



national
tree day

PLANET ARK TOYOTA

Community
Getting Started Guide

Contents

ALL ABOUT NATIONAL TREE DAY	3
What is National Tree Day?	3
Why should your organisation get involved?	
GETTING STARTED	4
Which Tree Day activities to choose	4
PLANNING YOUR NATIONAL TREE DAY PLANTING, REGENERATION OR MAINTENANCE ACTIVITY	4
Registering your site	5
Insurance details	5
How to organise your Tree Day site	5
Who is the organiser?	5
Choosing a site	5
What volunteers need to know	5
What you need on the day	6
Essential tools	6
Catering	6
On-site safety	6
Risk assessment	6
First aid kit	7
Accident/incident report form	7
Forms	7
Volunteer registration form	7
Photo-release form	7
Results form	7
PROMOTING THE DAY WITHIN YOUR COMMUNITY	7
Community	7
Schools	8
Businesses	8
STORIES TO INSPIRE YOU	9
NATIONAL TREE DAY CONTACT DETAILS	10
RESOURCES PROVIDED BY PLANET ARK	10



ALL ABOUT NATIONAL TREE DAY

This guide is aimed at assisting in planning public or community Tree Day sites. For a guide for planning schools Tree Day sites or council Tree Day sites, visit the National Tree Day website at <http://treeday.planetark.org>.

What is National Tree Day?

National Tree Day, proudly sponsored by Toyota, began in 1996 and has grown into Australia's biggest community nature protection event. Each year hundreds of thousands of people plant around a million seedlings, and restore many thousands of hectares of unique Australian landscape to enable local native plants & animals to flourish.

National Tree Day is a "call to action" to all Australians to get involved in volunteering to help protect and care for their local environment. Many volunteers are encouraged by the fact that National Tree Day is a national event. By joining together with the rest of the country, the volunteers are able to measure the significant environmental impact of all their combined efforts across Australia.

What is Schools Tree Day?

Each year, around 2500 Australian schools participate in a special National Tree Day event designed just for children – Schools Tree Day! Held the Friday prior to National Tree Day, it's a great opportunity to educate young people about why planting trees is vital to maintaining the world's ecosystems.

Why should your organisation get involved?

Hundreds of local councils, community and environmental groups and businesses across Australia take the opportunity to register and run a

public site on National Tree Day, taking advantage of the marketing and publicity that Planet Ark creates around the event and to signal their contribution to the collective national effort.

National Tree Day benefits organisations by:

- Raising the public profile of the group through local media coverage in print, online and broadcast media
- Helping to identify areas of environmental concern that need repair
- Encouraging a more unified community who have a sense of ownership of their local natural spaces
- Improving the condition of local parks, gardens, catchment areas and habitat
- Generating positive publicity
- Educating the community about plants indigenous to the area, showing them what they should be planting in their backyard
- Helping to educate and inform Australians about environmental issues and encouraging them to take part in future nature protection programs

You don't have to be planting trees to get involved with National Tree Day – we encourage groups who are working on bush regeneration, coastal and dune care and any other nature preservation activity to register for National Tree Day.



GETTING STARTED

Which Tree Day activities to choose

There are a number of different ways that organisations can get involved in National Tree Day and Schools Tree Day activities. These include:

1. Hosting a community planting activity

Each year hundreds of community and environmental groups across Australia take the opportunity to register and run a public site on National Tree Day.

Many groups have expanded the scope of the event by incorporating fun environmentally based activities for families such as food stalls, native animal shows, composting workshops, a BBQ and games. This makes the day more than just about planting natives, but about gaining an enriching experience by engaging with nature. Remember, National Tree Day can involve any kind of planting or restoration, not just tree planting.

If your preference is to have a community planting day but your local climatic conditions do not suit the timing of National Tree Day, Planet Ark has arranged volunteer insurance coverage all year round to enable public planting events at a time that suits your environment and community.

2. Regeneration or beautification of degraded natural areas

Instead of a planting day, consider getting the community involved in ongoing maintenance activities. A poster telling the story of what you have achieved or would like to achieve is a great way to engage people in your vision.

