



MEDIA RELEASE

26 July 2021

Be part of something big by planting a tree this National Tree Day

Planet Ark is encouraging Australians be part of something big by connecting with nature and their community as part of National Tree Day 2021.

The call-to-action comes with the new research showing that 7 out of 10 Australians agree their individual actions can have a positive impact on global environmental issues such as climate change. The research also found most Australians recognise the benefits of spending time in nature and doing so inspires them to protect the environment in return.

“It’s clear from our research that Australians understand they can make a personal difference through positive environmental action and National Tree Day provides a fantastic opportunity for them to do just that,” said Planet Ark Deputy CEO Rebecca Gilling.

“There are clear benefits to spending time in nature and by planting a tree you can help cool the climate, provide homes for native wildlife, and make your community a better place to live.”

The research was conducted on behalf of Planet Ark by Pollinate as part of The Pulse survey, a bi-annual quantitative study that measures environmental, social, and economic issues and concerns. The most significant findings included:

- 70% agree individual actions can have a positive impact on global issues like climate change
- 82% agree spending time in nature is good for physical and psychological wellbeing
- 75% agree living near green spaces with trees is important to them personally
- 69% agree spending time in nature increases their desire to protect the natural environment

Unfortunately, the findings weren’t all positive with less than a quarter of those surveyed (23%) agreeing Australian children spend enough time playing outdoors in nature.

“The indication that Australian kids aren’t spending enough time in nature is concerning as previous National Tree Day research clearly shows the benefits of interaction with nature for children's health, wellbeing and development,” Gilling said.

“Luckily the answer to this is simple: get outside and play!”

Schools Tree Day (July 30) and National Tree Day (August 1) are Australia’s largest annual tree-planting and nature care events, with plantings taking place across the country on the last weekend of July. Over the last 25 years, over 26 million native trees, shrubs and grasses have been planted by over 5 million National Tree Day volunteers.

All public events will be held in accordance with local COVID-19 protocols to ensure the safety of National Tree Day participants across Australian communities. National Tree Day is an initiative organised by Planet Ark in partnership with major sponsor Toyota Australia and its Dealer Network. For more information, please visit treeday.planetark.org.

-ENDS-



For further information, interviews or images please contact:

Liam Taylor
Communications Manager
liam@planetark.org
02 8484 7205 / 0449 530 525

Guidance for the Public

For more information on precautions in relation to COVID-19, please visit <https://treeday.planetark.org/about/covid-statement>. National Tree Day event coordinators can also access further information in the Coordinator Hub.

About Planet Ark

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.