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Introduction
TREENET is Australia’s professional and community network, committed to improving the national urban forest.

TREENET operates as an independent, not-for-profit, environmental organisation, funded by voluntary membership subscriptions.

TREENET is committed to education, research and advocacy about the multiple benefits and values of trees in urban environments.

TREENET promotes the need for functional levels of healthy and resilient urban tree canopy cover supported by adequate quantity and quality of growing spaces.

TREENET promotes the need to understand trees as major community assets – and therefore to be properly valued, protected and managed.

Originating in 1997 from the University of Adelaide’s Waite Arboretum, TREENET’s head office is based nearby at 334 Glen Osmond Road, Myrtle Bank, South Australia.

TREENET – Snapshot of the last 24 years
Core mission from February 1997 still persists; supported by an updated Constitution in December 2012.

Current governance structure for TREENET’s strategic, fiscal and operational oversight, established in 2002, remain robust and effective.

The model for sustaining operational revenue, derived through sponsorship, memberships, Symposium registrations, donations, the occasional research and Avenues of Honour grants, plus royalties from sale of Gallipoli Rosemary plants remains largely unchanged. The early financial model for hierarchical, tiered structure of sponsors, became redeveloped into a more stable and simplified arrangement, as Institutional Memberships.

As per the Constitution, website development, maintenance and upgrading over time to reflect currency in information technologies serves as TREENET’s main point of reference for marketing and promotions and resources delivery.

Since its launch in 2004, the Avenues of Honour project has been the catalyst of significant, philanthropic revenue, supplemented by royalties from the label sales of Gallipoli Rosemary – netting on average $10,000 per annum.

TREENET has successfully delivered 21 successive, annual Symposia since 2000.

The success of TREENET operations can be attributed to the robust team of volunteers that form the TREENET Management Committee and the urban forest reference group known as the TREENET Advisory Board.

Equally awesome are those organisations representing Government, Corporate and allied, like-minded industry Associations that provide stable financial support from year-to-year.
Our Vision
To enhance the role of trees in the urban forest and to engage the community in this endeavour.

Our Aims
To advocate and promote the values of the urban forest to the community;
To develop and facilitate the exchange of information among a broad range of disciplines, relating to protecting, sustaining and enhancing the urban forest;
To promote research and education, including holding symposia;
To facilitate priority projects and programs that help build community and industry partnerships in the delivery of sustainable urban forests for all.

Our Core Business
Education - Symposium and online resources
Research – Street tree species trials resources
Research – Water Sensitive Urban Design resources
Research – Engineered spaces for growing trees in paved areas
Projects – Avenues of Honour

Creating the Plan
Over the past 18 month TREENERT’s Constitution, Vision & Aims have been revisited.

An online “Report Card” survey of Advisory Board Members and Institutional Members was conducted during 2019-2020. A dedicated, targeted forum for the same Membership groups was held during the National TREENERT Symposium – the Virtual Urban Forest Festival, September 2020. [See Appendix 1 Summary Results]

This feedback sets the 5-year framework for this Plan.

To refine the Plan, a Strategic Planning Workshop involving TREENERT’s Management Committee members was conducted in March 2021.
Strategic Priorities 2021 – 2026: Key Focus Areas

EDUCATION

PROJECTS

RESEARCH

RESOURCES

COMMUNICATION

Our membership

Our staff

Our finance

Our governance

EDUCATION

Objectives

To promote the values of the urban forest to the community

To develop and facilitate the exchange of information among a broad range of disciplines, relating to protecting, sustaining and enhancing the urban forest

Priorities

Annual Symposium

Community and target audience outreach

Key initiatives

Flexible delivery options for Symposium

Inviting and sharing more successes and case studies across topical issues

Continue as a National Partner and principal Australian promoter/advocate for Tree Cities of the World

Contributing to other industry publications eg Planning Institute of Australia (PIA), Institute of Public Works Australasia (IPWEA), Australian Institute of Landscape Architects (AILA), Arboriculture Australia, etc.

Program of regional outreach – workshops

Packaging topical Symposium topics for release (like the Bushfire response)
PROBLEMS

Objectives

To facilitate priority projects and programs that help build community and industry partnerships in the delivery of sustainable urban forests for all.

