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ANNUAL REPORT PLANTINGSEEDS PROJECTS LTD



PlantingSeeds Projects Ltd

OUR MISSION

PS - PEOPLE, POLLINATORS, PLANTS

PlantingSeeds Projects designs and implements initiatives that advance environmental sustainability and biodiversity in the urban, peri-urban and regional environments.

We work to protect and enhance the natural environment by engaging people in urban, peri-urban and regional settings to plant and augment native vegetation that supports endangered pollinators, sustainability and biodiversity.

ENVIRONMENTAL SUSTAINABILITY & EDUCATION PRACTICES

Our curriculum is both practical and educational with our on-the-ground programs partnered with staged educational sessions. These sessions have been developed in conjunction with the State Department of Education and are delivered to a wide range of ages, from pre-schoolers to high school students. Lessons and resources are then shared with the broader community.

The practical and educational sessions are designed to develop knowledge and skills in local and global biodiversity and environmental issues, plants and pollinators, regenerative practices and citizen science applications.

OUR PROJECTS

THE B&B HIGHWAY

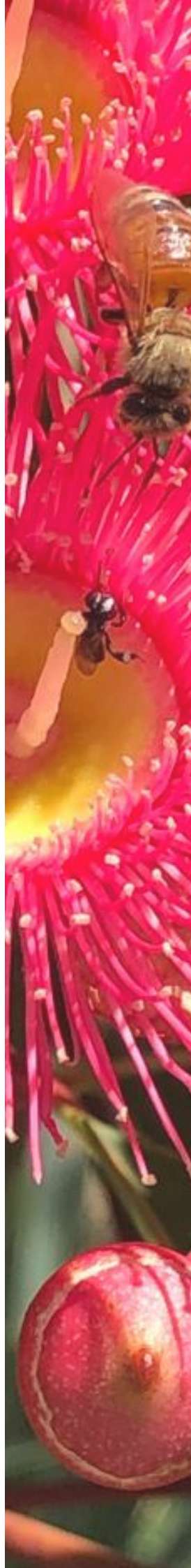
Our key initiative features 'Bed & Breakfasts for Birds, Bees and Biodiversity' and focuses on pollinators threatened by habitat loss. With 55 locations established and many in the planning stages in NSW and Victoria.

GROW TOGETHER *(completed)*

This seniors' community combats social isolation through fostering skills in technology and habitats, forging connections in communities and across the generations.

THE HIVE

Our latest initiative to support habitat creation, The Hive works with refugees to teach them basic carpentry and native beekeeping skills while building introduced habitat for pollinators.



Our Founder

2021 has seen PlantingSeeds grow and flourish. The year has certainly demanded resilience and adaptations while contending with the challenges imposed by COVID but we are thankful for the support received and the dedication of our team.

Our core initiative, the B&B Highway, has continued to grow and is now established in the two states of NSW and Victoria. Its practical regeneration of plant and pollinator habitats and educational programs are resonating with schools, the public and major institutions. With the GrowTogether (*completed*) and The Hive programs supplementing our work, we have engaged with thousands of individuals.

The on-line pivots required by the pandemic have led to innovative and productive virtual educational sessions. Like many organisations around the world, we are integrating these programs going forward to facilitate further engagements. We have seen how our educational experts can positively engage with participants living interstate or regionally – and our partnering with on the ground professionals ensures impactful and quality programs.

Building on the biodiversity resources and curriculum we co-developed with the State Department of Education, we have created age-appropriate programs for students from pre-school up to university level. The co-developed curriculum is available throughout Australia at all schools, ensuring best practice and standards for implementation. Our partnerships with the NSW Environmental and Zoo Education Centres (EZECs) also assist in delivering premium programs.

Our associations with a number of universities, including the University of Technology Sydney and Deakin University in Victoria, ensure evidence-based research is incorporated in our programs.

