

Valuing Trees

What is Nature Worth?

Report Key Findings – June 2014

Planet Ark's **Valuing Trees - What is Nature Worth?** report focuses on the value of nature. It explores the financial, environmental, social, and health and wellbeing benefits of having trees, plants and other natural elements in the workplace, at home, in the community and at school.

Valuing Trees includes the results of an independent survey commissioned by Planet Ark and conducted by research consultancy Pollinate in March 2014. The survey explored Australians' attitudes, behaviours and preferences in regards to contact with nature and how much Australians financially value nature, particularly at work and in their neighbourhood. A nationally representative sample of 1000 Australians aged 14-64 years old was surveyed online. In addition to the survey results, the report also provides an overview of existing Australian and international academic research investigating the benefits and value of nature in these different settings.

Valuing Trees is a call to action to businesses, councils, schools, employees and parents to make nature an everyday part of their lives, for the benefit of their health and wellbeing, their communities, the environment, and their hip pocket.



Workplaces:

- Employees would sacrifice about 5% of their pay – an average of \$3,700 – to have regular contact with nature while at work (assuming a base salary of \$70,000);
- 22% of Australians would sacrifice \$10,000 or more in pay to be able to connect regularly with nature while at work;
- 1 in 5 indoor workers don't see any natural features from their workspaces, and just over 1 in 2 workers (52%) can't see the sky;
- 63% of people prefer workplaces that have natural elements;
- 1 in 4 people don't take breaks – even short ones – outside, yet 69% of people want to spend more time outdoors;
- Nearly a third of Australians (31%) say that having a window with views of nature at work is even more important than having good cafes in the area;
- Having views to nature and outdoor break areas at work are as important to Australians as having easy access to shops and banks while at work;
- Employers could do more to have natural features at work – 3 in 4 people can't see live indoor pot plants and around 3 in 5 (59%) Australian workers agree that employers should provide opportunities for employees to have regular contact with nature.

Homes:

- Nearly 4 in 5 Australians (78%) want to live in a home with many natural elements, such as trees, plants and a garden;
- Australians would be willing to pay an average of \$35,000 more – about 7% of the value of their home – to live in a home in a 'green' neighbourhood (assuming a base value of \$500,000);
- Around a third of Australians (34%) would pay an extra \$100,000 or more to live in a 'green' area;
- Living in a home with a backyard and in a 'green' neighbourhood is important to Australians, even more important than proximity to work, shops and public transport;
- About two thirds of Australians (65%) would prefer to buy a home in a nature-filled neighbourhood, even if it cost them more to do so.

Schools:

- For parents, natural school grounds is as important as academic reputation when it comes to their child's school.

National Tree Day

In light of the report's findings, Planet Ark is encouraging everyone to incorporate more green into their offices, homes and schools and participate in a National Tree Day activity in their workplace, home or community.

For more information and to find your nearest Tree Day site, please visit treeday.planetark.org or call the National Tree Day Hotline on 1300 88 5000.

For more information on Planet Ark's previous nature-related research, please visit:

TreeDay.PlanetArk.org/research

