



WWF

ANNUAL
REPORT

AUS

2013

WWF-AUSTRALIA
ANNUAL & SUSTAINABILITY REPORT 2013

WORKING
TOGETHER

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MESSAGE FROM OUR CEO



In this year's Annual Report our focus is on how we're creating change by forging partnerships.

To see this principle in action let's take a look at WWF's multi-faceted conservation efforts on the Great Barrier Reef.

We're helping scientists and indigenous sea rangers to search for answers to the escalating marine turtle crisis, and build a new turtle hospital to treat sick and starving individuals.

We're partnering with farmers who are showcasing efficient practises that reduce fertiliser and herbicide run-off onto the Reef.

We're working with local communities to build an effective voice against the threat of mega ports and dredging.

It's the same in the Coral Triangle, where we are working with local communities and AusAID to keep the oceans healthy – while increasing food security and improving livelihoods.

These are just a few examples; there are many more. You could say that partnerships are at the heart of our work – they are a part of our DNA.

Each one of us on the WWF team knows that it's our thousands of supporters who make all of this possible.

You are our most important partners, and your commitment to our work is an inspiration.

Thank you for your support.

Dermot O'Gorman
CEO, WWF-Australia

MESSAGE FROM OUR PRESIDENT



WWF is the largest science based, non party political, solutions focused organisation in the world. We partner with industry, governments and non government organisations to advance projects of global significance. Never has our role been more important.

Our world is wrestling with the critical need to decouple development from unsustainable consumption. There is a growing but stark realisation that planet Earth's precious natural capital is limited.

In Australia, decades of environmental protection at the state and federal levels are under threat. Yet dedicated supporters like you demonstrate that you value our unique continent and its amazing biodiversity and that environmental protection must remain a core value of our society.

Our increased investment in fundraising this year was rewarded with strong growth in financial support for WWF-Australia. I am proud to report that our membership is now over 90,000 strong.

Having a robust and diverse supporter base is essential if WWF is to continue to address the immense environmental challenges we face.

You inspire and motivate us to continue to lead the charge. Indeed, your generous support and passionate commitment makes it all possible. I warmly thank you on behalf of our organisation.

Finally, WWF-Australia can only deliver meaningful environmental outcomes because we have such dedicated staff, directors, eminent scientific advisers and governors. I gratefully acknowledge their tremendous contributions this year, too.

Rob Purves AM
President, WWF-Australia

AMBITION TO ACTION

As the world's leading conservation organisation, WWF has a vitally important mission. Our goal is ambitious – to halt the degradation of our planet's natural environment and to build a future where people live in harmony with nature.

WWF's strategic work brings together world-class science, Indigenous knowledge, business engagement, on-ground actions and policy reform. By concentrating on the Great Barrier Reef, Southwest Australia Ecoregion, Heart of Borneo, Coral Triangle and Southwest Pacific, Market Transformation and Climate Change mitigation, we are making a significant impact by tackling the most pressing conservation issues within our region.

Our strength lies in our ability to connect people and to inspire lasting change. From our relationship with AusAID, to the business partnerships we have developed like Tassal and Kimberly-Clark, we seek innovative solutions to the most complex environmental challenges by taking a positive approach.

Your support and investment – as donors, partners and volunteers – is fundamental to our success. Together, we are creating a more sustainable world.

MISSION STATEMENT

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.



HIGH IMPACT INITIATIVES

To capitalise on our strengths and have maximum impact, WWF-Australia rallies around 6 key High Impact Initiatives. This strategy enhances our work in creating sustainable markets and combating climate change, and sees us take a leadership role in protecting the world-class Great Barrier Reef, Heart of Borneo, Southwest Australia Ecoregion and the Coral Triangle and Southwest Pacific.

As we approach the halfway mark of our 2011-2016 Strategic Plan, WWF-Australia reflects on our exciting achievements in these critical areas, ensuring we are accountable, measurable, and transparent in delivering long-term results for both people and nature.



