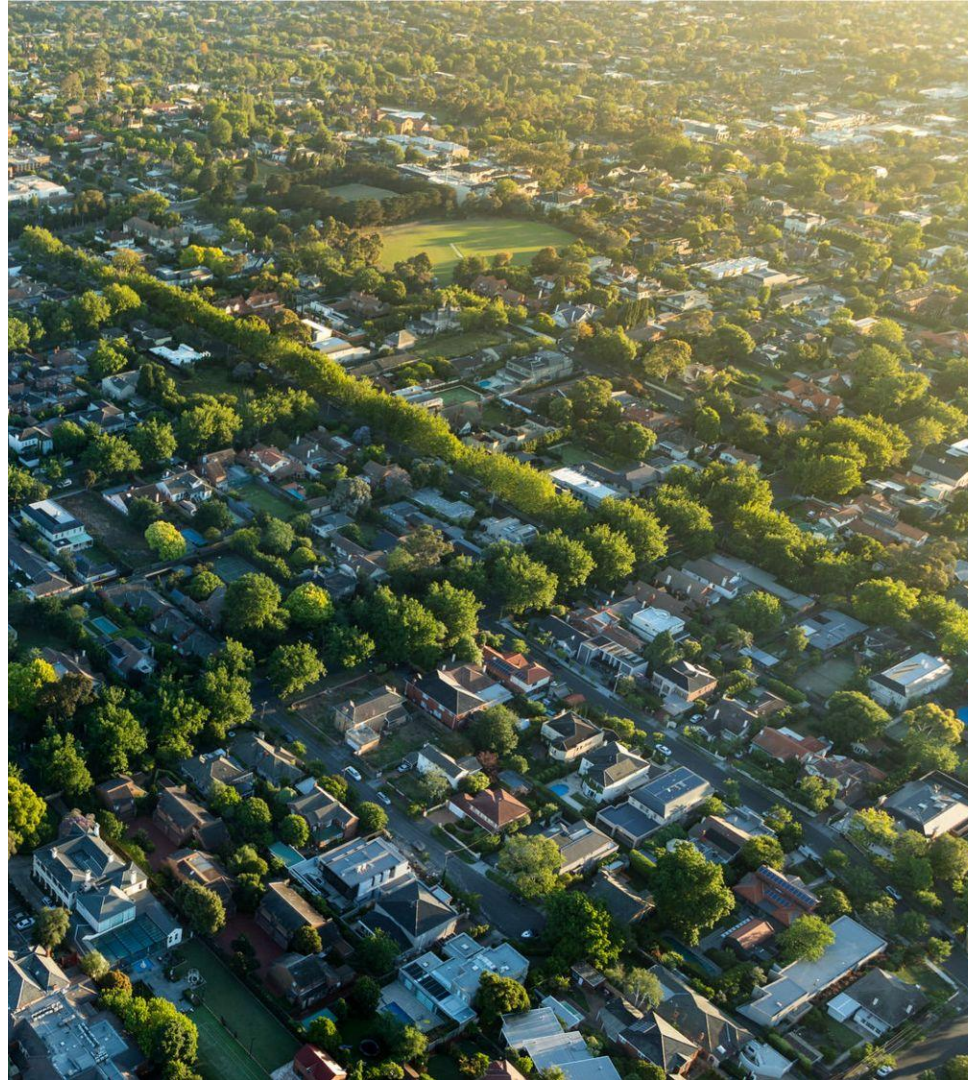




# Living Melbourne Comms Toolkit

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# Who are Living Melbourne?

**Living Melbourne is an alliance of councils, state government, businesses, communities and residents who have a shared vision of keeping Melbourne suburbs green for the benefit of all.**



## **Our shared vision**

Living Melbourne delivered a strategy encompassing the evidence and actions to protect and expand urban greening across Melbourne's metropolitan area.

The Living Melbourne strategy makes it simple for governments, organisations and residents to make better decisions to protect and support nature in our built metropolitan environments.

Living Melbourne is a trusted central resource for information on urban greening in Metropolitan Melbourne.

# How did this document come about?



## A shared centralised resource

This communications toolkit has been developed to help Living Melbourne stakeholders and partners increase the community's awareness of, and support for, the urban forest through consistent messaging, and interesting and engaging education content that can be tailored for local audiences.

The subject matter for this toolkit was developed in consultation with Living Melbourne partners to determine the most valuable resources required to effectively communicate with stakeholders.

# What is urban greening?

**Living Melbourne's strategy supports the protection and expansion of urban forests through the act of urban greening.**



## What is Urban Greening?

Urban greening is increasing the amount of nature around urban areas.

This creates an urban forest that can be made up trees, shrubs, grasses, soil and water within public and private spaces across the places we live.

# Why is urban greening important?



## Why do we need Urban Greening?

Nearly 50% of our forest cover has been cleared in the last two centuries, making Australia one of the worst developed countries for deforestation.

**Urban forests clean our air and water, reduce damaging heat in our neighbourhoods, and provides valuable habitat for flora and fauna.**

Protecting and extending our urban forests provides critical support for biodiversity, which in turn supports us.

