



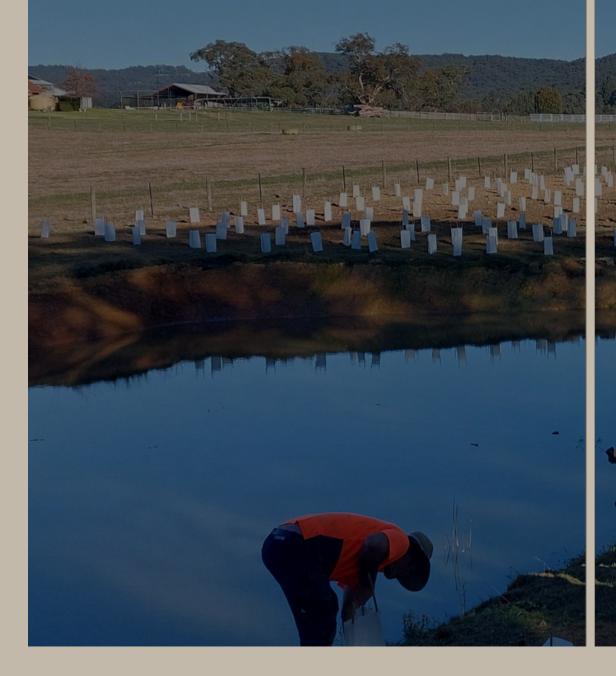
2022

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.



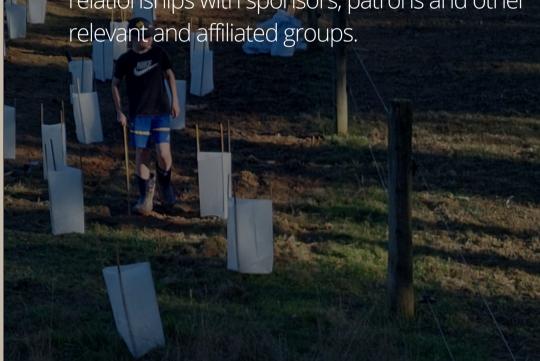
Mission

- 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 seedlings and best practice conservation education.
- continued development of sustainable relationships with sponsors, patrons and other relevant and affiliated groups.