HIGH IMPACT INITIATIVES

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HEART OF
BORNEO



CORAL
TRIANGLE



MARKET
TRANSFORMATION



GREAT
BARRIER
REEF



CASE STUDY:
PROTECTING THE REEF

SOUTH WEST
AUSTRALIA
ECO-REGION





A SMALLHOLDER FARMER SHOWS HARVESTED PALM FRUIT. SUMATRA © JAMES MORGAN / WWF INT

MARKET TRANSFORMATION

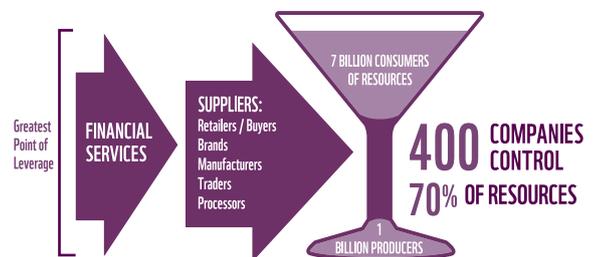
How can we feed, clothe and furnish a global population of 9 billion people by 2050 while still protecting nature? That’s the challenge WWF seeks to address by working with businesses and others to improve production practices and promote credible sustainability standards.

Together, we are working to transform markets for major commodities – including sugar, beef, seafood, palm oil and forest products - as well as financial services, so that economic growth doesn’t come at excessive environmental cost. And the results are improving more than just the bottom line.

Through the joint WWF-ANZ Sustainability Leadership Program (SLP), more than 440 bankers in Australia and Asia have been trained in how to identify and manage social and environmental issues. The SLP is a key component of a three-year partnership between WWF and ANZ International and Institutional Banking.

WWF continues to work with Coles, John West, Blackmores and Tassal to improve traceability across their seafood supply chains. Over the past year we also collaborated with the Australian Food and Grocery Council to publish a report on palm oil in Australia (*Palm Oil in Australia: Fact, issues and challenges 2012*), produced by Net Balance Foundation.

WWF’s Global Forest and Trade Network continues to attract new Australian participants, while Project Catalyst, a collective effort to develop more sustainable sugarcane production practices within Great Barrier Reef catchments, received renewed support from Coca-Cola. In 2012-13 we also welcomed several new Australian beef industry stakeholders to the Global Roundtable for Sustainable Beef.



“More than 440 bankers in Australia and Asia have been trained in how to identify and manage social and environmental issues.”

David Gregory
Sustainable Finance Manager



THE SYDNEY OPERA HOUSE TURNED GREEN FOR EARTH HOUR 2013 © JAKE BLUNDELL / WWF-AUS

CLIMATE CHANGE

The greatest long-term threat to many of our unique ecosystems and species is climate change. To ensure that our nation cuts its greenhouse gas emissions and moves to 100% renewable energy, WWF is engaging and working with policymakers, businesses and communities.

We were instrumental in securing an Australian Government commitment to phase two of the Kyoto Protocol, which ties Australia to achieving pollution reductions and builds trust for further global action. We also loudly applauded the start of carbon pricing nationally.

Breaking new ground with our 2 Degrees social media campaign, WWF shared the compelling stories of how climate change is already affecting individual Australians – demonstrating in graphic detail that there is only 2 degrees of separation between us and the impacts of climate change.

Businesses for a Clean Economy (B4CE) is a collaboration of companies and non government organisations with over 400 businesses expressing their support for a transition to a low carbon economy. B4CE also published a landmark national survey of 180 companies that showed overwhelming support (88%) for emissions reductions.

From its start right here in Australia, Earth Hour has now swept the globe with a record 152 countries and hundreds of millions of people taking part on 31 March 2013. This year, not only were we asking people to switch off their lights, we took a big leap forward by inviting households, councils and schools nationwide to also make a Switch to Renewables.

Over 6 million Australians turned off their lights, 350 councils participated in the Switch to Renewables campaign and 7,125 households pledged to do the same. Prominent city icons, including the Sydney Opera House, Melbourne Arts Centre spire, Brisbane's Treasury Casino and Perth's Council House got into the spirit by turning green – garnering significant international attention.

A RECORD OF
152 
COUNTRIES
AND HUNDREDS OF MILLIONS
OF PEOPLE ENGAGED IN
EARTH HOUR 2013

“From an idea that started right here in Australia, Earth Hour has inspired a global community and mobilised millions of people in support of action on climate change.”

Gilly Llewellyn
Conservation Director
WWF-Australia



ORANG-UTAN WITH BABY, INDONESIA © NATUREPL.COM / ANUP SHAH / WWF-CANON

HEART OF BORNEO

Some of the world’s most biologically diverse habitats are hidden within the equatorial rainforest that straddles the borders of Brunei, Indonesia and Malaysia. But this extraordinary realm, known as the Heart of Borneo, has not fared well in recent times. Unsustainable timber harvesting and extensive clearing to create plantations for the production of palm oil and paper pulp have exacted a terrible toll.

