



WWF

ANNUAL  
REPORT

AUS

2016



#TOGETHERPOSSIBLE

**Front cover:**

Black-flanked rock-wallaby safe in the hands of scientist Craif Pentland, Nangeen Hill

© Hayden Cannon / DPAW / WWF-AUS

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.

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# CONTENTS

---

**PRESIDENT & CEO MESSAGE** 5

---

**CONSERVATION HIGHLIGHTS** 6

Build A Sustainable Future

Protect Our Marine Life

Save Threatened Species

Create A Low-Carbon Future

Secure Sustainable Food

Conserve Nature With Equity

---

**SUSTAINABILITY REPORT** 30

---

**WWF-AUSTRALIA PEOPLE** 34

The WWF Donor Community

Philanthropy & Legacy

People & Culture

Marketing & Engagement

Corporate Governance

---

**FINANCIAL STATEMENTS** 42

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**OUR PLANET. OUR FUTURE.** 46

# TOGETHER POSSIBLE

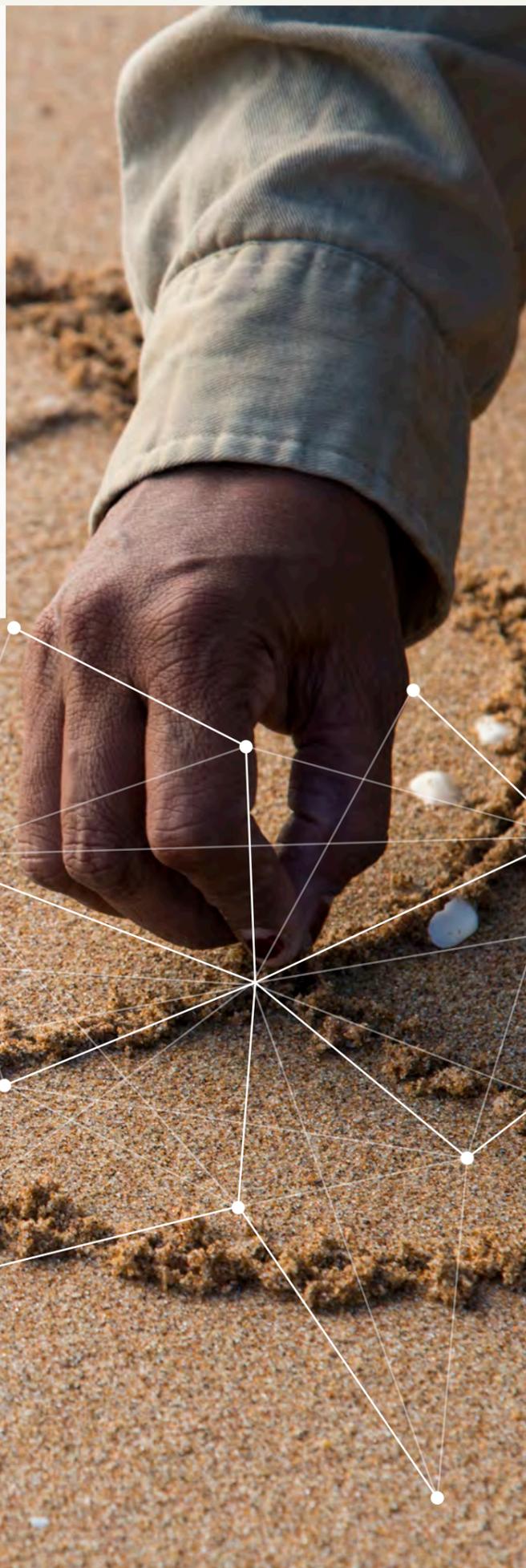
We believe there is no better time to be working in conservation. Together, we find ourselves at a defining moment, full of opportunity, to create a sustainable planet.

To build a world in which we live and prosper in harmony with nature.

A world where plants, animals, oceans and the places we love flourish. A world where our food is secure and our climate is stable.

We have the power to create a safe and vibrant future for us all.

Together, it's possible.



GUDJUDA RANGER TRACEY LAMPTON, DRAWING TURTLE FIGURE ON SAND, ALVA BEACH, NORTH QUEENSLAND © WWF-AUS / KERRY TRAPNELL



ROB PURVES, PRESIDENT

DERMOT O'GORMAN, CEO

## PRESIDENT & CEO'S MESSAGE

June 30, 2016 marked the conclusion of a successful year for WWF-Australia and the last year of our FY12-FY16 strategic plan. We have increased our conservation spend by 41% over the five years, from \$11.6m in FY11 to \$16.4m in FY16. This is a reflection of our growing and generous supporters and partners. We are proud that WWF-Australia now has a supporter community of 900,000 individuals and that this year, we were the only environmental NGO to feature in the top 20 of Australia's Most Reputable Charities.\*

The year started with a strong outcome for the Great Barrier Reef. We mobilised millions of people across Australia and around the world to secure a decision by the World Heritage Committee to place the Australian Government firmly on 'probation' until the health of the Reef improves.

The momentum behind clean technology and climate change solutions continues to build. On the global stage, WWF played an important and constructive role in delivering a binding agreement at the UN Climate Change Conference in Paris. At home, we worked with partners to bring more than 100,000 Australians from all walks of life together and onto the streets in a visible show of support, and celebrated the 'Places We Love' for Earth Hour. And in our office, we launched our new 'zero-carbon hub' for start-ups.

Market transformation work with industry remains a key focus for WWF. In Australia our business partners continue to transform their supply chains in powerful ways. John West Australia, for example, achieved MSC certification across its entire skipjack tuna range. That's 43% of the Australian canned tuna market (or 100 million cans each year!) that is now independently certified as sustainable.

Our on-ground wildlife conservation programs continued to grow throughout the year. As part of our new five-year plan we have increased our commitment to wildlife conservation with a goal to save 21 threatened species by 2021.

This year also marked the retirement of Directors Dr Dedee Woodside and Mr Paul Harris. We want to thank them both for their valued contribution and welcome Professor Chris Dickman to the Board.

Conservation is a team effort and we would like to take this opportunity to thank supporters, partners, Governors, staff and the Board for their continued support of this wonderful organisation. Together, we will continue to strive to build a world in which we live and prosper in harmony with nature.

**Rob Purves AM**  
President, WWF-Australia

**Dermot O'Gorman**  
CEO, WWF-Australia

\*Source: 2015 AMR Charity Reputation Index

# BUILD A SUSTAINABLE FUTURE

On 25 September 2015, 193 member countries of the United Nations voted unanimously to adopt a new Sustainable Development Agenda, which has at its core 17 Sustainable Development Goals (SDGs). Over the next 15 years, these new SDGs will require and empower all countries and all sectors of society, to mobilise efforts to end all forms of poverty, fight inequalities and reverse environmental degradation.

The SDGs recognize that the environmental, economic and social elements of sustainable development are interconnected and mutually dependent. Ending poverty can only be achieved through strategies that build economic growth, address social needs, tackle climate change and protect the environment. The aims of the SDGs are succinctly expressed in WWF's global mission to "build a future in which people live in harmony with nature".

As WWF-Australia embarks on the next ambitious phase of its conservation mission with the launch of a new 2017-2021 Strategic Plan, we have embraced the SDG framework for delivering socially responsible and economically viable conservation and aligned our own conservation Impact Goals for Sustainable Development with this new global agenda.

Through science, consultation, partnerships and working with our supporter community, we are determined and optimistic about building a sustainable future for Australia and for the planet.

Together it is possible.

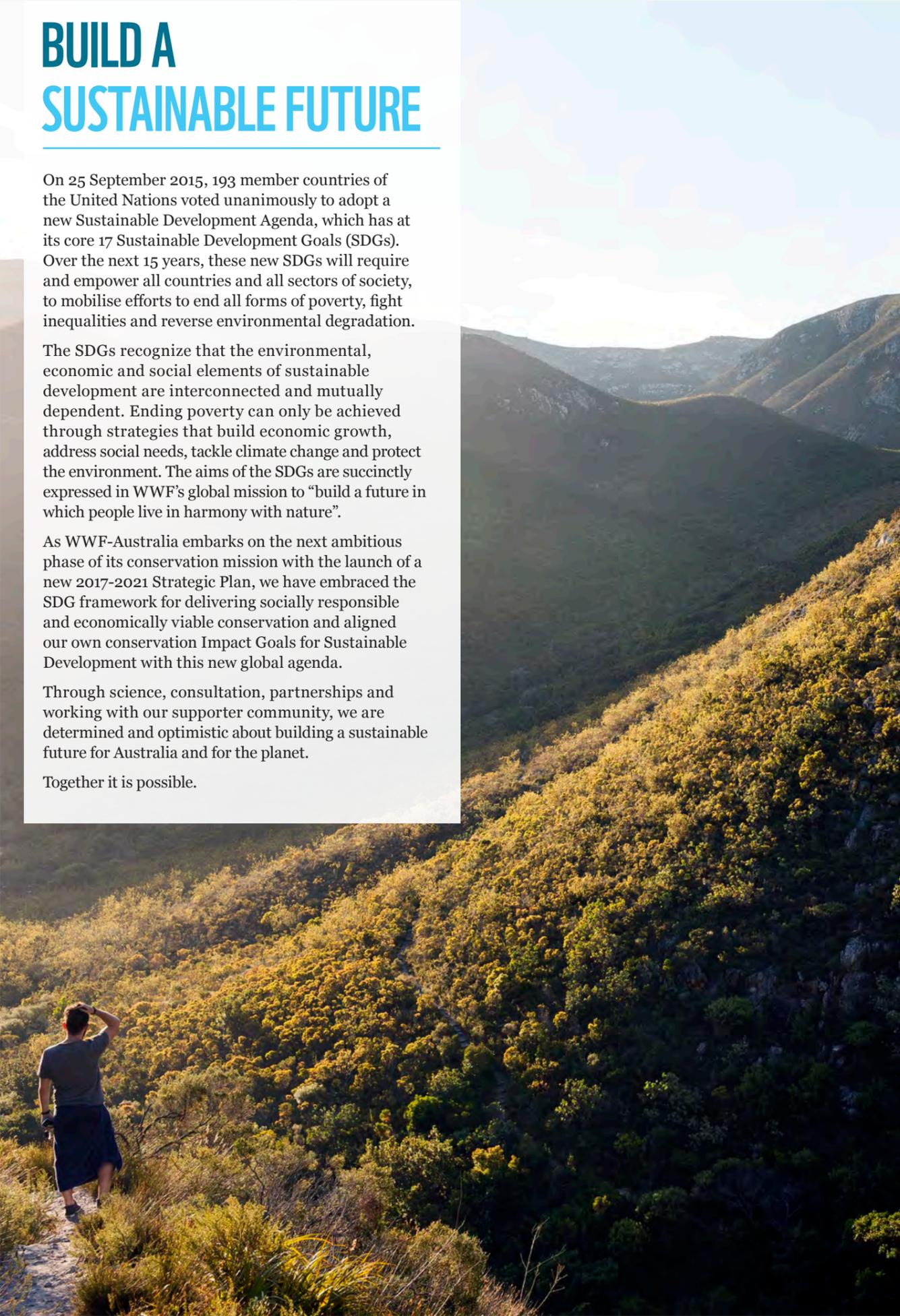


PHOTO BY ANDREI CHUDY / UNSPLASH

## WWF-Australia Priority UN Sustainable Development Goals

Our 2017-2021 Strategic Plan is aligned to deliver against and supports the following UN Sustainable Development Goals:



### ZERO HUNGER

End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.



