

PlantingSeeds Projects

ANNUAL REPORT 2025



Acknowledgement of Country

PlantingSeeds Projects Australia acknowledges the Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of the lands where we live, educate and work. PlantingSeeds originated on Gadigal land of the Eora Nation, who nurtured and protected the endemic and native flora and fauna for thousands of generations. It is believed that if you look after 'Country', it will, in return, look after you.

We pay our respects to all first people of Australia and Torres Strait and their Elders past, present and emerging, recognising their spiritual and cultural connection to the land, sea and skies. 'Country' remains a pivotal aspect of lore, identity, culture, and wellbeing.

We recognise that acknowledging Country goes beyond words. It requires an ongoing commitment to respecting Indigenous knowledge and ways of caring for Country. This includes valuing the spiritual and cultural significance of Country alongside its role in sustaining human life. We understand that acknowledgement involves fostering healthy ecosystems and respecting Indigenous sovereignty.

PlantingSeeds Projects seeks to honour and work together by listening, learning and taking action. Science and research would not be where it is today without the knowledge shared by First Nations people. Recognising that Aboriginal and Torres Strait Islander sovereignty was never ceded, this continent always was and always will be Aboriginal land.

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PlantingSeeds Projects Ltd

OUR MISSION

PS - PEOPLE, POLLINATORS, PLANTS

PlantingSeeds aims to regenerate the urban landscape through education and actions to support local biodiversity and counter the urban heat effect. 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 227 locations established and many more in the planning stages in NSW, Victoria, South Australia and Queensland, we are creating important biodiversity corridors.

NATIONAL SCHOOLS' CITIZEN SCIENCE BIOBLITZ

Our National Schools' Citizen Science B&B BioBlitz was established in 2022. Supported by the Department of Education and the Atlas of Living Australia hosted by the CSIRO, it is open to all educational institutions (including pre-, primary and high schools, universities and homeschoolers). With over 2,000 observations from participants across Australia, we look forward to continued growth in 2026.



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



Message from our Founder

PlantingSeeds' mission to regenerate and educate in Australia's urban centres is being increasingly recognised and supported by leading environmental organisations, councils and corporates.

With growing awareness of the loss of nature and impacts of climate change, our B&B Highway initiative is seen as a highly effective program in these areas. It supports biodiversity – principally pollinators and plants – and counters urban heat.

The education, resources and actions in our Bed and Breakfasts for Biodiversity – our B&Bs – in four States result in an expanding regenerative urban highway.

All amplified by the growing connections of people, plants and pollinators.

Our extraordinary team led by our Manager, Kate Fraser, and Education Leader, Nicole Lewis, who steers our highly regarded B&B Highway program, has been involved in a range of activities that augments our suite of initiatives. Our chairperson, Anthony Kahn, ensures PlantingSeeds continues with professionalism and a sound sense of direction.

The latest figures attest to our success. The B&B Highway flagship program has been implemented in 227 locations in four States which translates to over 15,510 plants, approximately 15,531 participants and 6000 square metres planted.

The 2024 to 2025 year saw a completion of projects supported by Cumberland, Bayside, the City of Ryde and Inner West councils in Sydney and Melbourne, as well as WWF's Innovate to Regenerate Threatened to Thriving initiative and Responsible Wood. We continued our work supported by NSW Ports, the City of Ryde, and an extension of Responsible Wood's habitat program.

New grants and funding were secured from the inaugural Australian Geographic Awards for Nature. We were so thrilled to be one of three key organisations recognised. Others to highlight – an incredible and generous amount of funding from Penfolds Evermore for their inaugural grant round which saw us expand into South Australia; the Forest Hill Foundation, the City of Canada Bay Council, Ku-ring-gai Council, the City of Canterbury Bankstown Council, the City of Darebin Council, Willoughby City Council, Community Bank Epping, and Liverpool City Council – all demonstrate success and resonance.

PlantingSeeds is so thankful to be supported by a professional group of consultants, students and volunteers in many States.

We started with a grand vision and it is now being realised.

