

THE NATURAL LAWN **JOY** CAMPAIGN IS HERE!



PROJECT PARTNERS



Together, we're reminding Australia to:

CHOOSE THE JOY OF
NATURAL LAWN!



All lawn and grass surfaces featured are 100% Natural.

Q: What is the Natural Lawn JOY Campaign?

The **Choose the JOY of Natural Lawn!** or **Natural Lawn JOY Campaign** is a new national marketing initiative delivered by Turf Australia and funded by Hort Innovation, using the turf marketing levy.

It's designed to reconnect Australians with the **JOY** of natural lawns – the perfect backdrop for:

- celebrations and milestones
- sporting achievements
- quality time with loved ones and pets
- everyday moments that bring **JOY**.

SUSTAINABLE • NON-TOXIC • RENEWABLE
100%
NATURAL



Q: What's the aim of the campaign?

To remind Australians that real lawns are more than just grass – they're the natural, green backdrop for life's most joyful moments – bringing families, pets, communities, and the environment together in a way synthetic alternatives simply can't.

Q: Why get involved?

1. **Be part of something bigger.** Join a united marketing push for the Australian turf industry.
2. **Everything's ready for you.** Simply share the prepared resources with your customers and networks.
3. **More voices, more impact.** The more growers who join in, the more impact our message will have.
4. **Grow the JOY on your farm and across Australia.** Together, we can boost your business and strengthen the entire industry.

Q: How can I join in?

We've made it super easy!

In this pack you'll find:

- bumper stickers
- promotional campaign flyers and poster, and
- a step-by-step **JOY Activation Guide**.

For more resources visit the Grower Resources page on the Turf Australia website:

turfaustralia.com.au > industry-resources > grower-resources



Start sharing the **JOY** today and use **#naturallawnjoy** on social media!

Q: Do you need some help?

We're here for you! Email: **JOYcampaign@turfaustralia.com.au**



100%
NATURAL
RENEWABLE
NON-TOXIC
SUSTAINABLE

Q: What are the key messages? Why are they important?

Key messages explain, in a nutshell, what the campaign is about.

They can be used in social posts, conversations, and printed materials.

Add these to your posts and communications for consistent, memorable messaging.

Choose the JOY of
Natural Lawn!

Make Natural Lawn
the backdrop for JOY.

Sustainable.
Non-Toxic. Renewable.
100% Natural
= 100% JOY

SUSTAINABLE • NON-TOXIC • RENEWABLE
100%
NATURAL



Q: How can my customers get involved?

1. Customers can visit naturallawnjoy.com.au to:

Enter competitions.

Buy merchandise.

Discover the benefits
of natural lawn.

Find a local grower.

Join the mailing list.

2. **Follow us on Facebook and Instagram** for updates, competitions, and chances to join in the fun.

Share the tear-off promotional flyers enclosed in this grower pack with your customers.

Let's grow the **JOY** together – and remind
Australia why nothing beats the real thing!

CHOOSE THE JOY OF
NATURAL LAWN!



naturallawnjoy.com.au