

Plant of the Month — July 2018

Olearia rudis (Benth.) Benth. — Rough Daisybush



Olearia rudis (Rough Daisybush) is a ray of sunshine on a cloudy winter's day, with its showy, mauve flowers on display from July-November. This attractive and variable species is usually short-lived and grows to c. 1.3 m high, with leaves that are often sticky and aromatic to touch. It occurs on the south-west coastal dunes where it largely appears as an erect annual, and in woodlands from the jarrah forest to the wheatbelt where it is an open perennial shrub.

The genus *Olearia* belongs to the Asteraceae family and consists of approximately 180 species from Australia, New Guinea and New Zealand, with about 130 species in Australia (all endemic). The genus includes herbaceous plants, shrubs and small trees, with some species used in horticulture.

Photo: R. Davis

[Find out more about *Olearia rudis* \(Benth.\) Benth.](#)

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