

# Councils Guide

A GUIDE TO PLANNING YOUR  
NATIONAL TREE DAY

National  
Tree Day  
**PLANET ARK**

30  
YEARS



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## **Acknowledgement of Country**

Planet Ark acknowledges the Traditional Owners of the places in which we live, work and plant. We recognise the enduring relationships they have with their lands and waters, and we pay our respects to Elders past, present and emerging.



# About National Tree Day

## GETTING OUR HANDS DIRTY SINCE 1996

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Established by Planet Ark in 1996, National Tree Day has grown into Australia's largest community tree planting and nature care initiative.

Each year, thousands of volunteers across the country give their time to make a positive impact on the environment and their local communities. To date, more than **5 million volunteers** have planted over **28 million native trees, shrubs, and grasses** - and the impact continues to grow every year!

While every or any day can be Tree Day, Schools Tree Day and National Tree Day are typically held on the last Friday and Sunday of July, respectively. In northern parts of Australia, Tropical Tree Day is celebrated on the first Sunday in December to align with the optimal planting season.

National Tree Day is an opportunity to strengthen community connections, support local biodiversity, and encourage environmental stewardship - all while creating a fun, inclusive and hands-on experience for participants of all ages.



### HELP US REACH 30 MILLION TREES

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2026 marks 30 years of National Tree Day. In that time, passionate volunteers have helped plant over 28 million trees, shrubs and grasses across Australia.

Help us reach 30 million trees planted, to mark 30 years of National Tree Day!

*Be a part of the milestone:*

[REGISTER NOW](#)



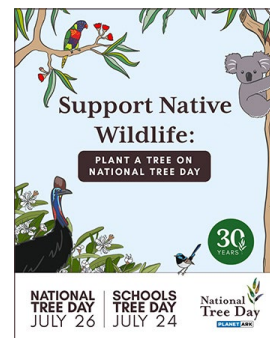
# Why get involved

- Connect with your community and nature
- Support local biodiversity and create greener, cooler, healthier spaces
- Inspire positive action and strengthen community engagement in the conservation of your local area
- Educate your community about environmental issues and foster stewardship in the next generation



## HOW TO GET INVOLVED

- Host a community planting event for residents
- Support local schools for Schools Tree Day by supplying plants
- Line up your native plant giveaway to residents
- Support local community groups hosting events in your area through resourcing or promotion
- Support local schools and Early Learning Centres for Schools Tree Day by supplying plants and sharing our lesson plans and activities.



## FREE RESOURCES

We offer a range of free resources to help make your planting event a success: social media tiles, posters, volunteer registration forms, site guides and more.

GET INVOLVED





# Getting started

## STEP 1: CHOOSE A SITE

Find a suitable planting site in your community for your event. Things to consider when choosing a site:

- Are there any areas that would benefit from greening or additional shade?
- Is there the opportunity to create or expand green or wildlife corridors?
- Is the site easily accessible and does it meet safety requirements?
- How many plants and volunteers does the site have capacity for?
- Will the site receive regular ongoing maintenance from council staff?
- Does the site have an accessible water source for post-planting watering?

## PLANTING WITH PEACE OF MIND

Join hundreds of councils across Australia who register and run a National Tree Day planting event for their residents every year.

If the timing of National Tree Day does not suit your council or the local climatic conditions, Planet Ark has arranged **volunteer insurance coverage** all year round to enable public plantings to occur on any day of the year.





## STEP 2: REGISTER YOUR EVENT

- Login to the [Coordinator Hub](#) on the National Tree Day website to register your event. New coordinators will have to register themselves first.
- You will find the “Register Event” button on your Coordinator Hub home page. Make sure your event is registered as a public event so volunteers can find the event easily through our website.
- Registered public events are visible on our ‘find a site’ map, allowing community members to find your event and register as volunteers. These registrations enable coordinators to manage expected numbers.
- If your council is assisting any local schools, please register the school planting events separately, or encourage a teacher to [register their school](#). There are lots of school resources and lesson plans that teachers can access on [our website](#) to complement their planting events.
- Registered events also ensure that your volunteer and planting numbers are included in our national tally!

**PLEASE NOTE**

Registration is necessary for your volunteers to be covered by our insurance.

## STEP 3: PROMOTE YOUR EVENT

- You can find ready-to-use social media tiles, editable posters, and other promotional materials in the [Coordinator’s Toolkit](#). Use these resources or create your own to:
  - Promote your planting event on social media
  - Put promotional posters up around your planting site and other key council locations
  - Put a notice up on your website and in your newsletters
- Engage with local newspapers or media to advertise or run a story on your event
- Login to the [Coordinator’s Toolkit](#) to access to our National Tree Day logo files and see our guidelines for correct logo use. As a council, you are welcome to incorporate our logo into your communications and assets.



