Moonee Valley City Council | Greening The West

Trees Education Campaign – One Two Tree!

May 2024

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Executive Summary

The Victorian Government's Metropolitan Partnerships Development Fund (MPDF) supports the Metropolitan Partnerships to act on local priorities, informs the Metropolitan Partnerships' advice to government and supports Melbourne's social and economic recovery.

In November 2022, Moonee Valley City Council (Council) was successful in obtaining a $140,000 grant from the MPDF for a Trees Education Campaign (Campaign), informed by Greening the West (GTW) objectives. GTW is a regional initiative involving western Melbourne councils, water authorities and research institutions, which was established in 2012, to address the issues of community health, liveability, growing population and climate change – with a focus on tree planting.

The Campaign was funded under the MPDF to support the environmental priorities of the Western Metropolitan Partnership and improve tree canopy cover in the west of Melbourne. The Campaign was to have both an education and behaviour-change focus where residents of the western suburbs can learn about the benefits of trees for their community and gain access to low-cost or free trees.

The "call to action" for the Campaign was to encourage residents and businesses to plant trees on private properties.

The Campaign included a range of digital videos and supplementary to the Campaign, a brochure was developed to help the community choose the correct type of tree for their space, which would provide sufficient canopy, but also promote broader urban forest health and be climate change resilient.

The Campaign materials were made available to seven GTW councils to use, and in Moonee Valley (the first council to launch the Campaign), the 10 Campaign videos reached a total of 272,208 people. The videos were shared 260 times and resulted in the Council website being visited 3,659 times.

Introduction

Western Melbourne has five times less canopy than the east of Melbourne. Lower canopy cover is associated with a more pronounced urban heat island effect and higher temperatures. This is problematic in summer, when temperatures are already high and people are struggling to stay cool, both inside and outside their homes. To combat this, for well over a decade, western Melbourne councils have been accelerating their tree planting programs to increase canopy cover within their municipalities.

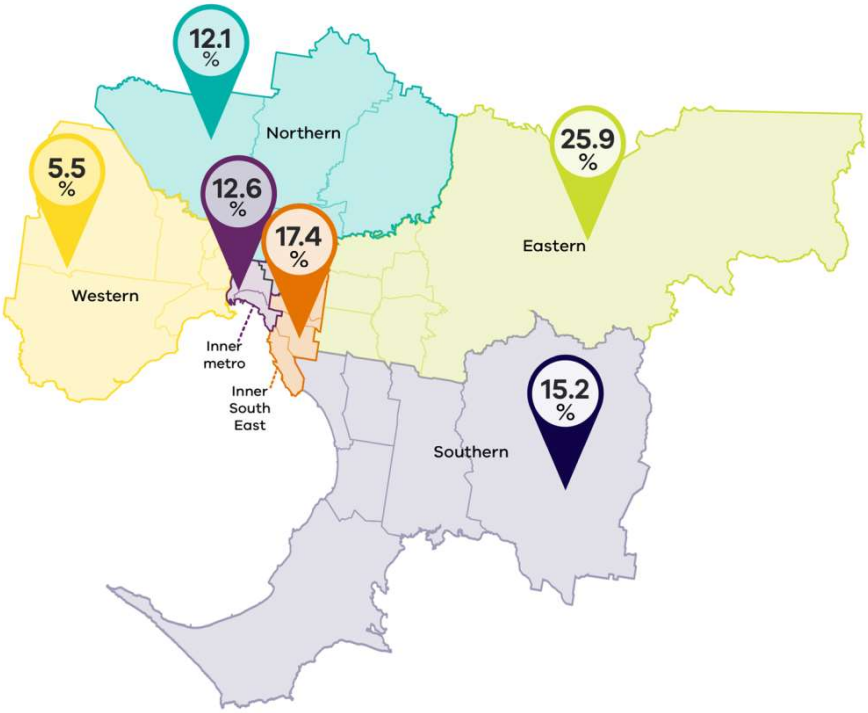


Figure 1: Canopy cover (as a percentage of land coverage) in Metropolitan Melbourne

