

10th Anniversary Edition



PURVES
ENVIRONMENTAL FUND

Annual Review 2014

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Chairman's Address

This year we celebrate ten years since the Purves Environmental Fund was established and this report includes a summary of highlights from this period.

Our initial focus was around three things: landscape management, climate change education, and capacity building of non-governmental organisations (NGOs).

In **landscape management**, via the Wentworth Group of Concerned Scientists of which the Fund is a primary funder, considerably more science rigor has been injected at the public policy level. This is thanks to the strong contribution of the Wentworth Group Secretariat, the tireless work of its Members, and Peter Cosier, the Director, in particular.

On **climate change education**, the high point of the Fund's efforts include the support of the ground breaking work of Tim Flannery via his book *The Weather Makers* that was accompanied by excellent school information material. In addition, our support of WWF's Earth Hour, the Sydney Ice Bear, and, more recently, the Climate

Council have also been very successful in engaging and educating more fellow Australians about this important issue.

On **NGOs capability building** the stand out has been seeing the Australian Youth Climate Coalition grow from a small fragile student group into a well organised and robust organisation with 110,000 young signed up supporters.

Reflecting back over the ten years I can't but feel that the biggest achievement in many ways has been the continued support of a small group of passionate and smart young people who have become leaders in the environment sector. As we enter into our next decade of funding, whilst we will remain true to our original goals, a more structured approach to building future leaders is something we will need to consider. In addition to supporting young people in this sector, I believe the Fund has a key role in encouraging other like-minded philanthropists to co-fund environmental projects, which will greatly enhance outcomes.



There are many people who have helped us on our journey, but I would particularly like to thank our Directors, Richard Gelski, Ian Pollard and Geoff Brunsdon. I would also like to thank Ian Gibson who manages the portfolio that has given us the financial capacity to fund at a high level whilst growing the corpus amount. I'd like to thank all those who have managed the administration of the Fund over the years and specifically our current manager, Erika Hosoyama.

Finally, when we began the Fund, Australia was improving in its management of the

environment. However, in recent years we have seen a massive swing against this trend. This has resulted in rollbacks at both state and federal levels and many environmental protections are being undone.

The work of the Fund has never been more important as we help Australians live more sustainably and protect our unique landscapes and biodiversity for future generations.

Robert E. Purves AM
August 2014

About the Purves Environmental Fund

Vision

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

Mission

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

Objectives

The Purves Environmental Fund 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

The charitable purposes of the Purves Environmental 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.



10th Anniversary: The First Ten Years of the Journey

The Purves Environmental Fund (PEF) is celebrating its tenth year on 11 August 2014, and this provides a great opportunity to review the PEF's journey since its inception to today. From the beginning, the PEF's underlying overall objective has been to effect positive changes for the environment by supporting initiatives and projects through granting of the gifts. Over the past ten years, the PEF has supported three broad key areas: climate change; landscape management; and capacity building of NGOs.

During its first four years, the PEF focused on assisting climate change education initiatives that were aimed at raising awareness and understanding of the issue. Funded initiatives included the writing and promotion of *The Weather Makers*, and the distribution of various educational resources on climate change such as *We Are the Weather Makers*, *Thinking About Climate Change*, and *Weather or not It's a Climate for Change*. It is worth noting that the PEF also supported other educational initiatives related to sustainability, biodiversity and environmental economics during its early years.

This focus has shifted overtime and, today, capacity building of NGOs and landscape management have become the most supported areas in terms of the number of projects funded per year by the PEF.

Supporting NGOs capacity building is important to allow key organisations to keep their doors open and perform their day-to-day operations. This is particularly essential considering the recent trend of cutbacks to available government environmental grants. The PEF has provided a wide range of assistance over the years ranging from human resources and accounting services to covering the costs of attending conferences. However, over the recent years, the PEF has been focusing more on supporting fundraising initiatives that are aimed at building sustainable financial models for organisations to become self-funded.

Additionally, landscape management has not only been one of the most supported areas in terms of number of funded projects, but it is also the area that has received the greatest quantum of funds.

Although the PEF supports educational and management initiatives in landscape management, over the last five years the majority of its gifts have been directed towards advocacy works aimed at improving or protecting environmental policies and legislation. This reflects the latest rollbacks of landscape protection legislation by governments, and the tireless efforts by environmental organisations across the field in working to protect hard-won legislation and reforms.

The following section provides a snapshot of the PEF's first ten years of giving, followed by regular reporting on activities and organisations that were supported during this financial year.



