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ANNUAL REPORT

PLANTINGSEEDS

PROJECTS LTD



PlantingSeeds Projects Ltd

OUR MISSION

PS - PEOPLE, POLLINATORS, PLANTS

PlantingSeeds Projects fosters environmental sustainability and biodiversity in the urban and peri-urban environment.

PlantingSeeds Projects works to protect and enhance the natural environment by engaging people in urban and peri-urban settings to plant and augment native vegetation that supports endangered pollinators.

Both educational and practical initiatives contribute to these outcomes.

OUR WORK

THE B&B HIGHWAY

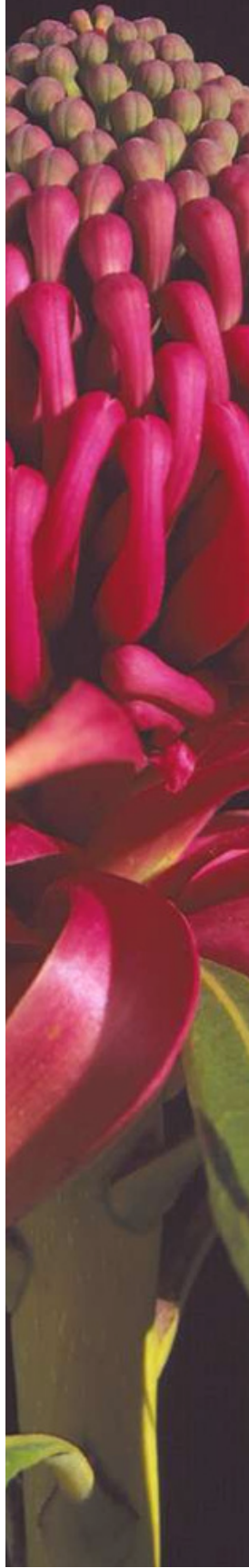
The 'B' in 'B&B Highway' stands for Bed & Breakfasts & Biodiversity - for birds, bees and butterflies and other pollinators threatened by habitat loss. PlantingSeeds' goal is to regenerate passageways or native vegetative corridors in urban areas for pollinators. We aim to link 'B&B's' or 'pollen booths' for pollinators' rest and revival which is vital for biodiversity and sustainability. Since its inception in 2019, PlantingSeeds has raised funds for over 40 B&B's which are located in schools, community centres and places of worship throughout Sydney.

THE SEED PROGRAM

The SEED Program is PlantingSeeds' sustainability initiative that features educational workshops to promote the aims of the organisation - biodiversity and protection of the natural world. Workshops have included Identifying Indigenous Plants, 'Bees to Honey': Establishing a native bee hive and bee-friendly garden and 'Thanksgiving': Giving back to the native garden.

GROW TOGETHER

Thanks to recent funding from the NSW Communities & Justice Department grant, this new project is set to plant seeds in seniors' communities through fostering skills in technology and habitats and forging connections in communities and across the generations.



2020 vision – in hindsight – focuses attention on positive developments for PlantingSeeds that also promise future growth. The challenges of the year produced regeneration, new collaborations and significant progress.

It was a year where we used technology – virtual meetings, social media and online resources – to create a real presence in the environment: Helping regenerate habitat for pollinators, working with educational experts, teachers and school children to engage with biodiversity in the school yard, and, in a new direction, teaming up with seniors to encourage uptake of smartphone technology and knowledge about plants and the environment.

Responding to the requirements presented by COVID, the team met on-line, collaborating in new and creative ways but also managed to work productively and safely in the field. We created scores of new B&B's – Bed & Breakfasts for Birds, Bees and Biodiversity – involving plant and structural habitats in schools and other locations, to continue expanding the B&B Highway. The awarding of a grant – appropriately named Grow Together – saw us planting seeds in the seniors' demographic group. Grow Together is about helping seniors connect with each other, family and friends –and with nature.

Our reputation continues to grow: ABC News just one media program that reached out to us to showcase our work. We have also been featured in *The Sydney Morning Herald*, ABC radio news, *The Conversation* and a range of local and social media news.

PlantingSeeds' growing team of volunteers and consulting staff has enabled the organisation to build on strong foundations and expand in new directions. Chairman Anthony Kahn has helped ensure safe passage throughout the year. Manager Kate Fraser coordinates our operations, volunteers and staff, resulting in our organisation running efficiently and smoothly.

We welcomed our educational consultant, Nicole Lewis, this year and benefit from her impressive 25 years as an environmental and science educator. She has worked with the NSW Department of Education to help develop curriculum and resources for primary school students for the B&B Highway project. She has also been a formidable team leader in educational and practical sessions at primary schools and helped co-ordinate habitat building across the urban environment.