Priorities

Avenues of Honour
Street Tree Species Trials
Water Sensitive Urban Design
Engineered Spaces for Trees in Paved Areas
AS 4970 Review

Key initiatives

Avenues of Honour – domestic projects:

Westport AoH – Port Adelaide, SA project, commenced 2015
Normanville AoH, SA – a critical restoration project and identified as of national significance

Avenues of Honour – French project:
Appropriate placement of War Memorial Oak trees grown in France – as sponsored by TREENET

Street Tree Species Trials
TREENET- Which Plant Where – Best Practice Note
Regional LGA-Nursery trial collaborations
New Case Studies Portal on TREENET website
App development for portable smart devices

Engineered Spaces for Trees in Paved Areas –
Perth Conference – April 2021
Integrated Water Sensitive Urban Design ??

AS 4970 Review
Initial, informal series of collaborative workshops – 1st in March (Victorian network)
RESEARCH

Objectives
To support, promote and facilitate research that contributes to sustainable urban forests for all

Priorities
Continue to seek out original and topical urban forest and arboricultural research to report at TREENET symposia
Continue to offer support for relevant collaborative institutional research
Seek opportunities to support topical research review

Key initiatives
Participate in APR Intern program in 2021 - Identifying the Financial Value Attributed to Benefits and Services Provided by Australian Urban Trees
As resources allow, pursue similar PhD Intern programs on an ongoing basis over the next five years.
Canvas Institutional Members to identify specific research needs/gaps for promotion to early researchers (ie. Honours and Masters students)?
RESOURCES

Objectives
To sustain and enhance the membership, financial and organisational capabilities of TREENET

Priorities
Review membership structure
Meet the needs of current members and reward long-term supporters
Sustain our financial capacity, governance rigor and exemplar organisational management
Plan and support the committee and management skills and resources required to sustain the needs of our service delivery
Continue to identify and attract project specific voluntary resources

Key initiatives
Succession planning for new Director
Recruitment of appropriate administrative support
COMMUNICATION

Objectives

To provide an accessible source of independent and up to date educational material relevant to our target audience

To promote TREENET as a leading advocate for sustainable urban forest excellence

To engage members, stakeholders and community in advancing urban forest outcomes

Priorities

Maintain regular and relevant outreach to and feedback from, our membership

Identify our target audiences and develop a Communication Action Plan

Key initiatives

Development of national media profile

Develop a suite of TREENET social media messages

Address Adelaide centric perceptions

Strengthen our community group and state government engagement

Be ready and willing to respond to hot media topics – like storm events; be ready to advocate/spokes group for positives of trees

Contribute to other industry publications (PIA, IPWEA, AILA, Arb Aus etc.)
TREENET – Key highlights from the last 24 years

On February 17th 1997 the inaugural meeting of the “Urban Tree Cooperative Research Group” was held at the Waite Arboretum in Adelaide. Its stated aims were “to improve the streetscapes of South Australia through a coordinated assessment of existing and potential client needs, species selection, production methods, establishment practices and information sharing”. Two weeks later on 28th February, the membership had grown from 4 to 7, the name had changed to TREENET (Tree and Roadway Experimental and Educational Network), and the reference to SA was dropped as it was realised that TREENET would have national relevance.

Our vision was to positively influence the way Australians value and manage urban trees through research and education. We embraced inclusiveness through a broad involvement of the professions and their practitioners influencing urban forest management, confident that only by an integrated pursuit of common objectives could we succeed in our aims.

1997 – 2002

The administrative tasks and research and education facilitation roles, were commanded by a small group of stalwart volunteers, led by David Lawry and Jennifer Gardner.

TREENET’s original remit was to:

- Share information through the use of an interactive, internet web application. (Noted however, that TREENET does not provide advice or act as a consultancy in any way).
- Hold annual symposia
- Undertake street tree related research
- Promote the establishment of trial sites by facilitating collaborations between municipalities and the nursery industries. However, TREENET itself does NOT establish any trial sites nor advise on their establishment.

A Management Committee was formed and avid supporter and retired chartered accountant, Brian Measday, accepted the responsibility of Treasurer – providing highly regarded stewardship for financial management, for 15 years.

TREENET became an incorporated entity on the 5th September 2002, governance underpinned by the first Constitution.

David Lawry was appointed as TREENET’s inaugural, part-time Director.

2003 - 2007

Accepted onto the Register of Environmental Organisations on 11th August 2004, TREENET was officially endorsed as a not-for-profit, charitable organisation.
The Avenues of Honour Project was launched at the 5th TRENET Street Tree Symposium, 4th September 2004. A Gallipoli Rosemary hedge was planted. The first TRENET royalties from commercial sales of Gallipoli Rosemary were received in 2007.

