

PlantingSeeds Projects

ANNUAL REPORT 2024



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

THE NATIONAL SCHOOLS' CITIZEN SCIENCE B&B BIOBLITZ

Our 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 2,300 observations from 48 participants, we look forward to continued growth in 2025.



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



Message from our Founder

The seeds have well and truly sprouted! The PlantingSeeds' team has been busy educating children and adults in NSW, Victoria and Queensland and helping them to plant native shrubs, ground covers and trees to support Australia's pollinators in urban environments.

Our vision of extended, urban regenerative corridors is being realised through our flagship project, the B&B Highway – Bed and Breakfasts for Bees, Birds and Biodiversity – and other affiliated PlantingSeeds' programs.

As more B&Bs come on board, more individuals, schools and corporates are hearing about us, spreading the word and enriching our educational and regenerative programs and impacts.

We believe in the top down, bottom-up approach with both being integral. Our associations and collaborations with universities, top educational departments and institutions, scientific research organisations and corporate entities ensure a robust, evidence-based approach. And importantly, our work with schools, community organisations such as Landcare, Men's Sheds and Rotary, community banks and local councils ensure we are grounded!

A key objective of PlantingSeeds is to support our threatened pollinators – many of which live in urban areas – and our continuing work on the Threatened to Thriving interactive map, helped through the WWF Innovate to Regenerate grant, promises a practical and leading-edge approach to supporting vital flora and fauna.

Our B&B Highway indoor/outdoor educational and regenerative program has four key components: learning about and discovering local biodiversity, a deep dive into plants and planting, citizen science and habitats. Organisations such as Responsible Wood, who help fund our constructed nesting box program, ensure we walk the talk.

There have been many highlights this year. The awarding of the QBE Foundation grant took us to Lismore, a town so impacted by floods and environmental devastation. Working with local schools and community groups reinforced our regeneration message – watching school children plant in schools ravaged by the floods, was a vision realised of the important links between community and conservation.

Our stellar teams in NSW, Queensland and Victoria continue our professional teachings and practices and help to inspire wherever we teach, plant and practise biodiversity. Special thanks to PlantingSeeds' manager, Kate Fraser, our educational leader, Nicole Lewis, and our chairperson, Anthony Kahn, who all do more than what their titles convey! Our volunteers in research, content creation, education, data analysis and administration are extraordinary, and we are so thankful for their energy and expertise.

It is exciting to contemplate the next year. Support from organisations such as construction company, A W Edwards, Western Sydney Airports and Kingspan International point to new frontiers in corporate/community collaborations.

Special thanks too to law firm K&L Gates who supports us through providing working space and legal services.

Dr Judy Friedlander

CEO & Founder, PlantingSeeds

Message from our Chair

2023 to 2024 marks a significant time for PlantingSeeds Projects which has seen substantial growth. The organisation continues to grow its relationships with its many stakeholders and the confidence shown by corporates and government entities is testament to PlantingSeeds' professional and practical approach.

Key numbers paint a picture of impact: The B&B Highway flagship program has been implemented in 170 locations in three States which translates to over 12,100 plants, approximately 12,000 participants and 5,200 square metres planted.

Our exceptional management team, steered by Founder Dr Judy Friedlander, ensures that PlantingSeeds' programs continue to grow and flourish. The numerous local government grants, State grants such as NSW Ports and corporate support, have helped to enable our organisation to create biodiversity hubs in our urban areas and educate adults and children who are inspired to foster positive environmental outcomes. The numerous local government areas where we have created regenerative corridors include Sydney's Cumberland City region, Woollahra and Georges River, Queensland's Moreton Bay, Samford and Pine Rivers, and Brimbank, and Victoria's Bendigo City.

