



TreeProject

ANNUAL REPORT 2021



TreeProject acknowledges Australian Aboriginal and Islander peoples as the first inhabitants and traditional custodians of the lands where we live, learn and work to return healthy, sustainable indigenous ecosystems to the land.



Vision

- More indigenous plants to restore Victoria's healthy soil, waterways, and climate.
- Increased engagement of rural and urban communities in environmental restoration.



Mission

- Growing, distributing and planting healthy indigenous seedlings to return healthy, sustainable ecosystems to the Victorian landscape.
- Provide opportunities and volunteers to support landholders, land care groups and individuals conducting these re-vegetation projects.
- Provide effective educational tools and support for the community to propagate healthy indigenous seedlings for revegetation and restoration projects.
- Provide opportunities for businesses to invest in environmental restoration.



Focus

Continued improvement of organisational governance, policy development, operational efficiency and communications channels to become the trusted provider of:

- propagation of indigenous seedling practices in Victoria.
- information on the propagation of indigenous seedling and best practice conservation education.
- continued development of sustainable relationships with sponsors, patrons and other relevant and affiliated groups.



Contents

1. Message from the President	1
2. Meet the TreeProject Team	2
3. Operations	3
- Revegetation	4-5
- Nursery	8
- Volunteers	10
- Technology	11
- Communications	12
4. Acknowledgments - Donors	15-16
5. Financial Position Summary	18-19
6. Contact	21





Sowing the seeds for a sustainable future
1989-2021

Volunteer planting day at Hoddles Creek, 2021

“

*This investment is one for the
future generations*

Stephanie Menere, President

1. A message from our President

Over the last 12 months there have been some incredible advances with TreeProject. Moving to the digital age with website advances, two new staff members and a committee dedicated to growing, streamlining and increasing our positive impact, to name a few.

Like every other organisation, COVID-19 made our work more difficult. Yet because of all the wonderful people who support TreeProject, we are coming out without so much as a graze. Donations are increasing, future orders are growing and while planting has been a juggling act, we are working our way through planting close to 70,000 seedlings!

I would like to say a huge thank you to our TreeProject team, Louise Harvey, Alisa Fisher & Susi Milton. It was only a few months ago we welcomed Alisa and Susi to our team, but it feels like they have been with us forever. With their dedication and passion we are seeing greater relationships being formed, more streamlined processes and a knowing that the work they are doing is setting us up for future growth.

The operations of TreeProject are largely executed by volunteers, we are so grateful to have each and every one of you helping us to execute our mission to revegetate Victoria. It is the tireless efforts of people donating their time, that we can attribute our continuing success. This goes out to our growers, coordinators, planters, depot helpers, and of course the members of the committee.

This year the committee has put in many hours to set up the organisation for a sustainable future. If you see them around, please do remind them how wonderful they are for giving so much.

I could spend all day thanking people when it comes to TreeProject. It fills me with such gratitude to know there are people right around the corner willing to make sure they are part of the change we all want to see. This includes our donors who are able to support us financially. Elk The Label, The Hope Family Foundation, Davies Design & Construction and OneTomorrow have all been huge supporters this year. They, along with the many smaller donors, have given us the funds we needed to provide affordable seedlings to landholders, employ great staff, upgrade our computer equipment and implement a new website that connects us more efficiently to our stakeholders, grows our community and increases awareness of TreeProject. Every dollar counts and we appreciate every cent you are able to pass on for us to execute our mission.

We had hoped that by now we would have hosted our first annual Shin-Dig but COVID had other ideas. It is still happening, and we would love to see you all there! Keep an eye on your emails for updates. It will be a night of connection, fun and laughter.

Thank you for supporting TreeProject, it is people like you who are making the world a better place.