Source: Wilderness Society, 2022

Link:

<https://www.wilderness.org.au/protecting-nature/deforestation/10-facts-about-deforestation-in-australia>

# Why do we exist?

**Living Melbourne was formed in response to two key factors threatening Melbourne's liveability - climate change and our rapidly growing population.**

## Our Why

Melbourne's liveability is under threat. As our metropolitan city grows outwards and becomes more densely populated, our green space and natural landscapes are shrinking.

Coupled with climate change, our cities are left vulnerable to extreme heat, lack of clean air and water, loss of habitat for wildlife, and a loss of a vital human connection with nature.

Living Melbourne exists to counter these risks by helping decision makers big and small actively protect and expand urban greening.

# Tone of Voice

Our tone of voice supports the valuable connection with community we need to deliver on protecting, connecting and expanding our urban forest strategy.

## Lead with benefits

Lead with the carrot, not the stick.

Always lead with the benefits urban greening bring to individuals and communities, over threat of climate change and loss of nature.

## Simplify the jargon

Use language that is accessible, straightforward and only use industry specific terms when needed.

When talking about biodiversity, explain its meaning so it is tangible to everyone.

## We're friendly

Communicate in a human voice with warmth to connect with community.



# Key Messages

In consultation with Living Melbourne members, we have identified 4 key focus issues to address with communities.

01

## Biodiversity

It is important that key messaging should communicate not just the intrinsic, but the extrinsic values of biodiversity as well as provide an easy to understand definition of what 'biodiversity' means.

02

## Combating urban heat island effect

Key messaging should offer easily digestible information on:

1. What an urban heat island is
2. Who will be impacted by urban heat islands
3. Why it matters: the consequences of urban heat islands
4. How to reduce the impact of urban heat islands
5. The proof and effectiveness of mitigating urban heat islands with trees

03

## Economic benefits

Key messaging should express the socioeconomic benefits of urban trees, including:

1. **The energy saving costs by shaded buildings**
2. **Increased property values and economic prosperity from green infrastructure**
3. **The resilience trees play in managing stormwater**

04

## Wellbeing benefits

Key messaging should express the wellbeing benefits of urban trees, including:

1. The connection between green spaces, physical activity and reduced chronic diseases
2. The connection between happiness and a relationship with nature
3. The reduction to heat exposure from tree canopies

# Biodiversity - what is it and the benefits?

## The wonderful web of life

Biodiversity is a term to describe the wonderful web of life.

Biodiversity is a term to describe the variety of all living things: the different plants, animals and microorganisms, their genetic differences and the varied and interconnected ecosystems they create.

Source: *The Remarkable Benefits of Biodiversity*, Earth.org, 2022

Link:  
<https://earth.org/benefits-of-biodiversity/>

## Disease resistance

Genetically diverse populations have stronger resistance to pests and diseases.

Rising temperatures from climate change will pose new risks for disease and pests.

Source: *The Remarkable Benefits of Biodiversity*, Earth.org, 2022

Link:  
<https://earth.org/benefits-of-biodiversity/>

## Carbon Sequestration

Our natural world is our best defence against climate change.

Carbon sequestration is the process of capturing and storing carbon dioxide from the atmosphere.

Vegetation and soil in ecosystems like urban forests act as carbon sinks, removing carbon dioxide from the atmosphere.

Source: *The Remarkable Benefits of Biodiversity*, Earth.org, 2022

Link:  
<https://earth.org/benefits-of-biodiversity/>

## Food Security

Our food and agricultural industries are strongly linked to biodiversity.

Millions of species work together with us every day to grow grains, vegetables, fruits and animal products.

Biodiversity delivers pollination, fertile soil, climate maintenance and water filtration.

Source: *The Remarkable Benefits of Biodiversity*, Earth.org, 2022

Link:  
<https://earth.org/benefits-of-biodiversity/>



# Urban Heat Island Effects

## Urban Heat Islands

An urban heat island is a metropolitan area that is a lot warmer than the rural areas surrounding it.

Built-up areas in cities and suburbs can be as much as 7°C warmer than surrounding areas.

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## Why it occurs

The concrete, bitumen and bricks that make up cities and suburbs absorb and hold onto heat - making the areas around them warmer.

Waste heat also contributes to urban heat islands. People, cars, buses, trains, factories - all release energy that exacerbate temperatures.

Source: *Urban Heat Island*, National Geographic

Link:  
<https://education.nationalgeographic.org/resource/urban-heat-island/>

## Who it impacts

Urban heat islands, much like heat waves, impact vulnerable people, including young children, the elderly, people who are unwell or socially isolated, and those who are financially disadvantaged.

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## What are the consequences?

Urban heat islands often have worse air and water qualities because there are no natural ecosystems to purify air and filter water.

Urban Heat Islands also demand higher energy uses, to keep environments cooler when temperatures soar.

