



WWF

ANNUAL
REPORT

AUS

2015

#IMPACTATSCALE

About the photos

Our images come from the WWF's Global Photo Network. Thanks to the continued support of our contributing photographers, we now have almost 100,000 images which provide an invaluable record of the state of the planet.

Front cover: Extensive mangrove systems, mudflats and coastal embayments of the north-west Kimberley, Western Australia.

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WWF is one of the world's largest and most experienced independent conservation organisations, with over five million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. We do this in accordance with our values: acting with integrity, knowledgeable, optimistic, determined and engaging.

A WWF-Australia production.

Published in November 2015 by WWF-Australia (Sydney, Australia).

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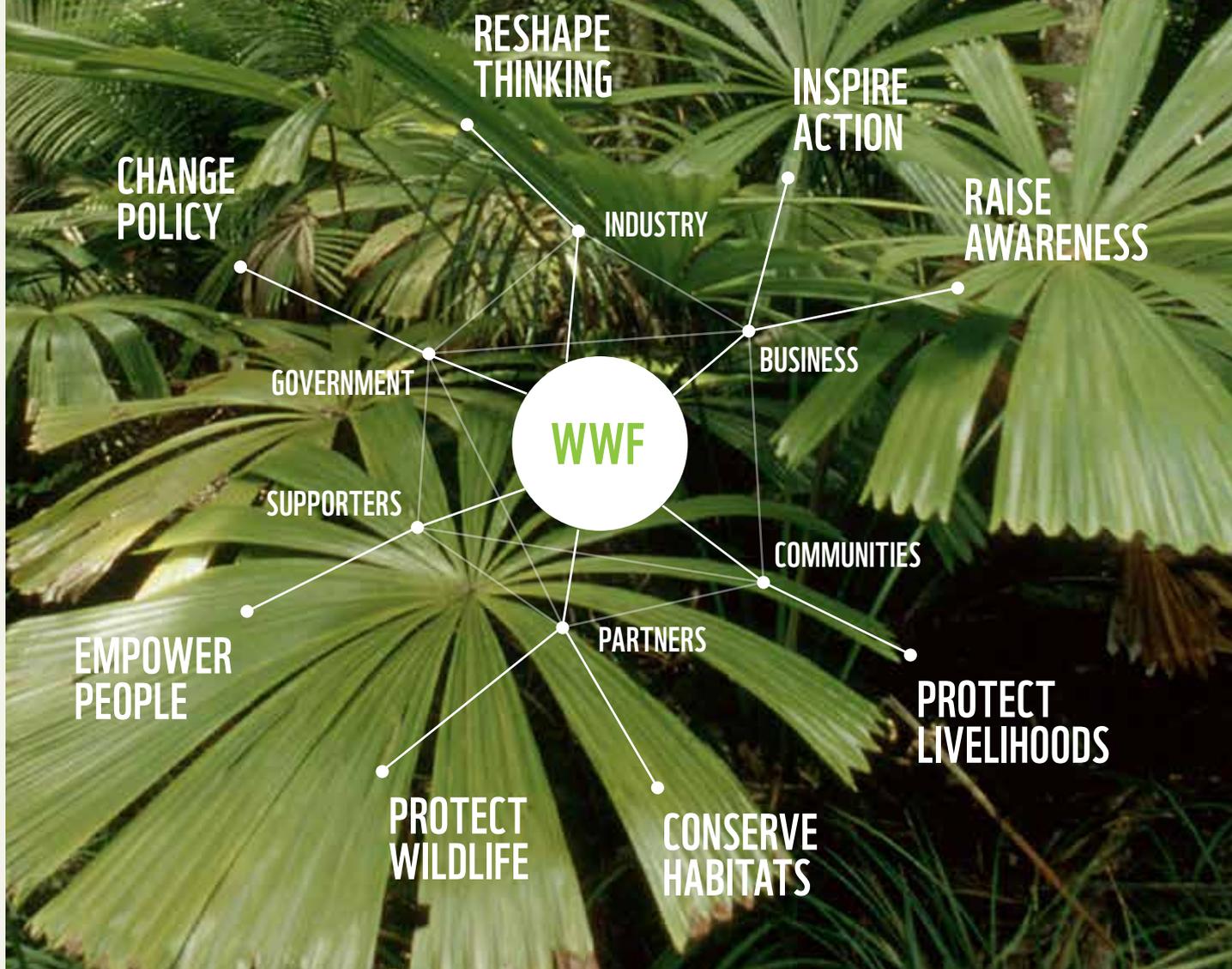
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TOGETHER WE'VE CREATED IMPACT

WWF protects the planet's natural environment, and seeks to build a future in which we all live in harmony with nature. We work in areas where we are needed most, and where we can create the greatest impact.

WWF has been working on conservation in Australia for over 35 years and in the past four years of our strategic plan, we have delivered #impactatscale across the globe – in the oceans of Antarctica, the forests of Borneo and the waters of the Great Barrier Reef.

The key to our impact is collaboration. Working alongside scientists, government, industry, business, communities and other partners – and backed by the dedication and generosity of our supporters – we effect change at all levels. From policy reform to business practice to on-the-ground action, we are working together to protect the places, people and animals we all love.





ROBERT PURVES, PRESIDENT

DERMOT O'GORMAN, CEO

PRESIDENT & CEO MESSAGE

The past year has been one of the most challenging for conservation. We've faced dangerous plans to industrialise the Great Barrier Reef coast; continued attacks on our environmental laws; the repeal of Australia's world-leading price on carbon pollution; and a government-backed inquiry into the tax-deductible status of donations to environmental charities.

We are so proud of WWF's supporters and partners who have once again risen to the challenge. Together we've shown that we can make a large-scale impact for our planet, where it matters most.

Together, we made great progress to protect the Great Barrier Reef from industrialisation, poor water quality, climate change and outdated fishing practices. Our Fight for the Reef campaign mobilised millions of people across Australia and around the world, helping to secure a ban on the dumping of dredge spoil in the waters of the Great Barrier Reef, and a decision by the World Heritage Committee to place the Australian Government firmly on 'probation' until the health of the reef improves. We're also using some of the most sophisticated tools and techniques to study the impact of water pollution on precious turtles along the Reef's coast.

In the Kimberley, WWF has been helping fund biodiversity surveys run by Indigenous rangers and Kimberley Land Council ecologists who, through these surveys, have found 6 species not previously known to Western science. And in Western Australia's Wheatbelt, we brought the Nangeen Hill rock-wallabies back from the brink, nearly doubling their numbers over the past two years.

Climate change stole the limelight at the Brisbane G20 in 2014. Our #onmyagenda digital and advertising campaign helped to make this happen, and inspired millions of digital conversations about climate change around the world.

More than 50% of all farmed salmon produced in Australia now meets Aquaculture Stewardship Council (ASC) certification, and in the forests of Borneo we've helped secure almost one million hectares of sustainable forestry concessions, providing refuge for orang-utans.

Adversity brings people together and the past year has demonstrated the power of partnerships. We would like to thank all our partners, collaborators and alliances with whom we work to achieve real change through delivering impact at scale.

To our governors and our more than 500,000 supporters, we want to thank you for your commitment. Given our success, we go into the next year with optimism that we are building a future in which people live in harmony with nature.

Robert Purves AM
President, WWF-Australia

Dermot O'Gorman
CEO, WWF-Australia

CONSERVATION HIGHLIGHTS

CLIMATE CHANGE

9,531 DOWNLOADS OF THE EARTH HOUR CURRICULUM TOOLKIT BY SCHOOLS

1

THE GREAT BARRIER REEF



AUSTRALIAN GOVERNMENT BANNED DUMPING OF CAPITAL DREDGE SPOIL IN THE REEF MARINE PARK



563,480 PEOPLE IN 177 COUNTRIES SIGNED OUR PETITION TO THE WORLD HERITAGE COMMITTEE

2

ANTARCTICA & SOUTHERN OCEAN



75% OF THE TOOTHFISH TRADE IS NOW MSC-CERTIFIED



HELPED ERADICATE RABBITS FROM MACQUARIE ISLAND TO RESTORE IT AS A WILDLIFE HAVEN

3

CORAL TRIANGLE & SOUTH WEST PACIFIC



PARTNERING WITH PACIFIC NATIONS TO IMPROVE MANAGEMENT OF SHARKS AND RAYS



700 WOMEN FORMED SAVINGS CLUBS AND 50 STARTED NEW BUSINESSES THANKS TO WWF TRAINING

MARKET TRANSFORMATION

50% OF SALMON FARMED IN AUSTRALIA NOW ASC CERTIFIED





10.5 MILLION PEOPLE REACHED THROUGH G20 #ONMYAGENDA POSTS



THE HEART OF BORNEO

HELPED TO SECURE FSC CERTIFICATION FOR 6 FORESTRY CONCESSIONS COVERING 912,000 HECTARES

WORKING WITH FORESTRY COMPANIES AND LOCAL PEOPLE TO PROTECT ORANG-UTAN POPULATIONS



THE KIMBERLEY

HELPED SECURE NATIONAL HERITAGE LISTING

INDIGENOUS RANGERS HAVE FOUND 6 SPECIES NOT PREVIOUSLY KNOWN TO WESTERN SCIENCE



SOUTHWEST AUSTRALIA

77% INCREASE IN POPULATION OF BLACK-FLANKED ROCK-WALLABY AT NANGEEN HILL

20,000+ HECTARES OF WOODLAND PROTECTED BY PARTNERING WITH MORE THAN 100 LAND MANAGERS



TRAINED 740+ BANKERS IN WWF'S SUSTAINABILITY LEADERSHIP PROGRAM



THE GREAT BARRIER REEF

The Great Barrier Reef is the world's largest and best-known coral reef system. Visible from space, this spectacular ecosystem is home to more than 600 coral species, 1,500 types of fish, 900 islands and 2,900 reefs. It is one of the last remaining refuges for dugongs and has the largest remaining rookeries for green turtles in the world.

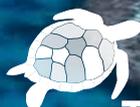
But we risk losing this natural wonder on our watch. In the past 30 years, the Great Barrier Reef has lost half its coral cover, with over 40% of this loss due to population explosions of coral eating crown-of-thorns starfish, which thrive on agricultural runoff. Other Reef creatures are threatened by climate change, over-fishing, pollution from nearby farms, and coastal and industrial development. These impacts are felt most acutely along the coast and in the central and southern areas of the Reef, while the remote north remains in relatively good condition.

Over the past four years, thanks to our partners and supporters, WWF has led a number of significant initiatives to deliver impact at scale and protect the Reef for future generations.





AUSTRALIA
PUT ON PROBATION
BY THE WORLD
HERITAGE COMMITTEE



147
TURTLES
CARED FOR BY
CAIRNS TURTLE
REHABILITATION
CENTRE



3,387
HATCHLINGS SAVED
FROM PREDATORS
IN 2014 DUE TO
EXCLUSION DEVICES



GOVERNMENT
**BAN ON
DUMPING**
OF CAPITOL
DREDGE SPOIL IN
REEF MARINE PARK



50%
OF CORAL
COVER LOST IN
THE PAST 30 YEARS



623
REEF MEDIA STORIES
REACHED MILLIONS
OF PEOPLE IN
AUSTRALIA AND
AROUND THE GLOBE



The Thomas Foundation provided their investment in the Fight for the Reef campaign on a 'matching-funds' basis. This strategy has resulted in the Foundation contributing \$2 for every \$1 of WWF supporter funds. Without the substantial contribution from the Foundation and this matching strategy, the campaign could not have achieved the world-class outcomes it has.

The Great Barrier Reef

213,059

REGULAR CAMPAIGN
SUPPORTERS



FIGHT FOR THE REEF

In 2013, we launched our Fight for the Reef campaign, in partnership with the Australian Marine Conservation Society (AMCS) and with support from The Thomas Foundation. The campaign was in response to proposals to develop mega-ports along the Great Barrier Reef coast, including plans to dump millions of tonnes of dredge spoil in the Reef's waters.

In 2015, the campaign completed its most successful year yet. Major highlights included a significantly strengthened Reef 2050 Long-Term Sustainability Plan, endorsed by the state and federal governments, and a decision by the World Heritage Committee that keeps Australia 'on probation' until the health of the Reef improves.

The Australian Government has now banned dumping of capital dredge spoil from new port developments in the Great Barrier Reef Marine Park, and the Queensland Government has introduced legislation that will extend the ban to state waters. The new state laws will also limit dredging for port development to the four existing major ports. This provides greater protection for undeveloped stretches of coastline, including the Fitzroy Delta, which was previously earmarked for two coal terminals. With support from AMCS, WWF International and network offices around the world, the campaign created a ground swell of public pressure in the lead-up to the June 2015 World Heritage Committee meeting in Germany. Through an engaging and powerful online presence, our campaign's messages reached millions of people worldwide.

As a result, our petition to the World Heritage Committee was signed by 563,480 people throughout 177 countries. Alongside this public campaign, we provided World Heritage delegates with expert assessments and scientific critiques of Australia's management of the Reef World Heritage Area.

As well as agreeing to the new Reef 2050 Long-Term Sustainability Plan, the Australian and Queensland governments each pledged \$100 million to support its implementation. Our Fight for the Reef campaign ensured the final Plan was much stronger than earlier drafts, and was welcomed by the World Heritage Committee.

6 OUT OF 7

OF THE WORLD'S
MARINE TURTLES ARE
FOUND IN THE GREAT
BARRIER REEF



80+



COMMUNITY
EVENTS HELD
ACROSS THE
COUNTRY

20-30%

REDUCTION

ESTIMATED IN
NET FISHING
EACH YEAR



MORE SUSTAINABLE FISHING

Working with governments and industry, we have successfully secured a number of reforms in the net fishery. Most recently, our work resulted in the establishment of three net-free zones in the Reef. The 1,400 square-kilometre Keppel Bay to Fitzroy River net-free zone will help protect the region's snubfin dolphins. The associated \$10 million licence surrender program, due for completion at the end of 2015, is predicted to reduce net fishing by 20-30% each year. This is in addition to the results of the 2012-14 net buyback scheme – implemented following significant WWF engagement – which removed approximately 30% of the excess large net fishing entitlement on the east coast.

The Great Barrier Reef



REEF WATER QUALITY

In March 2015, as a result of long-term advocacy by WWF and our supporters, the Queensland and Australian governments committed to the new pollution targets needed to restore the Reef's health. These include cutting nitrogen pollution by up to 80% in high-risk catchments by 2025. Both governments also committed an additional \$100 million each for water-quality programs over five years, adding to the \$375 million already secured.

