



Planting day Dixon's Creek - June 2025 - Photo credit Callistus Teo



TreeProject Est 1989

ANNUAL REPORT 2025

Returning healthy, sustainable & indigenous ecosystems to the Victorian landscape.

Sowing the seeds for a sustainable future.

Reg A0018731Y / ABN 90 669 079 400



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Note

This document has been designed for digital viewing. By reducing unnecessary printing, we minimise paper use and lessen our environmental impact. Thank you for helping us protect the environment by enjoying this report in its intended format.

Hyperlinks are shown with underlined text throughout this report.





TreeProject acknowledges Australian Aboriginal and Torres Strait 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.



We were honoured to begin the planting season in Dixon's Creek with a blessing from Wiradjuri Elder Uncle Ian Goolagong (pictured above). His words over Country, our volunteers, and the seedlings remind us that restoring the land is also about respect, connection, and community.

Shaping a Greener Future



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 revegetation 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:

- Propagating indigenous seedlings 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.



Vision

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



Driving change by:

Restoring Ecosystems • Growing and planting healthy indigenous seedlings across Victoria.

Empowering Communities • Supporting landholders, landcare groups, and volunteers in revegetation.

Educating & Inspiring • Providing practical tools, resources, and conservation knowledge.

Strengthening Partnerships – Engaging businesses, sponsors, and patrons in environmental restoration.

Connecting Urban & Rural • Fostering collaboration between city and country communities.

Protecting Land & Climate – Improving soil health, waterways, biodiversity, and climate resilience.

Leading with Integrity – Continuing improving governance, policies, and operational excellence.

Restoration · Community · Education · Partnerships · Governance

TreeProject Values



Craspedia variabilis



Nobody can be spared

Emphasising the importance of inclusivity and collective responsibility for a sustainable planet. Everyone has a role to play, and we can all make a difference. Uniting for a greener future.



No waste

Demonstrates our commitment to maximising resource efficiency in a purposeful and sustainable way.



Smart people do smart things

Encouraging sustainability, intelligence and informed decision-making for a greener future.



Creativity makes happy people

This value stands for the joy and fulfilment to be found in striving towards a greener tomorrow together.



'Compost' happens

We won't back down and we won't give up in the face of adversity. Persistence and grit are what we believe in.



Show you care

Advocate for a greener future. This value encourages individuals to demonstrate their care for the environment through action.



Make the world a better place

Highlighting TreeProject's positive contribution to the environment by facilitating the growth and planting of seedlings, grasses and bushes across Victoria.



You've got this, we've got you

This value conveys support and partnership in the shared mission of environmental conservation. Positivity because we believe in the power of collective action – together for a greener planet.



Have fun

This value proposition encourages an enjoyable and positive approach to environmental change. Have fun, love what you do and create a more sustainable planet.



Buninyong Smart Living Expo - Feb 2025



ELK, Keep Cup



Planting in Silvan



ELK, Service Stream, Akamai



Connection · Community · Commitment · Collaboration · Country

Record Year of Growth & Impact

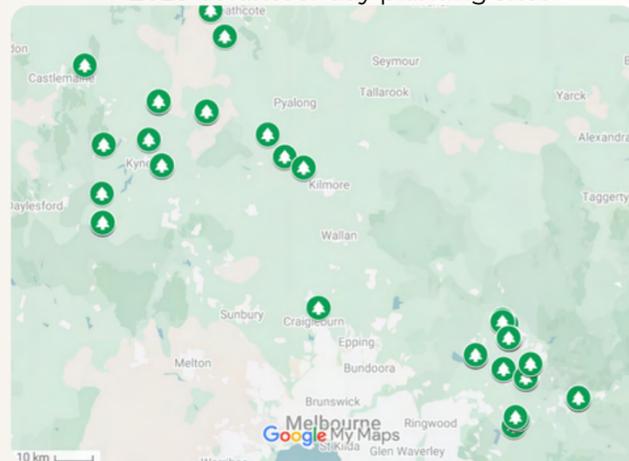
2025 has certainly been a record year.

We have had:

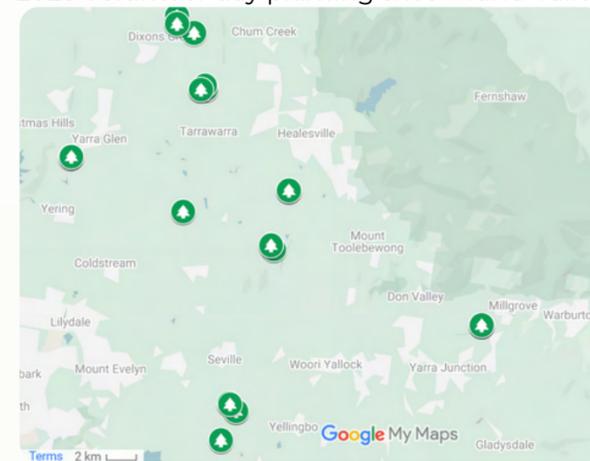
- the **largest total of landholder orders** • **162,000 seedlings**
- the **most growers** • **386**
- the **most volunteer grower coordinators** • **69**
- the **most training sessions** held • **16**
- the **most planting days** • **64**
- the **most number of volunteer planters** • **1,128**
- the **most amount of forestry tubes washed and recycled** • **90,000**
- the **most seed packing days** • **9**

in the **history of TreeProject.**

2025 Volunteer day planting sites



2025 Volunteer day planting sites - Yarra Valley



Eucalyptus globulus

OAM Recognition

Former Manager and Volunteer Lyn Grocke Awarded the Order of Australia Medal, joining Founder Maggie McLeod in this distinguished honour.

Recognised for service to sustainable housing, and to the environment.



Lyn has been a cornerstone of TreeProject for more than 30 years, giving her time, energy, wisdom and care to the land and our community.

President: 2010–2020
 Vice-President: 2000–2010
 Committee Member: c1993–2020
 Re-Tree Depot Manager: 2000–2020
 General Volunteer: 1991–2025



At a glance



Environmental Impact

- **21% growth in restoration capacity** (seedling numbers increased from 134,000 in 2024 to 162,000 in 2025)
- **Victoria Carbon Farming Project** - Only provider selected in pilot year; 32,000 trees grown.



81.74%

increase in frequent donors



16 orders for greater than 2,000 plants, comprising nearly 83,000 plants, or almost 50% of the year's growing.



We acknowledge with gratitude the generous bequest received by TreeProject this year. This lasting gift is a powerful legacy of care for Victoria's environment, ensuring that future generations will benefit from thriving ecosystems. We are deeply grateful for this extraordinary act of generosity.