Dr Judy Friedlander
CEO & Founder, PlantingSeeds

Message from our Chair

2024 to 2025 saw a further expansion of PlantingSeeds' B&B Highway and a move into a fourth Australian State. This reflects the growing recognition of our organisation's ability to make an impact and match our evidence-based education program with practical and measurable actions.

Much attention on biodiversity is focused on Australia's regional and bushland areas. PlantingSeeds chooses to focus on our urban areas as they are often overlooked as important areas for regeneration and biodiversity support.

The State of the Environment Report states that 45 pc of significant fauna and 24 pc of plants are in towns, cities and suburbs. With approximately 90 pc of Australians living in urban areas, we can do much to help these significant and often threatened species.

And corridors and connections of small, regenerated spaces can help – the research backs this up.

Founder Dr Judy Friedlander continues to provide guidance, inspiration and expertise. Her book, *The Bee Squad: Boosting Biodiversity in your Neighbourhood*, published by NewSouth Publishing, is amplifying the key messages behind the B&B Highway around Australia.

There are innumerable ways that PlantingSeeds is assisted by professional organisations. There is valuable product support from Salesforce and Canva. The Landscape Foundation of Australia provides guidance and expertise. Of course, a huge thanks to law firm K&L Gates who assists us through providing a top-notch working space and legal services.

PlantingSeeds contributes to important education in citizen science through our work with iNaturalist and the Atlas of Living Australia and our annual national school B&B BioBlitz. We were, again, a presence at the Sydney Science Trail at the Australian Museum in August 2024 with ongoing planning for 2025.

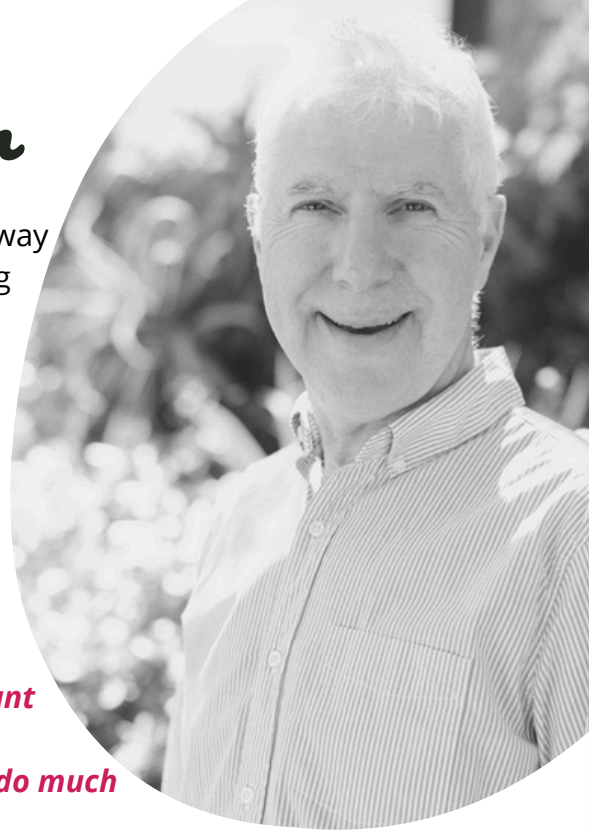
Charles Sturt University, CEA CAPA, the University of Technology Sydney and the University of NSW Landscape Architecture department provide dedicated interns that allow us to expand our offerings.

Support from organisations such as construction company, A W Edwards, Western Sydney Airport and Ventia, demonstrates sound partnerships for corporate/community collaborations.

A shout-out to the stellar management team and the growing number of educators and volunteers who are ensuring that PlantingSeeds walks the talk.