Highlights of the Ten Years

Formalisation of the Wentworth Group

The major highlight of the first ten years of the PEF is the formalisation of the Wentworth Group of Concerned Scientists. The PEF supported the formalisation of the Wentworth Group in 2005-2006, and it has been the major sponsor of the organisation ever since. The Wentworth Group has

become one of the key organisations in Australia that offers solutions at a higher level by injecting best available science into key environmental issues. Today the Wentworth Group also receives considerable funding support from the Ian Potter Foundation.



Wentworth Group original members

Funding of Key Youth Organisation and Building Partnership

Similarly, the PEF is a long term supporter of another key environmental organisation, the Australian Youth Climate Coalition (AYCC). After initially funding the school program back in 2007-2008, the PEF has been contributing to AYCC's core income by matching dollar-to-dollar of funds raised by the organisation since 2008-2009. The PEF has also supported other initiatives of AYCC including youth summits and community education outreach tours, as well as providing assistance for AYCC to receive professional accounting services. Over the years, the PEF has built a great partnership with AYCC by providing other forms of assistance outside regular funding including networking, mentoring, and governance and financial strategy guidance. AYCC has grown into a leading Australian youth organisation with more than 110,000 members, building a generation-wide movement to solve the climate crisis.



An AYCC youth summit

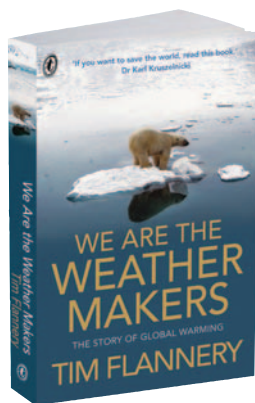
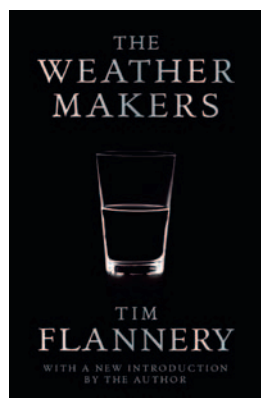
Supporting Outstanding Initiatives

The PEF has funded numerous initiatives since its inception (refer to last page), however, *The Weather Makers* series and Earth Hour are two initiatives that stand out from the list.

The Weather Makers, a book written by Tim Flannery, was a catalytic force in the Australian and international climate change debate and helped raise awareness and understanding of its impacts and solutions back in 2005-2006. The book received widespread critical acclaim and praise. Following on the book's success, the PEF worked in partnership with Flannery and Text Publishing (publisher of *The Weather Makers*) to also produce *We Are the Weather Makers*, an updated and condensed version of the original book geared towards young adults and readers

wanting to quickly get an understanding of key climate change issues. *Thinking About Climate Change*, an educational resource that made teaching and learning about climate change easy and accessible followed. The PEF supported the promotion as well as the distribution of these resources to secondary schools in Australia. *The Weather Makers* series has helped a wide audience to understand the vital importance of taking urgent action on climate change.

The other major initiative, Earth Hour, was supported by the PEF on two separate occasions, in 2008-2009 and in 2013-2014. After the inaugural launch in 2007 where 2.2 million Sydneysiders and 2,100 businesses participated, Earth Hour was quickly adopted nationally in Australia and



by 34 other countries in 2008. By 2009 it was ready to expand globally. The PEF supported core costs of Earth Hour global team, which had a goal of engaging one billion people for one hour on one night around the globe. Earth Hour 2009 was phenomenally successful with more than 4,000 cities from 88 countries participating in the personal act of "lights off" to support a strong agreement on climate change action in the lead up to the Copenhagen Climate Change Conference in December 2009.

In 2013-2014, the PEF supported core costs once again, but this time of the Australian national team. Details on the project can be found in the next section of the report, however, a highlight of Earth Hour 2014 is that it achieved an increase in Earth Hour's participation from the previous

year's for the first time. It also ran its first fundraising effort in Australia by asking its supporters to contribute towards the production of an Earth Hour documentary and the purchase of candles for the artistic installation on the Parliament House lawn.



Merging of Environmental Education with Art

Over the ten years, the PEF has funded numerous initiatives that combine environmental education with art. In 2010-2011 the PEF supported the Sydney Ice Bear, an event aimed at raising public and media awareness of the need for more immediate action on climate change. A life-sized ice sculpture of a polar bear was carved by Mark Coreth and his team. It remained in Customs House Square for seven days while Sydney's temperate winter weather and the warmth of human hands gradually melted the ice revealing its bronze skeleton. The event was jointly hosted by three other NGOs with a focus on climate change, WWF-Australia, AYCC, and 1 Million Women. The event attracted more than 50,000 visitors and reached a wide audience in Australia and overseas through media coverage.