Source: *Urban Heat Island*, National Geographic

Link:  
<https://education.nationalgeographic.org/resource/urban-heat-island/>

# Urban Heat Island Effects

## Our Strategy

Living Melbourne's strategy uses heat-mapping and socioeconomic data to establish the 'hotspots' most at risk of urban heat island effects and most in need of urban forests.

Source: P. 13 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## Nature's a free air conditioner

Trees in urban areas can substantially lower daytime temperatures.

They do this in two ways; tree canopies shade surfaces like roads and footpaths, and trees also transpire moisture which turns into water vapour and reduces temperatures.

Source: P. 10 *Trees for Cooler and Greener Streetscapes*, Victoria State Government, 2019

Link:  
[https://www.planning.vic.gov.au/\\_data/assets/pdf\\_file/0034/439297/Trees-for-Cooler-and-Greener-Streetscapes-21112019.pdf](https://www.planning.vic.gov.au/_data/assets/pdf_file/0034/439297/Trees-for-Cooler-and-Greener-Streetscapes-21112019.pdf)

## Trees clean our air

Trees and plants improve our air quality by capturing and filtering pollutants, including ozone, sulphur dioxide, nitrogen oxides, and particulates

Source: P. 14 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## Trees save you money!

Trees cooling powers can save you money and our planet carbon emissions from powering air-conditioners in hot weather.

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)



# The Economic Benefits

## Trees save you money

The shading from trees can save you up to \$400 per year on air-conditioning costs, depending on the height of your tree.

The more canopy, the cooler!

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## Nature makes you resilient

Trees and urban forests ecosystems can protect you from floods by absorbing excess rain and pollutants from stormwater.

Source: P. 14 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## Trees add value to your home

Increases in street tree canopy can increase the value of a property.

A 10% increase in street tree canopy can increase the value of properties by an average of \$50,000.

Source: *Green Infrastructure: A vital step to Brilliant Australian Cities*, AECOM, 2017.

Link:  
<http://www.aecom.com/content/wp-content/uploads/2017/04/Green-Infrastructure-vital-stepbrilliant-australian-cities.pdf>

## Nature makes economic sense

For every \$1 invested in urban vegetation, the return to the community, business and governments across metropolitan Melbourne is around \$4. This return includes heat reduction, enhancing biodiversity and carbon sequestration.

Source: P. 41 *Priority urban greening analysis*, Living Melbourne, 2023.

Link:  
[chrome-extension://efaidnbmnnnlpcapcgicjlefindmkaj/https://livingmelbourne.org.au/wp-content/uploads/2022/04/Priority-Urban-Greening-Analysis\\_FINAL-14\\_06\\_2023.pdf](chrome-extension://efaidnbmnnnlpcapcgicjlefindmkaj/https://livingmelbourne.org.au/wp-content/uploads/2022/04/Priority-Urban-Greening-Analysis_FINAL-14_06_2023.pdf)



# The Wellbeing Benefits

## Trees strengthen your health

Science show us that a connection with nature supports happiness, wellbeing and health.

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## Trees support your immune systems

Did you know exposure to nature supports your immune system?

Source: P. 42 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)

## Trees help you relax

Spending time around nature and trees helps reduces stress, lowers blood pressure and your improves mood.

Source: Department of Environmental Conservation, New York State, 2022.

Link:  
<https://www.dec.ny.gov/lands/90720.html#:~:text=Spending%20time%20around%20trees%20and,related%20hormones%20cortisol%20and%20adrenaline.>

## Trees help you focus

Time spent in nature helps cognitive function, and enhances our abilities to learn.

Source: P. 42 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link:  
[https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)



# Key Messages

In consultation with Living Melbourne members, we have identified 3 barriers and misconceptions to address with communities.

01

## Demystifying the likelihood of tree hazards

Demystifying which species are more prone to limb drops, and have invasive roots systems is key - as is demonstrating how to mitigate risks (ie sharing resources that guide on planting the right trees in the right places).

02

## A cost benefit analysis of maintenance ROI

While all trees will drop some volume of leaf litter and debris (fruit, flowers etc) it's important to communicate the reward:input ratio is heavily skewed towards maintaining and planting of trees.

03

## Demystifying tree allergen beliefs

Only a very small fraction of native trees actually contribute to asthma and hay fever symptoms.

Educating on the types of tree species that do emit high allergenic pollen is key.

# Tree Truths

## Eucalypts are friends not foes

Some taller Eucalypt species can shed branches, like the fast growing species, like the Sugar Gum (*E. Cladocalyx*) which are more prone to dropping branches.

Make sure to understand which species you are planting to know your risks.

Source: *Myth Busting Our Trees*, Conservation Council SA  
Link: [https://www.conservationcouncilsa.org.au/myth\\_busting\\_trees](https://www.conservationcouncilsa.org.au/myth_busting_trees)

## Eucalypts do suit the suburbs

Did you know that of the 850 species of Eucalypts, 309 don't even grow into trees!

Actually over half of all eucalypt species are multi-trunker mallees, shrubs or small trees under 8 metres tall. Many are shrub sized and very well suited for urban environments and at low risk of dropping branches.