Anthony Kahn

Chairman of the Board, PlantingSeeds



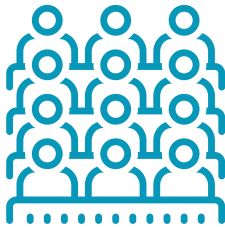
Our Impact

Participants

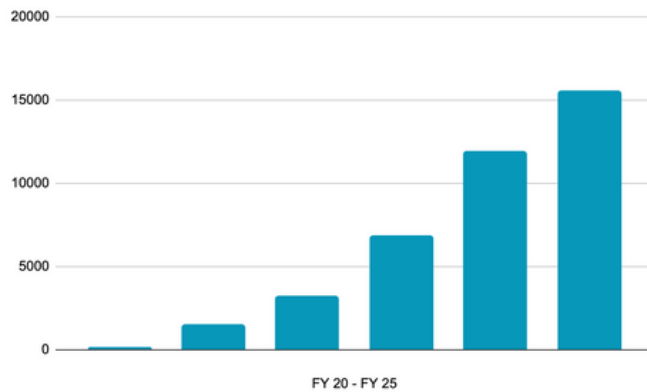
3,597 new participants including students, teachers and community members were educated through B&B Highway programs in 2025.

15,510

Participants in the B&B Highway education program since 2019



2020 - 2025



15,531

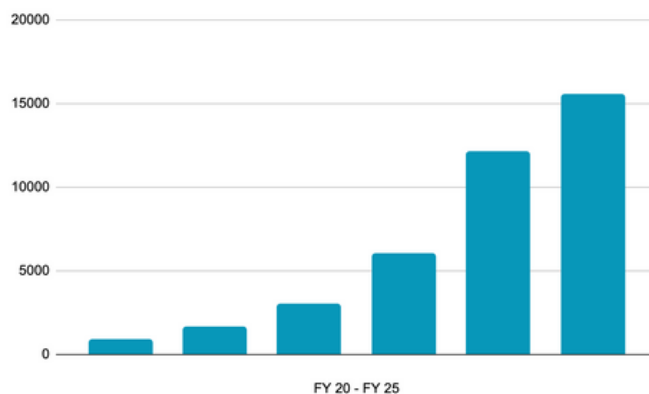
Plants planted across all B&B Highway sites since 2019

Pollinating Plants

PlantingSeeds' core team and volunteers planted 3,421 new pollinating plants to regenerate habitat for pollinators and help cool our cities.



2020 - 2025



Our Impact

227

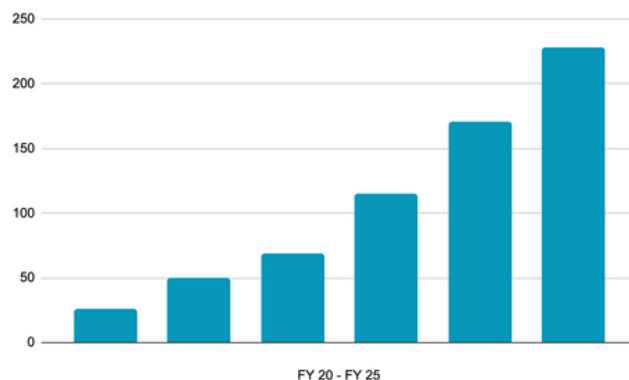
B&B Highway locations installed throughout NSW, Victoria, South Australia & Queensland since 2019

Locations

Throughout 2025, PlantingSeeds Projects' team installed an extra 56 locations, taking the overall total of locations to 227 since 2019.



2020 - 2025



Funding

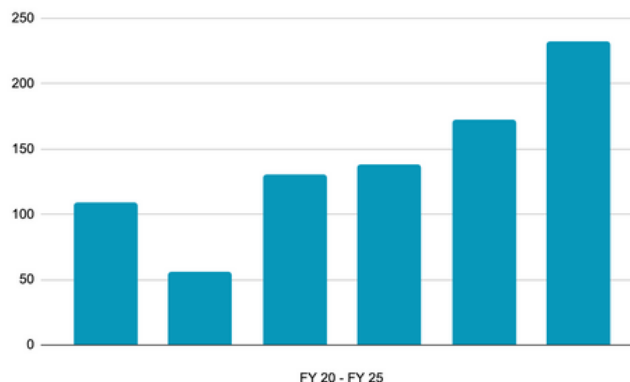
In 2024, PlantingSeeds was awarded grants from local and State Departments as well as further funding for the B&B Highway from related services and other projects.

