

PURVES  
ENVIRONMENTAL FUND

Annual Review

2010





# Contents

<b>Chairman's address</b>	5
<b>About the Purves Environmental Fund</b>	7
Vision	7
Mission	7
Objectives	7
Charitable purpose	7
<b>Activities and organisations supported during 2009/2010</b>	8
The Wentworth Group of Concerned Scientists	8
National Environmental Accounts	8
Water reform	9
Carbon in the Landscape	10
Climate change	11
The Wentworth Group Talks	11
Wentworth Science Program 2010	12
<b>Climate Change</b>	13
Australian Youth Climate Coalition	13
<b>Capacity Building</b>	14
WWF NZ	14
Environment Business Australia	15
Earthwatch	15
<b>Other Environmental Projects</b>	16
Tarkine National Coalition	16
Environment Centre Northern Territory	16
Total Environment Centre (TEC)	17
Carbon Grazing Trust	17
Centre for Sustainability Leadership	18
Cents and Sustainability	18
Australian Environmental Grantmakers Network (AEGN)	18
<b>Financial summary</b>	19
2009/2010 Expenditure analysis	19
Supporting the Purves Environmental Fund	20
Applying for funding	20
<b>Governance</b>	21
Fund structure	21
Board of Directors	21
Auditors	23
Environmental policy	23



## Chairman's address

As predicted, 2010 proved to be a year of consolidation for the Purves Environmental Fund (the Fund). The year saw us support fewer projects overall than in 2009 while maintaining support for the organisations we had existing commitments with including the Wentworth Group, Environment Business Australia, Australian Youth Climate Coalition and the Tarkine National Coalition.

Climate initiatives remained a priority for the Fund and we were delighted to see how well the Australian Youth Climate Coalition grew in terms of members and volunteers successfully using fresh and innovative approaches to the climate issue. Also we continued to support the international group of eminent scientist and business leaders The Copenhagen Climate Council up to the lead up of the COP15 meeting in Copenhagen.

A highlight for the Fund in 2009/2010 occurred in December 2009 when the Federal Government used its emergency provisions to include the Tarkine in the National Heritage List, giving the area twelve months protection while its permanent listing is assessed. In addition we supported a successful campaign promoted by the Tasmanian Government to halt a proposed road through the Tarkine rainforest.

This report sets out these and other activities the Fund supported during the year under review objects.

After a rather busy period leading up to Copenhagen we have had time to reflect and sharpen our objectives and we now will focus more intently on:

- supporting advocacy and education on climate change
- landscape management and building the reserve system
- improving environmental policy through the use of elite science and advocacy
- strengthening NGOs financial positions via capacity building

Our total funding of projects for the year was almost \$1.1 million, which I again feel confident has made a difference on a number of important environmental fronts.

As we near our \$5 million benefaction I would like to thank my Directors, staff and all our environmental partners whose journeys we share.

Robert Purves AM  
November 2010



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

## About the Purves Environmental Fund

### 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 not currently supported by environmental groups or government.

## Activities & organisations supported during 2009/2010

### 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. Founded in December 2007, the Wentworth Group is an independent group of Australian thinkers from science and economics.

The Members of the Group are Dr Neil Byron, Mr. Peter Cosier, Professor Tim Flannery, Professor R. Quentin Grafton, Dr Ronnie Harding, Professor David Karoly, 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.

In 2009/2010 the Wentworth Group focused on core programs. These embraced previous programs: National Environmental Accounts; Water Reform; Carbon in the Landscape; Climate Change; Wentworth Group Science Program; and a new partnership, the Sydney Theatre Company Wentworth Talks. By concentrating on these core functions, the Wentworth Group has been in a stronger position to target major national public policy initiatives as well as continuing to stimulate new thinking.

#### National Environmental Accounts

National Environmental Accounts is a reform that will fundamentally change the way Australia is managed.

While there have been many attempts to systematically measure the condition of environmental assets, none have succeeded in providing comprehensive mechanisms that regularly measure and report on the state and change in condition of environmental assets or ecosystems.

As a consequence, those charged with managing the environment do not have the information they need to inform effective land use and environmental policy, nor make informed investment decisions.

The Wentworth Group of Concerned Scientists, in association with a number of other scientists and economists, have developed a model for a system of National Environmental Accounts. The Accounting for Nature model is built on the creation of a common environmental currency to measure ecosystem health.



A common environment currency converts environmental data into quantifiable, scalable, and comparable units. This means we can build a national picture of the state of the environment, and measure how it changes in response to management and investment.

