



**WE CAN CLEAN UP LITTER  
BUT WHY STOP THERE?**

**RECYCLING THAT REALLY  
GIVES BACK.**

- CREATES 1,500 JOBS
- GENERATES \$180M NEW INVESTMENT IN NEW COLLECTION SYSTEMS
- ANNUALLY TONNES A YEAR

**...L, SWITCH OFF FOR EA  
AUSTRALIA ON TO RENEW**

# GREAT BARRI ERREE F



**CASH FOR CONTAINERS**  
A BEST IN THE WORLD  
RECYCLING SCHEME  
10c refund in NSW

Let's make sure he keeps his word!  
container deposit system.

©2017 "Container Deposit Program" subject table, as stated on Access Economics 2008 "Engagement in Waste Recycling"  
10/1/2009 | March 2009 - "Australia's Renewable Energy Association: Energy, Environment, Waste Recycling" | 10/1/2009  
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10/1/2009 | March 2009 - "Australia's Renewable Energy Association: Energy, Environment, Waste Recycling" | 10/1/2009  
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PURVES  
ENVIRONMENTAL FUND

**Annual Review 2016**



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# Chairman's Address

The year to 30th June 2016 was another busy one for the Purves Environmental Fund (PEF) and saw some positive news on a number of environmental issues.

On the world front, we had the signing of the Paris agreement on climate change in December 2015, where countries came to an agreement to limit greenhouse gas emissions. It sets the framework for the world to work together to achieve limiting temperature rise to 1.5 degrees Celsius. We also saw advances in clean technology with particular progress on the cost side. This makes the Paris target more realistic provided global communities keep pressure on governments to act and move to a cleaner world. It would require the containment of vested interest influences, particularly of the fossil fuel industry.

On the domestic front, positive steps have been made during the year to better protect the Great Barrier Reef after much public concern, which is pleasing. Regrettably, Queensland, thanks to the Newman Government abolishing controls, has seen a massive lift in land clearing rates (estimated at up to 300,000 hectares in 2015/16). This has resulted in considerable loss of wildlife and increased Australia's greenhouse gas emissions.

The PEF has had a long term engagement with key individuals and organisations on this issue. We have particularly supported WWF-Australia in its efforts to work with other environmental organisations and bring about a solution that is fair and equitable to farmers whilst reducing the scale of clearing.

On a positive note, the NSW government in May 2016 announced plans for the (re-) implementation of a container deposit scheme (CDS) in the state. This will see a huge reduction in plastic and glass containers littering roadsides, creeks, beaches, etc. The scheme will be based on a 10 cent deposit on most containers. The PEF has been supporting the Boomerang Alliance to achieve this break through in NSW, which is now working to broaden this program to ACT, Queensland, and Victoria.

The introduction of CDS is one of the greatest wins for the environment in my view in a decade. In addition to benefitting the environment, it sets a mechanism to provide funds for local community groups. The Premier of NSW, Mike Baird, needs to be congratulated for standing his ground in bringing a "world class" CDS to Australia.

The PEF continues to support our climate initiatives via the Australian Youth Climate Coalition (now representing over 110,000 young Australians) and the Climate Council, which also goes from strength to strength. The Climate Council has built up a solid reputation as a trusted voice on the climate change issue reaching over 6 million people each month, particularly via social media.

On landscapes the PEF remains a core funder of the Wentworth Group of Concerned Scientists. While their activities are detailed in this report, I'd like to say that the Wentworth Group's work continues to be sought after at both federal and state government levels.

Finally, I wish to thank those who have donated to the PEF during the year, which we greatly appreciate, my fellow Directors for their time, interest and wise council, and to Erika Hosoyama who manages the secretariat.

Robert Purves AM  
October 2016

# About the Purves Environmental Fund

## Vision

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

## Mission

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

## Objectives

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The PEF grants gifts (funds) to enable and empower others working towards environmental sustainability and preservation of biodiversity.

We aim to:

- Act as catalysts 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

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The charitable purposes of the PEF 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 and Organisations Supported During Financial Year 2015-2016

## Climate Change

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### Australian Youth Climate Coalition (AYCC)

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

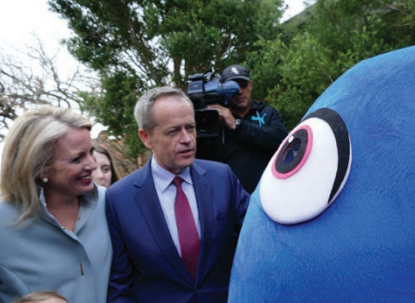
AYCC is one of Australia's largest youth-run organisations, representing more than 110,000 members united by a common goal – their vision of a safe climate future. AYCC's mission is to build a generation-wide movement to solve the climate crisis by inspiring, empowering and mobilising young Australians to take action on climate change. The PEF has been the major sponsor of AYCC since 2007 by supporting its programs and contributing to its core funds.