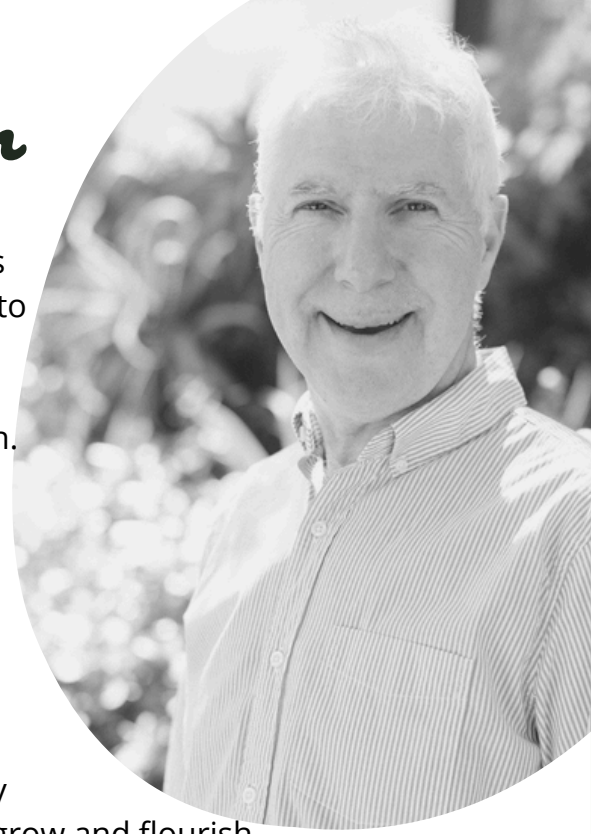
Professional expertise and sophisticated outputs are helped by extraordinary creative, research, project management and technical experts and volunteers with product support from Salesforce and Canva assisting delivery. Our professional intern program supports students from the University of Technology Sydney, the University of NSW, Charles Sturt University and a number of US tertiary organisations through CEA CAPA.

Demonstrating our range of expertise and contributions to biodiversity knowledge and skills, we are proud of our citizen science program and in particular the National Schools Citizen Science BioBlitz which has now completed its second year with the support of the CSIRO's Atlas of Living Australia and the Australian Citizen Science Association. Additionally, our annual involvement with the Australian Museum's Sydney Science Trail, has developed our educational offerings.

Thanks to the stellar management team and the growing number of educators and volunteers – all contributing to a force of nature!

Anthony Kahn

Chairman of the Board, PlantingSeeds



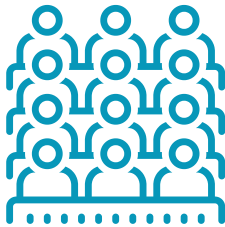
Our Impact

Participants

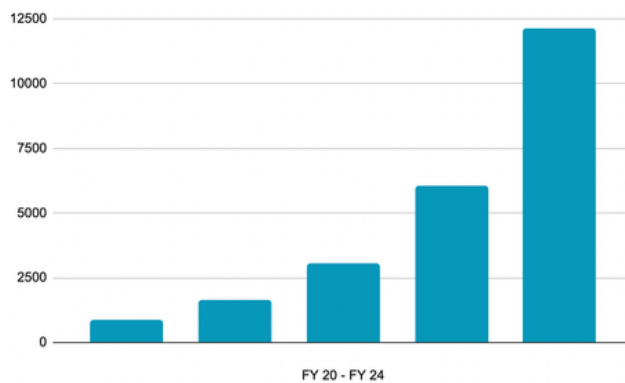
4000 new participants including students, teachers and community members were educated through B&B Highway programs in 2024.

11913

Participants in the B&B Highway education program since 2019



2020 - 2024



12110

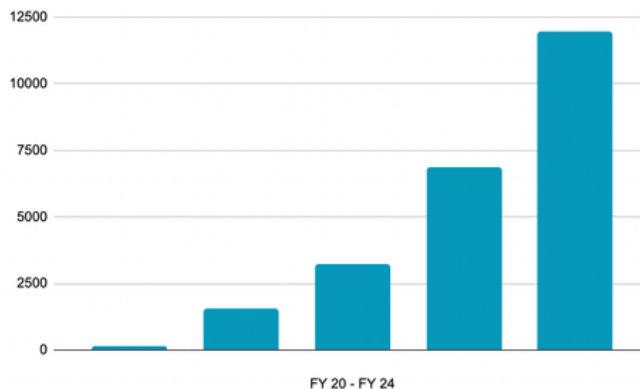
Plants planted across all B&B Highway sites since 2019

Pollinating Plants

PlantingSeeds' core team and volunteers planted 6000 new pollinating plants to regenerate habitat for pollinators



2020 - 2024



Our Impact

170

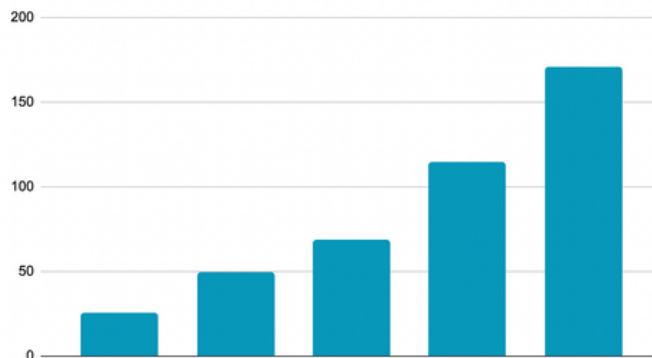
B&B Highway locations
installed throughout NSW,
Victoria & QLD since 2019

Locations

Throughout 2024, PlantingSeeds Projects' team installed an extra 56 locations, taking the overall total of locations to 170 since 2019.



