

**Rotary**  
*PEOPLE OF ACTION*



Australia Day  
2022  
District Project







**ROTARY ...  
GROWING OUR  
COMMUNITIES**

**AUSTRALIA DAY 2022 – THE LAUNCH OF ROTARY ADOPT-A-TREE**



***An opportunity for Rotary  
Clubs to demonstrate their  
support of the environment  
and desire to help grow our  
communities***

Australia Day will see the **launch** of the Rotary Adopt-A-Tree Project

This will also be the **launch** of Rotary Smith Family Scholarships, again demonstrating Rotary's involvement in the growth of our communities

A website is being developed (draft still) @  
[www.rotaryadoptatree.org.au](http://www.rotaryadoptatree.org.au)

- ✓ Six clubs along with District, on behalf of the clubs in the District, have been successful with the NADC grants @ \$20,000 each
- ✓ Environment theme is the focus with 100% sustainable, carbon neutral trees, containing saplings in biodegradable pots sitting in holed branches with additional florae to give colour and fullness to the 3 metre trees
- ✓ This project is planned to be standalone but can be carried out in conjunction with other Australia Day activities that clubs are planning. It will require minimal manning by each club over the two days of Australia Day
- ✓ The Project can proceed via social media and email if Covid restrictions arise

- ✓ This will be an ongoing project where all Clubs can engage with their local community by selling adoption of trees that will be planted in Bush Fire ravaged zones, such as the Hawkesbury and the South Coast
- ✓ Details of Rotary Clubs existing tree planting projects can be placed on the website
- ✓ Trees can be adopted for \$5.00 each
- ✓ QR codes will be used to go to webpage to donate
- ✓ Paypal is currently being setup by District to use for this and other District Projects

- ✓ In the week prior to Australia Day, each AG grouping (including Rotaract) will be provided with a marketing kit including signs, brochures, collection buckets, clip boards, pens, flyers to hand out, etc
- ✓ Please use selfie frames and pull up banners from last year if available
- ✓ After adopting a tree, members of the community and businesses will be sent a numbered Adoption Certificate

- ✓ After the trees are propagated details will be sent out regarding when the mass planting days will occur, inviting them to be involved if they wish
- ✓ Numbered trees will be able to be located on a map on the website
- ✓ Other organisations, such as Scouts, Schools, and Sports Clubs will also be invited to participate in mass plantings, as required
- ✓ Links to local Rotary Clubs will be available on the website



# *What do Rotary Clubs need to do?*

- ✓ Appoint a Key Contact person and send contact details to [barryantees@gmail.com](mailto:barryantees@gmail.com)
- ✓ Bunnings is supporting this project and over the next few weeks Bunnings HO will notify us of the position within the Bunnings that they have arranged for each group to setup
- ✓ Your group representative will be sent contact details to make final arrangements
- ✓ Displays will be on Tuesday 25<sup>th</sup> & Wednesday 26<sup>th</sup> January

# *What do Rotary Clubs need to do?*

- ✓ The Five 3m trees will be placed at the following Bunnings:
  - 1. Alexandria – Eastern Suburbs AG, Sydney Central AG
  - 2. Blacktown – Sydney North West AG
  - 3. Campbelltown – Macarthur AG
  - 4. Cross Roads – Sydney South West AG
  - 5. Kembla Grange – North Illawarra AG, South Illawarra AG
  - St George AG & Sutherland AG will not have 3m high trees, but they will be allocated a Bunnings (Kirrawee & another to be confirmed). An alternative style of display will be provided to these groups (large pullup banner)

# *What do Rotary Clubs need to do?*

- ✓ *Clubs in each group are asked to arrange a roster of Rotarians and friends for each location to sell the adoption of trees (25<sup>th</sup> & 26<sup>th</sup> January)*
- ✓ Either a manual roster via Excel or Google Docs can be used or an online free roster can be created at [www.signupschedule.com](http://www.signupschedule.com)



# *What do Rotary Clubs need to do?*

- ✓ People can adopt a tree and pay via a QR code or leave their email & mobile phone details on a registration sheet to be sent the link. They can also subscribe via the website or by leaving their details on a registration sheet
- ✓ No actual trees will be sold directly to the public, only adoptions

# *What do Rotary Clubs need to do?*

- ✓ District promotions will be made by social media, which can be shared by Clubs
- ✓ Arrange local promotion, including Club Websites, Club Facebook & Instagram pages, club brochures, printed signs in shop windows, local media promotions.
- ✓ Produce up-to-date information and contact details for your Club to use where appropriate
- ✓ Each group to arrange an appropriate planting day to plant the 200 saplings that will be used in their displays

## *What happens after Australia Day?*

- ✓ Following Australia Day and throughout the year, showcase to your local community *your* involvement in growing your local community and future plans. This may be through local displays in shopping centres, markets, stories in newspapers, magazines and through schools, etc
- ✓ Each group of Rotary Clubs will be able to send information to the subscribers in their local group's postcodes via District. Individual Rotary Clubs will not be provided with contact details.