In 2015-2016, the PEF provided funding for core operation, professional accounting services, and strengthening of regular donors program. During the financial year, AYCC:

- Continued to campaign to get Australia's big four banks to rule out financing mega-mines in the Galilee Basin and coal ports on the Great Barrier Reef coast.
- Obtained bipartisan commitments during the election campaign from the leaders of both major parties that there is no federal funds to be used for the Galilee Basin mine projects.
- Continued to build the Seed Indigenous Youth Climate Network to 100 volunteers across the country. AYCC held a National Seed Summit in early 2016.
- Trained 400 young people through a nine-month intensive program called Climate Leaders. The program strengthened AYCC's volunteer network, deepened participants skills, and created a cohort of diverse leaders with the knowledge and ability to bottom-line a national campaign with capacity to train others within the movement.





## Climate Council

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

The PEF supported the Climate Council in 2015-2016 by providing core operation funds. The Council is an independent, crowd-funded organisation providing quality information on climate change to the Australian public. The Council has dramatically increased the volume of trusted voices on climate change in the media over the past two years by empowering firefighters, farmers, doctors, solar installers, and many other voices to speak out in the media and reach national and international audiences. The Council's work is helping shift the public discourse on climate change and opening up the space for decision makers to take action.



During the financial year 2015-2016, the Council reached an average of 6.7 million people per month through social media, and obtained media coverage averaging \$1.7 million worth each month. It worked to ensure climate change remained at the top of the Australian agenda, and that a strong narrative on solutions were communicated. The Council has been building a reputation as a trusted and well recognised climate change organisation in the world.

## Climate Media Centre

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

Climate Media Centre is a project of the Climate Council, which was launched in September 2015. It functions as a media relations hub by connecting journalists with a wide variety of spokespeople and case studies on climate change to provide them with timely and relevant commentary on the issues. The Centre also provides training, ongoing support, and coaching to spokespeople who have an important story to tell about climate change impacts or solutions. It also offers messaging guides and strategic media advice to the broader movement to increase the quality of climate change communications.



*Climate Media Centre worked with these young farmers to raise voice on impacts of climate change on agriculture*



# FLYING BLIND: NAVIGATING CLIMATE CHANGE WITHOUT THE CSIRO



CLIMATECOUNCIL.ORG.AU



# CLIMATE COUNCIL ALERT: CLIMATE CHANGE AND CORAL BLEACHING



# CLIMATE CHANGE 2015: GROWING RISKS, CRITICAL CHOICES



CLIMATECOUNCIL.ORG.AU



# THE HOTTEST YEAR ON RECORD (AGAIN)



CLIMATECOUNCIL.ORG.AU

The PEF provided seed funding for the project in 2015-2016. In just less than a year, the Centre has gone from strength to strength, providing proactive and reactive media response, consistently securing a high volume and variety of media coverage across the country, building a body of new trusted voices on climate change, and reaching audiences that are typically harder to reach with climate-related stories.

In addition, the PEF supported a sub-project of the Centre, the Farmer's Alliance project. The Centre provided expert coaching, training and media relations advice to an alliance of farmers concerned about the impacts of climate change on agriculture. Given the success and growth of the alliance, it has subsequently been decided to re-launch the alliance as a public entity.

## Earth Hour

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

The PEF supported Earth Hour 2016 both locally and globally. Earth Hour was born in Sydney in 2007 as an idea that could unite people and deliver a firm message to the then climate-sceptic government that climate change was an issue Australians cared about. Today it has grown to become the world's largest grassroots movement for the environment.



Earth Hour 2016 Australia celebrated the “places we love” that make Australian outdoor lifestyle and the way of life so great. It called for support in speeding up the transition to renewable energy to save these places from the threat of rising temperatures and more extreme weather caused by climate change. Building on the success from previous years, Earth Hour 2016 rolled out another school outreach program focusing on deepening and broadening the engagement and participation of early education centres, and primary and secondary schools. It produced a curriculum aligned educational resources, and held a schools summit in partnership with AYCC, which was attend by 150 high school students from all across Sydney.

The PEF also provided funds to help mark the tenth anniversary of Earth Hour by supporting a full-time communications resource at its headquarters. Earth Hour

Global aimed at raising awareness globally, and achieving climate related outcomes through Earth Hour. As a result, a record breaking 178 countries and territories participated in Earth Hour 2016 with 75% of Earth Hour teams adopting a climate change theme and 50% of local campaigns achieving tangible environmental outcomes.