GTW, a regional initiative involving western Melbourne councils, water authorities and research institutions, was established in 2012 to address the issues of community health, liveability, growing population and climate change. Through a partnership with Lead West – an advisory committee to five councils in Melbourne's West (Cities of Brimbank, Hobsons Bay, Maribyrnong, Melton and Wyndham), GTW secured $6 million of funding from the Australian Government's National Landcare Program for its *One Million Trees project*, which ran from 2015-2019. Over that period, more than a million trees were planted across parks, reserves, open spaces, and some private land, covering an area of 1,755 hectares across Melbourne's west. While *One Million Trees* was hugely successful, it has long been recognised that residents and businesses will need to plant trees on their private properties for the west of Melbourne to reach a desirable average canopy cover and create cooler neighbourhoods.

Moonee Valley City Council (Council) has a target for 30 per cent canopy cover by 2040, which is outlined in its strategic plan MV2040 – Council's long-term plan for improving the health, vibrancy and resilience of the city of Moonee Valley. Many other western Melbourne councils have similar canopy cover targets.

Moonee Valley's canopy cover increased from 13.3 per cent in 2009 to 16.2 per cent in 2018 (see Figure 2) as a result of Council's extensive tree planting programs on public land. This increase also happened despite extensive urban redevelopment that often results in the removal of established canopy trees for new buildings. If this trend continues, Moonee Valley will reach a canopy cover of approximately 23.5 per cent by 2040 – 6.5 per cent short of its target.

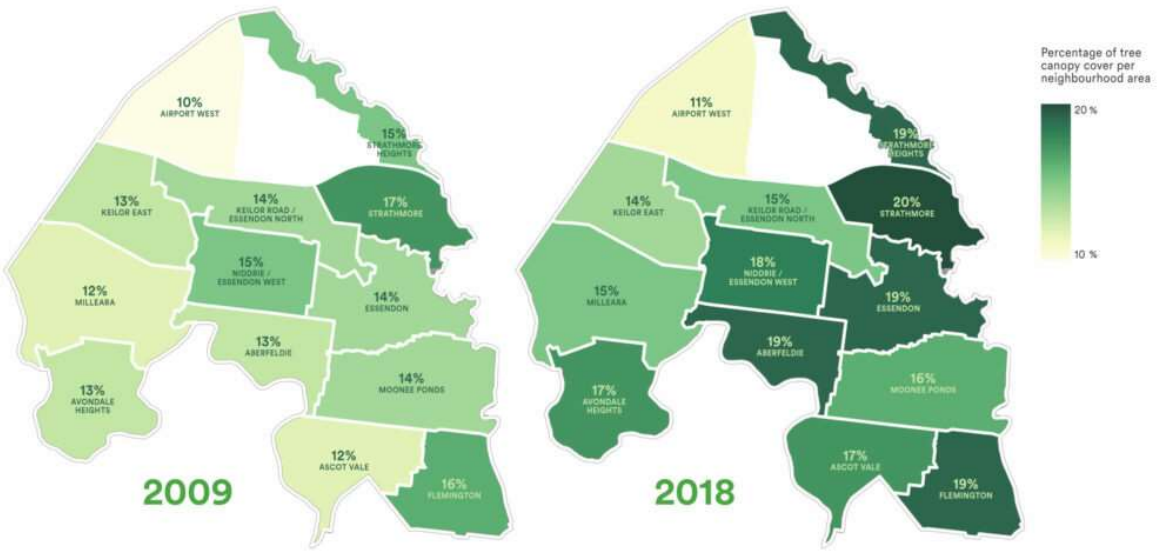


Figure 2: Canopy cover increase in the city of Moonee Valley from 2009 to 2018

Council modelling has found that 85,000 canopy trees need to be planted on private properties, by residents and business in the short-to-medium term to increase the chances of reaching Moonee Valley's 30 per cent canopy cover target by 2040.