Accounting for Nature is in reprint following substantial interest across Australia.

In 2009/2010, the Wentworth Group was active in driving environmental accounting reforms internationally, nationally and regionally. The Group has been invited to contribute to international efforts to develop a UN System of integrated Environmental and Economic Accounts.

This year, the fifty-six regional natural resource management bodies decided to trial regional environmental accounts, implementing the accounting principles proposed in Accounting for Nature. The Wentworth Group is continuing to work with twelve of these groups as they trial Regional Environmental Accounts in 2011.

#### Water reform

Water reform in Australia is at a critical point. With the National Water Initiative, and the Australian Government's Water for the Future program it may appear that all is in place. However there is much to be done, particularly on the difficult issue of water allocation in the Murray-Darling Basin.

If the allocation of water is not successfully reformed the Murray-Darling system will not receive the volume of water required to restore the health of the rivers, wetlands and estuary Basin. In turn there is a real risk that ecosystems supporting the river system will collapse, undermining businesses and communities that depend upon it.

In June 2010, the Wentworth Group, in association with other water and social policy experts, released the report *Sustainable Diversions in the Murray-Darling Basin: An analysis of the options for achieving a sustainable diversion limit in the Murray-Darling Basin*.



## Activities & organisations supported during 2009/2010

The report:

- analysed the environmental water needs for each of the eighteen catchments across the Murray-Darling Basin;
- assessed the economic impact of achieving the required reductions;
- put forward a new approach to support communities transition to a future with less water;
- it argued that water reform should not only deliver increased environmental flows but should also assist the businesses and whole communities in the Basin to adapt to a future with less water.

The Wentworth Group continues to meet with communities in the Basin to discuss water reform. The Basin Plan to be released in 2011 creates a unique opportunity to transform irrigated agriculture in the Murray-Darling Basin and secure the health of Australia's largest river system.

### Carbon in the Landscape

In October 2009, the Wentworth Group released the report *Optimising Carbon in the Australian Landscape: How to guide the terrestrial carbon market to deliver multiple economic and environmental benefits*.

The report incorporated many of the findings from a landmark CSIRO study undertaken for the Queensland Premiers Climate Council, of which Peter Cosier and Tim Flannery are members.

The Wentworth Group's report outlined opportunities for terrestrial carbon to address other significant environmental challenges confronting Australia: repairing degraded landscapes, restoring river corridors, improving the condition of our agricultural soils, conserving Australia's biodiversity and adapting to climate change.

The report argues that to take full advantage of these opportunities Australia's governments will need to ensure that future carbon emission reduction policies also incentivise storage of carbon in the landscape. To minimise the risk of carbon forests taking over large areas of agricultural land and adverse impacts on water supply, Australian communities will also need to plan where they want trees, where they produce food and where they might do both.

Members have given speeches, presented to parliamentary inquiries and continued to work with regional NRM bodies and governments.

Many of the recommendations in the Wentworth Group's report were adopted as amendments to the Carbon Pollution Reduction Scheme. Unfortunately this legislation was subsequently defeated in the House of Representatives. However, the Wentworth Group maintains the need for a price on carbon to reduce emissions and incentivise terrestrial carbon.

### Climate change

Members of the Wentworth Group have been engaged in the public dialogue on the science and public policy implications of the economics of climate change, focussing on both the need and benefits of early mitigation action and the need for Australia to adapt to the impacts of climate change on the Australian landscape.

The Wentworth Group have argued that climate change policy is about risk management – the risk of inaction if the global climate models prove to be accurate, against the economic cost of action.

Three members of the Wentworth Group, Peter Cosier, Tim Flannery and Hugh Possingham continue to be members of the Terrestrial Carbon Group which promotes the benefits of incorporating the conservation and reforestation of tropical forests in developing nations. This is an important part of the global solution to climate change, and benefits global biodiversity conservation.

### The Wentworth Group Talks

In 2010 the Wentworth Group, in collaboration with the Sydney Theatre Company, conducted the Wentworth Talks.

Members have covered topics including:

Peter Cosier – *The planet is capable of managing carbon but are we?*

Bruce Thorn – *Coasts; how best can we adapt to the challenges of climate change?*

John Williams – *Can we secure our food whilst maintaining our environment?*

The full program is put to air on the Foxtel A-PAC Channel and has developed a strong audience. The talks will continue during 2010/11.