## 25zero

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[www.25zero.com](http://www.25zero.com)

There are 25 mountains with glaciers at the equator. Within the next 25 years these glaciers are predicted to disappear due to climate change. “25 mountains. Zero latitude. 25 years. Zero ice. – 25zero.” The project uses dramatic images of these melting equatorial glaciers to show climate change, educate and engage new people in the issue, and fund climate change projects.



The PEF supported the first phase of the project, which involved climbing eight of the 25zero mountains during the COP21 UN climate change talks in Paris in December 2015. Live images and footage of the rapidly disappearing glaciers from the summits of these mountains were transmitted into the conference and to global media to highlight the urgency of the issue. A free “virtual climb” app was also developed to enable people who couldn’t get to the mountains to physically participate remotely. In addition, a curriculum based school challenge program was also developed.



## CLIMARTE Poster Project

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

CLIMARTE's vision is to harness the creative power of the arts to inform, engage, and inspire action on climate change. CLIMARTE commissioned ten emerging and mid-career artists to create large-scale posters that creatively highlight the benefits of transforming Australia's economy and culture from one based on fossil fuels to one based on clean renewable energy.



500 posters were printed and displayed throughout Melbourne and its suburbs during May 2016. The posters were also exhibited at Carlton Connect Initiative. In addition, CLIMARTE hosted a public program that investigated issues around climate change communications, in particular, how art can be engaged to influence community attitudes towards climate change policy and cultural change. The forum was attended by 80 people. The Poster Project attracted significant attention within arts, academic students, environment, and government audiences.



## ***Deep Breathing: Resuscitation for the Reef***

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[www.janetlaurence.com/deep-breathing/](http://www.janetlaurence.com/deep-breathing/)

Janet Laurence is a leading Australian artist whose multidisciplinary practice is a direct response to contemporary ecological catastrophes. She creates metaphoric propositions based on scientific knowledge and her own first-hand experience of threatened environments. She sees her role as an artist as well as an interpreter of the natural world and the devastation it is facing from human-induced environmental change.

The PEF supported the exhibition of *Deep Breathing: Resuscitation for the Reef* at the Muséum National d'Histoire Naturelle in Paris as part of Artists 4 Paris Climate 2015 in the lead up to and during the COP21 talks. The installation represented a hospital for the Great Barrier Reef's threatened corals and other marine species. Visitors to the hospital were able to examine a vast range of materials, images, and film projection along with specimens, with specimens metaphorically nursed back to health in an immersive setting of an imaginary hospital. Consequently, a conference about the state of the oceans was held at the museum triggered by Laurence's artwork on 10 December 2015 during the COP21 talks.



## Landscape Management

### The Wentworth Group of Concerned Scientists

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

The PEF is a major sponsor of the Wentworth Group of Concerned Scientists, providing core funding to cover its operational and management costs.

The Wentworth Group is an independent group of eminent Australian scientists and economists. It was formed in 2002 with the objective of connecting science to public policy to improve the management of Australia's land and water resources and the conservation of Australia's biodiversity.

Since its establishment, the Wentworth Group has built a national reputation for practical, high quality, scientifically-based policy reforms to improve the management of Australia's land, water and biodiversity assets. Central to the success of the Wentworth Group is its ability to harness the voluntary assistance from highly qualified people who contribute their time, expertise and reputations to the development of public policy reforms.

As at 30 June 2016, members of the group were Mr Martijn Wilder AM, Professor Bruce Thom AM FIAG FTSE, Dr Denis Saunders AM, Ms Anna Skarbek, Mr Robert Purves AM, Professor Hugh Possingham FAA, Dr Jamie Pittock, Professor David Karoly,

WENTWORTH GROUP  
OF CONCERNED SCIENTISTS

Professor Lesley Hughes, Dr Terry Hillman AM, Dr Ronnie Harding FEIANZ, Professor Tim Flannery FAA, Dr Richard Davis and Mr Peter Cosier.

The Wentworth Group relies on the personal commitment and time of the individual members, other experts and a small secretariat to support the Wentworth Group's activities.

The Wentworth Group is especially grateful to Dr Guy Fitzhardinge, Prof. Quentin Grafton, Mr Peter Harper, Dr Ken Henry, Mr Max Kitchell, Prof Darryl Low Choy, Ms Ilona Millar, The Hon Paul Stein, Ms Rachel Walmsley, Dr Richard Mount, Adj. Assoc. Prof. Richard Thackway, Mr Mike Grundy and Dr Tony Smith for their contributions to The Wentworth Group's work this year. The Wentworth Group is also grateful to The Ian Potter Foundation who has provided on-going financial support for its work on environment and economy, and the environmental accounts programs. The Wentworth Group acknowledges the dedication of Carla Sbrocchi, Paula Steyer and Celine Steinfeld in the secretariat.



