



national tree day

PLANET ARK  TOYOTA



2013 Campaign Summary

Australia's largest community tree planting and nature-care event



2013 Campaign Outcomes & Initiatives

Environmental Impact

- Planet Ark achieved a campaign milestone by planting 20 million seedlings since the campaign began in 1996.
- Over 4,000 locations across the country were revegetated.
- Participants for National Tree Day contributed an estimated \$4.3 million dollars in labour (1.9 hours of time x 225,000 x \$10/hr).

Community Engagement and Empowerment

- Participation grew to a quarter of a million people, united in their efforts to do something positive for their local environment and community.
- Over 700 community partnerships forged with umbrella networks, councils, environmental agencies, community groups and businesses.
- Close to 200 Australian councils and shires ran public planting sites enhancing their local parks, gardens sports fields, bushland, foreshore and catchment areas. Many councils assisted schools and community groups and also ran plant giveaways, nature-care activities and gardening and sustainability workshops.
- Over 2,200 schools and 180,000 children took part in environmental stewardship activities for Schools Tree Day
- This year, for the first time, homeowners were encouraged to plant in their own yards, balconies and on their nature strips (if allowed by councils) making it easier for people to get involved and increasing plant cover.



Planet Ark's National Tree Day is the largest nature-based activity in Australian schools



Councils form the backbone of National Tree Day.



Residents could take part in Tree Day by planting at home.



Councils Who Permit Residents to Plant along their Street and Take an Active Part in Growing their City's Urban Canopy

In early February, Planet Ark contacted 350 Australian councils and shires, to notify them of National Tree Day's 2013 focus to green Australia's streets and backyards and to find out if they permitted residents to plant of their nature strip, streets, sidewalks and verges. 37 councils specified they permitted verge planting and encouraged community stewardship of public open spaces including:

Blacktown City Council
Buloke Shire Council
Cairns Regional Council
Canterbury City Council
Charters Towers Regional Council
City of Gosnells
City of Joondalup
City of Onkaparinga
City of Melville
City of Wanneroo
Devonport City Council
Gold Coast City Council
Greater Bendigo City Council
Greater Geelong City Council
Hinchinbrook Shire Council
Knox City Council
Ku-ring-gai Municipal Council
Leichhardt Municipal Council
Lockyer Valley Regional Council
Logan City Council
Marrickville Council
Melbourne City Council
Mildura Rural City Council
Moreland City Council
Mount Isa City Council
North Sydney Council
Redland City Council
Scenic Rim Regional Council
Southerland Shire Council
Southern Downs Regional Council
Southern Grampians Shire Council
Sydney City Council
Toowoomba Regional Council
Townsville City Council
Whitehorse City Council
Willoughby City Council
Yarra City Council



37 councils permit verge planting and encourage community stewardship of public open spaces.



Public Awareness and Education

- Planet Ark delivered a national media campaign, helping to boost participant involvement and highlight the efforts of the dedicated site coordinators and participants who dig in for their local environment and communities. High quality media coverage was achieved in national and metropolitan TV, radio and press outlets securing:
 - 2,346 print articles,
 - 201 TV items,
 - 327 radio interviews and
 - 894 online articles.
- A 30-second television community service announcement, starring celebrity gardener Jamie Durie, aired on free-to-air television 384 times during the campaign period (25th June- 28th July). A 30-second radio CSA was distributed to all Australian commercial radio stations and was played 854 times.
- Planet Ark and Toyota commissioned an independent survey and research report on our country's relationship with the great outdoors. The report, titled *Missing Trees – The Inside Story of an Outdoor Nation*, tied National Tree Day to an issue of emerging concern by illustrating the that the Aussie laid-back outdoor culture we pride ourselves on is being eroded as backyards are shrinking, we're working longer hours and kids are playing on-screen rather than outside. Planet Ark's report is essentially a call to action for individuals, families and schools to reconnect with nature through the backyard, playground and parks of all sizes and take part in National Tree Day.
- The theme for National Tree Day 2013 was *Get Outside and Grow*, encouraging people to make nature a part of their everyday lives, at home, work, school and in their communities.
- Over 365,000 visits were made to the Tree Day website (treeday.planetark.org) during the campaign period.



