



2020 VISION

20% MORE GREEN
SPACES IN URBAN
AREAS BY 2020

Dr Anthony Kachenko
Research and Market Development Manager
Nursery & Garden Industry Australia

Nursery & Garden Industry Australia

- National peak industry body
- Vision - A unified Australian nursery and garden industry that is productive, profitable and sustainable
- Has a R&D + Marketing Levy on plant containers
- Invest Levy according to Strategic Investment Plan 2012-2016 (www.ngia.com.au)
- Investment focus to increase the coverage of the Australian urban forest





Trees and plants are amazing. How do we get the world to see that?





**Increase plant sales
by 2% year on year**

**Retain the Plant/Life
Balance concept**

**Move it from a
consumer to a
business/govt led &
targeted campaign**

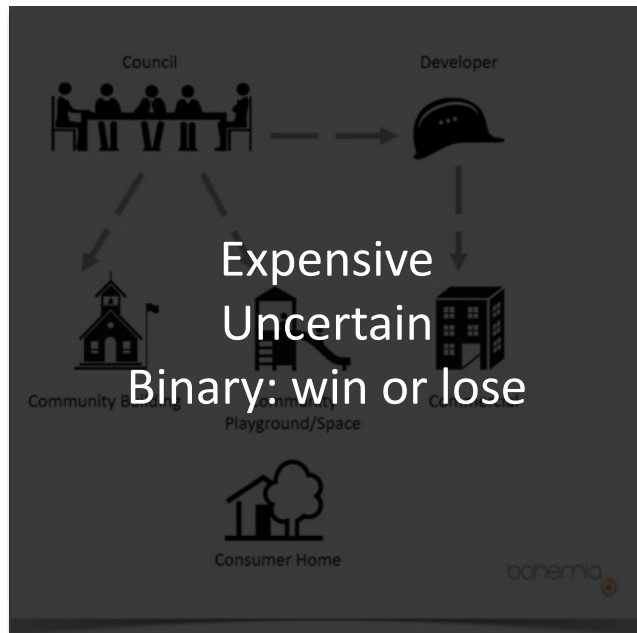


**Build business
& govt support
through a variety
of commercial,
environmental and
wellbeing messages**

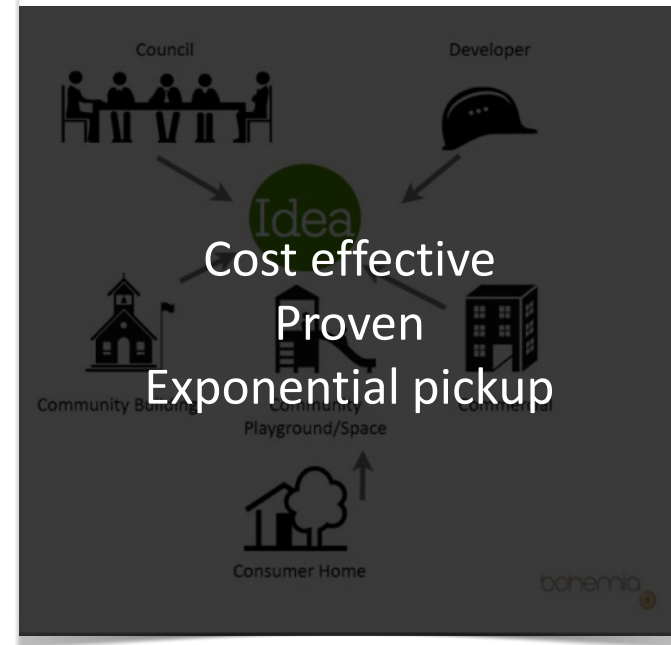
**Underpin this with
popular support
from the broader
community**

The Thinking

Legislation



Collaboration



Insight: we have supporters in
all these kinds of organisations



We need to give them a louder voice so they get their (our) way when decisions are made



The best way to give them a louder voice is to get them together, saying the same thing.





**In short, bring
government, developers
and communities
together to grow the
demand for green
spaces.**

We need Collective Impact!



Make it simple.
Make it fun.
Make it social.
Involve everyone.

Idea

Create popular support for a simple policy target.

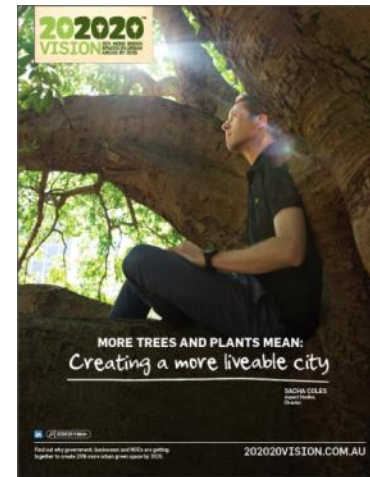
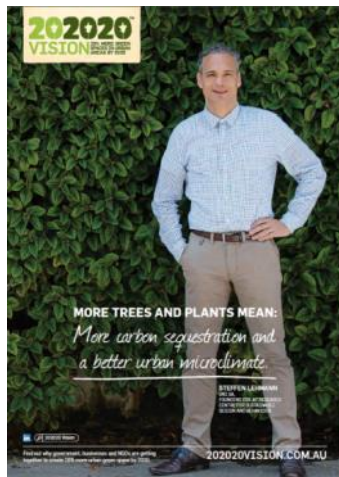
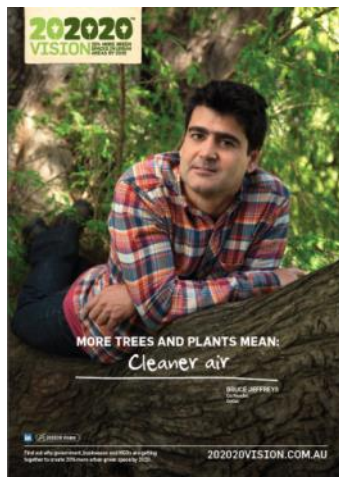


The Good Line Launch – 7/11/13





25 Advocates



110 Partners



The Cities Programme focuses on **collaboration between all levels of government, business and civil society** in order to enhance sustainability, resilience, diversity and adaptation within cities and in the face of complex urban challenges.

90 Projects

Australian Red Cross Blood Service

By Outlines Landscape Architecture

The New Australian Red Cross Blood Service Processing Centre reclaims a generous amount of internal and rooftop floor space as green zones, which benefits all who work there.

[Take a tour](#)



Rail Transit Corridor Greening

By City of Subiaco

The Rail Transit Corridor greening project runs from the City of Perth to the City of Fremantle, gracing travellers with a gorgeous green space composed of thousands of native trees and shrubs.

[Take a tour](#)



Lamont House

By Launceston City Council

Unique partnership with the Migrant Resource Centre of Northern Tasmania, Lamont House is bringing people together from all over the world through shared passions for gardening, food and cultivation.

[Take a tour](#)



Calvary Hospital Ecotherapy Gardens

By Canberra Environment Centre

The ecotherapy gardens at Calvary Hospital's mental health ward has created the opportunity for patients to use gardening activities as therapeutic practice.

[Take a tour](#)



Noosa Junction Station

By Guymer Bailey Landscape

Noosa Junction Station's design applies a new model for public transport infrastructure design that moves beyond public transport infrastructure just providing a transportation function.