## *What happens after Australia Day?*

- ✓ Groups of Rotary Clubs are encouraged to plan a joint meeting in late March or April, before the plantings
- ✓ Invite donors within their postcodes to promote the environment projects that they are participating in, or planning (postcodes will be grouped in AGs)
- ✓ Ongoing communication will be made with subscribers giving them regular updates on the growth of their trees, via photos, drone footage and videos

## *What happens after Australia Day?*

- ✓ Educational stories will be developed for schools, etc and Rotary Clubs can use this information to engage with their local communities
- ✓ Donations from this project will go towards “Rotary Smith Family Scholarships”. The Smith Family will supply updates on their youth programs
- ✓ Smith Family Scholars may also be invited to attend Rotary Youth Programs

Keep promoting the project!

## *What happens after Australia Day?*

- ✓ The Five 3m high trees belong to our District and will be available for Rotary Clubs and AG groups to use in their future promotions (details to follow after Australia Day)
- ✓ This is an ongoing project and will grow and evolve, showcasing Rotary's commitment to the environment

Keep promoting the project!



# Marketing Kit – 1 hybrid banner per group



*New Hybrid banner inserts can be printed so the banners can be reused by Rotary Clubs for different projects*

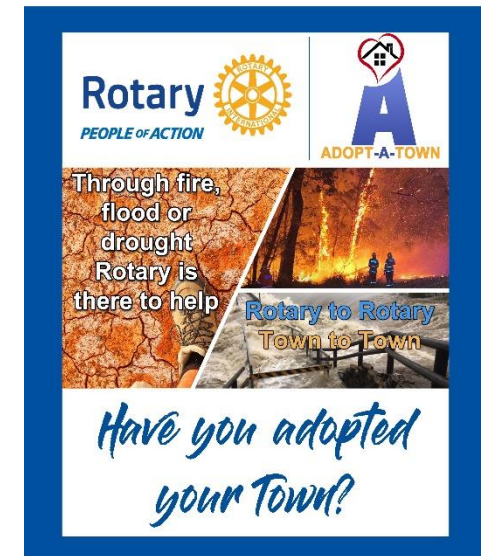




# Marketing Kit – 1 hybrid banner per group



*New Hybrid banner inserts can be printed so the banners can be reused by Rotary Clubs for different projects*





# Marketing Kit – 1,000 DL flyers per group

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**10,000 trees to be planted!**

**ROTARY ...  
GROWING OUR  
COMMUNITIES**

**Adopt A Tree today for \$5.00 ...  
and watch it grow!**

**[www.rotaryadoptatree.org.au](http://www.rotaryadoptatree.org.au)**





**Funds support  
Rotary  
Smith Family  
Scholarships**





**We're all part of the story.**

**Rotary**  
District 9675

Sydney to  
the Illawarra

**Rotary**  
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- \* Trees will be planted in environmentally impacted areas of NSW
- \* The tree plantings will be determined by experts, including Landcare, once the stock has been propagated after trees have been adopted
- \* Tree plantings will take place in the warmer months such as March/April or September/October
- \* Adoption Certificates will be sent electronically in February
- \* You will be notified via email when tree plantings are taking place and are invited to participate
- \* Once planted you will be sent the location of your tree
- \* You will receive 6 monthly updates on the growth of your trees, including photos & videos

Funds from this Project will support Rotary Smith Family Scholarships.

Rotary Smith Family Scholarships will help young Australians grow to their best potential. Donations that you make will enable local Rotary Clubs to support local youth, ensuring they receive the educational support required for them to complete their studies.

Some students may also participate in Rotary Youth Leadership programs.