The Queensland Government has established a Reef Taskforce to oversee the investment and programs needed to achieve these new targets. WWF secured commitments from the Queensland Government to re-establish laws critical to protecting vegetation, wetlands, coastal areas and water.

Beyond advocacy, we also work to deliver on-ground solutions. Since 2009, in collaboration with the Coca-Cola Foundation, Reef Catchments, other companies and other natural resource management groups, we have partnered with cane farmers to trial innovative farming practices that improve water quality and farm efficiency. There are now 78 farmers participating, covering an area of 20,345 hectares. The trials have shown fertiliser can be greatly reduced from 2.0 to 1.4 kilograms of nitrogen per tonne of cane, without compromising productivity. If all cane farmers adopted similar practices, Queensland would take a significant step towards its 80% nitrogen pollution reduction target.

Over the past five years, government programs and funding to help farmers implement profitable pollution-cutting practices have led to an estimated 30% reduction in pesticides and 12% sediment reduction. However, cuts to nitrogen pollution of 17% are well short of the new 80% target. Reducing nitrogen pollution is crucial in controlling the crown-of-thorns starfish that are devastating the Reef.



WORKING TOGETHER TO PROTECT AN ANCIENT SPECIES

The Rivers to Reef to Turtles project is a groundbreaking partnership studying the link between water quality and turtle health in the Great Barrier Reef. Supported by Banrock Environment Trust, the partnership brings together researchers, government representatives, and Indigenous and local communities.

WWF is deeply committed to our work with Traditional Owners, the custodians of turtles and sea country. In 2014, we finalised three Memoranda of Understanding with Reef Indigenous communities: Gudjuda Reference Group, Girringun Aboriginal Corporation and Gidarjil Aboriginal Corporation. Each partner group has committed to work collaboratively in building the capacity of Traditional Owners to conserve and protect their Country.

Through WWF sponsorship, the Gudjuda people are now well equipped with boats, turtle tagging bags and over 100 survey days in mentored training, to collect data on *gungu* (turtles). The Sea Turtle Foundation and Cairns Turtle Rehabilitation Centre (CTRC) have trained more than 150 volunteers to respond to animal strandings, and released a Marine Animal Stranding Quick Guide toolkit, produced in collaboration with WWF.

Our partnerships with Reef HQ Turtle Hospital, CTRC and James Cook University's Centre for Marine Turtle Health continue to support efforts in caring for injured turtles and releasing them back into the wild. During the 2013–14 nesting season, the Loggerhead Watch project trialled aluminium predator-exclusion devices over nests to protect endangered loggerhead turtles from goannas on Wreck Rock Beach. These devices meant an additional 3,387 hatchlings made it out of their nests in 2014.



A GREEN TURTLE SWIMS OFF HERON ISLAND RESEARCH STATION, QUEENSLAND, AUSTRALIA. © WWF / JAMES MORGAN

ANTARCTICA & SOUTHERN OCEAN

The oceans around Antarctica are some of the most pristine in the world, and are home to nearly 10,000 species, including emperor penguins and great whales. This stunning region is crucial to our understanding of how the world works, but parts of the Antarctic are among the fastest warming places on the planet. Its habitats and biodiversity are under increasing pressure from climate change and activities such as fishing and tourism.

WWF has a long history of achieving conservation results through the WWF Antarctic and Southern Ocean Initiative. We work with governments, industry, scientists and partners to achieve greater impact.





Antarctica & Southern Ocean



17.5°C
THE HIGHEST
TEMPERATURE
EVER RECORDED
IN ANTARCTICA
(24 MARCH 2015)

MARINE PROTECTION

East Antarctica

In 2009, the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR) committed to establishing the world's largest system of Marine Protected Areas (MPAs). Over many years, WWF has supported the development of the MPAs through research identifying the key areas needing protection. We are working closely with the Australian Government to promote the designation of a system of MPAs off the Australian Antarctic Territory.

6.2 MILLION

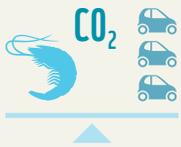
HECTARES ADDED TO
MARINE RESERVE



Heard Island and McDonald Islands

Located more than 4,000 kilometres southwest of Perth, in the Southern Ocean, Heard Island and McDonald Islands are Australia's most remote territory. They are home to Australia's largest mountain and only active volcano, as well as vast numbers of penguins, albatrosses and seals. We were instrumental in establishing one of the world's largest MPAs here in 2002, and in 2014 a further 6.2 million hectares was added to the marine reserve.

ANTARCTIC KRILL SOAK UP
ENOUGH CARBON TO OFFSET
THE EMISSIONS FROM



17.7
MILLION CARS

FISHERIES MANAGEMENT

Antarctic krill only grow to about 6 centimetres long (the size of your little finger), yet they play a key role in the Antarctic ecosystem. Krill is a critical food source for many Southern Ocean species, including whales, seals, fish and penguins. While scientists estimate the weight of Antarctic krill to be greater than the weight of all humans on Earth, krill face challenges from a changing climate and increased fishing. WWF works through CCAMLR to ensure precautionary and sustainable approaches to krill fishing in the southern ocean.

WWF is working with the toothfish industry and the Marine Stewardship Council (MSC) to ensure the fishery is sustainable, and that fish can be traced from the ship to the supermarket. 70% of the toothfish trade is now MSC-certified.

*“Antarctica is the last
frontier of nature.
Together we can
protect this pristine
continent to ensure
it remains devoted to
peace and science.”*

Tim Jarvis,
WWF Global Ambassador

WILDLIFE CONSERVATION

Macquarie Island

World Heritage-listed Macquarie Island lies 1,500 kilometres southeast of Tasmania in the Southern Ocean. The rabbit population exploded in the 1980s from about 10,000 to 100,000, leading to massive erosion and landslips that were destroying nesting sites for penguins and albatrosses. Advocacy by WWF and supported by Peregrine Adventures prompted the Australian and Tasmanian governments to develop and deliver an eight-year campaign to eradicate pests. In April 2014 Macquarie Island was declared pest-free.



97% DECLINE

**IN THE POPULATION OF
ANTARCTIC BLUE WHALES
IN THE PAST 100 YEARS**



Blue Whale Feeding Grounds

Blue whales are the largest animals that have ever lived, yet we know little about their movements and critical feeding areas in the Southern Ocean. As a result of the impacts of historical whaling, they are among the most vulnerable great whales in the region. Through support from Blackmores, and working alongside colleagues at WWF-Chile, we are using satellite tags to identify feeding grounds and migration routes in the Southern Ocean near the Antarctic Peninsula. Seven whales were successfully tagged last summer, providing important data that is now being analysed.

CORAL TRIANGLE & SOUTH WEST PACIFIC

The Coral Triangle – which encompasses the oceans around Indonesia, Philippines, Malaysia, Solomon Islands, Papua New Guinea and Timor Leste - and the South West Pacific region contains the highest diversity of marine life on the planet. This wonderland is also home to one of the world's largest tuna industries. Estimated at \$1 billion annually, it directly employs more than six million people. Fishing and related industries provide a vital source of income for many of the region's poorest communities. Although commercial tuna fisheries contribute greatly to revenue and national economic development, coastal fisheries are also essential for ensuring national food security and rural incomes.

This region is under threat from unsustainable fishing, poorly planned development, pollution, population growth and climate change. If current trends continue, the amount of food provided by the Coral Triangle reef systems for Asia-Pacific coastal populations will halve by 2050.

Through partnership with local communities, WWF designs and supports initiatives that protect local livelihood and ensure fair access to a healthy and productive environment.

Coral Triangle & South West Pacific



TUNA FISHERIES

The Pacific Ocean contains many of the main fishing grounds for commercial species of tuna. Many long-lived tunas, such as bluefin tuna, are heavily overfished and populations are at risk worldwide.

Skipjack tuna accounts for 57% of global catches and is the main species caught in the Western Central Pacific. WWF worked with the first industrial-scale tuna fishery – the eight Parties to the Naru Agreement Western & Central Pacific skipjack tuna fishery – to achieve MSC certification for its free school purse seine (net) fishing operations. In 2012, the fishery was awarded certification for vessels operating across the exclusive economic zones of eight Pacific countries. We also helped secure MSC certifications for the Fiji albacore tuna fishery, Australian Eastern tuna fishery and Billfish fishery, and we are working with Australian retailers of canned tuna to source and sell MSC-certified tuna.

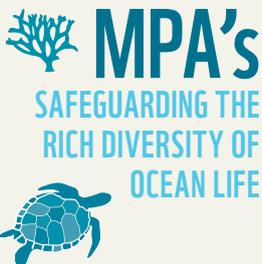


COASTAL FISHERIES

By 2030, experts predict that on most of the Pacific Islands, coastal fisheries' production will not meet local demand. In addition to health and economic factors, fishing is central to Pacific cultures' way of life. In the face of growing populations, declining coastal fisheries and the effects of climate change, concerted action towards ensuring sustainable coastal fisheries is critical. This can only be achieved at the community level.

Since 2012, with support from the Australian Government and John West, WWF has worked with communities and government agencies in the Solomon Islands and Papua New Guinea to support sustainable alternatives to reef fishing. An innovative approach that sees fishers assessing their own fish stocks is resulting in more effective community and rights-based co-management.

To improve livelihood opportunities beyond fisheries, we are providing financial training to women – the sellers of fish. This has resulted in the establishment of microfinance schemes in the Solomon Islands and PNG, with more than 700 women forming savings clubs, and more than 50 starting small businesses through revolving micro-loans.



MARINE RESERVES AND FLAGSHIP SPECIES

Marine Protected Areas (MPAs) safeguard the rich diversity of ocean life while supporting local economies, and are a core pillar of our marine work. Over the past decade, WWF have engaged significantly in the Australian Commonwealth Marine Reserves process, in the areas of both science and advocacy. This Marine Reserve network is now 3.1 million square kilometres, by far the largest representative network of MPAs in the world. Within this, the Great Barrier Reef Marine Park and the Coral Sea Commonwealth Marine Reserve together became the largest adjoining MPA in the world, covering 1.3 million square kilometres.

In 2012, we helped kickstart the Pacific Shark Heritage Program, which was instrumental in establishing Fiji's first fully protected national marine park. With the continued backing of our supporters, we are now working with Pacific countries to develop National Plans of Action to further protect sharks.

THE HEART OF BORNEO

The forests in the Heart of Borneo are some of the most biologically diverse on the planet, and are home to the iconic but endangered Bornean orang-utan. These forests are vital to indigenous groups: over 11 million people rely on the forests for survival and quality of life, and benefit from their timber and non-timber resources. Yet Borneo has lost 30% of its forests in the last four decades. Conversion for oil palm plantations that produce palm oil, found in millions of consumer products, is the biggest driver of deforestation. If current deforestation rates continue unabated, another 30% of Borneo's forest will be lost by 2020.

Over the past four years, WWF has worked in collaboration with corporate partners, local communities and local government to secure some major achievements in our mission to protect Borneo's forests, animals and peoples.



The Heart of Borneo

 **30%**
OF THE FORESTS HAVE
BEEN LOST IN THE PAST
FOUR DECADES

COOPERATION IN THE HEART OF BORNEO

The island of Borneo spans across Indonesia, Brunei Darussalam and Malaysia. Their shared responsibility to manage the island's central highland rainforests – the Heart of Borneo – has led to an ambitious transboundary conservation initiative covering 220,000 square kilometers. The Heart of Borneo initiative aims to create a sustainable model for economic development through a network of protected areas, productive forests and other sustainable land uses.

>50%
OF BORNEO'S
ORANG-UTANS HAVE
DISAPPEARED IN THE
PAST 60 YEARS



ORANG-UTAN CONSERVATION

Orang-utan management is an integral part of sustainable forest management. More than 75% of orang-utans in Borneo live outside protected areas, and it is increasingly recognised that well-managed forests can maintain biodiversity, including orang-utan populations. We are working with forestry companies to map orang-utan populations and design effective management plans, which include identifying, protecting and enhancing orang-utan habitat and food sources.

Community engagement and partnership is paramount. To this end, we are investing in three pillars of social development: legal empowerment of communities (for example, establishing local community patrols to prevent illegal poaching, mining and logging); sustainable livelihood opportunities, such as ecotourism ventures; and education for future leaders, including expanding our existing Education for Sustainable Development Program to new schools in the region.

30%
OF OUR PLANET IS
COVERED BY FORESTS,
YET THEY ARE HOME
TO 80% OF THE
WORLD'S TERRESTRIAL
BIODIVERSITY

AN INTEGRATED APPROACH

Over the past four years, we have worked with companies and consumers to increase awareness of sustainable forestry and promote responsible business. We are encouraging responsible purchasing through WWF's Global Forest and Trade Network (GFTN), removing illegal timber sources through the *Illegal Logging Prohibition Act*. WWF also works with Australian companies importing palm oil from Indonesia to ensure they buy only legal and certified products.