## Activities & organisations supported during 2009/2010

### Wentworth Science Program 2010

The Wentworth Science Program aims to invest in and build the capacity of the next generation of natural resource scientists and economists to shape policy for Australia's land, water and marine resources. Participants in the program, the Wentworth Scholars, attend a three day master class, receive support and mentoring from Wentworth Group members over the course of a year. In turn, the members learn about the cutting edge research being undertaken by the Scholars.

In 2009/2010 nine post-graduate students were selected as Wentworth Scholars, on the basis of their outstanding academic abilities and interest in connecting science with policy. This group also included the Peter Cullen Scholar, recipient of a scholarship created by the NSW Government in memory of the late Professor Peter Cullen AO, and selected by the Wentworth Group.

The 2010 Science Program Master Class, held over three days in March, was attended by the scholars, the members and invited young professionals. The class involved a field trip, and workshops and talks on subjects including science and policy, politics and the constitution and media. As recognised by one Scholar – "The master class is a great opportunity to meet like minded people and to meet some of the greatest scientists in the country. This opportunity is unparalleled in any other forum".

The Scholars are also mentored by individual members of the Wentworth Group in the relevance of their research to public policy.

Informal mentoring of the scholars from previous years continues with members of Wentworth Group and staff. Bruce Thom has created a framework for contact with members of Wentworth Group and ongoing mentoring. It is this contact that makes the Scholarship so sought after and special.



## Climate Change

### Australian Youth Climate Coalition (AYCC)

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

The Australian Youth Climate Coalition (AYCC) is a coalition of 25 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 50,000 members involved across Australia. AYCC's mission is to build a generation-wide movement to solve the climate crisis by uniting diverse youth organisations around this common challenge. AYCC inspires, educates, empowers and mobilises young Australians to take action on climate change.

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.

2009/2010 was a hugely successful year for AYCC. Aiming to build the Australian youth movement into one of the strongest in the world, they conducted three major projects: Power Shift, Australia's first national youth climate summit with 1,500 participants; Youth Decide, the world's first national youth vote on climate change in partnership with World Vision involving over 37,000 participants online and 20,000 offline, and AYCC International, sending an Australian Youth Delegation to the United Nations Climate Conference in Copenhagen in December 2009.

Other projects throughout the year included: Project Survival Pacific: a support program for Pacific Island youth and Pacific Island governments to elevate vulnerable voices in the international debate; Switched On Schools, a national schools program of speakers, school conferences and mentoring; Youth Climate Leadership Program: a national youth training and leadership program, developing regional AYCC groups across the country; a national training camp in February 2010 for young leaders from around Australia, and Climate Reality Week in April 2010 where AYCC members educated their communities about the reality of the climate science.

## Activities & organisations supported during 2009/2010



Throughout the year AYCC also conducted significant advocacy work where they met with many major global and domestic players and gained national media attention. It was a year of considerable growth with their membership increasing tenfold to 50,000, active volunteers increasing from 500 to 2000. They also hired three new staff. Anna Rose, the founder of the AYCC, left in April 2010, paving the way for an exciting period of new leadership.

2009/2010 saw the AYCC cement themselves as an organization that does things differently. They appealed beyond the usual crowd, bringing in a diverse group of young people and developed innovative internet-based tools and strategies giving young people a real opportunity to be involved, beyond just licking envelopes!

During 2009/2010, the Purves Environmental Fund continued to make substantial contribution to AYCC's core costs and also supported Power Shift and their education program.

### Capacity Building

#### WWF NZ

[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. The innovative nature of the investment, with WWF-New Zealand re-investing the funds each year from 2008 to 2012, means the impact of the donation is many times greater than it would otherwise have been, enabling WWF to substantially grow its conservation programmes. At the conclusion of the five year programme, WWF and the fund will select another WWF office in Asia or the Pacific to receive the funds for further re-investment in fundraising, which will in turn contribute to major conservation priority programmes in the region



#### 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 and focuses on development of Green Economy opportunities that have environmental, social and economic benefits. Robert Purves has been a Director of EBA since February 2005 and Chairman since November 2005.

During 2009/2010 the Purves Environmental Fund supported EBA through 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 highly successful and well-attended Carbon Expo in October 2009 and 2010. EBA is now developing, with the Fund's support, a series of forums on 'New markets, new industries, new jobs' and an international conference on the same theme will be staged in early 2011.

The COO oversaw secretariat operations throughout the year with core responsibility for event development and management. EBA's thought leadership events engage business leaders and senior executives with Parliamentarians and experts from around the world on new developments and trends in the sustainability area. This helps to boost EBA's membership, constituency and relevancy as the organisation helps position debate to focus on opportunities in transition and tangible outcomes.