### GENDER EQUALITY

Achieve gender equality and empower all women and girls.



### CLEAN WATER AND SANITATION

Ensure access to water and sanitation for all.



### AFFORDABLE AND CLEAN ENERGY

Ensure access to affordable, reliable, sustainable and modern energy for all.



### RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns.



### CLIMATE ACTION

Take urgent action to combat climate change and its impacts.



### LIFE BELOW WATER

Conserve and sustainably use the oceans, seas and marine resources.



### LIFE ON LAND

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.



### PARTNERSHIPS FOR THE GOALS

Revitalize the global partnership for sustainable development.

# PROTECT OUR MARINE LIFE

WWF-Australia's work to protect our marine life extends from Antarctica and the Southern Ocean, to the Great Barrier Reef and the coastal and island communities of the Pacific. Our work spans hard-hitting campaigns to stop outdated practices and secure protections for species; cutting-edge conservation science and technology partnerships; and sustainable development programs focused on healthy communities, healthy economies and a healthy environment.



BLEACHED CORAL ON LIZARD ISLAND, QUEENSLAND © WWF-AUS / ALEXANDER VAIL



WWF SUPPORTS THE SUSTAINABLE DEVELOPMENT GOALS



## Protect Our Marine Life

**50 MILLION**  
**TONNES OF DREDGE SPOIL WILL NO LONGER BE DUMPED IN THE REEF - THIS PRACTICE HAS FINALLY BEEN BANNED**



### GBR BLEACHING AND BAN ON DUMPING

In October 2015, we finally saw the practice of dumping millions of tonnes of dredge spoil from industrial developments banned from the waters of the Great Barrier Reef World Heritage Area. Previously, around 50 million tonnes of mud, rock and sand were set to be dumped in the Reef's waters to facilitate massive coal and gas developments along the coast.

For more than a century, dumping huge amounts of dredge spoil in Reef waters was the norm, but the joint WWF/Australian Marine Conservation Society (AMCS) Fight for the Reef campaign helped inspire a global campaign that finally ended this outdated and damaging practice.

Significant progress was also made to ensure the major industrial Reef ports are constrained to their established footprints, that ports management is at World Heritage standard and that ships which fail seaworthiness or seamanship safeguards are prevented from entering Reef ports.

The importance of taking these actions was reinforced by the catastrophic coral bleaching event that hit the Great Barrier Reef from late February to May 2016. This event was the worst in the Reef's history and resulted in the death of an estimated 22% of the corals in the GBR World Heritage Area, with the majority of the impact occurring in the northern section, previously the healthiest section of the Reef.

**162,100 HECTARES**  
**OF NEW NET-FREE SANCTUARIES ARE NOW PROTECTING THE REEF'S THREATENED SPECIES**



### GBR FISHERIES NET-FREE AREAS

The Great Barrier Reef's threatened turtles, dugong and dolphins can now thrive in 162,100 hectares of new net-free sanctuaries. This is an area more than 400 times the size Sydney Harbour. Nets cause a high number of deaths of these often endangered sea creatures, already under threat from significant habitat loss caused by farm pollution. These creatures need to breathe air, so when they become caught in nets they risk drowning.

Working in partnership with recreational fishing interests, WWF secured both the policy commitment and the funding to buy out the associated fishing effort. \$10 million was set aside to remove 46 commercial net licences or around 26% of the GBR's active net licences.

WWF is now working closely with local recreational groups to develop angler management arrangements to further protect fish spawning aggregation sites and large female fish – important protection measures that previously weren't possible because the commercial net fishery targeted the spawning grounds and larger fish.

## Protect Our Marine Life

**200 KM**  
**IS THE DISTANCE BLUE WHALES SWIM PER DAY, MAKING TRACKING A TRICKY TASK**



### FOLLOWING NATURE'S GIANTS

The blue whale is the largest animal in the world but almost nothing is known about the movement of these animals in the Southern Hemisphere. To help uncover this great mystery, WWF-Australia, WWF-Germany and WWF-Chile are collaborating with the Centro Ballena Azul (Blue Whale Centre) in Chile to track the paths of blue whales in the eastern Pacific Ocean.

For decades the blue whale was hunted to near extinction. Today its habitat is threatened by ship traffic, noise, pollution and industrial fishing. To protect these animals we must first discover where they feed, mate, breed and give birth. As part of the Ocean Science program, a small team of researchers has tagged the blue whales to track their movements via satellite. This data will help us identify the key places the whales call home.

Individual whales can make this task difficult: they can easily swim 200km per day. But over the next few years transmitters attached to whales will enable us to collect valuable information, identifying critical habitats that need protection to ensure these giant creatures are with us for many more years to come.

Satellite tags on five blue whales in the Gulf of Corcovado reveal migration routes and feeding areas the whales are using most, and help us to target protection efforts.

**KEY**  
 'Madre'  
 'Dolfo'  
 'Loca'  
 'Tenuan'  
 'Quench'

**SCALE**  
 1,000 km

### TACTICAL TAGGING



## Protect Our Marine Life

### 70+ CONSERVATION THROUGH FINANCIAL EMPOWERMENT

REEF-FRIENDLY SMALL BUSINESSES HAVE BEEN ESTABLISHED BY WOMEN IN THE SOLOMON ISLANDS AND PNG



Now in its fourth year, WWF's women's financial inclusion project has exceeded all expectations by increasing livelihood opportunities and empowering local women. Supported by the Australian Government, John West Australia and major donors, WWF works with communities and government agencies in the Solomon Islands and PNG to support sustainable alternatives to reef fishing and encourage innovative management practices.

This initiative strengthens community-based fisheries co-management and reduces fishing pressure on heavily exploited reef and lagoon systems, while still enabling fishers to meet their food and financial needs.

In the Solomon Islands, Savings Clubs are well established with more than 738 women members and savings of over AUS\$43,000. In PNG, 15 community-based microfinance groups have been formally established with around 180 women members.

More than 100 micro-loans (AUS\$10,950) have been initiated, inspiring and enabling local women to establish more than 70 small businesses – from bakeries and basket weaving, to silk screen printing and a piggery. If they can earn a good income, the assumption is that there will be less pressure on their husbands to overfish the islands' vulnerable reefs.

### A TECHNOLOGICAL REVOLUTION IN OCEAN SCIENCE

In 2016, WWF-Australia launched a new marine Conservation Science approach, focused on using technology to study whales that migrate between Australia and the Southern Ocean. Our aim is to better understand and protect vital highways and breeding and feeding grounds that are critical to supporting their epic annual migrations.



Southern right whale numbers are increasing in Australia's southwest but lagging in the southeast

### SAVING THE RIGHT WHALES

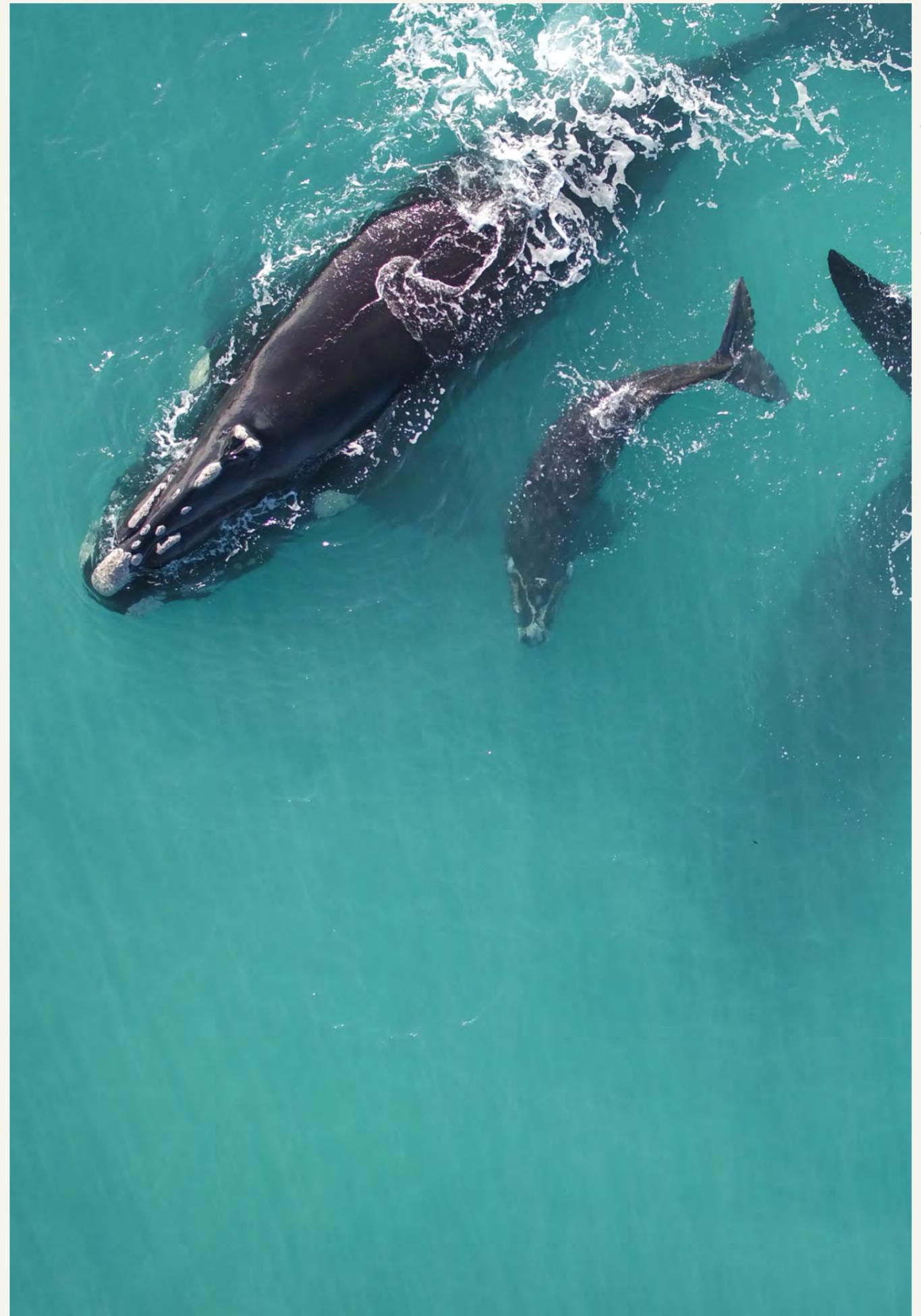
WWF-Australia is collaborating with researchers from Murdoch University Cetacean Research Unit using drones to study endangered southern right whales in their nursing and breeding grounds along the coast of the Head of the Bight in South Australia.