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TreeProject





Snapshot of the 21/22 Season

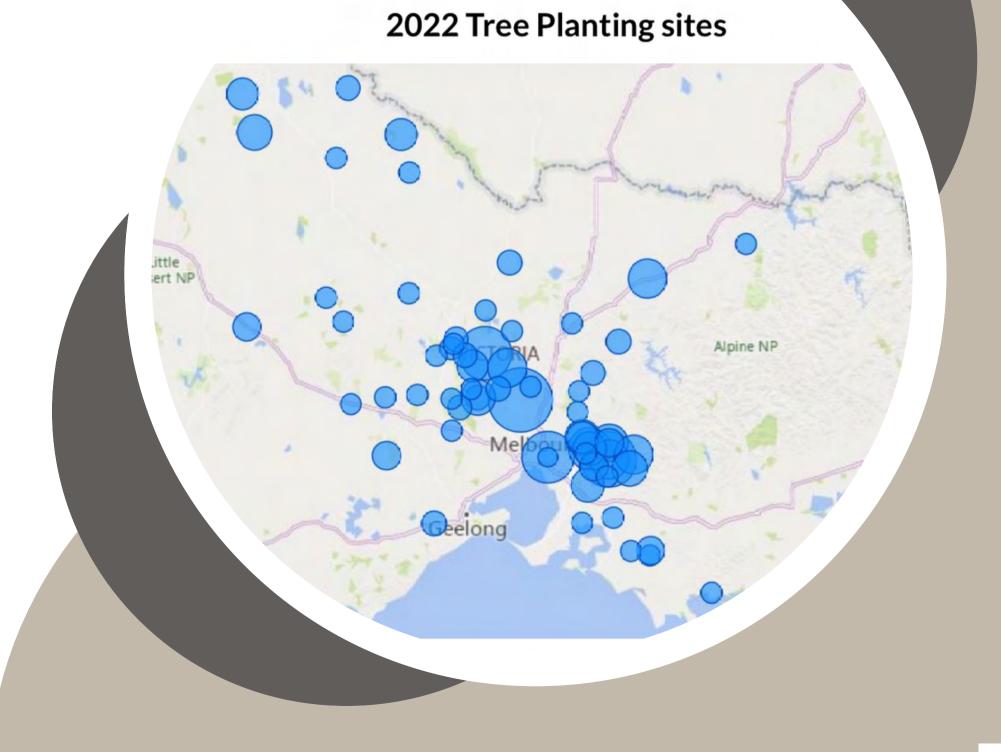
141K SEEDLINGS SOWN

373 No of volunteer growers

No of volunteer grower coordinators

44 No of planting days

No. of corporate groups who attended volunteer planting days





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1. A message from our President

TreeProject started with a few people who took it into their own hands to tackle climate change and the revegetation of Victoria. We are now more than a few people but every one of us can say that we believe in a better future and that we will make the effort to make that change a reality, with our own hands, effort, and resources.

In the short time I have had the privilege to lead TreeProject I have seen an incredible amount of growth. Which equals greater impact, greater reach and more people connected in the name of restoring our beautiful earth.

In the last twelve months, we have had over **2,000 people volunteer in different capacities**. Allowing us to **grow 141,000 seedlings** and **plant over 40,000 seedlings**. It just shows what a brilliant organisation TreeProject is and how committed our volunteers are.

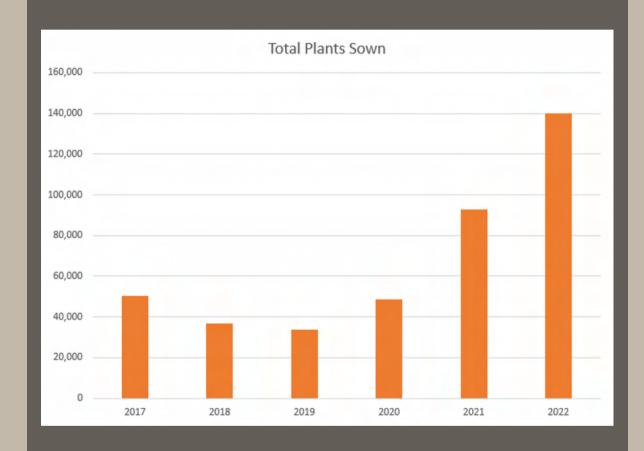
To every one of you who has put their time and resources into TreeProject, I salute you, you are paving the way for a brighter and more sustainable future, one seedling at a time.

With this growth has come challenges, some of you would have noticed this in our last distribution. I want you all to know that the Committee, staff and myself are all committed to ensuring we improve our processes and make sure the work you do for us is effortless and easy.

After taking a moment to breathe when the final packs of seed were delivered, our first priority was to review the prior distribution and 12 months so that we could understand exactly how to improve and ensure a smooth one follows.

...greater impact, greater reach and more people connected in the name of restoring our beautiful earth.

Stephanie Menere, President



The major and most immediate key to that improvement was our staff. We promoted Susi to Manager of TreeProject and hired Jessica and Kathryn to support her. These three incredible women, along with Louise at the nursery, have been working tirelessly to plan, execute and communicate a more seamless distribution this year. You would have noticed how well planned the plantings were and you can expect this level of organisation in everything we do in the future.

The other key element is to improvement is our IT systems. This one has been in the works for a while, it is a big investment for TreeProject and we want to make sure the systems we are implementing are setting us up for future growth. We are expecting to have a new system implemented in the coming 12 months. Please help us to utilise this when it comes by opting into the use of self-service portals and keeping an eye on your emails for instructions. In the last year we also employed Peter Hooke, a long-standing volunteer of TreeProject, so that we could have someone on the ground to support our IT needs and create change faster.

