



PURVES  
ENVIRONMENTAL FUND

2009 ANNUAL REVIEW





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## Chairman's Address

2009 is the watershed year for the world on climate change. In December the global community will come together in Copenhagen to try and reach an agreement on reducing and stabilizing emissions to avoid dangerous climate change. At the time of writing, there is growing concern that a deal will not be forthcoming, but I remain optimistic that there is sufficient momentum to at least get a framework out of the conference that will give business in particular some certainty on the transformation we all know the global economy needs to move to a low carbon world.

Set out on the following pages is a review of the the year which has been an extremely busy one for the Fund with a key focus on climate initiatives given the importance of the lead up to Copenhagen. We have worked on three levels, firstly youth initiatives via the Australian Youth Climate Coalition, secondly via business in supporting the Copenhagen Climate Council and Environment Business Australia and thirdly via support to the wider community-based climate initiative Earth Hour, to which over 4,000 cities around the world signed up in 2009.

Our core funding commitment remains to the Wentworth Group of Concerned Scientists and proved again this year the necessity in Australia having an eminent group of scientists coming together to offer solutions on the major environmental problems.

We remain committed to our strategy to help NGOs build their financial base. The highlight being our work with WWF NZ which, despite the impact of the financial crisis, is on target to gain 10,000 new supporters that will underwrite their financial viability in future years.

In summary, for the year our total funding of projects was almost \$1.5 million, which I feel confident has made a difference on a number of important environmental fronts. In addition we are continuing to look at ways to leverage our impact by partnering with other like-minded organisations and providing advice to NGOs on strategic and fundraising options. We aim to be transparent and open about what we fund and I regularly speak about our work at events and conferences on the environment.

My inspiration comes from colleagues and friends who are committed to the challenge of finding ways for us to live sustainably on this one small planet we call home. To me they are the real heroes.

My thanks to the Directors of the Fund, Ian Pollard, Geoff Brundson, and Richard Gelski and to Andrea Hoole the Fund Secretary. Alison Atherton who manages the fund has done an outstanding job since day one and regrettably is leaving us next year to start a family.

Robert E. Purves AM  
October 2009

An aerial photograph of a city, likely Copenhagen, showing a mix of historic and modern architecture, a river in the foreground, and green spaces. The sky is blue with some light clouds.

The mission of the Fund is to advance environmental sustainability and preservation of biodiversity

## About the Purves Environmental Fund

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### Vision

The Fund's vision is an environmentally sustainable world in which biodiversity is preserved.

### Mission

The mission of the Fund is to advance, primarily through education of individuals and organisations, environmental sustainability and preservation of biodiversity.

### Objectives

The Fund grants gifts (funds) to enable and empower others working towards environmental sustainability and preservation of biodiversity. We aim to:

- act as a catalyst to change;
- fill gaps in effecting change;
- break down barriers to action;
- support creation of new thinking and practice;
- provide bold leadership; and
- encourage participation of stakeholders

### Charitable purpose

The charitable purposes of the Fund are:

- (a) to protect and enhance the natural environment;
- (b) to enhance the protection of Australia's unique biodiversity for the benefit of future generations through the protection of native species and the ecological processes that support them, particularly in the primary production landscape;
- (c) to provide information and education about the natural environment and to improve the Australian community's understanding of the urgent need for greater sustainability; and
- (d) to support scientific research and field projects that are aimed at supporting catalytic work to find solutions for important environmental issues that are not currently supported by environmental groups or government.

# Activities & Organisations supported during 2008/09

## Overview

2008/2009 has been another busy and fulfilling year for the Purves Environmental Fund. The highlight of the year was the amazing success of Earth Hour 2009. Over 4,000 global cities signed up to take part. Lights went off at many iconic sites such as Big Ben, the Pyramids at Ghiza and Sydney Harbour Bridge and Opera House. The event provided a powerful visual mandate, the 'people's pledge', to support a strong agreement on climate change action at the Copenhagen Climate Change Conference in December 2009.

Due to the importance of the Copenhagen Climate Change conference, there has been a natural convergence of activities on this in the lead-up to December 2009. Most groups working on climate change have focused their efforts over the past year on activities that aim to affect the outcome of the conference. The Copenhagen Climate Council was formed with the specific objective of encouraging a strong international climate agreement at the conference. The Council has been highly effective in gathering high-profile and influential business leaders around this goal and giving them a platform for voicing their concerns about climate change and uniting behind a call for decisive action.

In Australia, the Australian Youth Climate Coalition is building a generation-wide movement to solve the climate crisis and to present the voice of youth in the climate change debate. They are also pushing for a strong climate agreement in Copenhagen. They are working to achieve their goals through educational activities and large-scale rallies and events that aim to inspire young people to take action on climate change.