## Landscape Conservation

In 2014, the Wentworth Group, in consultation with experts in economics, land use planning and land and water management, released a 'Blueprint for a Healthy Environment and a Productive Economy'. In June 2015 the Wentworth Group released another more detailed publication as a submission to the Tax Reform White Paper, titled 'Using Markets to Conserve Natural Capital'.

Throughout the year, the Wentworth Group used these papers to continue to advocate the need for, and opportunities that will result from, the sustainable management of Australia's land, water and biodiversity resources. They remind us that Australia is facing very significant, systemic, long term environmental challenges. They also show that by taking a long term view, it is possible to grow the Australian economy, create jobs and maintain the nation's natural capital, for the benefit of present and future generations.

## Environmental Accounting

In 2008 the Wentworth Group developed the *Accounting for Nature* methodology for environmental accounts. The Wentworth Group embarked on a 5-year continental-scale trial of the methodology in partnership with NRM Regions Australia. The Wentworth Group demonstrated that the methodology was technically feasible, affordable and worthy of practical application.

Completing the regional Australian trial of the Wentworth Group's *Accounting for Nature* model in 2015 was an important milestone in environmental accounting in Australia. This trial was made possible by the dedication of nearly one hundred scientists, economists and statisticians from the private sector, Commonwealth and state agencies, universities, the Australian Bureau of Statistics, the Bureau of Meteorology, the Wentworth Group of Concerned Scientists, The Ian Potter Foundation, and CSIRO.

Members of the Scientific Standards and Accreditation Committee (which include a number of Members of the Wentworth Group) undertook a review of each of the asset accounts. This review produced:

- an *Evaluation Report* describing the overarching set of lessons learned from the trial, including the relevance, practicality and rigour of the Accounting for Nature model; and
- a *Technical Analysis* that sits behind the evaluation report and explains the design of the accounts and documents the approaches and key findings for each asset in the trial.

The Wentworth Group also contributed to the international environmental economic accounting reforms being led by the Statistics Division of the United Nations with a paper to the November 2015 meeting of the London Group of Environmental Accounting.

Activities and Organisations Supported  
During Financial Year 2015-2016

SEQ Catchments		REGIONAL ASSET ACCOUNT SEQ CATCHMENTS, QUEENSLAND									
Summary Table											
Class	Asset	Econd & ICS	2003	2004	2005	2006	2007	2008	2009	2010	2011
LAND	Native Vegetation	Econd				29					
		Extent				53					
		Composition				53					
		Configuration									
FRESH-WATER	Rivers	Econd	74				70	76	78	79	81
		Physical/chemical index	82				77	84	85	86	91
		Nutrient cycling index	64				60	75	70	73	61
		Macroinvertebrates index	76				69	74	79	82	88
		Fish index	62				68	65	69	71	76
	Wetlands	Econd				33					
	Extent				62						
	Composition				59						
COASTAL	Estuaries	Econd		57		55	42	44	39	41	41
		Physical/chemical index	51	57		57	39	40	34	36	37
		Biological Health Rating		58		51	50	53	51	53	49
		Foreshore / riparian habitat extent				48	51	51	51	51	51
	Moreton Bay	Econd		87	83	82	81	81	68	75	75
		Physical/chemical index		90	85	84	83	82	69	78	77
Biological Health Rating			73	74	74	74	75	64	64	66	
MARINE	Dugong	Econd				11					
		Dugong population				11					

Example of assets within a regional environmental account

### Wentworth Group Science Program

The Wentworth Group Science Program invests in building the capacity of the next generation of natural resource scientists, economists, lawyers and business people, to shape policy for Australia's land, water and marine resources.

Launched in February 2007, the Wentworth Group Scholarships are non-stipend scholarships awarded to post-graduate students with the objective of enabling recipients to become active contributors at the interface of good decision-making and world class science. The scholarships do so by allowing recipients to travel to Sydney for the annual Wentworth Group Master Class and receive mentoring from Wentworth Group Members. Many past scholars are today making significant contributions in the areas of science and public policy.

The 2016 Master Class was held in May at the University of NSW Australia Business School in Sydney. It brought together nine postgraduate (PhD) students and two young professionals with the members and secretariat.



Wentworth scholars with Professor Bruce Thom during 'Cape to Cape' field trip around Sydney's Botany Bay during the 2017 Master Class

## Water Reform

The Wentworth Group has maintained a strong interest in the sustainable management of Australia's water resources. Its focus in recent years has been in the Murray-Darling Basin where the Australian government has committed a major reform package, which included the Murray-Darling Basin Plan and a \$13 billion investment to restore the health of the Basin.

Given the scale of the reform and the significant public investment, the Wentworth Group is now working to ensure these reforms deliver long term outcomes for the people and ecosystems in the Basin. This year The Wentworth Group commenced a review of progress of the Murray-Darling Basin Plan to ensure the Basin Plan is on track to delivering the intended outcomes.