A citizen science educational module is a worthy new component of our offerings and has been developed with assistance from the CSIRO's Atlas of Living Australia (ALA). This has seen the launch of the B&B Highway on iNaturalist which feeds into and draws upon ALA providing students and community members with practical ways to assist biodiversity and research.

Media interest helped to engage more volunteers and inform the public of our mission to help urban and peri-urban regeneration. The ABC *Gardening Australia* segment showcased the B&B Highway at our Ryde network of schools in Sydney and host Costa Georgiadis was enthusiastic about the initiative's potential to create regenerative corridors through all Australian urban centres.



Other PlantingSeeds' projects have extended our engagement in producing innovative environmental outcomes. The Hive, supported by a grant from Australian Ethical, saw refugees learning about pollinator habitat creation and plantings and was conducted at The Bower, a fellow Australian Ethical grant winner. The stingless beehives, nesting boxes and insect hotels created by participants will be productively used by pollinators in our B&B hubs for years to come.

Our GrowTogether initiative (*completed*), funded by the NSW Government Communities and Justice Department, worked to help seniors connect with each other, family and nature. Borne out of the impacts of COVID, the project leverages interest in gardening, habitat and nature to assist seniors to learn skills to use a Smart device. The project was supported by Optus, was chosen to launch NSW Seniors Week and featured at the NSW Seniors Festival.

Our team, including our important volunteers, have worked tirelessly to ensure our projects continue to engage in positive and meaningful ways.

2022 is promising to be our biggest year yet.

Dr Judy Friedlander
Founder & Director, PlantingSeeds



With global challenges again demanding adaptations from all, the PlantingSeeds organisation has continued to demonstrate resilience and recalibration in working towards its goals to support biodiversity and regeneration.

With species decline a pressing issue, we are not losing sight of our mission to support endangered plants and pollinators and our emphasis on regeneration in urban and peri-urban areas is supported by research that shows that 30% of threatened species occur in cities.

Our B&B Highway initiative shines the light on bees, birds, butterflies, bats and other pollinators and the continuing growth of the project – in numbers of 'B&Bs', educational offerings and professional associations – is testament to the skills and hard work of the PlantingSeeds' team, notwithstanding contemporary challenges.

Dr Judy Friedlander leads a committed team of individuals who offer professional educational, organisational, environmental and communications skills. The team has succeeded in engaging communities in educational and practical steps to improve biodiversity outcomes. Dr Friedlander's position as Adjunct Fellow with the University of Technology's Institute for Sustainable Futures continues to offer valuable academic acumen and supportive research and collaborations.

We have continued to collaborate with the State Department of Education and the NSW Environmental and Zoo Education Centres (EZECs) and our new association with the CSIRO's Atlas of Living Australia, contributes valuable citizen science resources and teachings.

Our expansion into Victoria means that the B&B Highway now numbers over 50 hubs and the development of resources for students from pre-school to university ages, ensures we are creating richer corridors of learning.

The awarding of grants allowed us to effectively implement a number of programs. A supplementary grant from the NSW Government helped promote our GrowTogether initiative (*completed*) to seniors at the Seniors Festival. A community grant from Australian Ethical established The Hive program which augments the B&B Highway initiative and various other local grants and funding ensures that the regenerative corridors of learning and biodiversity we are building are connecting the dots.

The continued support from K&L Gates has been pivotal to our growth and success and we are appreciative of office space and legal assistance. The awarding of Deductible Gift Recipient Status to the PlantingSeeds organisation is fitting testament to our standing as a leading environmental organisation, working to support biodiversity.

We would like to thank State and local governments for their support through various grants and programs. Our extraordinary team members and volunteers show commitment and passion in program development and implementation.

2022 promises to be an even bigger year for us as we continue our work to regenerate and inspire.

Anthony Kahn
Chairman of the Board, PlantingSeeds

2021 The Numbers

A strong year for PlantingSeeds Projects Ltd.,
demonstrated by these key metrics.