[Take a tour](#)



The Goods Line

By ASPECT Studios

The Goods Line project will convert a 500-meter stretch of disused railway track into a highly activated urban park and public space, including bike paths, study pods and outdoor workspaces.

[Take a tour](#)



The New Park Rothschild Avenue

By ASPECT Studios

Upon completion in 2014, it is one of the few new parks created in the City of Sydney. It will become a rich local community parkland, the first local green space for a blossoming population.

[Take a tour](#)



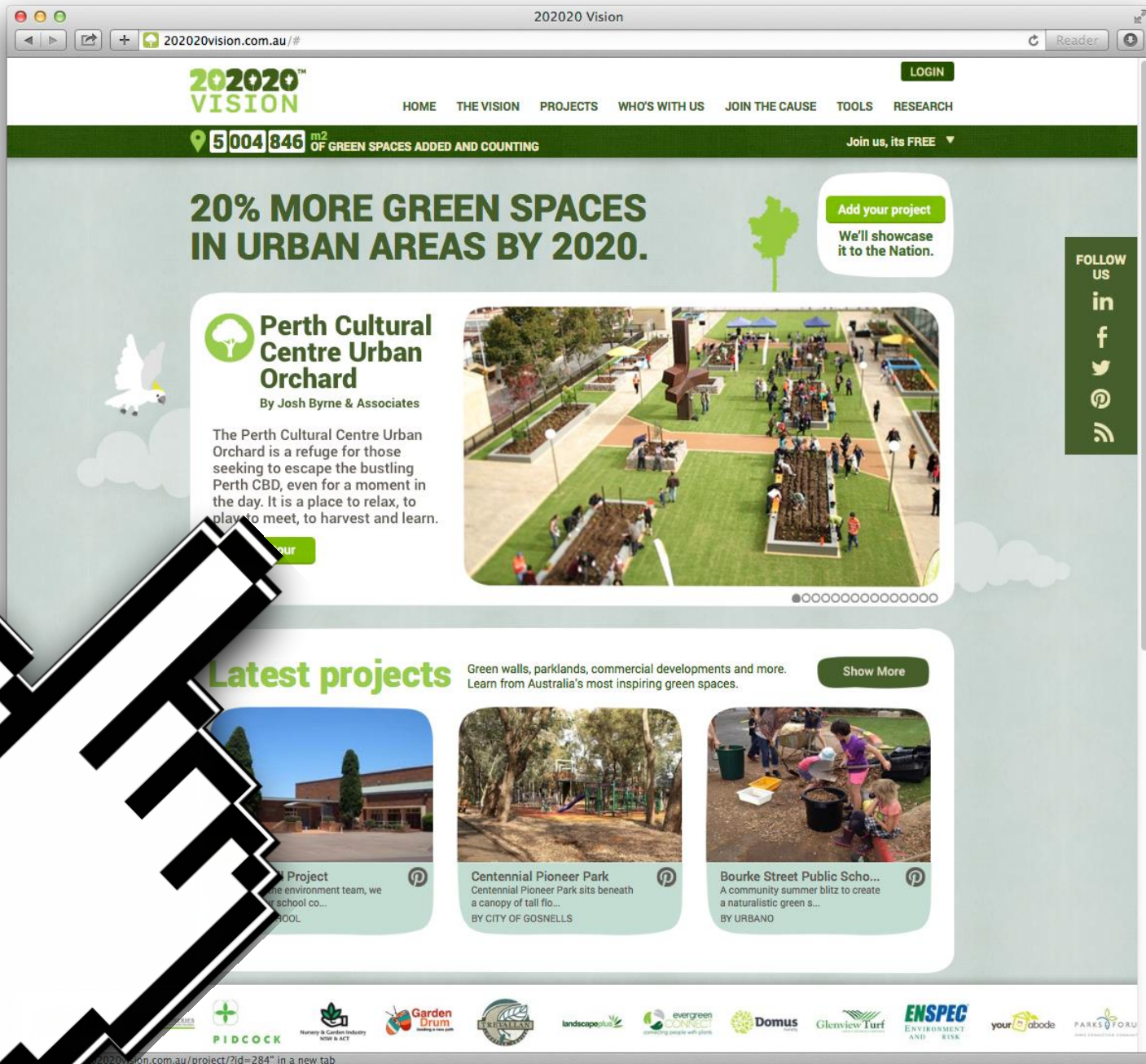
Vertical gardens and planter boxes

By Frasers Property Australia and Sekisui House Australia

One Central Park's living walls is the largest green façade ever undertaken on a residential tower in Australia.

[Take a tour](#)





By Josh Byrne & Associates



The Perth Cultural Centre Urban Orchard is a refuge for those seeking to escape the city, to relax, to play, to meet, to harvest and learn.

The Perth Cultural Centre has recently undergone a revitalisation project led by the Western Australian Government (Metropolitan Redevelopment Authority). The project approach to creative place making that integrates sustainability objectives, including the creation of a multistorey car park, known as the Urban Orchard.

The Urban Orchard is a refuge for those seeking a quiet moment in the day. It is a place to relax, to play, and to enjoy the assorted fruit trees (including different varieties of apples) planted with culinary herbs and companion plants. The orchard fruit trees is over 300m² of productive garden.

As the principal project designer, Josh and has also been responsible for the materials. Regular planting and harvest days shape the site through participation with

The Perth Cultural Centre – Urban Orchard Association (LIAWA) Awards of Excellence as Sustainable Landscapes categories.

Other projects by Josh Byrne & Associates



1800m²

ADDED TO THE VISION

talk to me
about this project



Josh Byrne
Director



**FOLLOW
US**



- Back garden & pocket park
- Public open space & parkland
- Green roof

KEY BENEFITS

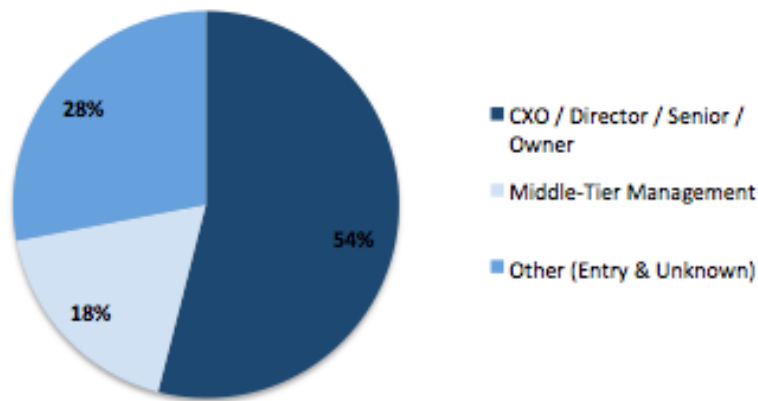


FACTORS



LOCATION





Great new research on the long-term mental health benefits of living near greenspace - they last for several years even after people have moved away from it. See...

Catherine Stewart

[Moving to An Area With More Green Space Can Improve Your Mental...](#)

smithsonianmag.com

A new study finds that the mental benefits of greenery are immediate and...