Council led the project (Campaign) on behalf of GTW, which focused on encouraging the community to plant trees on their private properties. The aim was to create a suite of digital resources (mostly videos) that all the GTW councils could use.

The project aimed to deliver:

- A program that addresses the environmental priorities identified by the Metropolitan Partnerships for the Western Metropolitan region of Melbourne; and
- A Campaign with educational and behaviour-change objectives.

The project had the following desirable outcomes:

- To help Council work towards the Victorian Government's 'More Trees for a Cooler Greener West' Program, which aims to plant trees in urban areas with the lowest tree canopy cover
- To reach the goals of *Plan Melbourne 2017 to 2050* by greening and cooling our city and support the State Government's greenhouse gas emissions target of reducing greenhouse gas emissions by 45-50 per cent by 2030
- To provide insights into effective ways to change behaviour and to best engage with our community

Project Delivery – seven steps

Moonee Valley City Council (Council) coordinated and delivered the Campaign. GTW councils were consulted to ensure that the majority of the resources being developed would be useable

by all of the councils. Council had a dedicated Project Manager assigned to the Campaign and established an internal Project Working Group (PWG) to oversee its delivery.

A free tree giveaway was planned after the release of the Campaign videos, but the PWG decided to reallocate funds to produce additional Campaign materials and improve the longevity of the Campaign. The decision was supported by the GTW councils, who confirmed that free tree giveaways would be more appropriately administered through individual councils (should they chose to), to align with when each council chooses to release the videos. This would also enable any planting to align with appropriate tree planting seasons.

The seven main steps to produce the 10 Campaign videos and the brochure were:

1. Develop Campaign strategy:
    - Establish target demographics (personas)
    - Workshop creative concepts
    - Decide on initial concept
2. Test Campaign concepts with the community and finalise artistic direction
3. Develop "top 10 trees to plant" lists for different development typologies
4. Decide on Campaign concept (One Two Tree!) content areas (videos):
    - Introducing "One Two Tree"
    - How every tree makes a difference
    - How trees keep people healthy
    - Trees that bring birds to your yard
    - How trees reduce electricity bills
    - Solar panels and trees
    - The benefits of street trees
    - How to plant a tree
    - Top trees to plant in big yards
    - Top trees to plant in small yards
5. Script preparation and filming
6. Finalise and release videos
7. Free tree giveaway – *not undertaken*
    - Substituted with: Additional Campaign material.

1. Develop Campaign Strategy

Council undertook a competitive procurement process and engaged Upstride Agency to assist with developing the Campaign strategy and to film and produce the digital media (videos). Upstride's approach was to establish target demographics and to develop personas, that were broadly representative of residents living in Moonee Valley City Council and the broader GTW council catchment. A range of concepts (messaging, artwork etc) which would effectively encourage these target personas to "take action" (plant a tree in their front or back yard) were then proposed to Moonee Valley City Council and GTW.

Establish target demographics (personas)

Three different personas were developed by Upstride and were approved by the PWG (see **Appendix One**):

- Terry, 71, Essendon

- Sophie, 38, Airport West
- Lucy, 43, Keilor East

The personas outlined their:

- Goals
- Barriers to tree planting
- Motivation
- Brands and influencers
- Bio
- Preferred channels
- Personality traits

Workshop creative concepts

Two initial creative concepts were developed by Upstride (see **Appendix Two**):

1. "One Two Tree": a short-term campaign, with a call for immediate action – "it only takes one person to plant a tree, it's as easy as One, Two, Tree"
2. "Shade The Future": a longer-term campaign, which would have focused on building relationships between seniors and children – working together to plant trees and Shade The Future

Decide on initial concept

The Program Manager and Upstride presented the two concepts to the GTW councils. It was collectively decided that the "One Two Tree" campaign would be more effective at addressing the immediate need to plant more trees on private properties because it would take time for each of the councils to establish partnerships with local senior citizens clubs which was what was required for "Shade The Future".

