



Seeding

Victoria

Partners and Sponsors Prospectus 2019

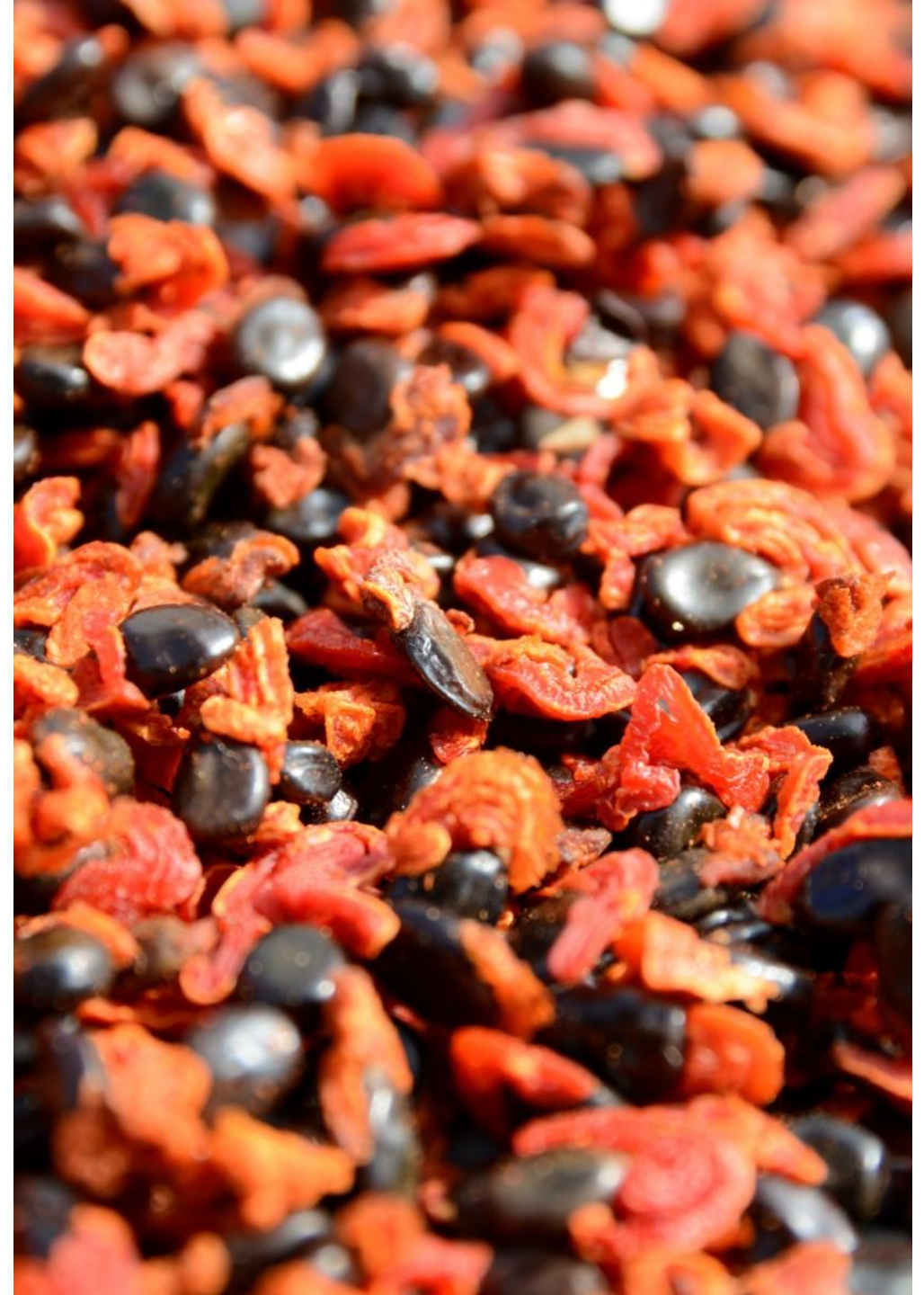


About Us

Seeding Victoria is a community run not for profit seed bank in Victoria, with bases at Creswick and Nyah. We aim to provide a provenance based seed supply for revegetation projects throughout Central, South West and North West Victoria and Southern New South Wales.

We place high value on the development of best practice, ethical sourcing and utilisation of seed, and research to improve our knowledge, use and management of seed.