The Heart of Borneo

6 FORESTRY

CONCESSIONS ARE NOW FSC CERTIFIED, WITH 3 MORE ON THE WAY



BETTER FOREST MANAGEMENT

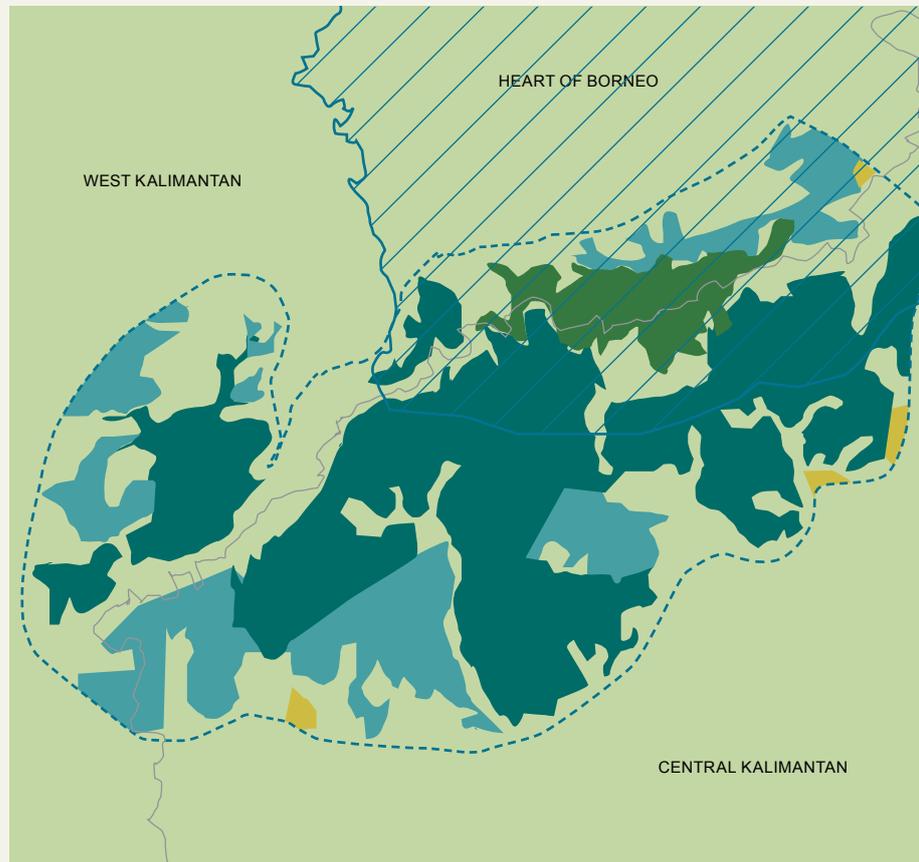
WWF is working with timber companies to achieve Forest Stewardship Council (FSC) certification. This independent verification helps ensure companies balance environmental, social and economic considerations, and that their operations are sustainable all the way along the supply chain. FSC certification is crucial for protecting Borneo’s forests and species, as well as the rights and livelihoods of indigenous people.

In the past four years, we identified a four million–hectare area in West and Central Kalimantan – the Arabela-Schwanner region – as a critical priority for sustainable forest management. The region includes more than 20 timber concessions, and houses a population of more than 7,500 orang-utans (10–20% of the total remaining population). Through its Keep the Heart Beating campaign, Kimberly-Clark is supporting WWF to help move concession holders towards FSC certification.

To date, six forestry concessions have secured FSC certification covering 912,000ha and three more are on their way. By 2016, we aim to secure certification for at least one million hectares, and we will continue to work towards sustainable management across Borneo’s entire landscape.

Our long-term vision is to use evidence from successful initiatives – which show that good forest management is good for people, the economy and the environment – to advocate for improved land-use planning, which will mean cleared and degraded land is used for agricultural development, and Borneo’s remaining forested areas are designated for protection and production forestry.

FOREST CONCESSION IN ARABELA-SCHWANNER REGION

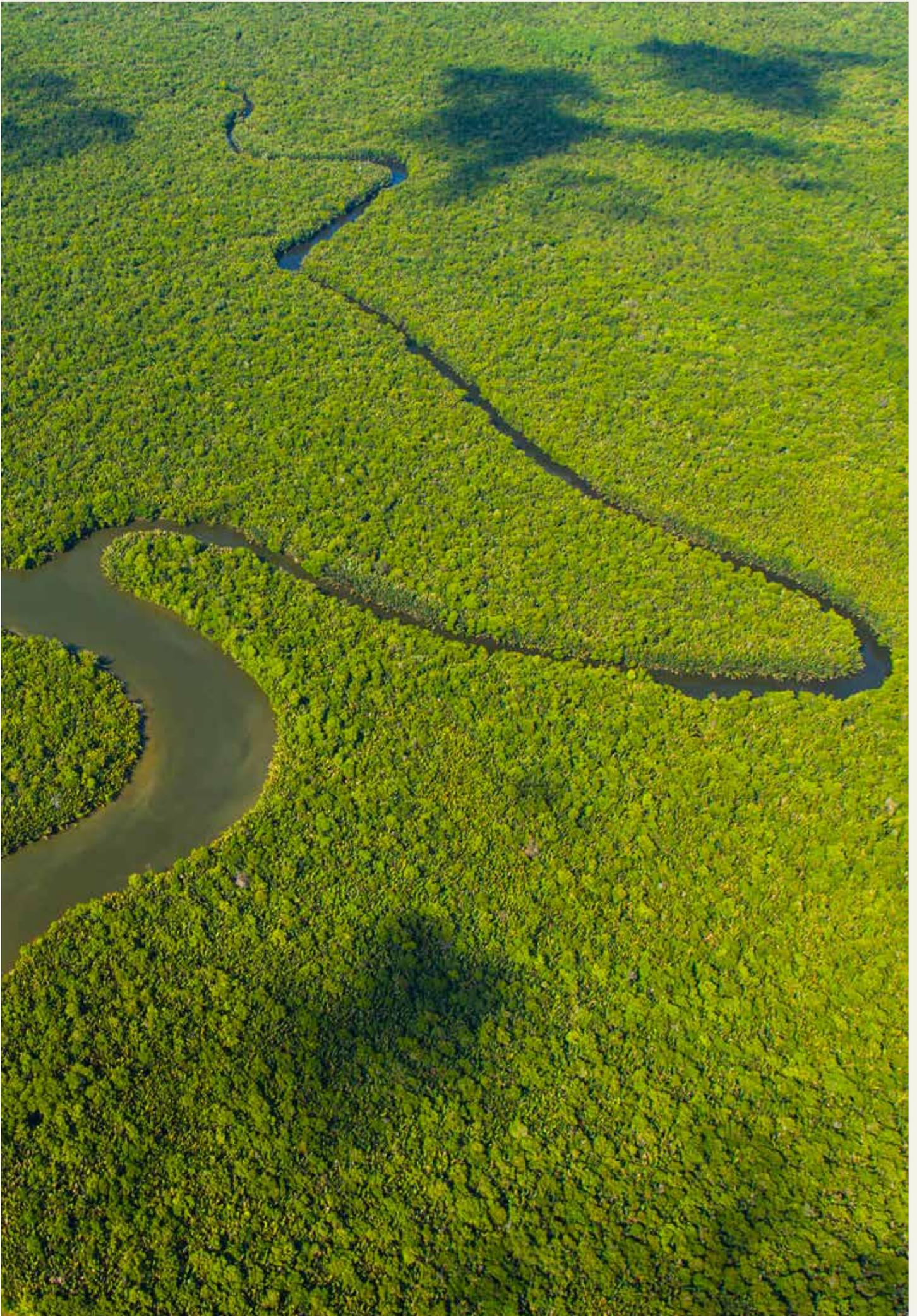


LEGEND

- Country boundaries
- Heart of Borneo
- Arabela region
- Schwanner region

FOREST CONCESSION ENGAGEMENT STATUS

- No engagement
- Developing biodiversity management plans
- Supporting & maintaining FSC through biodiversity plans



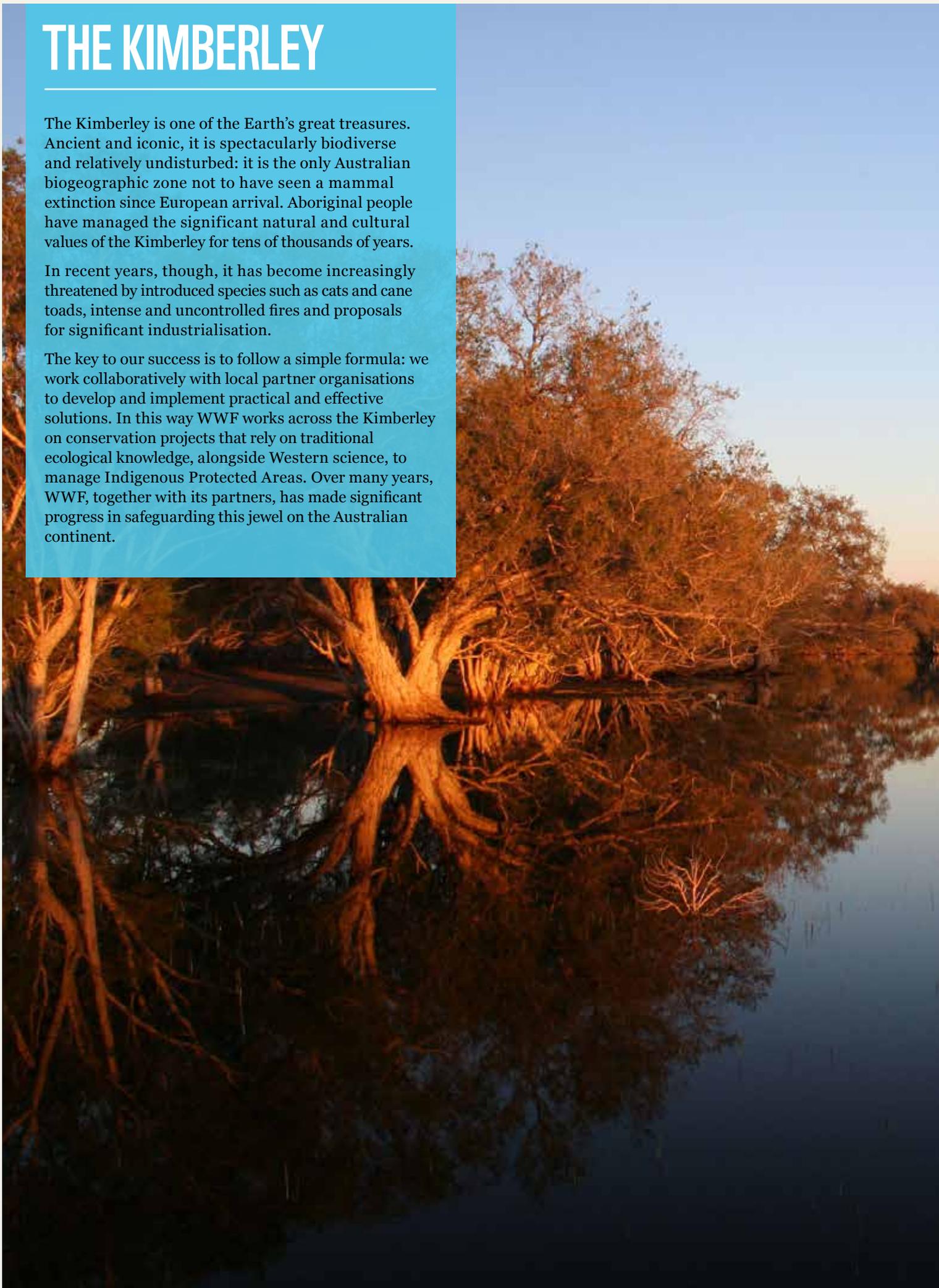
AERIAL VIEW OF THE RIVER KINABATANGAN AND RIVERINE TROPICAL RAINFOREST, SABAH, MALAYSIA, BORNEO, ASIA © NATUREPL.COM / JUAN CARLOS MUNOZ / WWF

THE KIMBERLEY

The Kimberley is one of the Earth's great treasures. Ancient and iconic, it is spectacularly biodiverse and relatively undisturbed: it is the only Australian biogeographic zone not to have seen a mammal extinction since European arrival. Aboriginal people have managed the significant natural and cultural values of the Kimberley for tens of thousands of years.

In recent years, though, it has become increasingly threatened by introduced species such as cats and cane toads, intense and uncontrolled fires and proposals for significant industrialisation.

The key to our success is to follow a simple formula: we work collaboratively with local partner organisations to develop and implement practical and effective solutions. In this way WWF works across the Kimberley on conservation projects that rely on traditional ecological knowledge, alongside Western science, to manage Indigenous Protected Areas. Over many years, WWF, together with its partners, has made significant progress in safeguarding this jewel on the Australian continent.



PLANTS AND ANIMALS OF THE KIMBERLEY



2,000

PLANT SPECIES



178

REPTILES



295

BIRDS



65+

VERTEBRATES

THREATS



100,000+

FERAL CATS



ESTIMATED

5 - 12

NATIVE ANIMALS
KILLED PER DAY

× × × ×

MILLIONS

NATIVE ANIMALS
KILLED PER YEAR

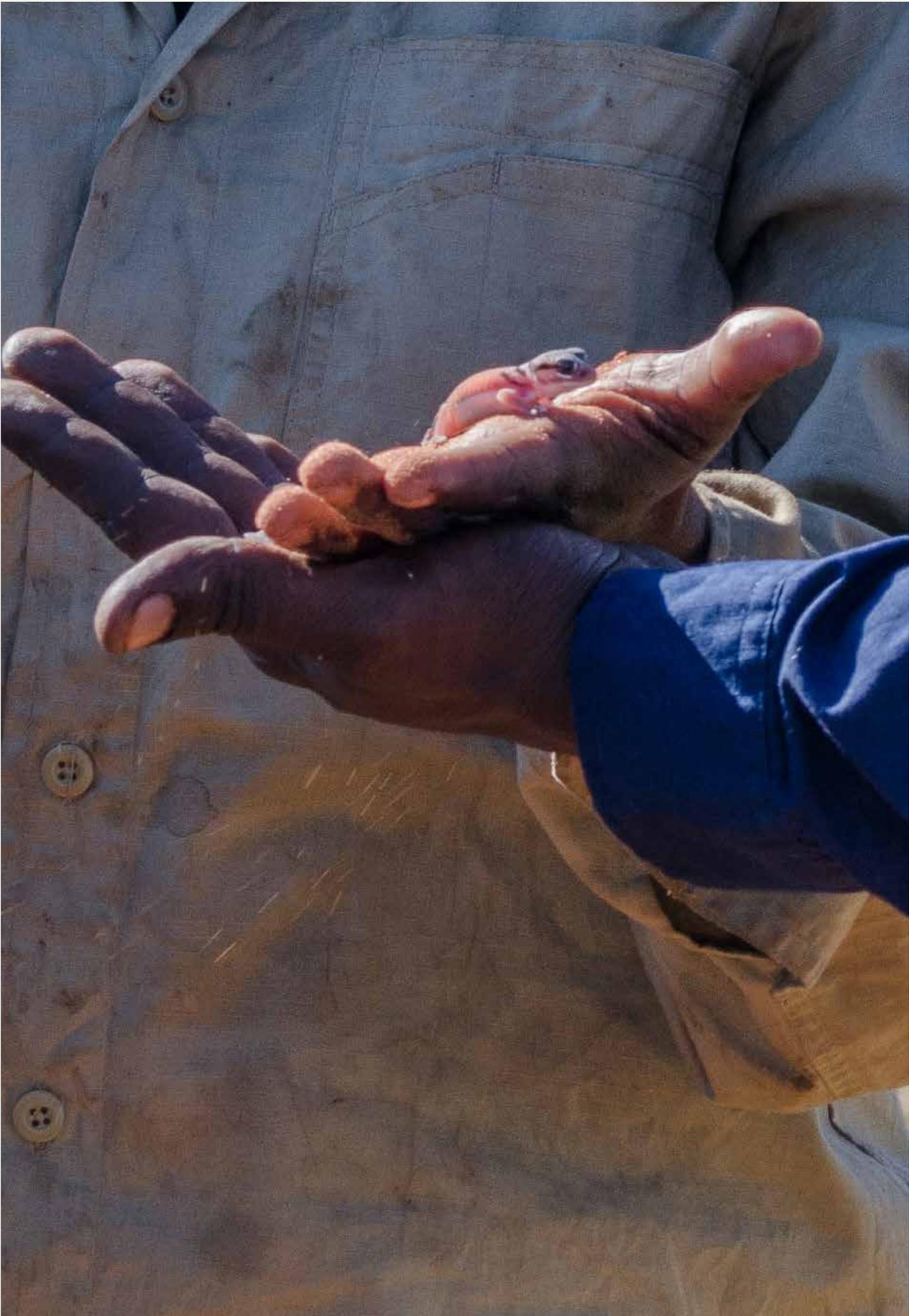
× × × ×

1.8 BILLION YEARS OLD



THE KIMBERLEY SANDSTONES ARE
1.8 BILLION YEARS OLD, AMONG THE
OLDEST GEOLOGICAL FEATURES ON EARTH

KIMBERLEY ROCK ART IS AMONGST THE OLDEST IN THE WORLD FEATURING PAINTINGS OF EXTINCT SPECIES INCLUDING THYLACINE, THYLACOLDEO AND DIPROTODON



