

National Eucalypt Day promo kit for partners

Background

Eucalypt Australia is a charitable trust that awards grants to support the conservation, education, and research of eucalypts. We envisage a public inspired by and appreciative of eucalypts.

National Eucalypt Day, held annually on 23 March and now in its 12th year, aims to raise awareness of eucalypts and celebrate the important place they hold in the hearts and lives of Australians.

Each year in February and March, with the help of leading nature connection charity Remember The Wild, we start a conversation about Australia's treasured gum trees. Gardens, museums, friends groups, councils and businesses across the country hold events to celebrate their local eucalypts.

To get everybody talking about eucalypts across Australia, we run an annual Eucalypt of the Year public vote. In 2025 the 8th Eucalypt of the Year will be travel-themed.

Key dates and links

1st February	Event calendar launches
Friday 14th February	Eucalypt of the Year voting opens
Monday 24th February	Dahl Medal 2025 Announcement
Wednesday, 20th March	Eucalypt of the year voting closes
Sunday, 23rd March	National Eucalypt Day, Eucalypt of the Year announced + theme for 2026 announced.
Weekend 22nd-23rd March	Best weekend for hosting National Eucalypt Day events

Hashtags

Please use the following hashtags to advertise and celebrate eucalypts and National Eucalypt Day

- #NationalEucalyptDay2025
- #EucalyptoftheYear2025
- #LoveAGum

A note about hashtags: We use hashtags on social media to increase visibility for National Eucalypt Day, and to help us find and share National Eucalypt Day content from our audience. Instagram has ceased listing posts in chronological order, which makes it impossible to search for recent content. This means we can no longer find and share our community's recent posts using our usual (undated) #NationalEucalyptDay and #EucalyptoftheYear hashtags. This year, we ask our community to use the dated hashtags #NationalEucalyptDay2025 and #EucalyptoftheYear hashtags to share photos and videos, and feel free to include #NationalEucalyptDay and #LoveAGumto join the ongoing community tradition.

Eucalypt of the Year: The Travel Edition

Pack your bags and come with us on an adventure around Australia, winding our way through landscapes framed by the iconic gum tree.

We live in a unique part of the world where our eucalypts set the stage for unforgettable holidays and cherished memories. These 840 species of quintessentially Australian eucalypts form our playground; we ski and play in the snow amongst twisted, rainbow-barked snow gums, we wander under forest giants and wonder at their height, we swim in icy cold water holes as ghost gums cling bravely to the rocks above, and we suck in deep breaths of fragrant air as we hike steep mountain tracks. We look back on early memories with scant memory of the detail but deep nostalgia for the eucalypts that paid gentle, ancient witness to our childhood adventures.

So after 7 years of Eucalypt of the Year featuring eucalypt species, we decided to shake things up with a special edition that celebrates some of the best spots to holiday among the gum trees. Whether you're seeking adventure, tranquility, or simply a chance to reconnect with nature, there's no better companion than the gumtrees of this vast and beautiful continent.

Welcome to Eucalypt of the Year: The Travel Edition.

Contenders

- Alpine rainbows: Snow Gums in the High Country - *ACT/NSW/Vic*
- Ghosts of Central Australia - *NT*
- Shades of splendour: Eucalypt diversity in the Blue Mountains - *NSW*
- Regents of the Otways: Mountain Ash - *Vic*
- Bronzed Beauties of the Great Western Woodlands - *WA*
- Kakadu's secrets of the savanna - *NT*
- Epic Elders of the Styx and Huon Valleys - *Tas*
- Resilient River Reds of Ikara-Flinders Ranges - *SA*
- Wondrous forests of the Walpole Wilderness - *WA*
- Tropical treasures of Magnetic Island - *Qld*

How can people vote for their favourite eucalypt?

Eucalypt of the Year voting will open on the 14th of February 2025. This year, instead of voting for their favourite species, the community will be asked to vote for their favourite holiday destination, from a list of ten contenders.

Voting will close on the 20th of March, and the winning Eucalypt of the Year destination will be announced on the 23rd March, National Eucalypt Day.

Scroll down for information on each of the ten contenders in Eucalypt of the Year 2025: The Travel Edition.

About the Eucalypt of the Year contenders

Alpine rainbows: Snow Gums in the High Country - ACT/NSW/Vic

Snow Gums are synonymous with the High Country, their rainbow boughs tangled through countless fond memories, whether of snow play or summer strolls. Encrusted in turn with icicles or tiny white gum blossoms, they sparkle in every season.

Ghosts of Central Australia - NT

Red rock, white bark, blue sky - you can see it, can't you. The ethereal beauty of the Ghost Gum, whether as twisted shrubs clinging gamely to steep gorges or stately trees rising above the dry and dusty plain. By moonlight and harsh sun, Ghost Gums exude a magic that draws travellers to return again and again.

Shades of Splendour: Eucalypt diversity in the Blue Mountains - NSW

On Sydney's doorstep, a blue haze hangs above a scenic playground cloaked in eucalypts of every description. Locals and tourists alike flock to hike, climb, kayak and fly amongst the greatest diversity of eucalypts in the world, with more than 100 eucalypt species calling the Greater Blue Mountains home.

Regents of the Otways: Mountain Ash - Vic

The tallest flowering plant in the world - the Mountain Ash - dominates the Otway Ranges. Fly through the awe-inspiring canopy or wander amongst dense stands of these forest giants and spot the colossal stumps of their peers, which offer a glimpse of the pre-colonial forest.