2. Test Campaign concepts + finalise artistic direction

Artwork and messaging for "One Two Tree" was then tested via Council's community engagement platform. Three visuals for "One Two Tree" were uploaded and survey respondents were asked via a series of questions, which option they preferred the most. Visual 2, the cartoon of a rainbow lorikeet with a backdrop of Banksia leaves was the most popular, closely followed by Visual 1, the "real photos" of a diverse group of people mimicking the "One Two Tree" slogan. The PWG decided in consultation with GTW, to use a blend of Visual 1 and Visual 2 for the "One Two Tree campaign.

3. Develop "top 10 trees to plant" lists for different development typologies

To provide residents and businesses with advice on the best type of tree for their space, Council engaged Dr Greg Moore (an urban forest expert) from The University of Melbourne to assist with putting together a list of "top 10 trees" for small, medium and large spaces. The criteria for tree selection was:

- Provides good canopy cover,
- Was preferably indigenous or native,
- Would likely improve health of the municipal urban forest (increase biodiversity); and

- Is climate change resilient.

Dr Greg Moore drafted initial species lists, which were then reviewed by Council's arborists. Subsequent workshops were held and edits to the lists were made, until a final list was agreed by both Dr Greg Moore and Council's arborists. A final brochure was prepared (see **Appendix 3**).

4. Decide on Campaign concept (One Two Tree!) content areas

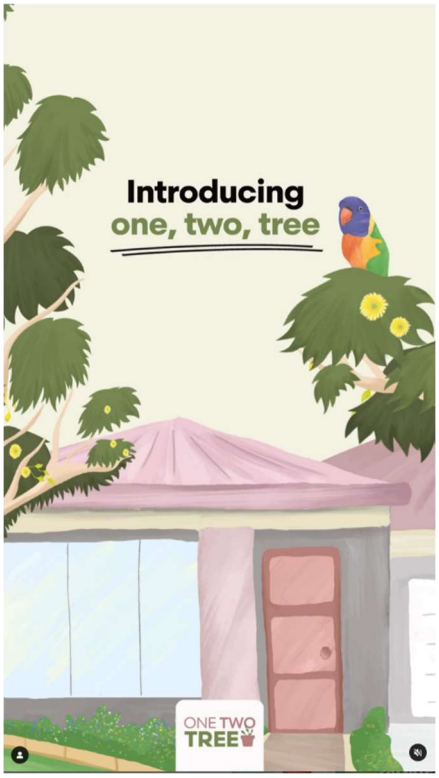
The 10 content areas (videos) can be found here: https://mvcc.vic.gov.au/onetwotree/.

The suite of 10 videos explains the importance of trees and urban forest at the community level, the many benefits for individuals (while addressing some potential barriers) and advises which trees could be best to plant and how to plant them. The breadth of these videos ensured that "One Two Tree" had both an education and behaviour change focus (see Table 1).

Table 1: 10 videos developed for the Campaign and the focus area

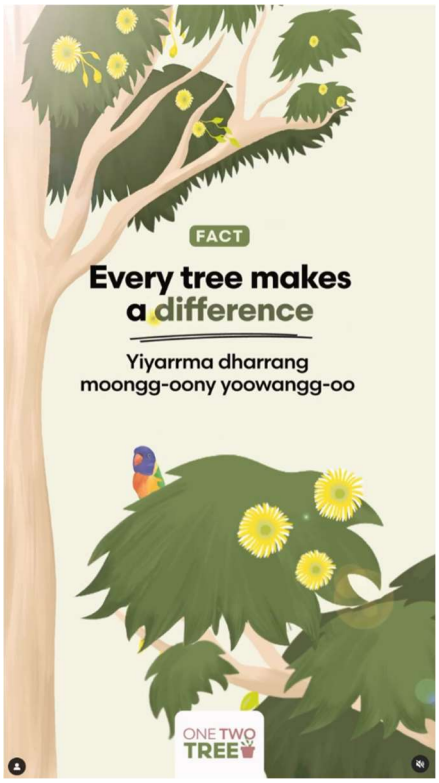
Community focus	**Individual focus**	
	Behaviour change	
Education	**Incentivising or addressing roadblocks for "call to action"**	**Tools to implement "call to action"**
• Introducing One Two Tree • How every tree makes a difference • How trees keep people healthy • The benefits of street trees	• Trees that bring birds to your yard • How trees reduce electricity bills • Solar panels and trees	• How to plant a tree • Top trees to plant in big yards • Top trees to plant in small yards