The Kimberley

20+
**NATIONALLY THREATENED
 ANIMALS PROTECTED
 BY THE KIMBERLEY
 RANGER NETWORK**

MAGNIFYING THE EFFORTS OF INDIGENOUS RANGERS

Since 2013, WWF has invested in the Kimberley Ranger Network, facilitated by the Kimberley Land Council (KLC), to conduct the largest threatened animal survey project in Australia. Indigenous rangers regularly conduct scientific surveys and management for threatened animals and are often the only groups doing this important work across vast geographic areas. Indigenous rangers and KLC ecologists have found 6 species not previously known to Western science in addition to significant range extensions for species such as the northern quoll, scaly-tailed possum and magnificent tree frog.

The Kimberley Ranger Network protects more than 20 nationally threatened animals through fire and invasive species management, and provides the foundation for the conservation of endangered species including the black-footed rock-wallaby, bilby and golden bandicoot. Rangers are pioneering innovative CyberTracker technologies, and record scientific and traditional data daily. This ground-breaking project may be our best chance to save the Kimberley's unique animals.

KIMBERLEY RANGER PROGRAM



**PROGRAM NAME &
 AREA SIZE IN KM²**

- KIJA: 23,284
- BALANGGARRA: 30,392
- BARDI JAWI: 5,340
- DAMBIMANGARI: 35,048
- GOONIYANDI: 11,197
- KARAJARRI: 32,337
- NGURRARA: 78,415
- NYIKINA MANGALA: 27,090
- NYUL NYUL: 1,315
- PARUKU: 26,019
- UUNGUU: 25,853
- WUNGGURR: 59,850



The Kimberley

< 1,000

WIJILI (KIMBERLEY
BLACK-FOOTED
ROCK-WALLABY)
REMAINING



ROCK-WALLABIES AT RISK

Although the Kimberley continues to be a stronghold for many species disappearing from other parts of Australia – such as the Gouldian finch, bilby, northern quoll and golden bandicoot – our research shows that other species may now be at risk. The Kimberley Rock-Wallaby Project, which started in 2013, represents the largest ever survey for rock-wallabies undertaken in the region and has found some disturbing results. The nabarlek, formally thought to be widespread across the region, may have disappeared from the Kimberley mainland. Similarly, the black-footed rock-wallaby is now restricted to just three ranges and may be critically endangered with less than 1,000 individuals remaining. These declines are believed to have been caused by extensive, late dry-season fires and feral predators.

WWF is now working closely with the Kimberley Land Council, ecologists and Indigenous rangers in the north and central Kimberley, to protect key habitat by implementing buffer-strip fire management strategies. Over the next year, we also plan to work with Indigenous rangers on feral cat management strategies.



THE KIMBERLEY MARINE
ENVIRONMENT IS THE
LARGEST CALVING
GROUND FOR HUMPBACK
WHALES ON EARTH

KIMBERLEY MARINE PARKS

WWF has long recognised the Kimberley marine environment as a global treasure; its importance is comparable to the Great Barrier Reef and Ningaloo. Over the past 5 years, working with other conservation organisations there has been significant progress in the protection of the Kimberley coastal waters. The West Australian government has established two marine parks: Lalang-garram/Camden Sound Marine Park (2012) and Eighty Mile Beach Marine Park (2013). In the next 18 months, we expect them to finalise three more parks: the Yawuru Nagulagun Roebuck Bay, Horizontal Falls and North Kimberley. We are working to ensure these parks are scientifically robust and incorporate appropriate sanctuary zones – in part by using WWF funded research on the distribution and habitat utilisation of Australian snubfin dolphins. Ultimately, the aim to establish the Great Kimberley Marine Park, which will protect all coastal waters in the Kimberley.

8 KIMBERLEY RIVERS
ARE OF OUTSTANDING
HERITAGE VALUE TO
THE NATION, AND HOME
TO EXTRAORDINARY
DIVERSITY OF
FRESHWATER FISH
AND TURTLES

NATIONAL HERITAGE FOR THE KIMBERLEY

WWF supported the aspirations of Traditional Owners seeking National Heritage listing for the West Kimberley, working closely with other conservation groups and the local community. The listing was secured in 2011 and is the largest land-based heritage listing ever made in Australia, and the first to proceed with the full consent of Traditional Owners. Areas now recognised as National Heritage include Roebuck Bay, which WWF have been working to protect for more than a decade, and the Fitzroy River, tributaries and floodplains that were at risk from large-scale coal mining.



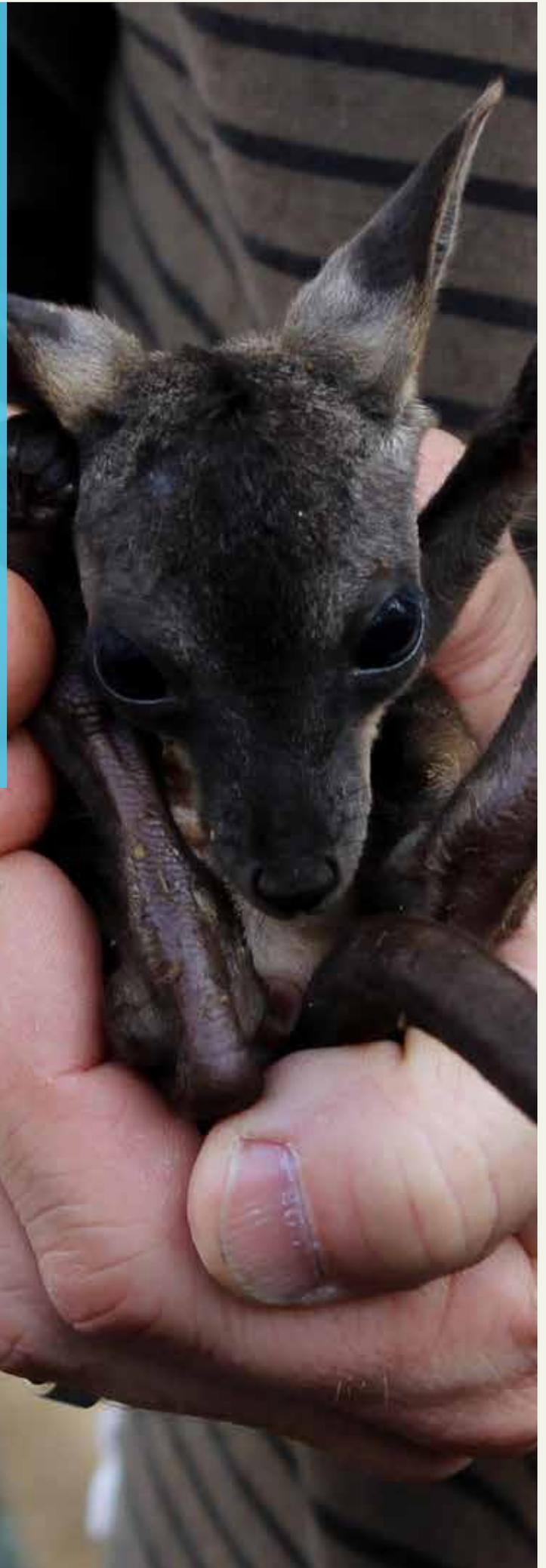
AERIAL OF BUCCANEER ARCHIPELAGO, KIMBERLEY, WESTERN AUSTRALIA © PAUL GAMBLIN / WWF-AUS

SOUTHWEST AUSTRALIA

Southwest Australia is Australia's only global biodiversity hotspot, that is rich in species found nowhere else on Earth. Millions of years of isolation by Australia's vast central deserts endowed the region with many unique plants. Extreme climate shifts and poor soils forced plants to adapt, resulting in more than 5,500 species of vascular plants (including flowering plants, conifers and ferns), with more than half of these endemic to the hotspot. A high number of mammal and bird species are also unique to the region.

Southwest Australia is threatened by landclearing, habitat loss, fire and fragmentation of flora. In addition, foxes and feral cats have caused major declines in animal species like the numbat.

Led by WWF, the Southwest Australia Ecoregion Initiative brought together local state and federal agencies, natural resource management groups, scientists, community and conservation partners. The Initiative completed a Strategic Framework for Biodiversity Conservation in 2012, and provides a vital tool for protecting this precious place.



Southwest Australia

ONLY 30%
OF THE ORIGINAL
VEGETATION REMAINS
IN MORE-OR-LESS
PRISTINE CONDITION



SAFEGUARDING NATIVE WOODLANDS

The greatest human impact in Southwest Australia has been the clearing of native vegetation for agriculture, which began in 1829 and continues today as clearing for urbanisation. The impact of this has meant we have lost almost all eucalypt woodlands and more than half of all mallee and kwongan heath ecosystems. Through the Healthy Bushland Project, WWF has partnered with more than 100 farmers across the Wheatbelt region of WA to protect over 20,000 hectares of the biggest and best remaining woodland ecosystems.

Prior to handing over this successful program to Wheatbelt Natural Resource Management, we secured a conservation covenant in the North East Wheatbelt for over 1,000 hectares of woodland ecosystem. This is the largest WWF covenant to date in Southwest Australia.

77%
INCREASE
IN THE BLACK-FLANKED
ROCK-WALLABY
POPULATION INSIDE THE
PREDATOR-PROOF FENCE
AT NANGEE HILL



SAVING THE ROCK-WALLABY

Over the past four years, we've advocated for stronger action to protect the black-flanked rock-wallaby in the Wheatbelt. Targeted efforts by the West Australian Department of Parks & Wildlife, helped by WWF supporters, have seen the Wheatbelt population of these rock-wallabies recover from 133 animals in 2011 to 184 in 2014.

One of the flagship projects between WWF and the West Australian Department of Parks & Wildlife is at Nangeen Hill Nature reserve, where the population had crashed to 5 rock-wallabies. The 175-hectare reserve was protected by a five-kilometre predator-proof fence, and there have been no signs of feral cats or foxes within the fenced area since October 2013. Volunteers continue to work hard to strengthen the Nangeen Hill ecosystem through revegetation and weed treatment. Ongoing monitoring indicates the rock-wallabies are breeding, and along with 17 translocated rock-wallabies, in the past two years the population has almost doubled to 39 animals.

MORE THAN
100 BIRDS



**TREATED BY MOBILE
COCKY RESCUE**

SUPPORTING KAARAKIN

WWF has been supporting the Kaarakin Black Cockatoo Conservation Centre's Mobile Cocky Rescue Service since December 2013. The rescue service has responded to and treated over 100 birds since June 2014, and is rehabilitating 25 birds back to the wild.

EARTH HOUR

WWF launched Earth Hour in Sydney in 2007, with 2.2 million people participating. One year later, Earth Hour became a global phenomenon. By 2015, Earth Hour was celebrated in over 170 countries, with more than 10,400 iconic landmarks switching off. The initiative has become the world's largest grassroots movement for the environment.

In Australia, we have used Earth Hour to engage people on the impacts of climate change in new ways. Earth Hour 2014 focused on the Great Barrier Reef, culminating in the first ever Earth Hour documentary being aired on Network Ten and at hundreds of events around Australia. Earth Hour 2015 engaged thousands of Australians in a new conversation about the effects of climate change on food and farming. Next year will mark a key milestone with the 10th Earth Hour. Since it launched, the initiative has inspired many people across Australia and around the world to take action against climate change.



Earth Hour

SUPPORTING

EARTH HOUR CHAMPIONS
TO TAKE ACTION 365
DAYS A YEAR



EMPOWERING EARTH HOUR CHAMPIONS

Our vision for Earth Hour is to build a community of people who take action on climate change year-round. In 2014 we launched Camp Earth Hour – a three-day training workshop for people wanting to help their local community, organisation or company tackle climate change. The workshop was a great success and Camp Earth Hour has become an ongoing initiative.

The participants from the 2014 camp are now running their own events in their local communities. As a result, we are seeing people come together in creative ways to promote climate change action. From firefighters to religious groups to sports leaders, these new networks of Earth Hour champions are helping to make an impact.

55 FARMERS

CONTRIBUTED TO
OUR FIRST EVER EARTH
HOUR COOKBOOK



EARTH HOUR 2015

Spotlight on Food and Farming

This year we invited Australians to join Earth Hour as we threw our support behind Aussie food and farmers. Global warming is challenging our farmers and affecting our supply of good-quality fresh food. To tell this important story, we ran campaigns around Australia that incorporated a number of events and publications, and brought together scientists, farmers and celebrity chefs.