Sydney Ice Bear: carved out polar bear (R) and partially melted sculpture (L)

In 2011-2012, the PEF funded two initiatives that combined art with climate change education – “Who Left the Tap Running?” and “Between Two Waves”. The first “Who Left the Tap Running?” was an environmental sculpture of a two-metre-high bathroom tap created by Simon McGrath. The sculpture sat on the oceanfront cliff during the 2011 *Sculpture by the Sea* event, raising awareness of the human environmental impact on sea-level rise caused by climate change. The sculpture received the Sydney Water Environment Prize.



“Who Left the Tap Running?”

The latter “Between Two Waves” was a romantic drama set against a backdrop of climate change produced by the Griffin Theatre Company. The play premiered during late spring of 2012. It told the story of a climatologist who struggles to find happiness in the face of what he knows is a very uncertain future. The play reached above box office targets with 4,000 people attending the performances. It received fantastic audience feedback and critical acclaim from the press. The playwright, Ian Meadows, received a fellowship for the play in 2013.



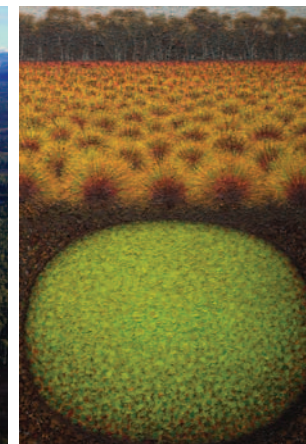
Between Two Waves

Another funded initiative that cleverly merges the art with environmental education is *The Skullbone Experiment*. Eleven high profile Australian artists were invited to explore the wild and remote landscape of Skullbone Plains on a four-day retreat in February 2013. Skullbone Plains is a permanent reserve purchased by Tasmanian Land Conservancy in 2011 with philanthropic support including the PEF. Participating artists included Tim Burns, Joel Crosswell, Julie Gough, Philip

Hunter, Janet Laurence, Vera Möller, Imants Tillers, Megan Walch, Richard Wastell, Philip Wolfhagen and John Wolseley. The wild terrain provided an opportunity for the artists to draw inspiration from the landscape, leading to the development of a major body of work that was then featured in a touring exhibition in Launceston in March 2014 and in Sydney in July and August 2014. More details are available in the next section of the report.



Skullbone Plains Reserve



Green Cushion by R Wastell

Activities and Organisations Supported During 2013-2014

Climate Change

Earth Hour

www.earthhour.org.au

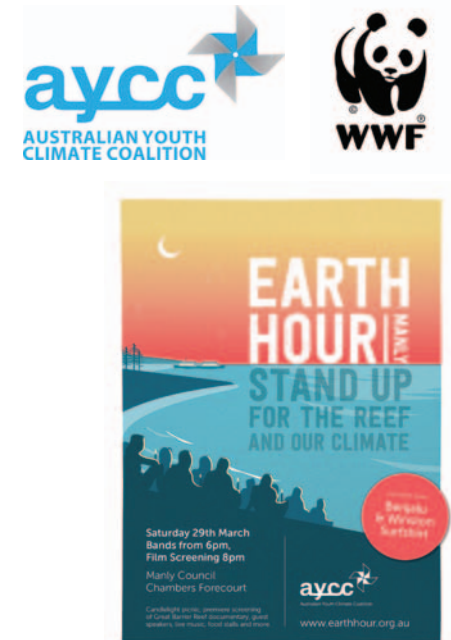
The PEF supported Earth Hour 2014 *Lights Out for the Reef* organised by WWF-Australia. Earth Hour is a worldwide grassroots movement uniting people to protect the planet. It was founded in Sydney in 2007. In 2014, after seven years of engaging the community in “lights out”, Earth Hour was revitalised to focus Australia’s attention on why it needs to tackle climate change. The movement reminded Australians that the Great Barrier Reef is under threat from impacts of climate change, and that there is an opportunity to save the Reef if Australia aims higher to tackle climate change. It also intended to engage the community year-round by asking supporters to take a pledge in using individual power to take action on climate change post-Earth Hour Day.

1,100 events were held on Earth Hour Day around Australia bringing communities or friendship groups together to make a stand for the Reef. A special documentary produced for Earth Hour 2014 was screened at these gatherings. The documentary was also aired on TV, and a special report, *Lights Out for the Reef*, outlining key climate change impacts on the Reef was released. National participation in Earth Hour increased by 15% from previous year. Camp Earth Hour was held in late May 2014 for selected Earth Hour Day event organisers where they trained in community organising and making change in community, company or organisation.



Earth Hour Manly Event

WWF-Australia partnered with AYCC for the flagship Earth Hour event in Manly NSW to send a strong message to the Prime Minister that young people in his electorate are demanding real action on climate change. The PEF contributed the cost of hiring AYCC volunteers to recruit young people to the event and promote it across the electorate. An estimated 3,000-4,000 people attended the event throughout the evening, and about 1,500 Manly locals symbolically formed a “line in the sand” with candles on the beach calling for climate action.