Biodiversity in Action: Top 10 Species Grown in 2025

Botanical Name	Common Name	Storey	Plant Sown
Lomandra longifolia	Spiny mat rush	Grasses, Rushes & Sedges	8,448
Acacia melanoxylon	Blackwood	Upper Storey Trees	6,912
Acacia dealbata	Silver Wattle	Middle Storey Trees	6,864
Poa labillardierei	Common Tussock Grass	Grasses, Rushes & Sedges	6,624
Themeda triandra	Kangaroo grass	Grasses, Rushes & Sedges	5,664
Leptospermum continentale	Prickly Tea-tree	Shrubs	4,512
Acacia paradoxa	Hedge Wattle	Shrubs	4,416
Allocasuarina verticillata	Drooping She-oak	Upper Storey Trees	4,416
Acacia mearnsii	Black Wattle	Upper Storey Trees	4,368
Carex appressa	Tall Sedge	Grasses, Rushes & Sedges	4,368



Instagram **reach increased by 241.6%** • Content **interactions doubled (+100%)**
Visits to our profile rose **142.9% versus prior year**

Presidents Report

John McRae - President

Highlights

It's been a very positive year. TreeProject has continued to support landholders in revegetating their properties with indigenous seedlings at low cost. In total, we grew approximately 162,000 seedlings, which were planted across 83 properties, directly contributing to improved habitat and enhanced biodiversity.

Seedlings were cultivated for several key programs, including the specialist **Ribbons of Green** initiative in the Yarra Valley and the broader ReTree scheme across Victoria. In addition to these mainstays, TreeProject also supplied seedlings for the **Victorian Carbon Farming Project (VCFP)**, which offers financial assistance to landholders for shelterbelts, riparian plantings, and similar revegetation efforts.

Donor Support

TreeProject continues to thrive due to the **generosity of donors**, both large and small. Their contributions are essential to our continued success. Special thanks go to our major donors, **ELK** and **Davies Design and Construction**, whose support has been invaluable. We are equally grateful to the many other donors, every contribution makes a difference.

Operations and Volunteers

In terms of the operational aspects of TreeProject, **accolades are due to Susi Millton (Manager) and the staff**. Susi competently juggles many complex issues as well as dealing with multiple stakeholders. As the year progressed, there were a number of operational challenges but, with the full support of staff and committee these were managed effectively.

A **heartfelt thank you goes out to all our volunteers** - past and present - who have contributed to TreeProject's success. From tube washing and seed packing to kit preparation, growing, coordinating, planting, transport, finance, and administration, volunteers are the backbone of our organisation. We simply couldn't do it without you.

Financial Overview

TreeProject achieved a **surplus of \$57,000 this year**, an excellent result given rising operational costs. As an end-to-end revegetation organisation, our expanding scope means we must remain vigilant about financial management to avoid cost blowouts. This year, a **generous bequest from long-time supporter Robyn Calder** helped cover additional expenses. I remember Robyn well from our volunteer thank-you days, and her deep revegetation knowledge. Long may she be remembered.

Strategic Planning

Like a long-term bush planting, TreeProject takes a long-term view. **Thank you to all committee members for their input over the past year**. At our 2025 Planning Day, we identified several focus areas for the future: recurrent fundraising, continued TreeProject Portal development, grower recruitment, improved seed sourcing, support for planting supervisors and support for personal connection and social cohesion.

To help drive these initiatives, we've established several specialist sub-committees. I'd like to thank **Vice-President Rowan Opat for leading the Fundraising Team, ably supported by committee member Sharelle Polack**. The **Communications Team**, led for many years by **Sally Schroeder**, continues to operate with professionalism and dedication. I lead the Technology Team and reports from all teams are included elsewhere in this report.

Victorian Trees on Farms (VToF program)

We also welcome the recently launched **Victorian Trees on Farms (VToF) program**, which provides planting grants to landholders. This state government initiative is expected to drive further growth for TreeProject into 2027. As a registered Professional Service Provider, TreeProject is here to support Landholders through the environmental plantings process.

Looking Ahead

As we look towards 2026, our priorities remain clear: recurrent fundraising, grower recruitment, and volunteer engagement. A major initiative for late 2025 is the launch of the Volunteer Portal, which will empower volunteers to form self-organising groups and extend the reach of our staff and committee.

The outlook for TreeProject in the coming year is bright. I look forward to working alongside the committee, staff, volunteers and supporters as we continue to grow, literally and figuratively.



Cassinia arcuata

Manager's Report By Susi Millton, TreeProject Manager

Celebrating Volunteer Milestones

This year we celebrate the milestones of many of our volunteers; there are **almost 50 people that have been volunteering with TreeProject for 20+ years** and many close to reaching 20 years of service. It is an honour to be a part of an organisation whose members demonstrate that level of commitment to the environment and to TreeProject.



Tube washing - Kensington Depot/Nursery



Kit preparation - Kensington Depot/Nursery

Planting Site Team Leaders & Volunteers

Getting the seedlings into their forever homes is a wondrous task, gum boots, stakes, tree guards, mallets and a majestic view, are the ingredients for a brilliant day. Our incredible Planting Team Leaders shared their planting knowledge for a safe and educational day, thank you for the stories you shared and the information you imparted to the hundreds of volunteers that carefully carried boxes of beautifully cared for seedlings to their paddocks, thank you to each of you for spending your day with us.

Growers & Coordinators

Our growers and coordinators are the pinnacle of TreeProject. In my role as the manager, volunteer grower and coordinator I respect the amount of time it takes to sow and look after a future wildlife corridor or potential shelter belt in my backyard. The feeling of gratitude when the first seedlings pop up or hearing from growers how excited they are that growing indigenous plants with TreeProject is easy, is extraordinary. **Thank you to each and every one of you, for rotating your tubes, sheltering them in hazardous weather, training your family and friends to water, and genuinely loving what you do for future generations.**

Recycling & Depot

Recycle, reuse and reduce landfill is our message at the Depot. Weekly, Michael and the team are collectively **cleaning around 60,000 forestry tubes** for reuse this next growing season. Biosecurity is important to TreeProject, ensuring that we disinfect our boxes and tubes to restrict contamination. Thank you to you all for making it a fun and productive day. Thanks to our own **Lyn Grocke OAM**, there are always refreshments for our helpers. Lyn has been a part of TreeProject for 3 decades with varying roles, thanks Lyn.