2020 - 2024



FY 20 - FY 24

Funding

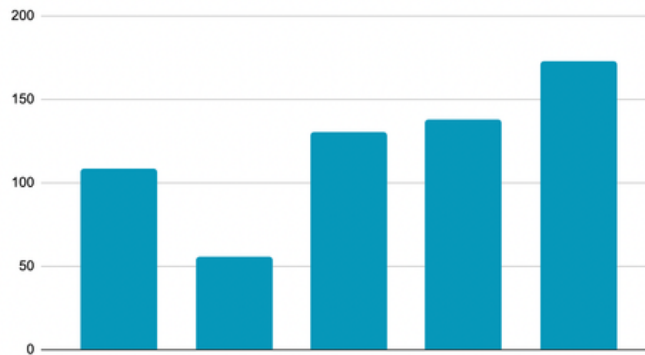
In 2024, PlantingSeeds was awarded grants from local and State Departments as well as further funding for the B&B Highway from related services and other projects.

172K

Grants and services'
funding received by
PlantingSeeds Projects in
FY24



2020 - 2024



FY 20 - FY 24

Speaking to our Impact

"AW Edwards has partnered with PlantingSeeds to have workshops on our construction sites with our teams... When we tailor this to very tangible local native or endemic species that are on the exact site or in the community where we're operating, it makes it that much more powerful. The teams can witness and see with their own eyes how they are helping."

A W Edwards
Tanya Taggart-Hodge, Business Development
Manager

"We wanted to thank you and your team for bringing the B&B Highway program to Marayong Heights Public School. This amazing program has added an extra layer to our school's sustainability plan. The incursion was enjoyed by all students and teachers involved, as the information about urban and peri-urban regeneration and how to reverse the decline of vital pollinators was informative but also balanced with equally engaging practical activities such as the creation of bee homes and the setting-up of garden beds. This program has already seen an increase of pollinators."

Marayong Heights Public School, NSW
Jorge Rodas, Assistant Principal

"The team at PlantingSeeds worked with Year 11 students at Catherine McAuley College to learn more about pollinators, how important they are, and how to create the right habitats for them. The students were able to put theory into action by planting some small trees, bushes, and other plants to create the perfect habitat for pollinators on campus. It was great to see them in action!"

This initiative was possible thanks to a grant from the City of Greater Bendigo and is strongly linked to our recently adopted Biodiversity Strategy.

Catherine McAuley College, VIC
Councillor Matthew Evans, City of Greater Bendigo
Council

"Year 2 had a great day together with the B&B Highway team to learn about the importance of pollinators and their role in increasing biodiversity in our natural environment. This incursion complements our Science unit about micro-habitats and minibeasts. Students planted 150 pollinator-friendly plants, made Blue-Banded Bee habitats to be placed in our gardens and introduced 10,000 native bees to our playground! We will continue to look after our new plants to increase biodiversity in our school. Thank you to PlantingSeeds and their supporters for this fantastic learning experience."

St Carthage's Primary School, Lismore, NSW
Annabel, Year 2 Student

The Year in Review

2024 has seen PlantingSeeds continue its planned growth and expansion of its major project - the B&B Highway - as well as the ongoing development of resources, teachings, applications and expertise.

Grants and services secured in FY24 totalled \$172,000 and included those received from WWF Innovate to Regenerate, Responsible Wood, Inner West Council, City of Ryde, QBE Foundation, A W Edwards and Kingspan Insulation.

Thanks to these grants, we have been able to expand our core team in NSW, as well as support our Queensland and Victorian educators. We have also been able to implement and continue to increase the number of new B&B Highway locations year-on-year.

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

The second 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.

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

Continued support was received from Canva, Salesforce, K&L Gates and the Landscape Foundation of Australia. This year, PlantingSeeds also continued its work with Make It Happen to collaborate on a new and more sophisticated website that will support future plans.