Source: *Eucalypt Myth busting A Comprehensive Guide*, Remember the Wild,  
Link: <https://www.rememberthewild.org.au/eucalypt-mythbusting-a-comprehensive-guide/>

## The benefits outweigh a few chores

Most trees will drop some volume of leaf litter but for a little seasonal gardening, trees offer a lot in return including:

- increased property values
- Savings on energy cooling bills
- protection from storm water run off
- a calming connection to nature

Source: *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link: [https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy\\_online.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/10/Strategy_online.pdf)





# Tree Truths

## Trees that make you sneeze

In Australia, peak tree pollen season runs from mid-July to October.

Some trees are more allergenic than others.

Trees that have high allergenic pollen are mostly non-native and include Elm, Alder, Birch, Ash, Willow and Plane trees.

Source: *Asthma Triggers*, Asthma Australia

Link: <https://asthma.org.au/triggers/trees-plants-and-gardening/>

## Native trees are low allergenic

Did you know that the only native Australian tree that is 'highly allergenic' is the White Cypress Pine?

Source: *Pollen Allergy*, Australasian Society of Clinical Immunology and Allergy, 2022

Link: [https://www.allergy.org.au/patients/allergic-rhinitis-hay-fever-and-sinusitis/pollen-allergy#:~:text=White%20Cypress%20\(Murray\)%20Pine%20is,to%20the%20end%20of%20August.](https://www.allergy.org.au/patients/allergic-rhinitis-hay-fever-and-sinusitis/pollen-allergy#:~:text=White%20Cypress%20(Murray)%20Pine%20is,to%20the%20end%20of%20August.)

## Make a low-allergenic garden

Look for flowering plants with nectar and heavy pollen grains, that rely on pollination from birds and insects over releasing pollen into the air.

Flowers that are safe include nectar-rich natives such as Grevillea, Banksia, Tea Tree and Bottlebrushes.

Source: *How to Create a Low Allergen Garden*, Garden Clinic

Link: <https://www.gardenclinic.com.au/how-to-grow-article/how-to-create-a-low-allergen-garden>





# Impactful Biodiversity Statistics

**“Over 40% of nationally listed threatened ecological communities in Australia occur in urban areas.”**

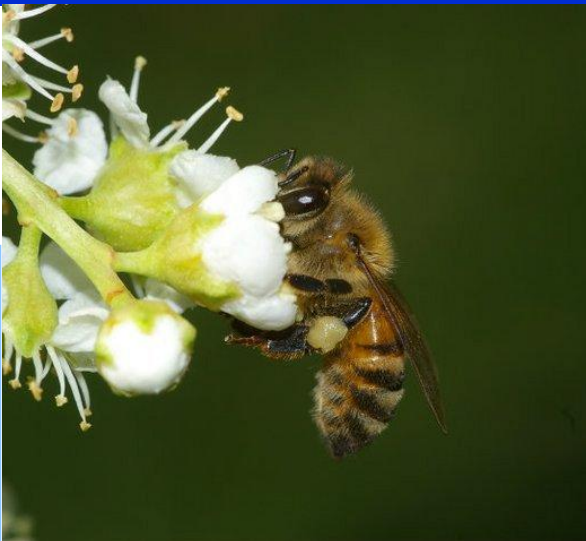
Source: P.48, *Urban Forest Strategy, Making a great city greener 2012-2032*, City of Melbourne, 2012.

Link: [Urban Forest Strategy 2014 \(melbourne.vic.gov.au\)](https://www.melbourne.vic.gov.au/urban-forest-strategy-2014)

**“39 of urban-threatened species – those whose entire remaining distribution is encapsulated within a city or town – are found in Australian cities.”**

Source: P. 74, *Cities for People and Nature*, Clean Air and Urban Landscapes Hub, 2020.

Link: [Cities-for-People-and-Nature.pdf \(nespurban.edu.au\)](https://www.nespurban.edu.au/cities-for-people-and-nature.pdf)



**“Pollination is the transfer of pollen grains from one flower to another, and is critical in 60 per cent of agricultural production. It helps the growth of many fruits, vegetables, nut and flower species, and in some instances, can increase crop yield. In Australia, it is estimated that pollination-dependent crops are worth over \$4.3 billion per annum, with a direct contribution from honey bees estimated to be over \$1.6 billion.”**

Source: *Exploring Practical Pollination Measures for Australian Horticulture*, AUSVEG, 2020

Link: <https://ausveg.com.au/articles/exploring-practical-pollination-measures-for-australian-horticulture/>

**“Australian cities host more than 360 different species of plants and animals that are recognised as threatened under federal legislation.”**

Source: P.74 *Cities for People and Nature*, Clean Air and Urban Landscapes Hub, 2020.

Link: [Cities-for-People-and-Nature.pdf \(nespurban.edu.au\)](https://www.nespurban.edu.au/cities-for-people-and-nature.pdf)



A lush green forest with a large tree in the foreground and a hazy mountain in the background. The scene is bathed in warm, golden light, suggesting a sunrise or sunset. The text "Impactful Economic Statistics" is overlaid on the left side of the image.