Introducing One Two Tree



https://vimeo.com/911391210/5e2b8ae7df?share=copy

How every tree makes a difference



https://vimeo.com/911441705/dad23bf62d?share=copy

How trees keep people healthy

https://vimeo.com/911394446/1a48759514?share=copy

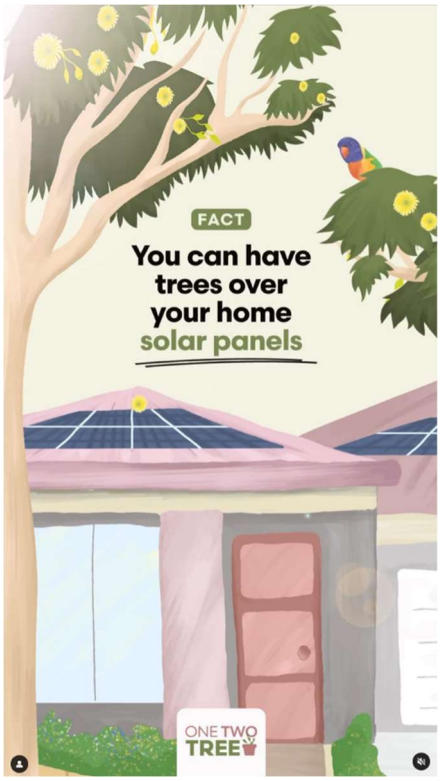
Trees that bring birds to your yard

https://vimeo.com/911440287/c1f82401b4?share=copy

How trees reduce electricity bills

https://vimeo.com/911393545/1052f4a150?share=copy

Solar panels and trees



https://vimeo.com/911441140/353d1a1f3e?share=copy

The benefits of street trees

https://vimeo.com/916979400?share=copy

How to plant a tree

https://vimeo.com/927330118?share=copy

Top trees to plant in big yards

https://vimeo.com/927330900?share=copy

Top trees to plant in small yards

https://vimeo.com/927331528?share=copy

5. Script preparation and filming

A range of community members, academics and a Moonee Valley City Council arborist were interviewed (question and answer style) for the 10 videos. A diverse range of people participated in the videos to maximise the appeal:

- Dr Greg Moore, The University of Melbourne, Urban Forest Expert
- Emma Bacon, Sweltering Cities – Urban Heat Island Effect Expert
- Uncle Dave Wandin, Wurundjeri Woi Wurrung Elder
- Dr Nadia Chaves, Infectious Diseases and General Specialist
- Kayde Robinson, Moonee Valley City Council Arborist

6. Finalise and release videos

Initial draft videos were prepared by Upstride. The PWG provided feedback on the drafts as did the GTW councils. Necessary changes were made, to ensure the wording and phrasing was appropriate for council messaging. A release schedule was then formulated for the videos, noting that many were time critical to align with seasons.

Important to play in hotter months, because of urban heat island effect messaging:

- 12 February 2024: Introducing One Two Tree
- 19 February 2024: How trees keep people healthy
- 27 February 2024: The benefits of street trees
- 8 March 2024: How trees reduce energy bills

Not time critical:

- 18 March 2024: Solar panels and trees
- 27 March 2024: Trees that bring birds to your yard
- 7 April 2024: How every tree makes a difference

Important to play in autumn, the best time of year to plant a tree:

- 19 April 2024: Top trees for small yards
- 29 April 2024: Top trees for big yards
- 6 May 2024: How to plant a tree

7. Additional Campaign materials

The following additional Campaign materials were designed and printed:

- Posters (see **Appendix Four**): to be used at libraries, community centres etc
- Banner for events (see **Appendix Five**): to be used at Council events
- Bird and tree masks in One Two Tree 'style' (see **Appendix Six**): to be given away to children (and adults!) at Council events

Early outcomes – Moonee Valley City Council

Council delivered the Campaign within budget. The $140,000 included the salary for a dedicated Project Manager within Council, but there was also significant in-kind contributions from Council's Communications and Trees and Urban Forest teams.