Trainer Appreciation

Thank you again to all our trainers who pass their years of knowledge to eager growers, we appreciate the time and effort and support you give to TreeProject each year.

Seed Packing & Propagation Support

Packaging bulk seed into individual grower portions is the careful job of Nikki and weekly volunteers. Nikki has been sorting seed for years and with TreeProject as a grower/coordinator for over 10 years, thank you to her careful eye and knowledge, we will again have another successful season.

Community Education & Advocacy

Thank you to David Smith for travelling around Melbourne spreading the word of TreeProject, your presentations are enlightening and educational, thank you for your grand efforts.



Tube washing - Kensington Depot/Nursery



Grower training - Kensington Depot/Nursery



Seed packing
Ross House



Marie & Daryl, Kensington Depot/Nursery & PlantingVolunteers



Bendigo volunteers
The Raltons with Lyn Grocke, OAM (middle)

“
Thank you to each and every person who contributes what they can for TreeProject, our shared commitment to building a more sustainable future and balance of nature is to be commended
Susi Millton.

Manager's Report

By Susi Millton, TreeProject Manager

Acknowledging Members of the TreeProject Public Fund Committee: Malcolm Ng | Peter Whittle | Kurt van Wijck



Acknowledging our Team!

I would like to thank our magnificent staff members and committee for their support and teamwork during the year.

Committee members of TreeProject Management Committee 2025



John McRae (President)

John, for taking on the President and technical role, thank you for keeping the projects moving which is important in a busy organisation like TreeProject.



Rowan Opat (Vice President)

Rowan, you have the questions and the drive, your enthusiasm is unwavering.



Nick Ziino (Treasurer)

Nick, thank you for making the spreadsheets interesting, it's great to have you back.



John Searle (Secretary)

John, thank you for keeping the minutes, agendas current and organised, we all appreciate your time and efforts.



Asger Sturup (Governance)

Asger, you've been with TreeProject from the very beginning, you were at the first planting day and by Maggie's side at the inception of it all, you are a wonderful wealth of knowledge, not to mention a great grower and coordinator.



Jenny Chivers (Volunteers)

Jenny, thank you for growing/coordinating/training/planting, keeping the planting equipment at your home, you are an amazing and knowledgeable woman with more than 2 decades of TreeProject dirt under your nails.



Stephanie Menere (Strategy & Planning)

Stephanie, for being my mentor and the source of truth.



Graeme Hamilton (Governance)

Graeme, our governance king, we are stronger because of you.



Sally Schroeder (Communications)

Sally, you are so talented, thank you for being dynamic and creative, with a seemingly never ending amount of energy.



Sharelle Polack (Environment Adviser | Fundraising)

Sharelle, thank you for the knowledge and enthusiasm you bring to TreeProject, and for joining the team leading on the planting days.



Geoff Rushworth (Strategy & Planning)

if it can't be done with AI or a spreadsheet, it can't be done! Thank you for your aspiration and ability to improve our systems.

Outgoing: Paul Orton, David Affleck

Staff members 2025



Jess Menere (Administration)

Thank you Jess, you have taken a lot on this year, many corporate groups to coordinate, lots of eager grower's to get trained up and additional hours in the office, I thank you for the person you are your commitment to the vision and mission of TreeProject.



Peter Hooke (Database Analyst)

Peter, you are a remarkable fountain of knowledge, not only behind the computer but also on the propagation table. The experience you bring to TreeProject makes you a valuable part of the team, thanks for putting in 100%.



Wiebke Wilkens (Revegetation Coordinator)

Wiebke, you've been out in the paddocks and Nursery for most of the year, you've learnt a lot about our Australian natives along the way and our volunteers love your style and enthusiasm. I have loved seeing you grow into the confident Revegetation Coordinator you are now, congratulations on being a part of our amazing team, we couldn't do it without you.



Jo Roberts (Carbon Farming)

Jo, from school principal to the Carbon Farming expert, you've embraced the language of sequestration and developed a great rapport with our Landholders and DEECA. I'm looking forward to the next project with you.



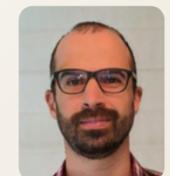
Philippa Jenkins (Communications & Marketing)

Philippa, our newest team member, you have created and sent our posts/calls for growers/planters/sponsors farther than we have before. Your keen interest and skills are to be commended, thank you for making our team complete.



Susan Esslemont, Bookkeeper (Finance Volunteer)

Our incredible bookkeeper, the person that knows all about TreeProject's finance, Susan is on top of every question, every problem, she runs the payroll and pays all the bills. Thank you so very much for everything you do!



David Hack Web Designer (Volunteer)

Thank you for making the changes and updates on our website, we truly appreciate you skills and time.

Revegetation Report

By *Wiebke Wilkens, Revegetation Coordinator*

Nursery Established at Kensington

- Our Kensington Depot became home to our nursery.
- Provided extra growing capacity at the start of the season when volunteer grower numbers were still low.
- At its peak, the **nursery was growing more than 9,000 seedlings**
- Became the base for **community, connection and seedling care.**

Weekly Growers Group

- Launched in February.
- Quickly became a **hub for volunteers to learn, plan, sow, and nurture seedlings.**
- Welcomed new people into TreeProject, many of whom later became growers or part of the nursery crew.

Planting Impact

- This planting seasons efforts included **work across three dams on different properties, five floodplains and river areas**, added diversity under an existing eucalyptus canopy on one site.
- **Created 23 wildlife corridors**, improving connectivity for local wildlife and strengthening ecosystems.

23

Wildlife corridors created



Connecting Urban and Rural Communities

At the start of the year, when we launched our weekly Growers Group, a new landholder, Robert Sloan, who just placed his order, joined us. Curious about how TreeProject works and what it means to sow the seeds and care for the seedlings, he attended his first Growers Group session. He loved the experience and continued coming every week, quickly becoming a dedicated supporter of TreeProject. He even contributed nursery tables and expressed deep appreciation for the efforts of our volunteers. His planting days also went very well, and his involvement highlighted the **meaningful connections that can develop between landholders, volunteers, and our planting projects.**

Adapting to Dry Conditions

- The start of the planting season in May presented some real challenges due to very dry conditions after a long, dry summer.
- Landholders helped by ripping soil to make planting possible.
- Luckily, thanks to our **great collaboration with the Ribbons of Green Program from the Yarra Ranges Council, Tim Brown (featured above)** also helped out with his auger, which was much appreciated.
- Rainfall later improved planting conditions, making planting easier for the rest of the season. This experience highlighted the **resilience and adaptability of both volunteers and landholders in overcoming challenging conditions.**

Photos taken at our Kensington Depot/Nursery



Revegetation Coordinator, Wiebke



Revegetation Report

By *Wiebke Wilkens, Revegetation Coordinator*

The Heart of TreeProject

On another planting day, I had the pleasure of meeting a **group of five friends who were also neighbours**. Together, they had been **caring for two kits and they came to the planting day to plant their seedlings together**.

