

Site Coordinator Getting Started Guide



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



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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 and co-founded by Olivia Newton-John and Planet Ark, began in 1996 and has grown into Australia's biggest community tree-planting and nature protection event.

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.

The theme for National Tree Day 2010 is "life is better with trees" – a reminder of the many ways that Life really is better with Trees!

Getting Started

Which Tree Day activities to choose

To get involved in National Tree Day, you're not restricted to the one day. We are aware that climate conditions do not always allow for major plantings to occur on the same day around Australia. Planet

Ark has therefore arranged volunteer insurance coverage all year round to enable planting at a time that suits your environment and community.

This year-round insurance means additional activities can be scheduled for volunteers to undertake ongoing care activities at their site, to help ensure that the seedlings planted continue to grow and have the best chance of survival.

Whenever you hold your National Tree Day event you still need to **register** your site 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.

Schools Tree Day

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

By running an activity with them, you can give interested schools some much needed hands on support for Schools Tree Day.

National Tree Day

Each year, many councils, community 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 create around the event.

In the past, these sites have incorporated much more than tree-planting, expanding the scope of the event to involve plenty of fun activities that everyone can enjoy. From food stalls and BBQs to games and learning activities, National Tree Day is a great day for the community to get to know one another.

Plant Giveaways and Other Activities

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 fun 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/coords>. 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-planting site. Use your imagination! Most activities aren't too hard to organise and they offer incentive for volunteers to participate in your event. For more ideas check out our "Council National Tree Day Activities Guide" resource found at <http://treeday.planetark.org>.

Planning Your National Tree Day Activity

Here are some easy steps to making your site a success:

1. Registering your site
2. Insurance details
3. How to organise your tree-planting 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 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 **National Tree Day website**, including a map and RSVP facility. Your site will then be promoted to interested volunteers via our online search and hotline number.

Go to the **National Tree Day website** or call the National Tree Day Hotline on 1300 88 5000.

Insurance details

Planet Ark has arranged public liability and volunteer insurance cover for all participants in any 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. Registrations for children under 18 must be signed by the parent or guardian. If planting on school grounds a roll call is sufficient.

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

How to organise your tree-planting 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. If National Tree Day, or Schools Tree Day is not an ideal time to plant trees in your area, you could consider the option of (Your Town) Tree Day or (Your Region) Tree Day.



Consider capacity. If you expect your tree-planting 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.

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.

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 growing.

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>.

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 also ask people to bring their own)
- Gardening gloves (you can also 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 signage and forms are available at <http://treeday.planetark.org/coords> or by calling 1300 88 5000.

Catering

Lions Clubs are key supporters of Tree Day. Call 02 4940 8033 to get in touch with your nearest Lions Club, or contact the Lions National Tree Day Coordinator via email on lions@planetark.org. **Please note: Any requests for Lions BBQs need to be made by mid-June for National Tree Day plantings.**

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. You can download our Risk Assessment Guidelines at: <http://treeday.planetark.org/coords>. Some common hazards at Tree Day sites have already been identified in the worksheet but make sure you consider any other hazards that may be particular to your site. Before planting, you need to ensure that you have made suitable precautionary measures and have the correct supplies necessary to reduce any potential risks at your site. For example, while planting, volunteers may suffer from exposure so you need to have enough water available on site as well as encourage volunteers to wear hats and sunscreen.

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>.

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 photo gallery by logging in and going to the coordinator page at <http://treeday.planetark.org/coords>.

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.

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.
- **Approach relevant local groups:** Talk to any local groups that may have an interest in



supporting the local event or registering their own tree-planting site; sporting or outdoors clubs, adventure clubs, gardening groups, church groups, universities, multicultural organisations, rotary clubs etc. You may want to contact some community event organisers if you're planning on holding other festivities alongside the tree-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 etc.
- **Letterbox drop** – a letterbox drop in the local area around the planting site can be very effective. Download a template at <http://treeday.planetark.org/coords>.
- **Adapt the resources:** Use the adaptable posters on <http://treeday.planetark.org/coords> 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 are running through your website, staff communications or newsletters and also consider running your own competition. Consider talking to a local business to see if they can donate some prizes. Think about your main target audience, and try to propose a prize that is particularly inviting to them. Make sure you check the permit and competition requirements in your state.

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-planting event; you could support them

by helping them choose a site or by providing them with some guidance on where and how to get plants. An adaptable flyer that can be sent to schools can be downloaded at <http://treeday.planetark.org/coords>.

- **Explore beyond the school grounds:** Some schools will not have the space to plant trees. They should not be discouraged! Invite some years from your local school 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.

