

SESSION 3 – TREE STORIES – SUPERB FAIRY WRENS

- What are the great stories; how do we tell them?
 - “Tree Hero” Award; recognise people doing good work around trees and also significant trees/groves.
 - How the people of the community associate with it.
 - QR codes on products/sign where tree harvested; wiki to contribute – history of tree and products from tree.
- Optimism is good
- Vocabulary around trees ‘harvest’ vs. ‘salvage’.
 - “Street Tree”/”Open Space Trees”
- Emotions around the stories; feelings/experiences
 - Habitat trees (cut hollows into tree)
- Celebration/mourning around trees
 - Manuka tree
- Documentation; capture process. Does access to videos etc help/hurt?
 - To hide or expose?
- Advertising; do we advertise ‘dairy’ different to how we tell about forestry?
 - Tree Registration:
 - (200 across CBR) on TCCS Website.
 - ‘Why this tree is important to me’.
 - “People all over CBR are already celebrating their trees”.
 - Exemplar trees
 - Rarity

- Uniformity (whole streets/parks)
 - Grant Crescent – Elm trees
- “Lumber tracker” D6 of trees (also Signumat tags)
 - Poetry, stories around trees
 - Photos of these trees
 - Donated trees; donors get their ‘credit’ for
 - Timber sales for stock including own tree
- Room and Board”
 - Furniture series with story attached.
- Tours of yard; show milling process.

**ESTABLISHED TRUST WITH EXISTING ORGANISATIONS
GREENING AUSTRALIA – LANDCARE**

WOOD FESTIVAL – DESIGN CANBERRA – HERITAGE FESTIVAL – TREE WEEK

- It is must/not red ribbon
- Community Events – plant one_____
- Men’s Shed
 - Maker Space & Co
- Tree Park
- Schools
 - Formal Education
 - Education
- Showcase
- Talent Makers Artisans
 - Indigenous stories about tree history?
- APPS – walk and database

SESSION 3 – 13/09/19

- Logging
- Harvest
- Exploit
- Cut
- Reasons for Removal
- Death
- End
- Mill?
- Not hard legislation
- Nimby
- Salvage
- Reclaim
- Street trees
- Public good greenery
- Create
- Make second life
- Re-use

What we do that is giving?

- Focus
- Planting life rather than removal
- Building trust
- Scent/smell
- Care
- Eco-tourism
- Replace
- #VE native greening
- Time to celebrate
- Craft
- Buffer
- Body

- Legacy
- Sensory
- Rare
- History
- Incentives
- Database
- Photos/records
- Lifecycle
- Birthday party/cake
- Memory
- Birth
- Trails
- Walks
- Natural planting
- Joy

SESSION 3 – 13/09/19 - STORIES

- ‘Tree to Table’ concept.
- Every tree you salvage is one that doesn’t come from elsewhere.
- Good case study of how to do things differently and educate the next generation around consumerism and natural _____ use.
- Buy ‘local’ concept – support small industry/recycling.
- Take ownership/responsibility on your own patch → this is something you can do.
- Brings all the big issues into our own backyard i.e. waste/recycling/consumerism/climate change.

- Need to turn the negatives into a positive message and help people understand the reasons.
- Education
 - Around value of trees and reasons for removal
- Pro-active Government
 - Every journey start with the first step
 - Help lead the world
- Stewardship concept rather than economic.
- Transparency
 - i.e. perceived that the government is cutting down trees to make \$\$
 - Public health benefits
- Who is the audience?
 - Government
 - Rate payers/community
 - Producers
 - Buyers
 - Engagement will depend on the audience
- Chain of custody important
 - Whole of life concept
- Climate change
 - Ramifications
- Good communication
 - Government/community interface
 - Important to engage the next generation i.e. social media

- Sustainability and minimal long term impacts

- Community
 - Need to sell why the tree is being removed and that it is being reused
 - Second life.

- Selling the story to the community and buyer
 - Selling the point of difference
 - Need to sell the benefits of wood i.e. over plastic.
 - Not forest timber

- Customer
 - Need to sell the story of the tree to up the value to the community.
 - Consider the whole cycle, i.e. planting trees sequestering more carbon.
 - Need to tell the story of we 'used to cut and chip', 'now we have placed a value on them and developed a market'.