While last year's distribution was messy at times, it did shine a light on how many people we rely on, how dedicated those people are and how focused we all are on the same outcome. In our moments of need, volunteers rolled up their sleeves and stepped up to do everything they could to help our organisation to achieve its goal. It is part of our mission at TreeProject to connect country and urban communities together and to create unity amongst individuals who want a more sustainable future. In the last 12 months, the beauty of human connection shone bright.



Stephanie Menere (centre) pictured with past Presidents Lyn Groke (left) and Kurt van Wijck (right)

We couldn't do what we are doing without the financial support of all our donors. Each dollar that is contributed is carefully used to build a sustainable business and every single dollar counts. We have so many wonderful donors, both individual and businesses. I wish I had the space to write and personally thank every one of you who has contributed to TreeProject as when I say each dollar counts, I mean it. The contribution from one person can help us to plant multiple seedlings. The support from one business like ELK The Label can pay for a full-time staff member and as we have seen this year, when we combine them all it provides us the resources to grow 141,000 seedlings!

Instead of thanking you all one by one here, I encourage you to join us at the thank you events we will be holding throughout the year as well as at the Shin Dig, the fundraising evening that will go ahead this year! I look forward to the opportunity to meet those of you I haven't and to say thank you to each of you.

The Committee, staff and I want to see TreeProject continue to grow, revegetate, and connect people together. It is through our current community that I see our opportunity to grow, if you know anyone who aligns with our mission, please invite them to join our community. We are constantly on the lookout for more organisations to partner with, more individuals to support our staff and more opportunities to tell Australia about the work we are doing and why we need to do it.

Let's continue to unite, to grow and to make the world a better place.

Slephanie

Stephanie Menere President

2. The TreeProject Team Acknowledging

Members of TreeProject Public Fund Committee 2021/2022

Malcolm Ng | Peter Whittle | Kurt van Wijck

Staff and Committee members of TreeProject Management Committee 2021/2022



SUSI MILLTON

Manager
(Staff)



Nursery Manager (Contractor)



Data Base Analyst (Contractor)



JENNY CHIVERS

Volunteers (Committee)



STEPHANIE MENEREPresident (Committee)



TOM COLLINSVice President
(Committee)



JOHN MCRAE
Secretary (Committee)



Governance (Committee)









2. The **TreeProject** Team

continued

Staff and Committee members of TreeProject Management Committee 2021/2022

Outgoing







Incoming Staff





Incoming Committee Member



Incoming Finance Volunteer





It is with a deep appreciation that I sit in the Manager's chair to reflect on what an incredible year we have all had. Thank you to everyone for your resilience and support of TreeProject because we simply cannot do it without you.

There is a big thank you to our incredible 373 volunteer growers who grew a massive **141,000** beautiful seedlings, you can tell that the seedlings have been well cared for and we hope it has been a rewarding experience for you. It was a long growing season, thank you for your feedback, we are working on reducing this time period for next season.

Thank you to our Coordinators, these 47 well-organised, experienced growers have done an outstanding job. They are the backbone of TreeProject, giving advice and guidance to our new growers, while supporting our returning growers. We really appreciate your attention to detail.

Talking through the vision of the Landholders is truly inspiring, working together with our team to make that vision come to life is an honour. TreeProject's aim to revegetate, create a sustainable change for landholders at an affordable cost has always been the priority, the cost of seedlings has not increased for a number of years. The Committee of Management has maintained this price to make it accessible for everyone. The cost of supplies has been gradually increasing and as a result, there is a need to review of our costs. This will be conducted in 2022.

Participating in planting days on beautiful properties around Victoria, is definitely one of the perks of the job.