3. Native plant giveaway or weed swap

This can be done in conjunction with any of the above activities or as a stand-alone National Tree

Day activity. It is a great way to educate your local community on endemic native plants and what weeds look like. Registering your stand-alone activity on the National Tree Day website is a good way to promote it to the local community.

Community groups also often support schools' involvement in Schools Tree Day. They can do this by:

- Providing local provenance plants
- Organising for staff and equipment to be made available to assist the schools with planting either on the school grounds or at a local site

Whenever you hold your National Tree Day event you still need to **register** your site or activity with us to be covered by our insurance and be part of the national tally. This can be done via our **website** at <http://treeday.planetark.org> or by calling the National Tree Day Hotline on **1300 88 5000**.

PLANNING YOUR NATIONAL TREE DAY PLANTING' REGENERATION OR MAINTENANCE ACTIVITY

Here is what you need to know get your Tree Day planting activity off the ground without a hitch!

1. Registering your site
2. Insurance details



3. How to organise your Tree Day site
4. What volunteers need to know
5. What you need on the day
6. Catering
7. On-site safety
8. Forms

Registering your site

Don't forget to register your site!

It is necessary to register your site with Planet Ark so you can receive support materials for your Tree Day activity and for your volunteers to be insured. It also means that we can keep a record of your efforts and results to be included in state and national totals.

By registering your public site, you will also create your own site page on the Tree Day web site, including a map and RSVP facility. Your site will then be promoted via our online search and hotline number.

Go to the [National Tree Day website](#) or call the National Tree Day Hotline on **1300 885 000**.

Please note: If you register your event less than 10 days prior to the actual day, we will not be able to send support materials in time for your event.

Insurance details

Planet Ark has arranged public liability and volunteer insurance cover for all participants in public National Tree Day activity throughout the year.

For this cover to be effective, each participant (including the coordinator themselves) must sign a volunteer registration form and a copy of the completed form must be returned to Planet Ark. Registrations for children under 18 must be signed by the parent or guardian. If the Tree Day activity is on school grounds a roll call is sufficient.

For more specific details about insurance for schools and non-schools, visit <http://treeday.planetark.org/coords/insurance.cfm>.

How to organise your Tree Day site

Who is the organiser?

Nominate a site coordinator and deputy to oversee preparation for the day, including a qualified first-aid-er. Also think about how volunteers will be able to identify these people (e.g. wear a badge or hat).

Choosing a site

Decide on a date.

Consider capacity. If you expect your Tree Day event to draw plenty of people, make sure the site can accommodate them. It's a good idea to ask volunteers to RSVP so you can plan accordingly.

Think about what your site needs. How many native species and seedlings will you plant and where do you plan to grow them? What about getting seedlings to the site? Does the site need preparation such as weeding, digging holes or ripping the soil? How long will this take? Do you have access to a water source and hoses or buckets for watering? Do you have plenty of mulch and tree guards available? Do you have a site monitoring and maintenance schedule to foster long-term growth and survival? Remember, young plants will need watering until their roots get established (at least 8-12 weeks, or longer if it doesn't rain). You can register your site on additional National Tree Day dates for follow-up activities and ask volunteers if they can come back to help.

What volunteers need to know

Remember to tell your volunteers what they need to bring such as suitable clothing, gloves, sturdy footwear, sunscreen, hats, equipment, drinks, snacks etc.

Use detail and where possible a street directory reference when providing your site address. Indicate where volunteers should meet and where they can find you if they're late. Provide a mobile contact number in



case of any emergencies and for possible media calls.

Ensure volunteers know where you want the seedlings planted and why – help them engage with your project by letting them know what you are hoping to achieve at your site. Consider making a poster for the entrance to your site explaining your aims for the day and how the land has transformed since you have begun working on it.

Make sure you tell your volunteers what you'll supply for them. They should know that they could just turn up on the day and start planting, rain, hail or shine.

What you need on the day

Site coordinators need to make sure that they are well-prepared to supply volunteers with all the tools they need to get planting.