- Benefits
 - Economic
 - Small business
 - Cost minimisation
 - Educational
 - Chain of custody
 - 'Local'

SESSION 3 – 13/09/19

Stories

- Tailor to your audience
- Frame it around what message you need to communicate
- Create connection
- Create events and workshops run by community to tell the stories
- Be willing to listen and let others tell their story

Vocabulary

- Clear, honest, simple
- Communicate to people's rational side/emotion
- Talk to the quantifiable risk

Emotions

- Recognise the fears and emotions of people when we communicate
- Listen to their emotions

Event Ideas

- Citizen Foresters
 - Assist in data collection of trees (hollows dbh)
- Telling stories in places
- Layers
- Experiences
- Places
- Find your advocates
- Citizen Science
 - Allocated 'plot' to monitor trees
 - Involved in Urban Timber salvage process
 - Engaged, connected, responsibility
- Mountain bikers
 - Tailoring storytelling to their experiences

- New audiences (Tree Week)
 - Glassworks demonstration example
- Encourage ownership
- Kids!
- Arbour/Tree Week
- Connecting arts to trees

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- Smell; evocative!
 - Sample scratch and sniff
- Shavings; inside insights
- Re-erection
 - Re-engagement
 - Habitat
 -
- History
 - What has the tree witnessed?
- Who keeps the stories?
- Japanese reverence for material and process
- Scope for artistic projects
 - Historic – heritage
 - Street trees – document
- App

- Map of City Trees
 - Fruit trees
 - Species
 - Provenance
- Google maps
 - GPS
 - Geocode
- How to educate, make accessible
- Tree Labels – QR codes
- Tree database – City of Melbourne (email the trees)
- Habitat/food info
 - What does the tree support?
- Celebration/mourning
 - Actively manage
 - All of life cycle – understanding
- Pre-emptive signs for tree removal notification
- Carbon sequest
- Harvest vs. salvage
- Gleaning
- Engaging
- Familiarising
- Educating people to the intimate details of the material work

SESSION 3 – HANDWRITTEN NOTES 13/09/19

- What are the great stories – how do you tell them – i.e. language?
- Vocabulary that is good/bad for triggering emotions.
- Emotions around the stories – what do you want to conjure in people?
- Celebration and mourning around trees
- Documentation – how much effort should we put into making the process accessible?
- How should we sell the salvaging process?

THORNBILLS

- In Melbourne – would have people email to the trees about how they felt about the tree – wanted to inscribe and make into a bench made of trees. Privacy laws stopped his cutting through the bench for the words.
- Place maker – words that associate with feelings, which takes to place.
- Brick tower – notes left – names – art memorial.
- Lawyers ruin everything.
- Tried to video a tree that had been removed (trees okay - houses inappropriately built around it) turned into a sculpture on Barry Drive – video of harvest and creative process.

- Tags (cameras on trees - done in Sacramento) to track stage of the tree – can show wildlife interaction with the tree – becomes a focal point sculpture.
- Perception of public that money is being wasted on creating sculptures from harvested trees vs. those that fully appreciate and connect to.
- Doesn't matter if not everyone likes it – artworks provide a connection to the history (no-one knows a footballer from 100 years ago unless they've been sculpted). Negative responses now but in 50 years may be something worth treasuring.
- Species are visiting the sculpture – as in it is important for wildlife – cost benefit analysis.
- People either do or don't like trees
 - People do not value their trees when it is in their own home.
 - Perspectives are incredibly important.
- How can we adjust this perception?
 - The way that you frame the story – politicians make things look good.
 - ⇒ Had to remove 100's of trees. How can you frame that story?
 - ⇒ Get pre-schoolers involved with timber – so people forget that the trees were being cut down?
- Tell story internally within the organisation – recognise by stepping back and realising that people do not see things the same way.
- Taking the time to sit down and tell a story to everyone in the organisation.

- Personal connection and building relationships
 - Know that people can tell the story about their trees – no-one knows the people’s stories because no-one asks.
 - ⇒ Offer a forum so people can tell their story.
 - Forum around trees – developing a connection to trees
 - ⇒ Smells at Christmas, in shops, they spread Christmas smells to increase the experience.
 - Telling the whole experience – smell, touch, sight etc.
 - Like the idea of celebrating the planting tree.
 - Sketch the outline of the tree before they cut down.
 - Use children – nature play – big logs in the garden – and increase that connection between kids and trees and through that, their parents.
 - Increase exposure to trees on schools logs are engineered so they don’t look natural.