Southern right whales are endangered in Australia and their growth rate is variable. They make epic migrations to Antarctica in the spring to feed in the rich waters of the Southern Ocean and return to Australia in late autumn to give birth and mate. Scientists do not yet understand why whale numbers are increasing in the country's southwest but lagging in the southeast.

Using the drones, researchers capture images from above to monitor the whales' health and reproduction. Individual animals can be measured to assess the health of mothers and calves over the three-month season.

So far our research team has observed that calves can grow from 5 metres to 8 metres during their three months in the Bight, but mothers can lose 30 tonnes in weight as a result of feeding their young rather than eating.

This data will provide a benchmark on population growth and status that can also be used to understand populations in other locations and be generalised to other baleen whale species. This research will allow us to study the impact of human impacts, such as climate change, on their main food sources in the Southern Ocean – krill and copepods – and monitor their long-term health.



SOUTHERN RIGHT WHALES (EUBALAEENA AUSTRALIS) AND CALVES SPOTTED ALONG THE COAST OF THE HEAD OF BIGHT IN SOUTH AUSTRALIA © FREDRIK CHRISTIANSEN / MURDOCH UNIVERSITY

# SAVE THREATENED SPECIES

Our planet is experiencing the highest rate of species extinction since the loss of the dinosaurs 65 million years ago. Scientists estimate we're now losing species at 1,000 to 10,000 times the historic rate with literally dozens going extinct every day. In Australia, more than 1,780 threatened plant and animal species are currently listed under the Australian Government's Environment Protection and Biodiversity Conservation Act. Thanks to geographic isolation, many of our plants and animals are unique to Australia – which means their future is entirely in our hands.

WWF's vital work to save threatened species in Australia and Asia-Pacific involves working at three levels to effect change: delivering field-based solutions, transforming markets and business, and influencing policy. We also know that winning the battle against extinction requires teamwork, so we partner with a wide range of not-for-profit, government, community and corporate partners to protect our precious plants and animals.



BLACK-FLANKED ROCK-WALLABY, CENTRAL WHEATBELT, SOUTHWEST AUSTRALIA © CRAIG PENTLAND



WWF SUPPORTS THE SUSTAINABLE DEVELOPMENT GOALS



## Save Threatened Species

### 23 RELOCATING OUR ROCK STARS

ROCK-WALLABIES WERE AIRLIFTED TO KALBARRI NATIONAL PARK



Efforts by WWF-Australia and the WA Department of Parks and Wildlife over several years have seen the black-flanked rock-wallaby population in the WA Wheatbelt flourish. In May 2016, we undertook one of the most significant projects to date. Our team captured and airlifted 23 rock-wallabies from the Wheatbelt to Kalbarri National Park to establish what will one day become a large and important population.

All animals were radio collared so they could be tracked upon release, and they have been doing remarkably well with only one known death due to misadventure. This bodes very well for a successful translocation, and WWF-Australia staff will continue to be involved in monitoring these animals.

This translocation was made possible thanks to the valuable financial support WWF receives from corporate partners and donors. We are now working towards another translocation of rock-wallabies to Kalbarri in 2017.

### 234 RESEARCHING THE ELUSIVE RAKALI

RAKALI SIGHTINGS REPORTED OVER 4 MONTHS



In December 2015, together with the WA Department of Parks and Wildlife, WWF-Australia published a report on the rakali (Australian water rat) – one of our most elusive creatures. A community survey conducted between December 2014 and March 2015, asked Western Australians to report recent and past sightings of rakali, the report includes important management and research recommendations.

The survey found that the rakali's range has contracted towards the southwest and there are areas of localised decline in the Perth metropolitan area. It found that habitat loss and degradation in association with a drying climate are a major threat to the species, but it also found that close to half of all the dead rakali reported had drowned in recreational marron (freshwater crayfish) traps. Since the report was published, we have successfully engaged with major retailers of these traps who have now stopped selling them. This project was made possible thanks to funding from Lotterywest.

## Save Threatened Species

### ONLY 1 COUNTING ENDANGERED BETTONGS

CONFIRMED  
POPULATION OF  
NORTHERN BETTONGS  
REMAINS

The northern bettong, or tropical bettong, is a small, grey, nocturnal marsupial with a unique diet of native truffle fungi. Through the Australian Government-funded Northern Bettong Conservation Project, we are working to save this species from extinction.

Over the last year, teams in the field deployed sensor cameras and cage traps in the Lamb Range in Northern Queensland – the only remaining confirmed population of northern bettongs. We are collecting data to establish a population estimate, and over the two trapping sessions a total of 199 captures of 114 individual bettongs were recorded from 1,268 trap nights. Teams are also undertaking habitat assessments, oort collections (spitballs of semi-digested vegetation), fungal/truffle diversity assessments, predator/competitor studies and diet analysis.

A key part of the project involves taking genetic samples from the animals to assess population genetics and viability, and to provide a baseline for developing non-invasive survey techniques, which we can use as a less expensive, easier and hands-off way to assess population numbers in the future.



3-4%  
PER YEAR DECLINE  
IN GREAT BARRIER REEF  
HAWKSBILL TURTLES

### PROTECTING GBR TURTLES

In 2016, the Rivers to Reef to Turtles project, supported by Banrock Station Environmental Trust, continued with fieldwork in Cleveland Bay and Upstart Bay. The northern Great Barrier Reef is home to one of the world's few remaining large populations of hawksbill turtles, but researchers believe it has been declining by 3–4% a year since at least 1990. WWF-Australia has teamed up with the Queensland Government's Threatened Species Unit, Apudthama Indigenous Rangers, Cape York NRM and the Western Cape Turtle Threat Abatement Alliance to try to halt the decline.

In January and February 2016 we undertook a field trip to Milman Island in the northern Great Barrier Reef, and over 12 days fewer than 10 hawksbill turtles visited the beach each night. Just 20 years ago, around 40 hawksbills came ashore each night to nest in this high-density nesting site.

On field trips in May and June 2016, 144 green turtles were caught, tagged and measured; 22 blood and scute samples were taken; six water-quality samplers were deployed to assess metal and organic contamination; and six foraging areas across the study sites were sampled for water quality, sediment and seagrass. This work will help us to better understand and protect the sea turtles of the Great Barrier Reef.



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



FIREWOOD BANKSIA NUT (BANKSIA MENZIESII), MARALLA ROAD NATURE RESERVE, THE VINES, WESTERN AUSTRALIA © WWF-AUS / SHENAYE HUMMERSTON

## Save Threatened Species

**14,000+**

TREES, BUSHES AND SEEDLINGS PLANTED



### CONSERVING BIODIVERSITY IN WA

The Ellenbrook – Walyunga Threatened Biodiversity Landscape Linkage Project, funded through Perth Natural Resource Management’s (NRM) Resilient Landscapes Program, is now underway. WWF-Australia is working with partners (WA Department of Parks and Wildlife, Conservation Volunteers Australia and the community) to build the long-term resilience of threatened flora, fauna and communities in this important ecological area.

In June, we held a successful community planting day in conjunction with the WA Department of Parks and Wildlife and Friends of the Western Swamp Tortoise to help plant habitat ponds for this critically endangered tortoise. Held at Ellen Brook Nature Reserve, 33 community volunteers came along and got their hands dirty.

We also undertook weed control works at Maralla Road Nature Reserve, Bordeaux Lane Nature Reserve and Walyunga National Park, and fenced planting areas at Maralla Road Nature Reserve. As part of this project, more than 14,000 plants were planted at Ellen Brook, Maralla Road and Bordeaux Lane Nature Reserves over winter, including 4,300 seedlings of species that will provide food for threatened black cockatoos.

**5,000+**

LETTERS SENT BY WWF SUPPORTERS TO GOVERNMENT, ASKING FOR BETTER TREE-CLEARING LAWS



### CONSERVATION THROUGH POLICY

WWF-Australia and its supporters continued the work to protect Australian threatened species and secure sustainable management of good agricultural topsoil, clean freshwater and other natural resources through our advocacy to political and business leaders. Major projects included our work to protect existing Commonwealth environmental laws and promote changes that would improve their effectiveness and efficiency, as well as to improve laws that protect native trees and woodlands in Queensland and NSW.

To do this, WWF spoke to political leaders from all sides of politics, industry members and representatives, scientists and members of the general public. We prepared a large number of scientific reports, mapped threatened species habitat affected by tree clearing in NSW and Queensland, lodged submissions in response to Parliamentary inquiries, and campaigned in partnership with a large number of national, state and local environmental organisations.

Our supporters contributed directly to these endeavours. They sent more than 5,000 letters to the Federal, Queensland and NSW environment ministers asking for effective tree-clearing laws; contributed to the more than 4,000 submissions to government lodged by conservationists and environmental organisations to retain NSW tree-clearing laws; and sent 700 submissions to improve those laws in Queensland, which included a WWF-Australia submission supported by 1,076 individual emails from our supporters.

# CREATE A LOW-CARBON FUTURE

This year was a critical one for action to avoid dangerous climate change, with world leaders, including Australia, reaching a global agreement to reduce greenhouse gas pollution – the Paris Agreement. Signed by Australia in April 2016, the Agreement includes a goal to limit global warming to “well below” 2 degrees Celsius and pursue a limit of 1.5 degrees Celsius. This goal is critical if we are to save the species and places we love, such as the Great Barrier Reef.

The Paris Agreement is a recognition that the world has fundamentally changed and for the first time is united on a common pathway toward a safer climate. It is an acknowledgement of the need to limit pollution from fossil fuels and accelerate the transition to renewable energy.

