



**Greening Australia**

canopy Nindethana SeedX



**Introducing the  
Greening Australia  
Group**

## Who we are

Greening Australia is a proudly independent environmental enterprise. We are a national not-for-profit committed to restoring Australia's diverse landscapes and protecting biodiversity in ways that benefit communities, economies, and nature.

With projects spanning the breadth of the country – from city suburbs to remote regions – we apply a science-based, collaborative approach to deliver nature-based solutions addressing climate change and biodiversity loss.

Greening Australia was established in 1982, the International Year of the Tree, in response to the serious impacts of tree decline on agriculture and the environment across Australia.

Today, Greening Australia and its companies – Nindethana, SeedX and Canopy – remain dedicated to solving complex environmental problems through on-ground restoration at scale. By restoring Australia's diverse and iconic ecosystems, we help create healthy, productive landscapes where people and nature can thrive.

[greeningaustralia.org.au](https://greeningaustralia.org.au)

## 40+ years of impact



**110+ million**  
plants established across Australia



**44,000+ tonnes**  
of water pollutants stopped from reaching the Great Barrier Reef



**30,000+**  
landholders engaged, including First Nations partners



**Largest**  
... producer of carbon credits from biodiverse environmental plantings  
...private land carbon aggregator under the environmental planting method  
...native seed collection program in the country

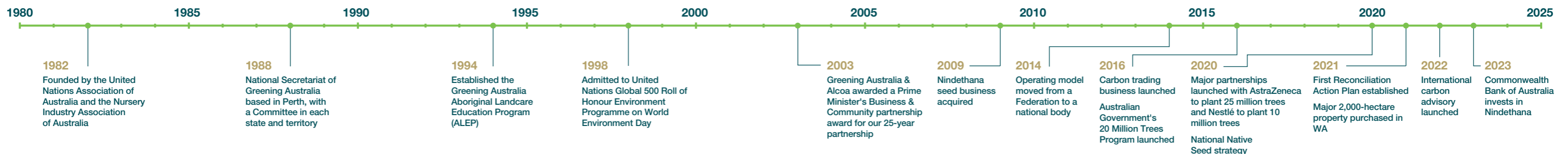


**First national seed strategy**  
Led development of first national strategy for the Australian native seed sector

Cover image: Direct seeding a property near Yanchep WA. Photo credit Jesse Collins.

Inside cover image: During a planting day in Lockyer Valley QLD. Photo credit Harrison Candlin.

## The journey so far



# The Greening Australia Group

To rebuild nature at the quality and scale Australia and the world needs, Greening Australia has established a group of subsidiary companies whose combined strengths enable us to deliver end-to-end, high integrity restoration solutions.

Each company specialises in a strategic aspect of scaling environmental restoration, to support Greening Australia in reaching its ambitious goals for people and nature.

**All owned companies - Canopy, Nindethana and SeedX - operate as for-purpose commercial businesses with profits reinvested back into Greening Australia, the registered not-for-profit.**



Registered not for profit with over 40 years' experience in rebuilding nature by connecting community, economy and environment. Collaborates with diverse partners, including business, community, First Nations Peoples and landholders, to deliver high impact, science-based, biodiverse restoration projects that help people and nature thrive.

## NATIVE SEED BUSINESSES



National seed business that sources and processes Australia's largest range of high quality native seed to sell into the restoration market.



Focuses on producing high quality, genetically diverse native seed for restoration, and supporting the overall growth of a healthy native seed sector in Australia. The first seed farm is in development.



Environmental markets business that specialises in producing and selling high integrity environmental credits. Advises businesses with net-zero and/or nature-positive goals on the development and feasibility of environmental credit projects.

## Working towards a nature-positive future

### OUR VISION

Healthy and productive landscapes where people and nature thrive.

### OUR MISSION

To rebuild nature by connecting community, economy and environment in ways that benefit all.

### OUR VALUES

- We put people first
- We take action to find solutions
- We collaborate for impact, we need each other
- We are accountable for our commitments

## Our 2030 goals

Our ambitious goals align our work with global targets for climate action, land restoration and biodiversity.



