

Community Campaigner Kit



For more information go to gardeningresponsibly.org.au


Gardening
RESPONSIBLY Plant Sure

This kit is for people who love gardening and love our Aussie landscapes!

We're so glad you're interested in helping us to spread the word about Gardening Responsibly and to grow this important movement.

We know that Australians love ornamental plants in their gardens – but many people don't realise that 72% of the weeds we're battling in our bushland right now started as ornamental garden plants that got out of control.

Gardening Responsibly is all about getting the best of both worlds – growing beautiful ornamental gardens and harnessing the power of both scientific research, and collaborative partnerships to prevent future weeds.

We love to imagine a world where checking that an ornamental plant has a low risk of invasion is common practice for all Australians.

This Community Campaigner Kit has been developed to assist you as you share your love of ornamental gardens and natural landscapes. It includes:

- What is Gardening Responsibly?
- Ideas for spreading the word
- Facts and figures you can share
- How to stay in touch with us

Together, we believe we can really make a difference and prevent future landscape-scale weed invasions.

Thank you for helping us grow the Gardening Responsibly movement!

A young woman with short, wavy brown hair is smiling warmly at the camera. She is wearing a light pink t-shirt and grey overalls. The background is a greenhouse with a metal frame and glass panels, filled with various green plants. The lighting is bright and natural, suggesting an indoor garden environment.

Have you joined the
Gardening Responsibly
movement!

A photograph of three young children, two girls and one boy, standing outdoors. They are all smiling and looking towards the right. Each child is holding a small green seedling with a ball of dark soil in their hands. The child on the left is a girl with dark hair wearing a blue and white striped shirt. The child in the middle is a girl with blonde hair wearing a pink shirt. The child on the right is a boy with dark hair wearing a blue shirt. The background is a soft-focus outdoor setting with greenery.

Do you have what it takes to
be a **Responsible Gardener?**
We know you do!



What is Gardening Responsibly?

Gardening Responsibly is a groundbreaking initiative that helps all Australians enjoy beautiful, healthy gardens while reducing the impact of future landscape-scale weed invasions.

At the heart of the Initiative is our Certified Gardening Responsibly eco-label – the gardening responsibly tick of approval. Only ornamental plants that have been assessed through our Research Portal as having a low future-invasive risk can get the tick, and only suppliers who have joined our Gardening Responsibly Scheme supply plants with the tick.

Gardening responsibly means ensuring you buy, sell and install ornamental plants that won't jump the garden fence and cause harm to the environment.



We want everyone to hear about Gardening Responsibly!

You can help us to spread the word by sharing the content and ideas included in this kit – **particularly throughout October** as the Initiative launches across NSW.

Our goal is twofold: we want to 1) raise awareness about the impact of invasive weeds and 2) encourage everyone to join the Gardening Responsibly movement.

To find out more, visit the Gardening Responsibly website and explore our research and learn more about the Gardening Responsibly eco-label.

The more people who know about our mission, the better chance we have of building a movement – and creating real change. We'd love you to share the facts and figures about invasive weeds with your professional networks, family and friends to help us spread the word.

Having a stunning garden doesn't have to come at the **cost of the environment.**





Ideas for spreading the word about **Gardening Responsibly**

Together we can reach more people and have a bigger impact!

Through awareness and action we can influence the greenlife market and drive demand for low invasive-risk ornamental garden plants, and prevent future weeds.

On social media

We've put together a few key messages for you to use when spreading the Gardening Responsibly word across your socials but feel free to create your own... perhaps you'd like to share a fact from this kit or our website, or simply tell people about your involvement or how others can get involved.

Example 1

We're doing our bit to protect our natural environments and stop the spread of weeds across Australia. Keep an eye out for the Gardening Responsibly tick when buying plants – and help keep our native plants and wildlife safe.

Example 2

We've joined the Gardening Responsibly movement – and you can too! Jump online to check your choice and find low-risk plants for your local area. Together, we can make a difference and keep Australia's backyard beautiful.

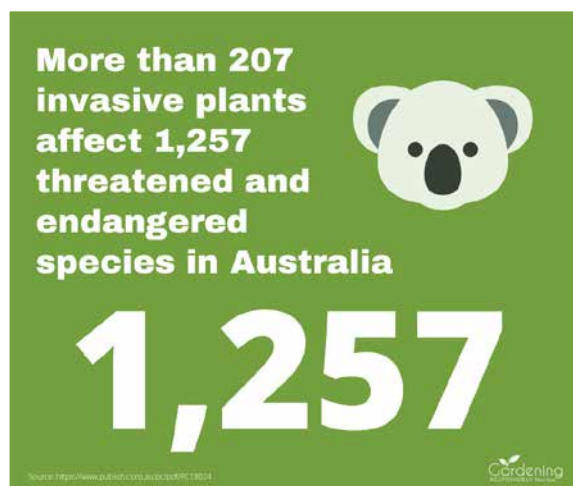
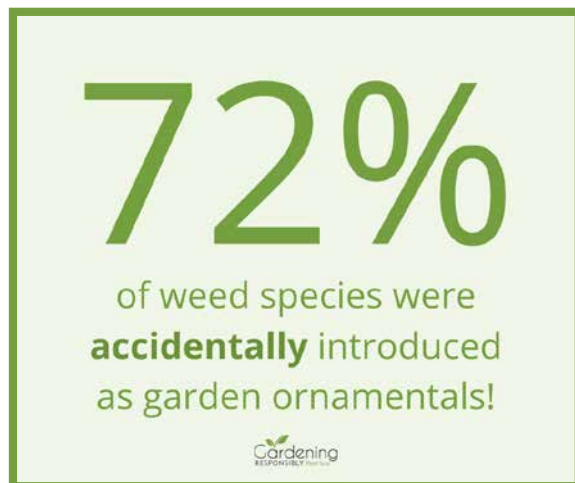
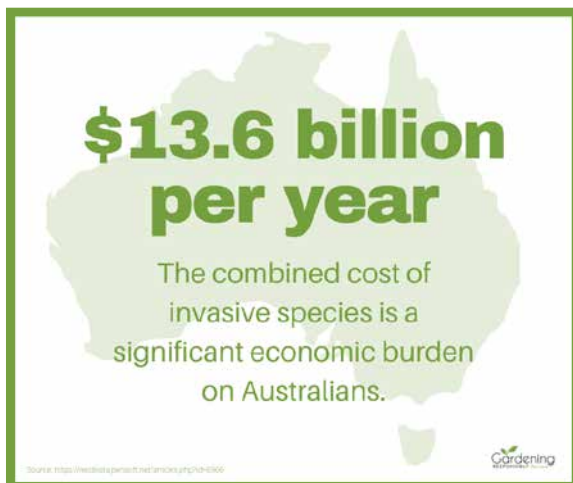
Example 3

Invasive weeds are impacting our uniquely Australian natural environments. Let's stop the spread together! Look for the Gardening Responsibly tick when purchasing your next plants.



Facts & Figures

We've also created a selection of social media tiles (below are just a few). These can be downloaded from our **Partner Portal**, which also contains other resources, such as our **Top 10 Tips for Recommending Low-Risk Plants** and our **Why Garden Responsibly?** infographic.



And whenever you post, remember to tag us (**@gardeningresponsibly**) and use our hashtags **#gardeningresponsibly** and **#checkyourchoice**.



Thank you for helping us grow the
Gardening Responsibly movement!



Stay in touch



Thank you for helping us encourage more
Australians to garden responsibly!

Need more info?

Contact us at info@gardeningresponsibly.org.au