Stephanie

2. The **TreeProject** Team

Acknowledging

Members of TreeProject Public Fund Committee 2020/2021

Malcolm Ng | Peter Whittle | Kurt Van Wijck

Staff and Committee members of TreeProject Management Committee 2020/2021



LOUISE HARVEY
Nursery Manager



SUSI MILLTON
Manager



ALISA FISHER
Revegetation Manager



ANNIE ROBINSON
Volunteers (resigned)



GRACE ZHANG
Treasurer



STEPHANIE MENERE
President



TOM COLLINS
Vice President



ASGAR STURUP
Governance



JENNY CHIVERS
Volunteers



GRAEME HAMILTON
Governance



JOHN MCRAE
Secretary



LES TATE
Fundraising



SALLY SCHROEDER
Communications



3. Operations

"Tim Brown, Biodiversity Officer for the Yarra Ranges council, coordinates the Ribbons of Green program that supports new green corridors on private land to connect existing habitats. Tim and his colleagues work with landholders to assess suitable sites and species for each place, then help to source indigenous plants—sometimes from local nurseries, sometimes from TreeProject growers. But what really helps boost the rate of revegetation is people power, and that's where TreeProject comes in..."

And since the resilience of a patch of vegetation is related to its size, the long-term advantage of the Ribbons of Green and TreeProject partnership is that together we can foster larger plantings more quickly, which vastly helps the prospects of these new corridors!"

Written by Volunteer, Kate
Planting Volunteer, Ruby

Revegetation

TreeProject is all about repairing farm land, bushland and urban landscapes with the help of city and urban dwelling volunteers. Following the 30 year tradition, our **ReTree** program grows native seedlings in urban backyards that are planted out in the country. Landholders place their orders with TreeProject and the seedlings are germinated in urban backyards by volunteer growers, nursed through to Autumn or Spring, depending on which distribution has been elected, then planted back in the local areas. New volunteers are provided with training and guided by more experienced volunteer growers, creating a supportive and uplifting grower community.

We received a record number of orders this year and our network of 258 volunteer growers sowed the seed for 68,139 seedlings. This included orders for bushfire recovery, koala habitat and threatened ecosystems. We were delighted to have the support of Hope Lions who grew over 1,300 seedlings as part of a disaster and recovery project for the fire affected area of Corryong. Community spirit was alive and well after recent devastating bushfires with groups keen to do what they could to help. Five Rotary Clubs in East Gippsland joined forces to create the East Gippsland Rotary Fire Aid (EGRFA) Committee. This group of hardworking and passionate volunteers delivered various types of aid to fire affected communities including distributing 2,500 native seedlings to fire ravaged areas of east Gippsland.

TreeProject recognises diversity is important for supporting resilient ecosystems. Our revegetation programs aim to increase the diversity of species we grow for different vegetation types including ground covers, grasses, shrubs and trees. This year the total number of different types of species grown increased from 96 to 136.

Our **Ribbons of Green** program aims to help landowners of the Yarra Ranges restore habitat on their land. Each year the program aims to plant 60,000 seedlings including ground story, flowering shrubs, middle story trees and tall canopy trees. These plantings provide shelter for stock, habitat for local fauna and protect waterways. TreeProject was proud to contribute over 16,000 seedlings this year across 9 properties.



Revegetation

A highlight of the Ribbons of Green program are the volunteer planting days which provide opportunity for urban dwellers to connect with the landscape and rural landholders. Planting days provide the backdrop for new friendships, laughter and the type of satisfaction and wellbeing that only comes from old fashioned hard work.

TreeProject hosted 17 planting days this season with 260 volunteers planting 10,125 seedlings. An outstanding achievement considering COVID interruptions throughout.

Alisa Fisher,
Revegetation Manager



Orders - 45 orders from **43** landholders



Seedlings ordered and delivered
 53,078 Autumn
 9,659 Spring
 5,402 Nursery
68,139 Total



51,315 seedlings grown for Retree
16,824 seedlings grown for the Ribbons of Green program
10,500 seedlings grown for bushfire recovery across East Gippsland and the Upper Murray regions
4,500 seedlings grown for Koala habitat along the Mornington Peninsula
136 species grown



- Plantings
- 17 planting days
 - 10,125 seedlings planted
 - 260 volunteers
 - 1740 volunteer hours