# Impactful Economic Statistics

**In a US 2012 government study, rent premiums for commercial buildings with green roofs were 5.7% nationally and 7.4% in Washington DC,”**

Source: *Valuing Green Guide, green roofs, walls and facades*, City of Melbourne, 2019.

Link: [valuing-green-guide.pdf \(melbourne.vic.gov.au\)](https://www.melbourne.vic.gov.au/valuing-green-guide.pdf)

**“From the investigation of many natural disasters, the World Bank has calculated that investments in preventative measures, maintaining healthy ecosystems, provide a seven-fold cost saving over disaster reconstruction.”**

Source: P. 15, *Natural assets for flood and cyclone resilience*, Queensland Government.

Link:

<https://wetlandinfo.des.qld.gov.au/resources/static/pdf/management/natural-assets-for-flood-and-cyclone-mitigation.pdf>

**“For every \$1 invested in urban vegetation, the return to the community, business and governments across metropolitan Melbourne is around \$4 – with a range between a return of \$2.16 and \$6.70 for every \$1 invested.”**

Source: P. 41 *Priority urban greening analysis*, Living Melbourne, 2023.

Link:

[chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://livingmelbourne.org.au/wp-content/uploads/2022/04/Priority-Urban-Greening-Analysis\\_FINAL-14\\_06\\_2023.pdf](https://livingmelbourne.org.au/wp-content/uploads/2022/04/Priority-Urban-Greening-Analysis_FINAL-14_06_2023.pdf)

**“What is the value of the pollutants removed from the air of Australian cities?”**

The **value returned to the City of Melbourne by its approximately 70 thousand public trees alone would be more than \$14 million per annum**. Other studies show a cost/benefit ratio of 1 to 6 in favour of urban trees and landscapes.”

Source: P. 24, *TREENET Proceedings of the 10th National Street Tree Symposium*, 2009

Link:

[https://treenet.org/wp-content/uploads/2021/10/2009\\_SymposiumProceedings\\_FINAL.pdf#page=21](https://treenet.org/wp-content/uploads/2021/10/2009_SymposiumProceedings_FINAL.pdf#page=21)

**“We apply a spatial hedonic model to estimate the value of urban trees in 23 suburbs of Perth Metropolitan Area in Western Australia. Results show that a broad-leaved tree on the street verge increases the median property price by about AU\$16,889, suggesting a positive neighbourhood externality of broad-leaved trees.”**

Source: P. 134 *The Effect of Street Trees on the Property Value in Perth, Western Australia*, Landscape and Urban Planning, 2013

Link: <https://www.sciencedirect.com/science/article/abs/pii/S016920461200299X>



A photograph of a dense forest. In the foreground, a large, gnarled tree trunk is visible on the right side. The background shows a valley filled with green trees, with a hazy mountain range in the distance. The lighting is warm, suggesting a sunrise or sunset. The text "Impactful Wellbeing Statistics" is overlaid on the left side of the image.

# Impactful Wellbeing Statistics

**“In a medium (4x5m) room, 1x plant can provide 25% cleaner air, 5x plants can provide 75% cleaner air, and 10x plants can provide “maximum health and wellness”.**

Source: *The Simple Science, Greener Spaces Better Places*, 2022.  
Link: [The Simple Science – Greener Spaces Better Places](#)

**“In a year, 1x tree cools like 10 air conditioners running continuously; absorbs 3400L of stormwater; filters 27 kg of pollutants from the air.”**

Source: *Urban Forests, Ways2gogreen*, 2015  
Link: <http://www.ways2gogreenblog.com/wp-content/uploads/2015/02/Urban-Forests.jpg>



**“A study of more than 200,000 Australians aged 45 years and over found that those who had more than 20 per cent green space within a one-kilometre radius of their home were significantly more likely to walk and participate in physical activities rated as ‘moderate to vigorous’.”**

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.  
Link: [Strategy\\_online.pdf\(livingmelbourne.org.au\)](#)

**“Tall trees with dense crowns and a soft ground surface can cut noise by 50% or more.”**

Source: *Urban Forests, Ways2gogreen*, 2015  
Link: <http://www.ways2gogreenblog.com/wp-content/uploads/2015/02/Urban-Forests.jpg>





# Impactful Urban Heat Island Effect Statistics



**“Surface temperatures can show wide variations of 20–30°C between nearby shaded and unshaded surfaces.”**

Source: P. 5 *Managing urban heat in water sensitive cities: research and policy responses*, Business Cooperative Research Centres Program, Department of Industry, Science, Energy and Resources, Australian Government, 2021.

Link: [210517\\_V2\\_Urban-Heat-Policy-Focus.pdf \(watersensitivecities.org.au\)](https://www.watersensitivecities.org.au/210517-V2-Urban-Heat-Policy-Focus.pdf)

**“In Melbourne, for over 64-year-olds, mortality rates increased from 12 per 100,000 persons to 13 per 100,000 then 15 as the daily mean temperature increased from 28°C to 30°C and 32°C respectively.”**

Source: *How urban forests can help people & nature*. The Nature Conservancy Australia.