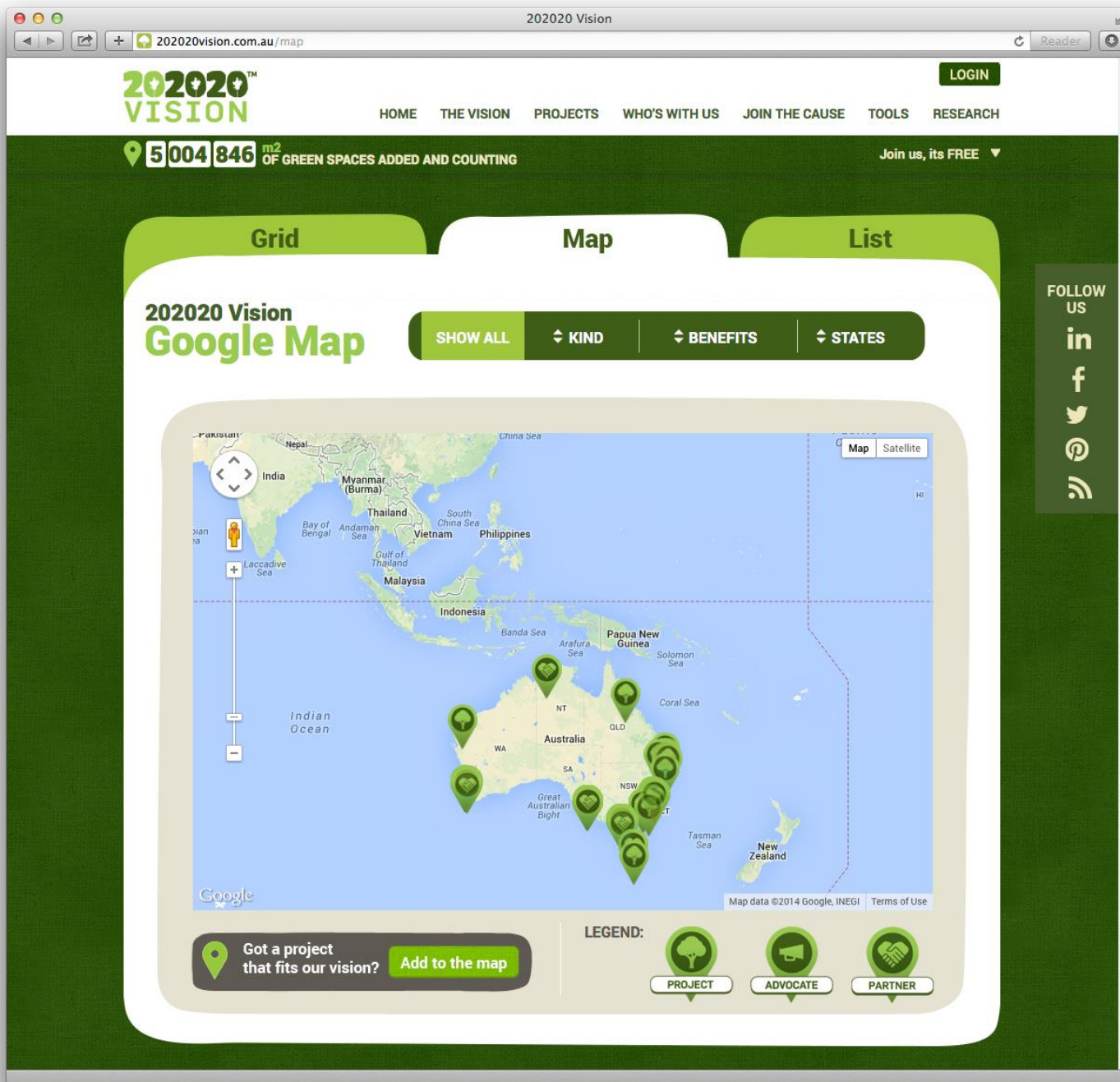
Like (9) • Comment (1) • Follow • 12 days ago

Adrian Swain, Hamish Mitchell and 7 others like this



Stefania Kubowicz It's very exciting to see the case study for increased greenery for lasting mental health benefits growing from strength to strength! ... 10 days ago

Add a Comment...







OUR CITIES NEED MORE PLANTS AND TREES.

They're good for our health and productivity, keep cities cool and reduce pollution. People even heal faster when they're around them. Yet, so often, plants and trees are overlooked when plans are drawn and concrete poured.

The **2020 Vision** is a national campaign to change this, by increasing our urban green space by **20%** by **2020**.



THE MISSION



Bring together a network of people and organisations, and every level of government, who support more green spaces.

Work with our supporters to identify Australia's finest green space projects then map, measure, research, publicise and socialise them.

We all learn from each other. Australia's best green space projects are seen more widely. Everyone is encouraged and inspired.

Councils, developers and communities plant more trees and create bigger and better green spaces. We all enjoy 20% more green spaces in our cities by 2020.



Email not displaying correctly? [View it in your browser](#)

Dear friend,

Your weekly hit of urban green space inspiration is...

Australian Red Cross Head Office

By Outlines Landscape Architecture

Through a site that has been entirely covered in concrete for its industrial life, the new Australian Red Cross Blood Service Processing Centre now reclaims a generous amount of internal and rooftop floor space for planting. The greening of the building benefits visitors and employees alike.



52m2
ADDED TO THE
VISION

LOCATION



Did you know?

"Putting plants, and or art, in any office will improve productivity by 16%"

To find out more about how plants can boost your employees productivity and wellbeing [read the article](#)

Explore it



Got a project to add? [Click here](#)



Become a partner. [Click here](#)

More green space goodness



Itaru Woodland Park - NSW



Noosa Junction Station - QLD



Hobiers Bridge Carbon Offset Planting - TAS



Orislow Community Garden - WA

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2020 Vision - [visit our website](#) - Level 1 - 116 Chalmers St - Sydney, NSW 2010

Articles



FINANCIAL REVIEW

2020 Vision

www.afr.com | Thursday 26 November 2013



The new building at 200 Sharkey Street, Melbourne. Research shows urban areas with green spaces help make workers more productive.

We need greener, more liveable urban spaces

Urban design A new initiative will increase green spaces in cities.

Mark Eggleston

In recent years the amount of green space in Australian urban areas has been falling.

With land as a premium and property costs on the rise, many of our inner-city and middle ring suburbs have been overwhelmed through urban renewal projects. Unfortunately, as a bid to ensure these projects deliver maximum bang for their buck, developers and councils have tended to cut back on green space.

In a bid to address the nation's diminishing urban green space, the Urban and Garden Industry Association of Australia this month launched an initiative aimed at increasing urban green space by 2 per cent by 2020.

According to UGIA chief executive Robert Price, the initiative came to life in the last few years as the nursery industry started to investigate how to protect green space everywhere.

"What we initially discussed was developers and councils were cutting back on green space or they looked to minimise the footprint of new developments," Mr Price said.

The 2020 Vision not only aims to increase our green space but to make industry and government more aware of the benefits associated with the idea.

out there internationally outlining the huge benefits associated with green spaces.

The range from a more active population, better health, lower property prices, better mental health outcomes and the reduction of the urban heat island effect.

Interestingly, while Australia remains a land of wide open spaces, we are also one of the most heavily urbanised nations, and the urban heat island effect is affecting us now. While we're not at the same level as Tokyo, which has registered a three-degree rise in average temperatures in the last century, our cities are getting hotter.