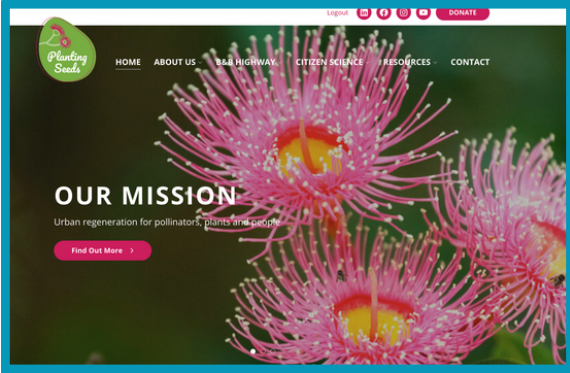
2025 is looking to continue this growth trajectory and expansion of plans for the B&B Highway program and PlantingSeeds Projects.

Key Highlights of 2024

- 2nd 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:
 - Kingspan International
 - MDC Castle Hill Family Day
 - Sydney Science Trail at the Australian Museum
- Lunch n' Learn corporate sessions for A W Edwards and Kingspan Insulation
- Strong links to Charles Sturt University, UNSW, UTS and CEA CAPA
- Launch of new website & Threatened to Thriving Map

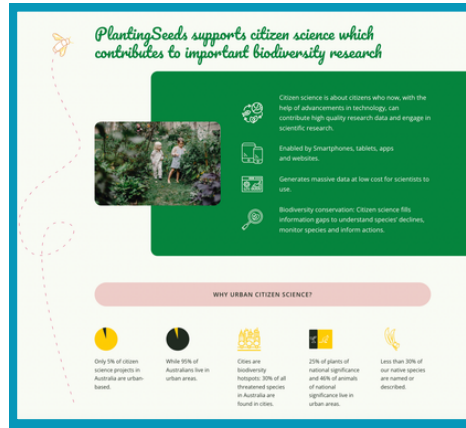
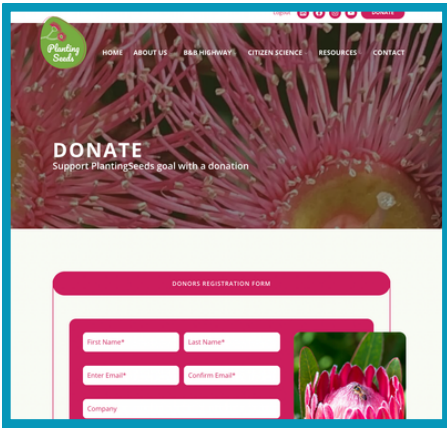
Our New Website

Throughout FY 24, PlantingSeeds embarked on an ambitious project to re-develop its website. Utilising donations, the support of ongoing design partners Make It Happen, and funding from the WWF Innovate to Regenerate grant, a more functional and engaging website evolved. Key features include:



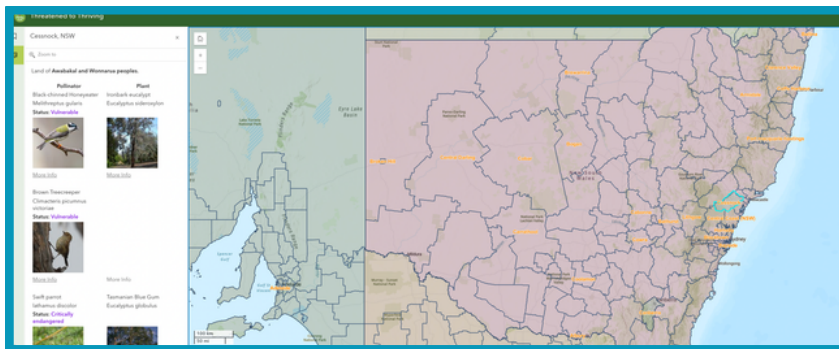
New Homepage:

Displaying rotating carousel imagery, a simple scroll function, clear links to socials, a donate page and data on PlantingSeeds' impact, the homepage covers key areas of www.ps.org.au to ensure that an initial visit is comprehensive and informative.



Donate, Describe & Deliver:

New donations' functionality, clear overviews of key topics and a members-only resource access section allows PlantingSeeds to improve promotions, funding capabilities and program delivery.



Threatened to Thriving:

Accessible to all to support threatened pollinators

Our People



The continued growth of expertise among the core team, educators, interns and volunteers was evident in 2024.

The PlantingSeeds team has continued its professional and dedicated work throughout the year.

The ongoing creation, adaptation and delivery of new programs in urban and regional centres has showcased passion, dedication and expertise.