Capacity Building

AYCC

aycc.org.au

Today 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 2013-2014, the PEF provided core funding to AYCC, supported a monthly giving pilot project, and covered funding for professional accounting services. During this financial year, AYCC:

- Held Power Shift, the largest ever youth climate summit organised in Australia, with 1,500 participants from across the country;
- Ran a Federal Election campaign that included phone calls to politicians, 100,000 conversations with voters about climate policy, and Nemo – the colourful clownfish who followed Kevin Rudd and Tony Abbott on their campaign trails;
- Won a campaign calling on construction giant Lend Lease to withdraw its

Expression of Interest into funding and building a huge new coal terminal in the Great Barrier Reef World Heritage Area;

- Sent 27 young people on a life-changing Climb-it for Climate challenge. Participants trekked to the Everest base camp, worked with the Himalayan Climate Initiative (HCI), and raised more than \$100,000 for HCI and AYCC;
- Partnered with national organisations to pull off the National Day of Climate Action on 17 November 2013, which mobilised more than 60,000 people around the country;
- Gathered more than 10,000 signatures in support of the AYCC's "Safe Climate Roadmap" policies from businesses, faith leaders, emergency service workers, and many more. These signatures were then delivered to politicians in 40 of Australia's most important electorates; and,
- Reached 20,000 students through "Start the Switch", a program that inspires and engages high school students with presentations and summits, and then launches local projects in their school.





Climate Council

www.climatecouncil.org.au

Climate Council is an independent, crowd-funded organisation, which was established to provide independent, authoritative climate change information to the Australian public after the former Climate Commission was abolished. In 2013-2014, the PEF supported Climate Council by contributing a general donation to its core costs.



Environmental Defenders Office NSW (EDO NSW)

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. In 2013-2014, the PEF supported a fundraising program developed with an aim to provide the organisation with a significant independent funding source.



1 Million Women (1MW)

www.1millionwomen.com.au

1MW is a national movement of women and girls getting on with climate action. Launched in 2009, 1MW's founding goal is to engage one million female Australians to collectively cut 1 million tonnes of CO₂ pollution.

Since 2011, the PEF has been supporting the establishment of a sustainable fundraising base. 2013-2014 marked the last year of funding, and although there are still some parameters to test, 1MW has built a fundraising model that will secure its work into the future.



WWF-New Zealand

www.wwf.org.nz

The PEF provided funds to WWF-New Zealand for a five-year supporter acquisition program back in 2007. The donation was reinvested into the same program in 2011 for a further four year term. The investment helps WWF-New Zealand to substantially grow the scale and effectiveness of its conservation programs by significantly increasing its regular supporter base.



By end of 2013-14, the funds have enabled WWF-New Zealand to expand its income from individual supporters by tenfold.

Sustainable Business Australia (SBA)

www.sba.asn.au

SBA is the peak industry body for the environmental business sector in Australia and focuses on advocating, educating, and incubating the role of business in the green economy that drives economic prosperity and environmental and social resilience. SBA has a broad membership base including some of Australia's largest companies.



The PEF supported SBA through a Corporate Membership in 2013-2014. The PEF also donated to the Inaugural Fiona Wain Oration. Wain was the CEO of SBA between 2001 and 2010, who embarked on a strategic plan to raise the business debate about the role and scope for smart policies, investment, technology and trade opportunities towards achieving a sustainable and just world.

Australian Environmental Grantmakers Network (AEGN)

www.aegn.org.au

The AEGN aims to improve the conservation, protection and functioning of Australia's natural environment and ecological processes through education and networking of grantmakers. The PEF is a Leading Supporter (member and donor) of AEGN.





Landscape Management

The Wentworth Group of Concerned Scientists

www.wentworthgroup.org

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

The Wentworth Group was incorporated in 2007 and relies on the personal commitment and time of the individual members and a small secretariat to support the Group's activities led by Peter Cosier as Director.

As at 13 June, members of the group are Dr John Williams FTSE, Professor Bruce Thom AM FIAG FTSE, Dr Denis Saunders AM, Mr Robert Purves AM, Professor Hugh Possingham FAA, Professor David Karoly, Professor Lesley Hughes, Dr Terry Hillman AM, Dr Ronnie Harding FEIANZ, Professor Tim Flannery FAA, Dr Richard Davis, Mr Peter Cosier, and Dr Neil Byron.

National Environmental Law Reform

In 2013-14 the Wentworth Group was active in the defence of national environmental laws, highlighting the risks to the Australian environment if the Commonwealth government continues



to pursue the handing over of powers to protect matters of national environmental significance to state governments. Such action puts at risk decades of national environmental reform.