In partnership with Melbourne University, we produced a report titled *Appetite for Change: Global Warming Impacts on Food and Farming Regions in Australia*, which received significant media coverage. The first-of-its-kind report highlighted the climate impacts on foods that Australians enjoy every day and the regions that grow them.

We also created a cookbook, *Planet to Plate*, which features more than 50 recipes from Australia's biggest culinary names, as well as stories from 55 farmers who grow the food that sustains our nation.

During Earth Hour week, we took a group of nine farmers to Parliament House in Canberra to meet politicians, tell their stories of dealing with climate change and call for stronger leadership.

Our Save the Ales campaign – in partnership with Sydney craft breweries Young Henrys and Willie the Boatman – aimed to engage beer drinkers by showing how rising temperatures and extreme weather are affecting hops and barley production. We created 'Drought Draught', brewed under drought-affected conditions, which allowed people to literally taste the effects of climate change.

Hundreds of schools and local councils around Australia also held their own events during Earth Hour week, all centred on the food and farming theme.



9,531

DOWNLOADS OF
THE EARTH HOUR
CURRICULUM TOOLKIT
BY SCHOOLS

The Power of One Hour

On the evening of Earth Hour (28 March), thousands of Australians switched off their lights from 8.30 to 9.30pm. Our *Appetite for Change* documentary was screened on Network Ten. Hosted by former Northern Territory farmer and MasterChef runner up Lynton Tapp, the documentary features farmers sharing their stories of how climate change is affecting food production. Across the country, thousands of people hosted Earth Hour dinners as did many high-profile restaurants.



750+

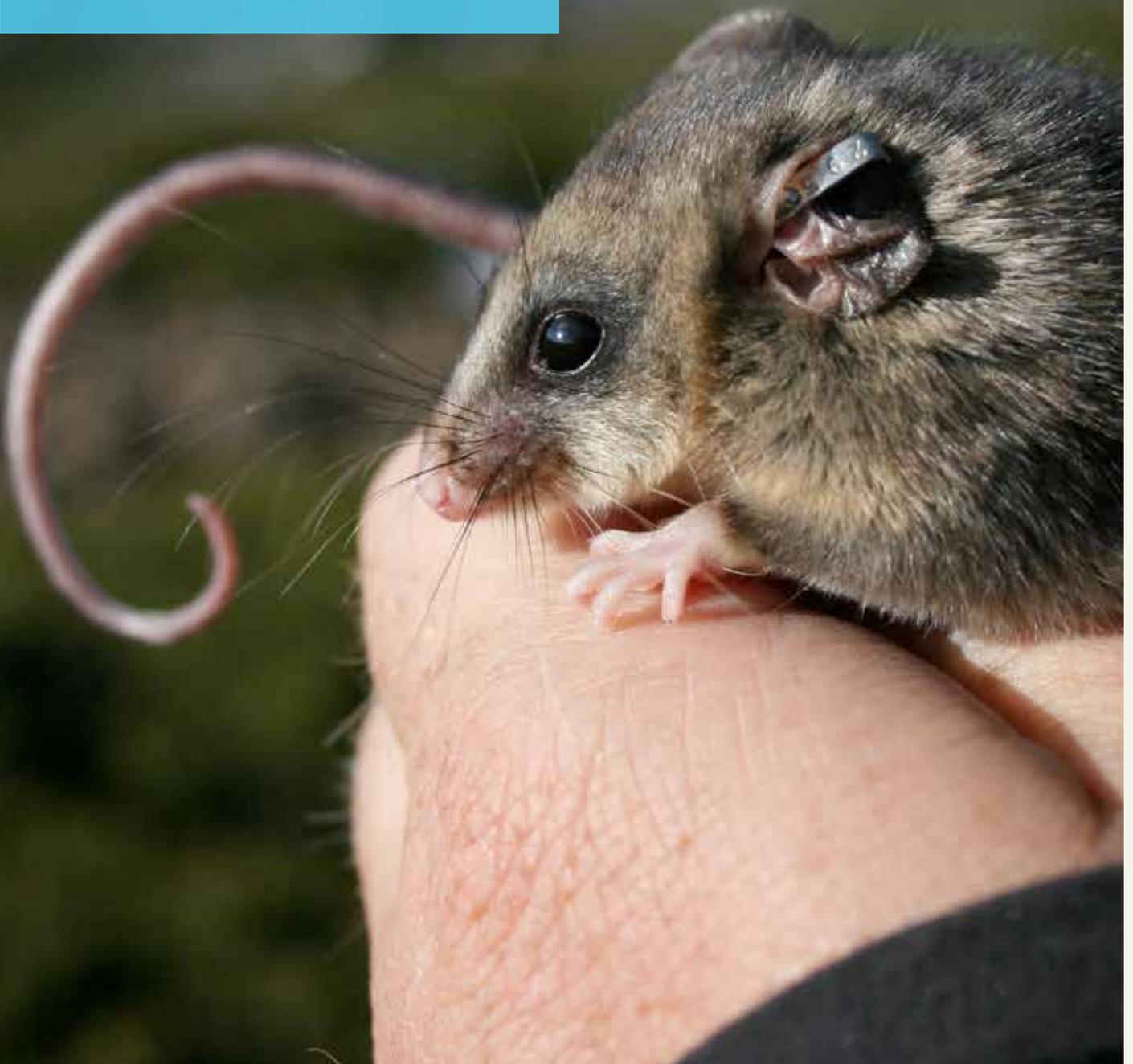
PUBLIC EVENTS



Earth Hour is proudly supported by our major partner Bendigo Bank.

TACKLING CLIMATE CHANGE

WWF works to address climate change as it is the greatest overall threat to our environment. Unique ecosystems such as the Great Barrier Reef, and treasured species like the mountain pygmy possum, marine turtles and polar bears, are at serious risk. It is vital that the right policies – in Australia and globally – are in place within the next five years, or we could face a devastating temperature increases of 3–4 degrees. The solution we need is to limit global warming to well below 2 degrees above pre-industrial levels, and in the long run, to 1.5 degrees. If we take strong action to cut carbon pollution we can build a more sustainable future for us and our planet. This is the critical decade on climate change



Tackling Climate Change

 **42,486**

#ONMYAGENDA POSTS,
REACHING OVER
10.5 MILLION PEOPLE

REBUILDING MOMENTUM

The last four years have been turbulent for climate change policy: significant changes to Australian Government policies and positions resulted in good progress in 2011 and 2012, but Australia took a step backwards in 2013 and 2014 with the repeal of the carbon tax and cuts to the 2020 Renewable Energy Target. Meanwhile, we experienced record-breaking temperatures and extreme weather events across the country.

1,820

MEDIA STORIES ABOUT
CLIMATE CHANGE AND
THE G20

Momentum for stronger action is rebuilding. In 2014–15, WWF worked with partners and the community to ramp up support for increased efforts to mitigate climate change. In 2014, in the lead-up to the G20 summit hosted in Brisbane, we designed, funded and coordinated the #onmyagenda digital and advertising campaign. Bringing together eight other national and international organisations, the campaign aimed to demonstrate community support for stronger action on climate change in Australia and for putting climate change on the G20 agenda. The campaign received global media attention and the G20 was dubbed as the ‘default climate change conference’ and inspired millions of conversations during the two weeks leading up to and into the G20 summit.

73%

OF AUSTRALIA'S
EMISSIONS COME FROM
FOSSIL FUELS

AUSTRALIAN CLIMATE ROUNDTABLE

In 2015, WWF helped bring together an alliance of major Australian organisations and business groups to form the Australian Climate Roundtable. Participants include the Australian Council of Trade Unions, Australian Council of Social Services, The Climate Institute, the Australian Conservation Foundation, the Business Council of Australia, Australian Industry Group, the Australian Aluminium Council, Investor Group on Climate Change and the Electricity Supply Association of Australia.

The Australian Climate Roundtable members all agree that temperature increases of 3–4 degrees would have devastating economic, environmental and social impacts on Australia, the Roundtable released a set of common principles to support the target of limiting warming to below 2 degrees.

The Australian Climate Roundtable will continue to work together, and with government and the community, to ensure climate policy meets Australia's economic, environmental and social needs, now and into the future.

MARKET TRANSFORMATION & BUSINESS PARTNERSHIPS

Conserving nature means embracing a new economy – one that benefits more people while causing less environmental harm. The decisions that businesses make every day – about how to produce and deliver goods and services, and how and what inputs they use – have major impacts on the health of the planet. That's why WWF works with market regulators, business and industry to improve production practices and promote the highest sustainability standards for commodities with the biggest environmental footprints: beef, palm oil, sugarcane, seafood, metals and forest products (including paper).

WWF understands that business can be a powerful force for change, which is why we seek to work with partners who share our vision of a sustainable economy, and can help transform markets to deliver conservation impact at scale.

A growing number of companies – around the world and in Australia – have adapted their business models to reduce impacts on nature – from using voluntary sustainability standards like FSC and MSC, to redefining business targets and assessing their performance using independent verification. These changes have resulted in measurable improvements covering 15% or more of total output for many of the high-impact commodities targeted by WWF. Benefits to business are also significant and can include a more sustainable – and therefore more secure – supply chain, as well as operational efficiencies and lower risk.

WWF's work on sustainability standards, and with a range of business partners, contributes to all our priority programs, through the commitments that companies make and through their investments into conservation.





Market Transformation and Business Partnerships

>50%
AUSTRALIAN
FARMED SALMON
NOW MSC-CERTIFIED

SUSTAINABLE SEAFOOD

WWF works with industry, government and other organisations to make sure our seafood comes from responsible fisheries and aquaculture operations. In Australia, WWF has partnered with several major seafood market players, including Coles Supermarkets, Simplot Australia (which manufactures products under the John West, Birds Eye and I&J seafood brands), Blackmores (which sells fish and krill oil supplements), and Tassal, Australia's largest producer of farmed Salmon. By working with these leading companies, we have helped transform the Australian seafood market over the past four years.

An important part of our work with retailers, brands and manufacturers is to ensure better traceability and more responsible sourcing of seafood. To support this work, we have developed new tools such as the Ecological Sustainability Evaluation of Seafood (ESES) method, a rapid assessment tool that has been applied to more than 400 seafood products. Another important part of our work with seafood businesses is to encourage them to adopt credible certification standards such as the Marine Stewardship Council (MSC) tick of sustainability for wild-capture fisheries and the Aquaculture Stewardship Council (ASC) certification for farmed seafood products.

#ImpactatScale

- WWF worked with Coles to assess hundreds of Coles own-brand products and help develop their Responsibly Sourced Seafood Program. Over the last four years Coles has significantly increased the amount of seafood in its range that is certified by the Marine Stewardship Council (MSC) or the Aquaculture Stewardship Council (ASC).
- Simplot has removed all high-risk seafood products and adopted new MSC- and ASC-certified lines in its John West, Birds Eye and I&J ranges.
- Blackmores' 'eco-krill' nutritional oil product is MSC-certified and co-branded with WWF and MSC to help raise awareness of sustainable seafood in Australia and New Zealand.
- In a world first, Tassal achieved ASC certification for its entire operation, resulting in more than 50% of farmed salmon produced in Australia being ASC-certified.

Thanks to the generous support of the David and Lucille Packard Foundation, WWF works to promote independent certification of Australian fisheries and provides support to WWF-New Zealand and WWF-Fiji's seafood markets work.

There has been considerable momentum in the uptake and adoption of MSC in Australia in the last four years, including in 2012, with the Government of Western Australia committing \$14.5 million for all 47 of the state's fisheries to be assessed against the MSC standard. To date, 10 Australian fisheries have achieved MSC certification, including the WA Rock Lobster, the first MSC-certified fishery in the world, and more recently the first prawn fishery (Spencer Gulf) and the first tropical prawn fishery (Northern Prawn Fishery). In the region, we worked with the first industrial-scale tuna fishery – PNA Western & Central Pacific skipjack tuna fishery – to achieve MSC certification for its purse seine (net) fishing operations, all of which means that consumers and retailers now have a far greater choice of MSC and ASC products for their supply chains, including MSC-certified canned tuna.

Market Transformation and Business Partnerships

19% RESPONSIBLE FORESTRY

OF AUSTRALIAN
CONSUMERS NOW
RECOGNISE THE
FSC LOGO



WWF partners with some of Australia's biggest manufacturers and retailers of forest products – Bunnings, Kimberly-Clark and Officeworks – to demonstrate leadership in responsible sourcing through participation in the Global Forest & Trade Network (GFTN). The Forest Stewardship Council (FSC) logo, displayed on paper and timber products, tells consumers that the product comes from sustainably managed sources. It also sends a message to manufacturers that there is demand for environmentally responsible products.

In 2011, few Australian consumers and businesses recognised the FSC logo. To promote awareness and increase demand for FSC-certified products, WWF joined forces with Kimberly-Clark Australia and FSC Australia. The Love Your Forests campaign used WWF's well-known and trusted panda logo alongside the FSC logo, with a simple message: 'buy FSC'. Popular Kimberly-Clark products carried the messaging, and these brands supported the campaign with their own marketing initiatives. Since the campaign launched in 2011, awareness has increased and 20% of Australian consumers now recognise the FSC logo. This indicates that Australians increasingly understand the importance of choosing products that support responsible forestry.

In addition to working with Australian companies and in Borneo, we supported efforts to halt the trade in illegally produced timber, pulp and paper. Along with other conservation groups we welcomed the Australian Illegal Logging Prohibition Regulation which came into force in December 2014, and we are supporting the development of a new National Standard under the Forest Stewardship Council (FSC).

AUSTRALIAN COMPANIES
COMMITTED TO



100%

CERTIFIED SUSTAINABLE
PALM OIL BY THE
END OF 2015

RESPONSIBLE PALM OIL

Australians are increasingly and rightly concerned about the impacts of palm oil on tropical rainforests. Many people are not aware, however, that palm oil can be produced responsibly, based on the principles and criteria of the Roundtable on Sustainable Palm Oil (RSPO). In recent years, WWF has worked hard to persuade more Australian companies to join the RSPO and to use only Certified Sustainable Palm Oil (CSPO) in their products. As a result, the number of Australian-based companies that have joined the RSPO increased from 10 in June 2011 to more than 80 today. All major brands in Australia using palm oil, palm kernel oil or its derivatives have committed to using 100% CSPO by the end of 2015.