We also welcomed esteemed meliophonist and entomologist Francisco Garcia Bulle Bueno this year. With PhD studies in native pollinators, he contributes valuable expertise to the B&B Highway installations and educational sessions. Landscape architect Zoe Lyons imparts horticultural and native plant species' advice. In a year where technology was absolutely essential for operations, IT and web development expert Jeff Silberbach ensures that IT, sustainability and community co-exist seamlessly.

Our work with the NSW Department of Education's Learning Design and Development team and the

Our Founder



Environmental and Zoo Education Centres (EZEC) means that biodiversity and pollinators are now key subject areas in NSW schools. The interest shown by educational professionals throughout the State reveals the deep wellspring of interest in biodiversity and the need to translate this into practical and scalable actions. Our building of resources, learnings and practical habitats through our B&B's is striking a chord to help with the important work of regeneration to help counter the loss of pollinators occurring in our ecosystems.

We are appreciative of the Australian Institute of Landscape Architects and ASPECT Studios for their assistance with B&B garden habitat designs. We are extremely fortunate to receive advice and direction from law firm, K&L Gates. Our new sophisticated branding is courtesy of agency Make It Happen. The new seed shape logos, fonts and native flora colours reflect our fresh and exciting vision and directions.

Our organisation attracts high calibre volunteers with university and sustainability training and our projects reflect these high standards.

With a growing number of enquiries for the B&B Highway from schools, museums, community centres and other organisations and our new work with seniors on Grow Together, we look forward to creating fertile networks and corridors of learning and biodiversity. Expansion into interstate and regional centres promises growing connectivity and fruitful collaborations.

Dr Judy Friedlander
Founder & Director, PlantingSeeds



Our Chairman

During the financial year we were awarded 6 grants worth over \$108,000.

A number of significant grants are noteworthy: A NSW Government Communities & Justice Department grant awarded to help seniors deal with the impacts of COVID recognised our unique and valuable perspective through our proposal to leverage interest in nature and environment to assist seniors to learn the skills to use a smartphone. This Grow Together project is about helping seniors connect with each other, family and friends and nature and the environment.

During the year, The NSW Government's My Community Project enabled PlantingSeeds to establish over 10 B&B habitats in metropolitan Sydney contributing to the ever-growing B&B Highway. The initiative now hosts over 40 B&B's in urban and peri-urban centres with plans to expand in regional NSW and in other Australian states.

While recent global challenges have demanded resilience and adaptations, the past year has been one of our most productive yet and has allowed PlantingSeeds to build on its solid foundations. An appreciation and focus on locales have resulted in a renewed interest in our own environmental habitats and threatened species – an interest that has been channelled by PlantingSeeds into practical and educational outcomes.

PlantingSeeds continues with its good work to promote education and engagement with sustainability and biodiversity, fostering an appreciation for our surroundings, our fellow species and a global environmental perspective. The securing of significant grants has contributed to a number of achievements: To greatly expand the B&B Highway network to regenerate habitats to help form corridors for our birds, bees and other pollinators; to initiate another exciting sustainability project, Grow Together, which caters to seniors, and enable PlantingSeeds Projects to grow its team of consulting staff and volunteers.

Collaborations with professionals and leading organisations such as the NSW Department of Education's Learning Design and Development team and the Environmental and Zoo Education Centres (EZECs) have ensured our programs feature comprehensive resources and practices and boast high quality standards. Our work with educators and school students embraces both practical and educational outcomes as we work together to create corridors of pollinator habitats and learnings.

We value the expertise of our founder, Dr Judy Friedlander, who steers PlantingSeeds with professional skills and insights. Her new position as Adjunct Fellow with the University of Technology's Institute for Sustainable Futures offers valuable academic acumen and fruitful research and collaborations.

We are fortunate to have in-kind support from various organisations including K&L Gates, which has provided office space and legal assistance, the University of Technology Sydney, the University of Sydney and Charles Sturt University for students' participation in projects, CAPA: The Global Education Network, for assistance with international volunteers, Make It Happen, for design and branding expertise and contributions, Salesforce and Brooke Global for their contributions to our citizen science project, VivCourt for office space, and The Centre for Volunteering for resources.

Over 100 volunteers supported PlantingSeeds during the year working on projects with our consultants and founder. We thank them for their ongoing efforts in developing content and delivering projects.

We would like to thank State governments and local Sydney councils for their support through various grants and development of programs.

2021 is shaping up to be an even bigger year for us and we are looking forward to the continued and new support of our various partners, sponsors, volunteers and funders.

Anthony Kahn
Chairman of the Board, PlantingSeeds

2020 *The Numbers*

A strong year for PlantingSeeds Projects Ltd. shown by our key numbers with grants and volunteers

A large magenta circle containing the number 100+ in white. Below the number, in smaller white text, is the description: 'Volunteers and staff working across all PlantingSeeds' projects throughout 2020'.