We have had a big team of supervisors this planting season. A huge thank you to Louise for leading the way. Thank you to Jenny Chivers (Committee member), Belinda McPhee (TP, Tech team), Lidija Veljanovsk, Deena Ryan, John Pinniger, Ruby Goldsmith, and Erin Hynd for volunteering. Their time was spent sharing their days with eager volunteers that are sometimes first-time planters, growers who want to plant out the beautiful seedlings that they have grown and experienced growers who just want to plant trees. Thank you to each of you, you bring your personality to each of the planting days, and teach people how to respect and look after our environment.

We had a record number of planting days - a record number of corporate planting groups and individuals this season, we continue to bring the city to the country. Seeing the faces of lots of people whose first time it is to the country, through signing up to attend a planting day with TreeProject, is exhilarating.





Colleagues standing in their gumboots, dirty hands and big smiles on their faces looking back down the paddock with that enormous sense of achievement is a wonderful sight. The comradery between people planting the beautiful seedlings in the rain, wind and of course bursts of sunshine is moving.

The **Ribbons of Green program** which aims to help landholders restore habitat in the Yarra Ranges area is led by Council's Biodiversity Extension Officer, Tim Brown. Tim has been fundamental in incorporating TreeProject into their very successful program, we look forward to another great year with Council.

In the office we have had two additions to the team, please welcome Jessica. TreeProject's Volunteer Administrator, Jess has been with us for three months and has been overseeing the planting days, making sure clear communication is occurring for each of the 44 planting days; the planters have as much information as possible to streamline their day/s, the Landholder knows exactly who and how many people are on their property, and the supervisors have updated volunteer details, site and planting information. Well done Jess! Jess is now organising the grower training days which have started and will continue to the end of the year - until everyone is trained.

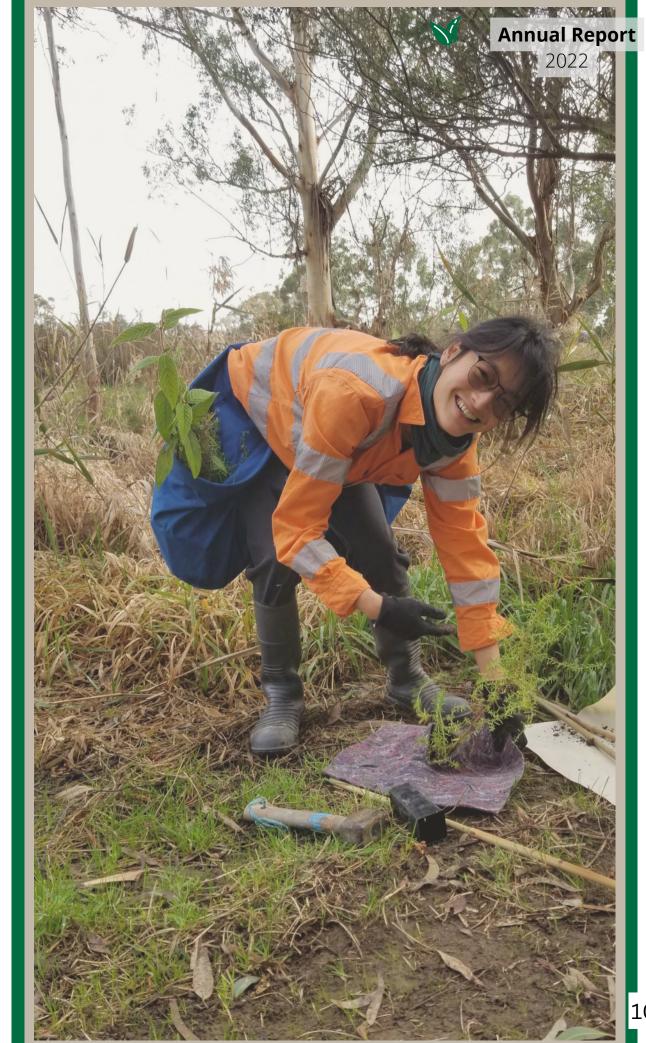
A special thanks to all our trainers. Teaching is a special skill, it takes patience and remarkable effort. We take our hats off to each of you who take time out of your day/s to impart your knowledge and share your experiences, thank you. It is very important that all our growers are sowing, the same consistent way.