The review will assess the extent to which the Basin Plan is likely to be delivered, document preliminary evidence of the environmental, social and economic benefits and impacts of the Basin Plan, and examine the likely impacts of climate change and other future challenges on the Basin's water resources.

The Wentworth Group's work builds on the 2010 Blueprint on 'Sustainable Diversion Limits in the Murray-Darling Basin' which set a pathway forward to ensure the Basin Plan restores the health of the river system, in a way that maximises the economic return to business and communities in the Basin.



The findings will be released in late 2016 and will identify progress and early outcomes of the Murray-Darling Basin Plan. It will also identify opportunities to improve the delivery of the Plan and help to inform other national water reform initiatives across Australia.

## Boomerang Alliance

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

Boomerang Alliance is the peak campaign body on wide range of waste and resource issues related to both urban and natural environment. It is comprised of 41 national, state and local allies, and managed by the Total Environment Centre. It aims to create a healthy pollution free environment for all to enjoy by promoting maximum resource efficiency and zero waste. The PEF has been supporting Boomerang Alliance's campaign to introduce a container deposit scheme to solve drink container litter issue since 2013.

The campaign achieved a historic win in May 2016 when the NSW Premier announced that a full container deposit scheme will be rolled out in NSW from 1 July 2017. Two months later Queensland announced that it will join NSW by introducing a scheme in 2018. Then, more recently, Western Australia followed the suit and announced it will also launch a scheme in 2018. With ACT already committed to copy NSW, this leaves Victoria and Tasmania as the only states without a container deposit scheme.

The Boomerang Alliance will continue to work with state governments in NSW and Queensland with their scheme designing and implementation to ensure both states implement an efficient and legislated scheme that delivers multiple environmental and social benefits. It will also continue to advocate for introduction of the scheme in the remaining states to keep container plastic pollution out of streets, bushland and oceans.



A young girl with dark hair, wearing a light blue t-shirt and colorful swim trunks, is sitting on a sandy beach. She is holding a red plastic bottle to her mouth and drinking. The background shows a blurred beach scene with waves and trees under a clear blue sky.

IF MIKE BAIRD LISTENS TO **COKE**,  
HE WON'T HEAR THE OCEAN

IT'S TIME TO LISTEN UP AND  
BRING IN CASH FOR CONTAINERS

TELL PREMIER MIKE BAIRD

OUR MARINE LIFE IS SUFFERING  
FROM PLASTIC POLLUTION



for more information visit [www.boomerangalliance.org.au](http://www.boomerangalliance.org.au)  
follow the campaign  CashForContainers

## Capacity Building

### Australian Environmental Grantmakers Network (AEGN)

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

The PEF is a Leading Supporter of AEGN. The AEGN aims to improve the conservation, protection and functioning of Australia's natural environment and ecological processes through education and networking of grant-makers.



*Robert Purves at AEGN Conference 2015*

### Environment Centre NT

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

The Environment Centre NT is the peak community sector environmental organisation in the Northern Territory. It works to improve environmental protection and management throughout the Territory. In 2015-2016, the PEF contributed a general donation to the organisation. The funds were allocated to raise awareness on proposed mangrove clearing, to advocate for establishment of renewable energy targets, state of environment reports and transparency in government decision



making, and to conduct community workshops. The PEF also supported ECNT's court challenge on Federal Minister's decision to approve the development of a marine supply base on Tiwi Islands in NT without a formal environmental impact assessment.

## Environmental Defenders Office NSW (EDO NSW)

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[www.edo.org.au/edonsw/](http://www.edo.org.au/edonsw/)

EDO NSW is a community legal centre specialising in public interest environmental law. It helps people who want to protect the environment through law. Since 2012-2013, the PEF has been supporting the development and implementation of a fundraising program aimed at becoming self-sustainable. The funding term finished in 2015-2016 with EDO NSW having established a functional Strategic Fundraising Plan that meets its fundraising targets.



## Centre for Australian Progress

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

The Centre for Australian Progress is a national non-profit organisation building advocacy capacity of Australia's civil society, so as to ensure that the community interest is strongly represented in debates about the nation's future. It convenes pivotal meetings of leaders, runs cutting-edge training, coordinates shared communications research, and works to accelerate gap-filling organisations and campaigns.



The PEF provided funds for Progress Fellowship in 2015-2016, a training program in campaigning and advocacy for mid to senior community leaders who are fighting for the environment, human rights, and social justice. The PEF gift enabled Australian Progress expand its program to Brisbane and Perth in addition to Sydney and Melbourne. It also held two communications focused programs, and launched an Alumni program. 113 new fellows completed the program, which included 32 fellows with primary interest in climate change, the environment and/or other sustainability issues.