Diary Question

- Focus stays on planting and growing trees and not worry about cutting it down.
 - No – have to tell the whole story – important.
- See the value in salvaging – this could have gone to the tip but it was mulched and helps the new ones grow.
 - Tell it is a connection – not disconnected to country.
- Media tends to bring all the negative attention – hard to draw attention to the death process.

- Negative reaction/backless because of Tree Protection Act – so people can't remove their trees on their land – but Government can now remove trees.
 - How do you get around that?

- Telling stories – the people that tell the removal stories requires different sides of the stories – different perspective aborist vs. some who ties himself to a tree.

- Words you use goes through Chinese whispers
 - Harvesting process moving into bike riding areas
 - Sense of ownership
 - But the forest was designed to be harvested – bike tracks were built with that in their idea.
 - People don't want to listen – there was no public consultation – when he did consult the people –
 - What can we do – what can we say about managing the forest that accommodates bike paths.
 - Try to avoid destroying the bike tracks – work around the tracks while harvesting.
 - You can say words with the honest truth but people gain a different meaning.
 - Old lady had an old tree that was here before the house was built – she hates it because it drops leaves – she vacuums up the leaves – two different perspectives.

- Need to be open and as clear as possible with words – because people can too easily interpret into being misled.

- May be more important on being clear and transparent than fancy phrases

- 'Sympathetic harvesting'
 - o What does this mean?
 - o Harvest 7, save 3 – some would be receptive, others would misconstrue.

- Tell the story to your audience
 - In context of negative media – need to have a more positive story
 - Misinterpretation of words so need to be more transparent
 - Frame your story in the context of an audience

- Create connection/emotional feel and also give people a forum to tell their story.

- Maybe not children but target people's rational sense – risk assessment is quantifiable and is easier to comprehend why some trees are being cut down and why others stay.
 - Sometimes cut down a healthy tree because of public pressure/perspective if the tree being unsafe. But can quantify risk you cant rationalise away perception – if there is a fear of a tree falling – that fear isn't being driven away but rational numbers.

- Need to take the time to tell people why harvest occurs and why it doesn't occur.

- Tree Day in ACT
 - Community walk through their trees
 - Telling/educating about trees
 - The annual tree telling story week.

- Exhibition where people tend to gather – exhibition of tree stories – connection to furniture.

- ACT citizen scientists – basic audits of trees – teach them so they can do the work for the Government – generates a lot of interest.
- Sacramento – (100 elms left) C.S. trained in identifying/monitor disease.
- SENSE OF OWNERSHIP AND PART OF THE LIFE CYCLE PROCESS
 - Engagement and teaching them to be responsible for them
 - Differs amongst suburbs
 - Some want to _____ them
 - Others invest in citizen scientists
- Try and not preach to the converted – need to access people that wouldn't otherwise listen.
 - Glassworks in Canberra where they make glass _____ - those that normally wouldn't listen about the _____ got to hear about it.
- Mountain bikes through forests “kill two birds with one stone”.
Incorporate trees into another context with shared interests.
 - Glassblowers and tree convoy
 - Bike riding and tree convoy
 - Don't preach; incorporate in into the conversation, natural - people more receptive to listen.
 - Don't make it the story (trees) tell it with other stories
 - FIND COMMON GROUND – before trying to have the conversation.
- Tree Week – two weekends to focus on trees – focuses conversation and perhaps increases awareness and a sense of connection to Canberra as their home.

- Parks and Conversation – portal to register interest
 - Include interest in urban trees – emails to volunteers who are interested.
- Community involved – they want to be involved but they don't know if or how they can – is this a process that needs to improve?

SESSIONS 3 – QUESTIONS

- Power of the tree coming to the fair ground. Putting the tree on the same level as cars, space, programs etc.
 - People have strong emotional connections to trees;
 - Trees want focussed on, value is inherent but will change with climate change whether they will have attention on them in a different way.
- Emotional power that trees have
- Urban forests needing water and tree areas to adequately water.
 - We know we need to plant several hundred trees.
 - Community participation and maintenance (watering)
 - ACT water: prioritise water for this purpose.
- How do we ensure we that we have got the tree canopy cover needed and balance fire risk? Choosing species, recycled water, not creating further risk?
 - Perception that trees = fire danger in Australia.
 - The role of the fire in the environment.
 - Perception of what is a fire risk and what is actually a fire risk.