As a leader with decades of experience in the seed industry, we have consistently demonstrated our ability to deliver appropriately sourced indigenous seed for re-vegetation works throughout our service area.



Our Mission

To ensure that a supply of quality, appropriately and ethically sourced indigenous seed is available to safeguard the long term sustainability of our natural environment, improve biodiversity and adapt for climate change.

Why We Need Your Help

Seeding Victoria is in a funding crisis, with a real possibility of closure. Our income depends mainly on the sale of seed. Without new and on-going support, the important work of sourcing and storing indigenous seed will no longer continue.

Indigenous seed banks around the world have demonstrated that they cannot survive on the sale of seed alone. Without philanthropic support, they cannot function. Seeding Victoria is no different.

Collecting seed in seasons when it is available, and storing it safely for conservation, re-vegetation and offset projects, is crucial if we are to maintain a wide range of species and ecological communities. We need your help to continue, so that a supply of quality, appropriately and ethically sourced indigenous seed is available to safeguard our environment, improve biodiversity and adapt for climate change.



Funding Targets



\$25,000 per year for three years

Help fund the seed bank for the next 3 years

Small equipment upgrades

Projects to raise revenue can commence

\$50,000 per year for three years

Help fund the seed bank for the next 4 years

Large equipment upgrades

Projects to raise revenue can commence

Repairs and maintenance continue

\$75,000 per year for three years

Help fund the seed bank for the next 6 years

Large & small equipment upgrades

Infrastructure improvements completed

Projects to raise revenue can commence

Seed bank becomes umbrella organisation for other community based not for profits

Sponsorship

You, your business or organisation is invited to partner with Seeding Victoria as we work for the protection of biodiversity and securing Victoria's conservation future.

Please take the time to read the partnership and support opportunities in the tables on the following pages to discover how to contribute to the longevity of this vital resource. We can accommodate various forms of sponsorship including financial, in kind, or a discount on services.

You can also make an anonymous donation by directly depositing money into our account using the reference 'anon'. You can volunteer your time as a seed collector, seed sorter, in the office or to support the board in our quest to protect our environment for future generations.

Partnership Level	Amount (\$)
Platinum Partner	25,000 (per annum)
Gold Supporter	10,000 (per annum)
Silver Sponsor	5,000 (per annum)
Anonymous donations	Any amount
Project sponsorship: Banking for the Future	10,000 (kick starter)
Project sponsorship: Keeping it Cool	7,500 (kick starter)
Project sponsorship: Seeds for Change	5,000 (kick starter)
Project sponsorship: Working together	2,400 (kick starter)

Partnership

Platinum (\$25,000 per year)



Your logo, with acknowledgement as Platinum Partner,	<ul style="list-style-type: none">- Seeding Victoria website landing page (including hyperlink to your organisation's home page).- Sign at entrance of Seeding Victoria offices- Acknowledgement with clients during sales transactions and on all promotional material.
Seed benefits	<ul style="list-style-type: none">- 15% discount on all seed sales- Free postage on seed deliveries
Publicity	<ul style="list-style-type: none">- Partnership status- Use of Seeding Victoria logo for promotion during partnership agreement
Conscience	Platinum partners will greatly help to ensure the longevity and prosperity of Seeding Victoria Securing seed sources for future proofing our flora



Proud Supporter

Gold (\$10,000 per year)



Your logo, with acknowledgement as Gold Supporter	<ul style="list-style-type: none">- Seeding Victoria website (including hyperlink to your organisation's home page).- Acknowledgement with clients during sales transactions- Plaque on wall in Seeding Victoria offices
Seed benefits	<ul style="list-style-type: none">- 10% discount on all seed sales- Free postage on seed deliveries
Publicity	<ul style="list-style-type: none">- Supporter status- Use of Seeding Victoria logo for promotion during sponsorship agreement
Conscience	Gold partners will help to ensure the longevity and prosperity of Seeding Victoria Securing seed sources for future proofing our flora

Sponsor

Silver (\$5,000 per year)



Your logo, with acknowledgement as Silver Sponsor	<ul style="list-style-type: none">- Acknowledgement with clients during sales transactions
Seed benefits	<ul style="list-style-type: none">- 5% discount on all seed sales- Free postage on seed deliveries
Publicity	<ul style="list-style-type: none">- Supporter status- Use of Seeding Victoria logo for promotion during sponsorship agreement
Conscience	Silver partners will help to ensure the longevity and prosperity of Seeding Victoria Securing seed sources for future proofing our flora

Project: Banking for the Future

\$10,000 kick starter

Creating seed production areas by planting seed orchards provides valuable insurance for some of our most vulnerable species. It also provides opportunities to increase genetic diversity to help threatened species adapt to climate variability.