Link: [Urban Forests for People and Nature | The Nature Conservancy AUS \(natureaustralia.org.au\)](https://www.natureaustralia.org.au/urban-forests-for-people-and-nature)

“In Melbourne, deaths begin to rise when the mean daily temperature reaches 28°C. If city temperatures stayed even a little bit cooler during heatwaves, the number of deaths could be reduced. Given the cooling power of trees—one of the most effective ways to reduce temperatures is to provide shade trees’.”

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link: [Strategy\\_online.pdf \(livingmelbourne.org.au\)](https://www.livingmelbourne.org.au/strategy-online.pdf)

“The ‘urban heat island’ disproportionately affects vulnerable people, including young children, the elderly, people who are unwell or socially isolated, and those who are financially disadvantaged. Targeted urban greening can be used to cool surrounding environments where vulnerable populations are most at risk.”

Source: P. 12 *Living Melbourne, our metropolitan urban forest*, The Nature Conservancy and Resilient Melbourne, 2019.

Link: [Strategy\\_online.pdf \(livingmelbourne.org.au\)](https://www.livingmelbourne.org.au/strategy-online.pdf)



**“Our research confirms that having more trees in the urban environment bring many benefits – during heatwaves and throughout the year.**

Source: *How urban forests can help people & nature*. The Nature Conservancy Australia.

Link: [Urban Forests for People and Nature | The Nature Conservancy AUS \(natureaustralia.org.au\)](https://www.natureaustralia.org.au/urban-forests-for-people-and-nature)

- **Reducing surface temperatures through shading by up to 8°C** in summer.
- Cooling surrounding temperatures – having **mature trees on your street can reduce temperatures for up to 30 metres**.
- **Reducing air pollution**, a problem that contributes to 7% of all deaths worldwide each year. **A mature tree can remove more than 90 kg of pollution a year**.
- Providing green spaces for communities to enjoy and feel proud of.
- **Supporting our mental health and wellbeing** such as reduced stress and incidences of mental illness.
- **Encouraging types of physical activity** that can reduce people’s risk of developing chronic heart disease, diabetes, dementia and some cancers.
- And of course, **more nature means more habitat for wildlife** such as parrots, owls, honeyeaters and insect-eating bats.





# Impactful Tree Myth Statistics

**“If private trees are included, the death rate from Tree Failures [in Australia] is ~ 1 in 15 million.”**

Source: P. 12 *A review of deaths in Australia from accidental tree failures*. Arboriculture Australia, 2022.

Link:

<https://arboriculture.org.au/getassets/a2bd3064-7acd-ea11-90fb-00505687f2af/A%20Review%20of%20Deaths%20in%20Australia%20from%20Accidental%20Tree%20Failures.pdf>

**“It would appear that Eucalypts may provide no greater risk and perhaps a lower risk than the average tree in Britain.”**

Source: P. 12, *A review of deaths in Australia from accidental tree failures*, Arboriculture Australia, 2022.

Link:

<https://arboriculture.org.au/getassets/a2bd3064-7acd-ea11-90fb-00505687f2af/A%20Review%20of%20Deaths%20in%20Australia%20from%20Accidental%20Tree%20Failures.pdf>

**“The risk of being killed or seriously injured by a tree is greatest during or immediately after a severe weather event. The Database revealed that tree failure caused less than one death in 25 million during normal weather conditions.”**

Source: P. 12, *A review of deaths in Australia from accidental tree failures*, Arboriculture Australia, 2022.

Link:

<https://arboriculture.org.au/getassets/a2bd3064-7acd-ea11-90fb-00505687f2af/A%20Review%20of%20Deaths%20in%20Australia%20from%20Accidental%20Tree%20Failures.pdf>

**“White Cypress (Murray) pine is the only Australian tree that produces highly allergenic pollen and it flowers approximately between late July and the end of August.”**

Source: *Pollen Allergies*, Better Health Channel Victoria, 2022.

Link:

<https://www.betterhealth.vic.gov.au/health/conditionandtreatments/pollen-allergies>

“Species of Casuarina or Australian oak trees produce pollen throughout the year and can cause hay fever symptoms at any time.”

Source: *Pollen Allergies*, Better Health Channel Victoria, 2022.

Link:

<https://www.betterhealth.vic.gov.au/health/conditionandtreatments/pollen-allergies>

**“Weather is a significant contributing factor in 90% of the deaths.”**

Source: P. 12, *A review of deaths in Australia from accidental tree failures*, Arboriculture Australia, 2022.