**500,000,000**

Native plants established



**330,000**

Hectares of habitat established



**3,300,000**

Tonnes of carbon sequestered per annum



**185**

Tonnes of native seed supplied to restoration projects



**3,000**

Landholders engaged in restoration projects



**100**

First Nations partnerships



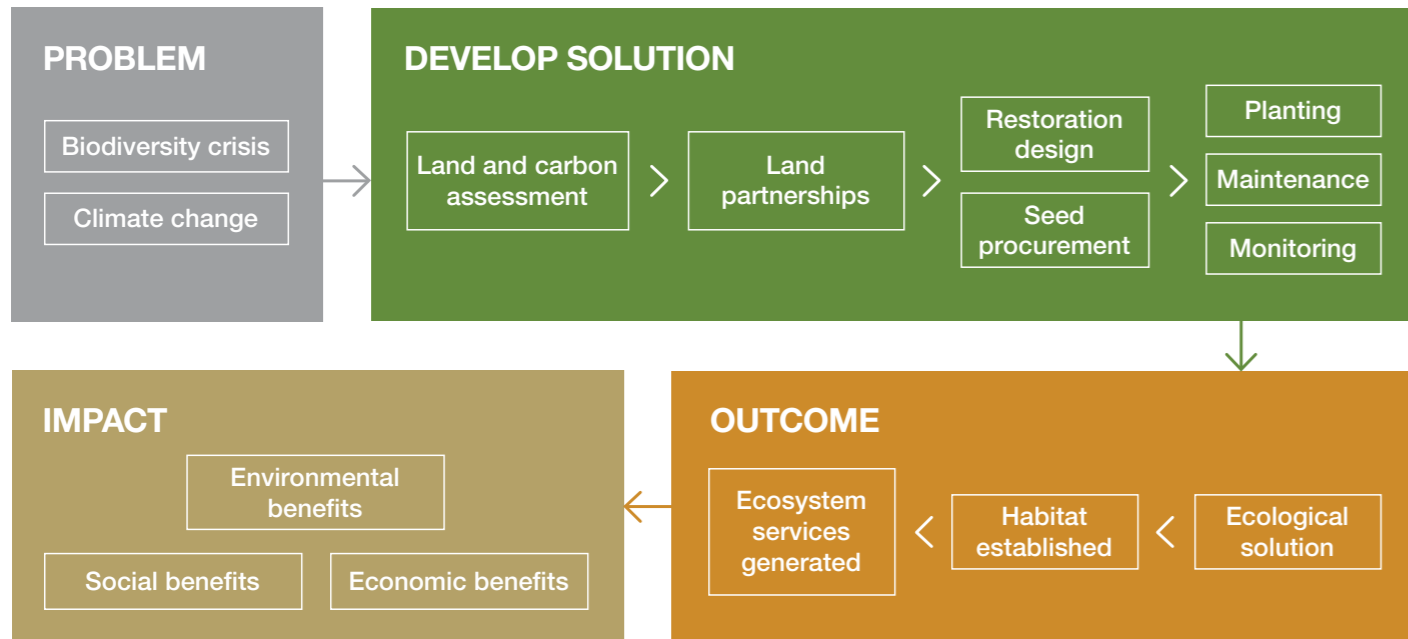
**475,000**

Tonnes of water pollutants prevented from reaching the Great Barrier Reef

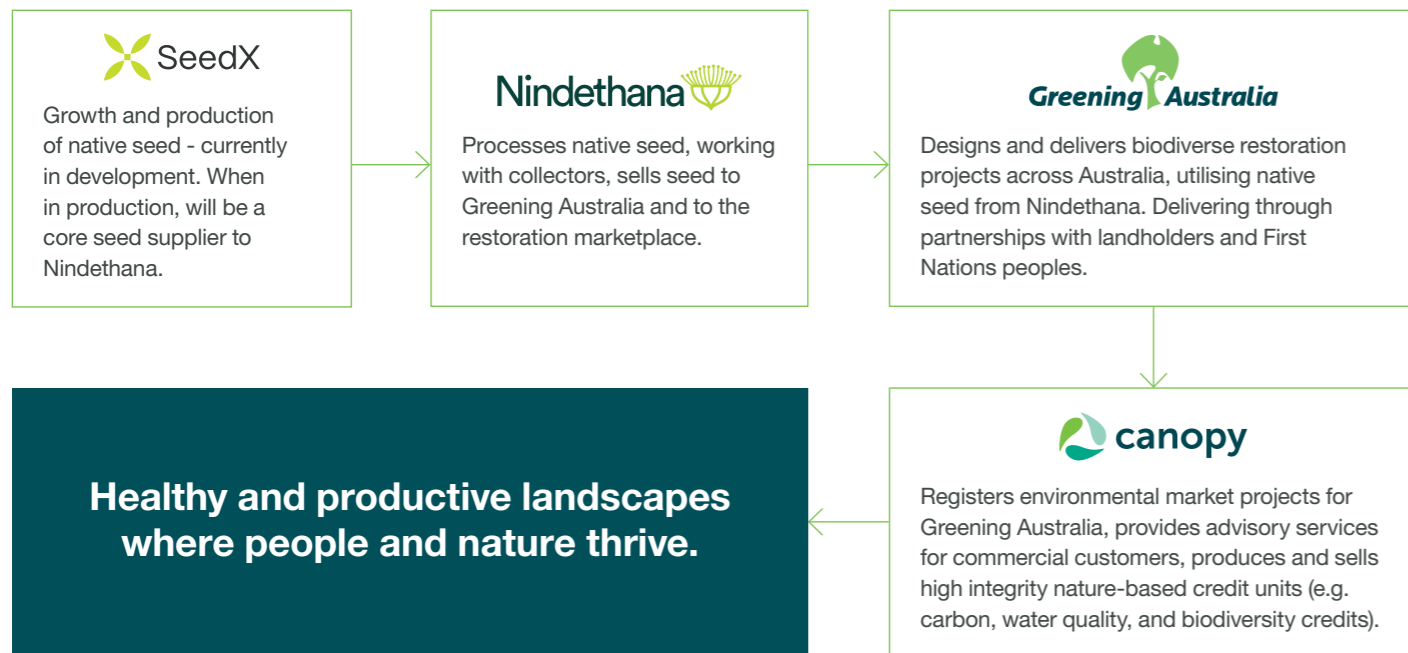


Revisiting a planting in Victoria's Strzelecki Ranges. Photo credit Annette Ruzicka.

## Helping you identify practical solutions for impact



## How we deliver restoration for impact



## Opportunities for landholders

Greening Australia has decades of experience working with private, public and First Nations landholders to deliver restoration projects that integrate with their production objectives.

Our uniquely practical end-to-end experience in native seed, on-ground restoration and environmental markets means we can tailor science-based nature-based solutions that both align with a landholder's goals and maximise benefits for people and nature.

Landholders can restore parts of their property with Greening Australia to access the carbon market, improve the biodiversity and resilience of the property, and add value to farm plans – helping nature at the same time.

Integrating restoration projects into properties can create value by:

- Tackling problem areas (e.g. salinity, erosion, slippage)
- Producing carbon credits
- Diversifying income streams
- Increasing drought resilience
- Attracting and supporting wildlife
- Creating shade and shelter to improve production.

As a not-for-profit organisation, any benefit we receive goes right back into more restoration projects with more landholders.

To learn more or register for a no-obligation chat, visit [greeningaustralia.org.au/landholders](https://greeningaustralia.org.au/landholders)