The 10 videos reached a total of 272,208 people, were shared 260 times and resulted in the Council website being visited 3,659 times. This is a notable achievement for a council-run campaign with a relatively limited advertising budget (only $200 per post). Engagement from the community was high, with the majority of videos receiving positive comments.

Videos with the most reach:

- Top trees for big yards: 45,776
- Introducing One Two Tree: 37,479
- The benefits of street trees: 32,225
- How trees reduce energy bills: 30,470
- Trees that bring birds to your yard: 32,380
- Top trees for small yards: 30,973

Videos with the most reactions (♡ 👍 ☺):

- Trees that bring birds to your yard: 252
- Introducing One Two Tree: 174
- Top trees for small yards: 130
- Every tree makes a difference: 125

Videos which brought the largest amount of people to the Council website:

- Top trees for small yards: 1,079
- Introducing One Two Tree: 571
- How to plant a tree: 437
- Trees that bring birds to your yard: 413

Data insights

- "Trees that bring birds to your yard" had the highest engagement (reach + reactions)
- "How trees keep people healthy" had the lowest engagement
- Despite "Top trees for big yards" and "Top trees for small yards" having a large reach, "Top trees for small yards" translated to far fewer reactions:
    - One person reacted out of every 673 that were reached for "Top trees for big yards", versus
    - One person reacted out of every 238 that were reached for "Top trees for smaller yards"
- "Top trees for small yards" brought the largest amount of people to the Council website – almost double that of the next video

Professional engagement – LinkedIn

One Two Tree was popular on LinkedIn. Several notable people shared the videos, in particular:

- Jane Keddie, Director at Hansen Partnership & Vice President of the Planning Institute of Australia Victoria
- Thami Croeser, Research Fellow – Centre for Urban Research at the Royal Melbourne Institute of Technology (RMIT)

