

PROJECT PARTNERS





Together, we're reminding Australia to:





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.





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?

- I. 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







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.

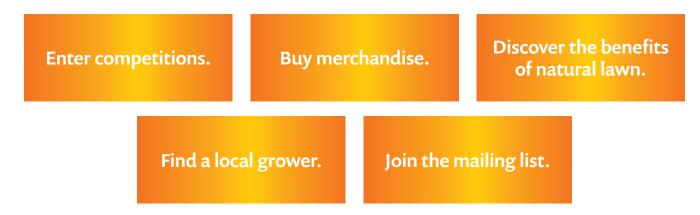
Sustainable.
Non-Toxic. Renewable.
100% Natural
= 100% JOY





Q: How can my customers get involved?

I. Customers can visit **naturallawnjoy.com.au** to:



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!



naturallawnjoy.com.au