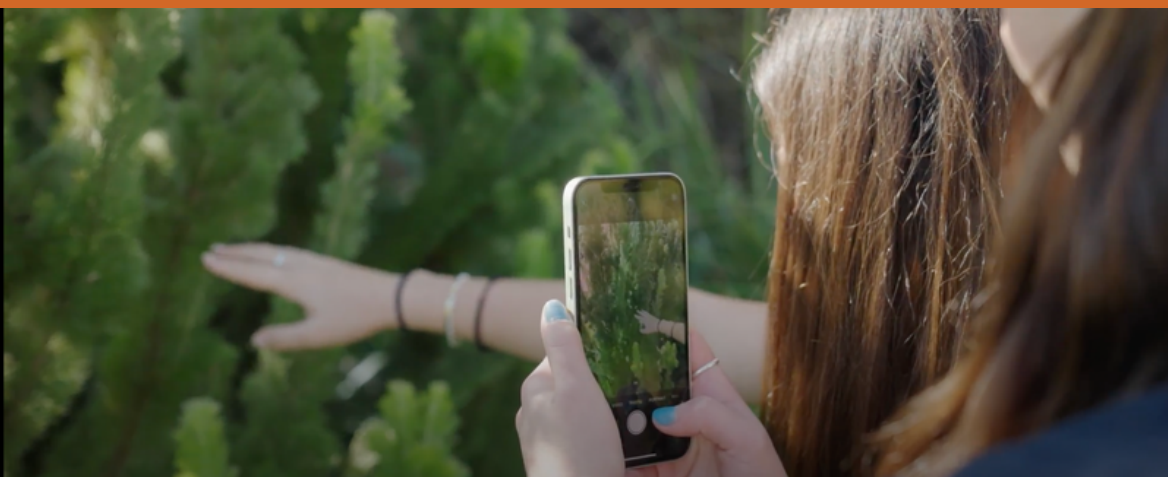


PlantingSeeds Projects

ANNUAL REPORT 2023



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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 120 locations established and many in the planning stages in NSW, Victoria and Queensland, we are creating important biodiversity corridors.

THE NATIONAL SCHOOLS' CITIZEN SCIENCE B&B BIOBLITZ

Our inaugural National Schools' Citizen Science B&B BioBlitz was established in 2022. Supported by the Department of Education and CSIRO's Atlas of Living Australia, it is open to all schools (including pre-, primary and high schools, universities and homeschoolers). With over 2300 observations from 60 participants, we look forward to growth in 2023.



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

Message from our Founder

Australia continues to have one of the highest rates of species' decline among countries in the Organisation for Economic Co-operation and Development. More than 1,900 Australian species and ecological communities are known to be threatened or at risk of extinction with listings increasing the most for invertebrates and frogs (22% and 21%, respectively). Introduced species and habitat loss and clearing are two of the biggest pressures causing extinction*.

Biodiversity loss has huge implications for planetary and human health and prosperity. These facts drive PlantingSeeds' important work which involves taking action now – and in our urban areas.

Why urban? Firstly, most of us live in built-up areas (about 95% of Australians). Secondly, and importantly, 30% of all threatened species in Australia live in cities and 25% of plants and 46% of animals of national significance are in urban areas. Thirdly, our urban areas are very much neglected in vital biodiversity initiatives.

Shining the light on pollinators such as bees, birds and bats encourages program participants to think of the little animals that live around us and the plants that sustain them. Our educational and practical offerings connect us to what we can do to help biodiversity.

It is encouraging to see our progress from the six B&B's established in 2019 to the 114 now in three States – NSW, Victoria and Queensland, as of June 2023. This expansion has been made possible through the much-appreciated endorsements and assistance from many organisations including World Wildlife Fund Australia and, more recently, the Landscape Foundation of Australia (LFA).

In addition to the strong growth in our main program, we have progressed other initiatives such as the inaugural National Schools' Citizen Science B&B BioBlitz, the start of our Threatened to Thriving plant and pollinator identification project, the creation of our intergenerational program, continuing work with the Powerhouse Museum in Castle Hill and the Australian Museum, and our new pre-school offerings.