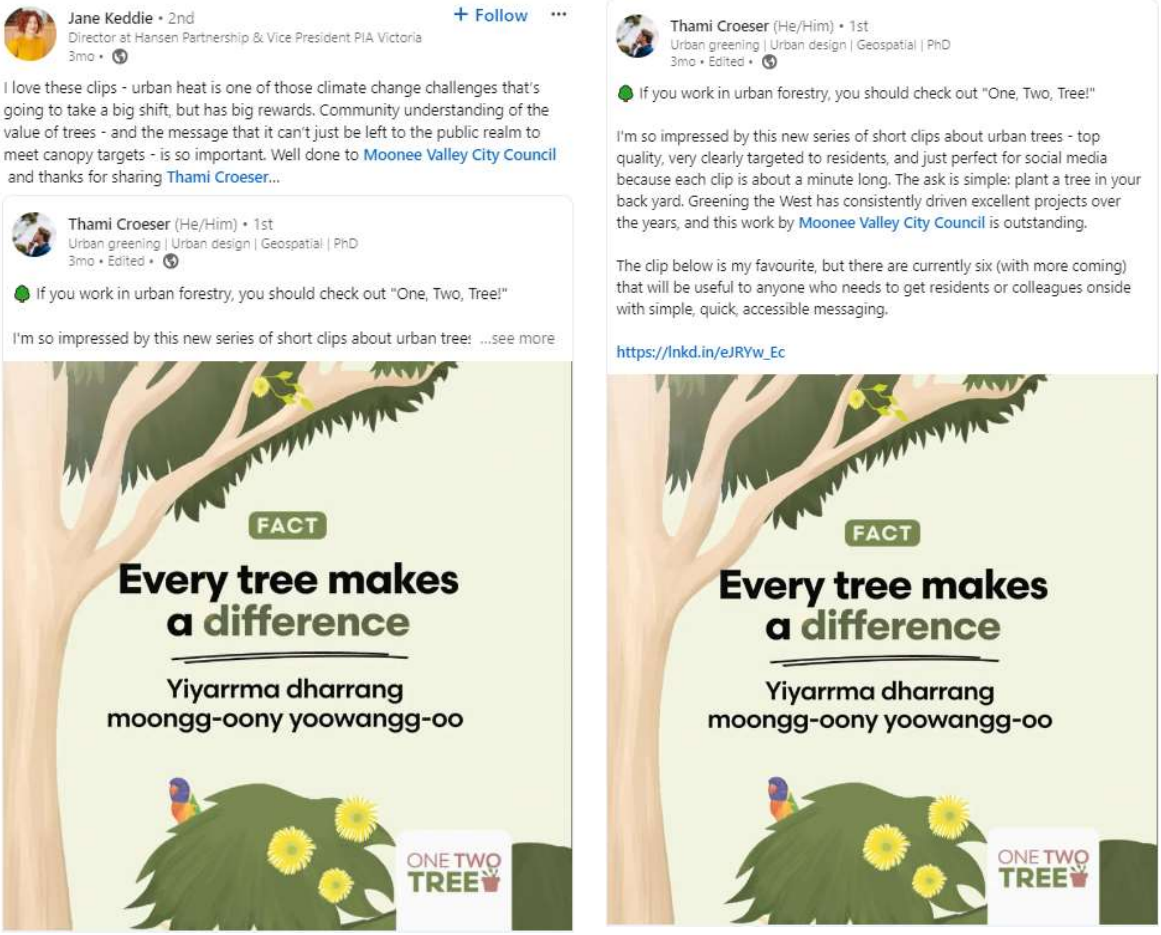


Figure 3: Engagement on LinkedIn - snapshots

Overall engagement statistics

12 February 2024

Video	Facebook		Instagram	
Introducing One Two Tree Boosted by $200 for 1 week	Impressions	54,167	Impressions	5,080
	Comments	133	Comments	17
	Reach	**34,258**	**Reach**	**3,221**
	Reactions	174	Likes	111
	Shares	46	Shares	27
	Link Clicks	706	Saves	13
	Website			
	Page visits over the week	571		

19 February 2024

Video	Facebook		Instagram	
How trees keep people healthy Boosted by $200 for 1 week 	Impressions	10,559	Impressions	1,380
	Comments	2	Comments	0
	Reach	6,179	Reach	959
	Reactions	15	Likes	20
	Shares	3	Shares	7
	Link Clicks	12	Saves	1
	Website			
	Page visits over the week	263		

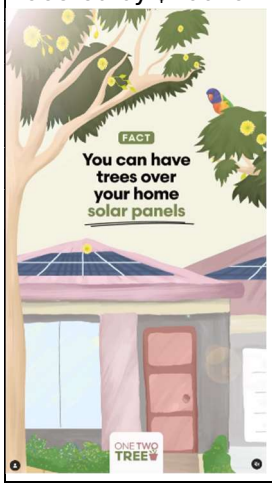
27 February 2024

Video	Facebook		Instagram	
The benefits of street trees Boosted by $200 for 1 week 	Impressions	50,350	Impressions	1,705
	Comments	58	Comments	6
	Reach	**31,177**	**Reach**	**1,078**
	Reactions	87	Likes	31
	Shares	8	Shares	3
	Link Clicks	399	Saves	0
	Website			
	Page visits over the week	279		

8 March 2024

Video	Facebook		Instagram	
How trees reduce energy bills Boosted by $200 for 1 week	Impressions	55,855	Impressions	805
	Comments	27	Comments	0
	Reach	**29,910**	**Reach**	**561**
	Reactions	87	Likes	11
	Shares	28	Shares	1
	Link Clicks	351	Saves	0
	Website			
	Page visits over the week	145		

