Australian Pollinator Week

November 7-15, 2026

Communications Pack

About Australian Pollinator Week

Australian Pollinator Week was founded by Dr Megan Halcroft in November 2015 to acknowledge Australia's important and unique insect pollinators during the southern hemisphere's spring season.

The 2026 theme, *Pollinator Education: Inspiring the Next Generation*, highlights the importance of building knowledge, curiosity and care for pollinators among young Australians.

This Communications Pack provides social media content, newsletter copy and downloadable posts to support three key phases of Australian Pollinator Week:

- **Theme announcement:** April–September
- **Event inspiration and promotion:** September–early November
- **Australian Pollinator Week:** Saturday 7 November–Sunday 15 November 2026

Zizina blue silver butterfly by Juile Lucas

Australian Pollinator Week.

WHEEN BEE FOUNDATION

Why be involved

- Connect with your community and raise awareness of Australia’s diverse pollinators
- Highlight the role pollinators play in Australia's food security, biodiversity and ecosystem health
- Take meaningful actions to support Australia’s pollinators by planting pollinator-friendly trees, creating a pollinator nest, restoring vital habitat and providing education to local communities

How to be involved

- Host or attend an Australian Pollinator Week event or activity
- Learn about Australia’s native pollinators and share insights with your community
- Spread the word on social media about Australian Pollinator Week
- Plant pollinator-friendly trees, shrubs and flowers to create vital habitat and provide floral resources
- Donate to the Wheen Bee Foundation to support programs that protect Australia's pollinators

Flower wasp, family Thynnidae by Wendy Eleveld

Australian Pollinator Week.

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Theme Announcement

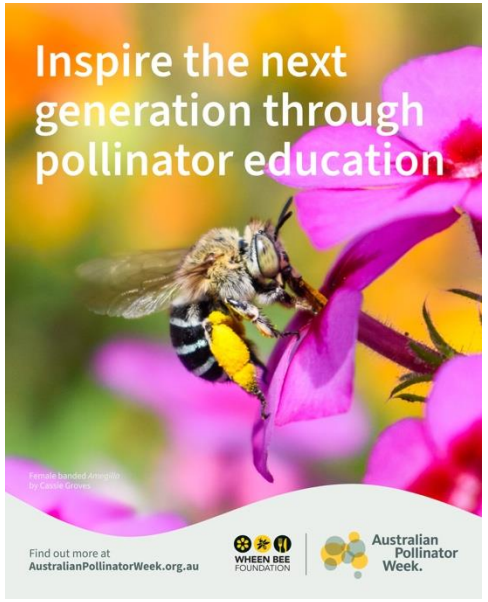
For the announcement of the 2026 theme -
Pollinator Education: Inspiring the next generation

Timeframe: April – September

Social media

The following copy can be used for the announcement of the Australian Pollinator Week 2026 theme on Instagram, Facebook or LinkedIn.

*Download the social media tiles **here***



For Facebook posts, please tag Australian Pollinator Week.

The Australian Pollinator Week theme for 2026 is Pollinator Education: Inspiring the next generation.

Education plays a vital role in protecting Australia's pollinators. School programs, community projects and hands-on learning help spark curiosity, inspire action and empower young people to become future pollinator champions.

In 2026, Australian Pollinator Week runs from 7 to 15 November and celebrates the remarkable diversity of Australia's pollinators.

For a more information visit:
www.australianpollinatorweek.org.au/explore

#Bees #Pollinators #WeNeedBees #AustralianBees #AustralianPollinatorWeek

Newsletters/EDMs

The following copy and banner can be used in newsletters or EDMs.

*Download the newsletter banners **here***

Newsletter copy	The 2026 theme for Australian Pollinator Week is Pollinator Education: Inspiring the Next Generation. It highlights the vital role education plays in building long-term care for Australia's pollinators. By engaging children and young people through school programs, community initiatives, hands-on learning, and interactive activities, the week aims to spark curiosity, deepen understanding, and empower the next generation to take action to protect pollinators. Communities, schools, councils, Landcare groups, gardening clubs, and neighbourhoods are invited to get involved and help nurture future advocates for pollinator conservation. In 2026, Australian Pollinator Week runs from 7 to 15 November and celebrates the remarkable diversity of Australia's pollinators. Visit the website for more information.
Call to Action	Visit the Australian Pollinator Week website
Links to	www.australianpollinatorweek.org.au

Palaeorhiza species by David Edwards

Event inspiration and promotion

To encourage people to register an event during Australian Pollinator Week

Timeframe: September – early November

Event ideas

Plant for pollinators:

Plant the native trees, shrubs and flowers which provide essential food and habitat for bees and other pollinators.