Importantly, our team is the driving force and energy behind our growth and impact. We are fortunate to have Kate Fraser managing our programs. With a vast array of projects on offer, her formidable managerial and leadership skills keep everything running smoothly and skillfully. We are equally fortunate to have Nicole Lewis heading our educational programs. These programs cover the gamut of early childhood to adult learners and involve educational and practical implementations. Nicole's passion and professionalism are inspirational. Thanks to chairperson, Anthony Kahn, for his valuable contributions to financial management and governance.

Our volunteers are simply extraordinary, and we continue to attract high-calibre individuals who offer skills in data analysis, content creation, and administration.

We look forward to the coming year and contributing to further regeneration of the urban environment through our programs.

Dr Judy Friedlander

Founder & Director, PlantingSeeds

(*Information and statistics from the 2021 State of the Environment Report, DCCEEW: Department of Climate Change, Energy, the Environment and Water.)



Message from our Chair

An earlier PlantingSeeds' annual report spoke of 'connecting the dots' in the organisation's mission to regenerate the urban environment. So it is extremely satisfying to see how the B&B Highway initiative continues to scale and find traction in three Australian States.

With our focus on supporting native and endemic species, each B&B encourages local pollinators and plants. And hubs of B&Bs in the many towns and local government areas we work in means that multiple connections are being made in the resulting green urban corridors. We are truly scaling to connect the dots.

As well as surpassing 110 B&Bs 'on the Highway', we can also boast of educating 6,825 participants, planting 6,000 shrubs, grasses and small trees, and planting in all, 2,750 square metres.

Fundraising approval in NSW and Victoria is testament to our reputation and can-do approach in the much-needed biodiversity regeneration area.

Floral and fauna monitoring, combined with citizen science observations, reveal increases in plants and pollinators.

City councils have continued to provide much needed grants. These councils include the City of Parramatta, Moreton Bay Regional Council, the Inner West Council in Sydney, the City of Greater Bendigo and the Cumberland Council.

It is heartening to witness the growing support from corporates and organisations. This service model promises greater foundational strength to foster more B&Bs in the urban environment.

Support from corporates and organisations such as construction firm, A W Edwards, insulation and building envelope company, Kingspan, and Western Sydney Airport, has extended our reach.

Our reputation is based on solid, evidence-based research values and skills and our collaborations with various State education departments, universities and research institutions such as CSIRO's Atlas of Living Australia continue to provide high quality educational programs and activities.

Our founder, Dr Judy Friedlander, continues with great energy, motivation and hard work to spearhead PlantingSeeds to achieve its objectives. In educating participants of all ages, and children in particular, and taking concrete action with our B&B program, we are walking the talk.

The support from leading law firm K&L Gates is integral to our impact and we enjoyed participating in their global day of service in four Australian States.

PlantingSeeds is truly flourishing, and we are excited about the year ahead as we guide Australians with learnings and skills about plants, pollinators, biodiversity and citizen science.

Anthony Kahn

Chairman of the Board, PlantingSeeds



Our Impact in 2023

Participants

3000 new participants including students, teachers and community members were educated through our B&B Highway programs in 2023.

6825

Participants in our B&B Highway education program since 2019

6000

Plants planted across all B&B Highway sites since 2019

Pollinating Plants

PlantingSeeds' core team and volunteers planted 2750 new pollinating plants to regenerate habitat for our pollinators

Funding

In 2023, PlantingSeeds was awarded grants from local and State Departments as well as further funding for the B&B Highway from related services and other projects.

137K

Grants and services' funding received by PlantingSeeds Projects in FY23

114

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

Locations

Throughout 2022, PlantingSeeds Projects' team installed an extra 46 locations, taking the overall total of locations to 114 since 2019.

Speaking to our Impact

"I am writing to express my sincere appreciation for the invaluable partnership between A W Edwards and the PlantingSeeds organisation, specifically their B&B Highway program. Our collaboration with PlantingSeeds has been nothing short of transformative, fostering an environment of learning, sustainability, and community engagement within our organisation.."