The other addition to our team is Kathryn, who has been with us for two months and is the new Revegetation Coordinator. Kathryn is super keen and eager to get to know the many pieces of the TreeProject puzzle. Kath's focus has been getting to know Landholders and ordering the seed in preparation for the new growing season. We welcome her to the role.

Another thank goes to Karin for leading the seed packing, Karin's knowledge of seed is supreme and we are very lucky to have her volunteering her time and sharing her knowledge.

TreeProject is very serious about recycling and reusing, a massive thank you goes to the incredible efforts of the depot team who weekend after weekend clean during spring, wash and pack our forestry tubes ready for distribution. This big operation and dedicated group have been meeting here year after year to keep waste down and reduce the amount of plastic purchased – thank you, thank you, thank you.

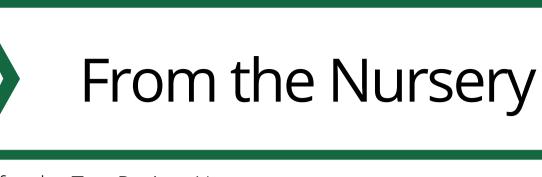
Susi Millton - Manager











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

The 2021-2022 season saw, yet again an increase in the number of orders for indigenous seedlings, consequently it was another big year for the nursery with, at times up to 5,300 seedlings, in varying stages of growth being held at the nursery.

The TreeProject Nursery began the 2021-2022 growing season by hosting new grower training sessions.

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

For the 2021-2022 season, Alisa, the previous Revegetation Manager, instigated a Spring grower cohort with the Nursery as 'landholder'. These growers provided much needed backup with species that were historically difficult to grow, had low germination rates or needed cooler conditions for germination.

During the 2022 winter months the sowing of winter germinating species has been underway. Once again, one of TreeProject's expert growers, Karin G. has also sown trays of winter germinating species to cover the expected orders.

Finally, a huge thank you to all those volunteers who worked tirelessly to make the 2021-2022 season happen, your commitment is extraordinary and heartening.

Louise Harvey, Nursery Manager

Volunteer Acknowledgement

We have a number of volunteers who join in the working bees and distribution days, we cannot do it without them, they get covered in soil, pack sand, smoke, fertiliser and stand in the sun to make sure every box has exactly the right amount in it, thank you to each one of you. Thank you to Graham and Jeanette for the use of your machine to fill the boxes, we really appreciate your effort each year.

Our Committee of Management are a group of dedicated people that want to make a difference, they work behind the scenes, some of the members clean the tubes, some of them plant seedlings, some of them are onsite during distributions, all of them are committed to TreeProject.

John is the type of person who jumps in when needed, his role as secretary and IT support was added to during his temporary seat in the revegetation role. John did an amazing job helping to support and organise the 2022 growing season, well done John and thank you. The tech support group that meets weekly to improve our systems and make the people on the ground's life easier, we thank you wholeheartedly.

Social media has played a big part in TreeProject's ability to reach out and have an impact on the wider community, Sally our communication expert and her small team of helpers have been the driver that have created TreeProject campaigns that are informative, interesting and are getting results, a brilliant effort.

























Volunteer Acknowledgement (

Peter who works tirelessly on the program that enables TreeProject's landholders to order, species to be held, growers to be linked to coordinators, supplies systematically to be tallied, etc etc thank you for your knowledge and training.

Debbie has been managing the Facebook posts for a number of years, keeping everyone informed, seeking volunteers for various roles, she is a true asset, and we value Debbie's time and effort, thanks Deb.