The recent report from the Commonwealth Department of Transport and Infrastructure suggests the urban heat island effect is one of the most significant urban areas. This is caused by the proliferation in cities of heat-absorbing materials such as dark-coloured pavements and roads, concrete, urban canopies trapping hot air, and a lack of

from scratch. What's more, our view of green space wants increasingly greatly productive, with large green lots of suburban space dominating the landscape.

"We need to talk about creating urban forests, but not just large open parklands, but creating green spaces in our cities that we can live with."

There's not much discussion about the benefits of our cities and how green space contributes to the functioning of our cities. It's not just about creating green space, it's about creating green spaces that we can live with.

There's not much discussion about the ecology of our cities.

MARK EGGLESTON, UGIA

Robert Price says the industry wants to see a more liveable urban environment.

There are ideas we live with in the middle of the last century. The idea of a suburban house with a large lawn and a garden is a relic of the past.

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Sydney project shows how to live sustainably

Central Park

Josh Gidycz

Two decades ago it was trendy to live in the city centre. In the suburbs where Australian cities could find the old-time dream of a house on a quarter-acre block.

Not any more. Inner-city development, such as the Central Park in Sydney, has shown that the old-time dream is not dead logic on its head. Now the inner city is the place to live.

The Central Park project in Sydney is a 100,000-sq-metre development with green spaces, which is a rare sight in the inner city.

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Special Report | 2020 Vision

Nature views good for the bottom line

2020 VISION

MORE TREES AND PLANTS MEAN: Greener cities

2020VISION.COM.AU

2020 Vision | Special Report

From empty roofs to profitable gardens

New urban project has The Goods

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MORE TREES AND PLANTS MEAN: People Heal Faster

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Special Report | 2020 Vision

Green city sowing the seeds of change

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MORE TREES AND PLANTS MEAN: People Heal Faster

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why we need greener cities

FINANCIAL REVIEW

2020 VISION

Why we need greener urban spaces

2020 VISION

READ MORE

Articles



More of this



Give me reason

Perception

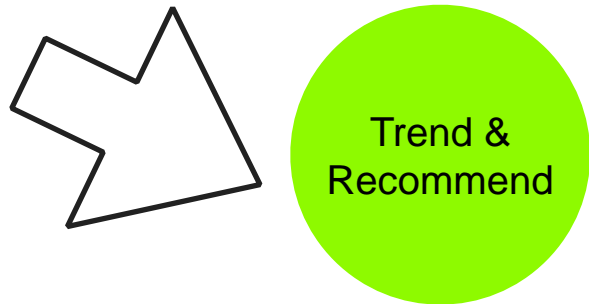
Start doing this



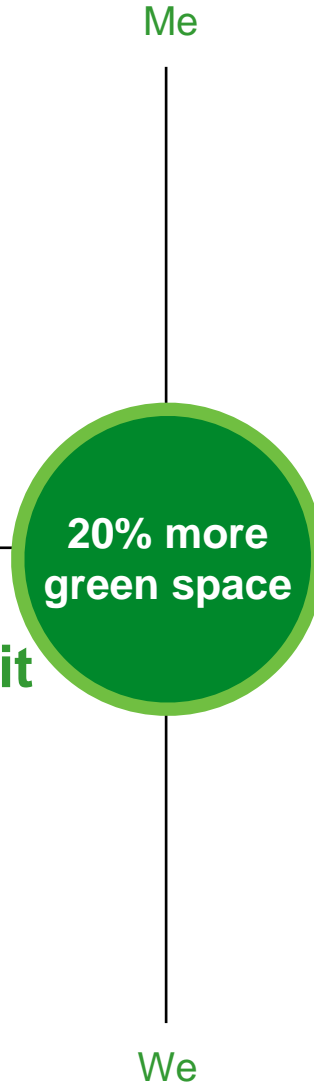
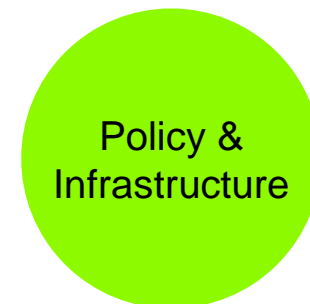
Show me how

Reality

Show me others doing it



Make it easy





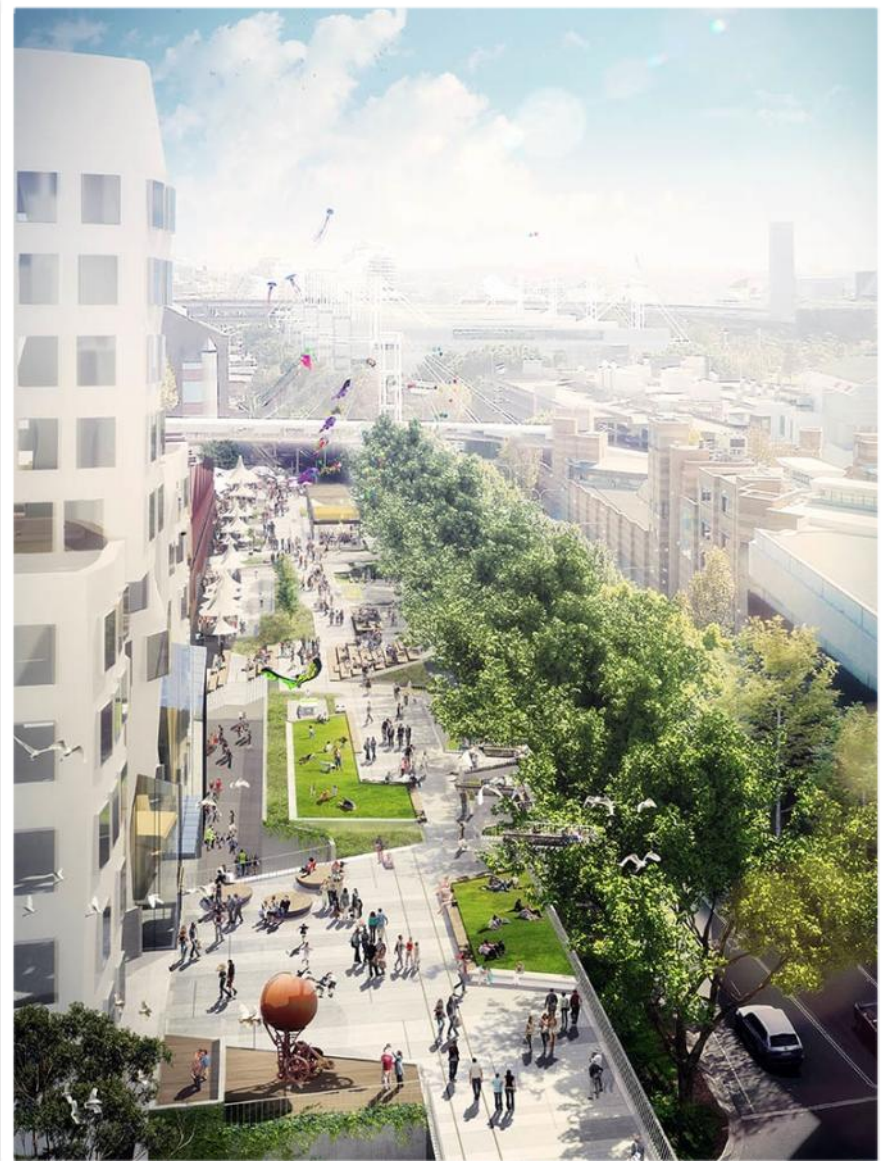
The Goods Line Research: Impact of a green space



