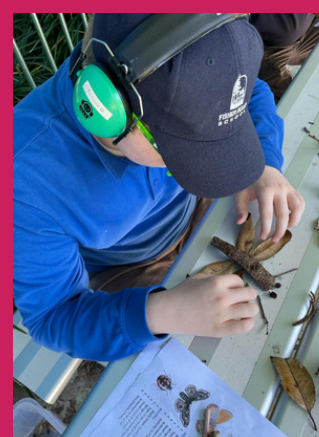


Planting Seeds Projects

ANNUAL REPORT 2022



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PlantingSeeds Projects Ltd

OUR MISSION

PS - PEOPLE, POLLINATORS, PLANTS

PlantingSeeds aims to regenerate the urban landscape through teaching about local biodiversity and helping to implement practical actions. Our programs create corridors for plants and pollinators through hubs in our cities and regional centres.

Our evidence-based resources and teachings created through partnerships with skilled educators, scientists and academics are implemented through schools, corporations and other community centres. We ensure that all teachings are matched by on-the-ground practical actions.

We engage people and communities of all ages, from pre-schoolers to senior learners. Lessons and resources are 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 66 locations established and many in the planning stages in NSW and Victoria we are creating important biodiversity corridors.



*Regenerative urban
habitats, and biodiversity
and citizen science education
and skills for all ages*

Message from our Founder

PlantingSeeds' vision is to regenerate the urban landscape through teaching about local biodiversity and the practical ways we can help in our 'burbs. Our flagship project, the 'B&B Highway', implements this vision and provides a scalable way to 'join the dots' so local actions combine to have greater impact through biodiversity corridors.

Our seed of an idea is now flourishing. We started in 2019 with six B&B's and are now on the way to 100 in three States.

The B&B Highway is now recognised for the multiple biodiversity benefits it provides and the myriad important pollinators such as bees, birds, bats and butterflies it supports. The 'Bed and Breakfasts' feature native plants and constructed habitats such as stingless beehives and nesting boxes.

Emerging from COVID lockdowns, the last year has seen continued growth of our programs that establish biodiversity corridors and educate thousands. With the majority of our B&Bs in schools, we are helping to guide a new generation with learnings about plants, pollinators, biodiversity and citizen science.

Students of all ages learn about the latest research and skills they can apply to support our ailing ecosystems. Our evidence-based programs are based on collaborations with State education departments and university researchers.

We can see real results from our plant and pollinator monitorings and the citizen science observations that are now key parts of the evaluations we conduct. We now number around 70 B&Bs, have educated over 3,100 people, planted over 3,000 plants and have increased the native bee population by approximately 100,000.

Our strong relationships with organisations such as the CSIRO's Atlas of Living Australia, the NSW Department of Education and numerous other State educational departments including Environment Education Victoria mean that our biodiversity projects are building sturdy foundations and flourishing from seeds of learning.

The awarding of numerous generous grants have ensured we can implement the B&B Highway in city and regional areas and build on our resources and offerings. In what promises to be a growing area, collaborations with corporate citizens offer educational and biodiversity implementations through staff days, schools and events. These exciting opportunities have been demonstrated through our work this year with Western Sydney Airport.

We are thankful for the support received and the dedication of our team, notably our manager, Kate Fraser, and educational leader, Nicole Lewis. Our amazing volunteers have helped with school programs, database development, project management, design, content creation and more. The continued support from law firm, K&L Gates, has ensured we have premium office space and expert legal assistance.

With a definite 'Buzz' around Biodiversity, 2023 promises to be an even bigger year for PlantingSeeds Projects.

Dr Judy Friedlander
Founder & Director, PlantingSeeds



Message from our Chair

With biodiversity increasingly recognised as a major environmental issue and research showing that we can support ailing species in the urban environment, PlantingSeeds' programs have great relevance.

Our mission to support endangered plants and pollinators and our emphasis on regeneration in urban and peri-urban areas is backed by research from the Australian State of the Environment report that 46 per cent of animal species of national environmental significance and 25 per cent of plant species of national significance live in urban areas.

PlantingSeeds' B&B Highway initiative continues to grow, enabling local and broader support for biodiversity through the establishment of regenerative corridors.

In terms of results, we can report quantitative and qualitative measures. The number of B&Bs on the B&B Highway is progressing towards 100 and thousands of individuals have been educated and plants established. We have worked with pre-schools, infants and primary students, high schools and universities and are starting to work in corporate offices and spaces. Floral and fauna monitoring, combined with citizen science observations, reveal increases in plants and pollinators.

