

## SUMMARY OF THE YEAR 2005/06

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

The Purves Environmental Fund (PEF) has now completed its first full year of funding activities. It has been a hugely successful and enjoyable opening year with over 30 requests for funding received and 10 initiatives supported. The Board decided that in its first year, PEF would have a focus on initiatives aimed at addressing climate change in Australia. During 2005/06, over 50% of total project expenditure went towards climate change initiatives. Of the activities supported during the year, the highlights undoubtedly are *The Weather Makers* and The Wentworth Group.

*The Weather Makers* has been a catalytic force in the Australian climate change debate, helping to raise awareness and understanding of impacts and solutions. The success of the book is reflected quantitatively in its list of accolades and robust sales figures, and qualitatively in widespread critical acclaim and praise from almost every quarter. PEF supported writing and promotion of the *The Weather Makers*, including a high-profile launch event, billboards, adverts outside Qantas business lounges and press and transit advertising. *The Weather Makers*, has been complemented recently by other key Australian climate change initiatives such as The Australian Business Roundtable on Climate Change.

The Wentworth Group of Concerned Scientists has previously achieved unprecedented environmental outcomes through publication of Blueprints for better environmental management of land and water. During the year, the decision was made to continue the critical work on environmental reform by formalising the Group with the support of PEF. With PEF's support, The Wentworth Group has an exceptional opportunity to continue to promote positive change on Australia's key environmental issues.

PEF has enjoyed supporting a variety of interesting, exciting and inspiring activities throughout the year. Looking forward to 2006/07, PEF will continue to support the Wentworth Group and will once again make a significant contribution to the work to combat climate change by supporting the launch of Tim Flannery's new book on the subject, *We are the Weather Makers*. This book is a concise version of the original and is written for a younger audience. *We are the Weather Makers* will be launched in August 2006 at a major event for schoolchildren in Victoria.

Another significant initiative due to commence in 2006/07 is the establishment of a conservation area of over 1,000km<sup>2</sup> at Broadmere Station in the Northern Territory.

PEF will also continue with its commitments to organisations such as EBA, Total Environment Centre (TEC) and WWF during the coming year.

## ACTIVITIES

### MAJOR PROJECTS

#### **The Weather Makers**

PEF supported Tim Flannery to write a ground breaking book on climate change – *The Weather Makers*. Subsequently, PEF funded WWF to manage a marketing campaign for the book.

The success of *The Weather Makers* has been outstanding. As well as achieving critical acclaim from numerous renowned authors and experts, the book has been a popular success. *The Weather Makers* made front page headlines in Australia shortly after release and prompted a positive response from the Environment Minister Ian Campbell. The book also received personal praise from the British Prime Minister, Tony Blair. David Attenborough has recently “come out” on climate change and he led the UK launch of *The Weather Makers* to a packed St Paul’s cathedral in London. Notable achievements include:

- The US edition of *The Weather Makers* hit the extended *New York Times* bestseller list; number 5 on the *San Francisco Chronicle* list; and number 13 on the Book Sense list
- *The Weather Makers* held its position at number 1 on bestseller lists (both independent and mainstream), in Canada for many weeks last year, as well as on Amazon.ca
- *The Weather Makers* made a number of Book of the Year lists including The Economist
- *The Weather Makers* was a best-seller in Germany on its release late last year
- In June Tim Flannery returned to the US for the second leg of his tour for *The Weather Makers*, including a recent appearance on Comedy Central's *The Colbert Report*.
- Radio and TV coverage included NPR's *Fresh Air* and a global warming segment on *ABC Nightly News* and *Good Morning America*
- International rights for the book have now been picked up in more than 25 territories around the world
- *The Weather Makers* has been recognised with the following awards:
  - Australia:
    - o Winner, Gleebooks Prize 2006, NSW Literary Awards
    - o Winner, Book of the Year Award 2006, NSW Literary Awards
    - o Winner Australian General Non-Fiction Book of the Year 2006, Australian Book Industry Awards
  - Germany:
    - o Winner, 2006 Corine 02 Futureprize. The Corine International Book Award

The book was also shortlisted in the following categories at the Australian Book Industry Awards:

- Australian Marketing Campaign of the Year 2006
- Australian Book of the Year 2006

and shortlisted for:

- Nielsen Bookscan Booksellers Choice Award 2006

At the end of the financial year, we are looking forward to the imminent release of *We are the Weather Makers* a revised version of the original book, written for a younger audience. PEF is again proud to be supporting the marketing of the new book and related initiatives, such as the production of accompanying educational notes for teachers.