It was heartwarming to see the bond they shared, the way they laughed, supported each other, and genuinely enjoyed the experience. They told me that when someone went on holiday, the others would step in to care for the seedlings, and they always kept watering rosters to make sure nothing was missed.

Seeing them come together, share their enthusiasm, and celebrate their seedlings was an inspiring moment, and a **beautiful example of the community spirit that makes TreeProject so special**.



What's on the horizon

As we begin the new TreeProject cycle, I am excited to watch the next seedlings grow, reconnect with our growers, and especially lead the weekly Growers Group again by mid-October. This season, I aim to engage more people, continue nurturing our seedlings, and expand opportunities for volunteers to get involved and make positive difference in our local landscapes.

Gratitude to our landholders

From a pizza truck playing Italian music and serving freshly cooked pizzas, to fresh salads, hearty soups, homemade cakes, and barista-made coffees, our landholders certainly go above and beyond. These treats are always a highlight of the planting day for our volunteers. Thanks to all our landholders who went out of their way to make the planting days special. These thoughtful gestures added warmth and joy, and were deeply appreciated by everyone.



*Revegetation Coordinator, Wiebke (left)
Alan Collard, 25+ yrs volunteering - Grower, Trainer,
Coordinator & Photographer for seedling database
Susi Milton, Manager (right)*



*Photos taken at our
Kensington Depot/Nursery*



Hyatt World of Care volunteers

Community in action

One of the season's standout planting days was in Healesville, where 45 enthusiastic **Swinburne University students** joined planting in Healesville. A wonderfully diverse group, with students from many different countries studying a wide range of subjects. Led by Amani and Wiebke, a day filled with teamwork, learning, perfect weather, and shared achievement.



At peak, nursery was growing 9,000 seedlings

Planting Day Team Leaders

Making Our Tree Planting Days possible

Planting days simply could not happen without these incredible Team Leaders. This dedicated team successfully led 1,128 tree planting day volunteers over 64 planting days.

They ensure everything runs to schedule, smoothly and safely, and keep the day enjoyable for everyone involved.

We are so grateful to this fabulous crew for making our revegetation work possible.



- 64 Planting days
- 35,900 trees planted
- 1,128 Volunteer planters

”

What I enjoy the most about being part of the TreeProject Community is working in a team environment with great team leaders who bring a group of total strangers together to achieve the required goal. The atmosphere is friendly and fun as we get to know each other through the day.
Volunteer Planter



Susi - As Manager, Susi is at the centre of our planting community, positively supporting both landholders and volunteers with her thoughtful leadership.



Wiebke - As TreeProject's Revegetation Coordinator, Wiebke brings warmth, passion, and a big smile to everything she does, guiding and supporting volunteers with care throughout planting days.



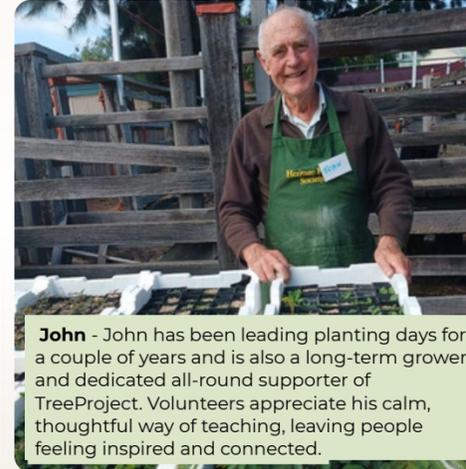
Jenny - A long-time grower, coordinator, seed packer, working bee all-rounder, and dedicated Committee member, Jenny leads our planting days with her thoughtful, calm presence.



Sharelle (pictured right) - An Agricultural and Conservation Scientist, Sharelle brings her expertise to TreeProject as both a site leader and Committee member. She first began growing trees in the '90s and has remained deeply committed ever since.



Genevieve - Genevieve has been part of TreeProject for many years as a planter, grower, seed packer, coordinator, and working bee all-rounder. Her long-standing commitment now extends to leading volunteers out in the field.



John - John has been leading planting days for a couple of years and is also a long-term grower and dedicated all-round supporter of TreeProject. Volunteers appreciate his calm, thoughtful way of teaching, leaving people feeling inspired and connected.



Les - Les is a long-time volunteer, grower, and former Committee member. Known for his humour, enthusiasm, and love of capturing the action on video, he keeps planting days lively and enjoyable while ensuring the work gets done.



Amani - Amani began with our Growers Group in the nursery and soon moved into leading in the field. With her background in Wildlife and Conservation, she loves seeing seedlings take root and grow into habitat for native animals.



Vlad - After many planting days last year, Vlad has stepped into a leadership role with incredible dedication. Driven by his vision to help plant one million trees in his lifetime, he motivates others with his energy and big-picture goal.



Louis - Louis first joined as a planter and quickly stepped up to Team Leader this season. With a background in guiding groups outdoors, he brings great energy, team spirit, and a love of exploring Melbourne's unique native environments.



Amy (second from the right) - Amy joined her first planting day just a couple of weeks ago and is already keen to get involved in more this September.

Technology Report

Technology at TreeProject has continued to evolve at a rapid pace due to the assistance of many skilled volunteers.

Enhancements to the Grower Portal

The Grower Portal is well embedded into the operational cycle and has received many compliments from growers. It covers grower registration, kit pickup, grower reporting and quality control using uploaded photos from growers. Over the last year, the following enhancements were applied to the Grower Portal: improved kit pickup, improved photo upload/display, and automated emails for Sown Date Reports and Seedling Growth Reports. In addition, changes were made to allow existing growers to easily apply for the new growing season.

Launch of the Volunteer Portal in 2025

The new development for 2025 is the Volunteer Portal which will allow volunteers to contribute to areas that suit them. The Volunteer Portal will allow volunteer groups to function in a self-organising manner but also have a clear connection to staff or committee for direction and reporting. The Volunteer Portal has taken over a year to develop and will be released in late 2025.

Supporting Systems and Digital Tools

As well as the portal development, there are many other technology related tasks that are required to keep TreeProject running smoothly. This includes web updates (e.g. Instagram integration, google ads), web security, development tools, phone systems, email security, SMS, operational reports and support for the Communications group.