**We're all part of the story.**

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the Illawarra

A joint project of Rotary Clubs in District 9675

[www.rotarydistrict9675.org](http://www.rotarydistrict9675.org)



# Marketing Kit – 1 collection bucket per Club



- Plain white buckets with an A5 adhesive pocket
- Sign provided to insert
- Can be reused by Rotary Clubs for other Projects

# Marketing Kit – 2m x 1m vinyl banners

## Some groups

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**ADOPT-A-TREE**

10,000 trees to be planted!  
\$5.00 each

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Funds support Rotary  
Smith Family Scholarships

[www.rotaryadoptatree.org.au](http://www.rotaryadoptatree.org.au)

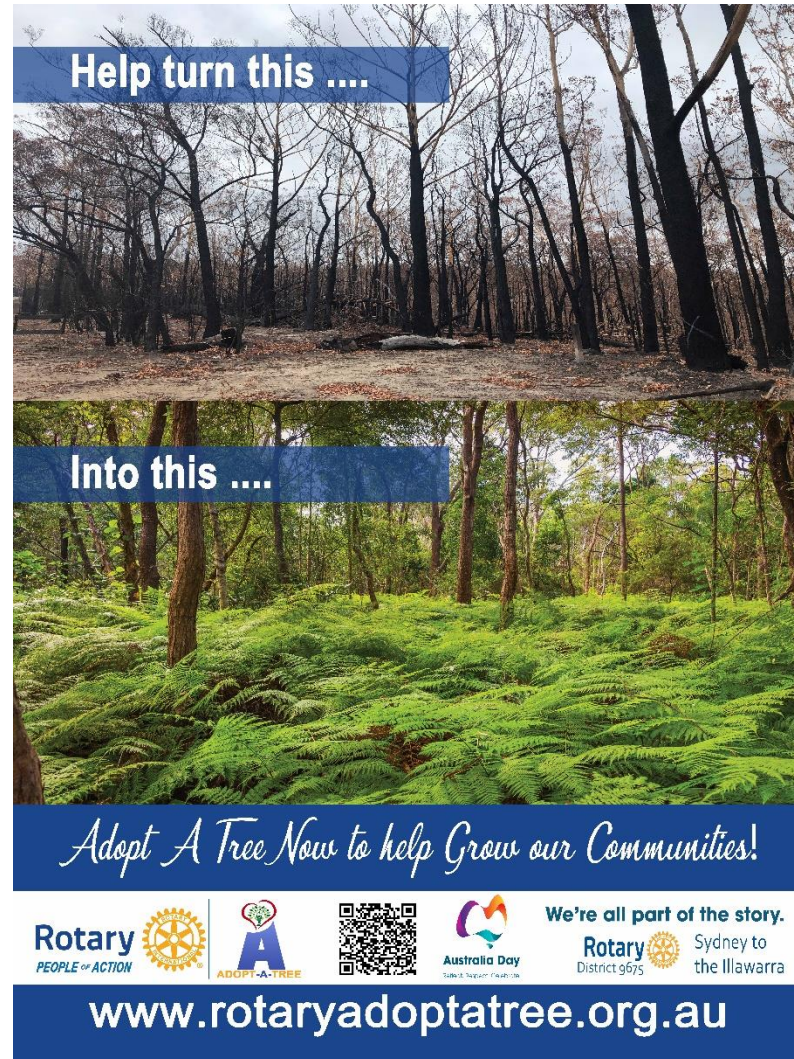
Australia Day  
Reflect. Respect. Celebrate.

We're all part of the story.  
**Rotary** District 9675  
Sydney to the Illawarra

*Adopt A Tree Now to help Grow our Communities!*



# Marketing Kit – Double Pull-up Banners where 3m trees not available



# Marketing Kit – Don't forget last year's signs!





# Social Media - Facebook

The cover photo below will be used on the District Facebook page from 17<sup>th</sup> January

- Can all Clubs and their members please “like” the District Facebook page – <https://www.facebook.com/District-9675-Rotary-108454397706784>

**Rotary**  
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**ADOPT-A-TREE**

**10,000 trees to be planted!**  
**\$5.00 each**

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**Funds support  
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**Australia Day**

**Rotary**  
District 9675

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the Illawarra**

Post will also be made on Instagram and LinkedIn (details to follow)

# Social Media - Facebook

The following #hashtags will be used:

#australiaday

#reflectrespectreflect

#rotaryadoptatree

#rotarydistrict9675



# Social Media - Facebook

A new event will be added to the District Website after the 17<sup>th</sup> January

- Can all Clubs and their members please “like” and “share” this event



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to help Grow our communities!*

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\$5.00 each**

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**ROTARY ...  
GROWING OUR  
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Available to adopt 8:00 - 5:00  
Tuesday 25th & Wednesday 26th  
January 2022



Alexandria  
Blacktown  
Campbelltown  
Cross Roads  
Kembla Grange  
Kirrawee  
Punchbowl



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