The Purves Environmental Fund has been proud to support these and many other exciting initiatives during the year. As in every other year, we received many more applications for funding than we could support. 2008/09 was a record-breaking year for applications. We received close to 60 separate funding requests and we funded 17 organisations and activities. The Wentworth Group of Concerned Scientists continues to be the single largest beneficiary of the Fund. The following pages provide a summary of the organisations and activities the Purves Environmental Fund has supported during the year.





Annual Wentworth Group Meeting

## The Wentworth Group of Concerned Scientists

[www.wentworthgroup.org](http://www.wentworthgroup.org)

The Purves Environmental Fund is the primary sponsor of the Wentworth Group of Concerned Scientists and the Wentworth Science Program. The Wentworth Group is an independent group of Australian thinkers from science and economics. It was founded in December 2007.

In 2008/ 2009 the Wentworth Group focused on activities in their core programs. These embraced previous programs that were referred to as Managing Australia, Coasts, and Tropical Forests. By concentrating on these core functions, the Wentworth Group has been in a stronger position to stimulate new thinking on major national environmental initiatives.



Wentworth Scholars

### Wentworth Science Program 2009

The Wentworth Science Program (the Science Program) represents a continued engagement between Wentworth Group members and those selected as Wentworth Group Scholars. Postgraduate students from all over Australia applied for a scholarship in 2009. Out of 50 applicants, eight were selected on the basis of their outstanding academic abilities and an interest in connecting good science with public policy. Three 'young professionals' were also included in the Science Program.

The New South Wales Government created a scholarship in memory of the late Professor Peter Cullen AO and invited the Wentworth Group to select the Professor Peter Cullen AO Scholar for 2009. The successful applicant also became a Wentworth Scholar.

The Members of the Group are Mr. Peter Cosier, Professor Tim Flannery, Professor David Karoly, Professor David Lindenmayer FAA, Professor Hugh Possingham FAA, Mr. Robert Purves AM, Dr Denis Saunders AM, Professor Bruce Thom FIAG FTSE, Dr John Williams and Professor Mike Young FASSA.

# Activities & Organisations supported during 2008/09



Wentworth Scholars

All students attended a Master Class in March and are currently being mentored by individual members of the Wentworth Group. Informal mentoring of the scholars from previous years continues with members of Wentworth Group and staff. It is this continued contact that makes the Scholarship so sought after and special. The scholars value the 'wisdom' of the Wentworth Group.

## National Environmental Accounts

The National Environmental Accounts framework developed by the Wentworth Group and explained in the influential paper Accounting for Nature, is a reform that will fundamentally change the way Australia is managed.

Once implemented, the framework will circumvent many entrenched duplicated processes in natural resource management that has caused the inertia that has so far frustrated many great environmental initiatives.

The National Accounts resolves the long needed transparency in environmental expenditure by revealing the true state of the environment, and how it changes over time in response to investment and environmental shifts. Intuitive to the financial sector, this is a completely new approach to national environmental management.

Based on the recommendation of several Wentworth Group members, National Environmental Accounts were recorded as a priority during the Prime Minister's 2020 Summit in 2008.

The Wentworth Group has continued to drive the model at the regional level through the NRM bodies, and nationally through the Federal Treasury, the Australian Bureau of Statistics and Commonwealth agencies.

Many members have given speeches and presented to science and local government conferences and workshops throughout the year.



The scope of the National Environmental Accounts is such, that once implemented, it will:

- Underpin all regional natural resource management planning involving all levels of government thus avoiding wasteful duplication,
- Allow the declines and improvement in Australia's natural resources to finally be measured,
- Provide a critically needed decision support tool for optimising carbon in the landscape; and for the first time,
- Allow true cost-effective investment in the environment.

Our natural assets - land, biodiversity, water, coasts, and the atmosphere will finally be accounted for.

## Water Reform

Water reform in Australia is currently at a critical point. With the National Water Initiative (NWI) and the Government's \$12.9 billion Water for the Future program of buying water and paying for irrigation efficiency, it may appear to the casual observer that all is in place and if only the drought would end then things would be OK. However, there is much critical work to be done, particularly on the difficult issue of water allocation.

If water allocation is not successfully reformed, the Murray Darling Basin will lose floodplains and wetlands and the Coorong and Lower Lakes estuary. Currently the debate about how much water must be returned to the environment, where, how and the economic and social impacts of such decisions are in deadlock. In the absence of robust science the debate continues between Government, lobby groups and the community and ultimately water reform is stalling.

In September 2008 in a submission to the Senate Inquiry into the Coorong and Lower Lakes the Wentworth Group presented an estimate of the level of reduction in water extraction required across the Basin- the first time such evidence had been presented. This work was undertaken in consultation with many of the best ecologists and economists across the Basin and it successfully ignited the debate about how much water is enough.