Acknowledging Our Technology Team

A big thank you to **Peter Hooke** (Database Administrator) and **Marja Bouman** (Business Analyst) for their help in specifying and testing the Grower and Volunteer Portals. Thanks are also due to **Revium** (web development company) who have developed the Portals to a high standard. **David Hack** has continued to assist with the website and **Nick Bridgman** has continued to upload new, high quality **photos (taken by Alan Collard)** to the [Web Seedling Database](#).

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

John McRae, Technology Team Leader

Poster displayed at the National Landcare Conference 2025

NATURE, AGRICULTURE, LAND AND PEOPLE POSITIVE

Connecting people, plants and technology for large scale volunteer powered Landcare

BOOST YOUR VOLUNTEER PROGRAMS WITH THE TREEPROJECT PORTAL



The **TreeProject Portal** is a suite of interconnected, user-friendly **web applications** designed to help organisations **streamline distributed volunteers** and **revegetation**.

- ✓ Scales participation across any community or cause
- ✓ Reduces admin with easy online coordination
- ✓ Empowers volunteers to self organise and contribute

- ✓ Volunteers choose how they contribute - one-off or ongoing
- ✓ Join groups that match their interests (fundraising, comms, admin, events)
- ✓ Easy online coordination via mobile, tablet, or desktop
- ✓ Groups guided by a Liaison Officer for support and oversight.

TreeProject uses the Portal to manage 500+ volunteer growers and 50 coordinators. While our Grower Portal is tailored to our model

↓

the Volunteer Portal works for any organisation that relies on volunteers.

Streamlines volunteer management and strengthens community impact.

Interested in collaborating?
Let's explore how the TreeProject Volunteer Portal can support your work.
Email: technology@treeproject.org.au



TreeProject
Sowing the seeds for a sustainable future



Contact us to learn more
treeproject.org.au

Returning healthy, sustainable & indigenous ecosystems to the Victorian landscape since 1989



The next generation of TreeProject volunteers

Governance and Policies

For the Committee of TreeProject, policies and procedures serve as a vital guide in meeting regulatory standards and upholding the expectations of our members. Our growth and enhanced capacity call for a governance framework that evolves to reflect these needs.

We want our staff to feel supported, confident, happy and effective in their work. Clear expectations and an understanding of entitlements are central to this. Together with our **pro bono legal advisers, Arnold Bloch Leibler (ABL)**, we have introduced updated employment contracts that provide even greater clarity and assurance. ABL are also partnering with us to further strengthen our planting day volunteer management, ensuring every participant can enjoy these rewarding events knowing their wellbeing is our highest priority.

Graeme Hamilton
Governance (Committee)



Fundraising

TreeProject Fundraising Sub-Committee

TreeProject has established a Fundraising Sub-Committee to strengthen our capacity and secure much needed resources.

This group is focused on building relationships with philanthropists, grantmakers, corporate donors, and individuals who want to play a role in restoring Victoria's landscapes.

We rely heavily on donations and grants to sustain our work, and additional support is vital to our longevity.

The Committee's focus has been on:

- **Corporate partnerships** – developing collaborations that connect businesses with meaningful environmental outcomes and community-led restoration projects.
- **Philanthropy & bequests** – fostering relationships with philanthropists and encouraging legacy gifts that provide long-term support for TreeProject's mission.
- **Monthly giving** – building a base of consistent contributions that create financial stability and enable forward planning for our programs.

Rowan Opat, Vice President (**Committee**) & **Sharelle Polack**, Environmental Adviser & Fundraising (**Committee**)

Communications

TreeProject's social media presence **grew strongly across all channels this year**, with both **reach and engagement rates demonstrating consistent growth**. The focus has been on strengthening brand awareness, driving organic engagement, and nurturing a strong and active volunteering community. Authenticity, creativity, consistency and commitment, have produced meaningful results, broadening reach and **fostering deeper connections across all major platforms**.

A special acknowledgment to **Debbie Ho** (outgoing), **Tori Brown** (outgoing), and **Philippa Jenkins** (incoming) for their consistently high calibre contributions within the communications team.

Clear and professional communications have been delivered utilising: social media channels ([Facebook](#), [Instagram](#) & [LinkedIn](#), [YouTube](#)) and auto-scheduling tools · Targeted email campaigns · [e-newsletter \(The Leaflet\)](#) · [Blogs and interviews](#) · Surveys

Target Audience

Volunteer Growers, Volunteer Planters, Landholders, Landcare Groups, Sponsors, Corporate Groups & broader environmentally aware community

Sally Schroeder Committee - Communications



All Channels reflected Organic Growth ie: no paid advertising or sponsored ad spend

Facebook

Engagement on Facebook rose considerably, with **reach up 30.8%**, **content interactions increasing by 87%**, **link clicks growing by 87.7%**, and **page visits rising 65.9%** compared with the prior year. Followers also grew by 13.2%, reflecting steady community growth.

Instagram

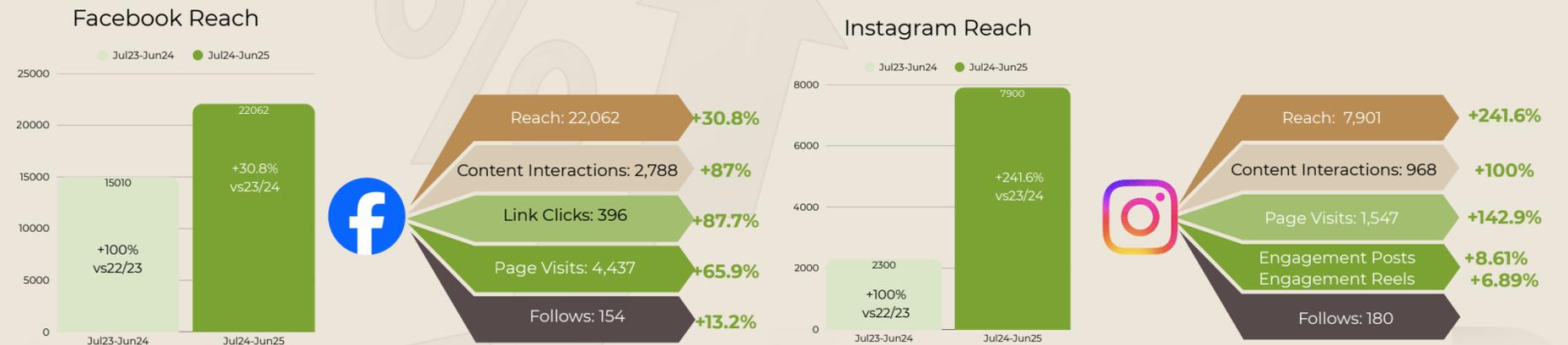
Instagram delivered **outstanding results, with reach increasing by 241.6%**. **Content interactions doubled (+100%)**, **visits rose 142.9%**, and **engagement remained strong** across both posts (8.61%) and reels (6.89%). According to Hootsuite's 2025 benchmarks, the industry average is 4% for reels and 4.4% for posts, meaning our engagement levels are well above the standard. The platform also achieved strong audience growth, with 197 new followers joining throughout the year.