WWF is working with governments and stakeholders in the three Borneo nations to conserve the remaining rainforests through a network of protected areas and sustainably managed forests. This will help to ensure they can provide local livelihoods, protect habitat for wildlife, continue to store carbon and protect genetic diversity for many years to come.

We are working with companies involved in timber and palm oil production to help them operate their businesses sustainably. Four major businesses have agreed to source 100% sustainable palm oil.

We are also working with local communities to help them develop sustainable livelihoods as well as supporting locally managed orang-utan conservation projects.

**FOUR MAJOR
BUSINESSES
HAVE AGREED
TO SOURCE
100%
SUSTAINABLE
PALM OIL FOR
THEIR PRODUCTS.**





CARNABY'S BLACK COCKATOO, WA © SUE COURT - AUSSIERDLIFE.COM

SOUTHWEST AUSTRALIA ECOREGION

Having the highest concentration of rare and threatened plants and animals in Australia is no guarantee of protection for the biodiversity rich Southwest Australia Ecoregion (SWAE). Much of this outstanding landscape is badly degraded and clearing for agriculture and urban development, feral animals and weeds are major threats.

Amid one of the fastest growing human populations in Australia, black cockatoos have a lot to screech about – they are losing their homes, food sources and security at an alarming rate. But we are working with landholders to restore and protect cockatoo habitat and continue to put the case for broader habitat protection.

Generous supporters helped to finance the construction of a predator-proof fence at the Nangeen Hill Nature Reserve in Western Australia to protect important black-flanked rock-wallaby habitats. By excluding feral predators, we hope to help save these shy rock-wallabies from extinction.

Individual landholders are also becoming our conservation champions throughout the Wheatbelt woodlands. Owners of more than 335 hectares of high-value bushland have signed up to conservation covenants and we are negotiating to protect a further 1,834ha.

Through our Western Australia election outreach campaign, we have been able to secure commitments from all major parties on the introduction of new biodiversity conservation legislation to replace outdated laws that provide little protection for threatened species habitat in the SWAE. The Australian Government has also recognised the role that our Strategic Framework for Biodiversity Conservation, developed with our partners, can play in guiding on-ground conservation investment, including carbon farming projects and community tree plantings.

OWNERS OF MORE THAN
335 HECTARES
OF HIGH-VALUE
BUSHLAND HAVE
SIGNED UP TO
CONSERVATION
COVENANTS





© JURGEN FREUND / WWF-CANON
A LOCAL FISHERMAN USING A KEROSINE LAMP TO ATTRACT FISH, PHILIPPINES

CORAL TRIANGLE AND THE SOUTHWEST PACIFIC

Throughout the Coral Triangle and the Southwest Pacific region WWF is setting new standards for people making a living in harmony with nature.

We recognise that for the millions of people in the Coral Triangle and Southwest Pacific, having a sustainable livelihood and ensuring daily sustenance depends on there being healthy coastal and marine environments, and we take an ecosystem-based approach to coastal fisheries management in these stunning tropical waters. WWF has led the development of strategies to improve protection for sharks and is highlighting the risks of deep-sea mining and petroleum production. Together with our South Pacific Program Office and the David and Lucile Packard Foundation, we are also exploring innovative models for sustainable seafood production.

WWF's Inshore Fisheries Aggregation Device (IFAD) project in Papua New Guinea and the Solomon Islands, funded by AusAID, is working to support sustainable fishing practices and local livelihoods.

