



national
tree day

PLANET ARK



TOYOTA

Council
Activity Guide

Council Activity Guide

Councils have played a central role in Planet Ark's National Tree Day. Each year, council involvement provides support and care for our Australian environment, helps develop and reinforce connections with the local community and offers a fun and rewarding experience for the participants. At Planet Ark, we are aware of the hard work of so many councils which makes this event possible. We would like to congratulate you on your efforts to date, and hope that this guide goes some way to making your job easier.

This Council Activity Guide has been compiled by Planet Ark with consideration of responses given through our Council Site Coordinator Survey. It outlines a range of activities that have already been implemented by some councils as well as ideas on what more councils can do to make the event dynamic and engaging.

Councils are welcome to use whichever components they wish from the guide.

Planet Ark would like to thank the councils that have contributed to the success of National Tree Day over the years and those that contributed to this guide.



Paul Klymenko
Planet Ark CEO

National Tree Day is organised by Planet Ark in partnership with Toyota Australia



Activity	Get involved with Schools Tree Day
Outcomes	<ul style="list-style-type: none"> • Creates links with local schools • Fosters a sense of public space ownership by students
Considerations	<ul style="list-style-type: none"> • Provide plants and/or labour to help local schools and their Tree Day projects. • If the school does not have enough space, invite them to plant on council land with your assistance. Often teachers feel they do not have adequate skills or knowledge to manage this event on their own. • Consider organising a collaborative Schools Tree Day event with several local schools involved. This is also a great way to draw local media. • Don't restrict yourself to tree planting! Local schools can be contacted to help manage previously planted areas or areas in need of repair on a regular basis, getting involved in mulching, weeding, follow-up watering, maintaining tree guards and more. • Consider setting up a long-term program with the schools. The initial tree-planting or nature care event can be used as a launching pad for extended programs. • If you can't plant, or in addition to your planting activity, organise a bushcare officer to visit local schools to talk about native plants and animals.
Council Comments	<p>"In my experience school students are very interested in knowing how quickly "their" seedling will grow and show interest in coming back in the future to check on their plant's growth!"</p>

Download Planet Ark's detailed "Getting Started Guide" for information on How to organise your site; What you need on the day; Promoting within your community; Essential tools and more.

Activity	Tree Troopers Program
Outcomes	<ul style="list-style-type: none"> • Community engagement • Developing environmental stewardship and skills in local school students
Considerations	<ul style="list-style-type: none"> • Councils have the resources to train local school students about bush regeneration and nature protection. • A small group of students from a school are trained as 'Tree Troopers' for their school by a local council staff member. • They attend a short training session with a school staff member also in attendance. • The training session will include education about why planting native plants is so important and the best way to go about it. • Once completed, the students will then be equipped with the knowledge and skills to teach their fellow students about the ins and outs of planting.



Activity	Kids' activities to have at your Tree Day sites
Outcomes	<ul style="list-style-type: none"> • Community engagement and fun! • Complement other education and curriculum-related activities • Extra things to do when all the natives have been planted!
Considerations	<ul style="list-style-type: none"> • Additional activities can be particularly useful at high volume sites. • Get the kids to make pots out of papier-mache. They can use these pots for growing their own seedlings. • Ask them to do a tree count at your planting site. How many are there? What types are they? Are they native or introduced? Trees for beauty or trees for homes? Fully grown or newly planted? • Make an artwork out of man-made materials that haven't been disposed of properly e.g. aluminium cans, scrap paper, plastics etc. • Planet Ark has developed a suite of activities that can be downloaded from our website at http://treeday.planetark.org/kids/fun.cfm. These include: <ul style="list-style-type: none"> • Environmental treasure hunts and scavenger hunts • Explorer's Logbook – a resource developed by Planet Ark full of fun learning activities for students as they journey through the native bushland. • Colouring pages and activity sheets.
Council Comments	<p>"We had a drawing competition through our local paper. Several schools drew what they considered "Important Environmental Aspects" on 2 litre cartons - the cartons will be used at future plantings as guards".</p>

Activity	Additional activities for your planting site
Outcomes	<ul style="list-style-type: none"> • Provides additional activities for the community to get involved with. They will be very open to learning more after their involvement in a planting activity.
Considerations	<ul style="list-style-type: none"> • Composting or worm farming workshops. Consider supplying subsidised worm farms or compost bins or getting local suppliers to attend. • Native plant and mulch giveaway. Helps educate local residents about what to plant in their backyards. Your local community nursery could also have a stall. • Organise a visit from a mobile zoo. Select native animals and reptiles that would normally inhabit your local area, so you can educate your community about what animals will return to rehabilitated areas. For a list of mobile zoos in your state, visit http://treeday.planetark.org/councils. • Promote local suppliers of green products or ask representatives from local green groups (such as Landcare or Bushcare to attend) and have a stall. • Have a Q&A stall where keen or budding gardeners can ask questions about the local area and how best to care for it.
Council Comments	<p>"Council used National Tree Day as an opportunity to support one of the local Landcare groups who contribute greatly to regeneration in the Shire, including on Council land. It also brought different sections of Council together to work on-site, assisting networks across the Council."</p>



Activity	Promoting your local tree planting or tree care activity
Outcomes	<ul style="list-style-type: none"> • Greater community engagement • Showcase council environmental stewardship
Considerations	<ul style="list-style-type: none"> • Register your public sites with Planet Ark to ensure we can direct the general public to sites in their area. A RSVP facility is also available to site coordinators so that you'll be able to keep track of the number of attendees at your site and communicate any messages about the site. • A letterbox drop in the local area around the Tree Day site can be very effective in gathering interest from volunteers. Download a template prepared by Planet Ark at http://treeday.planetark.org/coords/posters-brochures.cfm. • Adaptable media releases - Planet Ark produces media releases for use by councils. They are sent via e-mail about a month before National Tree Day. They can also be downloaded from http://treeday.planetark.org/media. • For maximum impact, local information and quotes should be added to these releases. • Does your project have an interesting story? Give us as much detail as possible so that we can promote your activity in local media and on our website. • Invite your local and federal MP to attend. This can help gain media coverage for your event as well as highlighting your activities to the broader community. • Put up promotional Tree Day posters around your planting site and at your council. • Post a notice on your council website and to your email list. • Collect names and addresses at your site so you can contact them again!
Comments	Surveys show word of mouth, the Planet Ark website and local flyers and posters are the most effective way to promote your site.

A range of downloadable resources are available at <http://treeday.planetark.org/councils> including: Adaptable media releases; Promotional posters; Signage; Case studies and more.

National Tree Day Contact Details

National Tree Day Hotline: 1300 88 5000

National Tree Day Website: <http://treeday.planetark.org>

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Facebook Page: www.facebook.com/NationalTreeDay