## Activities & Organisations supported during 2008/09

Once this work had been released, the Wentworth Group engaged in the critical and arduous work of injecting the numbers and science into the debate through extensive work with the different stakeholder groups. Through this work in the cities and backblocks of the Basin it became clear the reforms cannot be progressed without also addressing a larger social issue underlying the stalling of the water reform.

Water reform provides an opportunity for irrigation communities to transition out of irrigation and re-invent themselves in new industries which will be much less impacted by climate change. It is the opportunity to adapt. The Wentworth Group is now leading a group of experts who are working on bringing together the existing thinking on this issue.

This work will re-define the water reform debate. It will for the first time identify what volume of water we should be looking at for each valley of the Basin, what the economic impacts will be for which communities, and most importantly, how we can undertake a structural adjustment process which capitalises on the opportunities water reform presents for communities devastated by our constantly changing climate.

### Carbon in the Landscape

Most of the focus in climate change policy has centered on reducing greenhouse gas emissions from energy generation. Whilst this is fundamental to any solution, it is impossible to achieve the scale of reduction required to avoid dangerous climate change unless we also harness the full potential of our terrestrial landscape to remove carbon from the atmosphere and store it in vegetation and soils.

The power of terrestrial carbon is immense; a 15% increase in the world's terrestrial carbon stock would remove the equivalent of all the carbon pollution emitted from fossil fuels since the beginning of the industrial revolution.

The role of terrestrial carbon to emission reduction targets is well understood in Australia – we know that land clearing has been a significant contributor to Australia's greenhouse gas emissions. What is not widely recognized is the potential this new terrestrial carbon economy provides in addressing the other great environmental challenges across Australia. Healthy soils and healthy landscapes are full of carbon. Biodiversity is carbon.

In 2008/9 the Wentworth Group continued to work on harnessing the potential of the new carbon economy to provide an economic base to help conserve the world's biodiversity and repair degraded landscapes.



Terrestrial carbon has the potential to not only contribute to the climate change solution, but also the multiple environmental benefits that could be achieved with policies that optimize carbon in the Australian landscape: the repair of damaged river systems, restoration of habitat of threatened species, restoring degraded land and improving the health of agricultural soils.

In 2008/9 this work concentrated on raising awareness through keynote speeches at conferences and expert workshops, in dialogue with policy makers at Commonwealth and State levels, working with national research institutes, appearing before Senate inquiries, and putting forward amendments to the international UNFCCC framework to be negotiated at Copenhagen in December 2009, and the Australian Government's Carbon Pollution Reduction Scheme legislation.

### Terrestrial Carbon Group

[www.terrestrialcarbon.org](http://www.terrestrialcarbon.org)

The Terrestrial Carbon Group was established by the Purves Environmental Fund, through the Wentworth Group of Concerned Scientists in 2007. In August 2008 it released its model for How to Include Terrestrial Carbon in Developing Nations in the Overall Climate Change Solution.

This work has been described by influential international experts as a 'game breaker', because it provides a robust and practical framework for the conservation and restoration of carbon in the world's tropical rainforests to contribute to the world's Climate Change solution.

The Group is now based at Columbia University in USA through funding from the US based Moore Foundation and the Heinz Centre in Washington. Ralph Ashton leads this group and three members of the Wentworth Group, Peter Cosier, Tim Flannery and Hugh Possingham continue to be members.

# Activities & Organisations supported during 2008/09



## Environmental education

### Educational resources

[www.theweathermakers.org](http://www.theweathermakers.org), [www.publish.csiro.au/onborrowedtime](http://www.publish.csiro.au/onborrowedtime)

In 2007/08, the Fund worked in partnership with Tim Flannery and Text Publishing to produce and distribute to all secondary schools in Australia, *Thinking About Climate Change*, an educational resource that makes teaching and learning about climate change easy and accessible. *Thinking About Climate Change* is adapted from Tim Flannery's book about climate change, *We Are the Weather Makers*. In 2008/09, with the Fund's support, Text Publishing undertook a survey assessment of *Thinking About Climate Change*. Overall, the survey revealed an overwhelmingly positive response to the resource and a strong desire for similar resources on other environmental issues to be produced.

With funding from the Purves Environmental Fund, CSIRO Publishing produced teaching materials - website, teachers' booklet and CD-ROM - based on David Lindenmayer's book *On Borrowed Time*, which explains the crisis of global biodiversity loss. The resources were launched and distributed to all Australian secondary schools in August 2008. In early 2009, CSIRO Publishing undertook a survey assessment of *On Borrowed Time*. The survey was conducted not long after the resource was distributed and was not yet in use in all classrooms. Where it was in use it was found to be an important and helpful resource.

