next
big thing to be gracing our
gardens and plates.
Enjoying them straight out
of the ground cooked with
some vegan butter and salt
is just beautiful”**



THE NURSERY AND GARDEN INDUSTRY PLANT PICKS FOR 2021



Expect to see the following species popping up in homes across Australia this year:

Outdoor plants:

- Lilly pilly (*Syzygium smithii*)
- English lavender (*Lavandula angustifolia*)

Potted or flowering colour:

- Parrot-beak (*Lotus berthelotii*)
- Geranium (*Pelargonium capitatum*)

Evergreen for gardens/backyards:

- Orange jessamine (*Murraya paniculata*)
- Bull Bay Magnolia (*Magnolia grandiflora*)
- Common juniper (*Juniperus communis*)

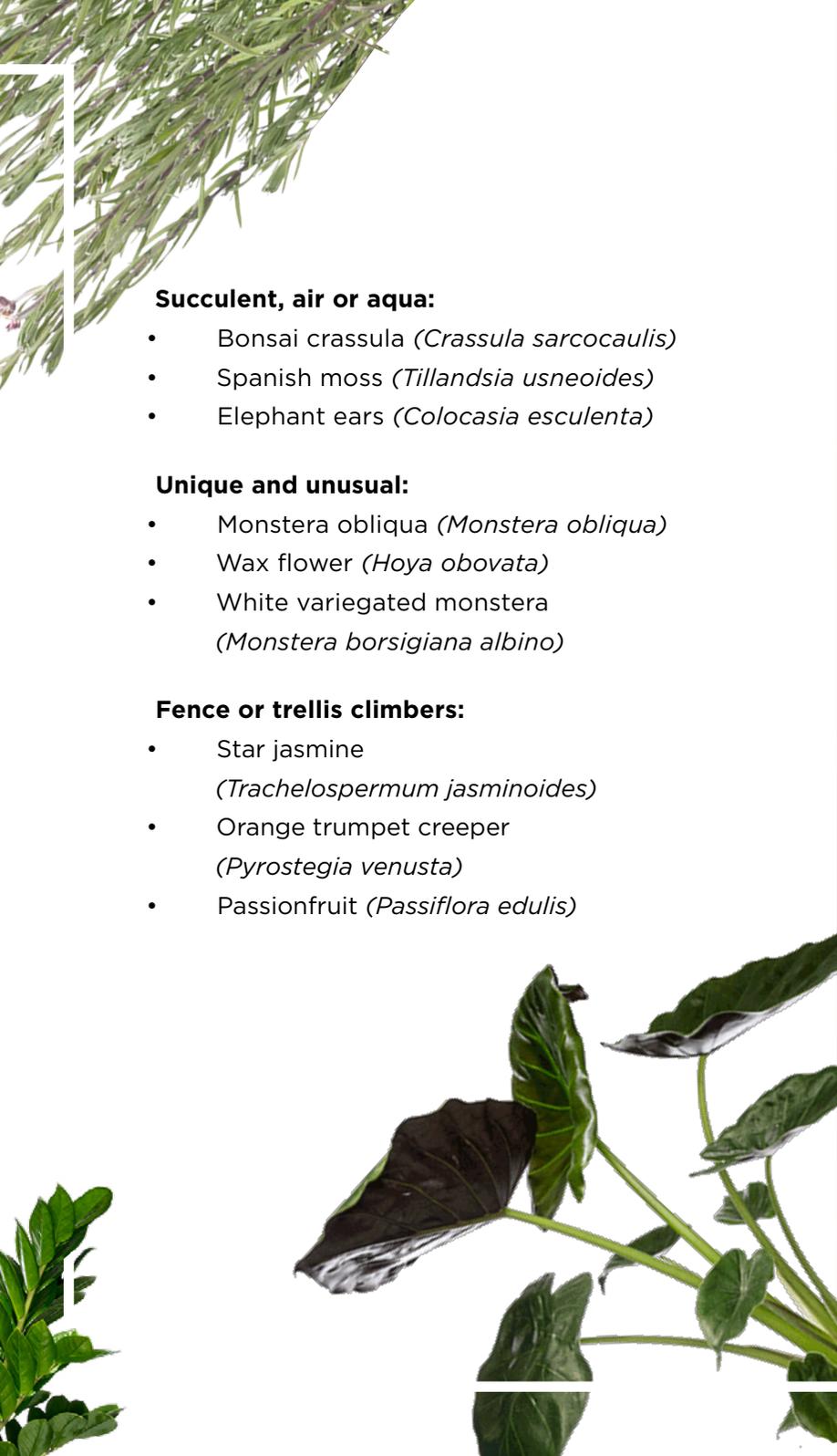
Deciduous for gardens/backyards:

- Crepe myrtle (*Lagerstroemia indica*)
- Weeping japanese maples (*Acer palmatum* var. *dissectum*)

Low maintenance or drought tolerant:

- Zanzibar gem (*Zamioculcas zamiifolia*)
- Succulent senecio (*Senecio barbertonicus*)





Succulent, air or aqua:

- Bonsai crassula (*Crassula sarcocaulis*)
- Spanish moss (*Tillandsia usneoides*)
- Elephant ears (*Colocasia esculenta*)

Unique and unusual:

- Monstera obliqua (*Monstera obliqua*)
- Wax flower (*Hoya obovata*)
- White variegated monstera (*Monstera borsigiana albino*)

Fence or trellis climbers:

- Star jasmine (*Trachelospermum jasminoides*)
- Orange trumpet creeper (*Pyrostegia venusta*)
- Passionfruit (*Passiflora edulis*)



Popping red:

Any species in the colour red is predicted to be hugely popular; look for leaves, flowers, as well as pots or accessories in reddish hues.

Seek expert advice:

With so many new plant-parents, and those trying new things in the garden, there's sure to be a boom in demand for horticulture how-tos. Expert advice is best when it's local, as it's specific to the conditions where you live. Pick up the phone or head down to your local nursery.

We have nearly **180 nursery and horticulture experts** in every single state and territory around Australia ready to speak with you on best plants, care and tips for growing.

Contact us and we'll connect you.

Variegated:

Since the variegated monstera hit the scene with its cult following, expect to see other variegated species take centre stage.

Planting for climate:

With climate change firmly on the public agenda, water efficiency and hardiness will be top attributes plant buyers will be attracted to.

Cottage-core:

Wild cottage gardens are making a comeback. Look for flowers in hanging baskets, wall trailers, and colourful pots of all sizes.

Collectable cluster species:

A new way to create statements is emerging by clustering multiple types of species in a single planter box. Think succulents (*Sucus sp.*), the Radiator plant (*Peperomia caperata*) or Mistletoe cactus (*Rhipsalis baccifera*).

Teens go from screens to green:

As teens seek ways to create a space of their own in the home, plants provide the perfect opportunity to make a serene spot, somewhere to escape.



Facts at a glance

In 2020, **two billion** plants were sold to communities, workplaces and homes across Australia totaling **\$2.44 billion**, according to the nursery and garden industry's latest annual report.

A Plant Life Balance study of 1,000 plant-buying Australians found:

The top three reasons Australians buy plants are to:

1. Make my space look beautiful **(62.2%)**
 2. Bring nature into my home **(54.3%)**
 3. Grow food to eat **(39.5%)**
- Almost 1 in 3 **(30%)** grow food to feel connected to the food they eat, and more than 1 in 5 **(23%)** grow food to avoid chemicals
 - Nearly one in five **(18%)** purchased greenery to attract bees
 - A quarter of people purchased greenery to improve air quality **(25.7%)**



- Almost half of respondents **(44.2%)** believe the pandemic has made them more aware of the importance of nature in their family's lives

For demographic and location specific data get in touch.

THE PLANT PEOPLE

Keep an eye on these plant people, experts and influencers in 2021



Ben Alcaraz
PLANT STYLIST

Ben's passion for plants started five years ago simply with a monstera and devil's ivy. His collection is now expansive with a passion for rare plants. This lived experience of growing a collection for himself turned his passion into practice and he now helps others style and maintain their plant collections.

Ben is an expert in:

- Interior/exterior space design
- Plant styling
- Latest top looks and trends



Jana Brunclikova
NATUROPATH, HERBALIST
& PLANT-BASED CHEF

With over 13 years of Naturopathic experience (BSc Health), Jana is renowned for her calm, focused passion for her expertise. She has a long relationship with herbs and their medicinal qualities. Alongside this, she is a plant-based chef - creating signature cakes - infusing medicinal plants or Australian bush flowers.

Jana is an expert in:

- Naturopathy and herbalism
- Plant-based cooking
- Utilising plants for health



Lauren Camilleri & Sophia Kaplan
AUTHORS & INDOOR PLANT EXPERTS
FROM LEAF SUPPLY

Friends and self described plant nerds, Lauren Camilleri and Sophia Kaplan, are the founders of Leaf Supply. They are seriously passionate about plants, believing life is better surrounded by nature. Alongside their business, they have authored three indoor plant books.

They are experts in:

- Indoor plants
- Plant care
- Indoor plant styling



Christian Hampson

NATIVE HORTICULTURALIST &
CO-FOUNDER & CEO FROM YERRABINGIN

Yerrabingin - “We walk together”- is an Indigenous Design Thinking practise. Christian is a proud Woiwurrung and Maneroo Aboriginal man interweaving Indigenous tacit knowledge and design thinking to walk a new path, away from conventional approaches. Christian launched of the world’s first Indigenous rooftop farm in Sydney, with over 2,500 native plants.