Banksia marginata A vulnerable tree which was once widespread throughout western Victoria and much loved by our birds is disappearing from our landscapes and in urgent need of seed sources and greater genetic diversity.

Mallee flora communities Establishing seed orchards could provide future sources for seed to restore these communities and provide revenue for Seeding Victoria.

Your acknowledgement	<ul style="list-style-type: none">- Sign of acknowledgement erected at the site of the seed orchard.
Other benefits	<ul style="list-style-type: none">- Invitation to attend tree planting day with seed bank manager- Invitation to attend seed orchard opening ceremony
Publicity	<ul style="list-style-type: none">- Use of Seeding Victoria logo to promote collaboration- Acknowledgement on our website.



Project: Keeping it Cool

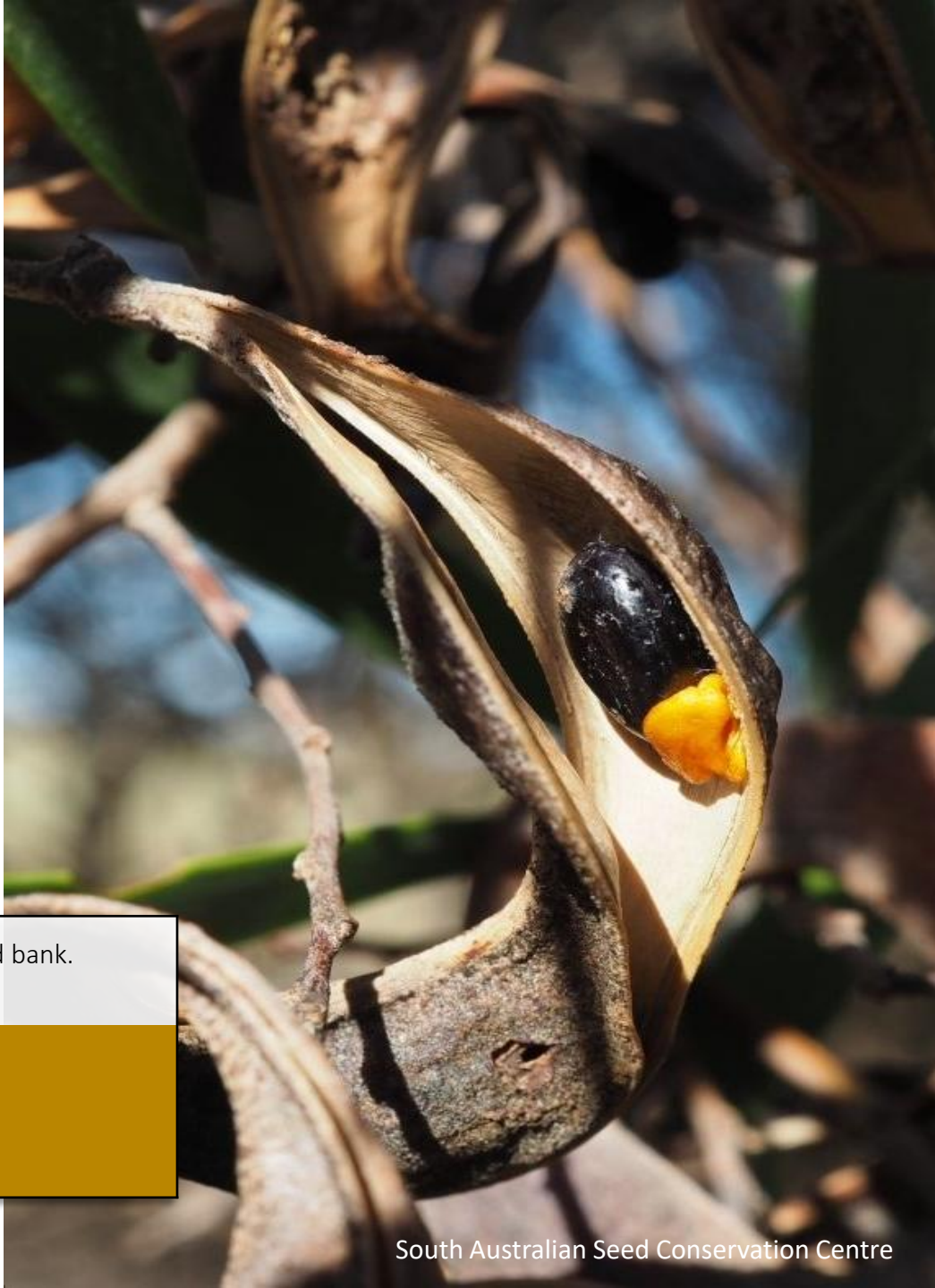
\$7,500 kick starter

The Murray Mallee region of Victoria is hot and dusty. Seed needs to be stored in a cool stable environment and our refrigerated storage system is in urgent need of an upgrade.

Keeping it Cool will provide a much needed new cool room to further maintain the high standard of seed storage which Seeding Victoria strives to consistently achieve.

This funding is a kick starter project to assist the purchase of modified refrigerated shipping container or a purpose built refrigerated storage system.

Your acknowledgement	- Sign of acknowledgement and gratitude on the cool room at Murray Mallee seed bank.
Publicity	- Acknowledgement on our website - Use of Seeding Victoria logo to promote collaboration



Project: Seeds for Change

\$5,000 *kick starter*

This project seeks to create a commercial project using small quantities of native flower seed to produce local garden mixes for major regions of Victoria.

Chocolate lilies which smell like chocolate when planted on mass. Pin cushions which catch your breath. Paper daisies which last for months. Native flowers are not just beautiful but beneficial for our insects and great for the environment.

Seeds for Change will provide a revenue stream for Seeding Victoria while addressing the demand for small packets of local flower mixes. This funding is a kick starter project to enable packaging, printing and distribution of small seed packets into retail outlets.

Seed benefits	<ul style="list-style-type: none">- Complimentary product samples.
Publicity	<ul style="list-style-type: none">- Printed recognition on seed packets.- Acknowledgement on our website.- Use of Seeding Victoria logo to promote collaboration.