100+

Volunteers and staff working across all PlantingSeeds' projects throughout 2020

Volunteers

PlantingSeeds' core team and board were supported by 30 admin volunteers, 65 garden volunteers and 10 interns

Grants

In 2020, PlantingSeeds was awarded six grants totalling over \$108,000 from local, State and Federal agencies

A large magenta circle containing the text \$108K in white. Below the text, in smaller white text, is the description: 'Total dollar amount of grants awarded to PS for 2020'.

\$108K

Total dollar amount of grants awarded to PS for 2020

A large magenta circle containing the number 800+ in white. Below the number, in smaller white text, is the description: 'Number of pollinating plants planted throughout 2020'.

800+

Number of pollinating plants planted throughout 2020

Pollinating Plants

PlantingSeeds' core team and volunteers planted over 800 pollinating plants to regenerate habitat for our pollinators

The Year in Review

2020 has been a rewarding year – full of challenges, yet overriding rewards.

This year has seen our core projects continue to resonate, with the B&B Highway in particular, going from strength to strength.

Even with COVID-19 pushing much of our work on-line, our team was able to continue to successfully engage with all partners, enabling us to move forward with our initiatives.

The successful implementation of 11 B&B habitats in the Ryde area as well as a further six in Liverpool, whilst working within COVID-safe parameters, was an important milestone.

We also began work with the NSW Department of Education to create curriculum for State primary schools for the B&B Highway and made further strides in the creation of our citizen science app, Pollinator P.I. (Private Investigator).

On another exciting note, we were awarded a grant to combat isolation in seniors – The Grow Together initiative, set to grow in 2021, will encourage sustainability, communities and communications through Smartphones, web technologies, plants and habitats.

Our 100+ volunteers have worked tirelessly across our projects and platforms to ensure all project, grant and platform fulfilment occurs.

As a team, we've got big things planned for 2021!

Key Highlights of 2020 include:

- Continuation of the incredibly successful B&B Highway
- 40+ B&B locations funded
- Coverage of B&B Highway achieved in *The Sydney Morning Herald*, on ABC News, *The Conversation* and other publications
- Working safely with staff and volunteers throughout COVID
- Securing the support of key organisations for our projects including the NSW Department of Education, Museum of Arts & Applied Sciences and the EZEC Education Centres

A New Look for PS



Thanks to the wonderful work of design, marketing and branding agency, Make It Happen, PlantingSeeds launched new branding in 2020.

The team created shapes and a colour palette inspired by seeds and nature. Our organisation will continue to utilise these throughout all aspects of our visual identity.

The icons representing our main brand and keystone projects were developed to create a clean and strong branding, logos and style guide.



Our People

PAGE 07

2020 has seen our team bloom on many levels – from the addition of new members and, of course, new volunteers to the development of skills throughout the year.

Nicole Lewis, Francisco Garcia Bulle Bueno and Zoe Lyons have added their expertise to our core team of Dr Judy Friedlander, Anthony Kahn and Kate Fraser.

We are fortunate to have people assisting us who have strong skills in sustainability management, education, science, native stingless beekeeping expertise, horticulture, landscape architecture, permaculture, project management, academic research, journalism, marketing and media.

As always, volunteers and interns greatly contribute to our ongoing success and provide important skills and work that keep our organisation running smoothly.

A focus on skills and dedication has led to a strong team, able to support and promote growth in this interesting year.

As always, volunteers and interns greatly contribute to our ongoing success and provide important skills and work that keep our organisation running smoothly.

We have also benefitted from the valued contributions and expertise from corporates K&L Gates and Salesforce.

From implementation of the B&B Highway hubs to social media management and content creation, PlantingSeeds is incredibly appreciative of the work generated by our dynamic team.



Our Supporters

2020 has seen supporters from previous years continue in their association with PlantingSeeds and new organisations assisting our sustainability and biodiversity mission.