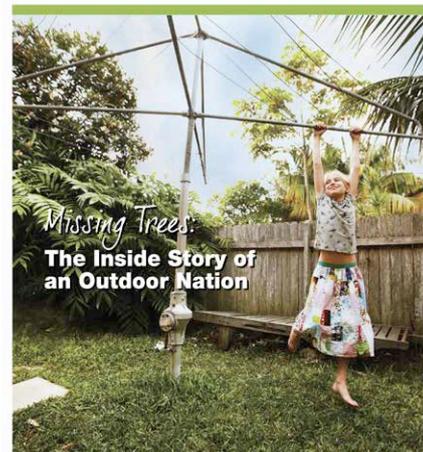
TREE DAY

- National Tree Day and Schools Tree Day provide an opportunity to do something positive for the environment and reconnect with nature
- The two days combine to make Australia's biggest community tree-planting and nature care event
- It is co-ordinated by Planet Ark and sponsored by Toyota
- National Tree Day was co-founded by Olivia Newton-John and Planet Ark in 1996
- Since then more than 2.8 million people have planted more than 17 million native trees and shrubs
- The day was also celebrated by Campsie Public School, which welcomed representatives from Burnings Warehouse Ashfield who helped plant native trees and shrubs donated by the business.

Students mark Schools Tree Day with Brad McEwan, Costa Georgiadis and Magdalena Rose.



1 in 3 people spend less than 18 minutes per day doing outdoor recreational activities - that's the same amount of time it takes to hang out a load of laundry.



Planet Ark's research report reveals that our Aussie laidback outdoor lifestyle is under threat due to shrinking backyards, longer work hours and competing screen time.





Bunnings stores participated in over 264 nature-care activities helping transform school yards into inspiring green spaces.

Corporate Responsibility

- Toyota Australia's 14-year sponsorship and the involvement of 175 of its dealers highlighted the company's ongoing commitment to work with local communities to protect and care for our environment.
- Bunnings provided financial support, plants, equipment, advice and staff assistance at over 264 nature-care activities run by schools.

2014 Campaign Recommendations

Our 2014 campaign will incorporate the following recommendations made by past coordinators, participants and sponsors (based on feedback from our 2013 National Tree Day Evaluation Survey):

- Build upon the momentum achieved this year with personal planting sites; encourage family members, friends and neighbours to plant in their own backyard, patio, garden or streetscape as a way to connect with nature.
- Pursue partnership/sponsorship opportunities with organisations that have mass reach to the general consumer and that can help spread the personal planting message to households across the country.
- Look into new ways to increase event awareness.
- Further leverage social media.
- Commission more research regarding the importance of time in nature.
- Develop a mobile website and further simplify our online registration process.



'Oh what a seedling!' Members of the community and Toyota Australia celebrate planting the 20 millionth seedling since the campaign began.



PUBLIC COORDINATORS

COUNCILS, ENVIRONMENTAL AGENCIES AND COMMUNITY GROUPS

- Engage key stakeholders in providing more opportunities to green local parks, gardens, reserves, sports fields, bushland, foreshore, and catchment areas and encourage community stewardship of public spaces.
- Work with councils to develop and promote street greening programs and streetside environmental stewardship initiatives (especially during the month of July). Encourage councils to review their policy of streetside/verge planting and permit and further support residents to grow and care for appropriate trees and gardens on their verge, nature-street, sidewalk and street.
- Support gardening opportunities for residents, apartment and unit dwellers via including more nature-care activities as part of Tree Day (ie providing workshops and resources on gardening, vertical and rooftop gardens, composting, worm farming and/or community gardens).
- Leverage National Tree Day as a way to increase urban canopy cover on private land via supporting residents to plant appropriate trees and native vegetation in their yards (i.e. providing free plants as incentives, information and guidelines for planting and access to resources where appropriate).
- Approach larger metropolitan councils regarding the type of advertising they purchase to promote their Tree Day event. Look into tailoring some stock ads that can be easily tailored and are available for download on the Tree Day website. Depending on the media outlet, some strategic ad buys may be arranged with sponsors.
- Encourage councils to involve their local library in promoting Tree Day particularly by taking part in preschool story-time sessions and green arts and craft activities during the month of July.
- Enable local schools to green their yards: supporting them with plants, resources and labour.



“He who plants a tree plants a hope”

**Get Outside and Grow
and make nature part
of your everyday life
- at home, work, school
and in your community.**

**National Tree Day
Sunday 27 July, 2014
Schools Tree Day
Friday 25 July, 2014**

**Register at
treeday@planetark.org
or call 1300 885000**