Education

More than 1500 participants including students, teachers and community members were educated through our B&B Highway program in 2021.

1500+

Number of participants educated through the B&B Highway program in 2021

2000+

Number of pollinating plants planted throughout 2021

Pollinating Plants

PlantingSeeds' core team and volunteers planted over 2000 pollinating plants to regenerate habitat for our pollinators

Funding

In 2021, PlantingSeeds was awarded a number of grants from local and State departments as well as further funding for the B&B Highway.

\$55K

Dollar amount of grants and funding for 2021

70+

Volunteers and staff working across all PlantingSeeds' projects throughout 2021

Volunteers

PlantingSeeds' core team and board were supported by 30 admin volunteers, 35 garden volunteers and 10 interns

The Year in Review

As a year ends, we often look for words that sum up our communal experiences. One word that has emerged reflects the challenges and adaptations required by COVID – and that is 'pivot'.

PlantingSeeds Projects, like many organisations, has pivoted to respond to new circumstances and look for opportunities in sometimes difficult circumstances. While our team was able to meet and engage for many months, we also worked virtually to continue our work and mission.

We are proud to report the continuing growth of our core initiative, the B&B Highway, and the realisation of several other projects. The development of innovative virtual educational sessions enabled the B&B Highway to be extended and implemented in both NSW and Victoria to deliver a suite of biodiversity lessons. These were partnered with on the ground establishment of habitats for pollinators and plants.

Our educational resources developed with the State Department of Education have now been enhanced to cater to a wide age group and incorporate applications such as citizen science. Pre-schoolers to university students are now engaged with the B&B Highway to learn about and implement valuable environmental practices. Our collaborations with the CSIRO, the NSW Environmental and Zoo Education Centres, and university experts ensure premium programs.

Our incredible team, including our wonderful volunteers, assisted with our innovative GrowTogether (*completed*) and The Hive programs which act to help regenerate our urban environments and teach valuable skills in biodiversity. These programs saw us working with seniors and refugees in fun and creative ways to foster collaboration and conservation.

We aim to continue planting seeds that germinate and flourish, acknowledging the nurturing we need to do for our earth, ecosystems and one another.

Key Highlights of 2021 include:

- The launch of co-developed State Dept. of Education B&B Highway biodiversity curriculum to schools Australia-wide
- The development of our citizen science educational module with assistance from the CSIRO's Atlas of Living Australia (ALA)
- Successful implementation of The Hive program
- Official launch of the Ryde B&B Highway with 12 locations
- 55+ B&B locations funded
- Media coverage of the B&B Highway on Gardening Australia, ABC News, The Conversation and other publications
- Continuing to work safely with staff and volunteers throughout COVID
- Securing the support of key organisations for our projects including the CSIRO's Atlas of Living Australia, Charles Sturt University and Deakin University

2021 was a year that saw our team expand and develop with new members, associations and volunteers.

Our core team now consists of Dr Judy Friedlander, Anthony Kahn, Kate Fraser, Nicole Lewis and Dr Francisco Garcia Bulle Bueno.

Amongst them, their expertise covers many diverse fields including, education, entomology, biodiversity, pollination, landscape architecture, accounting, project management, academic research, journalism, marketing and media.

A dedicated team has seen the successes of 2020 be built upon to ensure 2021's goals were met.

Our People

The valuable contributions offered by our incredible volunteers are vital to the ongoing success of our programs.

The support of the CSIRO's Atlas of Living Australia led by citizen science chair, Dr Erin Rogers, has also been a key component in the expansion of our citizen science program.

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

Whether implementing on the ground actions, developing strategic biodiversity plans or imparting educational programs, the PlantingSeeds team continues to foster corridors of learning and regeneration.



Our Supporters

2021 has seen supporters from previous years continue in their association with PlantingSeeds and new organisations assisting our mission and projects.