232K

Grants and services' funding received by PlantingSeeds Projects in FY25



2020 - 2025



Speaking to our Impact

"Participating in the B&B Highway program has been an incredibly rewarding experience for our pre-school class. The children were fully engaged and absolutely loved every part of the program – from exploring native plants to learning about the importance of bees and other pollinators in our environment.

The program has not only helped us to explore environmental stewardship and connect citizen science more deeply into our curriculum. It has also inspired meaningful, ongoing conversations about caring for the world around us. We've seen the children develop a real sense of responsibility and curiosity about nature, and they've carried this awareness into their everyday play and learning.

For educators, the impact has been equally powerful. The program has given us greater confidence and understanding of how to both improve and maintain biodiversity in our playground. We've come away with practical knowledge about why biodiversity matters and how small changes can make a big difference. These lessons have helped shape our ongoing planning and have become a valued part of our teaching philosophy.

We are so grateful for the opportunity to be part of the B&B Highway program and would highly recommend it to any early childhood setting wanting to foster a deeper connection to the natural world and a genuine sense of environmental responsibility in young learners."

*Mowbray Place Early Learning Centre
Bianca Sykes, Early Childhood Educator*

"The Bee Squad is a must-have addition to your library of life. Everything you need to know to build a friendship, a relationship and the ultimate lifelong love affair with nature and all its beauty, and participants sharing the world with you and around you wherever you are."

*Costa Georgiadis
Presenter ABC and Environmental Advocate*

"We truly appreciate the effort and enthusiasm you and your team brought to the incursion. Thank you for your excellent organisation and for sharing your passion around biodiversity, pollination and countering urban heat with our students—they thoroughly enjoyed the experience."

*Drummoyne Public School, NSW
John Nguyen, Principal*

"One of my students with extreme behavioural issues was so focused and engaged in the B&B Highway program. In fact, that's the only thing he has ever been engaged with at school!"

*Five Dock Public School, NSW
Karl Sharp, SLSO & Environment Leader*

"Our students took part in interactive and well-structured presentations on native pollinators, biodiversity, and programs for monitoring and recording plant and insect observations. The expert knowledge shared was both accessible and interesting to the students, perfectly tailored to our group. Following the presentations, the hands-on activities brought the learnings to action. The students searched for native pollinators, planted a native garden to attract native insects such as the Blue Banded Bee, identified insects using iNaturalist, and constructed bee hotels. The excitement and engagement from the students were obvious during the sessions. They now regularly check the garden and can see the impact of their efforts on the school environment. This program has not only enriched their understanding of local biodiversity but also instilled a sense of responsibility and achievement."

*St Alban's Heights Primary School, VIC
Jimi Connal, Learning Specialist & ¾ PLT Teacher*

The Year in Review

2025 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 FY25 totalled \$232,000 and included those received from inaugural programs from Penfolds Evermore and the Australian Geographic Awards for Nature.

Thanks to these grants, we have been able to expand our core team in NSW, establish a team in South Australia, and 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 Western Sydney Airport, A W Edwards and Ventia hosting and supporting practical and educational regeneration of their own sites and local schools in their areas.

The third 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 Atlas of Living Australia hosted by the CSIRO.

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, Dr Judy Friedlander also launched her debut book, *The Bee Squad: Boosting Biodiversity in your Neighbourhood*, published by NewSouth.