Bronzed Beauties of the Great Western Woodlands - WA

Home to around 30 per cent of Australia's eucalypts, the Great Western Woodlands are the world's largest intact temperate woodlands and cover an area twice the size of Tasmania. The burnished bronze, copper and silver trunks of the region's eucalypts, rise above a blue and silver understory. Campers and four-wheel drivers revel in vistas like no other at this shimmering scene.

Kakadu's Secrets of the Savanna - NT

Hiding in plain sight amongst the ancient rock art, gorges, waterfalls and crocodile-filled wetlands are vast and valuable tropical savanna woodlands. The eucalypts here are full of surprises, with some blooming orange, and others dropping their leaves in the dry season.

Epic Elders of the Styx and Huon Valleys - Tas

In the rainforests of southwest Tasmania, a combination of reliable, high rainfall and cool temperatures allow eucalypts to grow to epic proportions. Wandering amongst these tall wet forests we can find some of the tallest and biggest examples of three different species - Tasmanian Blue Gum (*E. globulus*), Mountain Ash (*E. regnans*) and Messmate (*E. obliqua*).

Resilient River Reds of Ikara-Flinders Ranges - SA

At the foot of Ikara/Flinders Ranges, some of the grandest River Red Gums in the country stand mighty and proud. Photographers from around the world visit to attempt to capture not only their image but their enduring spirit.

Wondrous Forests of the Walpole Wilderness - WA

Fire-scarred Giant Tingle and Karri trees dwarf visitors to the southwest corner of Western Australia. On the fringe of these misty, majestic forests, endangered cockatoos call from the gnarled branches of ancient Jarrah - the trees upon which Perth was built.

Tropical Treasures of Magnetic Island - Qld

Snorkel the reef, then climb Maggie's granite hills for another perspective. It is here that red gums, ironbarks, stringybarks and bloodwoods vie for space as they scramble over boulders and rise above the lowlands. Enough to satisfy the island's famous Koala colony, planted here in 2003 as insurance for the endangered Queensland population.

Key messages

What is a eucalypt?

Eucalypt is a term that includes the three closely-related genera *Angophora*, *Corymbia* and *Eucalyptus*, all recognisable as 'gum trees'. Well-known *Angophoras* include the Sydney Red Gum, *Angophora costata* and the Rough-barked Apple, *Angophora floribunda*. Well-known *Corymbias* include the Lemon-scented Gum, *Corymbia citriodora* and the Ghost Gum, *Corymbia aparrerinja*. Well known *Eucalyptus* species include the widespread River Red Gum *Eucalyptus camaldulensis* and the massive Mountain Ash, *Eucalyptus regnans*.

Myths about eucalypts abound, but are they always true? Eucalypt Australia asked eucalyptologist Dr Dean Nicolle to do some myth-busting...

<https://www.rememberthewild.org.au/eucalypt-mythbusting-a-comprehensive-guide/>

Eucalypts for all spaces/euc diversity

With around 840 species across almost every environment in Australia, there is a eucalypt for every space and climate. Ornamental mallees and dwarf flowering cultivars make showstopping additions to small, urban gardens. Some small mallees can even be maintained in pots! There are eucalypts for shade, screening, habitat planting and for koala food. There are species that can be underplanted, and others that provide dense shade. More information on the breadth and diversity of eucalypts can be found through your local native nursery, the [Australian Native Plants Society](#) and through expert publications such as [Dr Dean Nicolle's](#) body of works.

Eucalypt habitats

From the harsh red centre to the wind-ravaged alps and the extreme climate of the tropical savanna, eucalypts have come to dominate almost all Australian landscapes. Where the climate is fair and the soil nutrient-rich, they grow tall, dense and straight, as forests. Against salt-laden coastal winds, they grow low, tough-leaved and gnarled, hunkered down around dunes. The eucalypts of the high plains adopt a similar strategy, with the smallest eucalypt species in the world nothing more than a creeping bush. On drier lands with reliable rainfall, eucalypt woodlands hold magnificent trees beloved by Australia's pollinators. In the wet/dry climate of the tropical savanna woodlands, some eucalypt species even drop their leaves for the dry season.

Across Australia, eucalypt habitats provide a home for the plants and animals that make up OUR homes and are the backdrop to the many local cultures across the continent. Locals have special connections to these places, and tourists come from across the world to experience them.

Why do we need a National Eucalypt Day/Why do we need to choose a favourite eucalypt?

As a whole, Australia does cherish the eucalypt, but there are numerous misconceptions about eucalypt diversity, safety, importance in our environment and appropriateness as trees in gardens, streets and parks. Celebrating eucalypts publicly in all their forms and uses and actively debunking eucalypt myths helps engage the community in the eucalypts' ecological, cultural and horticultural value as well as the ways this diverse group of trees and shrubs contributes to a healthy climate.

Despite the group's ubiquity across the continent, many eucalypt species are restricted to very small ranges, which are greatly threatened by habitat clearing and the climate crisis (shifting temperature, fire and rainfall patterns). This is because of the immense diversity of the group. Over millions of years, they have adapted to widely varying Australian conditions, leading to the evolution of more than 840 species! We aim to raise awareness of lesser-known eucalypts on National Eucalypt Day and encourage conversations about eucalypts across Australia. The Eucalypt of the Year competition does this by highlighting the many different species that are loved by different communities across Australia and introducing people to species other than their local species or the most famous.