*On Borrowed Time* was a different type of resource on a different subject to *Thinking About Climate Change*. The response to both resources was positive. This indicates that the quality of the material - content and format - the relevance of the subject matter, and integration with curricula and relevant learning frameworks are important factors in provision of an excellent educational resource. The specific media used - print, online or interactive games - seems to be a less important factor. Different media are appropriate for different schools, and perhaps an ideal resource would combine elements of different media to appeal to all.



"Earth Hour signals a real desire from people all over the world for urgent action on climate change, and a mandate for the world's leaders to secure a new deal in Copenhagen that defines an effective global response."

[WWF International Director General James Leape]

## Climate change

### Earth Hour

[www.earthhour.org](http://www.earthhour.org)

*"Earth Hour was probably the largest public demonstration on climate change ever. Its aim was to tell every government representative to seal a deal in Copenhagen. The world's concerned citizens have given the negotiations an additional and very clear mandate."* [Yvo de Boer to 175 United Nations Climate Change Delegates]

The Purves Environmental Fund supported core costs of the Earth Hour global team. The goal for Earth Hour 2009 was to engage 1 billion people for 1 hour on 1 night around the globe. This engagement through the simple personal act of turning off lights provides a powerful visual mandate, the 'people's pledge', to support a strong agreement on climate change action at the Copenhagen Climate Change Conference in December 2009.

At 8.30pm on Saturday March 28th 2009, across the globe, individuals, towns and cities stood together in darkness to show their support for our global leaders to commit to significant policy change in Copenhagen. WWF-Australia led the global campaign and the Purves Environmental Fund supported the core Earth Hour Global team.

Earth Hour 2009 was phenomenally successful.

- 4,088 global cities signed up to participate in Earth Hour 2009:
  - 70 national capital cities
  - 34 out of the C40 countries
  - 9 of the world's most populated cities
  - 18 of the G20 countries
  - 47 emerging and developing economies

Some of the well-known global landmarks that participated are: the Sphinx and the Pyramids at Ghiza plateau; Christ the Redeemer statue, Rio de Janeiro; Buckingham Palace, Big Ben, Tower Bridge and Nelson's Column in London; the Empire State Building and the Chrysler Tower in NYC; Sydney Harbour Bridge and Opera House; prominent Coca Cola neon signs including Times Square, New York and Piccadilly Circus, London; and La Tour Eiffel, Paris

## Activities & Organisations supported during 2008/09



Power Shift opera House Dance



Power Shift opera House Dance

### Australian Youth Climate Coalition (AYCC)

[www.youthclimatecoalition.org](http://www.youthclimatecoalition.org)

The Australian Youth Climate Coalition (AYCC) is a coalition of 27 of the largest youth organisations in Australia, united by a common thread: their vision of a safe climate future. The Coalition was founded in November 2006 and now has a database of over 7,000 young people and 500 active volunteers involved in every State & Territory. AYCC's mission is to build a generation-wide movement to solve the climate crisis by uniting diverse youth organisations around this common challenge. Through its member groups, AYCC inspires, educates, empowers and mobilises young Australians to take action on climate change. AYCC member organisations coordinate, communicate and network with each other, and run shared projects and campaigns.

Historically, young people are powerful societal change agents. Youth have the most to lose from inadequate climate change policies, yet their voices are often excluded from the political debate. Strategically, we need young people publicly demonstrating and vocalising their concern about climate change. Through smart use of technology and new modes of communication such as social networking, young people today are well placed to lead a generation wide movement. The AYCC is one of the leading users of social networking sites, such as Facebook, and mass emailing in campaigns.

The Purves Environmental Fund supports people and organisations who we think will be highly effective in creating change and delivering outcomes. The AYCC are talented, smart, passionate, committed and impressive. They have a clear vision of what they want to achieve and fresh ideas for how to do it. The AYCC continues to run its highly successful Switched on Schools program. Through this program, in early 2009, AYCC had the opportunity to speak about climate change to over 4,000 students and teachers at 25 separate events.

In July 2009, AYCC organised Power Shift, Australia's first national youth climate summit. Approximately 1,300 youth attended Power Shift from every State and Territory in Australia. Speakers included scientist Tim Flannery, Head of the U.N. Intergovernmental Panel on Climate Change Rajendra Pachauri, actors including Brooke Satchwell, youth from the Pacific islands, and young climate leaders from around the world. Power Shift consisted of trainings, workshops, panels,



Ellen Sandell, Anna Rose and Amanda McKenzie of AYCC receive the 2009 Banksia Young Environmentalist of the Year Award



Members of the Council at COP14, Poznan

local community engagement including door-knocking in Parramatta, and a creative dance action on the steps of the Sydney Opera House. Many of the trainings were modelled on 'Camp Obama' which trained youth organisers before the US election. AYCC is also planning the first ever national youth climate referendum in October 2009, to be held through schools, TAFEs and Universities right across Australia.