*Melbourne Fellowship session*

## Total Environment Centre (TEC)

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

The TEC is an independent, non-profit-group operating as a resource and support base for environmentalists working on a wide range of issues. It concentrates on direct campaign activity, lobbying, and research. The PEF supported TEC in 2015-2016 by assisting the engagement of professional accounting service to enable stronger and robust financial planning.



## WWF-New Zealand

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

Original funds provided by the PEF to WWF New Zealand in 2007 were successful in supporting the growth of WWF-New Zealand fundraising activities. These funds are now being progressively reinvested in the WWF Asia Pacific Growth Strategy.



## Capacity Building – Seed Funding Story

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During 2013-2015, PEF contributed seed funding to QuestaGame to help enhance its proto-type called QuestaBird. It is a free online mobile app adventure game, which was designed to make the discovery of biodiversity a fun and playful activity for all ages. It is more than a citizen science app as it is not just educational but also fun, interactive, competitive, and, importantly, has verifiable credentials. All data collected is examined and verified by a fast growing community of experts, which covers numerous classes of species and ensures that sightings are verified quickly and accurately. The records are submitted to databases, such as the Atlas of Living Australia or the Global Biodiversity Information Facility.



In just three years QuestaGame has expanded processing over 2,000 wildlife interactions per day, and is played in 17 countries, including USA, Canada, UK, Mexico and India. The sighting records are growing at about 20% per month and are used for such things as ecological research, biosecurity management and planning, environmental impact and site assessments, education and scientific research.



# Environmental Education

## *On Albatross Island*

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

Albatross Island, off the northwestern tip of Tasmania, is an 18 hectares of wind and ocean-swept conglomerate rock, which is home to 5,200 breeding pairs of the Tasmanian endemic Shy Albatross. The species population is in continuous decline and qualifies as endangered species under the Commonwealth law.

Artists Richard Wastell and Matthew Newton were given a unique opportunity to accompany a team of scientists on three separate extended expeditions to the remote island between September 2014 and March 2015. The resulting exhibition, *On Albatross Island*, showcased the artists' individual responses to this unique environment while speaking to the important scientific based conservation work being done there. Four exhibitions were held around Tasmania between November 2015 and August 2016 raising funds for the Tasmanian Albatross Fund. The Fund was established in October 2015 in partnership with the Bookend Trust and under the umbrella of the Pennicott Foundation to ensure the Shy Albatross populations are valued, understood and conserved into the future. An estimated 15,000 people visited the exhibitions, and the project gained considerable traction with the local and national media.





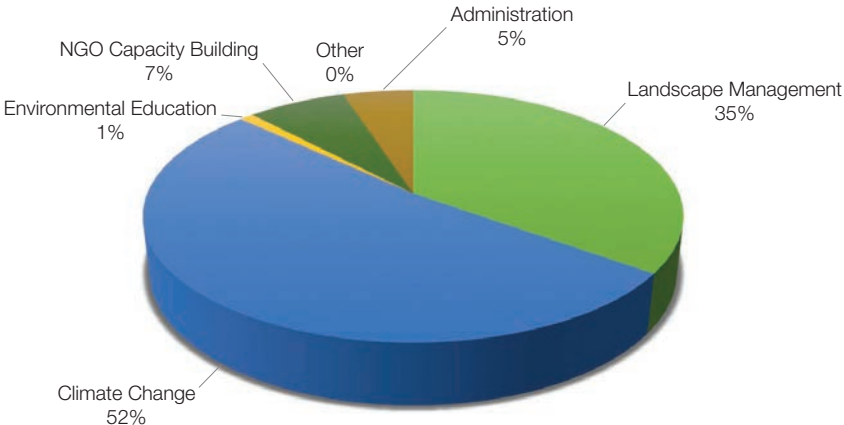
# Financial Summary

As a public fund, the Purves Environmental Fund receives donations from the public. The main source of funding is from a private trust, the Purves Private Fund.

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

## 2015-2016 Expenditure Analysis

The diagram below depicts typical expenditure broken down by a generic categorisation.