A W Edwards
Elijah Hammond, Quality Systems Manager

"Planting Seeds is an organisation committed to fostering environmental sustainability and biodiversity within communities. As a closely collaborating partner, MECA has observed their unwavering dedication to preserving and enriching the natural environment while engaging a diverse range of community members, including locals, refugees, migrants, and youth."

Mt Druitt Ethnic Communities Agency (MECA)
Neha Teli, Volunteer Coordinator

"Observatory Hill Environmental Education Centre (a specialised school within the Department of Education) has worked with PlantingSeeds' B&B Highway project for many years. This sustainability initiative aims to make our cities sanctuaries for people and pollinators."

"The project provides strong links to many K-10 syllabus outcomes, particularly Science, Geography and the Sustainability Cross Curriculum Priority. The S2 Science and Technology syllabus for example, in the topic of Living Things, describes how living things depend on each other and specifically lists bees and flowers."

Observatory Hill EEC
Glen Halliday, Principal

"Providing B&Bs ensures there will be sanctuaries in every town. Educating to be aware of the biodiversity issue and encouraging understandings and care makes people more likely to value and protect biodiversity."

Truscott St Public School, NSW
Jenny O'Neill, Parent

"The B&B Highway program was a huge success at our school. In the weeks after our last B&B Highway lesson, our Stage 3 students are still observing and discussing pollinators and habitats. They are continuing to nurture their native plants and putting into action all of the learning that took place over the four lessons. All lessons were informative, interesting and interactive, ensuring that students were engaged - and they were! We didn't want the lessons to end! Thank-you for sharing your knowledge with us Nicole, Ella and Emily!"

Telopea Public School, NSW
Antonia Andonenas, Teacher

The Year in Review

2023 has seen PlantingSeeds continue our planned growth and expansion of our major project - the B&B Highway - as well as the ongoing development of our content, resources and expertise.

Grants and services secured in FY23 totalled \$137,000 and included those received from WWF Innovate to Regenerate, Moreton Bay Regional Council, Inner West Council, City of Greater Bendigo, Cumberland Council, A W Edwards and Kingspan Insulation.

Thanks to these grants, an expansion of our core team in NSW, Queensland and Victoria has been possible. We have also been able to implement and almost double the number of new B&B Highway locations.

Our service model involves corporates such as Kingspan Insulation and A W Edwards hosting and supporting practical and educational regeneration of their sites and local schools in their areas.

The inaugural National Schools Citizen Science B&B BioBlitz was a success with schools in every State and Territory participating. Schools contributed over 2,000 observations in just three weeks to the biodiversity database and website, iNaturalist, and the CSIRO's Atlas of Living Australia.

Our education partners including the Australian Museum, Environment Education Victoria and various universities continued their support of our research-backed practical and educational programs.

We have continued to receive support from Canva, Salesforce and K&L Gates. This year, we were also able to support K&L Gates with biodiversity activities for their teams on their Global Day of Service with four States participating and planting for biodiversity.

2024 looks to continue our growth with many exciting installations and outreach activities planned.

Key Highlights of 2023

- 1st inaugural National Schools Citizen Science B&B BioBlitz
- Expansion of the B&B Highway into Queensland and beyond metropolitan areas in NSW and Victoria
- Outreach events including;
 - Western Sydney Airport Holiday program
 - MDC Castle Hill Family Day
 - Sydney Science Trail with the Australian Museum
- Lunch n' Learn corporate sessions for A W Edwards and Kingspan Insulation
- Strong links to Charles Sturt University, UNSW, UTS ISF and CAPA
- Implementation of the B&B Book aimed at pre-schoolers

Our People



A year that saw our core team and volunteer numbers increasing throughout NSW, Victoria and Queensland.

Another year and a huge thank-you to our staff and volunteers who have worked tirelessly to ensure that PlantingSeeds has gone from strength to strength.

The creation, adaptation and delivery of new programs in urban and regional centres has showcased our amazing can-do team and its passion, dedication and expertise.