**Join our planting**  
NATIONAL TREE DAY 2026

EVENT: \_\_\_\_\_

WHEN: \_\_\_\_\_

WHERE: \_\_\_\_\_

SITE CONTACT: \_\_\_\_\_

EXTRA INFORMATION: \_\_\_\_\_

\_\_\_\_\_

**FIND OUT MORE**

W: [nationaltreeday.org.au](http://nationaltreeday.org.au)

FB: [nationaltreeday](https://www.facebook.com/nationaltreeday)

IG: [nationaltreeday](https://www.instagram.com/nationaltreeday)

TW: [nationaltreeday](https://twitter.com/nationaltreeday)

← Promotional and site posters are available in the Coordinator’s Toolkit



## STEP 4: PREPARE YOUR EVENT

- Source plants, tree guards, tools, and other resources for your event with enough lead time. You can find help in the ‘Resources’ section of the [Coordinator Hub](#).
- Arrange media and/or local councillors and MPs to attend.
- Ensure safety, first aid, and working with children procedures are implemented.
- Ensure you have access to water at the site and toilet facilities if required.
- Organise rubbish and recycling bins.
- Organise event signage so people know where to go.
- Print Digital Sign-In posters, Manual Registration forms and Accident/ Incident forms. All forms can be found on our [Coordinator Hub](#).
- In the days leading up to your event, send a reminder email to volunteers about what to bring, where to meet, and any other important information.



## STEP 5: RUN YOUR EVENT

- All volunteers are required to complete the Digital Sign-In form before planting, regardless of prior online volunteer registration. This lets us and you know who came on the day, and ensures all participants are covered by Planet Ark’s insurance.
- Capture the day and share with our National Tree Day community, tagging [@nationaltreeday](#) or [@planetark](#) on Instagram and Facebook [#nationaltreeday](#) [#connectwithnature](#). Remember to take some before and after shots to reflect on in years to come.
- Most importantly, have fun!



### ADD EXTRA IMPACT TO YOUR PLANTING

Turn your event into a fundraiser by displaying [one of our posters for The Seedling Bank](#) (our grants initiative for National Tree Day). Attendees simply scan the QR code to make a donation, and know that their gift will help get even more trees into the ground!

## STEP 6: LOG YOUR RESULTS

Log in to the [Coordinator Hub](#) and log your results to let us know how many volunteers attended on the day and the number of trees, shrubs, and grasses you planted. This ensures your efforts are accurately counted in our national tally.





# Activity ideas

Many councils have expanded the scope of the event by incorporating other fun activities. This can make the day a more engaging and enriching experience.

- Engage with local Aboriginal Elders to arrange an Acknowledgement of or Welcome to Country and a maybe a talk on the importance of caring for and connecting with Country.
- Arrange a sausage sizzle or bake sale. Your local Lions Club, RSL, or school P&C groups may be interested in running this for you.
- Set up a kid's nature-themed craft station.
- Host a Q&A session or information stall where budding gardeners can find out what and how to plant in your local area.
- Give away free plants for volunteers to take to plant at home.
- Invite local wildlife carers to share their work and how the public can create environments where wildlife can thrive.



## ACTIVITIES FOR CHILDREN

The National Tree Day toolkit has activity books and activity sheets for children:

- Nature scavenger hunt
- Leaf painting activity
- 'Be a leaf detective'
- Colouring pages
- Make a gratitude tree
- And more!

[DOWNLOAD HERE](#)



# Appendix

## ASSETS & RESOURCES

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### OUR LOGO - VARIATIONS

The standard/default logo shown below is the preferred logo for all applications.



*Standard/default logo*

We have simplified light/dark variations of our logo for use on light/dark or busy backgrounds.



*Light logo*



*Dark logo*

Our logomark is only to be used when the National Tree Day name is shown elsewhere on an asset, or as a watermark on assets.



*Colour logomark*



*Dark logomark*



*Light logomark*

### ACCESS OUR LOGO PACK

To receive all versions of the National Tree Day logo, simply login to the [Coordinator's Toolkit](#) and download a logo pack.

Files are provided in PNG (for digital use) and SVG (for print use).

**LOGO PACK**

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Councils are free to use the National Tree Day logo in their communications. However, we ask that you please adhere to our **usage guidelines** on the next page.



## OUR LOGO - USAGE GUIDELINES

Please maintain clear space (equivalent to the width and height of the 'n' in the logo)



Thank you for adhering to the National Tree Day logo guidelines. By doing so you help maintain the integrity of our brand.

Please do not distort, recolour, rearrange or tilt our logo.



*Do not distort*



*Do not recolour*

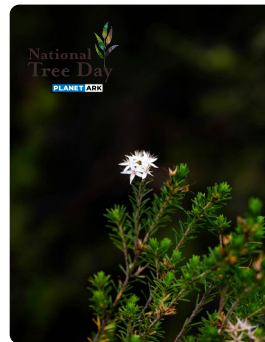


*Do not tilt*



*Do not rearrange logo elements*

Please do not use the standard logo on dark/busy photos where it cannot be seen properly.



*Do not use the standard logo on dark/busy images or backgrounds*



*Use the light version of our logo on dark/busy images or backgrounds*



## RESOURCES

Visit the [Toolkit](#) on the National Tree Day website to access:

- Social media tiles
- Posters (A4 and A3 size)
- Activity books for children
- Activity sheets for children
- Extra guides for home plantings, schools, communities and businesses

Once you have registered your site, login to the [Coordinator Hub](#) to access:

- Participation certificates (A5)
- Volunteer registration form
- Working with Children Guidelines
- Accident/Incident Guidelines
- Risk assessment template
- Results form (to log your planting figures with us)



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The best time to plant a tree was 30 years ago. The second best time is today.

- CHINESE PROVERB