Powerful Pollinators Planting Guides

Build a pollinator nest:

Provide additional nesting spaces for bees, to help them find a safe place to rear their offspring.

Pollinator nest

Conduct a Pollinator Count:

Help researcher and scientists better understand Australian pollinators by providing important data.

Australian Pollinator Count

Host your own Pollinator Picnic:

Celebrate Australia's pollinators with a picnic, to celebrate the produce that relies on pollinators.

Pollinator Picnic

Prepare a bee-inspired menu:

Curate a menu that features pollinator dependant ingredients and promotes the importance of pollinators.

Food Security information sheet

Social media

The following copy can be used to encourage the registration of Australian Pollinator Week events on Instagram, Facebook or LinkedIn.

*Download the social media tiles **here***

For Facebook posts, please tag Australian Pollinator Week.

In 2026, Australian Pollinator Week runs from 7 to 15 November and celebrates the remarkable diversity of Australia's pollinators.

This year's theme, Pollinator Education: Inspiring the Next Generation, celebrates the role of learning in protecting Australia's pollinators.

Communities, schools, councils, Landcare groups, and neighbourhoods are invited to join in with activities like the Australian Pollinator Count, Pollinator Picnics, bee-friendly gardening, art activities, webinars and more.

Register your event at:
www.australianpollinatorweek.org.au/explore

#Bees #Pollinators #WeNeedBees #AustralianBees #AustralianPollinatorWeek

Newsletters/EDMs

The following copy and banner can be used in newsletters or EDMs.

*Download the newsletter banners **here***

Newsletter copy	In 2026, Australian Pollinator Week runs from 7–15 November and is a nine-day festival celebrating Australia's diverse pollinators. The year's theme, Pollinator Education: Inspiring the Next Generation, highlights the importance of engaging young people in learning about pollinators and their vital role in our environment. Communities, schools, councils, Landcare groups, gardening clubs and neighbourhoods are encouraged to celebrate and support pollinator health. Events can include the Australian Pollinator Count, Pollinator Picnics, bee-friendly gardening, art activities, webinars and more. Visit the website for inspiration and register your event for free today.
Call to Action	Visit the Australian Pollinator Week website
Links to	www.australianpollinatorweek.org.au

Furrow bee, *Lasioglossum* (*Chilalictus*) species, by Will Menzies

Australian Pollinator Week.

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During Australian Pollinator Week

For awareness of events during Australian Pollinator Week

Timeframe: 7 November – 15 November 2026

Social media

The following copy and tiles can be used during Australian Pollinator Week on Instagram, Facebook or LinkedIn.

*Download the social media tiles **here***

For Facebook posts, please tag Australian Pollinator Week.

Australian Pollinator Week 2026 is here 💛

Australia is home to more than 2,000 native bee species, plus hoverflies, moths, butterflies, beetles, and other pollinators that are essential for thriving landscapes and healthy ecosystems.

This year's theme, Pollinator Education: Inspiring the Next Generation, celebrates the role of learning and curiosity in protecting Australia's pollinators. Communities, schools, businesses, and organisations are coming together to raise awareness and support for these incredible species.

Across the country, events are taking place – from Pollinator Picnics and bee-friendly gardening workshops to art activities, webinars and more. There's a way for everyone to celebrate.

Check out all the events here:
www.australianpollinatorweek.org.au/explore

#Bees #Pollinators #WeNeedBees #AustralianBees #AustralianPollinatorWeek

Newsletters/EDMs

The following copy and banner can be used in newsletters or EDMs.

*Download the newsletter banners **here***

Newsletter copy	Australian Pollinator Week 2026 is here This week celebrates Australia's pollinators bringing people together to raise awareness and support through events being held across the country. From Pollinator Picnics and bee-friendly gardening workshops to art activities, webinars and more. There's a way for everyone to celebrate.. Check out the Australian Pollinator Week website to find an event near you.
Call to Action	Visit the Australian Pollinator Week website
Links to	www.australianpollinatorweek.org.au

For more information

Visit: australianpollinatorweek.org.au

Email: info@australianpollinatorweek.org.au

Australian Pollinator Week.

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