BREAK OUT GROUPS – SESSION 3 – 13/09/19

Focus Questions:

1. What are the great stories and how can you tell them?
2. The vocabulary that is good/bad, triggering emotions.
3. Emotions around the stories, fueling experiences and what do you want incumbent in others?
4. The celebration/mourning around trees.
5. Documentation, the cameras capturing the entire process is hidden or opposed.
6. How do we advertise 'dairy' differently; then how do we tell about forestry?

PARROTS

- Should be reduction if you tell people where the tree being cut down is going.
- People in CBR don't know where they go or know where they get mulch.
- Tell people where they are going.
- 'Reclaimed' 'reuse'
- Work with communications teams
- Romance around the craft and skill trend
 - Capture people's imagination
 - Craft behind it

- Can go and watch glass being made at Kingston – why not wood?
- Put wood craftsmanship on show like a sawmill.

- Database of trees with _____stories →easy search.
 - Completes the journey
 - CBR stories about tree selection (Weston)

- ANU has a database

- Photos of trees

- ANU arborist
 - Complaints about felling
 - Often!
 - Once people are informed about researching and interest and follow, (life cycles) they accept it better.

- Notification poster for removals with key reasons, images etc.
 - Creating trust
 - People don't trust the ACT Government.

- ANU development
 - Easy removal trees

- If an iconic tree is being removed for a building; integrate into.

- Incorporating reclaimed CBR trees into CBR new building

- What is possible with timber use?

- Coming up with projects/lining them up is difficult.
- Architects → contact for projects
 - Not standard practice
- No council in the ACT
 - Easier to write new things into design specs
- Ecotourism
- Singapore experience
 - Focus on planting program to engage the media and community
 - When development projects come about less resistance with removals.
 - Trust created.
 - More focus on the planting side.
 - Community remember the planting side when it comes to removals.
 - 'Replacement programs'.
 - Don't make much use of your wood.
 - Land price in Singapore
 - mills on land a 'waste'.
 - Urban tree quality very good
 - 5,000-10,000 replacements/year
 - strong tree protection laws
 - opposed because of development
 - development requirements
 - gutters, subsidising roof top gardens
 - when maintained

- Green roofs discouraged in Australia?
 - Vertical greenery subsidies.

- Exotic species
 - Product useful
 - Weeds in some plants
 - Carbon sequestration
 - Short term crops
 - Not as many benefits as trees in urban areas
 - Ability to use it in a niche market
 - Opposition to deep-rooted trees – bamboo instead
 - Bamboo on ANU campus.

- Promoting planting

- Promoting the life of the trees

- Smell/scent of timber
 - Emotional reactions

- Thor's Hammer, Bungendore etc.

- Arboretum
 - Design Festival
 - Wood festival
 - Government support for incentive
 - Heritage festival
 - Tree Week
 - Exhibitions – bring in schools and their projects
 - Mobilise skilled teachers
 - See trees as resource values
 - 'Trees are good for many things'

- Tree Week and Indigenous engagement

- Singapore
 - Tree planting participation encouraged
 - Donate to plant, name in register
 - Green event attending always plant a tree ⇒ importance of tree planting.

- Australia
 - Greening Australia
 - Not urban
 - They have established trust and should bring it to the urban city
 - Existing trees and new trees
 - This is how ANU got their database
 - many students and researchers use it

- Programs that focus on using reclaimed urban wood (public)
 - Centre for Continuing Education
 - School of Art & Design

- Celebrating the craft and the talent locally
 - Momentum
 - Work towards events → opens up doors
 - Witness tree

- Singapore
 - Tours of significant trees for volunteers
 - Celebrate the trees they have

- Tree birthday parties
 - With cake
 - Mayor attends too
 - People want to celebrate big trees

- Tree vandalism to make views better
 - Big banners blocks the view
 - Block the view with shipping containers
 - Effective message not to vandalise/poison trees
 - Opposition to planting trees
 - NIMBY (not in my back yard)

- NUSA
 - Sign up for years about the tree poisoning.