Supporters:

CSIRO's Atlas of Living Australia
 The Institute for Sustainable Futures, University of Technology Sydney
 K&L Gates
 The Centre for Volunteering
 The NSW Department of Education
 Bunnings
 University of Sydney
 Charles Sturt University
 Deakin University
 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 Citizen Science Association
 Randwick Community Nursery



Financial Statements

PlantingSeeds Projects Limited.

Profit & Loss Statement

July 2020 through June 2021

Income	
Grants	\$97,372.00
Donations	\$54,175.00
Services	\$10,319.00
Total Income	<u>\$161,866.00</u>
Cost of Sales	
Gross Profit	<u>\$161,866.00</u>
Expenses	
General Consulting	\$33,085.00
Habitat Consulting	\$5,000.00
Education Consulting	\$36,425.00
G.T Project Advisory Services	\$24,259.00
Graphic Design	\$5,506.00
Internet and IT	\$1,355.00
Habitat Supplies	\$13,596.00
Habitat Services	\$9,350.00
Beekeeping Services	\$12,845.00
Miscellaneous	\$952.00
Event Expenses	\$2,536.00
Education	\$400.00
Insurance	\$3,197.00
Legal & Secretarial	\$373.00
Signage, printing and material	\$4,352.00
Total Expenses	<u>\$153,231.00</u>
Operating Profit	<u>\$8,635.00</u>
Other Income	
Interest Income	\$8.00
Total Other Income	<u>\$8.00</u>
Other Expenses	
GST adjustment	-\$5,026.00
Total Other Expenses	<u>-\$5,026.00</u>
Net Profit / (Loss)	<u>\$13,669.00</u>

Financial Statements

PlantingSeeds Projects Limited.

Balance Sheet

As of June 2021

Assets		
Current Assets		
Cash On Hand		
St George Operating Account	\$33,505.82	
PlantingSeed Public Fund	\$100.00	
Total Cash On Hand	<u>\$33,605.82</u>	
Total Current Assets		\$33,605.82
Other Assets		
Deferred Grants	<u>-\$5,093.00</u>	
Total Other Assets		-\$5,093.00
Property, Plant and Equipment		
Website Development		
Website Development at Cost	<u>\$550.00</u>	
Total Website Development		\$550.00
Office Equipment		
Office Equipment at Cost	<u>\$432.95</u>	
Total Office Equipment		\$432.95
Total Property, Plant and Equipment		<u>\$982.95</u>
Total Assets		<u>\$29,495.77</u>
Liabilities		
Current Liabilities		
GST Liabilities		
GST Collected	<u>\$391.00</u>	
Total Current Liabilities		<u>\$391.00</u>
Total Liabilities		\$391.00
Net Assets		<u>\$29,104.77</u>
Equity		
Accumulated Funds		\$15,435.77
Surplus/Deficit for Year		<u>\$13,669.00</u>
Total Equity		<u>\$29,104.77</u>

Grant revenue deferred to the year the grant monies are spent

2022 - *The Year Ahead*

Planting Seeds' main project, the B&B Highway, promises to continue to flourish with more hubs in the planning stages and key supporters on board.

Our work in NSW and Victorian urban and regional centres offers new opportunities to support local endangered pollinators.

Our focus on evidence-based research and work with universities prioritises effective monitoring and evaluation to deliver data and information for best practice approaches. Citizen science engagement is key to this and ensures that all participants contribute to research and learnings.

We will continue in our ability to adapt to a fluid global situation with our on-line resources and educational sessions enabling us to continue to deliver our programs in association with on-the-ground implementations.

Our work with State Department of Education educators is translating to high quality resources to foster engagement with students from pre-schoolers to high school students. Engagements with university students and community members associated with schools are promising further ripple effects.

A new initiative to support bird habitats will ensure that our B&B Highway is taking flight. The awarding of new grants in this area and others will no doubt result in more positive and productive annual reporting.