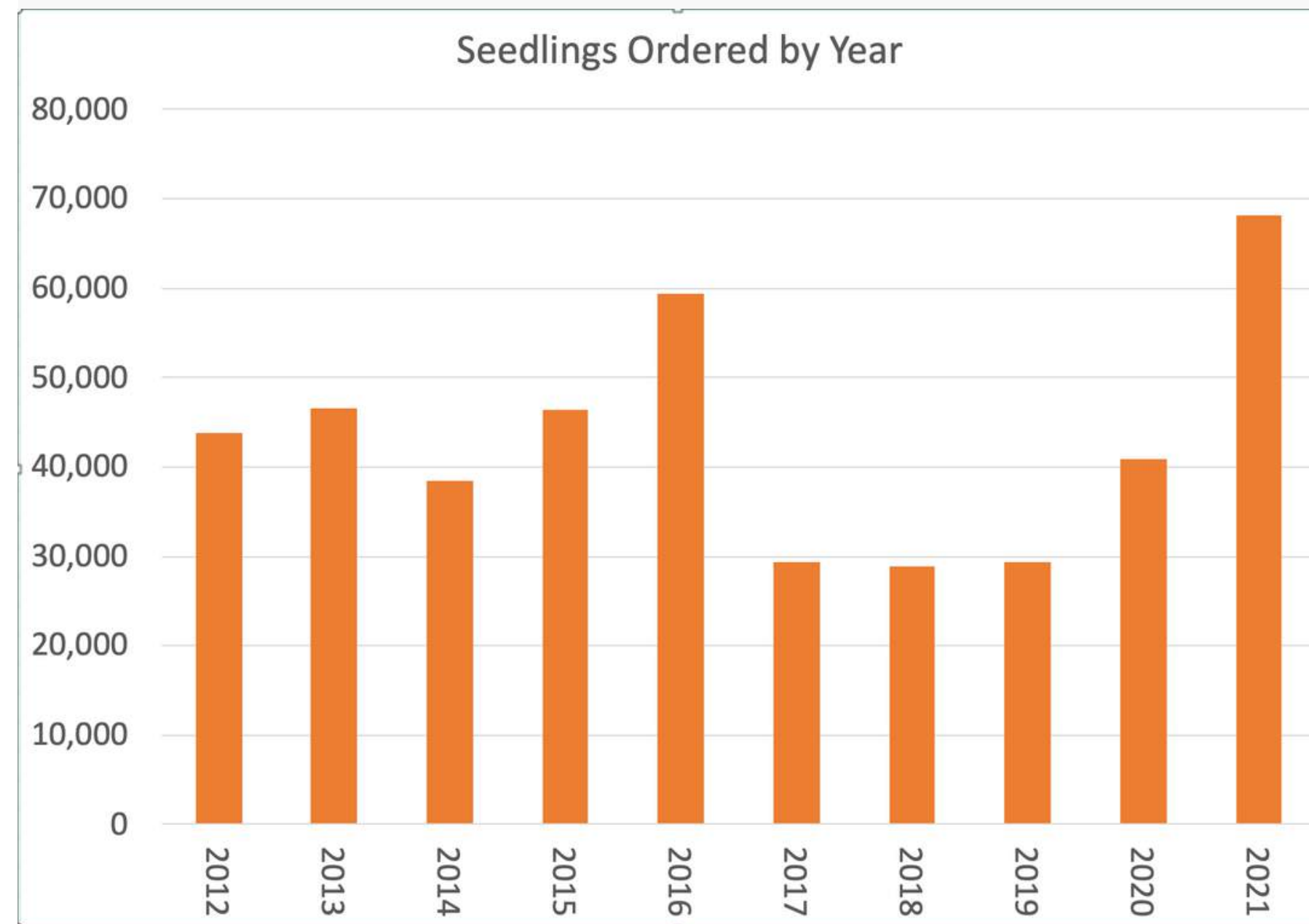
Top 3 species grown (overall)

Eucalyptus camaldulensis - River Red Gum

Acacia melanoxylon - Blackwood

Eucalyptus viminalis - Manna Gum

The graph shows the numbers of seedlings ordered by landholders each year. TreeProject propagates an additional 30% above these numbers and typically most of these additional seedlings are also planted out.



"I'm going to plant a million trees"

With that statement the idea for TreeProject was germinated by Belinda Gross and Maggie Macleod OAM 32 years ago.

From the Nursery

It has been an extremely busy and productive year for the TreeProject Nursery.

The 2020-2021 season was one of TreeProject's largest in number of orders, consequently it was also one of the largest for the nursery with 5,402 seedlings being allocated for propagation in the nursery.

The nursery began the 2020-2021 growing season by hosting five new grower training sessions – that in itself is an all-time high.