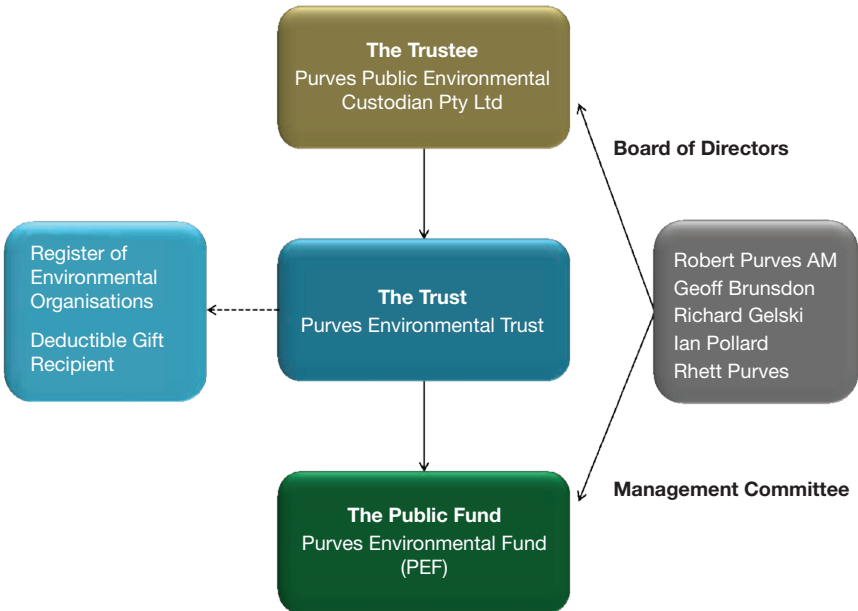


# Governance

## Fund Structure

The Purves Environmental 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 PEF 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 PEF employs one staff member on a part-time basis.



## Board of Directors

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The Board of Directors of the Trustee Company 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 PEF, approves the annual budget and regularly reviews the operations and financial status of the organisation. In their capacity as members of the PEF's Management Committee, the Board also approves Fund's 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 a professional company director and is currently Chairman of Sims Metal Management Ltd, Metlife Insurance Ltd, IPE Limited and APN Funds Management Limited. In 2009, he retired as Managing Director and Head of Investment Banking of Merrill Lynch International (Australia) Limited. Geoff was a Member of the Takeovers Panel between 2007 and 2016, he is a Fellow of the Institute of Chartered Accountants, 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 40 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 the past twenty years Richard 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 Billabong International and RGA Australia and a director of Milton Corporation and SCA Property Group. Ian was previously Chairman of Corporate Express Australia and Just Group. Ian is also an executive coach with Foresight's Global Coaching. A Rhodes Scholar, Ian has written a number of books and papers, principally in the areas of corporate finance and human development. He has also been active in a number of not-for-profit organisations, principally involved with youth.

**Robert Purves AM** is a businessman and an environmentalist. He is currently the President of WWF-Australia and a former board member of WWF International. Robert is also a founding member of The Wentworth Group of Concerned Scientists, a Director of Climate Council of Australia, a Patron of the Lizard Island Research Station, a Governor of Australian Youth Climate Coalition, and a Member of Steering Committee of NESP Threatened Species Recovery Hub. In 2008 Robert was appointed a Member of the Order of Australia (AM) for service to conservation and the environment, and awarded an Honorary Fellow from the University of Sydney. Robert was also awarded the Australian Geographic Society's Lifetime of Conservation Award in 2015.

**Rhett Purves** joined the PEF Board in October 2015. He is a business architect working in corporate strategy and holds a Bachelor of Business (Hons), Finance.

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## Environmental Officer

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Erika Hosoyama oversees the day-to-day management of the PEF as the Environmental Officer on behalf of the Management Committee. She is responsible to the Board of the Trustee Company for strategic planning, performance and operational matters. She has a background in communications and community relations for environmental projects, and holds degrees in environmental science and environmental law.

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## Auditors

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Purves Environmental Fund is audited by ShineWing Australia Sydney (Level 8, 167 Macquarie Street, Sydney NSW 2000)

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## Environmental Policy

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The PEF has an environmental policy that aims to reduce the environmental footprint of the PEF's activities. This is done by purchasing 100% accredited Green Power electricity for its office, neutralising greenhouse gas emissions from staff air travel by purchasing carbon offsets, purchasing eco office supplies and products, where available, and recycling office waste.

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## Supporting the Purves Environmental Fund

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The PEF welcomes donations, which are used to support the important work of advancing environmental sustainability and preservation of biodiversity. To make a tax deductible donation, please send a cheque payable to Purves Environmental Fund with your name and address details to:

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

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## Applying for Funding

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Funding is available to activities that meet the PEF's objectives and charitable purposes, and align with PEF's current focus area. Applicants must first submit a preliminary one-page proposal with a brief explanation on the organisation, proposed activity, its objectives, its aimed outcomes, and the amount of funding being sought. If the proposal is deemed to align with the PEF's scope, the applicant will be invited to submit a formal application for consideration by the Management Committee.