In the lead-up to the signing of the Agreement by Australia, WWF-Australia played a lead role in building momentum among Australian people, businesses and decision-makers. We coordinated the Sydney People’s Climate March, held in November 2015, and across the Sydney and Melbourne marches we helped create the largest climate marches in the world.

WWF also worked with the Carbon Disclosure Project, United Nations Global Compact and Ernst & Young to host a business summit to send a clear message that business wanted a strong global climate agreement. Multiple businesses signed up to a range of climate leadership commitments, including setting emission reduction targets based on science. Working with our international colleagues, WWF-Australia was critical in engaging and influencing key decision-makers to develop solutions to shape key elements of the Paris Agreement.



PEOPLE'S CLIMATE MARCH, AT THE DOMAIN IN SYDNEY, NEW SOUTH WALES, 29 NOVEMBER © JARRA JOSEPH-MCGRATH

## Create A Low-Carbon Future

### CORPORATES BUYING RENEWABLES DIRECT

In mid-2015 the Federal Government cut the 2020 Renewable Energy Target, so WWF is exploring other ways to increase renewable energy in Australia. WWF-Australia is working with a group of large businesses through WWF’s Renewable Energy Buyers Forum to implement a group bulk purchase of renewable energy as part of an electricity procurement and transition towards a zero-carbon future – a world-leading initiative. This will be a world first. We are grateful to the City of Sydney, which generously funded a WWF-Australia report to help businesses understand their options in purchasing renewable energy.



### HELPING OUR REGIONAL NEIGHBOURS

As a rich, developed country, Australia has a moral obligation to help developing countries in our region to create a low-carbon future and adapt to climate change. This will require billions of dollars and we need the Federal Government and Australian businesses that operate in the region to step up.

In 2016, WWF-Australia initiated and hosted the first of a series of climate finance roundtables, together with the Department of Foreign Affairs and Trade, Oxfam and the Australian Council for International Development. The roundtable brought together 45 participants from 30 organisations, including multinational companies, investors, research institutions, government and not-for-profits. Some exciting options were put on the table and WWF-Australia is now exploring these with businesses and government.



### EARTH HOUR: PROTECTING PLACES WE LOVE

WWF launched Earth Hour in Sydney in 2007 and in 2016 it was celebrated in nearly 180 countries. In Australia this year we engaged people around the theme ‘Places We Love’. Earth Hour worked with Network 10’s Amanda Duval to produce a stunning documentary exploring the impacts of climate change on some of Australia’s much-loved natural places, and people all over Australia sent us photos of their favourite places they want to protect from climate change. Thousands of people and hundreds of schools and councils held their own events during Earth Hour.

Bendigo Bank, inspired by its gold sponsorship of Earth Hour, launched a new Green Home Loan product. Green Loans make it more affordable to buy or build a sustainable home and help raise more funds for Earth Hour to reach an even bigger audience. This year a new sponsor, Green Standard, came on board. Their products display the Earth Hour logo and for every purchase of a Green Standard LED lighting product, Green Standard will donate \$1 to Earth Hour Australia.



### CLIMATE CHANGE ON THE FEDERAL AGENDA

In the lead-up to the 2016 federal election, WWF launched a magnificent ad, “No Australian wants to say goodbye”, highlighting the devastating impact global warming had on our Great Barrier Reef in 2016. More than 600 supporters hosted “watching weekends” for their friends and families the weekend before the election and thousands took to social media calling for action on climate change.



WWF SUPPORTS THE SUSTAINABLE DEVELOPMENT GOALS



# SECURE SUSTAINABLE FOOD

Food is fundamental to our lives, but food production and waste is also a leading cause of environmental harm. Over the past year, WWF-Australia launched a new program of work on Sustainable Food. Building on our successful Market Transformation Initiative, the new program continues our focus on sustainable production, voluntary standards and responsible sourcing of high-impact commodities – especially for beef, palm oil, seafood and sugar cane.

We are also expanding our work to address the alarming levels of food waste in Australia, help consumers make more sustainable food choices, and improve the governance of natural and financial capital, so we can meet the growing demand for food while protecting our planet.



SUGAR CANE FIELDS, BURDEKIN CATCHMENT, QUEENSLAND © WWF-AUS / CHRISTINE HOF



WWF SUPPORTS THE SUSTAINABLE DEVELOPMENT GOALS



## Secure Sustainable Food

**100%**  
OF JOHN WEST AUSTRALIA CANNED TUNA IS NOW SUSTAINABLY SOURCED



### BIG WINS IN SUSTAINABLE FOOD

Since 2009, WWF has worked with many of the world's (and Australia's) biggest corporate buyers of food and other commodities to assess environmental risks in their supply chains, adopt ambitious targets for more responsible sourcing and help their suppliers meet these targets.

Highlights over the past year include:

#### John West Australia Switches to MSC-Certified Tuna

Through a partnership with WWF, and together with the Marine Stewardship Council (MSC), John West Australia has achieved MSC certification for 100% of its canned tuna. This means tuna stocks are more likely to last for future generations and bycatch of other species is significantly reduced, due to improved fishing practices.

#### Coles Analyses the Impact of its Food Chain

Environmental and social impacts from producing commodities like beef, palm oil and sugar can pose real threats to companies' supply chains, reputation and bottom line – and threaten wildlife and rural communities. In August 2015, Coles and WWF launched a program to evaluate Coles' home-brand product range using WWF's Supply Risk Analysis tool. This three-year program will help Coles identify and mitigate major environmental and social risks in its supply chain.

#### Commitment to Responsible Aquaculture Grows

Market awareness and consumer demand for certified salmon, resulting from Tassal's achievement of the ASC standard in 2014, has spurred other leading Australian salmon and trout producers – including Huon and Petuna – to undergo ASC assessment in 2016.



Innovative beef and sugar cane projects secured \$6m in new funding

#### Beef and Sugar Cane Farmers Demonstrate Sustainable Production

Project Catalyst (sugar cane) and Project Pioneer (beef) attracted more innovative farmers to test, validate and share better production practices, supported by WWF, Coca-Cola, the John T Reid Trusts and other partners. In 2016, these projects secured almost \$3 million each from the Federal Government for expansion over the coming three years, as part of wider efforts to reduce agricultural pollution and improve water quality in the catchments and rivers feeding into the Great Barrier Reef. Meanwhile, Wilmar achieved Bonsucro certification for its Invicta mill, bringing the number of sugar mills certified since 2012 to six out of 24 in Australia.

#### Educating the Next Generation of Sustainable Consumers

WWF and CoolAustralia, with support from Unilever, developed a new education program on sustainable palm oil, aligned with the Australian school curriculum for Years 5 and 6. Our materials have been downloaded over 3,300 times by more than 1,100 educators, reaching 10% of Australian primary school students. Happily, Australian consumers young and old can now find certified sustainable palm oil in many of their favourite products, thanks to progress in responsible sourcing by most major buyers of palm oil in Australia.

## Secure Sustainable Food

### 30-40% REDUCING FOOD WASTE

IS THE AMOUNT OF FOOD PRODUCTS AUSTRALIANS WASTE

There is an urgent need to reduce the shocking level of food waste in Australia, which amounts to 30–40% of all food produced for human consumption. A first step is to analyse the drivers of food waste and identify viable solutions. In early 2016, WWF-Australia surveyed major food businesses, as well as urban and peri-urban government councils, to assess their awareness, strategies and tactics for reducing food waste.

Our survey revealed that most leading food businesses in Australia are aware of the problem and are taking action to address it, but a lack of consistent waste accounting and reporting means there is little transparency or benchmarking across companies. Only half of all local councils surveyed had a strategy or targets for reducing food waste and were no better than business at reporting their results.

### FIRST SOURCING SUSTAINABLE MATERIALS

FSC CERTIFICATION ACHIEVED IN INDONESIA PAPUA



WWF-Australia also achieved major milestones in forest products and responsible metals over the past year:

- WWF partner Bunnings supported a key Indonesian supplier of timber decking to achieve FSC certification of its forestry operations. This was the first FSC certification in Indonesian Papua.
- FSC-Australia released the third draft National Forestry Standard, reflecting many of WWF's positions and priorities submitted over the past two years. The final FSC National Standard – the first of its kind in Australia – is due to be released during the coming financial year FY17.
- The global Steel Stewardship Council was launched as successor to the WWF-supported Australian Steel Stewardship Forum and 'Responsible Steel' certification standard. Meanwhile Transport for NSW issued the first tender documents specifying Responsible Steel for infrastructure.

Over the coming year, WWF will continue to support sustainable food production and sourcing, while expanding our efforts in the areas of food waste, food policy, consumer awareness, governance and finance. Work on forest products and responsible metals, originally launched under the Market Transformation Initiative, is now being integrated into other WWF strategies.



# CONSERVE NATURE WITH EQUITY

More than 75% of the world's poor and food-insecure people depend directly on natural resources for their livelihoods, and it is these people who are most affected by environmental degradation and climate change. At the same time, poverty, food insecurity and lack of economic resilience can all be drivers of unsustainable natural resource use and ecosystem management.

WWF-Australia has a long history of ensuring that conservation efforts benefit people and the planet. Across Queensland, for example, we work with cane growers to test and validate farming practices that are good for farmers and good for the Great Barrier Reef. We also partner with the Gidarjil Development Corporation, Yuibera Aboriginal Development Corporation, Gudjuda Aboriginal Reference Group, Girringun Aboriginal Corporation and other representative bodies of Traditional Owner groups to ensure our conservation programs are both beneficial to their communities and strengthened by the application of local and traditional knowledge.

Social equity is also central to our international work, from promoting women's financial inclusion and sustainable fisheries in the Solomon Islands and Papua New Guinea, to developing community-based ecotourism opportunities in Nepal.

Our commitment to conserve nature with equity runs through everything we do because we know addressing poverty and marginalisation is critical to our vision for a future in which humans live and prosper in harmony with nature.



A FIJIAN BOY IN TRADITIONAL DRESS AND WITH CHARCOAL ON HIS FACE SMILING AT THE CAMERA WHILE CELEBRATING THE MARKING OF A NEW MARINE PROTECTED AREA (MPA), VANUA LEVU, FIJI © BRENTON STIRTON / GETTY IMAGES



WWF SUPPORTS THE SUSTAINABLE DEVELOPMENT GOALS



## Conserve Nature With Equity

NEARLY 2,160

ORANG-UTANS ARE NOW PROTECTED THROUGH SUSTAINABLE FOREST MANAGEMENT UP FROM 1,200 IN 2014



## SUSTAINABLE FORESTRY IN KALIMANTAN

The 4.3 million hectare Arabela-Schwanner region of Kalimantan, Indonesia, is home to approximately 7,500 orang-utans (10–20% of the total remaining population in Borneo). In the past, much of Indonesia's forest degradation was driven by illegal and unsustainable logging. Now with deforestation for agriculture the main threat, well-managed timber production in natural forests is increasingly recognised as an important economic alternative that can maintain biodiversity and ecosystem health.