Link:

<https://arboriculture.org.au/getassets/a2bd3064-7acd-ea11-90fb-00505687f2af/A%20Review%20of%20Deaths%20in%20Australia%20from%20Accidental%20Tree%20Failures.pdf>



# Social Media Suite

# Benefits tiles



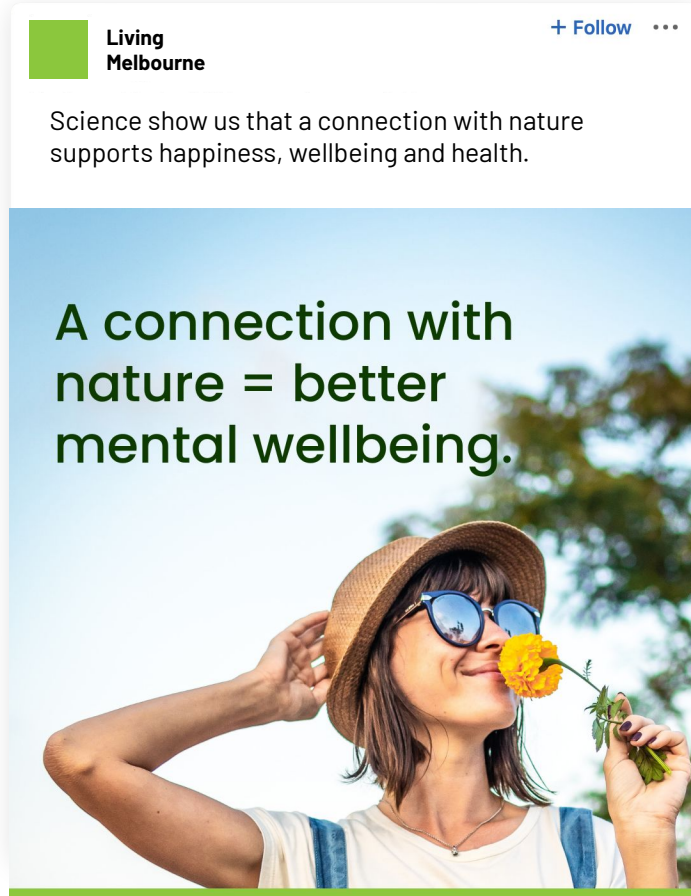
[Click here for link to template](#)

Living Melbourne + Follow ...

**Shading from trees can save you up to \$400** per year on air-conditioning costs, depending on the height and positioning of your trees.

An aerial photograph of a residential neighborhood with many trees. A white outline of a house with a chimney is overlaid on the image. The text "The more canopy," is at the top and "the cooler your home!" is at the bottom.

# Benefits tiles



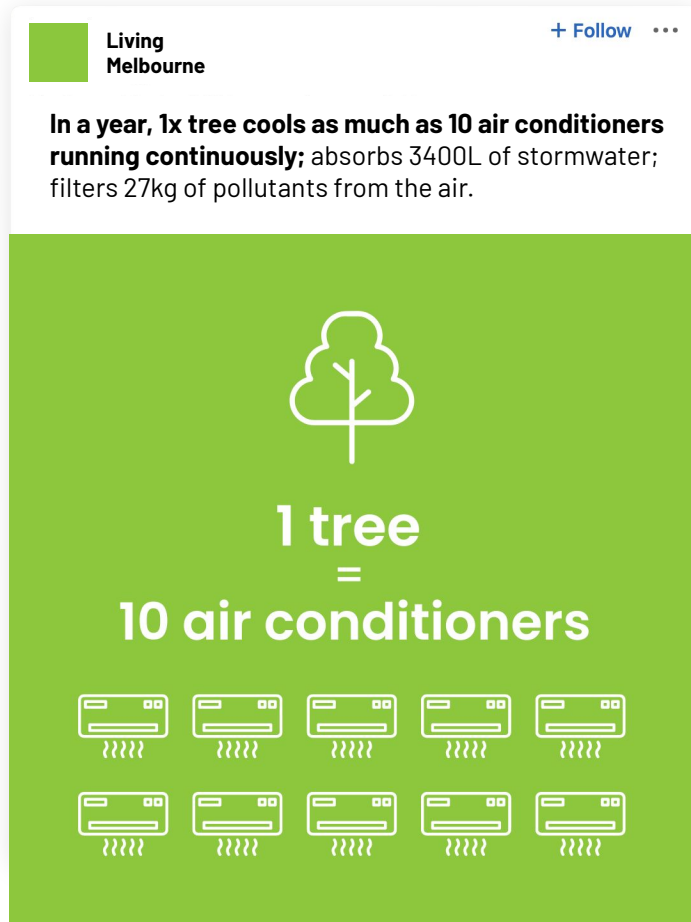
# Benefits tiles



1 tree  
=  
10 air conditioners

Click here for link to template

This tile features a white tree icon at the top center. Below it, the text "1 tree" is followed by an equals sign and "10 air conditioners". Underneath, there are two rows of five white air conditioner icons, each with wavy lines below it representing cooling. At the bottom, there is a white button with the text "Click here for link to template".



Living Melbourne + Follow ...

In a year, 1x tree cools as much as 10 air conditioners running continuously; absorbs 3400L of stormwater; filters 27kg of pollutants from the air.

1 tree  
=  
10 air conditioners

This social media post tile has a white header with a green square, the text "Living Melbourne", and a "+ Follow ..." link. The main content is a green square containing a white tree icon, the text "1 tree = 10 air conditioners", and two rows of five white air conditioner icons. The text and icons are white on the green background.