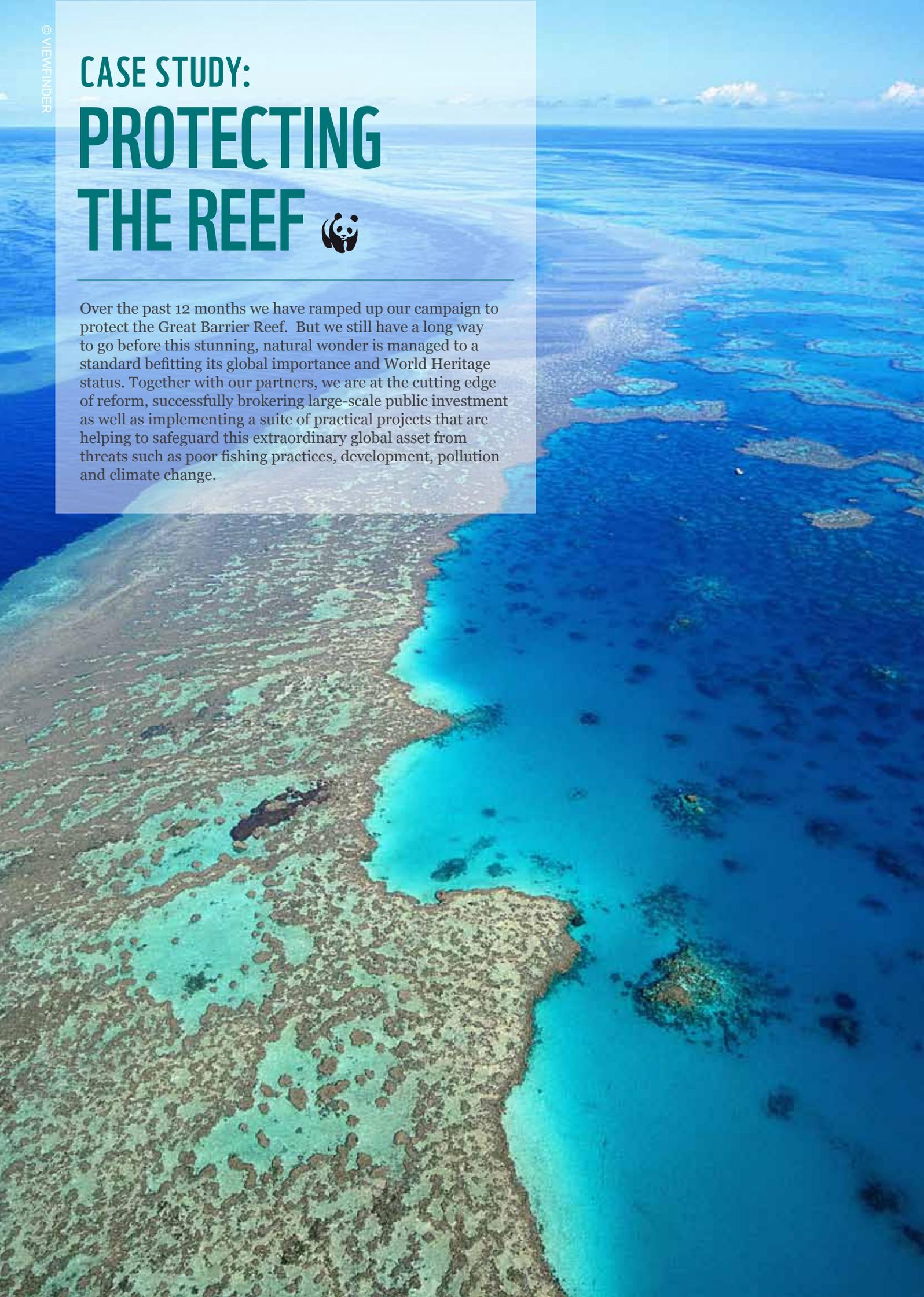
Australia now has an additional 2.3 million km² of marine protected areas: the largest system of marine parks anywhere in the world. We were thrilled to see this come to fruition after years of intensive campaigning with our conservation partners, to protect places like the Coral Sea, and underwater canyons and marine life hotspots off West Australia. WWF also played a leading role in drawing bipartisan commitment for a 'Great Kimberley Marine Park' in Western Australian state waters.

**ADDITIONAL
2.3 MILLION KM²
OF MARINE PROTECTED
AREAS; THE LARGEST
SYSTEM OF MARINE
PARKS ANYWHERE
IN THE WORLD.**



CASE STUDY: PROTECTING THE REEF

Over the past 12 months we have ramped up our campaign to protect the Great Barrier Reef. But we still have a long way to go before this stunning, natural wonder is managed to a standard befitting its global importance and World Heritage status. Together with our partners, we are at the cutting edge of reform, successfully brokering large-scale public investment as well as implementing a suite of practical projects that are helping to safeguard this extraordinary global asset from threats such as poor fishing practices, development, pollution and climate change.





www.fightforthereef.org.au

FIGHT FOR THE REEF CAMPAIGN

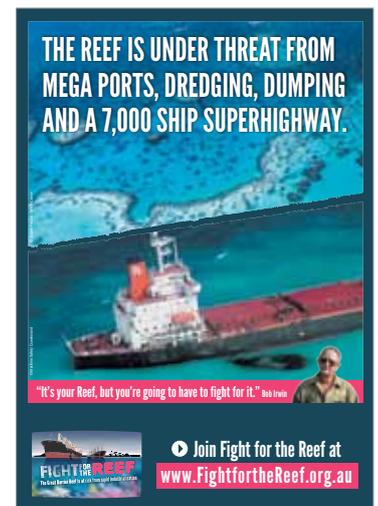
New threats to the Great Barrier Reef demand a new approach and that's exactly what has inspired our Fight for the Reef campaign – a dynamic partnership forged this year between WWF-Australia and the Australian Marine Conservation Society.