Remember to allocate someone to conduct planting demonstrations for volunteers. Show your volunteers how to plant trees, shrubs or grasses and make sure they are comfortable with this before you leave them to plant on their own. It is vital that you do this to help the plants survive. Planet Ark's poster "How to Plant a Tree" can be a useful resource to have at your site. This can be downloaded at <http://treeday.planetark.org/coords/posters-brochures.cfm>.

Essential tools

- Signage to help volunteers find your planting site
- Native trees, shrubs, groundcovers or grass seedlings
- Mulch - very important! Mulch helps to reduce competition from weeds and prevents loss of moisture from the soil.
- Trowels or small shovels, picks and mallets to drive in stakes (you can ask people to bring their own)
- Gardening gloves (you can ask people to bring their own)
- Wheelbarrows for transporting seedlings, equipment and mulch
- Stakes and tree guards or used milk cartons to protect seedlings
- Access to a water source (or take your own water to the site)
- Garden hoses, watering cans or buckets for watering
- Rubbish bins or bags to keep the site clean
- A first aid kit and qualified first-aider
- Card or picnic tables for the volunteer registration desk
- Sufficient 'Volunteer Registration Forms' and pens
- Copies of the 'Accident/Incident Report Form'
- Risk Assessment documentation
- 'Results Registration Form' to help Planet Ark count the number of trees planted and volunteers and report on other activities at your site (this can also be completed [online](#))

All forms and signage are available at <http://treeday.planetark.org/coords> or by calling 1300 885 000.

Catering

Lions Clubs are key supporters of Tree Day. Contact your local Lions club to ask if they can provide a BBQ at your site. If your local Lions club cannot assist you, other local service clubs may be able to help. Your local council should be able to provide you with contact details for Lions clubs or other service clubs in your area. Service clubs are often busy so make sure you give them as much notice as you can.

On-site Safety

Risk assessment

It's important to conduct a risk assessment of your site to minimise the chance of any accidents or incidents occurring. If your council does not have a standard procedure for this you can download our Risk Assessment Guidelines at <http://treeday.planetark.org/coords/coord-forms.cfm>.



First aid kit

Please ensure you have a first aid kit and designated (preferably qualified) first-aider at the event. In case of an accident on the day, act responsibly. Please call an ambulance or doctor for serious accidents. Report any incident to the National Tree Day Hotline on 1300 88 5000. You must also fill out an 'Accident/Incident Report Form' also available for download from <http://treeday.planetark.org/coords/coord-forms.cfm>

Accident/incident report form

Have copies of this form on hand in case you need to report an accident or incident to Planet Ark.

Forms

(all forms can be downloaded from our [website](#))

Volunteer registration form

Get everyone at your site, including you, to fill in their details before planting so that they are covered by Planet Ark's Volunteer and Public Liability insurance. Note that school children do not need to be listed here if they already appear on a class roll (no need to send these in)

Photo release form

So that you can share your Tree Day photos with the world! You can upload photos to our [Tree Day facebook page](#), #nationaltreeday on twitter or instagram, or email them to treeday@planetark.org

Results form

Make your efforts count and let us know your results from the day! You can also enter your results online by logging in at <http://treeday.planetark.org/coords> or over the phone by calling the Tree Day Hotline on **1300 88 5000**.

Remember, National Tree Day isn't just about planting trees. It's also about people contributing to their community and of course having fun! Consider putting together some simple activities for families and children to make it an event to remember. You

can find templates for some of these activities at <http://treeday.planetark.org/councils/other-activities.cfm>. Other ideas include:

- Native plant giveaways
- Weed swap
- Environmental treasure hunts
- Craft your own sustainable artwork
- Scavenger hunts
- Tree guard decorating competition

There are a whole bevy of activities that you could set up at your Tree Day site. Use your imagination! Most activities aren't too hard to organise and they offer an incentive for volunteers to participate in your event. For more ideas check out our Activity Guide tailored to your group.

