

2013

National Tree Day Outcomes

COMMUNITY ENGAGEMENT & EMPOWERMENT

- **A quarter of a million people took part**
- **700 community partnerships forged** between councils, businesses, environmental agencies, LandCare and BushCare groups, Catchment Management Authorities and community networks

POSITIVE ENVIRONMENTAL IMPACT

- 430,000 volunteer hours dedicated to green outcomes (estimated value of \$4.3 million dollars in donated labour)
- 1.2 million native trees, shrubs, grasses and edibles planted this year
- **4,013 sites revegetated** (a new campaign record!)
- 20 million seedlings planted since the campaign began

INDIVIDUAL ACTION

- For the first time people could participate by planting in their backyards, balconies or streets

ENVIRONMENTAL STEWARDSHIP & EDUCATION

- **180,000 students at 2,200 schools participated**
- 470,000 seedlings planted and 2,800 nature care activities performed including creating crunch and munch gardens, setting up worm farms and launching ongoing school sustainability programs
- 4,700 teachers accessed 70 new curriculum-aligned environmental lesson plans for PreK to year 10 students

PUBLIC AWARENESS & COMMUNICATION

- 106,500 emails and 40,000 faxes sent to sent to councils, schools, businesses, community groups, landcare groups and nurseries
- **365,316 visitors to the Tree Day website**
- 233,200 referrals made to the Tree Day website from outside websites
- 107,000 social media comments, posts and shares
- 8,400 registration kits and posters mailed and downloaded
- 820 letters sent to State and Federal MPs
- 2,390 hours of dedicated customer service support helping with inbound/ outbound calls, email enquiries and registrations

NATIONAL MEDIA EXPOSURE

- 201 TV items, 327 radio interviews, 2,346 print articles and 894 online articles achieved with an **equivalent advertising value exceeding \$2,111,953**
- 384 plays of TV community service announcement and 854 plays of radio CSA featuring celebrity gardener Jamie Durie

AUSTRALIAN RESEARCH & LIFESTYLE TRENDS

- Planet Ark commissioned research, titled *Missing Trees - The Inside Story of an Outdoor Nation* that revealed **1 in 3 people spend less than 18 minutes daily in outdoor recreation** due to diminishing backyards, longer working hours and competing screen time



This year over a quarter of a million people took part in National Tree Day demonstrating the community's desire to not only green the nation, but to work together to achieve this goal.