Fight for the Reef takes clear aim at the emerging threat of coastal industrialisation, and has mobilised tens of thousands of supporters along the way to achieve important conservation gains. Our supporters raised a record breaking \$500,000 which was met by a two-for-one dollar contribution from the Thomas Foundation – a fabulous cash injection that kick-started a media frenzy and helped to build a determined online community of “reef fighters”.

Some 81,000 of you signed a petition that we presented to the UNESCO World Heritage Committee meeting in June, which helped keep the spotlight firmly on the Reef. And in an Australian-first, our Reef Twitter Storm reached 15.3 million people and #FightfortheReef trended in nine countries, appearing 93.5 million times in just over 24 hours.

Closer to home, we consolidated our community networks and relationships with fishing, farming and tourism industries, and kept the Great Barrier Reef on government agendas. Elements of our policy proposals for reef restoration and repair are reflected in the new Australian Government's \$40 million Reef Trust.

Scrutinising proposed industrial projects has also reaped rewards, with the scrapping of a major project in the Fitzroy Delta and more careful consideration being given to key development proposals. As Fight for the Reef campaign spokesperson Bob Irwin says: “It's your Reef, but you're going to have to fight for it”, and this year demonstrated there are hundreds of thousands of Australians willing to do just that.



“It's your Reef, but you're going to have to fight for it.”

Bob Irwin



WEED MANAGEMENT, PROJECT CATALYST
© REEF CATCHMENTS, MACKAY WHITSUNDAY, ISAAC LTD

REEF RESCUE AND PROJECT CATALYST

Half of the Great Barrier Reef's coral cover has been destroyed since 1985 – a troubling statistic for one of the world's greatest natural wonders. Cutting agricultural pollution is the key to restoring reef health – particularly fertiliser run-off that feeds outbreaks of coral-eating crown-of-thorns starfish.

Reef Rescue, established in 2007, is the Australian Government's \$200 million flagship program to tackle reef pollution over 5 years. It represents the single largest commitment to address the threats of declining water quality and climate change to the Great Barrier Reef World Heritage Area and WWF played a key role in securing this historic commitment. In its first phase, more than 3,200 land managers received program grants to improve their farm run-off.

However, the future of this successful program was under threat last year, with funding due to end. WWF-Australia, in the lead up to this year's federal election called for bipartisan support for the Reef and the incoming government has committed a further \$200m as part of its Reef 2050 program.

Among those receiving Reef Rescue support is a group of 78 cane growers, who are participating in Project Catalyst, an enterprising partnership between WWF, farmers, Natural Resource Management (NRM) groups, the Coca-Cola Foundation and governments aimed at reducing the environmental impacts of sugar production on the Great Barrier Reef. They are championing farming practices that improve soil, nutrient, pesticide, irrigation and stormwater management across more than 20,000 hectares.

Detailed water quality monitoring has already shown that Project Catalyst farmers have reduced pollutant loads and improved the quality of over 100,000 megalitres of run-off and drainage water entering the Great Barrier Reef lagoon. WWF and the Coca-Cola Foundation will continue to support farmers trialling new practices and to promote their uptake by other farming communities along the coast.

“Project Catalyst has enabled me to think differently and think broader. We want to show the rest of the world what we can do. It's a positive way to go and we are working together like never before.”

Tony Bugeja
Project Catalyst grower,
Mackay Region, QLD



TANKS FOR TURTLES

2012 will go down as one of the worst years on record for marine turtles on the Great Barrier Reef – over 1,500 sick and starving turtles washed up on North Queensland beaches as a result of extreme weather events, boat strikes, becoming entangled in discarded fishing gear, and having ingested plastics or other marine debris. But north Queensland turtle hospitals responding to this crisis have found a trusted ally in WWF.