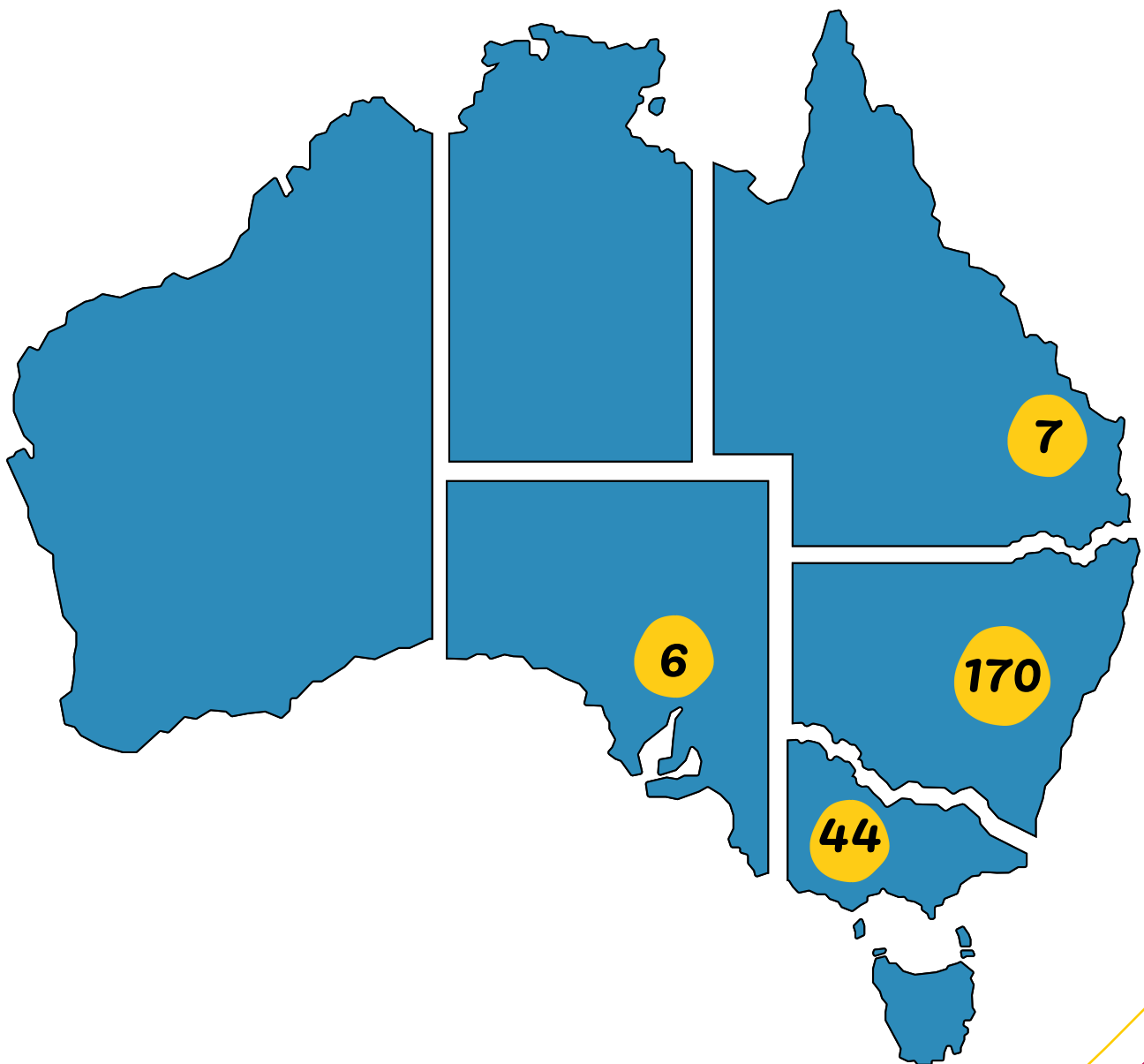
2026 is looking to continue this growth trajectory and expansion of plans for the B&B Highway program and PlantingSeeds Projects.