**“My aim was to get the stock out of the gullies and stabilise them, with reduced run-off raising those gullies and raising the water table. The planting is of great benefit, and if carbon's going to help pay for it, it just adds up.” - Tim Annand, Old Bredbo landholder, NSW**

Planting at 'Arthursleigh' in NSW Southern Highlands.  
Photo credit Toby Peet.



**Nindethana sources and sells the largest range of high-quality native seed in Australia, harvested from diverse regions across the country, to power restoration success.**

The name Nindethana comes from the language of the Wiradjuri People meaning 'place of corroboree' or 'ours'. It reflects the company's commitment to collaborating with First Nations Peoples and the broader community to protect the incredible diversity of our landscapes.

Nindethana operates with the highest quality control standards, drawing on over 70 years of experience to provide expert advice and service to customers and native seed suppliers.

Nindethana also works with the wider restoration industry to grow the Australian native seed sector, ensuring a sustainable seed supply to support Australia's unique biodiversity for future generations.

**Seed services**

With seed storage and distribution locations across Australia, Nindethana provides an extensive range of native seed services, including:

- Seed sales
- Seed collection to order
- Seed consultancy services
- Seed cleaning, drying, storage and dormancy breaking technologies
- Seed collection and management training programs

[nindethana.net.au](http://nindethana.net.au)



Seed testing in Nindethana's facility in Richmond NSW. Photo credit Toby Peet.



Nindethana is building relationships with First Nations groups interested in developing seed-based enterprises. Photo credit Jesse Collins.



With predicted demand outstripping supply, increasing the availability of quality, diverse native seed – and the capability of Australia's native seed sector – is critical for ecosystem restoration, carbon sequestration and building climate resilience.