Turtles hold a special place in the hearts of our supporters. We have previously worked with the Cairns Turtle Rehabilitation Centre and last year helped to construct an additional turtle hospital on Fitzroy Island. We purchased two new tanks and associated equipment for the island and funds you raised will assist with tank maintenance and the development of an interpretative centre.

The island facility greatly expands the capacity of the Cairns Turtle Rehabilitation Centre to treat sick and injured animals. The good news is that over the past year 5 turtles have been released back to the wild, while another 8 are being treated. WWF also recently welcomed the new federal government's commitment to fund the Cairns Turtle Rehabilitation Centre for a further three years, to the tune of \$300,000.

The Cairns centre is not the only beneficiary of our fundraising. You have helped us purchase 2 new large turtle tanks and equipment for the rehabilitation centre at the Reef HQ Turtle Hospital in Townsville, where 8 turtles have been nurtured back to good health and 10 others are still undergoing treatment.

“The Great Barrier Reef is a World Heritage Area, one of the natural wonders of the world. This should be the best place on Earth for a turtle to live, but sadly, it's not. Something is wrong with the reef and turtles are paying the price.”

Darren Grover,
WWF National Manager,
Species, Terrestrial and
Indigenous Partnerships



TURTLE TRACKING AND TAGGING - WWF-AUS, JCU, GUDJUDA AND GIRRINGUN COMMUNITIES © LEIGH WIGLEY / WWF-AUS

CARING FOR LAND AND SEA COUNTRY

When it comes to protecting marine turtles, we believe in taking a cooperative approach and setting new trends in the process. That's why our Turtle Rescue Mission brings together Traditional Owners, James Cook University, Queensland Government turtle researchers and community groups, and youth fashion retailer, Factorie.

We continue to work closely with our long-term Indigenous partners – the Gudjuda Reference Group and Girringun Aboriginal Corporation. We understand the close ties that Indigenous people have to their land and seas, and working in partnership is critical to protecting this fragile ecosystem. Discussions continue with Traditional Owner groups in central Queensland and the Mackay-Whitsunday area to expand our work.

During the past year WWF supported the second Indigenous Ranger Conference attended by over 150 rangers; 12 Indigenous rangers attended the Mon Repos Turtle Conservation Camp; and the establishment of the Queensland Traditional Owner Network.

Factorie is committed to raising awareness of the issues facing turtles on the Great Barrier Reef. Through fantastic in-store displays, promotion on its website and to its 115,000 fans on Facebook, the plight of marine turtles and the work we are doing to protect them is being heard.

Through the sale of WWF branded products in stores across the country, Factorie funds were also used to purchase a new research vessel. It is vital to the monitoring of Reef turtles and the rangers will soon begin deploying satellite trackers to help us better understand the turtles' migratory patterns and nesting habits. The Turtle Rescue Mission has even featured in an award-winning short film: Sending the Gungu Home.

“For more than 12 years, Gudjuda has undertaken scientific turtle tagging and monitoring – helping scientists to track the health of these beautiful creatures. We are working hard to generate greater awareness within our communities about the protection and conservation of turtles and dugong.”

Eddie Smallwood,
Chairperson, Gudjuda
Reference Group

**346 TURTLES
TAGGED, 14 WITH
FIBROPAPILLOMA
(FP) LESIONS** 



SNUBFIN DOLPHIN SPITTING © DEB THIELE / WWF-AUS

THE SEARCH FOR THE ELUSIVE SNUBFIN

The elusive Australian snubfin dolphin lives a secretive existence in the shallow waters of northern Australia, where it forms small but shy groups. This intriguing mammal was only identified 8 years ago and remains something of an enigma. But hopefully that's all about to change.

Substantial sponsorship from Tassal has allowed us to purchase a new research boat, nicknamed *Snubby*, to help build our understanding of the dolphin's behaviour, distribution and populations. It is already proving a vital new tool for James Cook University (JCU) scientists, as well as Traditional Owner and Indigenous sea ranger groups as they survey inshore dolphins and dugongs along our northern coastline.

The first expedition involved collaborative surveys by JCU scientists and Girringun rangers around the Lucinda, Hinchinbrook and Mission Beach regions of north Queensland. Further surveys have since been carried out around the Sir Edward Pellew Island Group, in the Gulf of Carpentaria, and in Princess Charlotte Bay, in far north Queensland.

Coastal development, pollution and entanglement in fishing gear are thought to be the main threats to the snubfin dolphin but there is still much to discover about what is thought to be northern Australia's only endemic dolphin species.