Qualitatively, the B&B Highway program has resulted in significant changes in participants' knowledge levels on pollinators and plants and biodiversity in general. Importantly, participants report significant uptakes in planting and habitat skills for local biodiversity and feelings of empowerment to contribute to community and broader environmental initiatives.

With evidence-based research key to our programs, we are proud of our relationships with university researchers and governmental agencies.

Our founder, Dr Judy 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 NSW State Department of Education and a number of other State educational bodies and our association with the CSIRO's Atlas of Living Australia contributes valuable citizen science resources and teachings.

Our work with new corporate partners such as Western Sydney Airport means that PlantingSeeds' B&B Highway will expand in ever-growing corridors of regeneration. To support urgent biodiversity needs, it is important to partner with governmental and business organisations for all-round benefits.

The interest from schools, corporates and governmental agencies conveys the enormous potential of the B&B Highway with national scalability and capacities on the horizon. With the vast percentage of people living in urban environments, a trend only increasing, the B&B Highway offers both local and national regeneration.

Anthony Kahn

Chairman of the Board, PlantingSeeds



Our Impact in 2022

Participants

1155 new participants including students, teachers and community members were educated through our B&B Highway program in 2022.

3192

Participants in our B&B Highway education program since 2019

3010

Plants planted across all B&B Highway sites since 2019

Pollinating Plants

PlantingSeeds' core team and volunteers planted 1015 new pollinating plants to regenerate habitat for our pollinators

Funding

In 2022, PlantingSeeds was awarded grants from local and State Departments as well as further funding for the B&B Highway, related services and other projects.

130K

Grants and services funding received by PlantingSeeds Projects in FY22

68

B&B Highway locations installed throughout NSW and Victoria since 2019

Locations

Throughout 2022, PlantingSeeds Projects team installed an extra 19 locations, taking the overall total of locations to 68 since 2019.

Speaking to our Impact



"The B&B Highway project was due to start at our school in Melbourne just as we went into lockdown number 6. However Judy, Nicole and the team were still able to deliver fabulous and engaging sessions remotely. This project is really encouraging our Year 11 VCAL students to apply what they are learning in the classroom in the great outdoors."

*St Monica's School, Melbourne
Kelly Registro, teacher*



"By introducing the students to natural environments through the B&B Highway, it feels as though we are participating in genuine and important research as well as supporting fundamental ecosystems in our grounds. In turn, this benefits the community."

*Kegworth Public School, NSW
Leah Radburn, teacher*



"Judy, Nicole, Tyler and the team were able to deliver highly professional and informative sessions and the practical applications with the students such as plantings, habitat construction and citizen science were enthusiastically appreciated by the students."

*City of Whittlesea Council
Narelle Bozinis, Environmental Education Office*



"EEV is impressed with the quality of the resources that have been developed by PlantingSeeds. We can see many connections with our role supporting teachers and their students to improve their knowledge of local environments, and in particular to understand the connections between indigenous vegetation and its role in providing habitat, enhancing water quality and reducing potable water consumption for watering."

*Environmental Education Victoria
Jo Connor, Executive Officer*



"There is good alignment between the goals and vision of both the ALA and PlantingSeeds as we work towards improved environmental outcomes in Australia. The ALA is pleased to be a part of the expanding B&B Highway Program as it develops its citizen science initiatives. We have been supporting the Program through provision of best practice advice, communication and promotion, and ensuring all data collected by the Program is accessible via the ALA through our partnership with iNaturalist."

*CSIRO Atlas of Living Australia
Dr Andre Zerger, Director*

The Year in Review

2022 has seen another year of growth with the PlantingSeeds' team meeting and exceeding expectations. While the pandemic imposed challenges, the organisation continued to develop and implement our flagship B&B Highway program. Relaxing of COVID restrictions meant that we were able to resume face-to-face teachings and engage participants in on-the-ground practices.

Grants received in FY22 totalled \$90,000 and included those received from the City of Parramatta Council, Waverley Council, Northern Beaches Council, ANZ Seeds of Renewal, Georges River Council, City of Melbourne Council and Responsible Wood.

Thanks to these grants, an expansion in Victoria and regional NSW was possible with new locations in and around Melbourne and Bathurst implemented this year.

We also introduced new service models working with individual schools looking to install B&B locations, and host education programs, and corporates such as Western Sydney International Airport to support corridors in their areas.

Our organisation's admittance to the Register of Environmental Organisations resulted in obtaining Deductible Gift Recipient Status.