With support from Kimberly-Clark, WWF works with timber concession holders in the Arabela-Schwanner region to promote sustainable forestry practices and certification, and involve them in orang-utan monitoring and management. Recognising that long-term sustainable management requires the support and engagement of local people, we are also working with communities to develop sustainable livelihood opportunities, ranging from ecotourism to the production and marketing of non-timber forest products.

Between 2014 and 2016, the total area of timber concessions certified through the Forest Stewardship Council has more than doubled, and the number of orang-utans protected through sustainable forest management has increased from approximately 1,200 to nearly 2,160. The number of local communities engaged in activities to develop long-term sustainable livelihoods has also doubled over the same period.

## FOREST CONCESSION IN ARABELA-SCHWANNER REGION

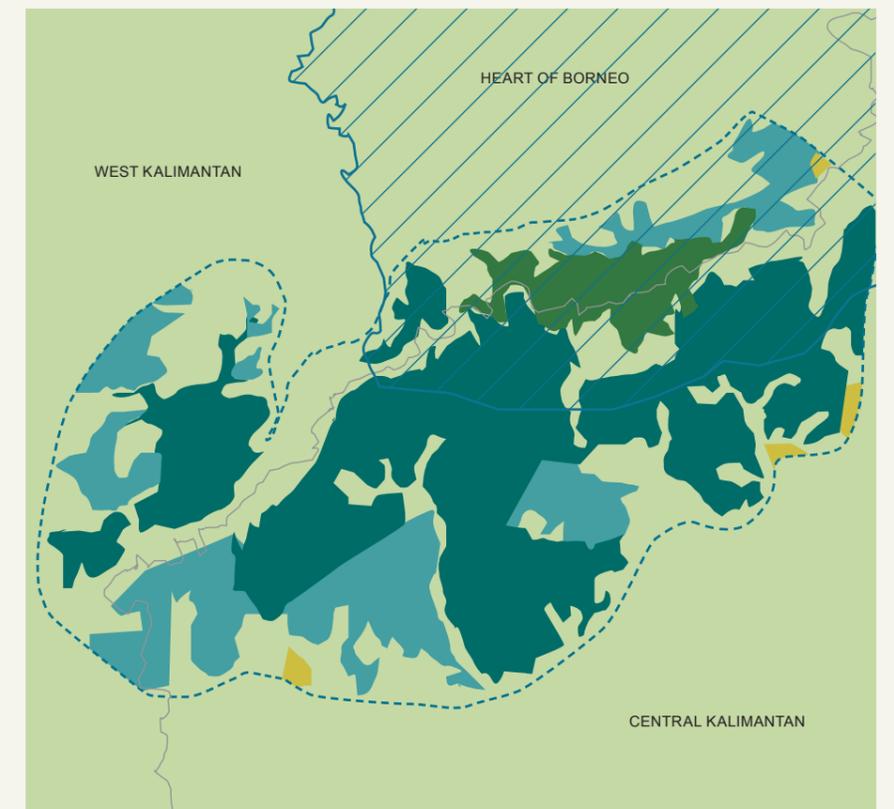


### LEGEND

- 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



## Conserve Nature With Equity

**150**  
INDIGENOUS RANGERS  
ACROSS 14 RANGER  
GROUPS NOW IN THE  
KIMBERLEY REGION



### CAPACITY BUILDING IN THE KIMBERLEY

Completed in June 2016, the Indigenous Cultural and Environmental Capacity-Building program (ICECK) improved the Natural Resource Management capacity of more than 150 Indigenous Rangers across 14 ranger groups in the Kimberley region of Western Australia. As well as their critical role in conservation, Indigenous Ranger groups provide important economic and social opportunities for some of Australia's most remote and disadvantaged Indigenous communities.

Using innovative technology to record scientific and traditional ecological knowledge and on-the-job training by scientists, ICECK collected important data for healthy country management and species conservation and improved on-ground management of key threatening processes (such as fire and feral animals) across the Kimberley. The ICECK program has evolved to become Australia's largest threatened species conservation program, stretching over approximately 355,000km<sup>2</sup>, with the generous help of Lotterywest.

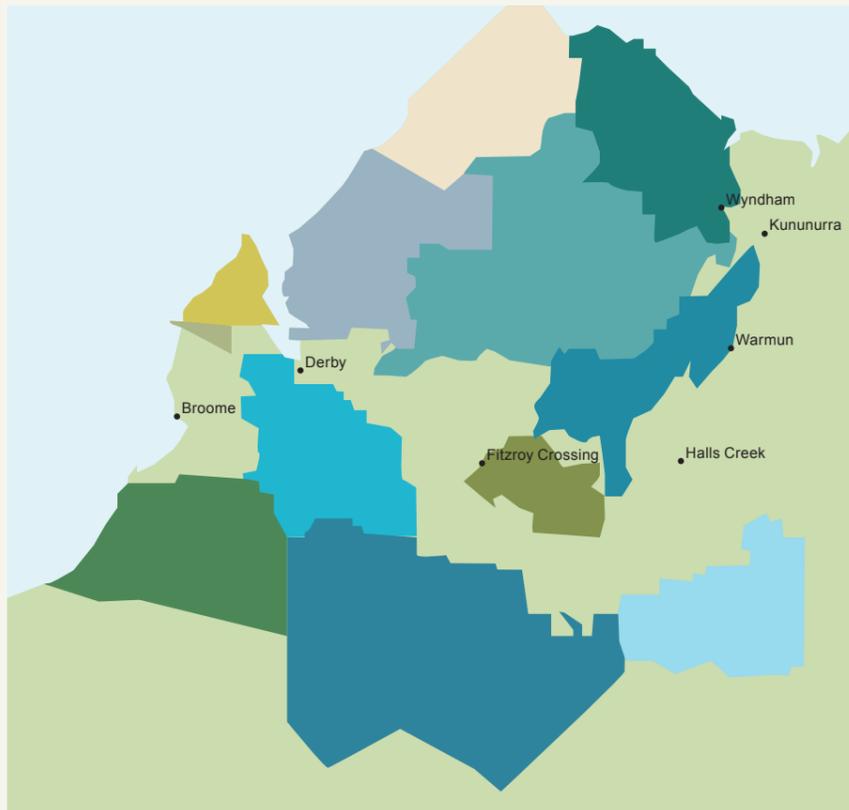
The Kimberley Indigenous Ranger Threatened Species program (KIRTS) is a collaborative project led by WWF that monitors 10 culturally important threatened species and manages threatening processes in key locations. The project aims to halt the decline of these threatened species by utilising the significant capacity and traditional knowledge of Indigenous Rangers across the Kimberley.

### KIMBERLEY RANGER PROGRAM



PROGRAM NAME &  
AREA SIZE IN KM<sup>2</sup>

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



# SUSTAINABILITY REPORT

Over the past year, WWF-Australia continued to reduce its ecological footprint with a focus on carbon emissions, paper usage and waste. These improvements were only possible thanks to the unwavering commitment of our staff, volunteers and interns, working together to ensure our organisation treads lightly.

We are proud of our sustainability achievements over the course of our five-year strategic plan. Our commitment in this area will remain a focus into the future as we work to deliver on our supporter expectations of excellent workplace sustainability practices.



LOOKING TOWARDS MEGALONG VALLEY ROAD IN THE BLUE MOUNTAINS REGION, NEW SOUTH WALES © DIANA SCALFATI / WWF-AUS

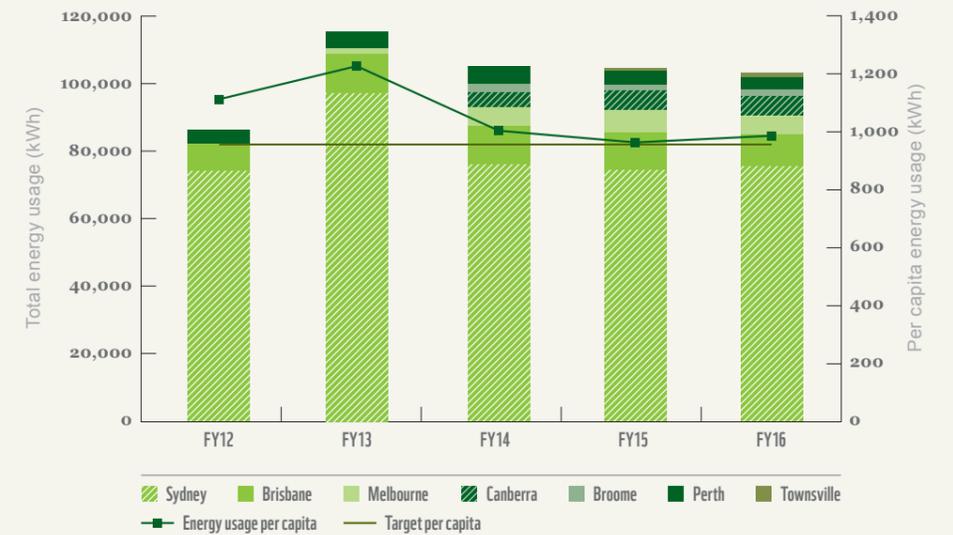
## Sustainability Report

**12%  
REDUCTION  
IN PER CAPITA  
ENERGY EMISSIONS  
OVER 5 YEARS**

### ENERGY AND TRANSPORT

WWF's Sydney office maintained its 6 star NABERS rating during the year. We highlighted the impact of standby power usage in offices with an education campaign that encouraged staff to turn off devices when not in use. While we reduced overall electricity consumption through various initiatives, necessary IT infrastructure upgrades led to an increase in per capita electricity consumption.

Energy usage: total and per capita



### AIR TRAVEL

WWF staff cut flight emissions by 76% during 'No Fly January' month, with no 'rebound' effect in the subsequent months. Launched in 2015, our second year of the Air-travel Emissions Reduction Initiative (AERI) achieved significant reductions in flights and associated carbon emissions. Individuals and teams who achieved the greatest reductions in their emissions received a recycled award and were celebrated internally.