Businesses

- **Inform local businesses about the event:** Approach businesses in your area and give them details about your tree-planting site. Church groups are also institutions that have a particular interest in these kinds of initiatives and often 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 themselves can't get involved.
- **Promote online:** Send out a brief media release or email alert to local businesses telling them about the event and requesting whether they are able to disseminate details through internal communication networks, external newsletters or on their website. For an adaptable media release, please visit <http://treeday.planetark.org/coords>.
- **Be open to collaboration:** Some businesses may be interested in making the tree-planting 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

George Kendall Riverside Bushcare; supported by Parramatta City Council

Sitting alongside the Parramatta River at Ermington lies the George Kendall Riverside Park where over 16 000 native plants have been planted in the last 4 years. With the help of Parramatta City Council and local citizens, George Kendall Riverside Bushcare group has transformed their local park into an area nurtured and appreciated by the community.

Each year, hundreds of Parramatta residents gather on National Tree Day to plant more indigenous plants and encourage the introduction of new wildlife. The day is now a major event, including everything from jumping castles to indigenous ceremonies to sporting events. The Riverside Park has become a pleasant resting spot for both animals and humans, where both co-exist in harmony. Where once there were weeds, there are now wattles, hopbush, dianellas, wandering postman, sarsparilla, and kangaroo grass, all growing strongly. Masses of mauve, yellow, red, and white flowers also blossom in the springtime, while quails, finches and butterflies roam the park grounds.

The Bushcare group along with council undergoes maintenance of the Riverside Park throughout the year, using National Tree Day as a launching pad for an ongoing interest in the protection of the local environment. They are currently making plans to revitalize other areas in need of care. Their success has inspired the group to repair declared threatened ecological plant communities in their local parks. Saltmarsh work a little

further upstream at Pemberton Street Reserve (Baludarri Wetlands) has resulted in hundreds of fish and fry thriving in a once heavily polluted area. Their continued efforts to improve the state of the Parramatta River and the surrounding parks has given birth to growth of a wide variety of plant species and the return of indigenous wildlife.

Grant and Trudy Good

Grant and Trudy Good, volunteers for Friends of Kyeema Conservation Park have made it their mission to revive areas both in and around the city of Onkaparinga, Adelaide. Moving beyond the boundaries of Kyeema Conservation Park, they have helped revegetate fire-ravaged areas in the region and educate young people about the importance of environmental care.

In January 2005, the Wangary Fire devastated the Eyre Peninsula, burning over 77,000 hectares of agricultural and forest land. Within a fortnight of its occurrence, a planting program had begun with the help of Grant and Trudy Good. With the combined efforts of the Department for Environment and Heritage at Port Lincoln, Reynella East Primary and Tumby Bay Area School, 5,000 seedlings were planted on six properties in the Tumby Bay region. This first planting marked the beginning of a long term program to repair the peninsula that many schools and green groups have contributed towards each year at National Tree Day.

In 2008, severe fires hit Kangaroo Island with large expanses of native vegetation destroyed. Working once more with Reynella East Primary, Grant and Trudy led a team of volunteers to plant 4,000 native tube stock on two properties in the Vivonne Bay area.

Each year they have engaged in the help of Reynella East Primary to maintain areas



of Kyeema Conservation Park, teaching students how to cultivate native plants. To celebrate National Tree Day, students take part in several plantings on separate days, aiming to plant almost 300 seedlings at each event.

When water restrictions threatened its ongoing native vegetation planting program, Grant successfully applied for an Australian Government's Community Water Grant. In partnership with Noarlunga East Rotary Club, a 27,000 litre rainwater tank was installed adjacent to the nursery on the grounds of Reynella East Primary to ensure the ongoing care and renewal of the park.

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 2, 15-17 Young St, Sydney 2000

Resources Provided by Planet Ark

1. National Tree Day Site Coordinator's Guide
2. National Tree Day Activities Guide
3. Signage
4. Adaptable Media Release
5. Adaptable A3 Poster
6. General A3 Poster
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



National Tree Day Logo Use and Guidelines



Use of the National Tree Day logo will only be granted with receipt of a written request. (Please submit your request to pr@planetark.org).

- The National Tree Day logo must incorporate Planet Ark and Toyota as rightful owners and organisers of National Tree Day.
- Any logo used in conjunction with the National Tree Day logo should not exceed the size of the Planet Ark and sponsor logos.
- The National Tree Day logo cannot be used for any commercial purposes
- The use of the National Tree Day logo must reflect a philosophy of environmental responsibility and community spirit at all times.
- The National Tree Day logo may not be used in association with any images, content or organisation that explicitly or implicitly steps outside of this philosophy.
- The National Tree Day logo must only be used to represent activities that directly relate to the National Tree Day event.
- The National Tree Day campaign strongly encourages the growth and care of local native plant communities. For plant and seedling giveaways the National Tree Day logo must only be used in association with programs that strictly adhere to principles of local provenance and promotions that involve the distribution of local native plants only.

For further information on proper use of the national tree day logo please contact the planet ark media team on 02 8484 7200 or email pr@planetark.org

Thank you for your support.