Market Transformation and Business Partnerships

\$750,000

CONTRIBUTED OVER FOUR YEARS BY THE BANROCK STATION ENVIRONMENT TRUST TO WWF PROGRAM IDENTIFYING AND MEASURING LAND-BASED POLLUTANTS AFFECTING TURTLES ON THE GREAT BARRIER REEF

CLEANER WATERS

Banrock Station – a brand owned by global company Accolade Wines – has shown how companies can support innovative research and achieve real impact.

Banrock Station's Environment Trust has contributed about \$750,000 over four years to a WWF program that seeks to identify and measure water pollution affecting turtles on the Great Barrier Reef. The Reef is home to six of the world's seven remaining species of marine turtle. These turtle populations are threatened by massive quantities of soil and chemicals washing onto the Reef from farms, and industrial and urban areas. This damages vast areas of seagrass and coral, which are important habitats for marine turtles. Conservation investment such as this highlights the potential impact the companies can make.



850+

PRODUCERS HAVE STARTED BENCHMARKING

SUSTAINABLE BEEF

Beef production has significant impacts on land cover and biodiversity, and affects water quality and climate change. WWF works with industry, government and companies around the world to develop and promote best practice standards for sustainable beef production.

In 2012, the Queensland Government committed \$6.7 million for industry to develop and promote a Grazing Best Management Practice (BMP). The BMP guides graziers towards profitable grazing practices that also improve water quality. By the end of 2014, more than 850 producers had started benchmarking their practices using the Grazing BMP, accounting for 19% and 15% (respectively) of properties in the Burdekin and Fitzroy Reef catchments.

WWF also actively supports the Global Roundtable for Sustainable Beef (GRSB). Launched in 2012, the GRSB has developed Global Principles and Criteria for sustainable beef and signed up 74 member organisations, including 19 from Australia.

BONSUCRO

IS RAPIDLY BECOMING THE GLOBAL STANDARD OF CHOICE FOR SUSTAINABLE SUGAR



BETTER SUGAR

Sugarcane is Queensland's largest agricultural crop and a major export earner. It is also one of the biggest sources of nitrogen and other waterborne pollutants affecting the Great Barrier Reef. WWF works with industry, government and sugar buyers to find cost-effective ways to reduce water pollution while also improving farm productivity. One of the most effective ways to do this is through voluntary initiatives that create a market preference for certified sustainable sugar, such as the global Bonsucro standard. In 2015, Bundaberg Sugar became the second Bonsucro-certified Australian sugar mill, joining NSW Sugar Milling Cooperative, which was certified in 2012. Bonsucro is rapidly becoming the global standard of choice for sustainable sugar, with pledges from leading companies such as Coca-Cola, Unilever and Ferrero. Bonsucro-certified sugar is also available in Australia with, for example, most of Coles own-brand sugar now Bonsucro certified and carrying the Bonsucro logo.

PLACES YOU LOVE

Australians love their beaches, billabongs, forests and bushlands – and these are the places that provide safe havens for our unique and well-known wildlife. To safeguard these precious places, Australia needs effective environmental protection laws and policies.

WWF is working with the Places You Love Alliance – a collection of more than 40 environmental organisations – to ensure relevant laws and policies remain in place, and to reform existing ineffective laws. Preserving and reforming legislation is a critical component of the Alliance's long-term vision to build a powerful movement, with people working collaboratively across Australia to stand up for nature.



Places You Love

SINCE OCTOBER 2014,
15 RESERVES
COVERING
670,000
HECTARES IN QLD, NSW,
VIC & WA HAVE BEEN
FORMALLY GAZETTED



FUNDING FOR PROTECTED AREAS

In late 2012, the Australian Government cut national funding for strategic growth of protected areas, public parks and reserves, and Indigenous and private protected areas. WWF continues to lead a Friends of the National Reserve System (NRS) alliance, campaigning to restore this critical funding. We are also advocating for matching state funding in the high-priority states of Queensland, NSW and Western Australia. In November 2014 at the World Parks Congress, we launched the 2014 *Building Nature's Safety Net* report – an important milestone for the campaign.

RESTORING LANDCLEARING CONTROLS IN QLD

Nearly a decade ago, following a major campaign by WWF and partners, Queensland banned broadscale clearing of bushland. At that time, an area roughly twice the size of the ACT was being cleared every year. The 2006 decision brought clearing rates down to low levels. In 2013 this ban was reversed. Forests 20 years or older were opened up for clearing, despite containing endangered ecosystems and species. Huge areas have been approved for destruction, much of it in Great Barrier Reef catchments, undermining Australia's commitments to UNESCO to prevent the Reef becoming endangered. WWF is once again working to restore landclearing controls

116,000

NATIVE MAMMALS
SAVED EACH YEAR
BY THE NATIVE
VEGETATION ACT



ENSURING STRONG NEW LAWS FOR NSW

In mid-2014, the NSW Government commissioned an independent panel to review the *Native Vegetation Act* and related legislation. The government agreed to implement all of the panel's 43 recommendations, which included repealing existing conservation laws and replacing them with a new *Biodiversity Conservation Act* (draft legislation is expected in November 2015). WWF is working with key NSW environmental groups to advocate for strong legislation that enhances biodiversity and prevents a return to broadscale landclearing.

In April 2015, we released a report, *Native wildlife at risk if NSW Native Vegetation Act is repealed*, which found that since the *Native Vegetation Act* was introduced, it has been highly effective and saved an average of 116,000 native mammals each year. The recently re-elected NSW Government has committed to ensuring that the new nature laws “enhance the state's biodiversity for the benefit of current and future generations”.

PROTECTING THE LAWS THAT PROTECT NATURE

In the past two years, there has been a concerted move to hand federal approval powers to the states for projects of national environmental significance. To prevent this from happening, we are working in partnership with the Places You Love Alliance to raise awareness, run educational initiatives, and urge federal political parties to reject the delegation of approval powers.

SUSTAINABILITY REPORT

WWF-Australia takes its sustainability commitments extremely seriously. We realise each and every one of us has a role to play in reaching our targets. Importantly, we are demonstrating that being carbon neutral and having a low ecological footprint are realistic and achievable targets. We continue to improve our sustainability performance by building on solid foundations established in previous years. We are now in our fourth year of our five year plan and are making good progress toward our sustainability targets.



Sustainability Report

13%
REDUCTION
IN ENERGY USAGE
PER CAPITA OVER
4-YEAR PERIOD

ENERGY AND TRANSPORT

WWF's Sydney office achieved a 6 star NABERS rating during the year (5.5 stars without GreenPower). The office was also awarded a 5 star Green Star rating by the Green Building Council of Australia.

As a result of our 'No Fly January' initiative, this year WWF staff cut flight emissions by 80% for that month, with no 'rebound' effect in the subsequent months.

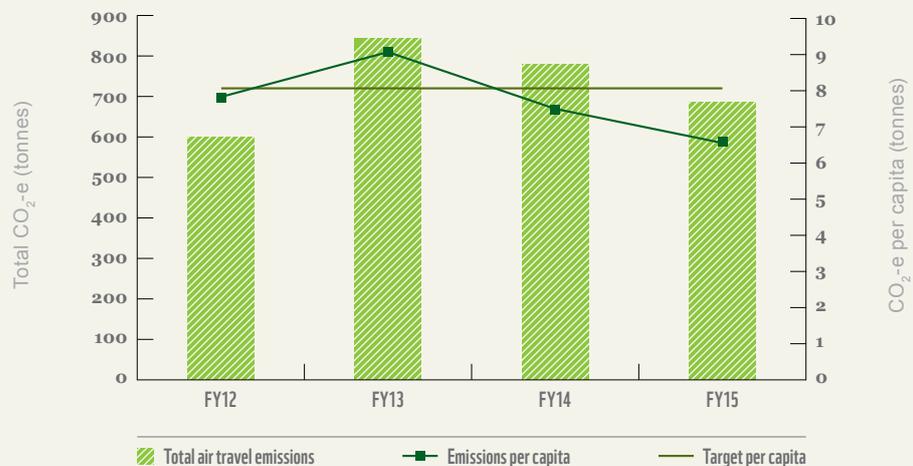
With the first year of our Air-travel Emissions Reduction Initiative (AERI) completed, the Sustainability Committee was able to recognise the individuals and teams who achieved the greatest reductions in their emissions. This initiative provides staff with quarterly updates on their flights and emissions, and rewards teams for meeting targets.

Energy usage: total and per capita



15%
REDUCTION
IN AIR TRAVEL
EMISSIONS PER
CAPITA OVER
4-YEAR PERIOD

Air travel emissions: total and per capita



Sustainability Report

**8%
REDUCTION
IN CARBON EMISSIONS
VS PRIOR YEAR**

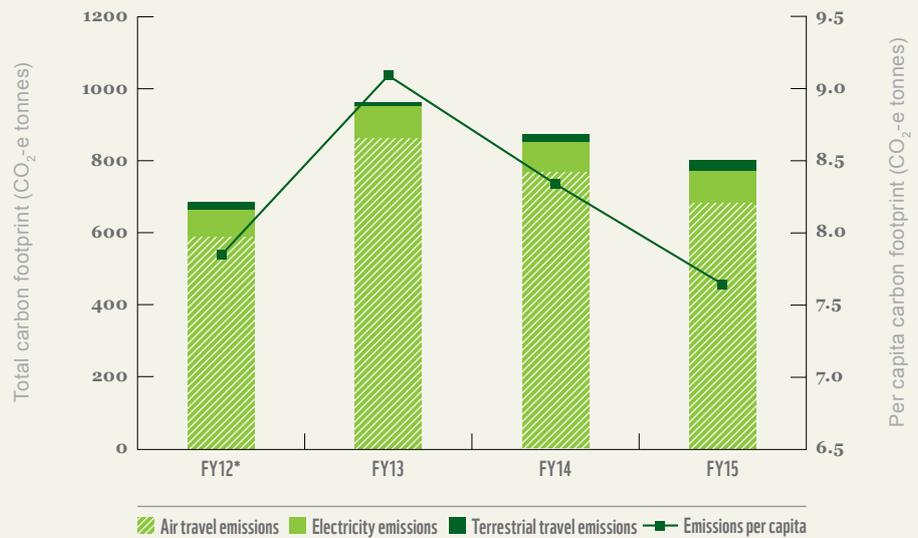


CARBON EMISSIONS

All of our carbon emissions have been offset by 100% Gold Standard Offsets or 100% Certified GreenPower.

This year we also achieved a significant reduction in carbon emissions by reducing air travel and finding alternative ways to meet, such as video conferencing.

Carbon emissions: total and per capita



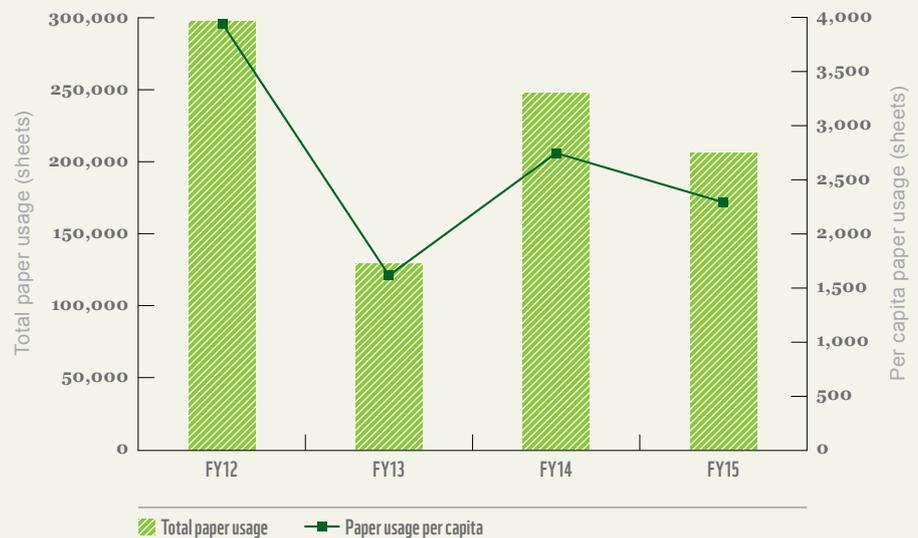
*Terrestrial emissions for FY12 are estimated based on comparative years.

**42%
DECREASE
IN PAPER
CONSUMPTION
PER CAPITA OVER
4-YEAR PERIOD**

PAPER CONSUMPTION

In 2015, we reduced our paper consumption by 17% compared to 2014, and improved our reporting processes to better measure progress.

Paper use: total and per capita



Sustainability Report

70% OF WASTE DIVERTED FROM LANDFILL WASTE RECYCLING

Overall, our offices achieved a small increase in the amount of waste diverted from landfill thanks to progress in our Brisbane and Perth offices. More accurate reporting will help provide a clearer picture of opportunities for next year.

We also ran the 'Coffee cup challenge', which highlighted the environmental impact of takeaway coffee cups and encouraged staff to switch to reusable cups.

Waste recycling rates



95% OF STAFF ARE WILLING TO CONTRIBUTE TO MAKING WWF MORE SUSTAINABLE SUSTAINABILITY CULTURE

Our 2015 staff survey found that over 95% of staff are willing to contribute to making the organisation more sustainable. Awareness of our internal sustainability programs have increased since our last survey in 2012.



WWF AERIAWARDS 2015 WINNERS © WWF-AUSTRALIA

THE WWF DONOR COMMUNITY

The WWF donor community is the foundation of our work and is at the heart of our mission. We extend our heartfelt thanks and appreciation to all of our supporters – donors who fund major initiatives, bequestors who leave a legacy, and over 80,000 regular donors who give what they can each month.

Their valued support has enabled us to achieve numerous significant conservation outcomes, from protecting the Great Barrier Reef to lending a hand in planting trees to help protect our native species.



The WWF Donor Community

EVERY YEAR TOGETHER WE ARE CHANGING THE WORLD

OUR DONORS GIVE TO OUR ENDANGERED SPECIES ADOPTION PROGRAM TO HELP PROTECT THE MOST LOVED, YET AT-RISK, SPECIES



WWF-Australia relies on the generous support of our donor community to continue our critical conservation work and community education. Through regular and one-off donations, fundraising events and workplace giving, donors have funded many projects over the past four years and beyond, to give a voice to vulnerable species and people across the globe.