During 2008/09, the Purves Fund made a substantial contribution to AYCC's core costs, to the Switched on Schools Program and Power Shift.

### Copenhagen Climate Council (CCC)

[www.copenhagenclimatecouncil.com](http://www.copenhagenclimatecouncil.com)

To ensure awareness on the importance of the successor to the Kyoto Protocol the Copenhagen Climate Council (CCC) – an alliance of internationally respected and eminent business leaders, policy makers and scientists – are working together to inspire and assist negotiators and business leaders and bring forward recommendations to a new climate treaty.

The CCC is focusing its work on creating awareness on what is at stake when negotiators meet to design a new climate treaty in Copenhagen in December 2009 by seeking dialogue with stakeholders, commissioning inspirational papers to distribute worldwide and seek presence at all important events.

The Conference of the Parties (COP) 14 conference in Poznan, Poland was the last major event in the international climate negotiations calendar before the Copenhagen Conference, and therefore CCC sought to create a strong platform at this event. The Purves Environmental Fund supported CCC to develop, promote and distribute a CCC Communique for the Poznan Conference and to film and promote the CCC at the Conference.

On Monday December 8th the Copenhagen Climate Council hosted the side event at the COP 14 in Poznan. The theme was "Business Requirements of a post-2012 treat". The participants focused their attention on the overarching visions and key principles for a new long-term agreement to address climate change; the message from business leaders to Governments was: Maximize the use of available solutions, provide long-term vision and certainty, and above all: "Just get going." The side event was attended by more than 130 people.

# Activities & Organisations supported during 2008/09

After COP 14, the Communique, based on the side event was developed and distributed to reach out to all key stakeholders. Four new publications were also brought to Poznan: a brochure on the CCC, a brochure on the World Business Summit on Climate Change, the first piece in the CCC Thought Leadership Series, and a brochure on the Climate Community. More than a thousand publications were distributed to relevant stakeholders during the conference. In May 2009, the CCC hosted the World Business summit on Climate Change. At the end of the Summit, the CCC issued "The Copenhagen Call", a powerful and concise statement that sets out the elements business believes are required to forge an effective new global climate treaty.

## The Climate Group Greenhouse Indicator

[www.theclimategroup.org/index.php/special\\_projects/the\\_greenhouse\\_indicator](http://www.theclimategroup.org/index.php/special_projects/the_greenhouse_indicator)

In 2008/09 the Purves Environmental Fund supported the Climate Group to extend its successful greenhouse indicator to Queensland. The indicator was already operational in NSW and Victoria thanks to support from the Fund in previous years. The indicator is helping to raise awareness on the causes of climate change by reporting weekly on the States' greenhouse emissions from energy use. It uses actual data to determine an accurate figure for the greenhouse gas emissions produced from the three main sources of emissions from energy: coal, natural gas and petroleum. The weekly indicator is available on the Climate Group's website and in state media.



Photograph by Will Rayment:  
Hector's Dolphins

## Capacity building

### WWF New Zealand

[www.wwf.org.nz](http://www.wwf.org.nz)

The Purves Environmental Fund provided funds to WWF-New Zealand for a five year supporter acquisition program. This investment should result in a significant increase in WWF-New Zealand's regular supporters – the target is 10,000 supporters by 2012. The increased funding support will allow WWF-New Zealand to substantially grow the scale and effectiveness of its conservation programs. By the end of June 2009, the program had successfully recruited nearly 3,500 new regular supporters.

### Environment Business Australia (EBA)

[www.environmentbusiness.com.au](http://www.environmentbusiness.com.au)

EBA is the peak industry body for the environmental business sector in Australia. Robert Purves has been a Director of EBA since February 2005 and Chairman since November 2005.

During 2007/08 the Purves Environmental Fund supported EBA through platinum benefactor membership and by providing funding that enabled EBA to employ a part-time Chief Operating Officer (COO) tasked with building EBA's capacity. EBA ran the well-attended Carbon Market Expo in October 2008. As well as being a highly successful event, the Expo boosted EBA's membership recruitment with new benefactor members joining as a direct consequence of EBA exposure and favourable outcomes of the Expo. The COO maintained and coordinated secretariat operations throughout the year, including management and running of regular EBA events. EBA initiated a long-term strategic planning process during the year. The COO coordinated a comprehensive restructure and redesign of the EBA web site and other promotional materials.