The core team of Nicole Lewis and Kate Fraser led by Founder & CEO Dr Judy Friedlander remained constant throughout the year. Administration expert and educator, Kelly Dumesich, is a new and valued member of the team.

PlantingSeeds' offerings in NSW, Victoria and Queensland are enhanced by each State's educational teams: Nicole Lewis leads the NSW programs and oversees other States' with Ella Swan and Kelly Dumesich completing the NSW team. In Victoria, Monique Burns and George 'Clancy' Lester, lead the charge and in Queensland, Greta Shields and Nat Wolff provide professional offerings. Strong teams of volunteers assist educational programs. These programs were contributed to again by funding from the WWF Innovate to Regenerate program.

The valuable contributions from all volunteers in administration, research and education ensure ongoing success.

Interns from Charles Sturt University's Master of Social Work studies, UNSW Landscape Architecture students and CEA CAPA students from the USA added to the team's capabilities and capacity.

The continued support of the CSIRO's Atlas of Living Australia and the NSW Department of Education is paramount.

Contributions and expertise from K&L Gates, Make It Happen, Salesforce and Canva are highly valued.



Our Supporters

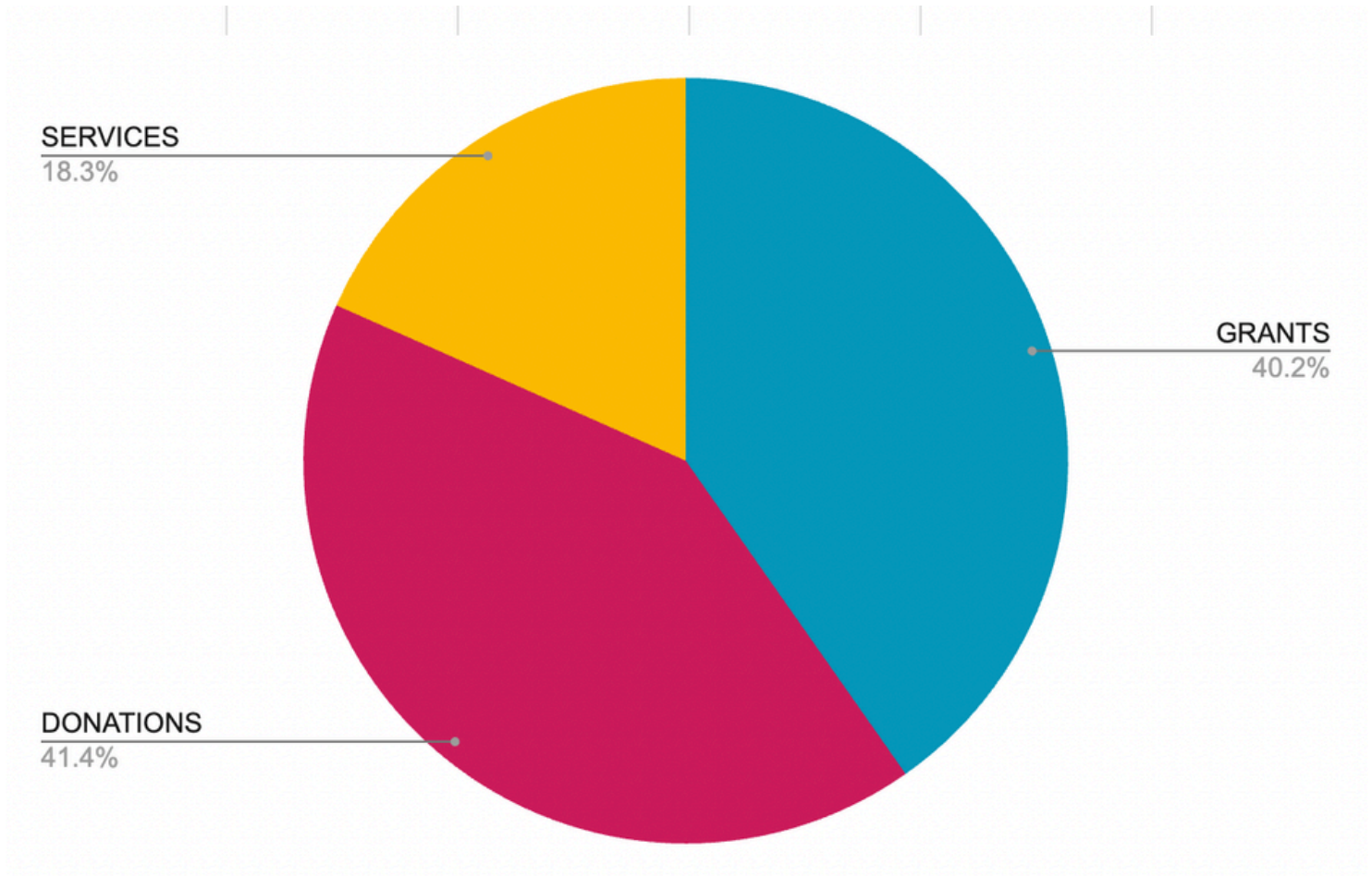
2024 has seen supporters from previous years continue in their association with PlantingSeeds with new organisations assisting the organisation's projects.