Later in the season the nursery ran transplanting workshops – to give new growers practice and to deal with the backlog of transplanting that needed doing before the weather became too warm.

In the following months and when covid restrictions allowed, volunteers continued to assist with transplanting and growers were able to come and transplant species from the nursery 'back-ups' to fulfill their orders where possible.

During the winter months the sowing and transplanting of winter germinating species has been underway. At time of print a combined effort between the nursery and one of TreeProject's expert growers, Karin G. has the number of transplanted seedlings at 3,100 plus.

**Louise Harvey,
Nursery Manager**





Volunteers are the essence of TreeProject

Committee member, Jenny

Volunteer Acknowledgement

Where would TreeProject be without our volunteers? Our volunteers come from every side of town, every sort of job, no job, in-between jobs, two jobs and so on. We think the world of them, we appreciate them and will support them the best way we can.

During my short time with TreeProject I have met many incredible volunteers; out in the paddocks, down at the depot, in the office and on the phone, our own Committee of Management are a true reflection of what it means to put others first. Thank you to the wonderful Committee who are behind the scenes creating and reviewing the policies, the documentation, developing the marketing campaigns, keeping our computer programs up to date and user friendly, making the big decisions, creating communications that keep people informed and of course making it possible for TreeProject to successfully have planted in excess of 2 million trees.

This year we have gathered volunteers through an online platform called Eventbrite, this has revolutionized our corporate bookings and registrations for planters, we will continue to use this next season. Thank you to our social media team who are ever so quick to get the comms out so everyone feels informed.

Our corporate planting bookings have been exceptional, it is a pleasure to be witness to the connection that occurs between colleagues out in the field, everyone in their gumboots, dirt on their hands and smiles on their faces.

The very kind and heartfelt sponsorship this year has made it possible to update our office equipment, we are so very grateful for your generosity.

Our wonderful team Louise and Alisa have been a pleasure to work with, always working to improve the status quo, looking to create a more efficient way of doing things, and we are all working hard to streamline our roles, no job is too hard for these women.

In appreciation,
Susi Millton,
Manager



*The smallest act of
kindness is worth more
than the grandest
intention*

Oscar Wilde

Technology

Much of 2020 involved 'dealing with COVID' issues and IT systems were moved to the cloud. In parallel with this, a dedicated volunteer, **Peter Hooke**, updated the 25 year old Access office system. The other major project was migrating to a new website that could process financial transactions automatically.

In 2021, we were able to draw breath and I was able to form a skilled and professional IT team. This consists of **Peter Hooke, David Hack, Nigel Pirie and Belinda McPhee**. We meet weekly with our technology provider, Revium, and plan out the work required.

Our major achievements for 2021 are:

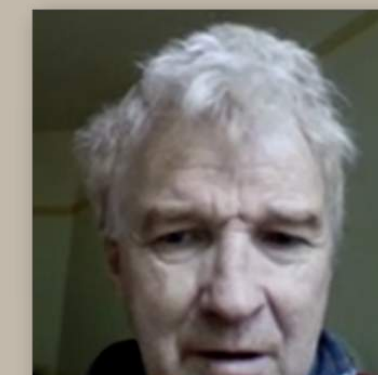
- Implementation of a grower seedling tracking spreadsheet (allows global view of tracking progress)
- Migration of the website into TreeProject hosting (allows full control)
- Addition of monthly and yearly donation options to the website (replaced manual system)
- Connection of web based transactions to the Redback database (to save data entry time)
- Ability to centrally record details of interactions with contacts (new feature)
- Implementation of Order Seedlings form which allows landholder to select from the 400 species offered by TreeProject (replaced paper system and manual invoicing)

There are also a myriad of smaller tasks that are required to keep the operation running smoothly (web updates, web security, development tools, address look up, data for comms, new laptops).

For the future, we'll be looking at improvements in grower seedling tracking and the best way to transition from our 25 year old Access office system to a modern system.

There is plenty of work to do so we are happy to welcome new helpers for the IT team.

John McRae,
IT Team



Nigel Pirie - top
Peter Hooke - top left
David Hack - top right
Mark Whitehead - bottom left
Belinda McPhee - bottom right
John McRae - far bottom right

Communications

The past year has pleasingly seen a significant increase in communication with TreeProject stakeholders across all channels. The overarching strategy focused on achieving increased brand awareness together with elevated connection and meaningful engagement with the TreeProject community.