Air travel emissions: total and per capita



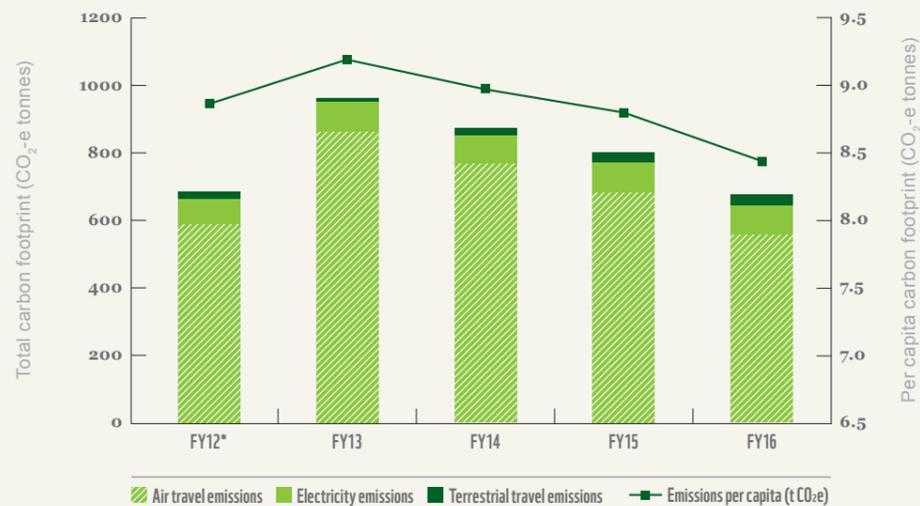
**17%  
REDUCTION**  
IN PER CAPITA  
CARBON EMISSIONS  
OVER 5 YEARS

## CARBON EMISSIONS

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

Over the course of our five-year strategic plan, we significantly reduced our carbon emissions by finding alternatives to air travel, including the use of buses and trains where possible, and holding virtual rather than face-to-face meetings.

Carbon emissions: total and per capita



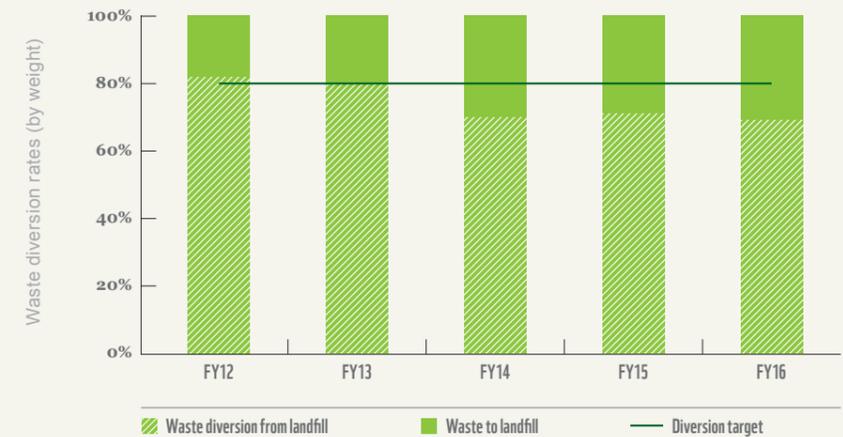
\*Terrestrial emissions for FY12 are estimated based on comparative years.

**69%  
OF ALL  
WASTE  
DIVERTED FROM  
LANDFILL**

## WASTE RECYCLING

WWF-Australia offices had a small decrease in the amount of waste diverted from landfill due to more accurate waste measurement. During the year, each major office received a compost system for food scraps, helping to reduce the amount of food waste entering the waste chain. We also ran education campaigns on whether items were recyclable or compostable to reduce waste contamination.

Waste recycling rates



**34%  
DECREASE**  
IN PER CAPITA  
PAPER USAGE  
OVER 5 YEARS

## PAPER CONSUMPTION

Overall, paper use decreased over the five years of our strategic plan. However in the last 12 months paper use increased compared to the previous year. We have put remedial actions in place, including internal education campaigns, and we will monitor the impacts over the coming year.

Paper use: total and per capita



**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 WWF's internal sustainability programs has increased since the last survey in 2012.



STAFF PHOTO © WWF-AUS / LAURENT DESARNAUD

# 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 our supporters – donors who fund major initiatives, bequestors who leave a legacy and more than 90,000 regular donors who give what they can each month. Their support of WWF this year has made an incredible contribution to conservation and helped protect species, habitat and create positive change for so many beautiful, threatened animals around the world.



PHOTO BY MARIO PURISIC / UNSPLASH

## The WWF Donor Community

**3,900**  
TIGERS NOW IN THE WILD



### THE DIFFERENCE MADE TOGETHER

#### More Tigers in the Wild

Wild tiger numbers have increased globally for the first time in a century, with close to 3,900 recorded. In the past year WWF carried out our first-ever tiger survey – a crucial step to knowing how close we are to our goal of doubling wild tiger numbers by 2022.

#### Refuge for Orang-utans

With help from WWF donors, almost 1 million hectares of sustainable forestry concessions were secured in Borneo, providing refuge for our majestic orang-utans. As part of our work to reduce poaching, we are helping the local communities who live near orang-utan forests find sustainable ways to make a living.

 **1,864**  
GIANT PANDAS  
THRIVING IN THE WILD

#### Giant Pandas Increase

Giant pandas are no longer classified as endangered. They've been downgraded to vulnerable on the global list of species at risk of extinction after their population increased by 17% in a decade. This vital outcome shows that conservation efforts are working and provides hope for the world's other threatened wildlife.

#### Rock-Wallabies Saved

With our donors' support we built a predator-proof sanctuary that's rescued black-flanked rock-wallabies in Western Australia's Wheatbelt region from the brink of extinction. More recently we moved 23 black-flanked rock-wallabies from the Wheatbelt region to a new home in Kalbarri National Park, to build an important new population.

Together, the WWF community has made it possible to give these precious animals a fighting chance of survival.

 **39**  
FROM 500 QUOKKAS  
FOUND AFTER THE  
NORTHCLIFFE, WA,  
BUSHFIRES

#### Counting Quokkas

With help from the WWF donor community, an urgent search-and-rescue mission was launched in February 2016 to locate surviving mainland quokkas after an intense bushfire ripped through nearly 100,000 hectares of quokka habitat near Northcliffe in Western Australia. Before the fire, this bushland was home to more than 500 quokkas, and the donor-funded survey found only 39 could now be accounted for. WWF is now working with its supporters to protect this vital population for the future.

# PHILANTHROPY & LEGACY

“I made sure that, no matter what happens to me, the things I love, the things that have framed the direction of my life, will be preserved.”

Chris Farrell, WWF Legacy Donor

## OUR PHILANTHROPIC COMMUNITY

Each year WWF is joined by philanthropic individuals and trusts in our mission to build a future where people live in harmony with nature. Their partnership is vital to the preservation of our natural environment and wildlife. This year we gratefully acknowledge the commitment of:

Anita and Luca Belgiorno-Nettis Family Foundation	Gordon and Betty Moore Foundation	The Ann Macintosh Trust
Catherine Gray Trust	James Fairfax, AO, Bridgestar Pty Ltd	The Coca Cola Foundation
Christiana Stergiou & Sean Triner	James Pope	The David and Lucile Packard Foundation
Christopher Grubb	John T Reid Charitable Trusts	The Marich Foundation
Darrell Wade, the Intrepid Foundation	Letcombe Trust	The Norman Wettenhall Foundation
David & Penny Griffith	Megan Davis & Tony Isaacson	The Skipper-Jacobs Charitable Trust
Denis & Vee Saunders	PACE Foundation	The Thomas Foundation
Gita Bellin	Purves Environmental Fund	
	Richard Middleton	

## LEGACY DONORS

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

Barbara Mar	Joanna Margaret Bryant	Nicolle Geraldine Torda
Bereneice Joy Tayler	John James Davies	Olive Dorothy Whiting
David Alexander Brand	Joyce Eileen Routledge	Patrick James Kelly
Dawn Elizabeth Louise Skelton	Marlene Verbeek	Peter Douglas Dodd
Dorothy Jean Dean	Mary Josephine Atkinson	Peter John Pearce
Helen Adelina Dorothy Campbell	Maxwell George Starr	Robert John Clarke
Herta Erika Zaliski	Melinda Kniper	Ruth Alison Park
Ingrid Eva Roesch	Michael Howard Ritchie	Shirley Catherine Eutrope
Janet Walker	Bogue	Suzanne Lee Hutton
	Natalie Staples	Vera Maude Zammit
	Nicolai Zissoff	William Joseph Regan

## FIGHTING FOR THE GREAT BARRIER REEF

We deeply appreciate the leadership and support provided by the Thomas Foundation for the Fight for the Reef Campaign over the last four years. The Foundation's investment has helped realise once-in-a-generation conservation wins for the Great Barrier Reef. Millions of people from Australia and around the world have taken action to help protect the Reef through the campaign, and we are confident that this foundation of support will continue to deliver the strong conservation outcomes the Reef will need in the years to come.

# PEOPLE & CULTURE

We believe that a diverse mix of people leads to better conservation outcomes.

## Working Together for Conservation

Teamwork and collaboration are critical to WWF's success in conservation, and we recognise that we can achieve much more together than any one individual can achieve in isolation. Thanks to our magnificent supporters, we are able to attract the best and brightest staff, volunteers and interns and support them in their commitment to achieving WWF's ambitious goals.

## Culture and Career Development

Your ongoing confidence and trust in us drives our commitment to provide an environment in which every staff member can thrive. Our workplace culture is measured regularly and the results communicated to staff so that we can solve any problems and build on our strengths together.

WWF-Australia has a focus on learning and career development and our high-quality yet cost-effective training is often delivered in partnership with the WWF International Network. In 2016, 12 WWF-Australia and five WWF-Pacific Program Office staff members attended the WWF Network People Management Program (PMP) in Sydney. The PMP is a management development program designed to build the capacity of our emerging people managers. It equips participants with the practical knowledge, self-awareness and skills to deliver high-quality and consistent approaches to people management across the global network. The program is also an opportunity for participants to connect with and learn from colleagues in WWF's international community.

It is also important that our staff understand and appreciate Aboriginal and Torres Strait Islander cultures. All staff receive cultural competence training to develop knowledge, awareness, engagement and respect for Australia's Indigenous culture and history. Our teams also have the opportunity to work beyond Australian borders to support conservation and social development initiatives in a number of regional offices, including in the Asia-Pacific region.

WWF-Australia is passionate about diversity and we are proud that our staff members reflect Australia's rich blend of cultures. We believe that a diverse mix of people leads to better conservation outcomes and our teams come from culturally and linguistically diverse backgrounds, including staff from Wakka Wakka and Koori heritage, as well as from Bosnia, China, Croatia, France, Germany, India, Nepal, South Africa and Sri Lanka, to name a few. We are committed to continuing to increase the diversity of our national team to reflect the richness of the community we serve.