PROMOTING THE DAY WITHIN YOUR COMMUNITY

Community

- **Register your site:** Register your site at the National Tree Day website <http://treeday.planetark.org>. When people visit our website or phone our hotline at 1300 88 5000, they will be able to find details of their local event. Include as many details as possible on your registration form. People want to hear about what you're trying to achieve with your project so they can see the bigger picture. This will ensure that plenty of keen volunteers turn up at your site.
- **Approach relevant local groups:** Talk to any local groups that may have an interest in supporting the event such as sporting or outdoors clubs, adventure clubs, gardening



groups, church groups, universities, multicultural organisations, service clubs like Lions or Rotary etc. You may want to contact some community event organisers if you're planning to hold other festivities alongside the planting.

- **National Tree Day website:** Include the National Tree Day website and hotline in any relevant communications with your volunteers such as newsletters, event calendars and any other relevant communications.
- **Letterbox drop:** a letterbox drop in the local area around the National Tree Day site can be very effective. Download a template at <http://treeday.planetark.org/coords/posters-brochures.cfm>
- **Adapt the resources:** Use the adaptable posters on the National Tree Day website and insert your event details. Print them and post them around your local area, including bus shelters, telegraph poles, council bus backs, council chambers, community calendars, community centres and halls.
- **Inform residents about your competitions:** Competitions are a great launching pad to get people to take some interest in the event. Advertise any competitions that Planet Ark is running through your website, staff communications or newsletters and also consider running your own competition. Consider using the Tree Day activity or colouring templates as part of the competition (these can be found at <http://treeday.planetark.org/kids/fun.cfm>). Think about your main target audience, and propose a prize that is particularly inviting to them. This can also offer an avenue for a local business to become involved by donating a prize. Make sure you check the permit and competition requirements in your state before advertising your competition.

Schools

- **Encourage schools to register a site:** Schools Tree Day runs on the Friday before National Tree Day with over 200,000 school students participating across the country.

Some teachers are unsure of how to set up a Tree Day event; community groups can offer them a helping hand to get started or run the event for them. Alternatively you can direct them to the National Tree Day website <http://treeday.planetark.org>

- **Explore beyond the school grounds:** Some schools do not have any space to plant. They should not be discouraged! Invite these schools to hold an excursion to your site, whether it be at a community garden, park or wildlife reserve. They can also help maintain the site and ensure the survival of the trees planted on National Tree Day if you establish an ongoing partnership with the school.
- **Run a public site for schools:** Invite local schools to visit your Tree Day site on the Friday to help out with your bush care activities. This is a great way to educate a large mass of students about the local area and also turns the day into a big community event with parents getting involved. This can also draw local media to your site and put a spotlight on the group's work in the community.

Businesses

- **Partner with our major sponsor, Toyota:** Each year Toyota Dealers donate a wide range of resources to public and school sites across Australia. Contact your local Toyota Dealer to see if they are able to donate tree guards and stakes, gloves and Tree Day t-shirts for your volunteers and staff. If any issues arise, contact the National Tree Day Hotline on **1300 88 5000**. Please note: not all Toyota dealers participate in National Tree Day.
- **Inform local businesses about the event:** Approach businesses in your area and give them details about your Tree Day site. Church groups also often have a particular interest in these kinds of initiatives and may have sites that are appropriate for rejuvenation. If they are unable to attend the site you've chosen, encourage them to do some planting in the gardens around their workplace.



- **Promote within a business:** Negotiate some space within a company, café or restaurant where posters advertising the site can be placed. Most cafes and restaurants are receptive to this even if they can't get involved in an event.
- **Promote online:** Send out a brief media release or email alert to local businesses telling them about the event and asking if they can disseminate details through internal communication networks, external newsletters or on their website. For an adaptable media release, please visit <http://treeday.planetark.org/media/>.
- **Be open to collaboration:** Some businesses may be interested in making the Tree Day event a collaborative effort. It can be good publicity for them while also providing councils with more hands and heads determined to make the event a success.

STORIES TO INSPIRE YOU

Community Environment Network, NSW

Since its conception in 1997, the Community Environment Network (CEN) has brought together the voice of active individuals and groups in Lake Macquarie, Wyong and Gosford in a common cause to support the local natural environment. This non-profit organisation, through their many projects, has helped their community gain a greater understanding and awareness of indigenous wildlife and plantlife, and the important role they play in our lives.

