

# superb Fairy Wrens - Session 3; Tree Stories

→ "Tree Hero" Award Recognise people ~~and~~ doing good work around trees and also significant trees/graves

What are the great stories; how do you tell them? How the people of a community associate with it

↳ QR codes on products/sign where tree harvested

Optimism is good

Vocabulary around trees 'harvest' vs 'salvage'

"Street Tree" / "Open Space Trees"

wiki to contribute  
- history of tree  
- products from tree

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)

- exemplar trees

- rarity

- uniformity (whole streets/park)

- Grant Cos Elm trees

↓ trees on website

↓ why this tree is important to me...

"Lumber tracker" Db of trees (also Signumet tags)

→ poetry, stories around trees  
→ photos of those trees  
→ donated trees get timber sales for stock including own tree

"people all over CBR already are celebrating their trees"

→ "Room and Board" → furniture series with story attached

↓ protection against development (Tree Protection Act)

tours of yard; show milling process



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

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

**Emotions** — Recognise the fears & emotions of people when we communicate  
 — Listen to their emotions

**Citizen Foresters**  
 — assist in data collection of trees (hollows, dbh)

Connecting arts to trees

Telling stories in places

**Event ideas**

Layers

Experiences

Encourage Ownership

Kids!

Arboretum / Tree Week

Places

New audiences (Tree Week)  
 — Glasgow's demonstration example

Find your advocates

Mountain bikers

**Citizen Science**

- allocated 'plot' to monitor trees
- involved in Urban Timber salvage projects
- engaged, connected, responsibility

Tailoring storytelling to their experiences



smell - evocative!

sample scratch & sniff

shavings - inside  
insights

re-erection - re-engagement  
- habitat

history - what has the tree witnessed?

who keeps the stories?

Japanese reverance for material  
& processes

Scope for artistic projects -  
- historic - heritage  
- street trees - document

App

Map of city trees — fruit trees

- species

Google maps - GPS - provenance  
- geocode

How to educate, make accessible

Tree Labels - QR codes

Tree database - City of Melb.  
(email the trees)

habitat/food info.

- what does the tree support?

celebration/mourning

all of life cycle - understanding

actively manage

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



Every tree you salvage is 1 that doesn't come from elsewhere

good case study of how to do things differently + educate the next generation around consumption + natural resource 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

Chain of custody important + WHOLE OF LIFE CONCEPT

Need to turn the negatives into a positive message. + help people understand the reasons.

education -> around value of trees + why we have to remove

Stewardship concept rather than economic

transparency i.e. perceived that the government is willing down trees to make \$ public health benefits

climate change ramifications

Good Communication

STORIES

Who is the audience?

government  
rate payers / community

producers  
buyers

Government / community interface

important to engage the next generation i.e. social media

Sustainability + minimal long term impacts

community

Need to sell why the tree is being removed + that it is being reused  
Second Life

Selling the story to the community + buyers

'Selling the point of difference'

Need to sell the benefits of wood i.e. over plastic

customer + NOT FOREST TIMBER

Need to sell the story of the tree to the community  
up the value

engagement will depend on the audience

consider the whole cycle i.e. planting trees / sequester more carbon

Benefits:

- economic - SMALL BUSINESS - COST MINIMIZATION
- educational
- chain of custody
- 'local'

Need to tell the story of we used to cut + chip, now we have placed a value on them + developed a market



II  
VE

LOGGING.  
HARVEST  
EXPLOIT  
CUT  
REASONS OF REMOVAL  
DEATH  
END

MILL

NOT HARD  
LEGISLATION  
NIMBY

SALVAGE  
RE-CLAIM  
STREET  
TREES

RE-USE

fows.  
planting  
life  
than removal



BUILDING TRUST.

WHAT WE DO  
THAT IS GIVING



CARE  
ECO-TOURISM.  
REPLACE  
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  
of trees

JOY  
PUBLIC  
GOOD  
GREENERY



CREATE  
MAKE  
SECOND LIFE



ESTABLISHED TRUST, ORGANISATIONS

WITH EXISTING. GREENING AUSTRALIA. LANDCARE.

COMMUNITY EVENTS — plant one go

IT IS MUST / NOT RED RIBBON.

WOOD FESTIVAL.

NEW! OR IT

MENSE

SHED

MAKER SPACE CO

TREE PARK

FORMAL EDUCATION EDUCATION

DESIGN CANBERRA.

SCHOOLS

EDUCATION SHOWCASE

HERITAGE FESTIVAL.

TALENT MAKERS ARTISANS

INDIGENOUS STORIES ABOUT TREE ? HISTORY?

TREE WEEK

APPS - WALK AND DATABASE