2008 - 2012
11th February 2010 TRENET formally lends its support for the development and promotion of the TRENET Inlet.

At a Special General Meeting convened on 18th December 2012, and in response to legal advice, an amended Constitution was adopted. The wording of an additional clause (3.2.3) was deemed to better reflect the value and importance of TRENET’s charitable status, capacity and probity for attracting Deductible Gift Recipient (DGR) donations through the Avenues of Honour Project.

2013 - 2020
1st January 2013, Glenn Williams is appointed the new Director, TRENET; David Lawry assumes the role of Director, Avenues of Honour Project.

That same year, a new, interactive wiki-style website for Avenues of Honour is launched, to increase community outreach and public access to data.

In 2015 TRENET launched its TRENET and Avenues of Honour Facebook pages.

In 2017, TRENET’S new (and current) website structure was launched.

In 2017, the new Avenues of Honour (and current) website was launched.

July 2017 TRENET initiated a national trials proposal to stimulate the sharing of ideas amongst council practitioners and other stakeholders, with a focus on engineered spaces for trees in paved urban areas. In July 2018 a ‘self-populating’ Case Studies portal was created on the website, to showcase existing and planned installations. An additional phase to scope models for designated TRENET trials for structured research is considered.

November 2018 Glenn Williams and David Lawry travel to the Vosges region in France, to present at the first International Symposium “Tree Avenues – from war to peace”. Important contacts were established during site visits along the Western Front region.

During September 2020, directed by the COVID-19 pandemic circumstances, a successful month-long and completely virtual, online “21st National Street Tree Symposium – Urban Forest Festival” was held, in lieu of the traditional 2-day physically attended, annual Symposium. This has inspired a concept of conducting a hybrid event in September 2021.
Summary of Report Card survey of Advisory Board and Members 2019-2020

How are we performing?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Performance</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education – Symposium and online resources</td>
<td>★★★★★</td>
<td>★★★★</td>
</tr>
<tr>
<td>Projects – Avenues of Honour</td>
<td>★★★★★</td>
<td>★★★★</td>
</tr>
<tr>
<td>Research – Street tree species trials resources</td>
<td>★☆☆☆☆</td>
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<tr>
<td>Research – Engineered spaces for growing trees in paved areas</td>
<td>★★★★★</td>
<td>★★★★</td>
</tr>
</tbody>
</table>

What could we do better?

<table>
<thead>
<tr>
<th>Topic</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Education/Awareness</td>
<td>targeting broader community audience, supporting community advocates for urban trees, get more active in social media</td>
</tr>
<tr>
<td></td>
<td>Significantly more lobbying and education about the topical issues</td>
</tr>
<tr>
<td></td>
<td>Expanding the Symposia audience – roadshow-going to the broader audience, outside Adelaide</td>
</tr>
<tr>
<td></td>
<td>Regularly package existing Symposium resources into hot topic/info outreach</td>
</tr>
<tr>
<td>Research</td>
<td>Tackle important areas better</td>
</tr>
<tr>
<td>Best practice</td>
<td>Stronger lobbying target audiences re best practice</td>
</tr>
<tr>
<td>Marketing</td>
<td>Become associated with more than a once a year event</td>
</tr>
<tr>
<td></td>
<td>Apply lessons from others in this field - Arbor Day Foundation etc.</td>
</tr>
</tbody>
</table>
Target Audience

**State & Local Government Urban Planners (2)**

**State & Local Government Engineers (equal 3)**

State & Local Government Landscape Architects

**Local Government Mayors & Elected Members (equal 3)**

State Government Members of Parliament

Nursery & Garden Industry

Consulting Arborists

Practicing Arborists

Civil Consultants & Contractors

Industry Associations

Research Scientists

Community Urban Forest Advocacy Groups

Education & Training Institutions

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Which of these do you think is most important to our role in improving the urban forest?

Who is missing? And important?

Residents/community/ schools

Urban ecologists, Health agencies

All cultures

Other Associations - local government, utility groups

Media

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How could TREENET better reach Important target audiences?

Inviting and sharing more successes and case studies across topical issues

Responding to media issues

Contributing to other industry publications (PIA, IPWEA, AILA, etc.)

Consultations through other professional institutions

Regional outreach – workshops

Packaging Symposium topics for promo (like the Bushfire response)

Social media – simple TREENET messages