

Noongar Name:

Scientific Name: Pimelea Ferruginea

Common Name: Pink Rice Flower

Leaves: bright to deep green,  
arranged in two rows of opposite  
pairs

Flowers: many very small pink flowers in dense groups

Fruit:

Size: Height - 1m Width -  
0.7-1m

Location: coastal areas of south  
Western Australia

Attracts Wildlife: butterflies, bees

Usage:

- Used in flower arrangement.

Interesting Facts:

- Called Rice Flower because the flowers look like grains of rice.
- The Rice Flower is often called 'immortelle' or everlasting because the flowers last so long.



References: <https://www.bgpa.wa.gov.au/about-us/information/our-plants/plants-in-focus/644-pimelea-ferruginea>

<http://anpsa.org.au/p-fer.html>

<https://www.gardeningwithangus.com.au/pimelea-ferruginea-bonne-petite-rice-flower/>

<https://www.flower.style/flowers-we-love/rice-flower>