In 2008, CEN in conjunction with Wyong Council, Hunter Central Rivers CMA and Bateau Bay Bushcare, held their first National Tree Day event as part of their Stepping Stones Corridor project.

Supported by NSW Environment Trust, the project seeks to establish a wildlife corridor across public lands in Wyong Shire, expanding and improving the quality of remnant vegetation in the area. Their 2008 National Tree Day event saw 1000 native plants and shrubs planted, with 50-100 volunteers turning up to help out.

CEN held another National Tree Day in 2009, repeating the success of the previous year. Through these community events, they are able to showcase the efforts of local environment groups as well as educate individuals about native plant species and wildlife.

"We've had two National Tree Days and both have seen 1000 plants in the ground. One day really helps the effort along and is a great way to get the aims achieved. Once a year isn't too demanding for people and in a 3 or 4 year period, we've put well over 4000 plants in the ground"

Jen Dwarte, Environmental Project Officer, CEN and National Tree Day Site Coordinator

Kalgoorlie Urban Landcare Group, WA

Located 4km from the historic Hannan St, Kalgoorlie, where Paddy Hannan struck gold in 1893, lies Karlkurla Bushland Park. With 200 hectares of unique West Australian bushland, the Park serves as an important regeneration zone for the City of Kalgoorlie-Boulder. Beginning in 1999, the Kalgoorlie-Boulder Urban Landcare Group have been working to revegetate this land and provide recreational opportunities for local residents.

Over the years, the Park has become a great destination for families and schools to gain a greater understanding of local green spaces and the native species that inhabit them. Sharing the same name as the native silky



pear, Karlkurla Park is home to a variety of native plants, including eucalypts, wattles and emu bushes. As the Landcare Group continued their work, more and more native birds and lizards returned to the site. You can even see an odd kangaroo around daybreak.

This is only one of many projects of the Landcare Group. For National Tree Day 2009, over 300 volunteers came out on a beautiful Winter day to rejuvenate a site at Wortley St, Somerville. As part of the festivities, the Group promoted a 'Corporate and Community Challenge', asking businesses or groups to get together and create the best costume to be worn on the day. In 2009, the Boulder Scouts were on site to lend a hand, winning the Community Challenge because of their impressive dedication throughout the day. They even sang a tree-planting song while helping put almost 4000 natives in the ground.

While the Landcare Group works on several areas in and around Kalgoorlie, they returned to the Karlkurla Bushland Park for National Tree Day 2010. With the support of The City of Kalgoorlie-Boulder, Barrick Kanowna, KCGM, Western Power, Landcorp and Peter Pan Catering, over 4000 native trees and shrubs were put in the ground by almost 220 volunteers. At last year's planting, many of the seedlings were destroyed by rabbits. To help combat this, Tree Day major sponsor, Toyota, donated 3000 tree guards and stakes to protect these new seedlings.

With the support of the local council, businesses, schools and residents, Kalgoorlie-Boulder Urban Landcare Group is able to hold these large-scale National Tree Day events for the benefit of the entire community. The day shows how dedicated local residents can band together to restore and transform their shared green spaces.

NATIONAL TREE DAY CONTACT DETAILS

National Tree Day Hotline: 1300 88 5000

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

Contact Email: treeday@planetark.org

Mailing Address: Level 3, 15-17 Young St, Sydney NSW 2000

Facebook Page:
www.facebook.com/NationalTreeDay

RESOURCES PROVIDED BY PLANET ARK

1. National Tree Day Site Coordinator's Guide
2. Signage
3. Adaptable Media Release
4. Adaptable A3 Poster
5. General A3 Poster
6. Adaptable A5 Flyer
7. How to Plant a Tree Poster
8. How to Plant a Tree Video with Ranger Stacey
9. Volunteer Registration Form
10. Photo Release Form
11. Accident/Incident Form
12. Results Form
13. Activity and Colouring Sheets

