

A man with a beard, wearing a grey button-down shirt and khaki shorts, is sitting on a large, mossy tree root in a mangrove forest. He is looking up and to the left. The background is filled with many other large, vertical tree roots.

# AUSTRALIA'S FAVOURITE TREE



# TRAVEL ACROSS AUSTRALIA'S VAST AND VARIED LANDSCAPE TO DISCOVER MORE ABOUT THE EXTRAORDINARY LIVES OF ITS OLDEST, LARGEST AND MOST ICONIC TREES

The country is home to over 7,000 species of native tree. They're ancient, incredibly diverse, and endlessly fascinating. With the help of scientists, custodians, and passionate tree lovers, this two-part documentary investigates the clever and complex lives of some of the most iconic trees.

This extraordinary tree hunt will lead to crowning one leafy specimen 'Australia's Favourite Tree'. From high up in the tree-top canopy of Tasmania's Huon Pine, one of the oldest living organisms on Earth, to Strangler Figs with 40-metre girths that thrive in North Queensland rainforests, this special uncovers the role trees play in their environment, their historical importance, and their incredible resilience through climate change and deforestation.

At the end of the series, a panel of expert judges crown the winner; running alongside is the popular vote, as audiences back their personal favourites via a radio and socially driven poll. Will the outcome be the same?

HD 2 x 60' | Catalyst  
Format Available





# FEATURED TREES

## Episode One

Tasmania: Huon Pine

Northern Territory: Acacia Peuce

Victoria: Mountain Ash

South Australia: River Red Gum

## Episode Two

Queensland: Strangler Fig

Australian Capital Territory: Snow Gum

New South Wales: Nightcap Oak

Western Australia: Sandalwood

‘Engaging and informative’

— THE SYDNEY MORNING HERALD



# DIGITAL ENGAGEMENT

*Australia's Favourite Tree* played a key role in a month-long creative marketing campaign designed to drive audiences to ABC TV content around Science Week.

A social media poll to uncover the nation's favourite tree launched two weeks before the program premiered and closed two days after the second episode was broadcast. The poll and associated digital content allowed for deeper engagement with audiences, and presented ABC TV with additional PR opportunities.



Total public votes:  
**270k**



**77.5%** positive social  
sentiment



**12.2k** organic social  
engagements




**'Mountain Ash'**  
trending on Twitter  
after episode 2



# INNOVATIVE CONTENT OPPORTUNITIES




To celebrate the quirks of each tree featured in the program, the ABC TV team created spoof dating profiles for Instagram. Sentiment was very positive, and the posts were the most shared in a 30-day period.




**Acacia peuce**  
Slow and steady  
Arrernte Country, NT

A little lonely and looking for someone who enjoys hard wood. Happy to wait for the long haul. I may take my time to mature but my root system goes deep.

**Interests**  
Dancing in the desert with the galahs.









**Mountain Ash**  
Live fast  
Central Highlands, VIC

I put the top in topography. Quick to get erect, and blessed with significant girth. Also, did I mention I'm tall? Like, tallest in the world?

**Interests**  
Animal lover, especially the small fluffy ones.







**River Red Gum**  
Cultural icon  
Flinders Ranges, SA

Big limbed but don't be scared by my gnarly knots - you can shelter in my hollows any time. Birds love me. DMs open for artistic collabs.

**Interests**  
Painting, photography, modelling








**Snow Gum**  
Alpine Influencer  
Brindabella Ranges, ACT

My touch is cold but my love is warm. Do tend to blush red in the sun. Happy to bend to the whims of the wind. You've probably seen me on Instagram.

**Interests**  
Snow fields and mountain views.






**Strangler Fig**  
Rainforest gangster  
Kuku Yalanji Country, QLD

Nurturer at heart but prone to clinginess. All strings attached. Get ready for the tightest squeeze of your life!

**Interests**  
Shibari. Bondage.







**Australian Sandalwood**  
Healer  
Badimia Country, WA

Let me be your queen of the desert. Though I may be small, I'm all for nourishing you. Tell me your sign and I'll show you how far my roots stretch.

**Interests**  
Essential oils. Bush medicine. Mindfulness.





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