Christian is an expert in:

- Indigenous design thinking
- Indigenous plant and earth knowledge
- Native horticulture



Dominic Hooghuis & Duncan Hilder

HORTICULTURALISTS & NATURE PLAY
ADVOCATES

Both qualified horticulturists, the Plant Runner duo love applying their green-thumb knowledge and passion to community and corporate spaces, and driving their plant-packed truck around the streets of Melbourne. The two love a good plant yarn and educating small hands about the beauty and pleasure of nature.

They are experts in:

- Horticulture
- Plant care and maintenance
- Nature play



Professor Tonia Gray

BIOPHILIA & PEDAGOGY EXPERT

Professor Tonia Gray researches our estranged human-nature relationship and its impact on child development and well-being, an area known as Eco-pedagogies. For over 30 years, Tonia has written extensively on nature-based practices in teacher education and advocates for infusing outdoor and ‘green’ learning experiences into Australia’s Curriculum.

Tonia is an expert in:

- Childhood nature-based learning
- Biophilia - human/nature connection
- Urban greening

THE PLANT PEOPLE

Keep an eye on these plant people, experts and influencers in 2021



Sara Jones & Jamie Thomas

EARTH CONNECTION PRACTITIONERS,
FROM WAYAPA WUURRK

Jamie and Sara co-founded Wayapa Wuurrk, which means “Connect to the Earth” in the language of the Maara & GunaiKurnai people, from which Jamie descends. Wayapa looks to change how we view the idea of ‘being well’ with a focus on ancient Indigenous thinking, including learning how to develop a relationship with our environment through the concept of ancient earth mindfulness.

They are experts in:

- Raising awareness about earth reciprocity
- Ancient earth mindfulness
- Earth, mind, body, spirit, wellbeing



Shannon Martinez

PLANT-BASED HEAD CHEF & AUTHOR
FROM SMITH AND DAUGHTERS

Shannon is well and truly underway in her mission to change the way the world perceives plant-based dining and changing the way people eat. She has been cooking in kitchens for the past twenty-two years and is the owner of Australia’s two most prolific plant-based businesses, Smith & Daughters and Smith & Deli and has authored three best-selling books. She has a huge kitchen garden of her own.

Shannon is an expert in:

- Plant-based cooking
- Kitchen gardening
- Future plant-food trends



Erin Lovell Verinder

HERBALIST, NUTRITIONIST & AUTHOR

Erin is a fully qualified herbalist and nutritionist who has worked within the healing space for twenty-one years. Erin works with clients to bring about profound change for their health and wellbeing by bridging together herbal medicine, nutritional medicine and lifestyle. She is also the author of ‘Plants for the People’ with her second book soon to be released.

Erin is an expert in:

- Nutrition and herbalism
- Utilising plants for health
- Holistic wellbeing



Mickey Robertson

DESIGNER, KITCHEN GARDENER, AUTHOR
& PODCASTER

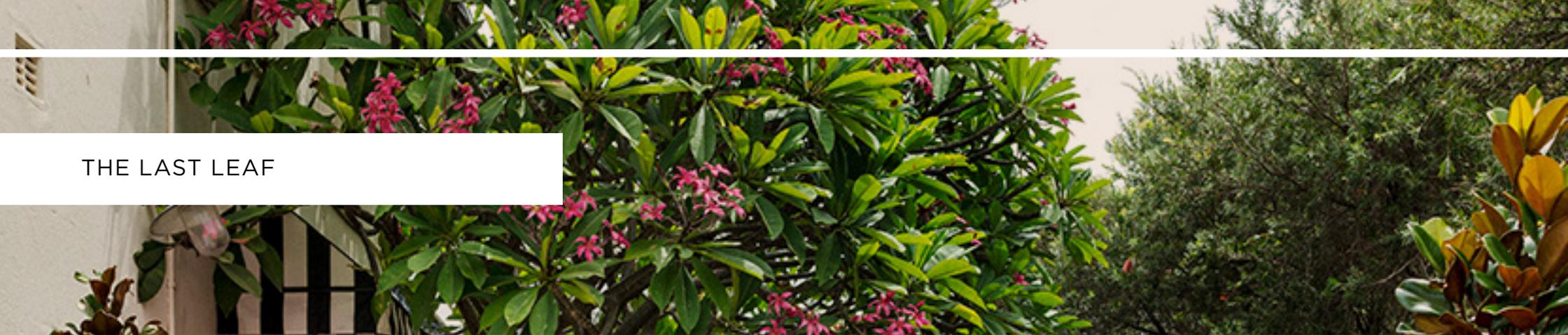
Once a city girl, Mickey now works her green thumb amongst the countryside garden oasis that is Glenmore House. She holds a deep and abiding passion for landscape, architecture, interiors, gardens and the enduring relationship that links them together. Alongside growing a thriving edible garden, she runs hands on workshops and the podcast 'In the Kitchen Garden with Mickey'.