- Almost impossible to prosecute tree poisoning/vandalising

- Significant tree removal
 - \$3g owners
 - \$6g contract
 - to court also if really significant
 - not a great look for a council

- Northbourne Avenue tree removal and replacement.

KATE ??????

- Scarred trees

- State of the environment
 - Starting with cultural heritage this time.
 - Cover Aboriginal scar trees ⇒ Wanniasa
 - John ___???_____ (page 24 of green exercise book of Georgie Forestier-Wardley)
 - About scar trees.

- Complaints register

- Upsurge of interest in a circular economy
 - Talking about waste.
 - Add economics into politician's briefing.
 - Usefulness of things and how we want them to be useful.
 - Finding best value for them
 - Language and story telling

→ circular economy.

SACRAMENTO TREE FOUNDATION #2 – 13/09/19

- Program goals and principles
- Building partnerships
 - Work with competitors rather than compete
- State funding
- All logs donated – buy no logs
- Word of mouth
- Locally reclaimed wood

BOBBY

- The city of Greater Dandenong
- Bushland interpretive signs
- Fences
- Green walks

- Logs in the ground and _____ (p.25)
- Nature play and education
- Environmental
 - Logs into nature
 - Carve logs
 - Hollows
- Urban forest – tree repurposing guidelines

DAVID(?) – American with goatee – 13/09/19

- Turning the urban liability into an asset
 - Planting urban forests strategically so they are
 1. Not hazardous
 - 2 are easy to harvest and usable.

SESSION 3 – 13/09/19

- Smell of tree and wood
 - Very special and evocative
 - Selling forestry through smell
 - Shavings Japanese
- Dead tree removal program in CBR
 - For habitat
 - Re-engage people
 - A sign of where the original tree was, telling people where it is now.

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- History
 - Bullet in the tree
 - Tells the progress of time
 - New light rail
 - In Parliament; tree removal is a big concern
 - In Northbourne, 4th Gen people don't realise
 - Where we store it?
 - Furniture, showcasing history

- Street Photography
 - Contrasting history and present time
 - Representing time

- Growing Abundance
 - Mapping fruit trees
 - People can harvest
 - Similar map/excel sheet in TCSA
 - Google Map

- Tag for Trees
 - Melbourne has a database of trees
 - Email each tree
 - Individual ID
 - Trees are dense instead of spread out
 - Self reporting tool

- QR code label on tree
 - Cheap
 - Burn into the bark
 - Branded trees

- Geospace Mapping
 - LiDAR

- Both urban and other region

- Braddon
 - A lot of trees (fruit) gone
 - Animals coming in
 - Life visiting trees

- May not want to highlight tree removal
 - Focus on planting trees?
 - People mourning the tree harvested
 - Understanding
 - Active in the community
 - Planned is more easy to digest

- Gov. fronting up
 - All part of the same community
 - Take as many people in as possible

- Phone calls regarding removal notice
 - A lot of phone calls at the first 2 years
 - Phone call decreased, more acceptance
 - Other forms of information path way

- Contractors
 - Just doing the job
 - Interstate
 - Mark wood to learn from removal

SESSION 3 – TREE STORIES

- Through better education (skills)
- Story behind the craft (market should target group of people: how do you sell the wood?)
- Government communication (social media: community)
- To physical reality – transparency.
- Using the resource wisely ... Living in the city.
- We can grow food in the city: why not grow lumber in the city?
- The process: Dry, keep.
- What kind of stories would public buy? Simple, climate, trees.
- Utilising dead wood
- Do we need to sell wood?
- Good stories to push; positive stories.
- Every tree you salvage from the urban forest takes the pressure off the native forest.
- Who is going to buy these stories?
- Empowerment of citizen by being able to save a tree from native forest. Not chipping gives trees second life.

- Art value
- Ecological value
- Educational purpose
- How to tell stories for different markets?
- Rethinking about future of cities, urban forest and urban wood.
- Inspiring stories from around the world.
- Government concerning the determination of its frontiers and boundaries. The mention of some industries or manufacturers as to whether or not these have been patented does not imply that they have been endorsed or recommended by some environmental authorities/organisations (FAO) in preference to others of a similar nature that are not mentioned.
- People power is important.
- What other cities do with three stories in the world?