

National Eucalypt Day promo kit for partners

Story - National Eucalypt Day is turning 10!

Eucalypt Australia is a charitable trust that awards grants to support the conservation, education, and research of eucalypts. We envisage a public inspired by and appreciative of eucalypts.

National Eucalypt Day, held annually on 23 March and now in its 10th year, aims to raise awareness of eucalypts and celebrate the important place they hold in the hearts and lives of Australians.

Each year in February and March, with the help of Remember The Wild, we start a conversation about Australia's treasured eucalypts. Gardens, museums, friends groups, councils and businesses across the country hold events to celebrate their local eucalypts.

To get everybody talking about eucalypts across Australia, we run an annual Eucalypt of the Year public vote. 2023 will be the 6th Eucalypt of the Year. In 2023, we will also be holding a social media competition to get people sharing their photos and stories about why they love our iconic eucalypts.

#LoveAGum national eucalypt lovefest

To celebrate 10 years of National Eucalypt Day on 23rd March, we want to kick off a nationwide eucalypt lovefest! And what better day to begin than on Valentine's Day, 14th of February?

We're asking Australians to share a photo on social media that represents their love for eucalypts, and to tell us all about it with the hashtag #LoveAGum!

It could be

- a special tree or woodland
- a eucalypt selfie
- a story, a memory, a poem
- A snap with trees and family or friends
- A video introducing a favourite tree
- an old or new photograph
- anything that illustrates a special human-eucalypt connection

We're asking the community to share as many photos and stories as they like between 14th February and 23rd March, National Eucalypt Day. Every post counts as an entry in our random draw to win eucalypt-themed prizes.

We would love your help to share this competition far and wide across Australia. We want to see and show just how much Australians love and care for our diverse, tough and iconic eucalypts.

How can people vote for their favourite eucalypt?

The [Eucalypt of the Year voting](#) will open on the 21st of February 2023. To improve accessibility and inclusivity, we will provide a short list of 25 well-known eucalypts.

Voting will close on the 19th of March, and the Eucalypt of the Year will be announced on the 23rd March, National Eucalypt Day. Previous winners include the River Red Gum, Snow Gum, Illiyarrie, Gimlet and Mountain Ash - all of which will be ineligible for re-entry this year.

Key dates and links

Tuesday, 14th February	#LoveAGum campaign and competition launches
Tuesday 21st February	Eucalypt of the Year voting opens
Sunday, 19th March	Eucalypt of the year voting closes
Thursday, 23rd March	National Eucalypt Day, Eucalypt of the Year
Friday 24th March	#LoveAGum competition winners announced
Weekend 18-19th March	Great weekend for hosting National Eucalypt Day events
Weekend 25-26th March	Great weekend for hosting National Eucalypt Day events

Hashtags

Please use the following hashtags for advertise and celebrating eucalypts and National Eucalypt Day

- #NationalEucalyptDay
- #EucalyptoftheYear
- #LoveAGum
- #NED10

Suggested text for posts

Vote for your favourite gumtree for Eucalypt of the Year!

There are around 900 species of eucalypt, and you can bet that every species holds a special place in someone's heart. From the mighty Karris and Tingles of the West (*E. diversicolor* and *E. jacksonii*) distributed far and wide across our sunburnt country, to the extremely rare

Mongarlowe Mallee (*E. recurva*), which is known from just six ancient individuals, our eucalypts are as diverse as the land itself.

Each year on National Eucalypt Day (23 March), [Eucalypt Australia](#) announces the Eucalypt of the Year, as decided by public vote. Last year the crown went to the *Eucalyptus regnans*, the gorgeous towering Mountain Ash of Tasmania and Victoria, while previous years have seen the River Red Gum (*Eucalyptus camaldulensis*), Snow Gum (*E. pauciflora*), Illyarrie (*E. erythrocorys*), and Gimlet (*E. salubris*) take out the top honours. But which species will win in 2023?

Voting opens on 21st February and all except the previous winners are eligible! Show your love for your favourite eucalypt on Valentine's Day and for the next month.

Once you have voted let the world know about your love for your favourite gum tree - this could be by photo, poem, letter, short story or artwork. Post to Instagram tagging @Eucalyptaus with the hashtag #EucalyptoftheYear.