Key Highlights of 2025

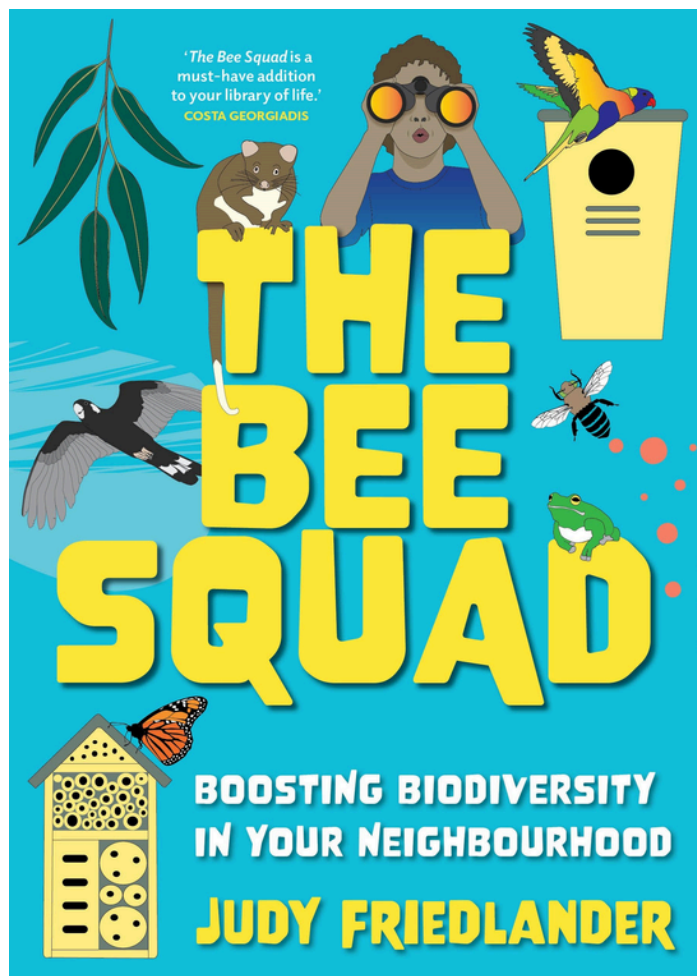
- 3rd National Schools' Citizen Science B&B BioBlitz
- Expansion of the B&B Highway into South Australia
- Outreach events including:
 - Sydney Science Trail at the Australian Museum
 - World Bee Day at 1 O'Connell
- Lunch n' Learn corporate sessions for A W Edwards
- New corporate partnership with Ventia and continuation of Western Sydney Airport partnership
- Strong links to Charles Sturt University, UNSW, UTS and CEA CAPA

Our Locations

Throughout FY 25, PlantingSeeds expanded to a fourth state - South Australia - taking the total of B&B Highway locations throughout Australia to 227. The map below shows distribution spread within each state.



The Bee Squad



The Bee Squad: Boosting Biodiversity in your Neighbourhood by Dr Judy Friedlander was released in February 2025 and published by New South Publishing.

The Bee Squad is a fun, informative and practical guide to help kids boost biodiversity in their own backyards. It gives families the information, tools and tips to make a difference and also provides teacher notes.

With an official launch hosted by Chrissie Goldrick from Australian Geographic and popular gardening guru and media personality Costa Georgiadis, ongoing promotions and events at libraries and bookstores in Sydney and Melbourne culminated with a workshop partnership with Flower Power stores in Sydney.

All proceeds from the book are being donated to PlantingSeeds. With The Bee Squad also spotlighting PlantingSeeds' B&B Highway, plants, pollinators and urban regeneration will benefit.



Our People



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

The PlantingSeeds' team has grown from strength to strength in 2025, with the expansion of the B&B Highway into South Australia a major highlight.

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

The core team of Kate Fraser and Nicole Lewis led by Founder & CEO Dr Judy Friedlander remained constant throughout the year. Educator Ella Swan broadened her responsibilities taking on a co-ordinator role for the B&B Highway program while IT lead Hilary Albert expanded her oversight across multiple platforms.

PlantingSeeds' offerings in NSW, South Australia, 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. Joining us in South Australia is Hannah Jones, Deidre Knight and Jamilla Moon who bring unparalleled local knowledge to the program. Our constant team of volunteers and interns assist educational programs.

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

Interns from Charles Sturt University's Master of Social Work studies, UNSW Landscape Architecture students, and UTS Bachelor of Science and CEA CAPA students from the USA added to the team's capabilities and capacity. Hilary Albert provides valuable database, GIS and technical assistance.