LinkedIn

LinkedIn continued to build momentum, attracting 106 new followers over the reporting period.

These results demonstrate the success of our digital strategy, with significant year-on-year improvements across both platforms and deeper engagement with our community.

Reporting period 1 July 2024 - 30 June 2025 (%increases vs prior year)



Data taken from Meta Business Suite on 24 October 2025

Social Media Metrics Key

Reach – The number of unique people who saw our content.

Content Interactions – Total actions taken on our posts (likes, comments, shares, saves).

Link Clicks – The number of times people clicked links in our posts, taking them to our website or other resources.

Page Visits / Profile Visits – The number of times people visited our Facebook page or Instagram profile.

Follows – The number of new people who chose to follow our page/profile.

Engagement Rate (Posts/Reels) – The percentage of people who interacted with our content compared to the number who viewed it, showing how engaging our posts and reels were.

Financial Position Summary



Assets and Liabilities Statement

TreeProject Inc
As at 30 June 2025

Account	Notes	30 Jun 2025	30 Jun 2024
Assets			
Current Assets			
Cash and Cash Equivalents		357,293	339,281
Trade and Other Receivables	3	22,690	14,000
GST Receivable		179	3
Total Current Assets		380,163	353,284
Non-Current Assets			
Plant and Equipment and Vehicles	4	1,041	1,390
Intangibles	5	101,922	69,541
Other Non-Current Assets		(1,500)	0
Total Non-Current Assets		101,463	70,931
Total Assets		481,626	424,215
Liabilities			
Current Liabilities			
Trade and Other Payables	6	15,372	17,382
Employee Entitlements	7	20,788	18,028
Total Current Liabilities		36,161	35,410
Other Current Liabilities			
Sundry Creditor		3,833	0
Total Other Current Liabilities		3,833	0
Total Liabilities		39,994	35,410
Net Assets		441,632	388,805
Member's Funds			
Capital Reserve		441,632	388,805
Total Member's Funds		441,632	388,805

TreeProject financial position summary to be read in conjunction with accompanying Annual Financial Association Report [HERE](#)

Income and Expenditure Statement

TreeProject Inc
For the year ended 30 June 2025

Account	2025	2024
Revenue		
Revenue	139,714	104,096
Donations - One-off corporate & foundation	8,553	6,305
Planting Day Organisation Volunteers	6,727	0
Donations - High frequency individual and families	8,329	4,583
Donations - Recurring from individuals or families	32,663	15,939
Donations - Bequests from deceased estates	137,833	0
Donations - Collected from third party operators	12,747	9,569
Donations - Recurring corporate & foundation	108,348	127,022
Donations - One-off individual from individuals or families	32,075	77,475
Total Revenue	486,990	344,988
Cost of Sales		
Cost of Sales	49,723	39,999
Total Cost of Sales	49,723	39,999
Gross Surplus	437,266	304,989
Other Income		
Other Income	5,193	5,031
Total Other Income	5,193	5,031
Expenditure		
Depreciation & Amortisation	24,982	12,438
Employee Benefits	282,630	235,125
Other Expenses	80,521	73,041
unrecoverable debtors	1,500	0
Total Expenditure	389,633	320,603
Current Year Surplus/ (Deficit) Before Income Tax Adjustments	52,827	(10,584)
Net Current Year Surplus After Income Tax	52,827	(10,584)

Financial Position Summary

Movements in Equity

TreeProject Inc

For the year ended 30 June 2025

<u>Account</u>	<u>2025</u>	<u>2024</u>
Equity		
Opening Balance	388,805	399,388
Increases		
Profit for the Period	52,827	(10,584)
Total Increases	52,827	(10,584)
Total Equity	441,632	388,805

- 81.74% increase in frequent donors
- \$11k earned through new planting day fees/charge (new avenue for income building)
- 24.5% increase in seedling sales year on year

TreeProject financial position summary to be read in conjunction with accompanying Annual Financial Association Report [HERE](#)

Acknowledgements

Thank you!

We are deeply thankful for the incredible generosity and commitment shown by our community of supporters and partners. Together, your contributions have played a vital role in advancing our mission to restore and safeguard the natural landscapes and resources that sustain us all.

Your support has enabled us to achieve meaningful progress and leave a lasting positive impact on the environment. Thank you for believing in our vision of a thriving, sustainable future for generations ahead.

Each donation, no matter its size, holds immense value and reflects the power of collective action and compassion in tackling the environmental challenges we face.

We also gratefully acknowledge a **recent bequest**, which will help us continue this vital work well into the future. For those wishing to create a legacy of care, leaving a bequest to TreeProject is a powerful way to ensure your commitment to the environment continues to grow for generations to come.

Thanks to our **Pro Bono Lawyers Arnold Bloch Leibler** who review contracts and policies.

Melbourne Council

Thanks to City of Melbourne for their ongoing support of TreeProject's Depot/Nursery at the Kensington Stockyards.

Significant Donors and Foundation/Trust/Grants Contributions

We acknowledge with gratitude our **major donor, ELK**, for their invaluable support and contribution. We'd also like to thank major donor, **Davies Design & Construction (Align.Build)** for their valued support and our other significant donors, whose support is most valued.