Remember to rally your tribe and get a team behind your favourite eucalypt to help it win the gong by creating your own #Team hashtag (e.g. #TeamGhostGum). Get Australia talking about our iconic eucalypts and remembering their ecological and cultural importance. By celebrating the nation's love for eucalypts, Eucalypt Australia hopes to enhance their reputation in the community and spark enthusiasm for new champions of eucalypt conservation.

Key messages

What is a eucalypt?

Eucalypt is a term that includes the three closely-related genera *Angophora*, *Corymbia* and *Eucalyptus*, all recognisable as 'gum trees'. Well-known *Angophoras* include the Sydney Red Gum, *Angophora costata* and the Rough-barked Apple, *Angophora floribunda*. Well-known *Corymbias* include the Lemon-scented Gum, *Corymbia citriodora* and the Ghost Gum, *Corymbia aparreirinja*. Well known eucalypts include the widespread River Red Gum *Eucalyptus camaldulensis* and the massive Mountain Ash, *Eucalyptus regnans*.

Myths about eucalypts abound, but are they always true? Eucalypt Australia asked eucalyptologist Dr Dean Nicolle to do some myth-busting...

<https://www.rememberthewild.org.au/eucalypt-mythbusting-a-comprehensive-guide/>

Eucalypts for all spaces/euc diversity

With around 900 species across almost every environment in Australia, there is a eucalypt for every space and climate. Ornamental mallees and dwarf flowering cultivars make showstopping additions to small, urban gardens. Some small mallees can even be maintained in pots! There are eucalypts for shade, screening, habitat planting and for koala food. There are species that can be underplanted, and others that provide dense shade. More information on the breadth

and diversity of eucalypts can be found through your local native nursery, the [Australian Native Plants Society](#) and through expert publications such as [Dr Dean Nicolle's](#) body of works.

Eucalypt habitats

From the harsh red centre to the wind-ravaged alps and the extreme climate of the tropical savanna, eucalypts have come to dominate almost all Australian landscapes. Where the climate is fair and the soil nutrient-rich, they grow tall, dense and straight, as forests. Against salt-laden coastal winds, they grow low, tough-leaved and gnarled, hunkered down around dunes. The eucalypts of the high plains adopt a similar strategy, with the smallest eucalypt species in the world nothing more than a creeping bush. On drier lands with reliable rainfall, eucalypt woodlands hold magnificent trees beloved by Australia's pollinators. In the wet/dry climate of the tropical savanna woodlands, some eucalypt species even drop their leaves for the dry season.

Across Australia, eucalypt habitats provide a home for the plants and animals that make up OUR homes and are the backdrop to the many local cultures across the continent. Locals have special connections to these places, and tourists come from across the world to experience them.

Why do we need a National Eucalypt Day/Why do we need to choose a favourite eucalypt?

- As a whole, Australia does cherish the eucalypt, but there are numerous misconceptions about the diversity, safety, importance in our environment and appropriateness as trees in gardens, streets and parks. Celebrating eucalypts publicly in all their forms and uses and actively debunking eucalypt myths helps expose the community to the ecological, cultural and horticultural value as well as the healthy climate contribution of this diverse group of trees and shrubs.
- Gardeners in the south have embraced some of the smaller eucalypts, like the Silver Princess, but we want people to know that there are a wide variety of highly ornamental small eucalypts that are perfect for small gardens and help provide food and shelter for urban wildlife. In fact, from fast-growing timber trees to these small ornamentals, there is a eucalypt for every purpose.
- Despite the group's ubiquity across the continent, many eucalypt species are restricted to very small ranges, which are greatly threatened by habitat clearing and the climate crisis (shifting temperature and rainfall patterns). This is because of the immense diversity of the group. Over millions of years, they have adapted to widely varying Australian conditions, leading to the evolution of more than 900 species! We aim to raise awareness of lesser-known eucalypts on National Eucalypt Day and encourage conversations about eucalypts across Australia. The Eucalypt of the Year competition does this by highlighting the many different species that are loved by different communities across Australia and introducing people to species other than their local species or the most famous.

- By showing species diversity through the #EucalyptoftheYear competition, we confront the perception of a eucalypt as a big tree with smooth or shedding bark and olive-green leaves.
- By keeping conversations going about eucalypts around Australia, we challenge the idea that eucalypts are fire-hungry, limb-dropping, leaf and gumnut-dropping giants that are only needed by koalas.