Key initiatives have included protecting and regenerating the Great Barrier Reef – from helping to secure a ban on capital dredge spoil dumping, to pioneering rehabilitation projects for reef turtles, including the green turtle, loggerhead turtle and flatback turtle. It is thanks to our donors that we've been able to revive the population of black-flanked rock-wallabies on Nangeen Hill in Western Australia, engage with local communities in the Heart of Borneo to protect forests and their orang-utans, and secure National Heritage listing for the Kimberley.

As well as funding our conservation initiatives, every year our valued donors give to our endangered species adoption program. This supports WWF projects locally and around the world that protect some of the planet's most loved species, including tigers, pandas, orang-utans, elephants and turtles.

Sometimes we need to act urgently – for example, to respond to an environmental crisis such as an oil spill, or to the repeal of environmental protection laws. At these critical times, our engaged supporter base helps us effect change by signing petitions, donating to urgent appeals, getting involved on the ground and sharing our campaigns across their networks.

We keep our donors updated on the projects they help sustain through detailed reports tri-annually in our *Living Planet* magazine, as well as regular updates on our website. It is with thanks to our loyal community of supporters that we can continue to change the world together.



39

BLACK-FLANKED ROCK-WALLABIES NOW ON NANGEEEN HILL, WESTERN AUSTRALIA



OUR VOLUNTEERS PLANTED MORE THAN 3,000 NATIVE TREES © WWF-AUS / MERRILL HALLEY

3,000 NATIVE TREES PLANTED

MAJOR DONORS & LEGACY GIVERS

*“If we do nothing,
nothing will change.
Every living thing
has the right to a
life. Animals are an
important part of my
life and I want them
here in the future.”*

**Carol Charles,
WWF Legacy Donor**

PHILANTHROPIC COMMUNITY

WWF is fortunate to work in partnership with a number of dedicated philanthropic individuals and trusts, who are committed to protecting our environment and wildlife for future generations to enjoy. For their exceptional support during the past year, we gratefully acknowledge the generosity of:

Anita and Luca Belgiorno-Nettis Family Foundation
Gita Bellin
James Fairfax, AO, Bridgestar Pty Ltd
Norm Godfrey
Catherine Gray Trust
David and Penny Griffith

Christopher Grubb
John and Sally Hart
John T Reid Charitable Trusts
Lacetree Pty Ltd
Letcombe Trust
The Ann Macintosh Trust
The Marich Foundation

The Norman Wettenhall Foundation
PACE Foundation
Purves Environmental Fund
The Skipper-Jacobs Charitable Trust
The Thomas Foundation
Darrell Wade, the Intrepid Foundation

LEGACY DONORS

We are very grateful to those who have chosen to leave a lasting legacy to the future protection of our planet, by remembering WWF in their Wills. This year we honour the memory of:

Shirley Simone Cann
Gladys de Kruyff van Dorssen
Robert Clive Halloran
Willie Adriana Elings
Dorothy Griffiths
Margaret Elma Grant Heaven

Alan Victor Hutton
Noel Francis Grey Irwin
Kevin Patrick Lees
John Mansfield
Sandra Leanne McCall
Irena Nevins

Peter Maxwell Phillips
Paula Margaret Sharpe
Peggy Smart
Dulcie Lilian Mary Taylor

WORKING TOGETHER TO PROTECT THE GREAT BARRIER REEF

With the generous support of the John T Reid Charitable Trusts, and in partnership with the University of Sydney and Resource Consulting Services, we are working with Queensland beef cattle farmers and industry leaders to trial sustainable farming practices that reduce the impacts of run-off from agricultural land on the Great Barrier Reef. This is a unique project that aims to improve the health of the Reef by supporting innovative beef producers who want to be part of the solution.

PEOPLE & ORGANISATION DEVELOPMENT

Thanks to our amazing supporters, we are able to attract the best and brightest staff, volunteers and interns, and provide them with a great work environment. Importantly, this enables us to enhance our conservation efforts and create an even bigger impact.

81 
INTERNS AND VOLUNTEERS GENEROUSLY CONTRIBUTED THEIR TIME AND SKILLS TO SUPPORT CONSERVATION

A Loyal Network of Support

This year saw another increase in the number of WWF volunteers and interns – from 52 to 81 which means over four years our volunteer and intern numbers increased by 225% – who generously contributed their time, skills and passion. Sixty-three volunteers supported activities such as Earth Hour and the Fight for the Reef campaign, and helped our philanthropic, conservation, communications and marketing teams. WWF management and staff are extremely grateful to all of our loyal volunteers.

Our internship program is based on partnerships between WWF, Boston University and Sydney University and our yearly intake numbers have increased overall. Over four years, a total of 53 interns have contributed their skills to WWF while gaining practical work experience that complements their tertiary studies. A highlight for this year was the hosting of a senior marketer from WWF-Malaysia to facilitate a cross-cultural learning exchange to benefit both offices.

Number of Volunteers and Interns

Excluding short-term event volunteers



Culture of Collaboration

WWF couldn't have achieved the conservation outcomes delivered over four years without the incredible knowledge, passion and commitment of our staff. To ensure we cultivate a culture of collaboration, support and achievement that enables our employees to thrive, we consult regularly with staff. This year saw an increase in participation in our staff survey, with a 64% response rate. Results from the survey showed an improvement in eight of our 12 culture indicators.

Innovation in Conservation

To help our organisation remain at the forefront of conservation, technology and innovation have been key focus areas this year. Our teams enthusiastically embraced new systems and processes, and developed new competencies that will contribute to our conservation efforts in the coming years.

MARKETING & ENGAGEMENT

The engagement of our supporters and volunteers has allowed us to continue our important work in the field, and provided many opportunities for us to share our conservation stories and outcomes.

 **83%**
OF AUSTRALIANS
ARE NOW INTERESTED IN
THE ENVIRONMENT
- THE HIGHEST LEVELS OF
THE PAST 3 YEARS

It is thanks to our growing community of supporters and volunteers all over Australia that we can continue our conservation work and deliver impact at scale. Over the past four years, we have increased engagement with people across the country by ramping up our efforts to engage with the online community, our brand partners and community events on critical conservation issues.

Our digitally engaged supporter base has grown from less than 250,000 in 2014 to over 500,000. Our Facebook community more than doubled, Instagram became our fastest-growing social network and our integrated campaigns drove hundreds of thousands of people to support our key conservation initiatives.

Our annual brand health research survey showed that 89% of Australians are familiar with WWF, and they rank us the highest on reputation of all environmental charities in Australia, according to RepTrak 2014 AMR Charity Reputation Index.

 **6,000**
PEOPLE FROM
170+ COUNTRIES
MET AT THE WORLD
PARKS CONGRESS

EVENTS

Sydney International Rowing Regatta 2013 and 2014

Our presence at this event over two consecutive years presented a rare opportunity to showcase our brand within the local and global community, and to promote WWF International's partnership with World Rowing.

It also enabled us to profile our critical freshwater conservation work in Australia, and we delivered a series of educational talks. The event attracted more than 20,000 local and international visitors over the two years.

World Parks Congress 2014

More than 6,000 participants from over 170 countries met at the IUCN World Parks Congress – a once-in-a decade meeting on the state of the world's protected natural areas – held in Sydney from 12 to 19 November. As part of this congress, we hosted more than 15 successful events to share stories of our work.

We also held our own event at the SEA LIFE Sydney Aquarium, discussing our successes in protected areas since the last congress. These successes included securing over 140 million hectares of new protected areas, and mobilising more than \$500 million for protected area management. The event was attended by more than 100 guests, representing international organisations, governments, foundations and donors, as well as conservation leaders from many countries.

Marketing & Engagement



89%
OF AUSTRALIANS
ARE FAMILIAR WITH
THE WWF BRAND

PARTNERSHIPS

Ben & Jerry's Openair Cinemas 2013-2015

WWF has been the Official Charity Partner of Ben & Jerry's Openair Cinemas between 2013 and 2015. This cinema festival reaches over 150,000 attendees each year in iconic locations across six cities. The partnership helped us increase awareness of the work we do and raise essential funds for our conservation work, with the help of our valued volunteers and staff.



1,200
PEOPLE WORE ANIMAL
ONESIES TO HELP RAISE
OVER \$110,000

INNOVATION IN FUNDRAISING

Wild Onesie Week 2014 and 2015

In June 2014, we launched the inaugural Wild Onesie Week to raise awareness of our work in protecting endangered animals worldwide. The event attracted more than 1,200 participants, with many wearing an animal onesie for the week, and helped us raise over \$110,000.

In 2015, we shone the spotlight on the endangered black-flanked rock-wallaby, a much-loved and iconic Australian native species. Our sustainably produced rock-wallaby and panda onesies were a hit with our supporters, who raised more than \$120,000. In 2015 we also significantly increased social media engagement, attracting over four million social media impressions – a huge 271% increase from 2014.

Just* Sustainability Campaign 2015

Just* is an innovative communications campaign aimed at reshaping consumer perceptions and behaviour, by promoting environmentally sustainable alternatives to highly packaged products. 12 YouTube videos, a website and roaming billboards, were created in collaboration with our creative partner Leo Burnett, to encourage consumers to reconsider their choices, using natural alternatives instead. www.just.net.au

INTERACTIVE

VISITOR CENTRE
ON TRACK TO OPEN
BY END OF 2015



EXHIBITIONS

'Antarctic Journey' Visitor Experience Centre, Phillip Island

In 2013, we partnered with Phillip Island Nature Parks to start work on creating a world-class, interactive visitor experience centre at Nobbies Head, Phillip Island. This fully immersive permanent exhibition will showcase the wonders of the Southern Ocean and Antarctica, and highlight the work WWF has achieved in this region since the 1950s. The centre is on track to open by the end of 2015. This exhibition presents a powerful opportunity for us to educate visitors on the importance of protecting the region's pristine beauty and rich animal life. We also hope to inspire people to adopt more sustainable practices in their everyday life to help protect our environment.

CORPORATE GOVERNANCE

WWF's leadership team comprises a Board of Directors, Governors, our Executive Team and three key committees. These committed individuals seek to honour your support by ensuring we deliver effective conservation programs in an ethical and transparent manner.

BOARD OF DIRECTORS

Our Board of Directors is drawn from the membership of Governors. It shapes our strategic direction and policy, oversees performance and compliance, and ensures effective governance on your behalf.

Robert Purves, AM, BCom **President, WWF-Australia**

Director; Member, Board of Directors since 2010.

Director; Earth Hour (global); Former Board Member, WWF-International; Founding Member, The Wentworth Group of Concerned Scientists; Chairman, Purves Environmental Fund; Patron, Lizard Island Research Station; Director, Climate Council of Australia; Governor, Australian Youth Climate Coalition; and former Chairman, DCA Group Limited.

Renee Boundy, BA, LLB (Hons)

Director; Chair, Nominating and Governance Committee; Member, Board of Directors since 2014.

Partner at Allens since 2012; Director, Allens Diversity Advisory Board; Member, FTA Congress Committee; Member, Asia Pacific Loan Market Association; former Board Member, children's charity Odyssey of the Mind, Australia.

Dr Guy Fitzhardinge, AM, PhD, GAICD

Director; Board of Directors since 2014.

Managing Director, Thring Pastoral Co.; Chairman, Karrkad Kanjdji Trust; Director, Northern Australia Indigenous Land and Sea Management Alliance; Consultant, Australian Meat Processor Corporation; Consultant, Central Land Council; Director, Kimberley Land Council; Consultant, Indigenous Business Australia.

Stephen Gottlieb, BCom, LLB (Hons)

Director; Chair, Finance, Audit and Risk Management Committee; Member, Board of Directors since 2013.

KPMG Partner for 25 years; former KPMG Board Member.

Paul Harris, MA, FFin

Director; Member, Nominating and Governance Committee; Member, Finance, Audit and Risk Management Committee; Member, Board of Directors since 2010.

Prof Lesley Hughes, BSc (Hons) (USYD), PhD

Director; Member, Eminent Scientists Group; Member, Board of Directors since 2013.

Pro Vice-Chancellor, Research Integrity and Development, Macquarie University; IPCC Lead Author; Member, Wentworth Group of Concerned Scientists; Member, Climate Scientists Australia; former Member, Land Sector Carbon and Biodiversity Board.

Brent Wallace, BCom, FACID

Director; Member, Finance, Audit and Risk Management Committee; Member, Board of Directors since 2006.

CEO and founder, Galileo Kaleidoscope; Non-Executive Board Director, Blackmores Ltd; Chair of Blackmores Audit & Risk committee; former Managing Director, Ogilvy & Mather, Australia; Fellow, Australian Institute of Company Directors.

Martijn Wilder, AM

Director, Board of Directors since 2012.

Director, Clean Energy Finance Corporation; Director, Climate Council; Partner, Baker & McKenzie; Chair, Baker & McKenzie Law for Development Initiative; Member, Wentworth Group of Concerned Scientists; Chair, NSW Climate Change Council; Governing Board Member, Renewable Energy and Energy Efficiency Partnership; Adjunct Professor of Climate Change Law and Policy; Affiliate, Cambridge Centre for Climate Change Mitigation Research Department of Land Economy, University of Cambridge; Chair, Victorian Government Independent Review Committee of the Climate Change Act.

Dr Dedee Woodside, BSc (Hons), PhD, FAICD

Director; Member, Eminent Scientists Group; Member, Board of Directors since 2007.

Wildlife ecologist specialising in community engagement and natural resource management; Managing Director, Corporate & Community Sustainability International; Deputy Chair, Invasive Animals Limited (including the IA Cooperative Research Centre); Chair, IAL Audit and Risk Committee; Member of Board of the Sydney Metropolitan Catchment Management Authority; Member of Australian National Animal Welfare Committee; Founding member of Board of Chimpanzee and Wildlife Conservation Trust in Uganda.

PATRON

His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd).

Governor-General of the Commonwealth of Australia.

EXECUTIVE TEAM

The Executive Team drives the strategic direction of WWF-Australia, as outlined in our Strategic Plan 2011–2016, which the Board of Directors has approved. Executive Team members lead and manage their functional areas and the organisation as a whole to achieve high performance at low risk. The Executive Team is: Dermot O'Gorman, Chief Executive Officer, Stewart Walters, Chief Financial Officer, Dr Ghislaine Llewellyn, Conservation Director; Kimberly Dixon, People & Organisational Development Director; Cristel Lee Leed, Chief Marketing Officer, Jenny O'Donnell, Fundraising Director.

