



*Patron: Her Excellency Professor the Honourable Margaret Gardner AC, Governor of Victoria*

30 August 2024

## **INAUGURAL CEO PLANTOUT TO HELP SAVE CRITICALLY ENDANGERED STATE BIRD EMBLEM**

On Wednesday 4 September the Friends of the Helmeted Honeyeater Inc will be holding its inaugural Great CEO Plantout, encouraging business and community leaders to play a part in saving our critically endangered State Bird emblem.

“The Friends of the Helmeted Honeyeater Inc is the only volunteer-led group committed to saving the State Bird emblem from extinction,” said President Virginia Wallace.

“Times are tough for Victorians right now with the cost of living crisis, but the Helmeted Honeyeater is also experiencing its own cost of living crisis- homelessness or lack of habitat is a huge problem for our sweet bird with a big personality. And with only 250 left in the wild, their need for more habitat is critical to their survival.

“That’s why we’re engaging with CEOs and businesses across Victoria to see if they can help us plant more habitat and raise funds so we can keep saving our favourite bird. We’ve written to over 100 Victorian companies and locally based businesses to ask them to support us in saving the Helmeted Honeyeater by increasing habitat.

“Let’s see our CEOs out of the office getting dirt under their fingernails as we improve the habitat for many of our unique native birds and animals.

“From little things big things grow so we’ll be keen to see our CEOs and their representatives arrive bright and early in their gardening gear to get planting in Burrungma Biik (misty lands in Woiwurrung) at Yellingbo Nature Conservation Area.

We’re aiming to plant over 1000 plants to make a real difference to this species. We’ve also got members of the local community coming along, with school children and Committee members.

We’d like to thank Australia Post’s People of Post program that provided us with the seed funding to kick start the Great CEO Plantout and to thank Pete Cromer for letting us use his Helmeted Honeyeater artwork.

Looking to help: go to <https://www.givenow.com.au/greatceoplantout> and support us!

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