In 2012 the Wentworth Group put forward alternative reforms, arguing that by far the most effective way to reduce regulatory burden and duplication for business and at the same time deliver better environmental outcomes for Australia, is to develop long-term regional strategic plans to guide land use and natural resource management.

Instead of taking a longer-term strategic approach to managing environment and development, the Australian Government is in the process of handing over national assessment and approval powers to the states. Agreements that have been released show that this will result in the weakening of protections for environmental assets of national and international significance. These agreements could also allow under-resourced local governments to approve projects that impact on matters of national environmental significance.

Industry groups have still not been able to produce evidence that systemic delays

caused by Commonwealth approvals are having a significant impact on economic development, and there is no evidence that the proposed hand-over of powers will result in any efficiency savings for business.

Because state standards are not capable of meeting existing national standards under Commonwealth law, the agreements propose only partial accreditation of state laws. Rather than reduce duplication, this process will actually create more red tape and less certainty for business.

There is, however, substantial evidence that environmental protections will be reduced.

Both Queensland and NSW are winding back laws to protect native vegetation from land clearing. This will have immediate and significant impacts on threatened species, an area of responsibility that lies with the Commonwealth government.

The Wentworth Group has put forward a proposal for the Commonwealth to accredit a national science-based standard to ensure that new developments do not cause a significant impact on threatened species. The Commonwealth has rejected this proposal and remains intent on handing over these powers without any such protection.

There is no justification for handing Commonwealth approval powers to the states. There are more efficient and effective alternatives for reducing duplication and improving environmental outcomes.

The Ian Potter Foundation also provides financial support for the Wentworth Group's work on national environmental law reform.

National Environmental Accounts

In 2008 the Wentworth Group released its blueprint *Accounting for Nature: A model for building the national environmental accounts of Australia*. This new concept of a common environmental currency represents a transformative shift in the business of environmental management because it simplifies the complexity of natural systems using the rigor of scientific measurement.

The *Accounting for Nature* model creates a common (non-monetary) environmental currency that allows us to compare the relative condition of one environmental asset with another, and then aggregate information at different scales and for different assets.

It solves a major institutional challenge that confronts the world in the 21st century: measuring the impact that economic development is having on the health of our environmental assets, within a non-monetary accounting framework, at scales that can inform economic decisions.

Over the past three years Australia's 55 regional natural resource management groups have led a continental-scale trial to test the practical application of the Wentworth Group's *Accounting for Nature* model for measuring the condition of environmental assets over time, at scales at which decisions are being made.

The trial would not have been possible without the dedication of many 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.

The regional trial has involved 10 of the 55 regional bodies and has yielded a wealth of information towards wider application of the *Accounting for Nature* model and has led to the production of the *Accounting for Nature Quickguide: Guidelines for Constructing Regional Scale Environmental Asset Condition Accounts*.

The experience gained has also contributed to advancing concepts in the United Nations System of Environmental Economic Accounts, contributing to technical papers on the conceptual frameworks for experimental ecosystem accounts and establishing processes for ecosystem/natural capital accounting.

The Wentworth Group's work on environmental accounts is funded by The Ian Potter Foundation.

Landscape Conservation

One area of public policy that has long been neglected is that the economy does not internalise the cost of environmental degradation into economic decision-making. It does not invest sufficiently in repairing past damage, and governments have failed in their duty to set effective rules



to guide how and where new development can occur whilst maintaining a healthy environment.

During 2013-14, with the financial support of The Ian Potter Foundation, the Wentworth Group focussed on building a new mandate for the long-term reforms necessary to maintain the health and productive capacity of Australia's land and water resources, and turning around systemic failures in biodiversity conservation.

Whilst some aspects of Australia's environment are in a healthy condition and policies to limit further damage and repair past damage have produced significant improvements in others, the overall condition of many of Australia's major environmental assets remains poor and many are continuing to degrade.

Destruction of native vegetation, over-extraction of water from rivers and aquifers, introduction of weeds and pests, mining soils of carbon and nutrients, and poorly planned urban development have all set in train processes that are degrading the natural capital.

It is more than possible to promote a growing economy, create jobs and have a healthy environment. The Wentworth Group has set itself the challenge of influencing business, civil society and government to work through and agree to pursue the long-term reforms that are needed to address these issues.

Climate Change Science

Members of the Wentworth Group have been engaged in the public dialogue on the science and public policy implications of climate change and the need for Australia to adapt to the impacts of climate change on the Australian landscape. They have argued that climate change policy is about risk management – the risks of inaction against the economic cost of action.