#### Earthwatch

[www.earthwatch.org/australia](http://www.earthwatch.org/australia)

The Fund supported Earthwatch to develop and implement volunteer and donor acquisition programs through funding the production of a suite of promotional materials. Earthwatch are an international not-for-profit organisation committed to promoting the understanding and action for a sustainable environment. Their projects involve people in science-based, on-the-ground research projects and experiential education to build a global network of people who are informed and inspired to take action. 'Scientist for a Day' is one such Earthwatch program that the Fund has helped to support.



# Activities & organisations supported during 2009/2010

## Other Environmental Projects

### Tarkine National Coalition (TNC)

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

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 2009/2010, the Purves Environmental Fund continued to support 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. This work coordinated by the Tarkine National Coalition delivered a very successful Tarkine Tourism and Heritage conference in November 2009. In December 2009 the Federal Government use its emergency provisions to include the Tarkine in the National Heritage List, giving the area twelve months protection while its permanent listing is assessed. This announcement was welcomed by all working to protect the Tarkine.

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.

### Environment Centre Northern Territory (ECNT)

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

The Fund supported the Environment Centre, Northern Territory to employ a Community Engagement Officer. ECNT is the peak non-government environment group in the Northern Territory and works to improve environmental protection and management throughout the Territory. Employment of the Community Engagement Officer was indispensable in the Centre hosting the popular Top End Sustainable Living Festival and Wild NT short film festival among other activities.



### Total Environment Centre (TEC)

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

The Fund continued to support TEC's Green Capital program. "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 (CSR) issues through events, workshops and campaigns."

The 2009/2010 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.

Green Capital released two new papers, CARB-EN: The Carbon & Energy Action Quick Check for Business and New Green Economy

### Carbon Grazing Trust

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

The fund supported the Carbon Grazing Trust to undertake a feasibility study to investigate the potential market uptake of converting the content of the book, *Carbon Grazing – The Missing Link*, into educational formats for use in secondary schools, the vocational education sector as well as various formats for farmers and graziers.

The Carbon Grazing principle, as outlined in the book, explains how to maximise the flow of carbon into the terrestrial landscape. The principle focuses on when the bulk of the carbon arrives and explains why energy, nutrients and water all follow carbon.



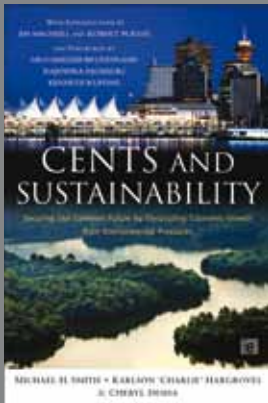


### Centre for Sustainability Leadership

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

In early 2010 the fund supported a Sydney Scholarship for the Centre for Sustainability Leadership's Fellowship Program. The program is a project to grow and cultivate a whole new breed of world leaders capable of helping communities and workplaces navigate a complex future. The program aims to bridge the gap between sustainability knowledge and action by training participants in leadership rather than educating them about the problems. The Centre looks to enact change through strong community leadership by creating a sustainability leader in every sector of society.

Support from the fund provided a Scholarship for one Sydney based participant in 2011 to attend the eight month program of workshops, projects, retreats and mentoring.



### Cents and Sustainability

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

Since 2008 the Purves Environmental Fund has supported the team from The Natural Edge Project hosted in-kind by Griffith University, Curtin University and Australian National University, to produce a new book, *Cents and Sustainability*. Using the framework of 'Decoupling Economic Growth from Environmental Pressures' the book investigates a range of new evidence and research to develop a deeper understanding of how, and under what conditions, this 'forceful sustainable growth' is possible. The book was published in August 2010 and is available in book stores and direct from Earthscan and CSIRO Publishing.

### 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. In 2009/2010 the Fund also supported the AEGN in a major upgrade to the AEGN website. The upgrade will enable meaningful collaboration and sharing of information amongst members and provide members with an overview of environmental NGOs main areas of interest and geographic scope.