The strategy included the delivery of: electronic direct mail campaigns, survey, regular news and event website updates, monthly e-newsletter publications (The Leaflet, started April 2021), social media campaigns and analytic analysis. Social Media content was delivered on a regular basis in an informative and positive manner, recognising and acknowledging significant events and key stakeholders. No paid campaigns were carried out over this reporting period and the communications role was carried out on a voluntary basis.

We aim to further elevate connection and awareness of TreeProject across Victoria to reach targeted revegetation growth and grow engagement. A warm thanks goes to **Debbie Ho**, who has professionally managed the Facebook page for many years, and to **Rhiana Du** and **Isabelle Harris** for social media support.

Sally Schroeder
Communications

1 July 2020-30 June 2021

PAGE LIKES: 1, 532 **19% increase**
PAGE REACH: 33,419 **1.2k% increase**



POST REACH: 838 **1.4k% increase**
FOLLOWERS: 324 **84.09% increase**



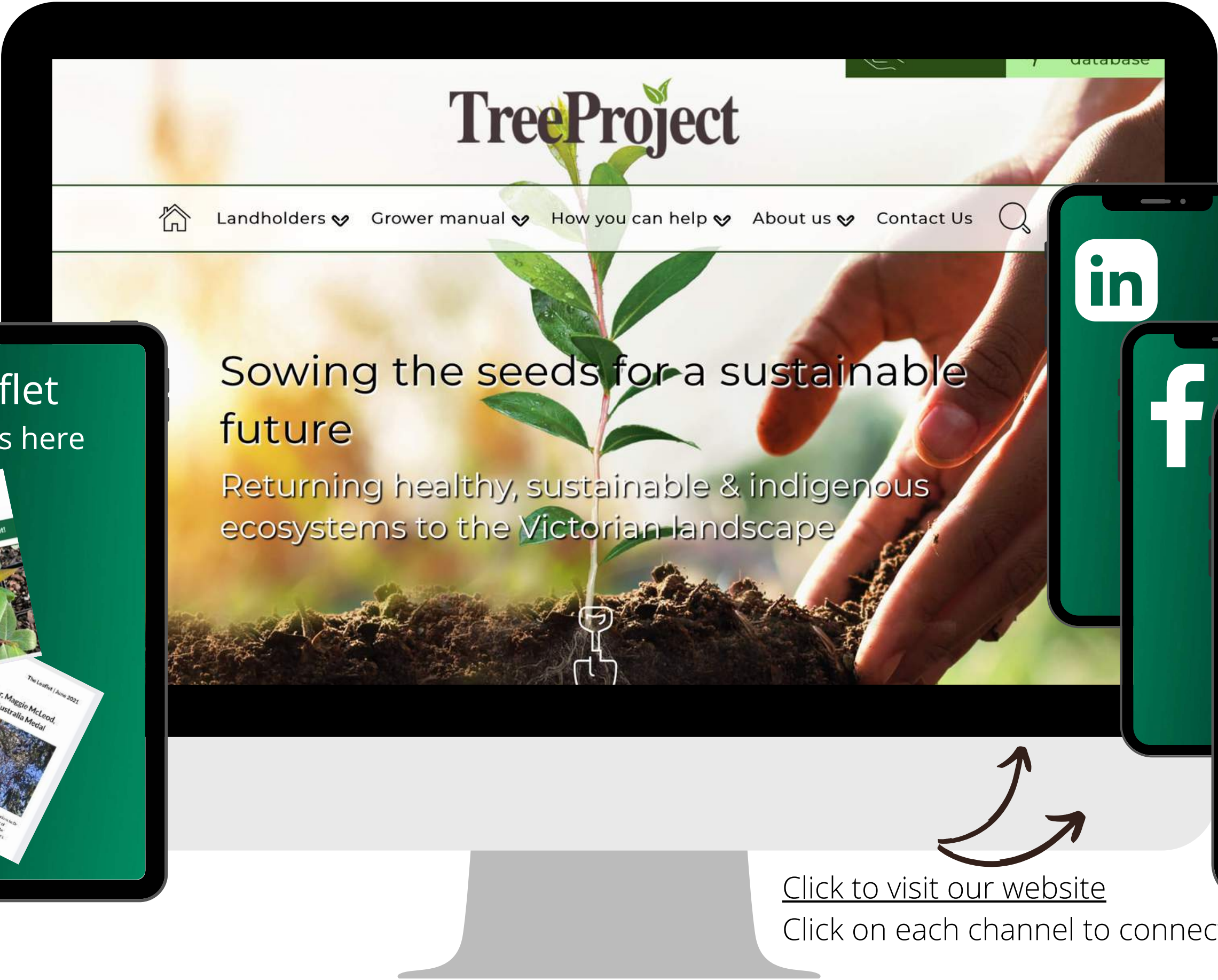
Highlights for the year include:

- The Leaflet: monthly communication with community providing event updates, volunteering opportunities, donor recognition, links to topical and general news and updates
- Significant increases in both followers and reach (the estimated number of people who saw any content from our page or about our page, including posts, stories, social information from people who interacted with our page) across Instagram and Facebook channels
- Consistently achieving above industry rates in electronic direct mail campaigns
- TreeProject LinkedIn page started in February 2021
- New website launched December 2020

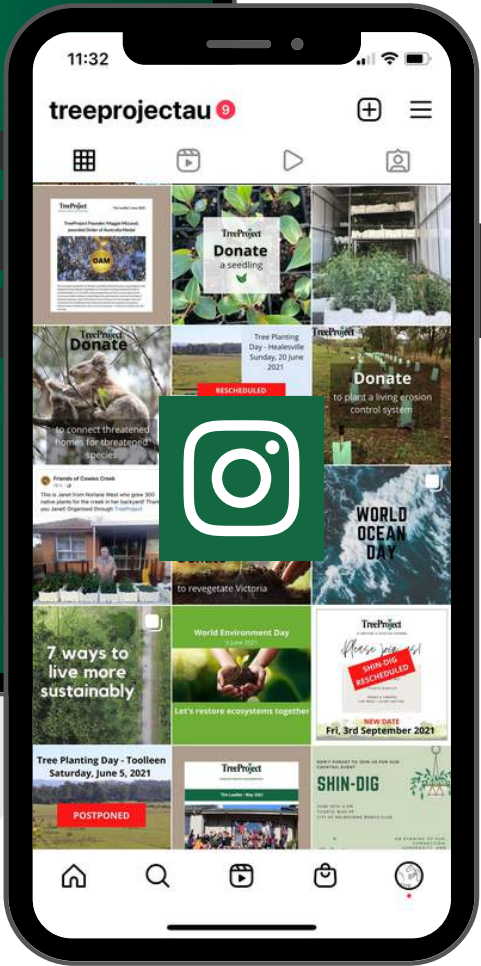
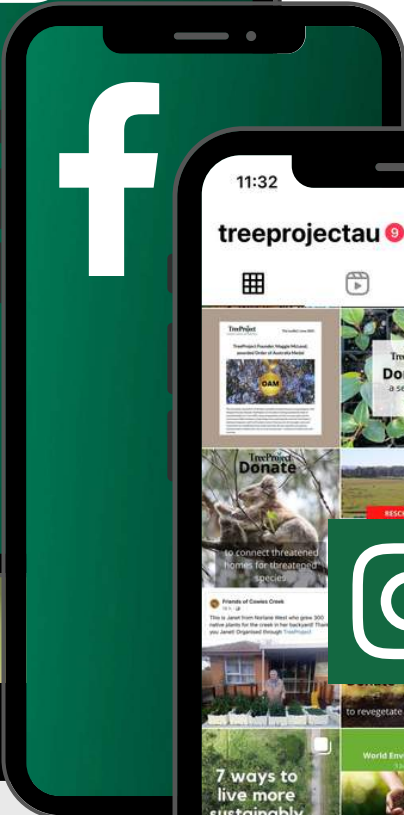
Connecting and communicating



[Click to catch up on the latest events and news](#)



[Click to leave us a google review](#)



[Click to visit our website](#)
[Click on each channel to connect on Social Media](#)





4. Acknowledgments

TreeProject acknowledges with thanks each and every supporter who has so generously donated over the financial year. This support affords TreeProject the opportunity to continue the important revegetation work that is being carried out across Victoria. It provides the funding needed to train and support volunteers to enable them to grow robust, healthy seedlings for landholders.

