



Garden Centres Of Australia



GARDEN CENTRES OF AUSTRALIA

Garden Centres Association of Australia Inc. (GCA) was formed over twenty years ago to represent independent garden centres throughout Australia. It is our mission to support and inspire members within an environmentally, ethically and commercially sustainable industry. We maintain solid working relationships with key supply chains to benefit our members. We are a not-for-profit association (and not an industry buying group).

GCA is the peak industry body representing garden centres throughout Australia. We represent Australian garden centres internationally through our membership with International Garden Centres Association (IGCA).

GCA is dedicated to its members, helping them to be market leaders by bringing the latest information on industry retail trends from around the world. We provide meaningful networking opportunities with owners and staff from other garden centres (united in sharing knowledge, experiences and vision) and we offer industry-focused education, training and marketing sales tools as part of the membership fee or at discounted member rates.

Garden Centres of Australia

Enriching our lives with plants and greenery

Garden Centres of Australia actively promotes the positive benefits of 'plant therapy' for our physical, mental and emotional health right across the year – via our social platforms, our website blogs and through ambassadors and the media. We promote the benefits of visiting your local garden centre and regularly showcase the good work our members are doing, not only for their customers but also for their local communities. GCA works closely with other Australian industry-related associations including Greenlife Industry Australia and garden retail buying groups to maximise resources available to our members.



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Garden Releaf Australia

Plant 'therapy' for health and well-being



encourage more people to visit their local garden centre



promote health and wellness benefits of plants and gardening



fundraising for a selected cause or charity

Garden Releaf is an innovative program established by GCA in 2014 to help people understand the many benefits that spending time in a garden, or simply being surrounded by living greenery, can have on a person's health and wellbeing.

Garden Releaf Day is held in March each year. It promotes the benefits that plants and gardens provide to enrich our lives. We encourage all garden centres around Australia to share in this message - to come alive with an explosion of colour, fun activities and informative events for the whole family.



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**GARDEN
RELEAF**
Garden Centres Of Australia



The Benefits Of Being A GCA Member



Networking opportunities with garden centres, industry and suppliers to share ideas, improve skills and learn from peers.



Membership to International Garden Centre Association (IGCA) - keep up with international trends and attend the annual IGCA Congress at a discounted member rate. www.intgardencentre.org



Discount on Garden Releaf fees. GCA supports members with marketing materials to help with in-store and online promotions.



Weekly eNews – for the latest in plant information ,international news and marketing trends.



Business listing on the Garden Releaf website and promotion on Garden Releaf Australia social media platforms.



Confidential monthly interfirm comparisons and mystery shopper discount.



A closed Facebook community chat page for members and suppliers.



Training and workshops – at member discounted rates.



Virtual member ‘morning tea’ catchups – industry discussions on a variety of topics and with special guests including plant and allied suppliers.

Join us today

**GARDEN
RELEAF**

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Do not miss out on the latest industry information, networking and educational opportunities that your GCA membership buys - it is an invaluable investment to ensure your garden centre is an Australian market leader.

Membership for **2023** is **\$395 + GST** per year (charged pro-rata if joining mid-year) which is renewed each January.

Contact us at:
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