Project: Working Together

\$2,400 kick starter

This project seeks to provide the tools to develop stronger networks across all not for profit seed banks in Victoria.

Seeding Victoria has also developed good relationships with several Landcare networks in Victoria providing an administrative support role to manage payroll and performance indicators for Landcare facilitator positions. The project will also explore additional opportunities to expand this service provided by our organisation.

Publicity

- Acknowledgement on our website
- Use of Seeding Victoria logo to promote collaboration
- Recognition in media, communication and promotional material related



Partners, Sponsors and Supporters

Seeding Victoria maintains strong environmental and ethical principles when making decisions and managing our organisation. We are seeking to collaborate with similar organisations who believe in the importance of the work done by Seeding Victoria and wish to be involved in protecting our floras future.

Land clearing, housing development and the encroachment of invasive plants mean that many of our native flora species need our help. By collecting, storing and maintaining secure seed supplies for revegetation, restoration and offset projects you can protect the future of our diverse natural environment.



Sale of Seed

We have two seedbanks in Victoria: at Creswick and Nyah.

Seeding Victoria's cool rooms and storage protocols are aimed at maintaining the best possible environment to ensure seed remains viable for short to midterm storage (up to 25 years).

You can view our full seed catalogue on our website:

www.seedingvictoria.com.au

Seed can be ordered by email, or telephone.

Creswick Seed Sales

Dan Frost

Manager

Telephone: 03 5345 2200

Mobile: 0438 352 989

Email: dan@seedingvic.com.au

Murray Mallee Seed Sales

Kristy Scalora

Manager

Telephone: 03 50303166

Mobile: 0428547549

Email: seedbank@bigpond.net.au



Contact Information

Thank you for taking the time to consider Seeding Victoria's Partners and Sponsors Prospectus. For more information about this prospectus and how you can help save our seedbanks, please contact Kristy Scalora:

Kristy Scalora

Murray Mallee Manager

Telephone: 03 5030 3166

Mobile: 0428 547 549

Email: seedbank@bigpond.net.au

Bank Details

For any anonymous donations, you can directly deposit your donation into our account using the reference "anon".

Bank Account Details

BSB: 633 000

Account Number: 133493031

Account Name: Seeding Victoria





Seeding
Victoria