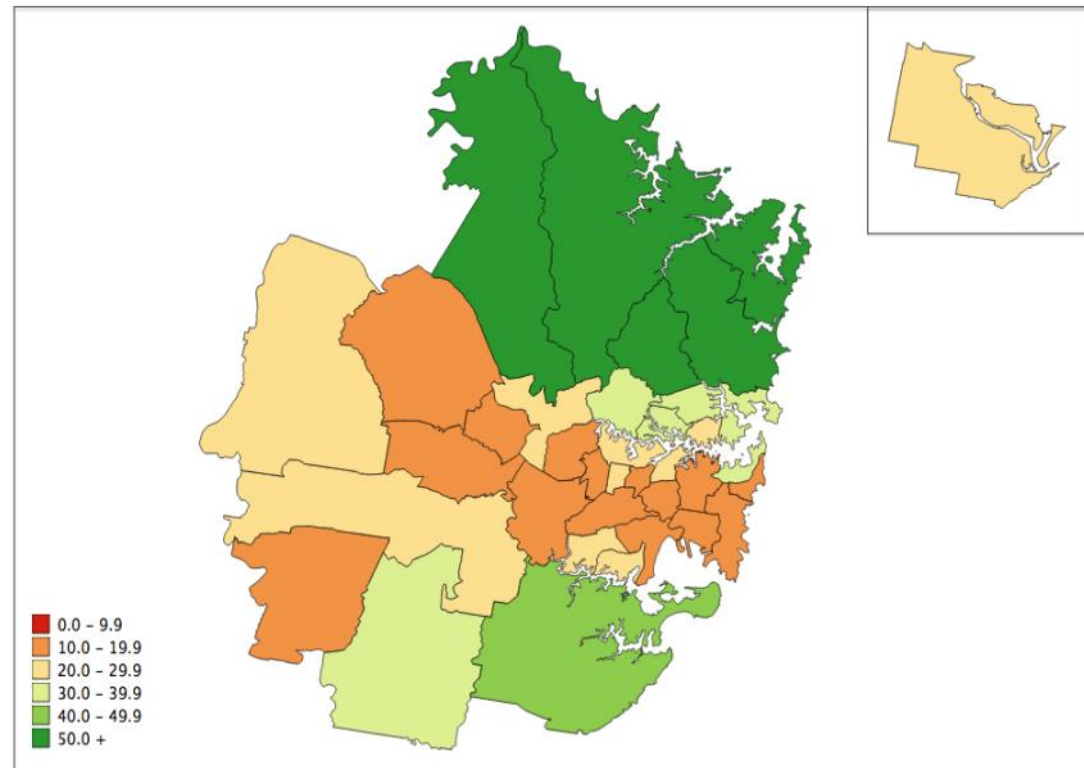
UNIVERSITY OF
TECHNOLOGY SYDNEY



Institute for
Sustainable
Futures

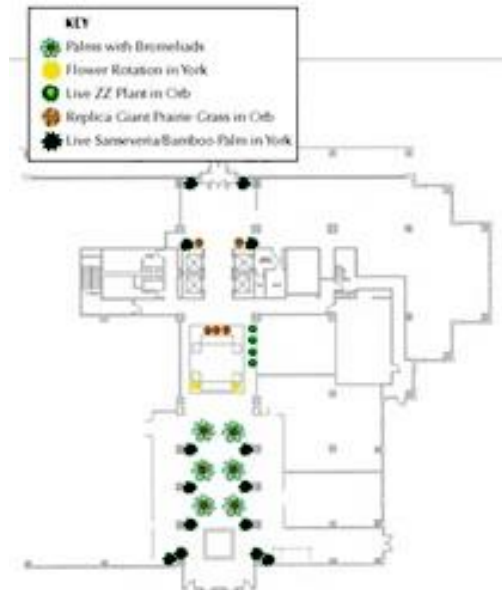


Research: Australia's first baseline measurement of urban green space



137 Local Government Areas

Instant Plant Plans



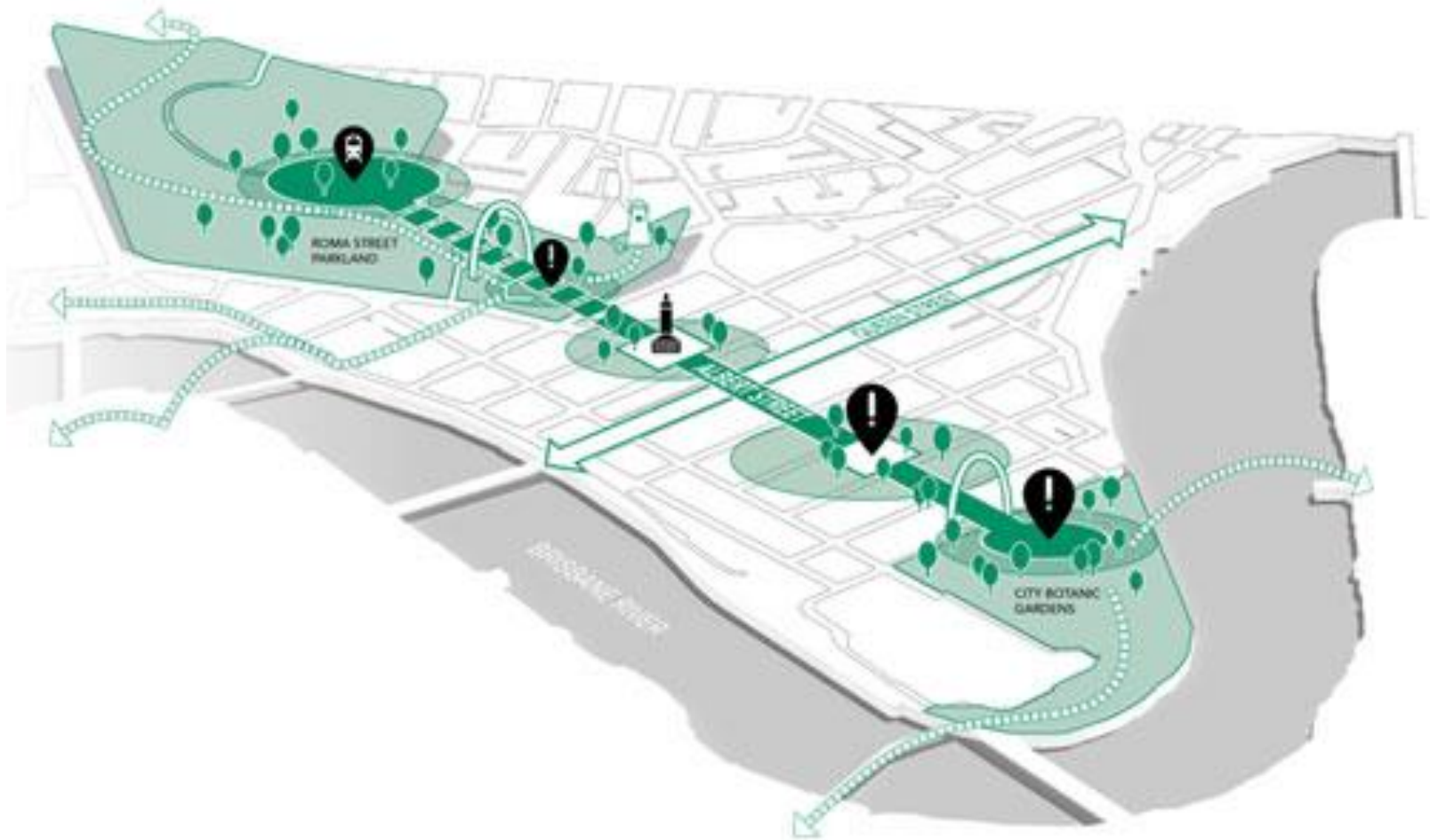






Brisbane, Queensland

“Green Spines”