## Innovation and Collaboration

In the last 12 months our teams enthusiastically developed new competencies and ways of working through new technology, innovation and agile project management. These new approaches powered organisation-wide collaboration to develop our new five-year strategic plan, and prompted flatter, broader and more efficient structures along with the development of new roles to deliver our ambitious conservation goals.



CHRISTINE HOP © WWF-AUSTRALIA



NANGEEN HILL PLANTING DAY 25 JULY 2014 © DPAW / WWF-AUS



CLIFFE COBBO © RHEARDAN COBBO



© JAMES MORGAN / WWF



AS PART OF WILD ONESIE WEEK 2016 A GATHERING OF PANDAS, TURTLES AND SHARKS TOOK TO BONDI BEACH, NSW FOR A SUNRISE SESSION OF YOGA AND SURFING © WWF-AUS / BONDI ADVERTISING / JULIE HEALY

# MARKETING & ENGAGEMENT

This year our engagement efforts brought even more people together, allowing us to share stories and outcomes, inspire action and unite Australians as a powerful voice for nature.

**900,000**

PEOPLE IN OUR ONLINE COMMUNITY



## ENGAGING MILLIONS AS A VOICE FOR NATURE

The rapidly changing nature of communications creates both great opportunities and challenges for WWF-Australia. We now connect with our supporters in more ways than ever before and the rapid generation and consumption of content has created a growing demand for authentic, engaging and personally relevant communication.

This means it is more important than ever to nurture our network of supporters across all channels, to harness their energy and influence in achieving our conservation goals.

Our focus is on telling the stories that matter to a wider and more engaged audience. In 2016, we consolidated our digital supporter base to achieve a total community of almost 900,000 people. Once again social media proved to be a strong channel for growth, with our Facebook community increasing by 50% and our Instagram following more than doubling.

Based on the results of our independent annual brand health research, familiarity with the brand remains high at 89% while WWF-Australia is still Australia's most reputable environmental charity and the only environmental NGO to feature in Australia's Top 20 Most Reputable Charities, according to RepTrak 2015 AMR Charity Reputation Index.



**31,000**

PEOPLE VISITED THE 'ANTARCTIC JOURNEY' ATTRACTION IN ITS FIRST 6 MONTHS

## HIGHLIGHTS

### 'Antarctic Journey' Visitor Experience Centre Opens

In December 2015, the exciting 'Antarctic Journey' attraction, in partnership with Phillip Island Nature Parks, was officially opened at the Nobbies Centre on Phillip Island. This unique and fully immersive permanent exhibition takes visitors on a virtual journey to the world's most extreme continent: Antarctica. A percentage of every ticket sold goes towards WWF-Australia's vital conservation research work, including Antarctic whale research programs. In its first six months of operation, more than 31,000 people visited.

### Celebrating Sustainable Tuna

In February 2016, several years of partnership between WWF-Australia and John West Australia culminated with the announcement that John West had switched to fisheries certified by the Marine Stewardship Council for its entire range of canned tuna products. To celebrate their achievement, John West Australia launched a prize-winning national advertising campaign, 'The Unlimited Edition', which included WWF branding.



**500+**

SUPPORTERS RAISED \$85,000+ TO HELP PROTECT THE GREEN TURTLE

### Wild Onesie Week 2016

Australians were encouraged to dress-up and 'fun-raise' for the third annual Wild Onesie Week in June 2016. This year the spotlight was on the endangered green turtle. More than 500 supporters registered to fundraise for the event, generating more than \$85,000.

# CORPORATE GOVERNANCE

## 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.

### **Rob Purves, AM, BCom** **President, WWF-Australia**

Director; Member, Board of Directors since 2010.

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; Member, Steering Committee of NESP Threatened Species Recovery Hub; and former Chairman, DCA Group Limited.

### **Renee Boundy, BA, LLB (Hons)**

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

Partner at Allens since 2012; Member, Finance and Treasury Association; Member, Asia Pacific Loan Market Association; Former Board Member, Odyssey of the Mind Australia.

### **Dr Guy Fitzhardinge, AM, PhD, GAICD**

Director; Member Board of Directors since 2013; Managing Director, Thring Pastoral Co.; Chairman, Karrkad Kanjdji Trust; Director, Northern Australia Indigenous Land and Sea Management Alliance; Consultant, Central Land Council; Consultant, Kimberley Land Council; Consultant, Indigenous Business Australia.

### **Mr Stephen Gottlieb, BCom, LLM (Hons)**

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

Partner, KPMG; former KPMG Board Member, Board member Force Majeure; Member of the Institute of the Chartered Accountants in Australia; Chartered tax advisor.

### **Paul Harris, MA, FFin**

Director; Member, Nominating and Governance Committee; Member, Finance, Audit and Risk Management Committee; Member, Board of Directors since 2010. Retired as Director November 2015.

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

Director; Member, Eminent Scientists Group; Member, Nominating and Governance Committee; Member, Board of Directors since 2013.

Pro Vice-Chancellor, Research Integrity and Development, Macquarie University; Wentworth Group of Concerned Scientists; Member, Climate Scientists Australia; Councillor, Climate Council of Australia.

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 WWF-Australia delivers effective conservation programs in an ethical and transparent manner.

### **Prof Christopher Dickman**

Director; Member, Eminent Scientists Group; Member of Board of Directors since 2015; Professor in Ecology (Personal Chair), University of Sydney; Councillor, Royal Zoological Society of NSW.

### **Brent Wallace, BCom, FACID**

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

CEO and founder, Galileo Kaleidoscope (GALKAL); 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; Member, Board of Directors since 2012.

Partner, Baker & McKenzie; Chair, Baker & McKenzie Law for Development Initiative; Chair, Australian Renewable Energy Agency (ARENA); Director, Clean Energy Finance Corporation; Director, Climate Council of Australia; Chair, NSW Change Council; Governing Board Member, Renewable Energy and Energy Efficiency Partnership; Member of the Wentworth Group of Concerned Scientists; Adjunct Professor Australian National University; Deputy Chair of the Private Sector Roundtable of the Asia Pacific Rainforest Recovery Plan; Member Reef Trust Innovative Financial Mechanisms Panel.

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

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

Managing Director, Corporate & Community Sustainability International; Deputy Chair, Invasive Animals Limited (including the IA Cooperative Research Centre); Chair, IAL Audit and Risk Committee; Member, Board of the Sydney Metropolitan Catchment Management Authority; Member, Australian National Animal Welfare Committee; Founding Member, Board of Chimpanzee and Wildlife Conservation Trust in Uganda. Retired as Director November 2015.

## 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 2017–2021, which the Board of Directors approved in February 2016. Executive Team members lead and manage their functional areas and the organisation as a whole to achieve high performance. The Executive Team is: Dermot O’Gorman – Chief Executive Officer, Romesh Lokuge – Chief Financial Officer, Dr Gilly Llewellyn – Conservation Director Living Ecosystems, Paul Toni – Conservation Director Sustainable Futures, Kimberly Dixon – People & Culture Director, Yves Calmette – Chief Marketing Officer, Jenny O’Donnell – Fundraising Director, Nick Heath – Development and External Relations 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 more than 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 the conservation advocacy, partnerships and on-ground activities.

### **Romesh Lokuge**

FCPA; FCMA(UK); FCA (Sri Lanka); MBA (Executive)

### **Chief Financial Officer, WWF-Australia**

Romesh is an accountant with fellowships with multiple accounting bodies including CPA Australia, and has more than 25 years’ experience as a finance and commercial executive globally. After beginning his career at KPMG Sri Lanka, Romesh worked in manufacturing, hospitality and membership organisations. Prior to joining WWF, he held multiple roles over a 14-year period at NRMA Motoring & Services and played a key role in supporting the turnaround from a \$100m loss to a profitable organisation. Romesh is also experienced in strategy, risk, business planning, business intelligence and general management.

## COMMITTEES

### **Finance, Audit and Risk Management Committee**

The Finance, Audit and Risk Management Committee assists the Board to provide 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-Australia in the most appropriate way – that is, making sure the right people are in the right place.

### **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. Chris Dickman
- Prof. Lesley Hughes
- Dr Jamie Pittock
- Dr Bob Pressey (Chair)
- Assoc. Prof. Peter Valentine (Retired, June 2016)
- Dr Dedee Woodside

## KEY SERVICE PROVIDERS

- Allens
- Australia and New Zealand Banking Group Limited (ANZ)
- Baker & McKenzie
- Ethinvest Pty Ltd
- Norton Rose Fulbright
- PwC
- Atrium (from July 2016)

## GOVERNORS

Our 69 committed Governors use their expertise, influence and networks to promote and support WWF-Australia’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	Prof. Tim Flannery	Cr. Robert Kok	Ms Kerryn Schrank
Cr Michael Berwick, AC	Ms Linda Funnell-Milner	Ms Holly Lindsay	Dr Sandra Schuster
Mr Ken Boundy	Mrs Margaret Gibson	Mr Diccon Loxton	Mr Simon Spellicy
Ms Renee Boundy	Mr Douglas Gimesy	Dr Don McFarlane	Mr Andrew Stock
Mr Greg Bourne	Mr Stephen Gottlieb	Mr Michael McFarlane	Mr Alan Sweeney
Mr Peter Bridgman	Mr Piers Grove	Mr John Mooney	Prof. Luca Tacconi
Dr Andrew Burbidge	Dr Ronnie Harding	Assoc Prof. Susan Moore	Mr Peter Thomas
Mr William Burrell, AC	Mr Paul Harris	Mr David Moyle, AM	Mr Keith Tuffley
Mr Michael Chilcott	Mr Ken Hickson	Mr Anthony Nicholas	Mr Brent Wallace
Mr Peter Cosier	The Hon. Robert Hill, AC	Mrs Christina Nicholas	Mr Ivan Wheen
Prof. Bart Currie	Prof. Stephen Hopper, AC	Ms Louise O’Halloran	Mr Hunter White
Prof. Chris Daniels	Prof. Lesley Hughes	Mr Brad Orgill	Mr Martijn Wilder, AM
Prof. Stephen Davies	Mr Tony Hyams, AC	Dr Jamie Pittock	Mr Brian Wills-Johnson
Prof. Christopher Dickman	Mr Anthony Hyde	Prof. Bob Pressey	Dr Dedee Woodside
Mr Alex Ding	Dr David Ireland	Mr Robert Purves, AM	Mrs Susan Young
Mrs Kate Dowling	The Hon John Kerin	Mr Phil Rist	
Dr Colin Filer	Mr Jason Kimberley	Mr Derek Robertson	
Dr Guy Fitzhardinge, AM	Mr Peter Kingston	Mr Edward Rowley	

# FINANCIAL OVERVIEW

In its final year of the five-year strategic plan, WWF-Australia had a strong financial year with total income 5.3% more than the previous year. The main driver for this performance was unexpected bequest income that was received close to the end of the financial year. Regular giving was in line with the prior year. As a result of disruptions to supply, fundraising income was lower than last year but was offset by lower spending.