Australia is one of the most vulnerable countries to climate change and is already experiencing the impacts of more frequent and severe extreme weather, with record heat waves in summer, record heavy rainfall events, and record days of very high fire danger.

These trends all point to serious impacts on soil, water, biodiversity and the coastal zone, and the human communities that depend on them. Air temperatures are projected to continue to increase by another 2 degrees by 2050, creating more extremely hot summers, more extreme bushfires, decreases in rainfall across southern Australia, and increases in storms and flooding over the heavily populated coastal areas.

During 2013-2014, Tim Flannery and Lesley Hughes held positions with the Australian Climate Commission until it was dissolved by the Abbott Government. Professor Hughes was also a member of the Land Sector Carbon and Biodiversity Board, and Professor Bruce Thom was Chair of

the Australian Coasts and Climate Change Council. David Karoly remains a member of the national Climate Change Authority, an independent statutory body established by Federal Parliament in 2011.

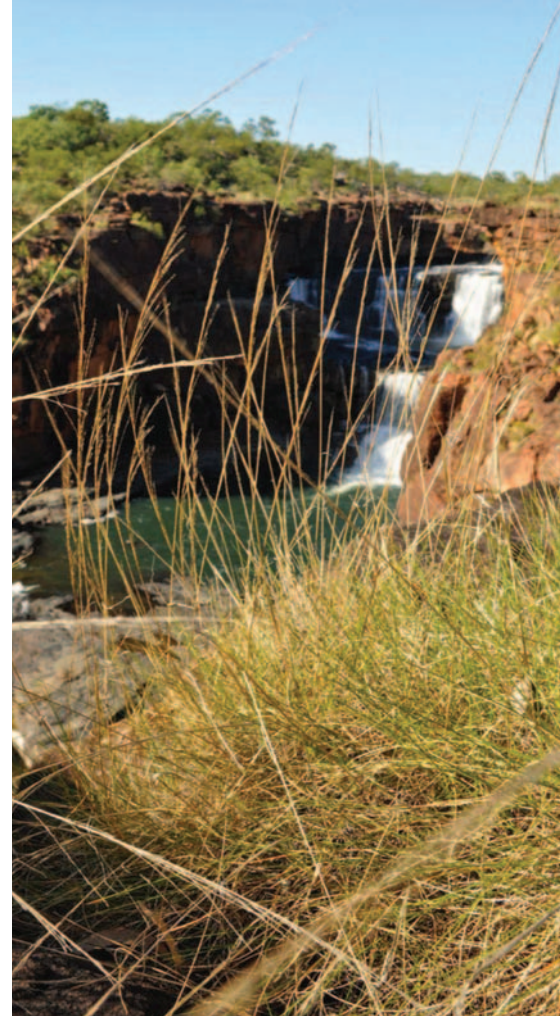
Wentworth Group Science Program

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.

The highlight of this year's Science Program was the 2014 Master Class, which was held in March at the State Library of New South Wales. The Master Class brought together ten Scholarship recipients and two professionals with Members of the Wentworth Group and the Secretariat.

This year's Master Class involved presentations on specific topics on connecting science to public policy and small group discussion sessions, which



culminated in a presentation by the scholars, bringing together their varying backgrounds and experiences from the previous three days. This year's scholars continue to be mentored by Wentworth Group Members.

Members of the Wentworth Group are also involved in the selection and mentoring of the recipients of the Peter Cullen Scholarship offered by the NSW government's Office of Water.



Total Environment Centre (TEC)

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, which enables TEC to focus on its core business of protecting the environment and actively promoting sustainable systems and technologies.



Since 2012, the PEF has been supporting TEC's campaign to defend land clearing laws in NSW during the government review process. The campaign was relaunched in late 2013 following Cabinet decision to integrate environment protection with a planning legislation. TEC is working with other key environmental groups to ensure the wider public is fully informed about the potential threats, and to enable effective participation by all stakeholders in consultation processes and forums by helping them build their capacity.

The PEF also continued its support for TEC's campaign to introduce a Container Deposits Scheme at a national or regional level to solve drink container littering issue.

WWF-Australia

www.wwf.org.au

In 2013-2014, the PEF supported WWF-Australia's mission to improve landscape management in Queensland by funding a feasibility study for its strategy development.



Wild Migration

www.wildmigration.org

Wild Migration is an Australian-based international not-for-profit organisation whose primary purpose is to benefit migratory and transboundary wildlife and the habitats on which they depend.