EBA forum

# Activities & Organisations supported during 2008/09



## Other environmental projects

### Total Environment Centre (TEC)

[www.tec.org.au](http://www.tec.org.au)

The Fund supports TEC's Green Capital program. 2008-09 year saw another successful set of Green Capital events in Sydney and Melbourne, aimed at cutting edge issues. Green Capital also developed a more intensive engagement program for its subscribers and undertook a ground-breaking research project into the office-development supply chain. The events attracted about 1,800 attendees in total and were supplemented by reports developed by the Green Capital team. In addition Green Capital organised a number of industry-NGO roundtables on key issues – greenwash; the future of GreenPower and carbon offsets; and green taxes. These led to a closer working relationship with industry sectors.

### Tarkine World Heritage

The Tarkine is Australia's largest tract of temperate rainforest, one of the world's great archaeological regions, and a storehouse for biodiversity – providing refuge for more than 60 state and federally listed threatened species, including the last refuge for healthy, un-diseased Tasmanian devils. While the Tarkine's natural and cultural values are well recognised, its formal protection has a long way to go. While much of the Tarkine is protected in some form of conservation reserve, less than 5% of the Tarkine is fully protected as a National Park. The Tarkine has a number of values of recognised World Heritage significance, and has the potential to become Australia's next iconic wilderness area.

During 2008/09, the Purves Environmental Fund supported scoping work for a program of activities to promote National Park status and World Heritage listing for the Tarkine to ensure that it will be protected in perpetuity. The full program of activities will start in July 2009 and will be coordinated by the Tarkine National Coalition (TNC). The TNC is a not-for-profit environment group that was formed in 1994 and is based in North-West Tasmania. It is a coalition of local people, environment groups and businesses working together to protect the Tarkine.

“Green Capital is Australia's leading corporate sustainability program. [It] provides a forum for dialogue between corporate, government & community sectors to engage on corporate social responsibility issues through events, workshops and campaigns.”

## State Library of New South Wales Fellowship in Environment and Conservation

[www.sl.nsw.gov.au](http://www.sl.nsw.gov.au)

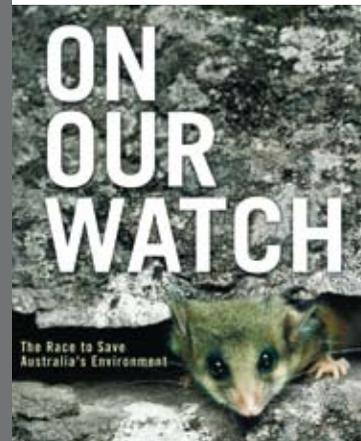
The Purves Environmental Fund supported the State Library of New South Wales Foundation to implement a twelve-month fellowship to research and understand the Library's extensive collections pertaining to the environment and conservation. The Library has one of the most comprehensive collections on the Australian environment including human appreciation of, and impact upon, the natural landscape. The Environment and Conservation Fellowship was awarded to Emeritus Professor Derek Anderson in April 2008.

The current catalogue of the State Library indicates holdings in excess of 30,000 items relating to the keywords environment and conservation. Professor Anderson set out initially to classify this substantial holding, employing some 300 or more topic-keywords. By the end of the fellowship period he had summarised the principal features and scope of 51 such topics and prepared vignettes of a range of monographs that will assist a reader to explore the various dimensions of each conceptual keyword.

During the fellowship Professor Anderson established a structured platform, and an informative introduction to the State Library holdings in the fields of environment and conservation. This platform should permit any on-line reader a readily accessible, signposted entry into the collection, while at the same time permitting others to build on this platform, adding in other materials which are held by the Library and which provide additional dimensions to Professor Anderson's formally published monographs.

## On Our Watch

The Purves Environmental Fund supported Nicola Markus to write *On Our Watch*, a book about the current state of Australia's environment from the perspective of someone who has worked in the research and conservation fields for many years and is passionate about the magnificent diversity of Australia's flora and fauna. *On Our Watch* was published and launched in February 2009. Nicola Markus was invited to speak in two sessions at the Sydney Writer's Festival in May 2009 - one session about *On Our Watch*, and the second a panel discussion about activism and social change titled *Dangerous Ideas*. She was also invited to speak as part of a series of environmental talks called *Reality Bites* in Noosa in July 2009.



# Activities & Organisations supported during 2008/09

## Cents and Sustainability

[www.naturaledgeproject.net](http://www.naturaledgeproject.net)

The Purves Environmental Fund is supporting The Natural Edge Project, hosted in-kind by Griffith University and Australian National University, as they produce Cents & Sustainability - a book that deals with the vital issue of how we can decouple economic growth from negative environmental and social pressures. The book is expected to be published in early 2010.

## Australian Environmental Grantmakers Network (AEGN)

[www.aegn.org.au](http://www.aegn.org.au)

The Purves Environmental Fund is a sustaining member of the AEGN. The AEGN aims to improve the conservation, protection and functioning of Australia's natural environment and ecological processes through education and networking of grantmakers.