Supporters:

The Institute for Sustainable Futures, University of Technology Sydney

K&L Gates

MECA

CAPA - The Global Education Institution

The Centre for Volunteering

Lane Cove Council

The NSW Department of Education

Randwick Community Nursery

Bunnings

Liverpool City Council

Service NSW

University of Sydney

Charles Sturt University

VivCourt

Make It Happen

Aspect Studios

Australian Institute of Landscape Architects

RPS Group

Environmental & Zoo Education Centres

The Arab Council Australia

Department of Communities and Justice

Museum of Arts & Applied Sciences, Museum Discovery Centre



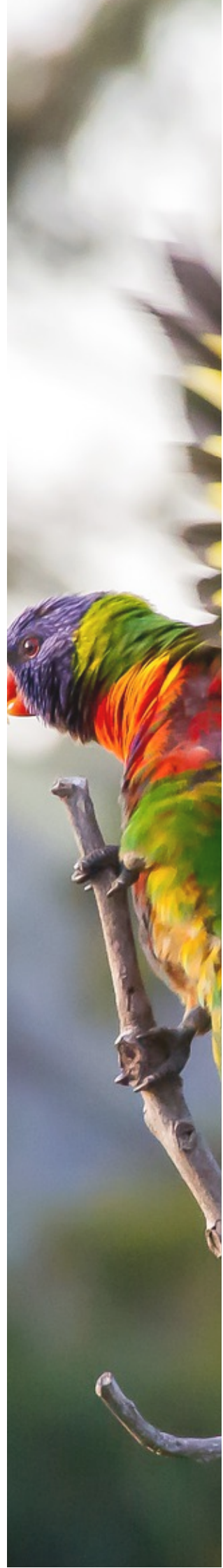
Australian Institute of
Landscape Architects



Arab Council Australia
المجلس العربي استراليا



Museum of
Applied Arts
& Sciences



Financial Statements

PlantingSeeds Projects Limited.

Profit & Loss Statement

July 2019 through June 2020

Income	
Grants	\$75,642.34
Donations	\$41,683.61
Total Income	<u>\$117,325.95</u>
Cost of Sales	
Gross Profit	<u>\$117,325.95</u>
Expenses	
GT Consulting	\$6,785.40
Consulting	\$33,335.00
Habitat Consulting	\$23,371.76
Graphic Design	\$966.53
Centre for Volunteering	\$100.00
Internet	\$209.49
Habitat Supplies	\$5,858.32
Habitat Services	\$7,011.87
Beekeeping	\$9,892.50
Miscellaneous	\$801.20
GT Equipment	\$21,456.99
Dues & Subscriptions	\$359.45
Event Expenses	\$2,701.94
Education	\$400.00
Insurance	\$2,599.42
Total Expenses	<u>\$115,849.87</u>
Operating Profit	<u>\$1,476.08</u>
Other Income	
Interest Income	\$46.06
Total Other Income	<u>\$46.06</u>
Other Expenses	
Net Profit / (Loss)	<u>\$1,522.14</u>

Financial Statements

PlantingSeeds Projects Limited.

Balance Sheet

As of June 2020

Assets		
Current Assets		
Cash On Hand		
St George Operating Account	\$76,195.60	
PlantingSeed Public Fund	\$100.00	
Total Cash On Hand	<u>\$76,295.60</u>	
Total Current Assets		\$76,295.60
Property, Plant and Equipment		
Website Development		
Website Development at Cost	\$550.00	
Total Website Development	<u>\$550.00</u>	\$550.00
Office Equipment		
Office Equipment at Cost	\$432.95	
Total Office Equipment	<u>\$432.95</u>	\$432.95
Total Property, Plant and Equipment		\$982.95
Total Assets		<u>\$77,278.55</u>
Liabilities		
Current Liabilities		
Deferred Grants	\$59,043.78	
GST Liabilities		
GST Collected	\$8,065.84	
GST Paid	<u>-\$5,266.84</u>	
Total Current Liabilities		<u>\$61,842.78</u>
Total Liabilities		\$61,842.78
Net Assets		<u>\$15,435.77</u>
Equity		
Accumulated Funds	\$13,913.63	
Surplus/Deficit for Year	<u>\$1,522.14</u>	
Total Equity		<u>\$15,435.77</u>

Grant revenue deferred to the year the grant monies are spent

2021 - *The Year Ahead*

LOOKING AHEAD

PlantingSeeds' two keystone projects, the B&B Highway and Grow Together, tap into our growing fascination with nature and biodiversity in the 'burbs.

Both initiatives provide useful resources and practical responses to concerns around biodiversity. They respond to the call for regeneration and action to help our pollinators, plants and other species.

From school children to seniors, PlantingSeeds' projects aim to engage all in practical and educational initiatives. We are excited about the great interest in the B&B Highway and the increasing number of schools throughout Sydney, regional NSW and other States approaching us to join the Highway.

We are also thrilled to have launched Grow Together which generates skills in the seniors' groups in Smartphone technology, sustainability and plant life while also nurturing links in families and communities.

We believe the two projects are natural partners and will next year look to leveraging interests and resources to ensure both projects can nurture the other. Look out for B&B's at retirement homes and we are sure that students can help their grandparents with bugs of the technology kind!

Our work with Department of Education educators is also translating to high quality resources and we look forward to offering a professional and high calibre portfolio of materials and activities over the coming year.