# Benefits tiles

Honeybees **add billions** to our food systems.



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Living  
Melbourne

+ Follow ...

Honeybees support our food systems with their pollination services, so we need to support them. In Australia, it is estimated that pollination-dependent crops are worth over \$4.3 billion per annum, with a direct contribution from honey bees estimated to be over \$1.6 billion.

Honeybees **add billions** to our food systems.



# Benefits tiles



[Click here for link to template](#)

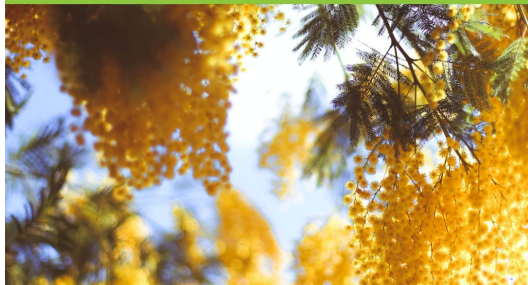
A square social media tile featuring a photograph of a leafy street scene, identical to the one on the left. In the foreground, there are green leaves and a brick wall. In the background, a path leads through trees with some autumn-colored foliage. The text "Leafy streets can increase the value of your home." is overlaid in white, sans-serif font. The tile is presented as a social media post from "Living Melbourne".

**Living Melbourne** + Follow ...

A 10% increase in street tree canopy can increase the value of properties by an average of \$50,000.

# Myths tiles

Most native trees  
aren't making  
you sneeze!



[Click here for link to template](#)

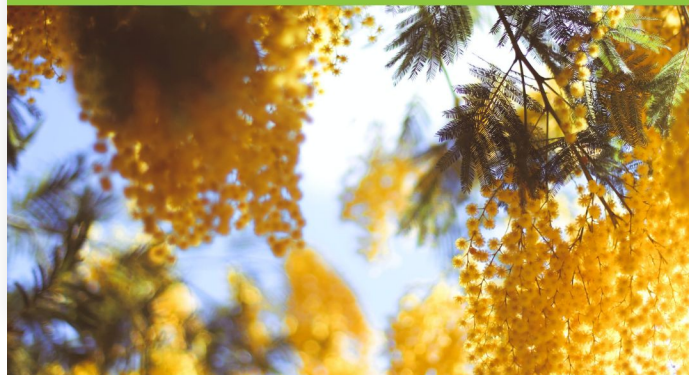


Living  
Melbourne

+ Follow ...

Did you know that **the only native Australian tree that is 'highly allergenic' is the White Cypress Pine?**  
Most allergenic trees are introduced species.

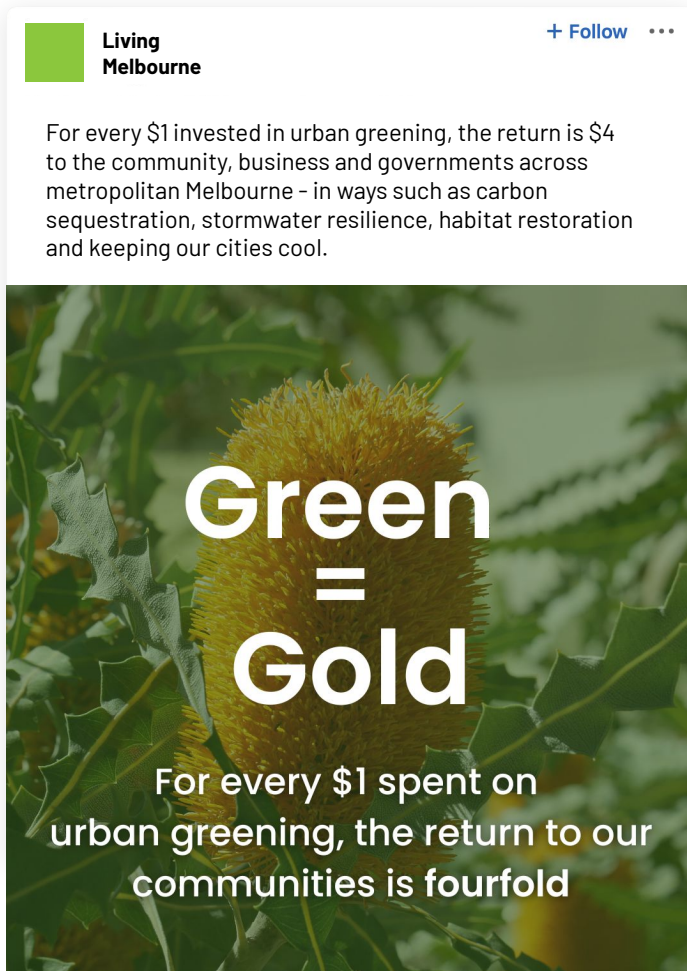
Most native trees  
aren't making  
you sneeze!



# Myths tiles



[Click here for link to template](#)





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greening?**

**Visit: <https://treenet.org/>**