The continued support of the 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

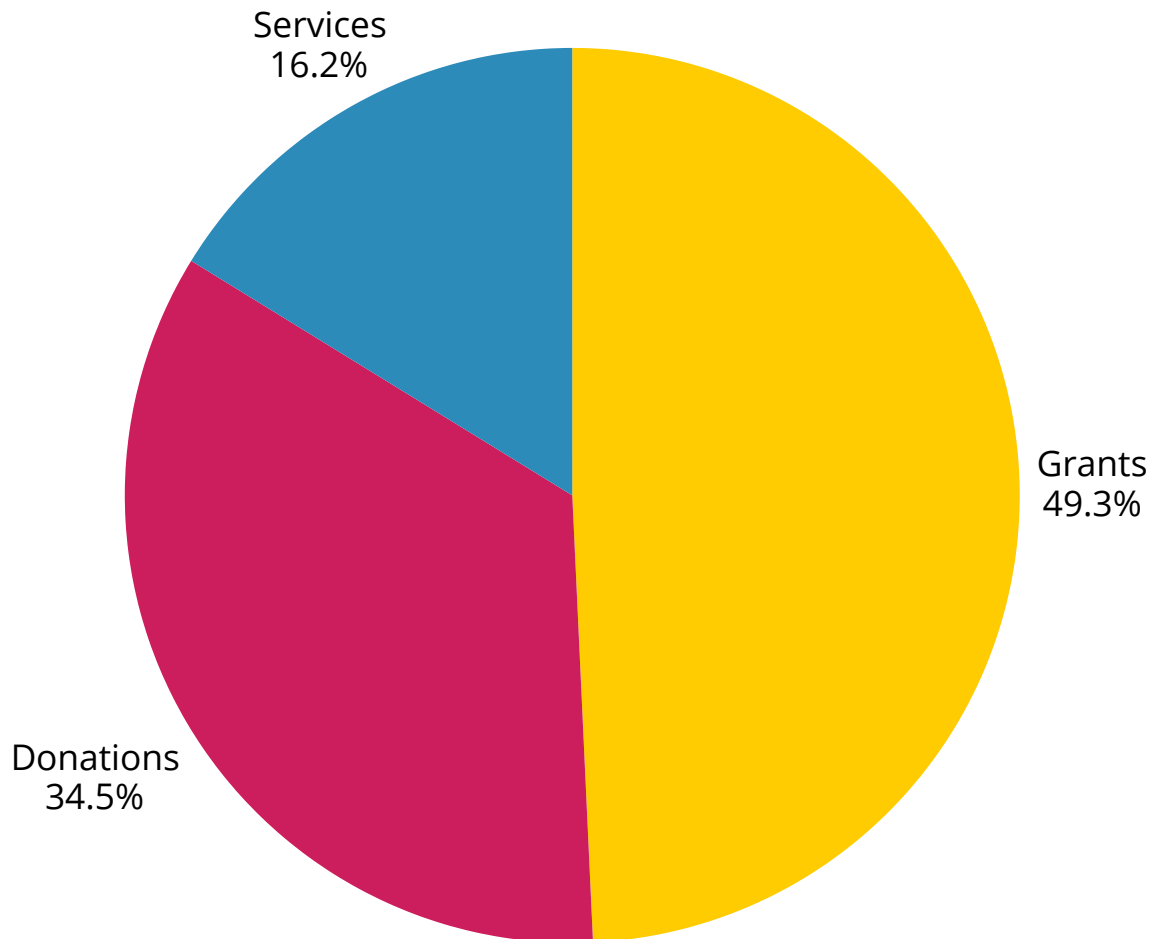
2025 has seen supporters from previous years continue in their association with PlantingSeeds with new organisations assisting the organisation's projects.