In addition to financial assistance, Tassal is working with WWF towards Aquaculture Stewardship Council certification – a fine commitment from Australia's largest producer of Tasmanian Atlantic salmon.

**A TOTAL OF
787 KM** 
**OF TRANSECT SURVEYS
WERE UNDERTAKEN
OVER 15 DAYS**



BRONWYN ORR AND DR. LEO FOYLE CONDUCTING RESEARCH INTO THE FIBROPAPILOMA VIRUS © JURGEN FREUND / WWF-AUS

PASSION, SCIENCE AND COLLABORATION

Science holds the key to unlocking many of the secrets of our natural world and we pride ourselves on engaging some of the brightest minds in the Australian scientific community. The very future of species like our majestic marine turtles may depend on it.

In conjunction with the Gudjuda Reference Group, we continue to cooperate with James Cook University (JCU) and Queensland Government turtle researchers to better understand the fibropapilloma virus and other health issues facing turtles in the Bowen area.

In response to the large number of sick and injured turtles recently stranded on Great Barrier Reef beaches, our supporters helped provide emergency care tanks and research equipment for the establishment of a dedicated Centre for Marine Turtle Health – a centre that enables scientists to focus exclusively on devising solutions to these threats.

Such health issues were compounded by mass turtle deaths in Upstart Bay, south of Townsville, in July 2012. Over 70 mature green turtles died and, despite analysis here and overseas, the cause remains a mystery. This year, working with JCU and others, we will ensure that Upstart Bay is included in broader turtle monitoring.

“We know far more about what causes disease in domesticated and commercially valued animals – and how to treat them - than we do about sea turtles. This is partly because turtles are wild animals and rarely come into contact with humans. And this makes it difficult to pinpoint the cause of their distress and how to address it.”

Dr. Ellen Ariel,
Senior Lecturer,
School of Veterinary and
Biomedical Sciences,
James Cook University

TOGETHER WE ARE STRONGER

From our beaches to the boardroom, from our forests to Facebook, together we have a profound and enduring impact. There is strength in our numbers.

With over 80 national offices around the world, our influence and reach is best demonstrated by global campaigns such as Earth Hour and the STOP Illegal Wildlife Trade – campaigns that unite millions of people and broker powerful political and social change.

WWF-Australia's partnerships are also making a big difference closer to home – protecting key species and habitats, transforming markets and tackling climate change.

But none of this would be possible without the generosity of our 90,000 donors or the many hundreds of thousands who have shared our messages through social media. In collaboration with you, together we are rising to meet the greatest environmental challenges of our time.





ECO GUARD DISPLAYING SEIZED POACHED ELEPHANT TUSKS AND POACHERS' WEAPONS, GABON © WWF-CANON / JAMES MORGAN

THE GLOBAL NETWORK IN ACTION - STOP THE TRADE CAMPAIGN

Our global network of more than 5 million supporters wields immense power. Collectively, we are influencing decision-making around the world – and few campaigns have been as emotion-charged as WWF's efforts to halt the illegal wildlife trade.

Sadly, only 3,200 tigers now survive in the wild. Shockingly, rhino poaching in South Africa has risen by more than 4,000% since 2007 and hundreds of elephants die needlessly every year for their ivory. The deadly international trade in animal products, valued at US\$5-20 billion annually, threatens to overturn decades of conservation gains.

But we are turning the tide. Launched in August 2012, our STOP Illegal Wildlife Trade campaign has raised \$300,000 in Australia alone and you added your names to the 1.6 million-signature petition that urged Thailand to ban ivory sales. Thousands of Australians also took to Facebook and Twitter to participate in the conversation that garnered support from such influential individuals as Leonardo DiCaprio and HRH Prince Charles.

The results have been awe-inspiring. In March, Thailand pledged to end its illegal ivory trade, Gabon's president has since destroyed guns and ivory tusks seized from poachers, the Philippines has followed suit by crushing five tonnes of illegal ivory, and US President Barack Obama has established a high-level taskforce to fight wildlife trafficking in Africa.

Just look at what we have achieved – working together as one!

“Illegal wildlife trade is the most urgent threat facing species like tigers, rhinos and elephants. These animals are being killed every day to feed an escalating demand for their body parts.”

Leonardo DiCaprio.

1.6 MILLION
SIGNED A PETITION THAT
URGED THAILAND TO BAN
IVORY SALES



GO TEAM PANDA. CITY2SURF. SYDNEY © MIHIRA BODARAGAMA / WWF-AUS

SUPPORTERS TAKING ACTION

Our supporters have become our greatest ambassadors, sharing their passion for 'the panda' with friends and family, and advocating for a better, healthier planet.

