



GARDEN CENTRES OF AUSTRALIA

# Garden Releaf 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.

Garden Releaf Day aims to:



encourage more people to visit their local garden centre



promote health and wellness benefits of plants and gardening



inspire 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 get on board Garden Releaf Day by sharing this message with their customers and come alive with an explosion of colour, fun activities and informative events for the whole family.

# Garden Centres of Australia

## Enriching our lives with plants and greenery

Garden Centres of Australia owns and administers Garden Releaf Day and 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.





# Why Should You Participate?



It helps to raise the profile of your garden centre – be seen to be giving back to your local community or chosen charity whilst promoting the numerous benefits plants and gardens have on our health and wellbeing



Brings new customers through your door













Provides customers with a feel-good experience – knowing that shopping at your garden centre during Garden Releaf Day is benefitting others too



Inspires, educates and entertains your customers and local community – gets them involved in thinking about how plants and gardens enrich their lives and those around them.



# How does GCA help make your Garden Releaf day a success?

-  National event promotion through the media and Garden Releaf ambassadors and supporters around Australia
-  Social media blast on the Garden Releaf Australia Instagram and Facebook pages
-  Social media package – providing you with tools to share the unified message with your audience
-  Prizes and giveaways from Garden Releaf sponsors and supporters
-  Suggestions and inspiring ideas that you can implement in your own garden centre event
-  Promotional collateral including weather-proof corflute fence banners and in-store banners
-  Digital artwork for banners and signage that you can print and display around your store
-  Promotion of participating garden centres on the Garden Releaf website
-  Sharing individual events and activities from participating garden centres on social media with regular shout-outs in the lead up, during and following the event
-  Providing additional support that you may need – simply ask us!

# Sign up today

**GARDEN  
RELEAF**

Garden Centres Of Australia



Early registration for Garden Releaf Day is essential - to ensure you receive supporting promotional material early and have time to plan and organise the event with your staff.

We aim to have all participating garden centres registered by 30th November 2022.

Cost is \$245 + GST (GCA members) and \$345 + GST (non-member garden centres) Price subject to change in 2024

Contact us at:  
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