

National Tree Day 2008

Summary of volunteer survey



274 responses – 14% return rate

1. Who were the volunteers?

50% were an interested member of the public

The remainder were split between:

Member of a local green group	11.3%
Member of a local community group (Lions, Rotary etc)	10.2%
Corporate employee engagement program	10%
Friends and/or family attending	8%
Other	10.5%

80% of survey respondents **did not** work in the environmental field

Volunteers had been involved in NTD for an average of 2.1 years

2. Did volunteers belong to a community or environmental group?

Overwhelmingly most of the volunteers **did not belong to a community or environmental group**. Of those who did:

- 32% belonged to landcare/bushcare/coastcare
- 31% belonged to a "friends" group
- 15% belonged to a local climate action group
- 12% belonged to national parks
- 18% belonged to local council
- 32% belonged to other community groups

3. Why do people volunteer?

This was a free text answer, however the answers can be slotted into a few different categories. In rough order they were;

- Help environment – this ranged from broad answers such as “global warming” to very specific answers relating to local issues
- Community based motivations – giving back to the community, being part of the community or helping the community
- For the children – having fun as a family, show them what can be achieved when people work together, set a good example
- Planting trees in memory of loved ones

Conclusion:

Tree Day is more than a pragmatic environmental activity. For many volunteers the event provides a route to express their values around family and community and to contribute to each in a positive, measurable manner. Many people mentioned the feeling of “being part of something larger” which comes from a national event.

4. What did the volunteers enjoy most?

Once again this is a free text answer however the answers fell into three broad categories;

- Community involvement
- Planting with children, watching them have fun and taking ownership of the trees they have planted
- A good, fun social day. Making friends and meeting like minded people

5. Other comments

The most common “other” comments about National Tree Day were:

- It was a wonderful day
- They ran out of trees at the site and it was very disappointing
- Unhealthy BBQ food and bottled water being available (this was seen as a negative)
- More guidance and direction needed for volunteers re planting

Conclusion:

Planet Ark needs to investigate strategies for managing the demand to plant at popular sites

6. How did volunteers hear about NTD?

1. Word of mouth	27.4%
2. TV advertisement	17.1%
3. Local group publication (Landcare, school newsletter etc)	14.6%
4. Article in local newspaper	12.5%
5. Intranet/work email message	10.0%
6. Intranet/web banner or listing	7.1%
7. Tree Day poster or brochure in local library, enviro centre etc	3.9%
8. Letterbox drop/flyer	2.1%
9. TV segment with PA spokesperson (Kerrie Ann etc)	1.8%
10. Radio Advertisement	1.4%
11. Magazine Advertisement	1.1%
12. Radio interview with a celebrity or PA spokesperson	0.7%
13. Cinema Advertisement	0.4%
14. Tree Day flyer in National Geographic shop	0.0%

7. How did volunteers find a site to go to?

1. Website	32.0%
2. Word of Mouth	29.5%
3. Local Paper	13.9%
4. Newsletter (eg school, club)	12.5%
5. Called the hotline	3.6%
6. Local Poster	2.8%
7. Letterbox drop/flyer	2.8%
9. Just passing by	2.1%
10. Local Radio	0.7%

8. Where did the volunteers come from?

NSW	43%
VIC	27%
QLD	10%
SA	11%

75% came from metropolitan areas

76% like gardening

67% like bushwalking

59% buy green products

Conclusion:

This is an overwhelmingly metropolitan event, in which word of mouth promotion plays a key role.