

## Why is Australian Pollinator Week important?

The world is suffering from major pollinator declines, but through education and events such as Pollinator Week, we can bring these usually-unnoticed insects to the forefront of peoples' thoughts, with the goal of supporting and protecting their populations.

### What is pollination?

Unlike animals, plants can't move around in search of a mate, to reproduce. Therefore, plants need pollinators to transfer the male sex cells (pollen) to the female reproductive parts of flowers. This is called pollination, which leads to fertilisation. Good fertilisation helps plants develop seeds and fruit. The seeds and fruits that feed the countless animals in the world, including us.

Pollinators drive biodiversity, and over 75% of the world's flowering plants rely on insect pollinators to reproduce. Pollinators provide these important ecosystem services in the natural landscapes as well as within agricultural/horticultural and urban environments.

### Why is Australian Pollinator Week important?

Communities in the northern hemisphere have been celebrating the importance of pollinators since June 2007, however, the seasonal differences in the south has restricted bilateral celebrations.

Australian Pollinator Week acknowledges our important and unique insect pollinators during the southern spring (November). It is a designated week when community, business and organisations can come together to raise awareness of the importance of pollinators and support their needs.

Through group activities, community members can learn and laugh together as they help to support our pollinators.

By engaging communities in schools, gardening clubs, community gardens, local council areas, bush and Landcare groups and neighbourhoods we can increase awareness and act on our increased knowledge.

### Pollinator Week activities may include

- Creating a pollinator habitat garden
- Making insect hotels
- Creating environmental art pieces to educate about pollinators
- Conduct children's educational activities
- Conduct 'catch a bug' sessions to help identify and better understand insects
- Take part in the Australian Pollinator Count [www.australianpollinatorweek.org.au/count](http://www.australianpollinatorweek.org.au/count)