In 2013-2014, the PEF supported Wild Migration's advocacy work to strengthen decision making process and seismic survey guidelines for offshore petroleum exploration. Wild Migration produced two landmark documents, *Seismic Seas: Understanding the Impact of Offshore Seismic Petroleum Exploration Surveys on Marine Species* and *A Community Consultation Model for Offshore Petroleum Exploration Proposal*. These documents are intended to assist regulators and policy makers to better understand the complexities of sound in water, and the impacts of noise pollution on marine species. They also raise the need for a strengthened environmental impacts assessment and appropriate transparency in all offshore petroleum exploration approval process. Wild Migration is working closely with key stakeholders and partners to influence the current Federal Government's review of streamlining offshore petroleum environmental approval processes.





National Toxics Network (NTN)

www.ntn.org.au

NTN is a community based network working to ensure a toxic-free future for all. The PEF supported NTN's work to defend a new agricultural and veterinary (agvet) chemical reform, the re-approval and re-registration scheme, which was under threat of being repealed by the Federal Government. The scheme ensured that all agvet chemicals currently registered for use in Australia are meeting contemporary scientific and regulatory standards. It introduced a systematic trigger to review and assess the entire inventory so that unmanageable agvet chemicals can be quickly removed from the market. Regrettably, the scheme was repealed in July 2014.



Tasmanian Land Conservancy (TLC)

www.tasland.org.au

TLC is an organisation that raises funds from the public to protect irreplaceable sites, endangered species' habitats, and rare ecosystems by buying and managing private land. In 2010-2011, the PEF contributed funds toward the acquisition of Skullbone Plains, a 1,618 ha highland property adjacent to the Lake St Clair/ Cradle Mountain National Park.

In 2013-2014, the PEF continued to contribute towards the ongoing land management costs of the Skullbone Plains Reserve, which became part of the Tasmanian Wilderness World Heritage Area in August 2013.



Environmental Education

The Skullbone Experiment

www.tasland.org.au

In 2013-2014, the PEF continued its support for TLC's *The Skullbone Experiment*. The initiative brought together eleven high profile Australian contemporary artists to explore and immerse themselves in the ancient landscape of Skullbone Plains. The artists then developed artworks inspired by the experience, which were featured on a toured exhibition. The aim of the residency and resulting exhibition was to raise the profile of TLC and its work in protecting Tasmania's biodiversity, to foster the inexorable link between art and the natural world, and to expand the TLC's networks into a wider nature conservation-minded community.

The exhibition was launched on 14 March 2014 at the Queen Victoria Museum and Art Gallery (QVMAG), Launceston, where approximately 300 people attended. The exhibition was shown at QVMAG for nine weeks with 12,200 adults and 5,300 children attending. 300 new contacts were generated from the exhibition, which enables TLC to broaden its networks of potential supporters and raise its profile.

The exhibition is also on show at Galleries UNSW in Sydney from 18 July to 30 August 2014.



Opening night at QVMAG



A Pagan Dream by J Crosswell

Projecting Skullbone Plains

www.roarfilm.com.au

The PEF also supported the production of a documentary based on *The Skullbone*

Experiment by Roar Film in partnership with the Documentary Australia Foundation titled "Projecting Skullbone Plains".



QuestaBird

www.questabird.com

QuestaBird is an online mobile adventure game designed to get children and adults outdoors to spot, identify and map different species of birds. All data collected is examined and verified by experts and submitted to the Atlas of Living Australia. It is aimed at educating children to better understand and value the Australian biodiversity through a fun and real adventure. The PEF is supporting game enhancement to increase user engagement and participation. In particular, QuestaBird is partnering with Scootle.edu.au to release the first digital education resource for biodiversity, preparing lesson plans for curriculum integration in primary schools, and working directly with schools and partner organisations to run field trials involving children and youth.



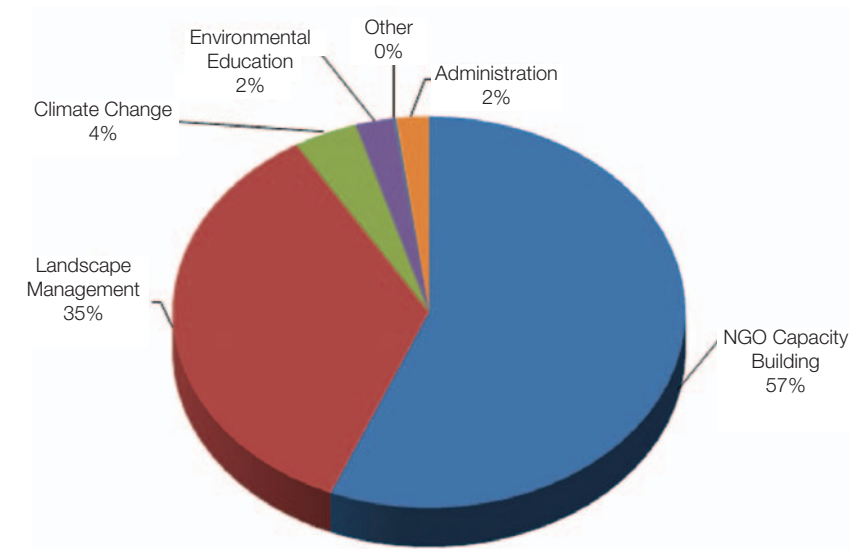
Financial Summary

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.