18 March 2024

Video	Facebook		Instagram	
Solar panels and trees Boosted by $200 for 1 week 	Impressions	19,205	Impressions	1,489
	Comments	12	Comments	3
	Reach	**10,403**	**Reach**	**955**
	Reactions	32	Likes	18
	Shares	5	Shares	3
	Link Clicks	631	Saves	1
	Website			
	Page visits over the week	223		

27 March 2024

Video	Facebook		Instagram	
Trees that bring birds to your yard Boosted by $200 for 1 week 	Impressions	54,219	Impressions	692
	Comments	49	Comments	2
	Reach	**32,416**	**Reach**	**454**
	Reactions	252	Likes	9
	Shares	58	Shares	0
	Link Clicks	626	Saves	2
	Website			
	Page visits over the week	413		

7 April 2024

Video	Facebook		Instagram	
Every tree makes a difference Boosted by $200 for 1 week 	Impressions	32,999	Impressions	1,181
	Comments	35	Comments	1
	Reach	19,572	Reach	883
	Reactions	125	Likes	15
	Shares	18	Shares	3
	Link Clicks	470	Saves	0
	Website			
	Page visits over the week	132		

19 April 2024

Video	Facebook		Instagram	
Top trees for small yards Boosted by $200 for 1 week 	Impressions	47,945	Impressions	950
	Comments	15	Comments	0
	Reach	**30,276**	**Reach**	**697**
	Reactions	130	Likes	22
	Shares	26	Shares	4
	Link Clicks	1,140	Saves	6
	Website			
	Page visits over the week	1,079		

29 April 2024

Video	Facebook		Instagram	
Top trees for big yards Boosted by $200 for 1 week	Impressions	45,141	Impressions	959
	Comments	6	Comments	0
	Reach	**45,141**	**Reach**	**635**
	Reactions	68	Likes	8
	Shares	3	Shares	5
	Link Clicks	Data unavailable	Saves	1
	Website			

	Page visits over the week	117	

6 May 2024

Video	Facebook		Instagram	
How to plant a tree Boosted by $200 for 1 week 	Impressions	40,503	Impressions	1,017
	Comments	39	Comments	0
	Reach	22,779	Reach	654
	Reactions	86	Likes	10
	Shares	7	Shares	2
	Link Clicks	678	Saves	2
	Website			
	Page visits over the week	437		

Conclusion and next steps

Funding from the MPDF has allowed Council to undertake a campaign that was strategically important, to help support Council achieve its 30 per cent canopy cover target by 2040 through a dedicated education and behaviour campaign. Council and GTW are appreciative of the MPDF funding, as it has enabled a campaign of this scale to be created, that can be used by a number of councils for many years to help achieve shared goals.

Early reception to the "One Two Tree" videos and brochure has been overwhelmingly positive both within Moonee Valley and more broadly across Melbourne. From the initial release of the videos, it appears that the topics that resonate the most with the community are:

- Trees that bring birds to your yard: largest number of reactions
- Top trees for small yards: resulted in largest number of visits to the Council website

Council intends to run this Campaign annually, by re-releasing the videos. Data will continue to be collected to inform future work in this space. It is anticipated that the other GTW councils will also release the videos and will similarly be able to capture engagement data. The GTW councils can compare their engagement data and formulate future joint projects to further encourage residents and businesses to plant trees on their private properties.

Potential future actions/projects being considered at Moonee Valley City Council:

- Collaborate with Gardens for Wildlife Victoria (https://gardensforwildlifevictoria.com) to leverage community interest in bringing wildlife into their yards
- Continue pursuing options for free tree giveaways, concentrating on options for residents that have small yards

Appendices

- Appendix One: Target personas
- Appendix Two: Initial Campaign concepts
- Appendix Three: "Top ten trees" brochure
- Appendix Four: One Two Tree poster
- Appendix Five: One Two Tree banner for events
- Appendix Six: One Two Tree bird masks