SeedX is establishing native seed production areas (SPAs) or 'seed farms' as a practical solution for improving seed supply, and sharing learnings with the sector.

The first SeedX SPA is being developed on Yuat Country at Jarrega in Western Australia, with invaluable involvement and input from the Kwelena Mambakort Wedge Island Aboriginal Corporation (KMAC). Establishing this SPA has involved major infrastructure works for irrigation, energy, transport and storage.



Canopy is an environmental markets business that produces, sells and provides advice on high integrity environmental credits to facilitate action on climate change, biodiversity loss and water quality.

By choosing high quality, high integrity offsets, companies can generate co-benefits for biodiversity, productivity, local communities and First Nations Peoples.

A signatory to the voluntary Australian Carbon Industry Code of Conduct, Canopy is registered with the Clean Energy Regulator and operates under an Australian Financial Services Licence as a corporate authorised representative. Canopy offers the following services:

- Producing biodiverse, high quality Australian Carbon Credit Units (ACCUs) through environmental planting projects developed and delivered in partnership with Greening Australia.
- Selling offsets as part of a portfolio tailored to your business needs and aligning with international best practice standards, including ACCUs created from registered projects delivered with Greening Australia, and nature-based ACCUs and international units with select third-party providers. Canopy undertakes due diligence to verify the environmental and social co-benefits of all third-party units sold.
- Assisting businesses to achieve net-zero and nature-positive goals through developing projects that protect, sustainably manage, and restore ecosystems.
- Consulting with organisations on the financial and technical feasibility of their environmental credit project, based on their specific needs and preferences.

[canopy.org.au](http://canopy.org.au)

Carbon planting on a property near Katanning WA. Photo credit Jesse Collins.



## What our business partners and investors say

“We decided to partner with Greening Australia because one of our corporate values is ‘we follow the science’ and Greening Australia is very similar in their approach. The other aspect is they have tremendous capabilities in terms of planting trees and restoring ecosystems. And the last part, which is also very important, is that they have a really great bunch of people and we felt that we could collaborate very well together, and I think together we can make a huge difference.”

**Sir Pascal Soriot, Chief Executive Officer, AstraZeneca**

“As part of our People & Planet Positive commitments, Officeworks is committed to taking meaningful climate action – this includes planting two million trees by 2025. In order to achieve this goal, it was crucial that we were able to partner with a trusted organisation that understood our long-term vision, and was aligned in how we could achieve that. Since starting our partnership in 2017, Greening Australia have continued to demonstrate their ability to deliver significant environmental and social outcomes that are grounded in science and executed with the passion and commitment of an amazing team.”

**Ryan Swenson, Head of ESG & Corporate Affairs, Officeworks**

“As the world focuses on meeting carbon reduction targets, the issues of biodiversity and natural capital are increasingly in the spotlight. We want to play our part in helping to preserve and foster Australia’s biodiversity and unique ecosystems while also helping grow an industry that will play a critical role in helping to meet national climate commitments. Our investment in Nindethana will help to address current supply constraints in native seed, as demand grows from both carbon abatement projects and organisations seeking to help restore land that has been impacted by natural disasters or heavy industrial usage.”

**Andrew Hinchliff, Commonwealth Bank of Australia Group Executive Institutional Banking & Markets**

### MAKING IMPACT WITH OUR PARTNERS

Located on Wirangu and Naou Country on South Australia’s Eyre Peninsula, ‘Glandore’ is a property purchased by Greening Australia for significant restoration. We saw the potential for restoring native vegetation here, such as the endangered Drooping Sheoak grassy woodland community, while also sequestering carbon and improving the health of marginal land. Representatives of both the Wirangu and Naou Peoples undertook a cultural survey of the site, with their recommendations being incorporated into the planning and implementation phases of the project.

Planting started in 2023, supported by our partners AstraZeneca and One Tree Planted through the 25 Million Trees program, and we invited Traditional Owners to join our crews going out onto site. Approximately 700 hectares of four different native vegetation communities were planted in 2023, with more to come in 2024.

The planting at Glandore has been registered by Canopy with the Clean Energy Regulator, and is forecast to generate over 270,000 high integrity ACCUs over the 25-year crediting period.

Direct seeding lines at Glandore, near Colton SA. Photo credit Mark Thomas.



Planting day in the Tasmanian Midlands.  
Photo credit Adam Gibson.

## Partner with us

Become a partner and help us create meaningful impact for people and nature.



## Contact us

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