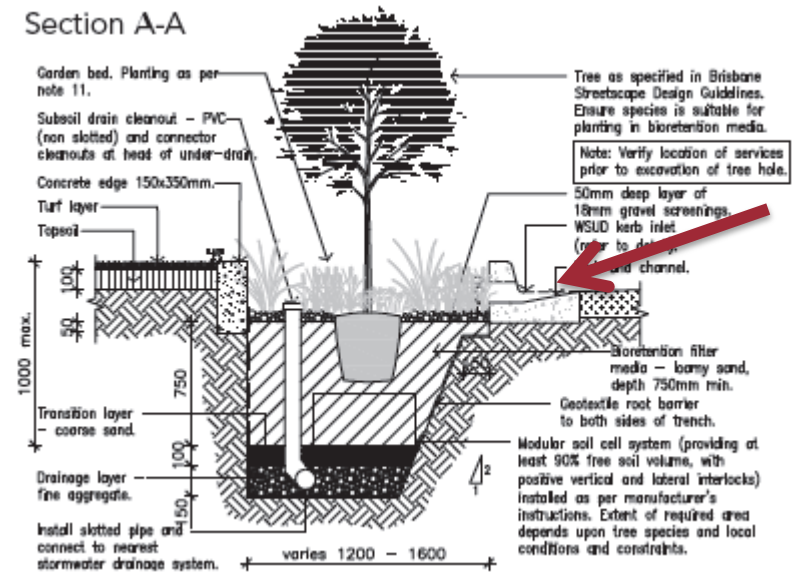
City Centre Master Plan 2014

Stormwater treatment values of WSUD street trees

- a business case for multifunction streetscapes



Section A-A



Sydney, New South Wales

Neighbourwoods

- Matching grants for 'neighbours'
- Up to \$10,000
- Includes all materials and tools



Free Tree Giveaway

- 1000 free trees
- 300mm containers
- 21 different species
- Open to all residents



Free Tree Giveaway

The City of Sydney is providing free trees to local residents and ratepayers to help make the local area a leafier and healthier place to live.

To obtain your free tree(s), please complete the application form. Fields marked with an * are mandatory. Applications close on Wednesday 19 March 2014.

Pick up your trees from Sydney Park, St Peters on Saturday 29 March between 10am and 2pm. Enjoy a sausage sizzle and chat to City staff for tips and advice on how to plant your trees and general tree maintenance.

An online application form is available at: cityofsydney.nsw.gov.au/live/trees

Please read the conditions overleaf.

After lodging your application, the City will contact you within 14 days.



Inroad planting - Trevilyan Ave

- 48 letters to residents
- 24 submissions;
6 supportive,
18 opposed
- 7 months total project
- 4 weeks to construct
- 14 trees planted
- Estimated 50%
increase in canopy
cover