Following the record conservation expenditure of \$18.8m in FY15 and \$2.5m loss, a focus in FY16 was on controlling costs and returning to a profitable position to preserve the organisation's reserves. Nevertheless, WWF-Australia spent \$16.4m in conservation expenditure in the FY16 year.

WWF-Australia recorded a surplus of \$1.2m in FY16. The reserves and equity continue to be within the WWF International benchmarks.

GRACE'S AUNT PEGGY WEAVING A BASKET THAT WILL BE SOLD AT THE MARKETS © WWF-AUS / KAREN KALPAGE

# 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, comprising the balance sheet as at 30 June 2016, the statement of comprehensive income, 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 2016. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 26 October 2016.

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 2015* (NSW) and the Australian Council for International Development Code of Conduct applied in preparation of 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.

## Directors' 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 Standards 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 2016 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  
26 October 2016

## Accreditations

WWF-Australia is fully accredited by AusAID (now the Department of Foreign Affairs (DFAT)), the Australian Government's overseas aid program. 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](mailto:enquiries@wwf.org.au).

More information about the ACFID Code of Conduct is available from [www.acfid.asn.au/code-of-conduct](http://www.acfid.asn.au/code-of-conduct) or by contacting ACFID on [main@acfid.asn.au](mailto:main@acfid.asn.au) or 02 6281 9211. 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



fia ORGANISATIONAL  
MEMBER  
Professional Fundraising  
Excellence in fundraising practice

**Statement of comprehensive income for the year ended 30 June 2016**

	2016 \$	2015 \$
<b>Revenue</b>		
Revenue from continuing operations	28,867,771	27,595,671
Other income	584,653	373,000
<b>TOTAL REVENUE</b>	<b>29,452,424</b>	<b>27,968,671</b>
<b>EXPENDITURE</b>		
<b>Expenses from continuing operations:</b>		
Funds to overseas projects	1,818,710	2,222,514
Other overseas project costs	420,002	417,513
Domestic projects	11,481,557	13,082,033
Community education	2,666,741	3,075,352
Public fundraising costs	9,180,696	9,261,528
Administration	2,397,824	2,490,380
<b>TOTAL EXPENDITURE</b>	<b>27,965,530</b>	<b>30,549,320</b>
Total profit/(loss) for the year	1,486,894	(2,580,649)
Other comprehensive (loss)/income		
Items that may be reclassified to profit or loss	(249,522)	32,000
<b>Total Comprehensive Income/(Loss) for the year</b>	<b>1,237,372</b>	<b>(2,548,649)</b>
<b>Total Comprehensive Income/(Loss) for the year attributable to members of World Wide Fund for Nature Australia</b>	<b>1,237,372</b>	<b>(2,548,649)</b>

During the year to 30 June 2016, WWF-Australia had no transactions in the Evangelistic, Political or Religious Proselytisation programs category.

During the year to 30 June 2016, WWF-Australia had no category of income or expenditure required to be disclosed in accordance with the ACFID Code of Conduct other than as shown above.

**Balance Sheet as at 30 June 2016**

	2016 \$	2015 \$
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash assets	6,050,755	3,071,624
Receivables	827,977	624,857
Other assets	536,170	458,656
<b>Total Current Assets</b>	<b>7,414,902</b>	<b>4,155,137</b>
<b>Non-current Assets</b>		
Investments	1,316,663	3,606,815
Property, plant and equipment	1,021,000	834,764
Other assets	50,000	-
<b>Total Non-current Assets</b>	<b>2,387,663</b>	<b>4,441,579</b>
<b>Total Assets</b>	<b>9,802,565</b>	<b>8,596,716</b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Payables	2,148,390	2,214,827
Provisions	288,849	110,986
<b>Total Current Liabilities</b>	<b>2,437,239</b>	<b>2,325,813</b>
<b>Non-current Liabilities</b>		
Provisions	847,135	990,084
<b>Total Non-current Liabilities</b>	<b>847,135</b>	<b>990,084</b>
<b>Total Liabilities</b>	<b>3,284,374</b>	<b>3,315,897</b>
<b>Net Assets</b>	<b>6,518,191</b>	<b>5,280,819</b>
<b>EQUITY</b>		
Reserves	6,349,137	6,721,407
Accumulated surplus	169,054	(1,440,588)
<b>Total Equity</b>	<b>6,518,191</b>	<b>5,280,819</b>

As at 30 June 2016 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 2016**

	Retained earnings	Reserves			Total
		Earmarked funds	Investments revaluation	Endowment fund	
<b>Balance at 1 July 2015 (commencing balance)</b>	<b>(1,440,588)</b>	<b>1,969,819</b>	<b>335,070</b>	<b>4,416,518</b>	<b>5,280,819</b>
Excess of revenue over expenses	1,486,894	-	-	-	1,486,894
Amount transferred (to) / from reserves	122,748	(122,748)	-	-	-
Investment revaluation	-	-	(249,522)	-	(249,522)
<b>Balance at 30 June 2016 (year-end balance)</b>	<b>169,054</b>	<b>1,847,071</b>	<b>85,548</b>	<b>4,416,518</b>	<b>6,518,191</b>

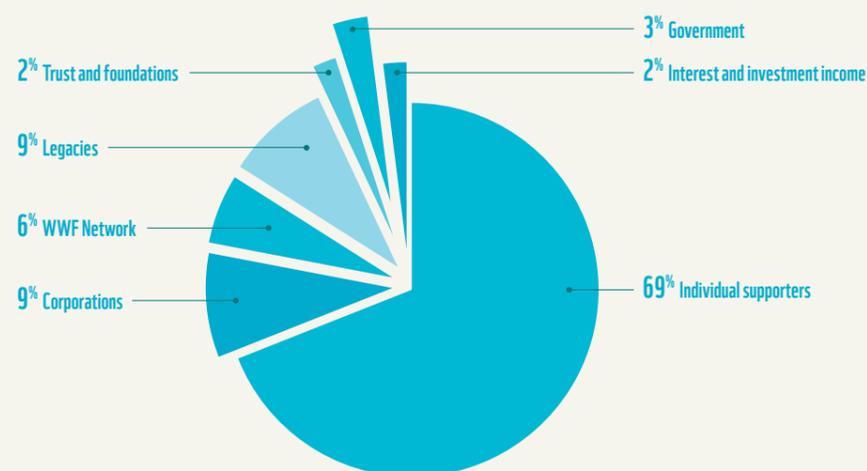
WWF-Australia has not provided a Statement of Cash Movements, as no single appeal, grant or other form of fundraising (except for the Department of Foreign Affairs and Trade (DFAT) grant) for a designated purpose generated 10% or more of the organisation's international aid and development revenue for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

**Note 1**

Extracted from financial statement – 30 June 2016. Full financial statements available on request, or via download from WWF-Australia's website [www.wwf.org.au](http://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](http://www.acfid.asn.au).

**INCOME ANALYSIS 2016**

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.



# OUR PLANET. OUR FUTURE.

Humanity and nature stand at a crossroads. Global development has improved many lives, but it's come at huge cost to the environment. This is threatening the future wellbeing of our planet – and of us, the people who inhabit it.

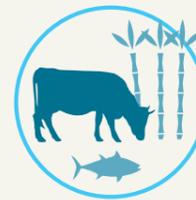
Today we face major global shifts and great challenges, and the need for action to protect our planet is urgent.

So WWF is working with partners and supporters to change the game in conservation. To do things differently. To become an even more powerful voice for nature.

Our 2017–2021 Strategic Plan is built around eight goals. Through these goals we aim to help create a more sustainable and vibrant future for us all.

A GROUP OF PEOPLE ARE STANDING TOGETHER HOLDING HANDS AGAINST THE MILKY WAY IN THE MOUNTAINS. BY JANKOVIC

## Our Eight Goals for 2021



### PROVIDE SUSTAINABLE FOOD

In 2021: sustainable (“planet-friendly”) food is more widely available than ever before. Most seafood Australians eat is produced sustainably, and we no longer waste a third of the food we buy.



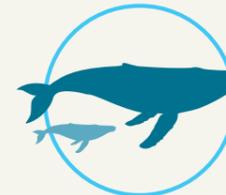
### SAVE THREATENED SPECIES

In 2021: 21 of our most-loved Aussie wildlife species, including the black-flanked rock-wallaby, green turtle and koala, are back from the brink of extinction.



### CREATE A LOW-CARBON FUTURE

In 2021: Australia is on track for net zero emissions before 2050 and a more climate-resilient future.



### PROTECT OUR MARINE LIFE

In 2021: the natural wonders of the Great Barrier Reef are starting to flourish again thanks to cleaner water and air, and less pollution. We are the generation that saved the Reef.



### CONSERVE NATURE WITH EQUITY

In 2021: all WWF's initiatives deliver positive outcomes for both nature and people. Because we can't succeed in conserving nature unless we bring people with us.



### STOP IMMEDIATE THREATS TO NATURE AND PEOPLE

In 2021: WWF's winning campaigns have stopped at least three immediate threats to people and the environment.



### ENGAGE MILLIONS AS A VOICE FOR NATURE

In 2021: through conversation and storytelling, we have helped more people reconnect with nature. More Australians than ever are thinking and talking about our natural world, and have united to become a powerful voice for the planet.



### GROW INVESTMENT INTO CONSERVATION IMPACT

In 2021: WWF has increased our investment into conservation by 150% – leaving a \$100 million conservation gift to Australians and the planet.

# #togetherpossible

## THE GREAT BARRIER REEF

The Great Barrier Reef has been saved from 50 million tonnes of dredge spoil – the practice has finally been banned.

## PROTECTED AREAS

162,100 hectares of new net-free sanctuaries are now protecting the Reef's threatened species. That's 20 times the size of Manhattan.

## SAVING SPECIES

23 black-flanked rock-wallabies were airlifted to Kalbarri National Park in WA to establish an important new population of this endangered species.



## THE WWF COMMUNITY

5,000+ letters were sent by WWF supporters to government, asking for better tree-clearing laws.

## ALLIANCE

Through partnership with WWF, 100% of John West Australia canned tuna is now sustainably sourced.

	<p><b>Why we are here</b> 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><a href="http://wwf.org.au">wwf.org.au</a></p>
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