Our education partners including CSIRO's Atlas of Living Australia, Environment Education Victoria and various universities continued their support of our research-backed practical and educational programs.

We finish the year with exciting plans for the inaugural National Schools Citizen Science BioBlitz that will take place in September 2022 with the support from the Department of Education. Along with over 20 installations for the first six months of the year planned, we know 2023 is going to be another growth year!

Key Highlights of 2022

- Articles published in The Conversation and featured on ABC Radio
- Successful hive splitting season with more than 15 hives split and paid forward
- Outreach events included
 - Hawkesbury Show with Western Sydney Airport & Western Sydney Airport Open Day
 - MDC Castle Hill Family Day
- Completed The Hive program in collaboration with refugee organisations and The Bower
- Content and resource development throughout the year
- Creation of the B&B Book aimed at preschoolers bringing the program to life for younger students

Our People



Another strong year thanks to our core team, volunteers and supporters working seamlessly in challenging times

We can't begin to thank our staff and volunteers enough after the year that was. From working with us to adjust our programs to suit participants in lockdown through to going back into schools for face-to-face interactions, we are appreciative of the high levels of commitment, passion and expertise. Our team's adaptability and desire to ensure our quality of output and professionalism are maintained were exceptional - facts that were consistently remarked upon.

Our core team of Nicole Lewis, Dr Francisco Garcia Bulle Bueno and Kate Fraser led by our Founder & CEO Dr Judy Friedlander remained constant throughout the year.

Our team of educators grew with two new educators added in Victoria - Tyler King and Masumi Kat - and those in NSW supported by a strong team of volunteer educators. Our expansion into regional NSW also saw sustainability experts and consultants from The Environmental Factor joining our team to deliver hybrid sessions, tailored to the Bathurst locations.

The valuable contributions from all of our volunteers - office, research and education - have ensured the ongoing success of all of our programs.

We're thrilled to have the continued support of the CSIRO's Atlas of Living Australia and the NSW Department of Education. PhD candidate Thomas Mesaglio has also contributed important expertise to our expanding citizen science components.

We continue to benefit from the valued contributions and expertise from K&L Gates and Salesforce.

We know that we are only as good as the staff, volunteers and corporates who believe in the regenerative initiative that PlantingSeeds Projects is implementing daily and are grateful and excited for the year to come.



Our Supporters

2022 has seen supporters from previous years continue in their association with PlantingSeeds and new organisations assisting our mission and projects.

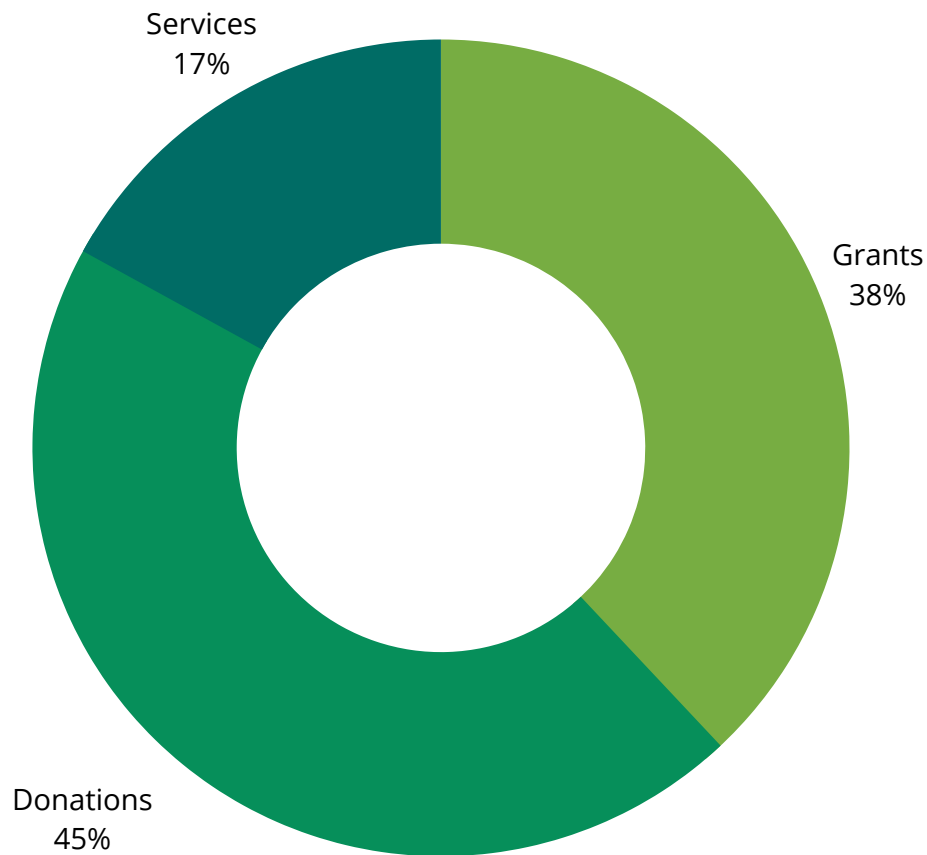
Supporters:

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
Australian Institute of Landscape Architects
RPS Group
Eastern Alliance for Sustainable Learning
Environment Education Victoria
Australian Native Bee Association

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
Western Sydney International Airport
Responsible Wood
ANZ Seeds of Renewal
City of Melbourne Council
City of Whittlesea Council
Northern Beaches Council
City of Parramatta Council
Waverley Council



Funding & Income



FY22 has seen an exciting increase in grant funding through a number of successful applications. Combined with steady donations and the introduction of a new category of funding - services - our total receipts (including deferred amounts) are over \$230,000. Our strongest year to date with hopes to continue this trajectory in 2023.

Financial Statements

PlantingSeeds Projects Limited.

Balance Sheet

As of June 2022

Assets		
Current Assets		
Cash On Hand		
St George Operating Account	\$140,045.82	
PlantingSeed Public Fund	\$100.00	
Total Cash On Hand		\$140,145.82
Total Current Assets		\$140,145.82
Property, Plant and Equipment		
Website Development		
Website Development at Cost	\$550.00	
Total Website Development		\$550.00
Office Equipment		
Office Equipment at Cost	\$432.95	
Total Office Equipment		\$432.95
Total Property, Plant and Equipment		\$982.95
Total Assets		\$141,128.77
Liabilities		
Current Liabilities		
Deferred Grants and Services	\$82,189.00	
GST Adjustment	\$1,913.00	
Total Current Liabilities		\$84,102.00
Total Liabilities		\$84,102.00
Net Assets		\$57,026.77
Equity		
Accumulated Funds		\$29,104.77
Surplus/Deficit for Year		\$27,922.00
Total Equity		\$57,026.77

Financial Statements

PlantingSeeds Projects Limited.

Profit & Loss Statement

July 2021 To June 2022

Income		
Grants	\$33,415.00	
Donations	\$105,495.00	
Services	\$19,937.00	
Total Income		\$158,847.00
Total Cost of Sales		\$0.00
Gross Profit		\$158,847.00
Expenses		
General Consulting	\$43,610.00	
Education Consulting	\$54,537.00	
Graphic Design	\$300.00	
Internet	\$1,267.00	
Habitat Supplies	\$8,767.00	
Habitat Services	\$4,950.00	
Beekeeping	\$1,400.00	
Miscellaneous	\$460.00	
Membership	\$450.00	
Event Expenses	\$822.00	
Education	\$320.00	
Insurance	\$3,281.00	
Legal & Accounting	\$5,476.00	
Signage, printing and material	\$1,449.00	
Total Expenses		\$127,089.00
Operating Profit		\$31,758.00
Other Income		
Interest Income	\$6.00	
Total Other Income		\$6.00
Other Expenses		
GST adjustment	\$3,842.00	
Total Other Expenses		\$3,842.00
Net Profit/(Loss)		\$27,922.00

Grant and service revenue deferred to the year grant/service monies are spent

2023 - The Year Ahead

Planting Seeds' flagship project, the B&B Highway, will continue to flourish with more locations planned and aiming to reach 120 by next financial year-end.

Our work in NSW and Victorian urban and regional centres offers new opportunities to support local endangered pollinators while our planned expansion into Queensland will extend the B&B Highway along the Eastern Seaboard of Australia.

Our focus on evidence-based research and work with universities prioritises effective monitoring and evaluation to deliver data and information for best practice approaches. Further expansion into biodiversity monitoring and corporate education practices offers a potential exciting new revenue stream.

Citizen science engagement is key to this with the inaugural National Schools Citizen Science BioBlitz planned for September 2022.

The recent awarding of a substantial council grant and extra support in Parramatta will allow PlantingSeeds to trial a new corridor effect for threatened species.

Plans are also underway to enhance biodiversity mapping options and website development. The plans for the year ahead indicate that PlantingSeeds can continue with its mission to regenerate habitat, support biodiversity and educate a wide range of communities.