Supporters:

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
Make It Happen
Australian Institute of Landscape Architects
Landscape Foundation of Australia
Eastern Alliance for Sustainable Learning
Environment Education Victoria
Australian Native Bee Association
Salesforce
A W Edwards
WaterUps
Environmental & Zoo Education Centres
Indigigrow
Museum of Arts & Applied Sciences, Museum Discovery Centre
The Australian Museum
Australian Citizen Science Association
Responsible Wood
Canva
CEA CAPA
Cumberland Council
City of Ryde
City of Brimbank
NSW Ports
Penfolds Evermore
Australian Geographic
Canada Bay Council
Darebin Council
Epping Community Bank
Canterbury Bankstown City Council
Ku-Ring-Gai Council
Ventia



Funding & Income



Revenue from operations for the 24/25 year was approximately \$354k, an increase of approximately \$60k from the 23/24 year. This was due to a \$56k increase in Grants and a \$4k increase in Services' income. During the financial year, PlantingSeeds implemented programs derived from several large grants including Penfolds Evermore, Australian Geographic and NSW Transport.

Financial Statements

Balance Sheet

As of June 2025

Assets		
Current Assets		
Cash at Bank		
PlantingSeeds Project Account	\$1,027.30	
PlantingSeeds Public Fund	\$310,994.04	
Total Cash at Bank		\$312,021.34
Total Current Assets		\$312,021.34
Property, Plant and Equipment		
Office Equipment		
Office Equipment at Cost	\$432.95	
Total Office Equipment		\$432.95
Total Property, Plant and Equipment		\$432.95
Total Assets		\$312,454.29
Liabilities		
Current Liabilities		
Deferred Grants and Services		
GST Paid	\$54,460.00	
	\$6.00	
Total Current Liabilities		\$54,466.00
Total Liabilities		\$54,466.00
Net Assets		\$257,988.29
Equity		
Accumulated Funds		
Surplus/Deficit for Year	\$173,445.76	
	\$84,542.53	
Total Equity		\$257,988.29

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

Financial Statements

Profit & Loss Statement

July 2024 To June 2025

Income		
Grants	\$174,524.00	
Donations	\$122,297.00	
Services	\$57,457.86	
Total Income		\$354,278.86
Total Cost of Sales		\$0.00
Gross Profit		\$354,278.86
Expenses		
General Services	\$69,120.00	
Education Services	\$88,522.00	
Administration Services	\$12,423.33	
Marketing Promotions & Events	\$1,701.03	
Finance Cost	\$35.91	
Tech Hosting & Subscription Services	\$686.99	
Habitat Supplies	\$26,434.55	
Habitat Services	\$15,585.01	
Beekeeping Services & Hives	\$5,200.00	
Miscellaneous	\$2,341.69	
Video Comms Tech	\$1,653.90	
Membership and Licenses	\$402.00	
Transport, Delivery and Accomodation	\$9,008.59	
Water Infrastructure	\$21,716.92	
Insurance	\$4,031.01	
Legal & Accounting	\$321.00	
Signage Printing & Materials	\$11,328.69	
Total Expenses		\$270,512.62
Operating Profit		\$83,766.24
Other Income		
Interest Income	\$3,143.29	
Total Other Income		\$3,143.29
Other Expenses		
GST adjustment	\$2,367.00	
Total Other Expenses		\$2,367.00
Net Profit/(Loss)		\$84,542.53

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

2026 - The Year Ahead

Planting Seeds' flagship project, the B&B Highway, will continue to flourish with more locations planned and the initiative aiming to reach 275 locations by next financial year-end.

The organisation's work throughout NSW, Victoria, South Australia and Queensland will progress with plans to expand in peri-urban and regional areas as well as in major cities building on the expansion achieved in 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.

PlantingSeeds looks forward to working with corporate and research partners to continue to provide best-practice options that align with CSR and environmental programs.

Citizen science engagement in B&B locations will be another focus for 2026. 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. Our work with Ventia will continue into the next year and support growing corridors.

As we enter the seventh year of the B&B Highway, it is time to build upon our foundations and initiatives to develop further areas that sit alongside the existing program and allow for expansion within sites. New areas of development being explored include applications for biodiversity and food, how plantings can offset urban heat, and the all-important foundation of First Nations' learnings.