Stephanie, our President, the glue that holds us together, thank you for mentoring, your support and your vision. You are a breath of fresh air, and I am so grateful for your commitment to TreeProject.

We are expecting another big year of orders, we are working behind the scenes to make sure we have everything ready to go. We value all our volunteers and staff, every single person from our sponsors to our members, to people that read our newsletter, you make a difference for our environment and it's my pleasure to work alongside you.

Susi Millton - Manager







The IT team continued to meet weekly over the last year. Most of the work is "behind the scenes" but

The core group consists of Peter Hooke, David Hack and Belinda McPhee. Tim Shepperd also joined the team in April and has assisted with his expert technical skills.

Our major achievements for the last year are:

it's all necessary to keep TreeProject running.

- Maintenance of the website and its connection of web based transactions to the Redback database (to save data entry time)
- Updates of Landholder Order Form and Grower Application Form to provide extensive introductory information (users can gain a full understanding of what is required before they sign up)
- Improved messages in confirmation emails with reminders of alternative ways to support TreeProject (membership, donations, volunteering, etc)
- Continuation and improvement of the cloud based seedling tracking spreadsheet (allows global view of tracking progress)
- Major review of the species offered by TreeProject. This included the matching of all species with VicFlora, the alignment of all species related data in the central database (Redback) and the publicly available Web Seedling Database on the TreeProject website. Further work was also completed on the deduplication of photographs and the addition of missing photos.
- Virtual phone system allowing remotely located staff to make can make and take calls as though they were in the office.



Annual Report 2022

There is also a myriad of smaller tasks that are required to keep the operation running smoothly. This cover areas such as web updates, web security, development tools, version control, server and email monitoring, reports, new laptops and support for staff.

A considerable amount of work has been put into the "Systems Uplift" project which will allow TreeProject to transition from our 25yo Access office system to a modern web based app.

There is plenty of work to do so we are

There is plenty of work to do so we are happy to welcome new helpers for the IT team, particularly in analysis, development, testing and documentation.

John McRae IT Team Leader











Looking to the future...











Communications



The Communications Team are pleased to report that TreeProject communications continued to consistently increase during the 2021/2022 reporting period. Regular input across all channels of communication resulted in a steady growth in brand awareness and connection with like-minded communities (eg: one of our posts reached 2,199 accounts, was shared 51 times and received 88 reactions.)