Acknowledging donors who have donated >=\$1k during the year

BEQUEST RECEIVED WITH THANKS FROM THE ESTATE OF ROBYN CALDER
ELK ACCESSORIES PTY LTD
DAVIES DESIGN & CONSTRUCTION
ALIGN.BUILD
R SLOAN
HOPE FAMILY FOUNDATION
GOLDI
J HUNTER
AUSTRALIAN COMMUNITIES FOUNDATION
WOODEN FLOORS MELBOURNE
AUSTRALIAN ONLINE GIVING FOUNDATION (BENEVITY PORTAL)
ECO247
P LEMON
REDROCK NATURAL THERAPIES
G.NICHOLAS
OVERLAND GROUP (MUNKA SAFETY)
GOOD COMPANY FOUNDATION
PROMOTO MELBOURNE PTY LTD
A. HICKLING
ACF IMPACT FUND
WALDRONSMITH MANAGEMENT INTERNATIONAL SOCIETY OF
BEHAVIOURAL ECOLOGY
FANCY PLANTS AUSTRALIA
UK ONLINE GIVING FOUNDATION
T. NGUY
G & L HAMILTON

SALESFORCE
GOOD2GIVE
W HUGHES
MULTICULTURAL CONSULTING SERVICES
R WILSON
PLAYMEO
P WILLIAMS
MOUNT ELIZA MORNING GARDEN CLUB
L BROWN
J ROSSELL
J DAVIDSON
TRAVELHOSTS
B MOONIE
A GREENALL

Over the past 8 years, donations have made up an average of 62% of our total income, highlighting that your generosity is the reason we can continue our work.



Eucalyptus polyanthemus



Volunteers from JT Production Management

With thanks to the Corporate Groups who registered to plant this season.

ANZ
NAB
SOUTH EASTERN PROGRAM
ALLIANCE
WE-EF
SALESFORCE
MEDIBANK
SERVICE STREAM
CAPTAINS CHOICE
BRICKLANE BREWING
TOTAL ENERGIES
AKAMAI
ESSITY
RGA
ACCENTURE
AGGREKO
NAVANTIA
METTLER TOLEDO
SIEMENS-HEALTHINEERS
ELK
BUL
TRELLEBORG
HAILEYBURY
TRANSURBAN
DOCUSIGN
EY

INTREPID TRAVEL
SRL SANDHURST RETAIL & LOGISTICS
WOODEN FLOORS MELBOURNE
TELSTRA
AESOP
NEXANS
RAW TRAVEL
VANGUARD
KNOWBE4
ONE TOMORROW
CHU
KEEPCUP
DELTAWW
JT PRODUCTION MANAGEMENT
AUSTRALIAN SUPER
ABERGELDIE
MYOB
DHARMA DOWN UNDER
CSL
SWINBURNE UNIVERSITY
GOLDIE
WILSON
HARDIEGRANT



Seed packing - Ross House



Seed packing - Ross House



Themeda triandra - kangaroo grass



Seed packing - Ross House



Seed packing - Ross House



Revegetation starts here, with thanks to local seed banks for providing seed and our helping hands behind every packed seed.



Acacia pendula



Casuarina pauper



Eucalyptus polyanthemos subsp. vestita



Atriplex nummularia



Eucalyptus aromaphloia



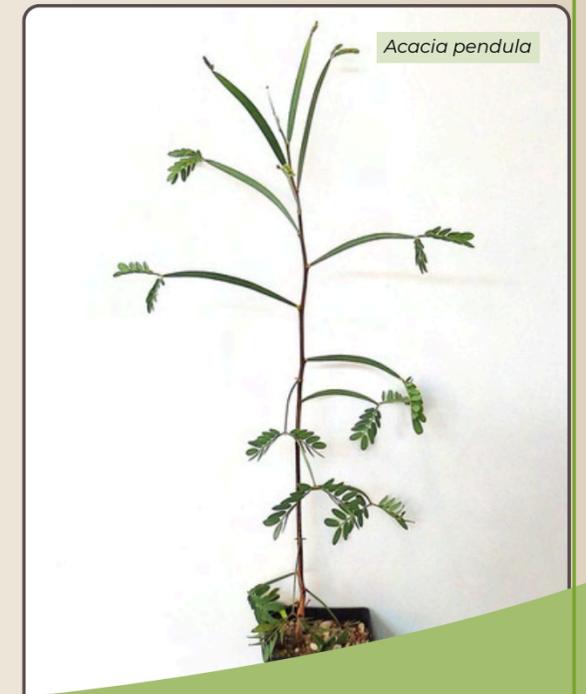
Cassinia arcuata



Atriplex nummularia - Germination

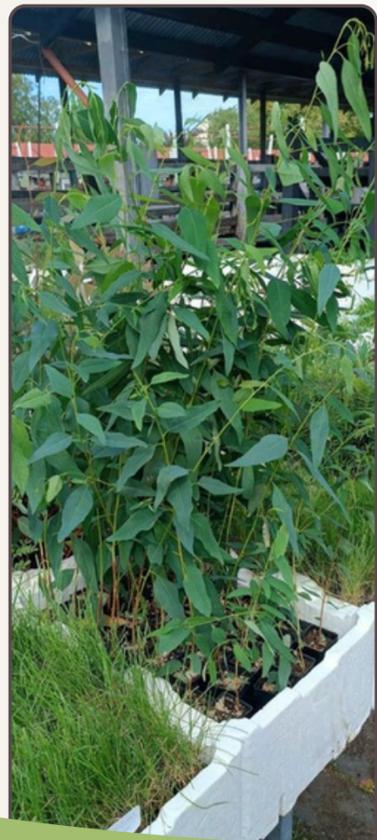
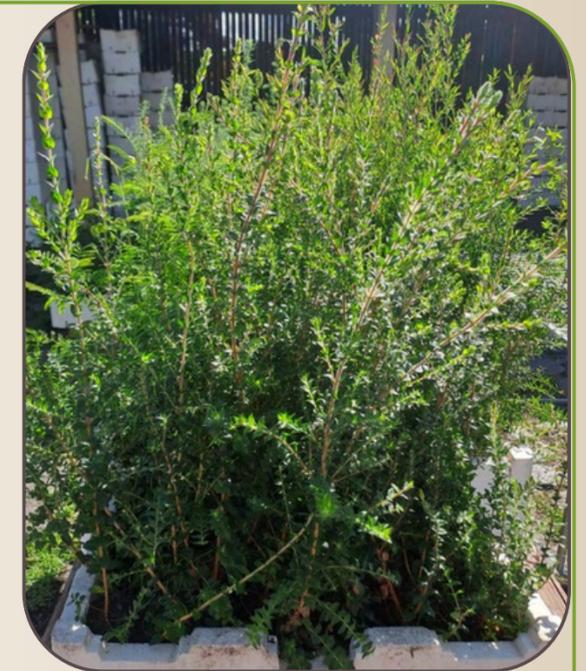


Dodonaea viscosa



Acacia pendula

In every seedling lies the strength to become a tree, and in every tree, the hope of a thriving landscape.



Every box of seedlings grown by our volunteer growers is a box of future trees, shrubs, and habitat for wildlife.



