

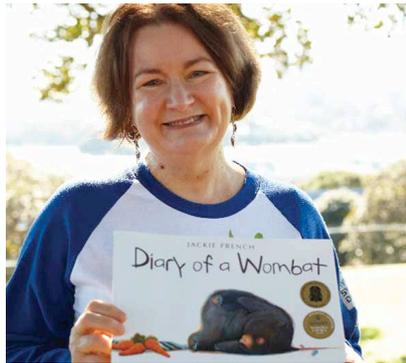


schools tree day

PLANET ARK



TOYOTA



2013 Campaign Summary

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



2013 Campaign Outcomes & Initiatives

Environmental Education and Stewardship

- From inspiring classroom-based environmental education programs to schoolyard tree planting, Tree Day helps transform our schools into model green spaces while helping to build a corps of young people who will protect and maintain our country's trees and environment in the future.
- **Over 180,000 children at 2,200 preschools, primary and secondary schools and libraries took part.**
- Over 462,780 seedlings were grown by students at 2,200 school planting sites.
- Planet Ark partnered with Cool Australia to create over 70 Schools Tree Day lesson plans that aligned with the Australian curriculum for PreK – year 10 students. Teachers accessed lesson plans 5,000 times during the campaign.
- The most noteworthy area of growth for the campaign was the increase in nature-care activities with schools taking part in 2,840 environmental stewardship activities, beautifying schoolyards, creating crunch and munch gardens, and worm farms and launching ongoing schools sustainability programs.
- Planet Ark created the Tree Day Preschool Planning Guide as a great way to achieve Early Years Learning Framework environmental and community outcomes.
- 100,000 Seedsticks™ - ready-to-plant seeds on biodegradable cardboard, were given away to schools, and were ideal for little gardeners.
- Planet Ark and Toyota released research, titled Missing Trees – The Inside Story of an Outdoor Nation, revealing that our Aussie lifestyle is being eroded as backyards are shrinking, people are working longer hours and kids are playing on-screen rather than outside.



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



Tree Day Early Learning – People Trees



Tree Day Foundation – Patterns in nature



Tree Day Year 1 & 2 – Local Forest Mural



Tree Day Year 3 & 4 – Adopt A Habitat Tree



Tree Day Year 5 & 6 – Enhancing Biodiversity



Tree Day Year 7 & 8 – Biodiversity challenge



Tree Day Year 9 & 10 – Investigate a local issue

Cool Australia's team of qualified curriculum writers assisted us in creating 70 exciting lesson plans to grow students' love of nature and environmental understanding.



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.

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.
- 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).
- Bunnings Warehouses ran 374 DIY workshops across their stores showing participants how to plant in their own gardens.
- Toyota Australia's national network of dealers helped close to 300 schools for Schools Tree Day.
- Bunnings provided financial support, plants, equipment, advice and staff assistance at over 264 nature-care activities run by schools



Planet Ark's National Tree is the largest environmental event in Australian schools



Toyota's 14-year sponsorship of National Tree Day has enabled thousands of children the opportunity to plant a tree.



Bunnings stores helped transform school yards into inspiring green spaces.



2014 Campaign Recommendations

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

SCHOOLS

- Advertise earlier to schools so they can better prepare and schedule their term planners and potentially allow them to grow their own plants for Tree Day.
- **Make Seedsticks fundraiser available to more schools as a tool to engage local businesses.**
- **Create new ways for schools to get involved when space is an issue and promote nature-care activities.**
- Email state educational departments regarding learning resources and planning information.
- **Develop more helpful learning resources for teachers to embed Schools Tree Day into their curriculum.**
 - Design more activities for early learners & preschoolers, especially ones that incorporate music and dance.
 - Create age appropriate high-school learning materials that rely on symbols.
 - Develop and deliver another video conference for teachers and senior educators, in collaboration with Electroboard, Field of Mars, and Cool Australia.
 - Offer another digital storybook as a great way to get children to think about the importance of trees (similar to the Last Tree in the City and The Lorax).
 - Offer colouring-in pictures with labelling for a variety of native plants, flowers.
 - Provide a secure space to upload pictures and share with other schools.
- Connect schools with their local Bunnings store and/or Toyota dealership for support with plants, resources, and labour.



Kids are wild about Schools Tree Day and being outdoors in nature.

**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**