**Prospect St
Surry Hills**



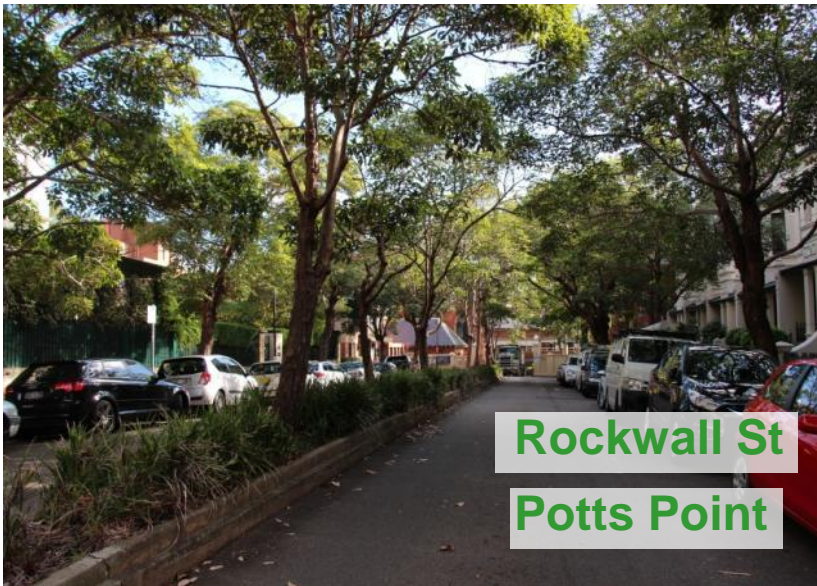
**Experiment St
Pyrmont**



**Maddison St
Redfern**



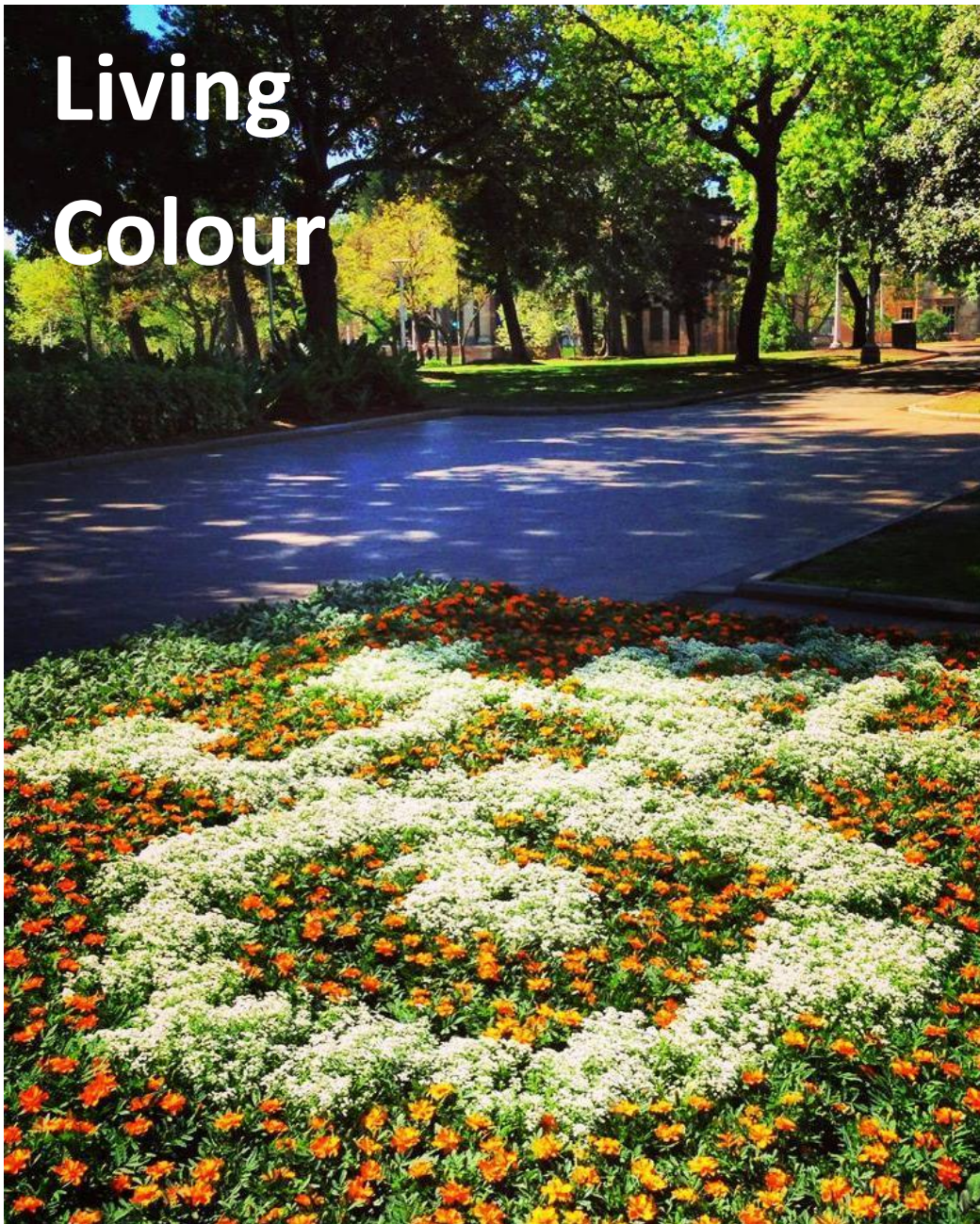
**Rockwall St
Potts Point**



**Tusculum St
Potts Point**



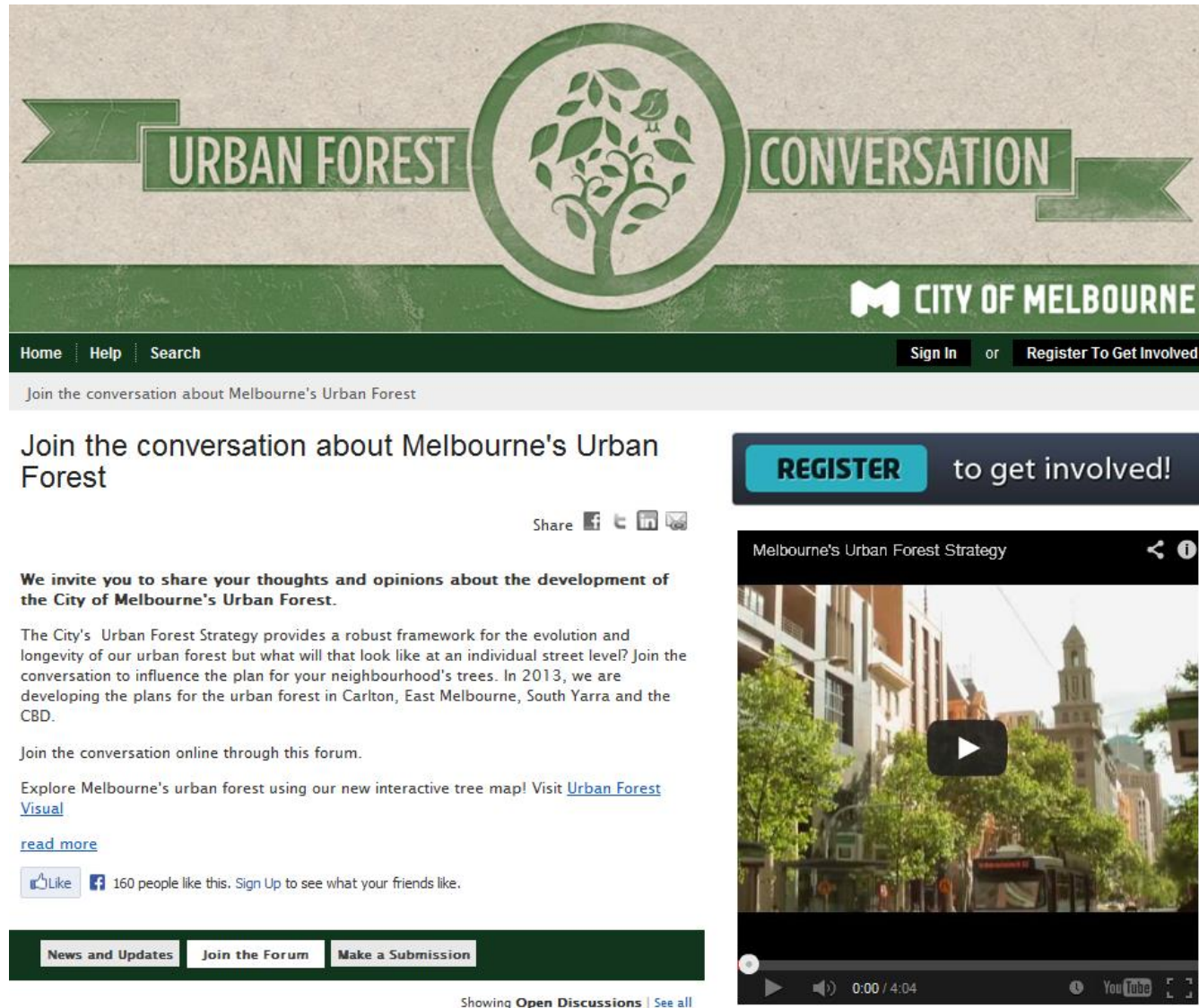
Living Colour



City Farm



Melbourne, Victoria







URBAN FOREST CONVERSATION

CITY OF MELBOURNE

Home | Help | Search | Sign In or Register To Get Involved

Join the conversation about Melbourne's Urban Forest

Join the conversation about Melbourne's Urban Forest

Share    


We invite you to share your thoughts and opinions about the development of the City of Melbourne's Urban Forest.

The City's Urban Forest Strategy provides a robust framework for the evolution and longevity of our urban forest but what will that look like at an individual street level? Join the conversation to influence the plan for your neighbourhood's trees. In 2013, we are developing the plans for the urban forest in Carlton, East Melbourne, South Yarra and the CBD.

Join the conversation online through this forum.

Explore Melbourne's urban forest using our new interactive tree map! Visit [Urban Forest Visual](#)

[read more](#)


 160 people like this. [Sign Up](#) to see what your friends like.

[News and Updates](#) | [Join the Forum](#) | [Make a Submission](#)

Showing [Open Discussions](#) | [See all](#)

REGISTER to get involved!