## Climate science documentary

Having successfully delivered two science documentaries in 2008 for some of the world's most prestigious broadcasters such as the BBC, ABC and Discovery, Annamaria Talas of Real Pictures attended the 2008 World Congress of Science Producers in December. Annamaria attended the Congress to promote and gain support for Who Owns the Weather, a documentary project about the controversy of climate manipulation featuring James Lovelock, Richard Branson, and Stephen Schneider. The Purves Environmental Fund provided a small grant to enable Annamaria to attend the Congress.



AEGN annual conference  
– Robert Purves



AEGN annual conference - Martin Copley, Professor David Karoly, Professor Ian Lowe, Professor Hugh Possingham

# The Year Ahead

The global financial crisis hit during 2008/09 and the Purves Environmental Fund has not been immune to its effects. At year-end, we are in a similar position to many other foundations and trusts - our income levels for the year are down, forecast income for 2009/10 is down and capital value has been eroded.

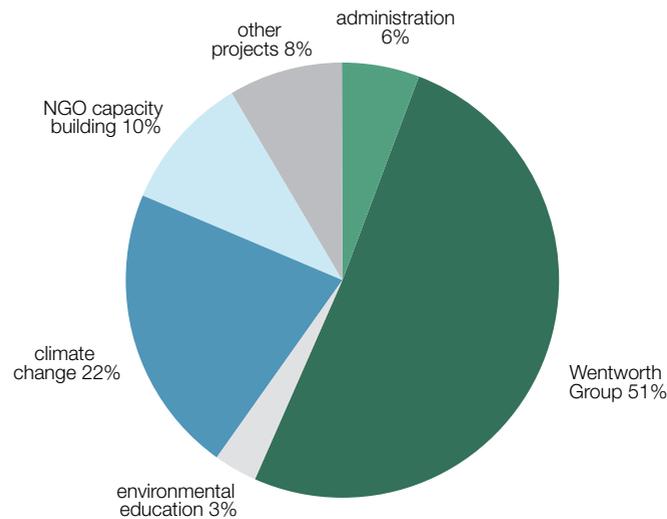
The Fund will honour its existing funding commitments for 2009/10. However, the overall impact of the crisis is that there will be limited funding available for new activities next year. 2009/10 will largely be a year of consolidation and ongoing support for the organisations and activities we are already committed to. These include the Wentworth Group, Environment Business Australia and Australian Youth Climate Coalition.



## Financial Summary

As a public fund, the Purves Environmental Fund receives donations from the public. The main source of funding is from the private Trust, the Purves Private Fund. The Purves Private Fund was founded in 2003 by Robert Purves, with an initial one-off contribution of \$10 million. The Purves Environmental Fund was grateful to receive donations from other donors during the year totalling \$90,000. We received donations during 2008/09 totalling over \$1.6 million and made donations to other organisations totalling almost \$1.5 million.

### 2008/09 Expenditure Analysis



The above diagram shows only one categorisation of expenditure. There is overlap between categories and, for example, the Wentworth Group works on climate change and some projects categorised as other have educational elements.

## Financial Summary

### Supporting the Purves Environmental Fund

The Fund welcomes donations, which are used to support the important work of advancing environmental sustainability and preservation of biodiversity. If you would like to contribute to the work of the Fund by making a tax deductible donation, please send a cheque payable to Purves Environmental Fund and your name and address details to:

Environmental Officer  
Purves Environmental Fund  
Suite 4, Bennelong Office Suites  
3B Macquarie Street  
Sydney NSW 2000

### Applying for funding

If you would like to apply for funding from the Purves Environmental Fund you can download an application form from our website: [www.purvesenvirofund.org.au](http://www.purvesenvirofund.org.au)