Mickey is an expert in:

- Edible gardening
- Interior and garden design
- Organic principles



To chat with any of these plant people
- simply drop us a note and we'll connect you.



THE LAST LEAF

The great disruptor of the past year, the coronavirus pandemic, has radically changed what we expect and need from our homes - they have now become the place where we spend a lot more of our lives than ever before.

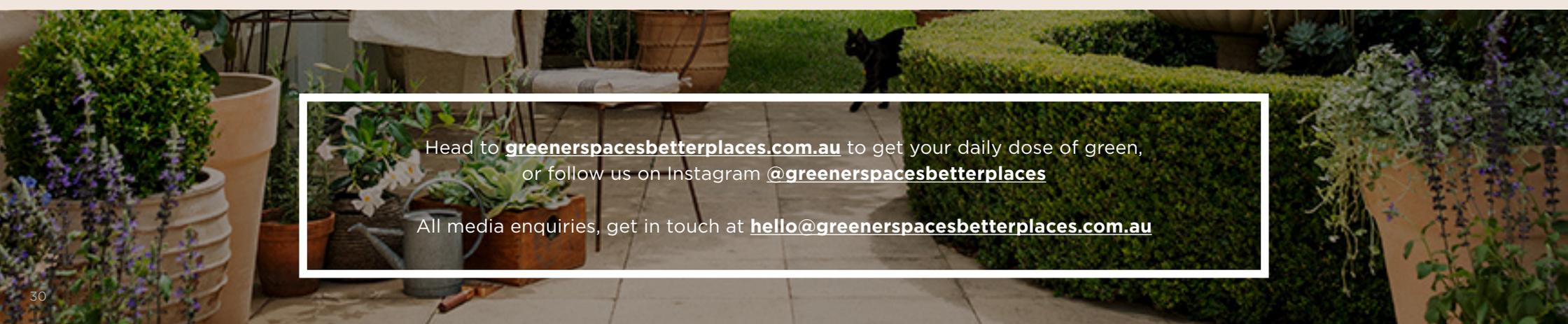
The positive changes we made in our homes during the pandemic are only expected to solidify and grow:

- Optimising productivity by greening workspaces
- Integrating plants into our wellness and wellbeing routines
- Continuing to encourage our children to learn and grow with nature

- Becoming the ultimate entertainers, by being plant-forward from the settings to the stylings
- Deepening our connection with the earth to nourish us, through growing our own edibles and food

While the trend of living at one with nature is nothing new, our study found more people are realising how essential it is to us and our planet.

However you choose to bring nature into your home space, Greener Spaces Better Places will continue to educate you, inspire you and celebrate everything plants do.



Head to [greenerplacesbetterplaces.com.au](https://www.greenerplacesbetterplaces.com.au) to get your daily dose of green,
or follow us on Instagram [@greenerplacesbetterplaces](https://www.instagram.com/greenerplacesbetterplaces)

All media enquiries, get in touch at hello@greenerplacesbetterplaces.com.au

HOW WERE THESE TRENDS FORECASTED?

Australian Public

Survey questionnaire/digital interviews with a nationally representative sample of 1,005 Australians 18-65 who bought a plant/tree in the last 12 months, ABS benchmarks for gender, age group and state were applied to survey quotas. Commissioned by Plant Life Balance via Hort Innovation, conducted by researchers at Pure Profile in October 2020. Referred to as 'Plant Life Balance research study of 1,000+ plant-buying Australians' for all further reference. The responses gathered from this research are attributed to individual respondents. These are grouped together in the collective as "Australians".

Nursery and Garden Industry Experts

Interviews (both in-person and digitally, gathering quantitative and qualitative findings) were conducted with 17 expert members of the Nursery and Garden Industry, during Oct-Dec 2020. Throughout the report, the insights have been attributed to individuals and also collectively as 'Nursery Industry Experts'.

Literature and Cultural Review

Over 100 sources were analysed from international, national, mainstream and specialised publications to understand current trends and perceptions of plant-purchasing behaviours.

*Report available upon request

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'Nature Play' - page 11 - Image by Timberland Creations

'Kangaroo Paw' - page 25 - Image by Andreasens Green Wholesale Nurseries



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For more information on the fund and strategic levy investment visit

horticulture.com.au



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