PRINCIPAL OFFICERS

Dermot O’Gorman, EMBA (Hons), MSc, BSc (Hons) Dip Sc **Chief Executive Officer, WWF-Australia**

Dermot O’Gorman (@DermotOz) has played a leadership role in the global conservation movement for over 20 years. Under Dermot’s leadership, WWF-Australia has undertaken a unique combination of on-the-ground field projects, strategic partnerships with business, and powerful advocacy campaigns. Dermot has a keen interest in the growth of digital technologies and has overseen substantial growth in WWF-Australia’s supporter base and digital footprint. In 2015, Dermot led a global campaign to protect the Great Barrier Reef that engaged tens of millions of citizens from across 177 countries.

Dr Ghislaine Llewellyn, PhD, MSc, BS (Hons) **Conservation Director, WWF-Australia**

Dr Ghislaine (Gilly) Llewellyn joined WWF-Australia in 2005, having previously spent a decade studying coral reefs and working with WWF-Indonesia, WWF-US and WWF International on marine conservation issues. Gilly started with WWF-Australia leading the marine program, and in 2009, led an expedition to study the wildlife impacted by Australia’s largest offshore oil spill as well as leading WWF-Australia’s efforts to build systems of marine parks around Australia and Antarctica. In 2010 Gilly became Conservation Director and oversees conservation advocacy, partnerships and on-ground activities.

Stewart Walters, ICAA **Chief Financial Officer, WWF-Australia**

Stewart is a Chartered Accountant with over 20 years’ experience as a finance and commercial executive in the region. He has been involved in several major projects across Asia-Pacific, working with government and private enterprise to deliver long-term sustainable outcomes. Stewart also has extensive commercial experience in partnership models, strategy development and change management.

COMMITTEES

Finance, Audit and Risk Management Committee

The Finance, Audit and Risk Management Committee assists the Board in providing oversight of WWF-Australia’s financial and risk management programs.

Nominating and Governance Committee

The Nominating and Governance Committee ensures that the most credible, diverse and committed individuals are in a position to influence the strategic outcomes of WWF in the most appropriate way – that is, making sure the right people are in the right places.

The Eminent Scientists Group

The Eminent Scientists Group provides advice and support to the Board and to WWF-Australia to enable it to operate effectively as a science based, solution-focused organisation. The group provides guidance on the strategic direction of priority programs, cross-cutting themes, marketing and engagement, and emerging issues in conservation.

We would like to thank the following individuals who serve on this group:

- Prof. Christopher Dickman
- Prof. Lesley Hughes
- Dr Jamie Pittock
- Dr Bob Pressey
- Assoc. Prof. Peter Valentine
- Dr Dedee Woodside.

KEY SERVICE PROVIDERS

- Allens
- Australia and New Zealand Banking Group Limited (ANZ)
- Ethinvest Pty Ltd
- Norton Rose Fulbright
- PricewaterhouseCoopers
- Baker & McKenzie

GOVERNORS

Our 69 committed Governors use their expertise, influence and networks to promote and support WWF’s objectives. Experts in their various fields, our Governors serve as WWF champions, provide strategic advice and contribute to internal working groups.

Mrs Sunday Batters
Cr Michael Berwick, AC
Mr Ken Boundy
Ms Renee Boundy
Mr Greg Bourne
Mr Peter Bridgman
Dr Andrew Burbidge
Mr William Burrell, AC
Mr Michael Chilcott
Mr Peter Cosier
Prof. Bart Currie
Prof. Chris Daniels
Prof. Stephen Davies
Prof. Christopher Dickman
Mr Alex Ding
Mrs Kate Dowling
Dr Colin Filer
Dr Guy Fitzhardinge

Prof. Tim Flannery
Ms Linda Funnell-Milner
Mrs Margaret Gibson
Mr Douglas Gimesy
Mr Stephen Gottlieb
Mr Piers Grove
Dr Ronnie Harding
Mr Paul Harris
Mr Ken Hickson
The Hon. Robert Hill, AC
Prof. Lesley Hughes
Prof. Stephen Hopper, AC
Mr Tony Hyams, AC
Mr Anthony Hyde
Dr David Ireland
The Hon. John Kerin
Mr Jason Kimberley
Mr Peter Kingston

Cr Robert Kok
Ms Holly Lindsay
Mr Diccon Loxton
Dr Don McFarlane
Mr Michael McFarlane
Mr John Mooney
Assoc Prof. Susan Moore
Mr David Moyle, AM
Mr Anthony Nicholas
Mrs Christina Nicholas
Ms Louise O’Halloran
Mr Brad Orgill
Dr Jamie Pittock
Prof. Bob Pressey
Mr Robert Purves, AM
Mr Derek Robertson
Mr Phil Rist
Mr Edward Rowley

Ms Kerry Schrank
Dr Sandra Schuster
Mr Simon Spellicy
Mr Andrew Stock
Mr Alan Sweeney
Prof. Luca Tacconi
Mr Peter Thomas
Mr Keith Tuffley
Mr Brent Wallace
Mr Ivan Wheen
Mr Hunter White
Mr Martijn Wilder, AM
Mr Brian Wills-Johnson
Dr Dedee Woodside
Mrs Susan Young

FINANCIAL OVERVIEW

WWF-Australia had a year characterised by challenges in income generation, which was down 6% in total on the prior year (and 10% lower than the five-year strategic plan target), driven mainly by lower legacy and bequests income and slowing regular giving growth.

Cumulatively, income has still grown by 44% since the beginning of the current five-year plan period. Core costs including administration and fundraising were consequently tightly managed, and reduced by 3% on the prior year.

WWF-Australia was able to deliver on its commitment to conservation programs and expended \$18.8 million on total conservation efforts. This was a 7% increase on the prior year and broadly in line with the five-year strategic plan, which seeks to double conservation spending to over \$20 million.

The result of the above income and expenditure was that WWF-Australia recorded a deficit of \$2.5 million for the year, planned and made possible by the carrying forward of a very healthy level of reserves. It is noted that the budget for the new financial year targets a return to a low deficit result and a focus on maintaining the committed supporter base.

FINANCIAL STATEMENTS

Independent auditor's report to the members of World Wide Fund for Nature Australia

Report on the financial report

The accompanying summary financial statements, of World Wide Fund for Nature Australia Limited, comprising the balance sheet as at 30 June 2015, the statement of comprehensive income and the statement of changes in equity for the year then ended, are derived from the audited financial report of World Wide Fund for Nature Australia for the year ended 30 June 2015. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 21 October 2015.

The summary financial statements do not contain all the disclosures required by Australian Accounting Standards and the *Australian Charities and Not-for-profits Commission Act 2012*, *Charitable Fundraising Act 1991* (NSW) and *Charitable Fundraising Regulations 2008* (NSW) and the Australian Council for International Development Code of Conduct applied in preparation of the audited financial report of World Wide Fund for Nature Australia. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial report of World Wide Fund for Nature Australia.

Director's responsibility for the summary financial statements

The Directors of the Board are responsible for the preparation of a summary of the audited financial report on the basis described in Note 1.

Auditor's responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Australian Auditing Standard ASA810 Engagements to Report on Summary Financial Statements.

Auditor's opinion

In our opinion, the summary financial statements derived from the audited financial report of World Wide Fund for Nature Australia for the year ended 30 June 2015 are consistent in all material respects, with that audited financial report, on the basis described in Note 1.

All figures throughout this publication are in AUD.

PricewaterhouseCoopers
Chartered Accountants



Shannon Maher
Partner – Sydney
21 October 2015

Accreditations

WWF-Australia is fully accredited by the Department of Foreign Affairs (DFAT). WWF-Australia is a signatory to the ACFID Code of Conduct and is committed to adhering to its high standards of corporate governance, public accountability and financial management for NGOs. We are also signatories to the Fundraising Institute of Australia (FIA) code of conduct.

We welcome feedback on this report and on our operations and conduct more generally. Please send any feedback or complaints to enquiries@wwf.org.au.

More information about the ACFID Code of Conduct is available from www.acfid.asn.au/code-of-conduct or by contacting ACFID on main@acfid.asn.au or 02 6285 1816. Complaints relating to alleged breaches of the Code of Conduct by any signatory agency can be made by any member of the public to the ACFID Code of Conduct Committee.



ACFID
MEMBER



Statement of comprehensive income for the year ended 30 June 2015

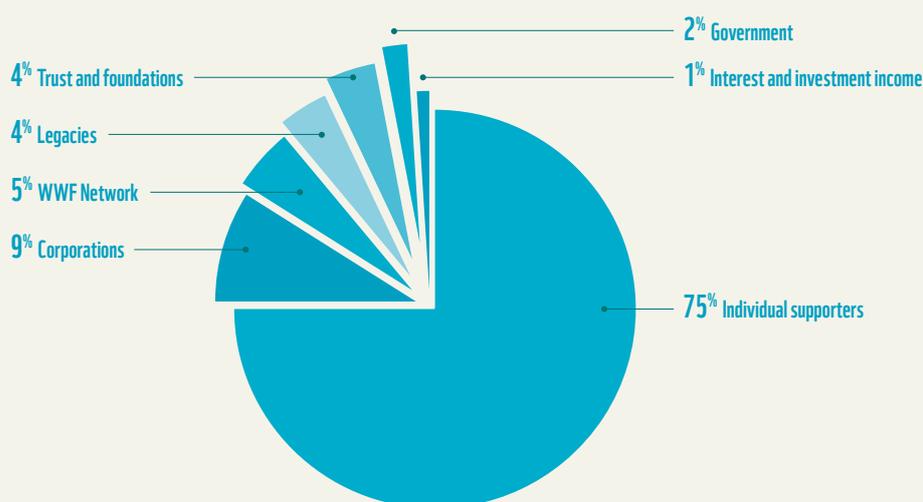
	2015	2014
	\$	\$
Revenue		
Revenue from continuing operations	27,595,671	29,385,074
Other income	373,000	459,536
TOTAL REVENUE	27,968,671	29,844,610
EXPENDITURE		
Expenses from continuing operations:		
Funds to overseas projects	2,222,514	1,765,642
Other overseas project costs	417,513	209,312
Domestic projects	13,082,033	12,913,564
Community education	3,075,352	2,731,760
Public fundraising costs	9,261,528	9,589,609
Impairment of investments	-	-
Administration	2,490,380	2,494,184
TOTAL EXPENDITURE	30,549,320	29,704,071
Total profit/(loss) for the year	(2,580,649)	140,539
Other comprehensive income/(loss)		
Items that may be reclassified to profit or loss	32,000	139,042
Items that will not be reclassified to profit or loss	-	-
Total Comprehensive Income/(Loss) for the year	(2,548,649)	279,581
Total Comprehensive Income/(Loss) for the year attributable to members of World Wide Fund for Nature Australia	(2,548,649)	279,581

During the year to 30 June 2015, WWF-Australia had no transactions in the Evangelistic, Political or Religious Proselytisation programs category.

During the year to 30 June 2015, WWF-Australia had no category of income or expenditure required to be disclosed in accordance with the ACFID Code of Conduct other than a shown above.

The percentage analysis opposite is derived by dividing the relevant type of income by the total income for the year and expressing it as a percentage.

INCOME ANALYSIS 2015



**Balance Sheet as at
As at 30 June 2015**

	2015	2014
	\$	\$
ASSETS		
Current Assets		
Cash assets	3,071,624	5,930,697
Receivables	624,857	1,150,878
Other assets	458,656	90,798
Total Current Assets	4,155,137	7,172,373
Non-current Assets		
Investments	3,606,815	2,945,361
Property, plant and equipment	834,764	951,005
Total Non-current Assets	4,441,579	3,896,366
Total Assets	8,596,716	11,068,739
LIABILITIES		
Current Liabilities		
Payables	2,214,827	2,097,220
Provisions	110,986	136,419
Total Current Liabilities	2,325,813	2,233,639
Non-current Liabilities		
Provisions	990,084	1,005,632
Total Non-current Liabilities	990,084	1,005,632
Total Liabilities	3,315,897	3,239,271
Net Assets	5,280,819	7,829,468
EQUITY		
Reserves	6,721,407	7,485,524
Accumulated surplus	(1,440,588)	343,944
Total Equity	5,280,819	7,829,468

As at 30 June 2015 WWF-Australia had no category of Assets or Liability required to be disclosed in accordance with the ACFID Code of Conduct other than as shown above.

**Statement of Changes
in Equity for the Year
Ended 30 June 2015**

	Retained earnings	Reserves			Total
		Earmarked funds	Investments revaluation	Endowment fund	
Balance at 1 July 2014 (commencing balance)	343,944	2,765,936	303,070	4,416,518	7,829,468
Excess of revenue over expenses	(2,580,649)	-	-	-	(2,580,649)
Amount transferred (to) / from reserves	796,117	(796,117)	-	-	-
Investment revaluation	-	-	32,000	-	139,042
Balance at 30 June 2015 (year-end balance)	(1,440,588)	1,969,819	335,070	4,416,518	5,280,819

WWF-Australia has not provided a Statement of Cash Movements, as no single appeal, grant or other form of fundraising (except for the Australian Aid grant) for a designated purpose generated 10% or more of the organisation's international aid and development revenue for the financial year.

Note 1

Extracted from Financial statement – 30 June 2015. Full financial statements available on request, or via download from WWF-Australia's website www.wwf.org.au.

The Summary Financial reports have been prepared in accordance with the requirements set out in the ACFID Code of Conduct. For further information on the Code please refer to the ACFID Code of Conduct Implementation Guidance available at www.acfid.asn.au.

THE GREAT BARRIER REEF

The Queensland and Australian governments pledged \$100 million each to tackle pollution from farming affecting the Reef's catchments.

PROTECTED AREAS

35.4 million hectares of terrestrial Australia was newly protected from 2010 to 2014. Most of this (87% or 30.9 million hectares) was as new Indigenous Protected Areas mostly in the Western Desert.

SPECIES

256 turtles have been cared for in WWF supported Townsville's Reef HQ Aquarium Turtle Hospital and Cairns Turtle Rehabilitation Centre, with 90 turtles released back into the wild.



THE WWF COMMUNITY

We have grown our supporter base to over 500,000+ engaged people, working with WWF-Australia to help deliver conservation outcomes.

ALLIANCE

WWF is part of the Australian Climate Roundtable, which brought together some of Australia's major business associations, and social, union and environmental organisations, to put the climate policy debate on common ground and offer a way forward.

	<p>Why we are here To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p>www.org.au</p>
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WWF-Australia National Office

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