2013-2014 Expenditure Analysis

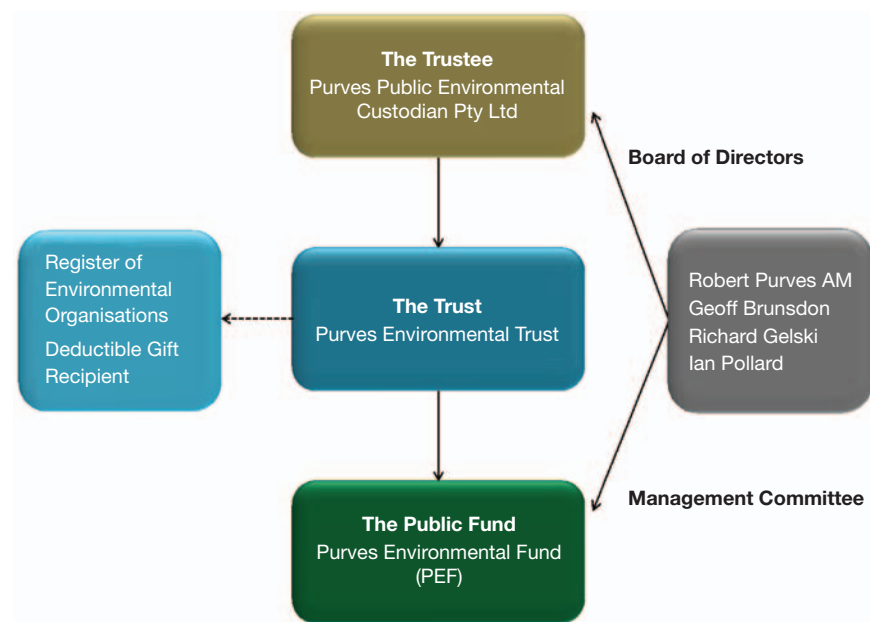
The diagram below depicts typical expenditure broken down by a generic categorisation.



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

The Board of Directors of the Trustee Company governs the Purves Environmental Trust. The Board members also form the Management Committee of the 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 Brunsdon is a professional company director and is currently Chairman of Sims Metal Management Ltd, Metlife Insurance Ltd, IPE Limited and APN Funds Management Limited; and Executive Chairman of ICS Advisory Ltd. In 2009, he retired as Managing Director and Head of Investment Banking of Merrill Lynch International (Australia) Limited. Geoff is also involved in other non-profit organisations including as Chairman of Redkite, supporting families who have children with cancer. Geoff is a Member of the Takeovers Panel, 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 35 years' experience

as a University academic, barrister and 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 Earth Hour Global, a Director of Climate Council, a Patron of the Lizard Island Research Station, and a Governor of Australian Youth Climate Coalition. 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.

Environmental Officer

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.

Auditors

The PEF is audited by: Crowe Horwath Sydney, Level 15, 309 Kent St, Sydney NSW 2000

Environmental Policy

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.

Supporting the Purves Environmental Fund

The PEF 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 PEF 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

Funding is available to activities that meet the PEF's objectives and charitable purposes, and which align with the PEF's current focus areas. Interested applicants are encouraged to send through a one-page proposal to the Environmental Officer for assessment 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 objectives, then the applicant will be invited to submit a formal application for further consideration by the Management Committee.

Projects Supported Since Inception

Since its establishment in 2004, the PEF has gifted \$11 million of benefactions. Below is the list of projects and organisations that the PEF has supported over the years:

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
- 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*
- Total Environment Centre
- *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*
- Total Environment Centre
- 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
- Total Environment Centre
- 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
- Total Environment Centre
- 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
- The Wentworth Group of Concerned Scientists
- Total Environment Centre
- 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?"
- Tasmanian Land Conservancy
- TEC – NSW land clearing law review
- SBA
- WWF-New Zealand

2012/2013

- 1 Million Women
- AEGN
- AYCC
- EDO NSW
- Griffin Theatre – *Between Two Waves*
- Tasmanian Land Conservancy
- TEC
- SBA
- Wild Migration
- WWF-Australia
- WWF-New Zealand

Contact

Purves Environmental Fund

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3B Macquarie Street

Sydney NSW 2000

email: enviroofficer@purvesenvirofund.org.au

Website: www.purvesenvirofund.org.au

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