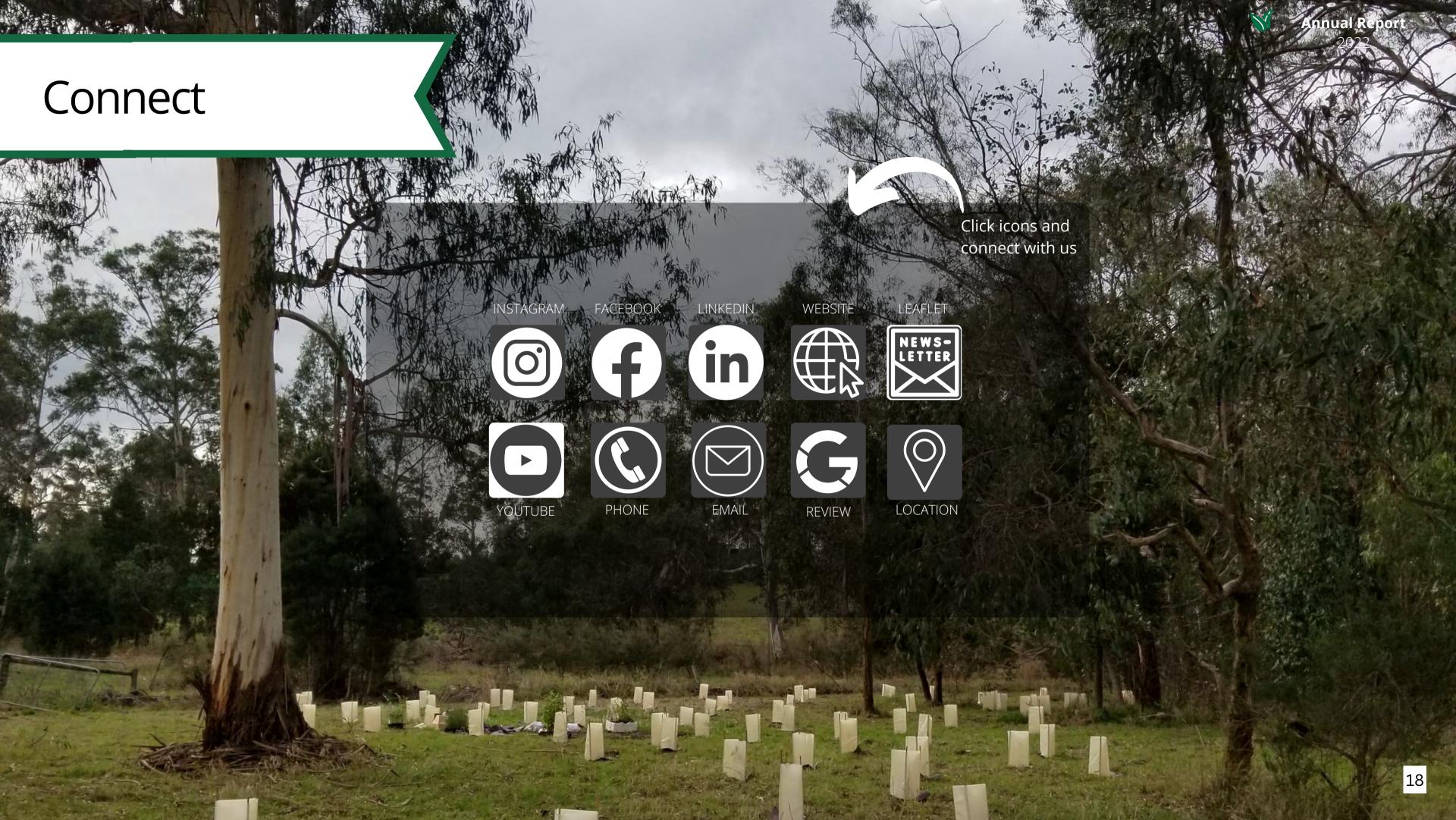
Strategy to increase brand awareness and engagement included email campaigns, postings to Facebook, Instagram, LinkedIn, analytics assessment, monthly e-newsletter publications - The Leaflet, and relevant website updates.

Over the reporting period, we gained 270 new Facebook Page likes and 149 new Instagram followers. Whilst Facebook reach, page and profile visits remained steady, the estimated number of unique Instagram accounts that saw any of our posts or stories at least once saw a 333.3% increase with a 55.7% increase in the number of profile visits.

Ten editions of **The Leaflet**, our monthly community update, were published over the year. The Leaflet is well received amongst the community receiving an estimated 45.79% open rate (industry standard 30.91%) and 8.51% click rate (4.63% industry standard).

Thanks to Sally Schroeder, Debbie Ho, Rachel Smith, Rhiana Du, Ashana Wicks, Linda & Gina Hogg, who have all made a contribution during the year. The Communication team is 100% volunteer based, and there has been no investment in paid campaigns to date.

Sally Schroeder Committee - Communications



4. Acknowledgments

Our Donor support has been incredible this year with many unique groups coming on board to help us spread the word about TreeProject's work around Victoria. Our solid donors that make generous contributions each year, we truly thank you for your support and belief in our vision.

In particular, we thank **Elk**, **Align** and **Davies Design and Construction**, our main donors, for your continued support.