## Financial summary

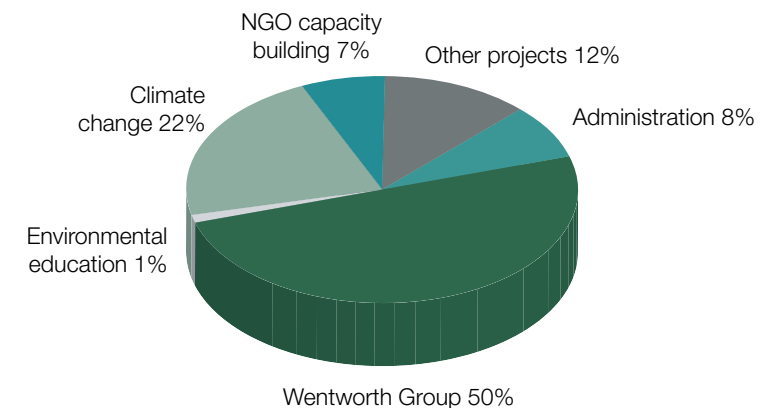
As a public fund, the Purves Environmental Fund receives donations from the public. The main source of funding is from the private Trust, the Purves Private Fund. The Purves Private Fund was founded in 2003 by Robert Purves, with an initial one-off contribution of \$10 million.

The Purves Environmental Fund was grateful to receive donations from other donors during the year totalling of almost \$450,000. We received donations during 2009/2010 of almost \$1.4 million and made donations to other organisations of almost \$1.1 million.

The Purves Environmental Fund receives an in-kind donation of office space and administrative support from RPG Management Pty Ltd.

### 2009/2010 Expenditure analysis

The diagram below shows only one categorisation of expenditure. There is overlap between categories and, for example, the Wentworth Group's work on climate change and some projects categorised as 'Other projects' have educational elements.





## 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

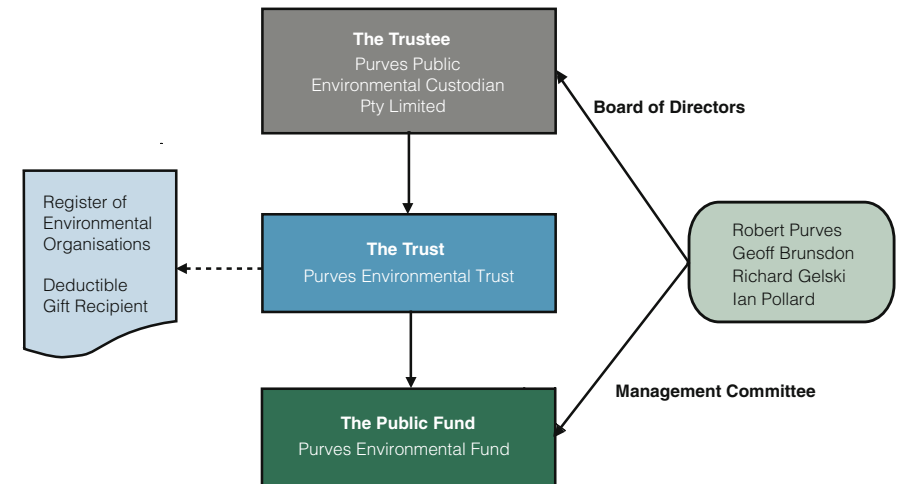
If you would like to apply for funding from the Purves Environmental Fund you can download an application form from our website: [www.purvesenvirofund.org.au](http://www.purvesenvirofund.org.au)

# 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 Brunson** is Chairman of ING Private Equity Access Ltd; a Director of APN Funds Management Limited; a Director of Sims Metal Management Limited and a Director of Macquarie University Hospital. He is a member of the Australian Government's Takeovers Panel. Geoff is also involved in other non-profit organisations including as Chairman of Redkite, supporting families who have children with cancer.

He was previously Managing Director and Head of Investment Banking of Merrill Lynch International (Australia) Limited. He is a Chartered Accountant, a Fellow of FINSIA and a Fellow of the Institute of Company Directors.

**Richard Gelski** heads the Tax Team at corporate law firm Johnson, Winter & Slattery. He has over 30 years experience as a University academic, barrister & solicitor. He sits on a number of private & 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 & created a variety of private charitable foundations.

**Ian Pollard** is a company director and actuary. He is currently Chairman of RGA Australia and a director of Milton Corporation. Ian was previously Chairman of Corporate Express Australia and Just Group. 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 works with a number of environmental organisations including the Wentworth Group of Concerned Scientists.

### Environmental Officer

The Environmental Officer oversees the day-to-day management of the Fund 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 Horwath Sydney  
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**

Suite 4, Bennelong Office Suites

3B Macquarie Street

Sydney NSW 2000

Phone: 02 9241 2899

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

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