Special mention to TreeProject's leading donors during the 2021 financial year and businesses who have registered their details with TreeProject to donate on a regular basis in accordance with business criteria.

Thank you to all TreeProject supporters



Major Donors 2021

ELK

align



Leading supporters 2021

The Hope Family Foundation
Chris Brosch (RedRock Natural Therapies)
Christopher Dodds (Icon Agency)
Juri Megarrity (Aspect Tree Management)
Peter Lemon



align™

ELK





Donation growth
12%

Operating profit
\$63,402

Cash balance
increase \$88K

Financial Position Summary

TreeProject financial position summary to be read in conjunction with accompanying Annual Financial Association Report
**During the financial year, the recognition of seedling sales was changed from a cash basis to an accrual basis, with recognition in the profit and loss upon delivery of the seedlings to landholders.

Income and Expenditure Statement

TreeProject Inc
For the year ended 30 June 2021

	2021	2020
Sales		
Merchandise Sales	215	29
* * Seedlings Sales	23,688	35,891
Total Sales	23,902	35,920
Cost of Sales		
Purchases	13,467	6,106
Nursery Management	33,233	11,576
Tools/Depot/Planting	2,318	5,532
Total Cost of Sales	49,017	23,214
Gross Surplus	(25,115)	12,707
Income		
Grants	500	-
Donations	151,000	134,413
Membership Fees	5,720	9,033
Total Income	157,220	143,446
Other Income		
Interest Income	802	1,355
Cash Flow Boost	20,000	-
Other Revenue	-	1
Total Other Income	20,802	1,356
Total Income	152,907	157,508

	2021	2020
Expenditure		
Accounting Services	-	136
Accounting System Cost	571	560
Bank Fees	1,652	1,267
Communication Costs	357	1,187
Depreciation	3,585	229
Employment Expenses		
Annual Leave	2,809	(3,174)
Long Service Leave	-	(4,041)
Wages and Salaries	43,020	48,587
Superannuation	3,938	3,396
Work Cover	425	-
Total Employment Expenses	50,191	44,768
Events	1,544	-
Insurance	1,768	1,718
Internet Hosting	514	769
IT Works & Development	13,136	100
Marketing & Promotions	328	1,023
Meeting expenses	2,285	1,059
Membership subscription	718	356
Office Administration	253	-
Office Rent	9,797	7,243
Postage	83	514
Printing & Stationery	771	693
Repairs and Maintenance	416	214
Travel and Accommodation	1,536	-
Total Expenditure	89,505	61,836
Current Year Surplus/(Deficit) Before Adjustments	63,402	95,673
Net Current Year Surplus After Adjustments	63,402	95,673



Financial Position Summary

TreeProject financial position summary to be read
in conjunction with accompanying Annual Financial
Association Report



Assets and Liabilities Statement

TreeProject Inc As at 30 June 2021

	NOTES	30 JUN 2021	30 JUN 2020
Assets			
Current Assets			
Cash and Cash Equivalents		270,021	181,889
Trade and Other Receivables	3	11,624	17,568
GST Receivable		1,130	-
Total Current Assets		282,775	199,457
Non-Current Assets			
Plant and Equipment and Vehicles	5	-	458
Intangibles	6	24,939	27,509
Total Non-Current Assets		24,939	27,967
Total Assets		307,714	227,424
Liabilities			
Current Liabilities			
Trade and Other Payables	7	3,619	1,946
GST Payable		-	1,821
Deferred Income	8	14,491	2,492
Employee Entitlements	9	3,939	(1,106)
Total Current Liabilities		22,049	5,153
Other Current Liabilities			
Credit Card		-	8
Total Other Current Liabilities		-	8
Total Liabilities		22,049	5,161
Net Assets		285,665	222,263
Member's Funds			
Capital Reserve		285,665	222,263
Total Member's Funds		285,665	222,263





6. Contact Us

treeproject.org.au

(03) 9650 9477

info@treeproject.org.au

3rd Floor, Ross House

247 Flinders Lane, Melbourne VIC 3000



YouTube