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 three new expert individuals added - Ella Swan (NSW), Monique Burns (VIC) and Duncan Turner (Queensland) - with those in NSW continually supported by a strong team of volunteer educators. This was contributed to by funding from the WWF Innovate to Regenerate program.

This year also saw us take on additional support from citizen science expert Thomas Mesaglio throughout the launch of the National Schools Citizen Science B&B BioBlitz.

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

Interns from Charles Sturt University's Master of Social Work studies and CAPA students from the USA have also added to our team's capabilities and capacity. We're thrilled to have the continued support of the CSIRO's Atlas of Living Australia and the NSW Department of Education.

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

We are ever grateful to our staff, volunteers and corporates who believe in the regenerative initiatives that PlantingSeeds Projects is implementing daily and look forward to the continued growth in the year to come.



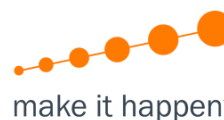
Our Supporters

2023 has seen supporters from previous years continue in their association with PlantingSeeds and new organisations assisting our mission and projects.

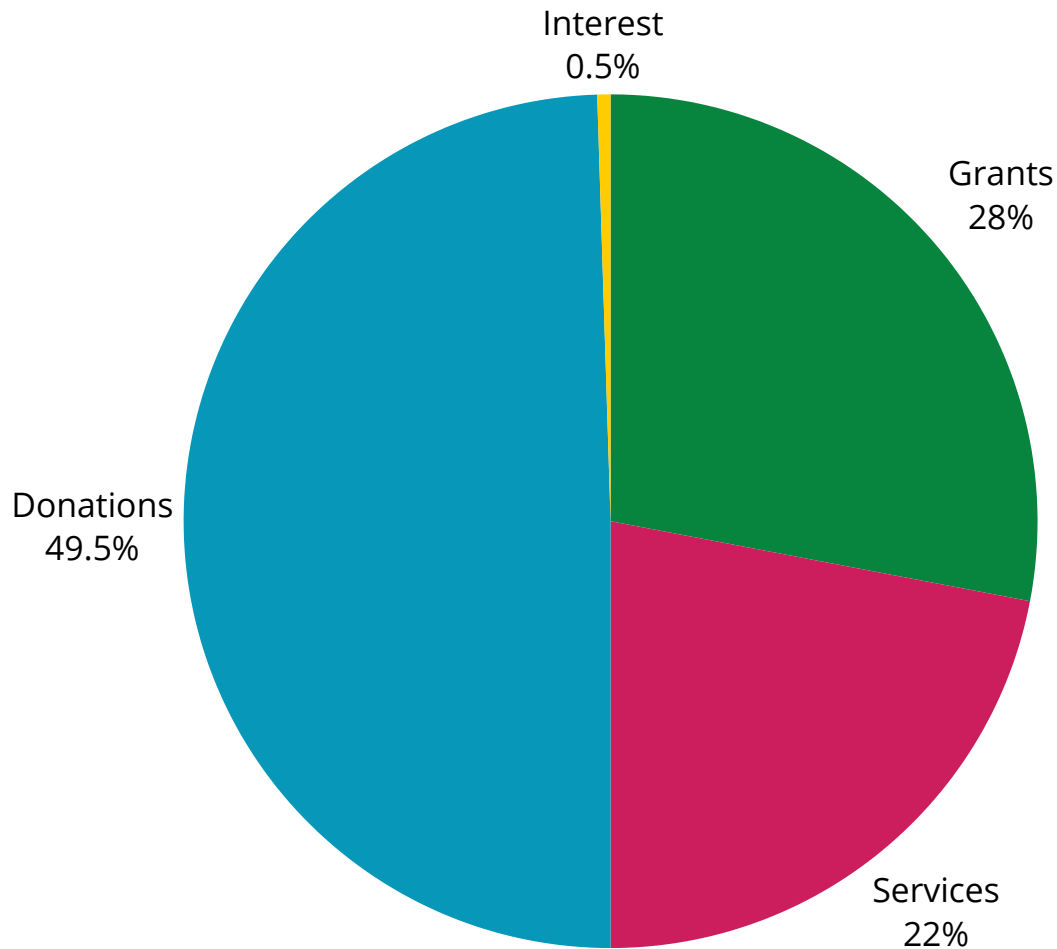
Supporters:

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
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
Salesforce
A W Edwards
WWF - Innovate to Regenerate Program
WaterUps

Environmental & Zoo Education Centres
Indigigrow
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
Northern Beaches Council
City of Parramatta Council
Waverley Council
Canva
Kingspan Insulation Panels
CAPA
City of Greater Bendigo Council
Georges River Council



Funding & Income



2023 was another year of growth especially in the category of Services' income from 17% of total income to 22%. In dollar terms, there was an increase of over 200% - from \$20,000 to \$60,000. Grants also rose from \$33,500 to \$77,000, an increase of 130%.

Financial Statements

Balance Sheet

As of June 2023

Assets		
Current Assets		
Cash On Hand		
St George Operating Account	\$970.12	
PlantingSeed Public Fund	\$220,484.22	
Total Cash On Hand		\$221,454.34
Total Current Assets		\$221,454.34
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		\$222,437.29
Liabilities		
Current Liabilities		
Deferred Grants and Services	\$79,098.00	
GST Paid	\$3,306.00	
Total Current Liabilities		\$82,404.00
Total Liabilities		\$82,404.00
Net Assets		\$140,033.29
Equity		
Accumulated Funds		\$57,026.77
Surplus/Deficit for Year		\$83,006.52
Total Equity		\$140,033.29

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

Financial Statements

Profit & Loss Statement

1st July to 30th June 2023

Income		
Grants	\$76,913.00	
Donations	\$139,289.95	
Services	\$59,909.00	
Total Income		\$276,111.95
Total Cost of Sales		\$0.00
Gross Profit		\$276,111.95
Expenses		
General Services	\$65,100.00	
Education Services	\$58,930.00	
Citizen Science	\$1,582.00	
Marketing Promotions & Events	\$2,211.59	
Tech Hosting & Subscription Services	\$1,008.38	
Habitat Supplies	\$12,746.55	
Habitat Services	\$11,312.63	
Beekeeping Services & Hives	\$8,216.70	
Miscellaneous	\$918.23	
Video Comms Tech	\$1,567.08	
Membership ans Licenses	\$817.00	
Woodwork Services & Supplies	\$1,582.76	
Transport and Delivery	\$2,871.68	
Water Infrastructure	\$8,530.94	
Insurance	\$3,435.05	
Legal & Accounting	\$290.00	
Signage Printing & Materials	\$8,140.84	
Total Expenses		\$189,261.43
Operating Profit		\$86,850.52
Other Income		
Interest Income	\$1,364.00	
Total Other Income		\$1,364.00
Other Expenses		
GST adjustment	\$5,208.00	
Total Other Expenses		\$5,208.00
Net Profit/(Loss)		\$83,006.52

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

2024 - The Year Ahead

Planting Seeds' flagship project, the B&B Highway, will continue to flourish with more locations planned and with the initiative aiming to reach 170 locations by next financial year-end.

Our work throughout NSW, Victoria and Queensland will progress with plans to expand in peri-urban and regional areas as well as in major cities.

Our focus on evidence-based research is at the forefront of all we do. The development of biodiversity monitoring and corporate education practices will offer exciting new opportunities as well as quantifiable data.

We are at the forefront of pollinator evaluation and measurements and, as indicated by our initial and promising assessments, are confident we will provide data that supports our approach to fostering local biodiversity in many locations.

Citizen science engagement is key to biodiversity monitoring and our integrated teachings combined with the annual National Schools Citizen Science B&B BioBlitz run in September generate substantial and important Australian flora and fauna data.

Grants from local, State, Federal and corporate sources will continue to fund our work and the expansion of our services' model will enable strengthened offerings.

A new website will be launched in early 2024 and will feature maps of local pollinators and plants to enable the general public to identify optimum regenerative practices.

The plans for the year ahead indicate that PlantingSeeds can continue with its mission to regenerate urban habitat, support biodiversity and educate a wide range of individuals and communities.