We'd also like to recognise these donors who made significant contributions to TreeProject over the last financial year. *The Aledal, Hope Family and ERM Foundations, Karl Williams, RedRock Natural Therapies, Marion McKinnon, Peter Lemon, QB Dent Free, Kooyong Group, Lighthouse Coaching, Mark Collard (playmeo), Jean Nicholls, Steven Hare, Peter Williams, Peter Whittle, Bruce Moonie.*

We would also like to acknowledge each and every personal and small business donor who have so generously donated throughout the year.

We are also very pleased to have one of Australia's best **Pro Bono Lawyers Arnold Bloch Leibler** come on board in support of TreeProject to review contracts and policies.







4. Acknowledgments

GRANTS

A significant funding grant of over US\$100,000 has been obtained from **One Tree Planted**. One Tree Planted is a US-based non-profit organisation focused on restoring degraded land through global reforestation.

One of the key requirements of the grant is that TreeProject must monitor seedling growth for 3 years. With this assistance, TreeProject can now become an organisation that propagates, plants and monitors indigenous seedlings. This will allow TreeProject to maintain a deeper relationship with Landholders and will allow an evidenced-based refinement of species suitable for different locations.

ONE PERCENT FOR THE PLANET

One Percent for the Planet is an international organization whose members contribute at least one percent of their annual sales to environmental causes.

TreeProject has been accredited and is now a 1% for the Planet approved Environmental Partners and is eligible to receive funding from One Percent for the Planet members.



340% increase in seedling sales

Turnover increased 68%

One tree planted grant achieved - worth \$108,396 USD





TreeProject

Financial Position Summary



TreeProject financial position summary to be read in conjunction with accompanying Annual Financial Association Report <u>HERE</u>

TREE PROJECT INCORPORATED ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2022

	⋆ Note	2022 \$	2021 \$
ASSETS			
CURRENT ASSETS			
Cash on hand	3	236,820	270,021
Accounts receivable and other debtors	4 _	78,705	12,754
TOTAL CURRENT ASSETS	_	315,525	282,775
NON-CURRENT ASSETS			
Property, plant and equipment	5	15,583	24,939
TOTAL NON-CURRENT ASSETS	_	15,583	24,939
TOTAL ASSETS	_	331,108	307,714
LIABILITIES			
CURRENT LIABILITIES			
Accounts payable and other payables	6	10,803	5,476
Provisions	7 _	5,776	16,573
TOTAL CURRENT LIABILITIES		16,579	22,049
TOTAL LIABILITIES		16,579	22,049
NET ASSETS	_	314,529	285,665
MEMBERS' FUNDS			
Retained earnings	_	314,529	285,665
TOTAL MEMBERS' FUNDS	_	314,529	285,665



Financial Position Summary



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



TREE PROJECT INCORPORATED ASSOCIATION

STATEMENT OF PROFIT OR LOSS FOR THE YEAR ENDED 30 JUNE 2022

	* Note	2022 \$	2021 \$
Revenue		339,727	205,061
Other income		566	215
Trading expenses		(101,504)	(49,017)
Employee costs		(133,549)	(51,736)
Depreciation and amortisation expenses		(15,696)	(6,937)
Other overhead expenses		(60,680)	(34,184)
Profit before income tax	2	28,864	63,402
Income tax expense	-		
Profit for the year	_	28,864	63,402
Profit attributable to members of the entity	_	28,864	63,402



TreeProject

Financial Position Summary



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

TREE PROJECT INCORPORATED ASSOCIATION

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2022

	Retained Earnings \$	Total
Balance at 1 July 2020	222,263	222,263
Comprehensive income		
Profit for the year	63,402	63,402
Total comprehensive income for the year attributable to members of the		
association	63,402	63,402
Balance at 30 June 2021	285,665	285,665
Balance at 1 July 2021 Comprehensive income	285,665	285,665
Profit for the year	28,864	28,864
Total comprehensive income for the year attributable to members of the		,
association	28,864	28,864
Balance at 30 June 2022	314,529	314,529

6. Contact Us



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