

22%

increase in pageviews  
in just three months

Top 2

Project pages consistently  
rank high every month

10,700

visitors  
to the project

2,200

informed participants  
in the project

### OVERVIEW

The Bundaberg Region in the Queensland area is ECO Destination Certified and puts projects, such as One Million Trees, into place to improve sustainable management practices. One of the goals of the One Million Trees project is to help achieve a net zero carbon target. The council sought a more streamlined, less paper-based process for the project and implemented Granicus' digital engagement platform to bring it to the community. The project's success led to the Bundaberg Regional Council being granted the 2022 Granicus Digital Government "Data for Good" Award.

### SITUATION

The Bundaberg Regional Council launched an ambitious program in 2020 to plant one million trees. Tree planting projects in the past were largely paper-based and Bundaberg wanted to automate the project as much as possible to make it more environmentally friendly, sustainable, and accessible to everyone in the community. The council wanted a platform that would inform residents, enhance public engagement, and demonstrate its commitment to improving the environment. The Bundaberg Regional Council brought Granicus' EngagementHQ platform into the fold to streamline the One Million Trees project.

### SOLUTION

Moving the One Million Trees initiative from paper-based to an online platform started with a project page. Rather than distributing paper vouchers to residents, the council collected information through a simple online form. Data collected using the digital platform included the species and number of trees planted, where they were planted, and spatial location information. Newly planted trees were then noted on a regularly updated online map which showed the total number of trees planted since the programme started. Reports and spreadsheets can be accessed quickly, and analysis can be shared publicly on the dashboard.

### RESULTS | PAPERLESS AND PRACTICAL

Since the programme's inception in 2020, the One Million Trees page has received nearly 11,000 visitors. The project's pages are consistently among the top two every month and pageviews increased 22% in just three months, demonstrating the public's growing awareness and interest in the One Million Trees project. Additionally, the council has reaped unexpected benefits of using the Granicus platform, including valuable vegetation management data and increased collaboration across many departments.

### MUST HAVE SOLUTION

EngagementHQ

“The only way we can truly achieve [success in] this project is with community engagement and support and that comes through having the capacity to engage anytime through the website. It means the accessibility is there.”

Carmen Bracken,  
One Million Trees Project Officer,  
Bundaberg Regional Council