### **The Wentworth Group**

The Wentworth Group consists of some of Australia's most eminent scientists that was convened to provide workable solutions to the key Australian environmental issues of land and water management. It successfully elevated these issues to the national agenda, and helped achieve unprecedented environmental outcomes. The Group already existed as an informal coalition of the willing. During the year, Robert Purves and Peter Cosier, both Wentworth members, lead moves to formalise the Group to continue its work and build on its achievements to date.

Members of The Wentworth Group are:

- Mr Peter Cosier
- Prof Peter Cullen AO FTSE
- Prof Tim Flannery
- Dr Ronnie Harding
- Prof Hugh Possingham FAA
- Mr Robert Purves
- Dr Denis Saunders AM
- Prof Bruce Thom FIAG FTSE
- Dr John Williams
- Prof Mike Young FASSA
- Ms Leith Bouilly FAIC

### **CLIMATE CHANGE PROJECTS**

#### **Climate Action Network Australia (CANA)**

PEF is supporting CANA to commission new research into communicating climate change. The project commenced with a scoping exercise that PEF also separately funded. At year end, the research project is nearing completion. A series of focus groups and an online survey has been conducted. The output from the project will be a communications toolkit that will be available for use by all CANA members. It is hoped that the research will lead to more effective climate change communications.

#### **Total Environment Centre (TEC)**

During 2006, PEF donated funds to TEC to work on structural change of the National Electricity Market and an Emissions Trading Scheme. The project aims to raise awareness and build capacity to enable a broad group of stakeholders to engage more effectively in these critical issues. PEF has committed to fund this work through 2006/07.

### **Clean Up Australia**

PEF supported Clean Up Australia's Clean Fuels Campaign. PEF's support contributed towards development of a website information hub and development and distribution of a clean fuels lesson within the Clean Up Australia Kids Schools Kit. Unfortunately, the Clean Fuels Campaign was not carried through to completion, partly because the campaign leader left to move overseas, and partly due to a review of priorities at Clean Up.

## **SMALL PROJECTS**

### **Australian Wildlife Conservancy (AWC)**

During 2006, PEF supported AWC through membership funding. AWC is dedicated to protecting Australia's biodiversity, including threatened species and ecosystems, through the acquisition and management for conservation of a network of properties around Australia. At these properties, AWC implements a range of practical, on-ground programs including feral animal control, fire management, weed control and translocations of threatened wildlife. In addition, AWC undertakes strategic research on key biodiversity issues and conducts visitor programs to promote awareness of the plight of Australia's biodiversity.

### **Environment Business Australia (EBA)**

During the year PEF has supported EBA through benefactor membership. Robert Purves is Chair of EBA. Towards the end of the 2005 calendar year, EBA launched a discussion paper titled "*Australia's Choice, Building on national prosperity – opportunities for Australia by pursuing a sustainable future*". PEF supported production of the paper by providing EBA with funds for a researcher. The paper is an excellent resource for considering sustainability options for Australia.

There was a small balance of funding remaining on completion of the discussion paper. EBA used the remaining funding to part-sponsor attendance of an EBA representative at the Montreal Climate Change Conference in December 2005. EBA organised and hosted a successful side event at the Conference.

PEF looks forward to continuing to work with EBA through 2006/07 and helping EBA to further boost its impact.

### **Tarkine National Coalition (TNC)**

PEF supported the TNC with a donation to general funds. TNC's objectives are to protect the natural environment of the Northwest of Tasmania and the Tarkine.

Previously, the support of WWF and the financial support of PEF's Chair were both instrumental in the 2004 decision of Government to preserve this wilderness area from forestry operations.

#### **FUND ADMINISTRATION**

2005/06 saw full implementation of operational procedures for PEF. These include an environmental policy (including purchase of carbon offsets for air travel and Green Power for the office), gift application and approval procedures, financial procedures and regular meetings of the Board of Directors.

Towards the end of the year, PEF ran two adverts in The Age in Victoria requesting donation of funds from the public, and a number of personal donations were received during the year. In 2006/07 PEF aims to increase fundraising efforts. PEF's website was launched early in July '06: <http://www.purvesenvirofund.org.au/>. The website provides information on PEF, the activities it supports, how to apply for a gift and how to make donations.