# Projects Supported Since Inception

Since its establishment in 2004, the Purves Environmental Fund has gifted \$15 million of benefactions. Below is the list of projects and organisations that the PEF has supported over the years (in alphabetical order):

## 2003/2004

- *Conservation on Private Lands: The Australian Experience*

## 2004/2005

- Climate Action Network Australia
- Environment Business Australia (EBA)
- The Climate Group
- *The Weather Makers*

## 2005/2006

- Australian Wildlife Conservancy
- EBA
- Clean Up Australia – Clean Fuels Campaign
- Climate Action Network Australia
- Tarkine National Coalition
- The Wentworth Group of Concerned Scientists
- *The Weather Makers*
- Total Environment Centre (TEC)
- Real Pictures “On Trial”

## 2006/2007

- EBA
- Creative Climate Brainstorm Network Meeting
- The Climate Group Greenhouse Indicator
- The Wentworth Group of Concerned Scientists
- *Thinking About Climate Change*
- TEC
- *We are the Weather Makers*
- *Weather or not it's a Climate for Change*
- WWF-Australia Macquarie Island Conservation

## 2007/2008

- Australia 2020 Summit
- AEGN
- AYCC – school climate messengers
- *Cents and Sustainability*
- EBA
- Emerald Awards by Climate Leaders
- Environment Centre of Northern Territory
- *On Our Watch*

- “On Borrowed Time” Learning Resource
- State Library of NSW – Fellowship in Environment & Conservation
- The Climate Group Greenhouse Indicator
- The Wentworth Group of Concerned Scientists
- *Thinking About Climate Change*
- TEC
- Wakakiri
- *Weather or not it's a Climate for Change*
- WWF New Zealand

## 2008/2009

- AEGN
- AYCC – school climate messengers
- *Cents and Sustainability*
- Copenhagen Climate Council
- Earth Hour 2009
- EBA
- Environment Centre for NT
- “On Borrowed Time” Learning Resource
- *On Our Watch*
- State Library of NSW fellowship
- Tarkine National Coalition/ Tarkine World Heritage
- Terrestrial Carbon Group
- *Thinking About Climate Change*
- The Climate Group Greenhouse Indicator
- The Wentworth Group of Concerned Scientists
- TEC
- World Congress of Science Producers
- WWF New Zealand

## 2009/2010

- AEGN
- AYCC & AYCC Power Shift
- Carbon Grazing Trust
- Centre for Sustainability Leadership
- *Cents and Sustainability*
- Copenhagen Climate Council
- EBA
- Earthwatch
- Environment Centre for NT

- State Library of NSW fellowship
- Tarkine National Coalition
- TEC
- The Wentworth Group of Concerned Scientists
- WWF New Zealand

## 2010/2011

- 1 Million Women
- AEGN
- AYCC & AYCC Power Shift / Youth Decide
- Carbon Grazing Trust
- Centre for Sustainability Leadership
- *Cents and Sustainability*
- Environment Centre for NT
- Four Degrees or More? Conference
- Green Way Up
- Peter Cullen Trust
- SBA (formerly EBA)
- Sydney Ice Bear
- Tarkine National Coalition
- Tasmanian Land Conservancy (TLC)
- The Wentworth Group of Concerned Scientists
- TEC
- WWF New Zealand

## 2011/2012

- 1 Million Women
- AEGN
- AYCC & AYCC Changing Hearts and Minds Tour
- Environment Centre for NT
- Four Degrees or More? Conference
- Griffin Theatre – *Between Two Waves*
- Simon McGrath – “Who left the tap running?”
- TLC
- TEC – NSW land clearing law review
- SBA
- WWF-New Zealand

## 2012/2013

- 1 Million Women
- AEGN
- AYCC
- EDO NSW
- Griffin Theatre – *Between Two Waves*
- TLC

- TEC
- SBA
- Wild Migration
- WWF-Australia
- WWF-New Zealand

## 2013/2014

- 1 Million Women
- AEGN
- AYCC
- Boomerang Alliance
- Climate Council of Australia
- Earth Hour 2014 and Flagship Event
- EDO NSW
- National Toxics Network (NTN)
- QuestaBird
- TLC
- TLC – “The Skullbone Experiment”
- TEC
- Roar Film / Documentary Australia Foundation – “Projecting Skullbone Plains”
- SBA
- The Wentworth Group of Concerned Scientists
- Wild Migration
- WWF-Australia
- WWF-New Zealand

## 2014/2015

- 1 Million Women
- AEGN
- AYCC
- Boomerang Alliance
- Climate Council of Australia
- Earth Hour 2015
- EDO NSW
- Environment Centre for NT
- NTN
- Peter Cullen Trust
- QuestaGame
- SBA
- TLC – “The Skullbone Experiment”
- The Wentworth Group of Concerned Scientists
- TEC
- Wild Migration
- WWF-New Zealand



## Contact

### Purves Environmental Fund

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3B Macquarie Street

Sydney NSW 2000

email: [envirofficer@purvesenvirofund.org.au](mailto:envirofficer@purvesenvirofund.org.au)

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

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