Melbourne's Urban Forest Strategy



0:00 / 4:04



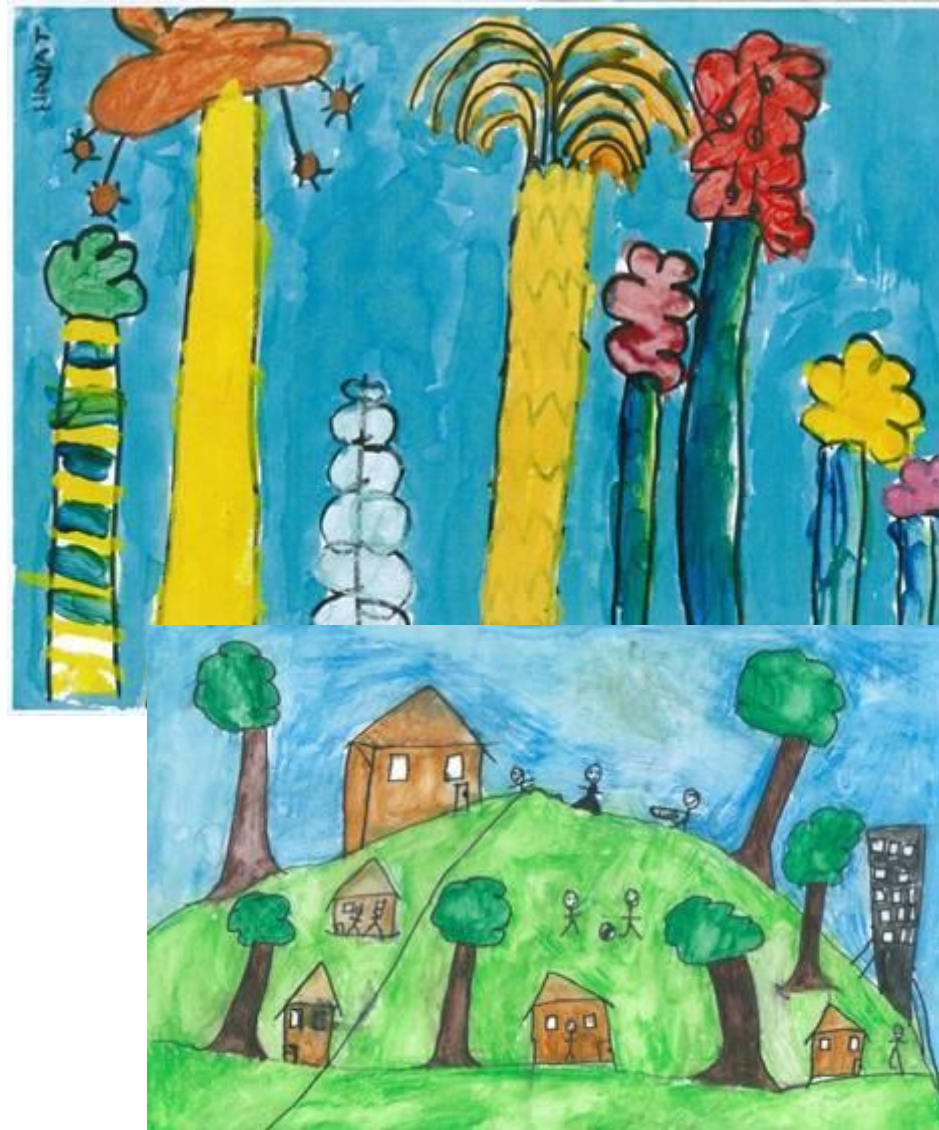
- 14 Figs *Ficus microcarpa* var *hillii*
- 2 years of debate
- \$ 2 million

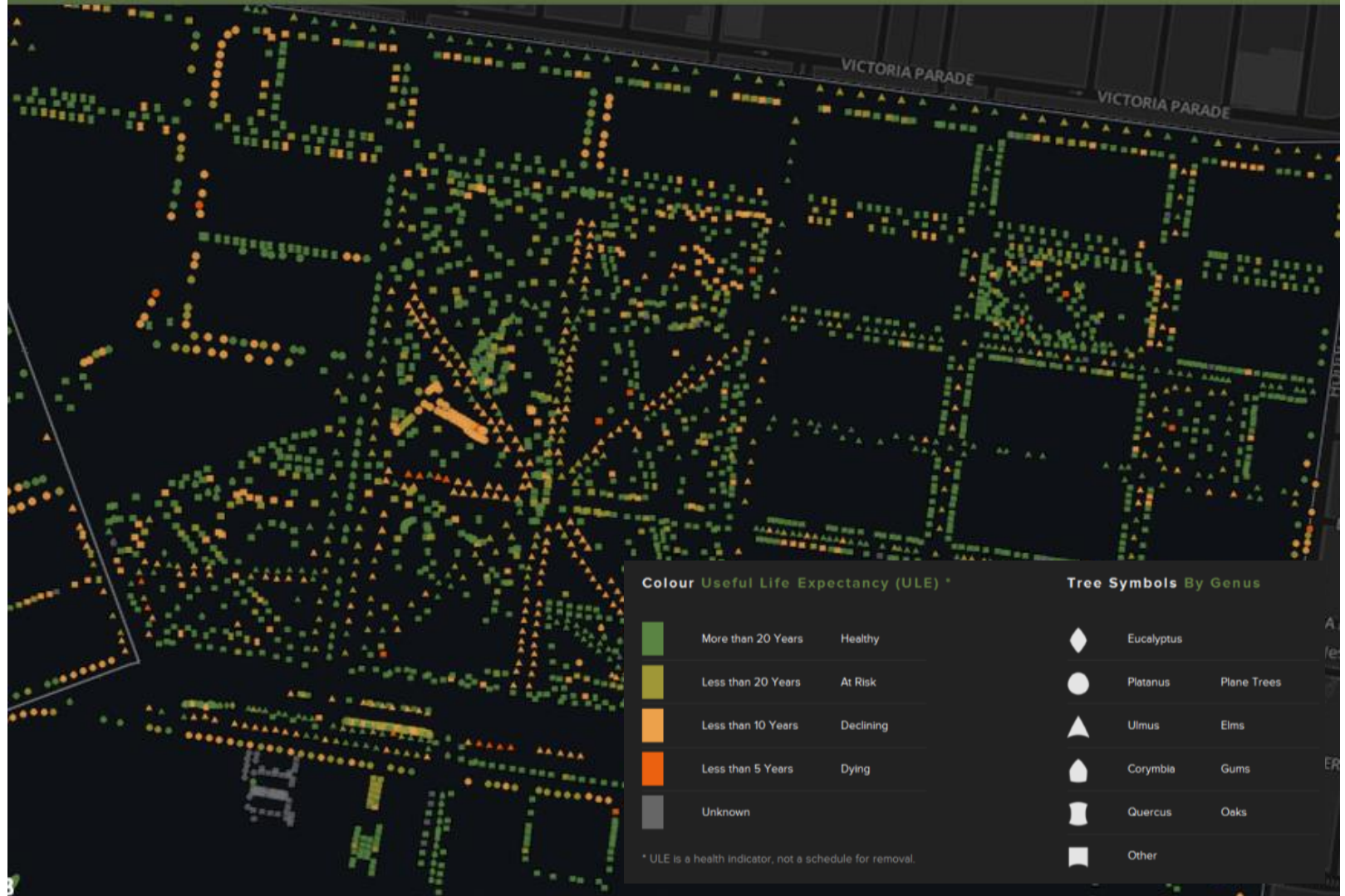




Art and design competition

"Trees are nice because if we didn't have trees we couldn't live. Trees breath in what we breathe out. The animals like the trees. I like the park but I don't like the park if there are no trees"





‘Dialogue’ with a Golden Elm, Tree ID 1028612

Aug 12, 2013

Dear Tree,

If you are that big round
beautiful low hanging tree
I think you are my
favourite tree. Such
beauty on such an ugly
road. Keep up the good
work.

Nick





www.202020vision.com.au

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