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
Charles Sturt University
Deakin University
Make It Happen
Australian Institute of Landscape Architects
Landscape Foundation of Australia
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
Responsible Wood
Canva
Kingspan Insulation Panels
CEA CAPA
Greater Sydney Landcare
City of Greater Bendigo
Cumberland Council
Woollahra Council
QBE Foundation
City of Ryde
Samford & Pine Rivers Community Bank
City of Brimbank



Funding & Income



2024 saw continued growth across all financial sectors. Services continued to provide almost 20% of earnings while grants almost doubled in dollar value in the 23/24 Financial Year. Services and Grants also accounted for almost 60% of total income for the year, thanks to a dollar increase of \$42,000 more in grants awarded during the year.

Financial Statements

Profit & Loss Statement

July 2023 To June 2024

Operating Income		
Grants	\$118,410.47	
Donations	\$121,825.00	
Services	\$53,967.03	
Total Operating Income		\$294,202.50
Expenses		
General Services	\$69,120.00	
Education Services	\$84,219.00	
Citizen Science	\$11,621.59	
Administration Services	\$2,700.00	
Marketing Promotions & Events	\$2,078.26	
Finance Cost	\$28.47	
Tech Hosting & Subscription Services	\$1,104.40	
Habitat Supplies	\$21,837.48	
Habitat Services	\$15,550.10	
Beekeeping Services & Hives	\$5,547.25	
Miscellaneous	\$1,235.53	
Video Comms Tech	\$1,100.00	
Membership and Licenses	\$1,068.20	
Transport, Delivery and Accomodation	\$10,614.25	
Water Infrastructure	\$4,000.37	
Website Development	\$20,350.00	
Insurance	\$3,688.57	
Legal & Accounting	\$310.00	
Signage Printing & Materials	\$4,885.25	
Total Expenses		\$261,058.72
Operating Profit		\$33,143.78
Other Income		
Interest Income	\$2,155.69	
Total Other Income		\$2,155.69
Other Expenses		
GST adjustment	\$1,887.00	
Total Other Expenses		\$1,887.00
Net Profit/(Loss)		\$33,412.47

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

Financial Statements

Balance Sheet

As of 30th June 2024

Assets			
Current Assets			
Cash at Bank			
PlantingSeeds Project Account	\$695.58		
PlantingSeeds Public Fund	\$219,311.23		
Total Cash at Bank		\$220,006.81	
Total Current Assets			\$220,006.81
Property, Plant and Equipment			
Website Development			
Website Development at Cost	\$550.00		
Website Development Accum Dep	-\$550.00		
Total Website Development		\$0.00	
Office Equipment			
Office Equipment at Cost	\$432.95		
Total Office Equipment		\$432.95	
Total Property, Plant and Equipment		\$432.95	
Total Assets			\$220,439.76
Liabilities			
Current Liabilities			
Deferred Grants and Services			
	\$46,984.00		
GST Paid			
	\$10.00		
Total Current Liabilities		\$46,994.00	
Total Liabilities			\$46,994.00
Net Assets			\$173,445.76
Equity			
Accumulated Funds			
		\$140,033.29	
Surplus/Deficit for Year			
		\$33,412.47	
Total Equity			\$173,445.76

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

2025 - 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 230 locations by next financial year-end.

The organisation's work throughout NSW, Victoria and Queensland will progress with plans to expand in peri-urban and regional areas as well as in major cities with South Australian expansion a key target for 2025.

A focus on evidence-based research is at the forefront of all PlantingSeeds' initiatives. The continued development of biodiversity monitoring and corporate education practices will offer exciting new opportunities as well as quantifiable data.

The field of biodiversity credits and offsets is ever-evolving and PlantingSeeds looks forward to working with corporate and research partners to provide best-practice options.

Citizen science engagement in B&B locations will be another focus for 2025. 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 that contributes to national biodiversity information.

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

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.