NAB, Nexans



JT Production Management



Dharma Down Under



NAB



Know4be



Committee Member -
Geoff Rushworth



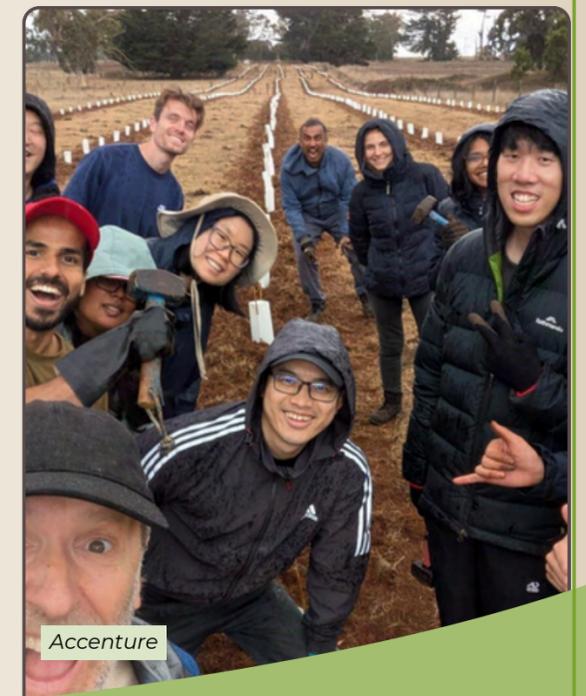
Hardie Grant



Swinburne University

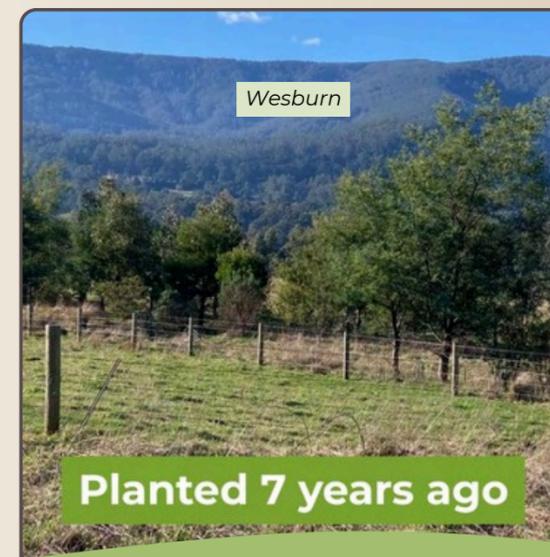
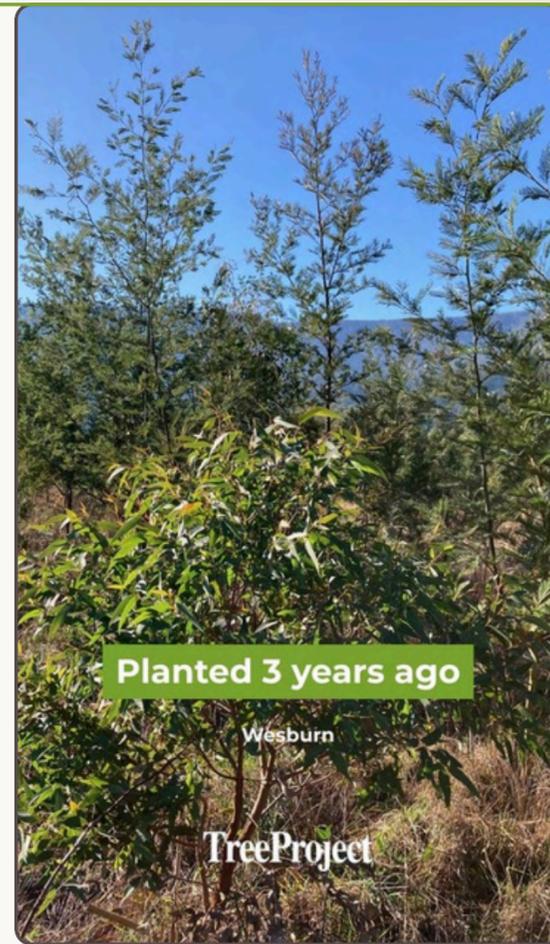


Mettler Toledo



Accenture

TreeProject Community in action



Thousands of seedlings in the ground, now part of Victoria's living future.



What our volunteers say



I've been growing for TreeProject for about 5 years now, and I can tell you, it's really rewarding. My baby manna gums one day are going to be about 40 foot high, and feeding all our koalas. So, I can only recommend this to you. You'll get lots of support. It's so much fun and you get to hand on some trees that will last forever. **Bev - Volunteer Grower**



This is the 2nd year that I've grown for TreeProject. Just one kit is what I can manage. It's a delight to propagate the seeds and to care for them, and then to have them move on, it's such a great contribution to the land and to the environment. I'd highly recommend it. **Jenny - Volunteer Grower**



My favourite moment of the day was looking back at the end of the day and seeing the rows of white tree guards stretching into the distance. **Volunteer Planter**



Connection to the people and land here, feeling like we're giving back. **Kat B - Volunteer Planter**

Good mission, great people, fun day! **Elly - Volunteer Planter**



My favourite moment of the day was being around other passionate people doing something meaningful in beautiful surrounds - **Erin, Volunteer Planter**



The team was fantastic, meeting new people was my favourite moment, it was a wonderful experience. **Volunteer Planter**

Join the TreeProject Community



Acacia acinacea

Volunteer your time

Register your interest to become a **volunteer grower, coordinator, trainer, attend a planting day**, become a **planting day team leader** at <https://treeproject.org.au/how-you-can-help/volunteer/>

Donate regularly

Choose how you give: <https://treeproject.org.au/donate/>

Corporate sponsorship

<https://treeproject.org.au/how-you-can-help/corporate-sponsorship/>

Order seedlings for your land

<https://treeproject.org.au/landholders/order-seedlings-introduction/>

Make a bequest

<https://treeproject.org.au/how-you-can-help/bequests/>

Never miss an upcoming volunteering opportunity - [Seed packing](#) · [Tube Washing](#) · [Working Bees](#) · [Kit preparation days](#) · [Weekly grower groups](#) · follow TreeProject on [Humanitix](#)

<https://events.humanitix.com/host/treeproject>

Read our Newsletter

View Leaflet via <https://treeproject.org.au/news/the-leaflet/>

Stay in touch!

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3000

Click icons
to connect



FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE



PHONE



EMAIL



WEBSITE



REVIEW



LEAFLET



LOCATION