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earthhour.org

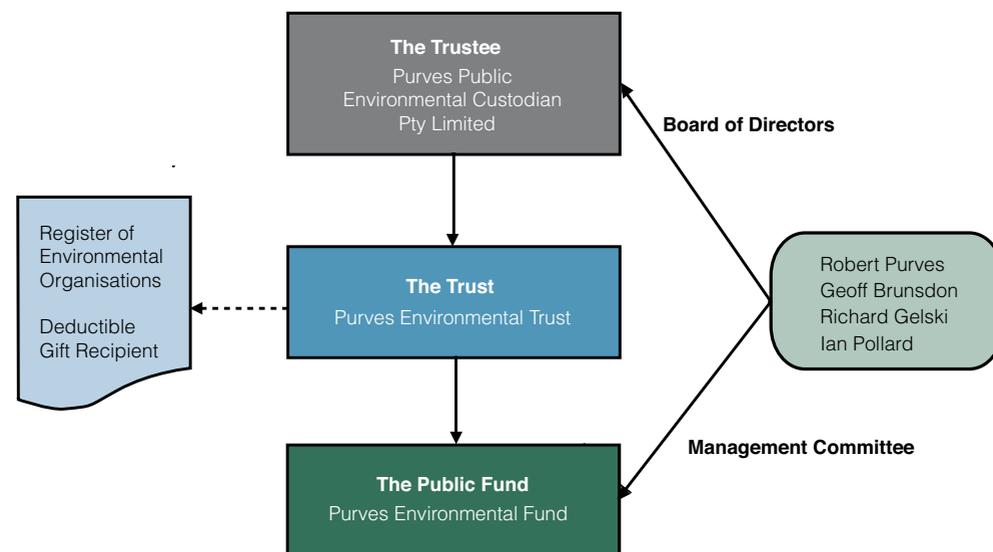


## Governance

### Fund structure

The Purves Environmental Fund (the Fund) is the Public Fund of the Purves Environmental Trust. The Trustee of the Trust is Purves Public Environmental Custodian Pty Limited (the Trustee company), which is a company limited by shares. The Purves Environmental Trust was founded in 2004 by Robert Purves.

The Fund operates on a not-for-profit basis. The Trust is registered on the Register of Environmental Organisations and is a Deductible Gift Recipient (ABN 78 930 366 807). The Fund employs one member of staff on a part-time basis.



# Governance

## Board of Directors

The Board of Directors of the Trustee company (Purves Public Environmental Custodian Pty Limited) governs Purves Environmental Trust. The Board members also form the Management Committee of Purves Environmental Fund. The Board sets the strategic direction and policy of the Fund, approves the annual budget and regularly reviews the operations and financial status of the organisation. In their capacity as members of the Fund's Management Committee, the Board also approves Fund support for individual projects. The Board ensures compliance with the Corporations Law and the requirements of the Australian Securities and Investment Commission.

## The Directors are:

**Geoff Brunsdon** is currently Chairman of ING Private Equity Access Ltd. He was previously Managing Director and Head of Investment Banking of Merrill Lynch International (Australia) Limited. Geoff is also currently a member of the Takeovers Panel. He is a Chartered Accountant, a Fellow of FINSIA and a Fellow of the Institute of Company Directors. Geoff is also involved in other non-profit organisations including as Chairman of Redkite, supporting families who have children with cancer.

**Richard Gelski** heads the Tax Team at corporate law firm Johnson, Winter & Slattery. He has over 30 years experience as a University academic, barrister and solicitor. He sits on a number of private and public company boards as well as a number of Private Foundations. For more than a decade he has provided pro bono work to charitable funds and created a variety of private charitable foundations.

**Ian Pollard** is a company director and actuary. He is currently Chairman of Corporate Express Australia and RGA Australia and a director of Milton Corporation. Ian was previously Managing Director of each of Development Finance Corporation Limited and Development Capital of Australia (later DCA Group), which he founded in 1984. Ian is also an executive coach with Global Coaching Partnership. A Rhodes Scholar, Ian has written a number of books and papers, principally in the area of corporate finance. He has also been active in a number of not-for-profit organisations, principally involved with youth.



**Robert Purves AM** is a businessman and environmentalist. He is strongly active in the environmental sector and is currently a Board member of WWF International, Chairman of Environment Business Australia, Patron of the Lizard Island Trust and a member of the Wentworth Group of Concerned Scientists. Robert is the immediate past President of WWF Australia and Former Chairman of DCA Group Limited. He owns grazing properties in southern NSW and NT.

## Environmental Officer

The Environmental Officer oversees the day-to-day management of PEF on behalf of the Management Committee. The Environmental Officer is responsible to the Board of the Trustee Company for strategic planning, and all performance and operational matters. The Environmental Officer provides financial information and analysis and monitors budgets and expenditure.

## Auditors

**Purves Environmental Fund is audited by:**  
WHK Greenwoods Pty Limited.  
Level 15, 309 Kent St  
Sydney NSW 2000

# Environmental Policy

The Purves Environmental Fund has an environmental policy that aims to reduce the environmental footprint of the Fund's activities. The Fund purchases 100% accredited Green Power electricity for its office through Climate Friendly ([www.climatefriendly.com.au](http://www.climatefriendly.com.au)). The Fund also neutralises greenhouse gas emissions from staff air travel by purchasing offsets through Climate Friendly. The Fund recycles its office waste.

## Contact

### **Purves Environmental Fund**

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3B Macquarie Street

Sydney NSW 2000

Phone: 02 9241 2899

Website: [www.purvesenvirofund.org.au](http://www.purvesenvirofund.org.au)

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Copenhagen images by WWF Australia and Dr Chris Riedy