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

Expensive
Uncertain
Binary: win or lose

Collaboration

Cost effective
Proven
Exponential pickup
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
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

AIPH Green City Conference 2014

One Great George Street, Westminster
20% MORE GREEN SPACES IN URBAN AREAS BY 2020.

Perth Cultural Centre Urban Orchard
By Josh Byme & Associates

The Perth Cultural Centre Urban Orchard is a refuge for those seeking to escape the bustling Perth CBD, even for a moment in the day. It is a place to relax, to play, to meet, to harvest and learn.

Latest projects
Green walls, parks, landscapes, commercial developments and more. Learn from Australia’s most inspiring green spaces.

Show More
Perth Cultural Centre Urban Orchard
By Josh Byrne & Associates

The Perth Cultural Centre Urban Orchard is a refuge for those seeking to escape the hustle and bustle of the city. A place to relax, to play, 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’s approach to creative place making that integrates sustainability objectives, including the creation of a multistory car park, known as the Urban Orchard.

The Urban Orchard is a refuge for those seeking a moment in the day. It is a place to relax, to be surrounded by assorted fruit trees (including different varieties of citrus, apple, pear, and plum) planted with culinary herbs and companion plants. The orchard is over 300m2 of productive green space.

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

The Perth Cultural Centre – Urban Orchard was a winner of the Local Government Association of WA (LJAWA) Awards of Excellence in Sustainable Landscapes categories.

Other projects by Josh Byrne & Associates
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

Add a Comment...
The Jurassica Project
THE DESIGNER GARDEN COMPANY
The Jurassica Project transformed a vacant block of land on the main street of Cairns into a prehistoric garden to address Australia’s growing disconnect between our
2020VISION ™
20% MORE GREEN SPACES IN URBAN AREAS BY 2020

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

1. Help us find Australia’s most inspiring green spaces and showcase them to the nation!

2. Work with our supporters, including Australia’s federal, state and local government, to map, measure, research, publicise and socialise them.

3. We ask councils, developers and communities to plant more trees and create bigger and better green spaces. We all enjoy 20% more green spaces by 2020.

4. Connect, develop and communities and promote tree planting and create bigger and better green spaces. We all enjoy 20% more green spaces by 2020.

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

Did you know?

"Putting plants, and or art, in any office will improve productivity by 19%" To find out more about how plants can boost your employees productivity and wellbeing read the article.

Got a project to add? Click here | Become a partner. Click here

More green space goodness

Istana Woodland Park - NSW

Noosa Junction Stadium - QLD

Hobart Bridge Cartoon - TAS

Onslow Community Garden - WA

Did someone forward you this email? Subscribe. Click here

This email was sent to [email address suppressed]
You are receiving this e-mail because you opted in through 2020 Vision - unsubscribe 2020 Vision - visit our website - Level 1, 110 Gheringhap St, Sydney, NSW 2000
A thermal image at the corners of Macquarie Street and Flinders Street, Melbourne, between 3am on December 8, 2011, when the day's top temperature was 80.7 degrees Celsius. Photo: Jason Dowling

Of the nation's capital, the city of Melbourne had the highest annual average number of heat-related deaths in 2011. By comparison, the state's 2013 road toll was 242.

The number of heat-related deaths is expected to more than double by 2030. During 2009's January heatwave, 124 more deaths statewide than would be expected for the week during which the heatwave occurred in those aged 75 or older.

A sustainable cities expert, Professor Steffen Lehmann from the University of South Australia, said cities trapped and stored heat “like a baking oven.”

“Usually you open the windows at night and it's nice and cool in the morning when you get up. Cities don't cool down overnight anymore because we have built our cities in a way that they are like a baking oven - they store and store and trap heat,” he said.

Professor Lehmann is supporting a campaign funded by Nursery and Garden Industry Australia to increase urban green spaces by 20 per cent by 2020. He also wants changes to Australia's building rules to mandate more heat-resistant designs and materials.

“We have to have green roof gardens, green walls, and use materials that reflect the heat,” he said.

The head of Melbourne City Council’s environment portfolio, Councillor Arron Wood, said the council was pursuing an urban forest strategy.

“Our parks and gardens and our street trees are really the first line in this battle against the urban heat-island effect, and we have to double the canopy cover over the next 20 years for the city,” he said. The council aims to increase the city’s canopy from 22 per cent to 40 per cent by 2040.

The council loses about 1500 trees a year through old age, heat stress, development and vandalism. It replaces them with 3000 new trees annually.

Councillor Wood said a thermal image of a plane tree on Russell Street demonstrated the impact that trees had on reducing heat, with a big difference in surface temperature below the tree (38.3 degrees Celsius) compared with nearby surfaces (80.7 degrees Celsius).

The thermal image was taken mid-afternoon on December 8, 2011, when the maximum daily temperature was 32.4 degrees.

Dr Blair Trewin, a senior climatologist at the CSIRO, said Laverton cooled quicker than the city, adding “it’s just the nature of things.”

202020 Vision

Sydney project shows how to live sustainably

We need greener, more liveable urban spaces
Articles

Over 100 articles

Total circulation: 7.8 million
More of this

Give me reason

Show me others doing it

Start doing this

Show me how

Make it easy

20% more green space

Trend & Recommend

Demonstration & Ability

Policy & Infrastructure

Evidence & Inspiration

Perception

Reality
The Goods Line Research: Impact of a green space
Research: **Australia’s first baseline measurement of urban green space**

137 Local Government Areas
Instant Plant Plans

University of Western Sydney

Brookfield Multiplex

AIPH Green City Conference 2014
Brisbane, Queensland

“Green Spines”

City Centre Master Plan 2014
Stormwater treatment values of WSUD street trees - a business case for multifunction streetscapes
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

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
Living Colour
City Farm
Join the conversation about Melbourne’s Urban Forest

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

Like 150 people like this. Sign Up to see what your friends like.
• 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”
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