The Panda Made Me Do It campaign proudly celebrates the positive actions of our dedicated supporters. Every small action makes a difference. This year over 30,000 people shared our stories on Facebook and took public pledges to live more sustainably. From choosing to purchase Forest Stewardship Council certified products, to signing a petition to save the Great Barrier Reef, collectively all these positive actions are driving lasting change.

This year we also launched our Challenge Program to encourage our supporters across the country to reach for the stars by taking on a challenge and raising money for the planet. From cycling or swimming feats, to running marathons or completing ironman races, you put your best feet forward to spread our conservation messages in innovative ways.

Our passionate volunteers and interns gave generously of their time and skills throughout the year and contributed to a wide range of strategic initiatives. Forty people dedicated their time to volunteer in our offices in 2012-2013. Many more kindly assisted with community events, field trips and fundraising activities.



© PAUL HARDISTY

PAUL HARDISTY GOES AN EXTRA MILE FOR THE PLANET.

7 IRONMAN RACES, IN JUST 12 MONTHS TO RAISE MONEY FOR WWF

BUSINESSES IN ACTION

Our partners in the private sector contribute generously to WWF’s environmental objectives, generate conservation investment, and help to build our organisational capacity. Strategic partnerships with leading retailers, brands, manufacturers and investors are helping to reduce business impacts on our environment and to transform markets in key global soft commodities – such as seafood, pulp and paper, timber, palm oil, sugarcane and beef.

WWF also engages with companies to raise critical funds for our global conservation projects and to share our messages with customers and employees through philanthropic donations, workplace giving, brand licensing and sponsorships.

Kimberly-Clark

© KIMBERLY-CLARK ANZ



WWF-Australia and Kimberly-Clark have been partners since 2011. Through our joint Love Your Forests campaign, we are raising consumer awareness of the Forest Stewardship Council (FSC) eco-label and the importance of responsible forest management in Australia and New Zealand.

“Partnering with WWF has provided a great platform for Kimberly-Clark and our Kleenex brand to raise consumer awareness about FSC, whilst increasing demand for sustainably and ethically sourced tissue paper products. Furthermore, the trust and credibility of the WWF panda logo has been instrumental to the success of the Love Your Forest program, of which Kimberly-Clark are foundation partners.”

Jacqueline Fegent-McGeachie,
Associate Director, Corporate Affairs and Sustainability
Kimberly-Clark ANZ

Coles

© COLES



Coles joined forces with WWF in 2011 to improve the sustainability of its seafood and to educate consumers about responsibly sourced seafood, including the introduction of Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) certification.

“We know that customers are increasingly concerned about how and where their seafood is caught. By working with WWF and our seafood suppliers, Coles has committed to providing customers with great quality and responsibly sourced seafood choices. This commitment has already delivered results, including 100% of our fresh salmon being Australian grown and responsibly sourced. At Coles, we continue to be dedicated to the careful and sustainable management of our fisheries.”

John Durkan,
Coles Chief Operating Officer

John West



© TIMOTHY BURGESS

WWF entered into a three-year partnership with John West in 2012 to improve the sustainability of its seafood supply chain. This partnership commits John West to sourcing all products sustainably by 2015.

“Seafood is an important part of our business and we are committed to working with WWF to ensure that our products are responsibly sourced.”

Terry O’Brien,
Managing Director,
Simplot Australia

Tassal



© TASSAL GROUP LIMITED

Tassal is partnering with WWF to achieve the highest global standard of responsibly produced seafood.

“Since 2012, WWF-Australia and Tassal have been working together in a partnership for sustainable aquaculture. Through this partnership, Tassal is aiming to be the first aquaculture operation in the Asia-Pacific region to achieve Aquaculture Stewardship Council (ASC) certification for salmon.”

Mark Ryan,
Managing Director and CEO,
Tassal Group Limited

Blackmores



© BLACKMORES

The Blackmores and WWF Sustainable Fish Oils partnership is a three-year engagement to help Blackmores achieve the highest possible standard for sustainable fish oils by 2015. It includes a commitment to WWF’s Sustainable Seafood Charter and demonstrates WWF’s and Blackmores’ dedication to realising a vision of healthy oceans, healthy communities and sustainable business practices.

“Our partnership with WWF and commitment to the Marine Stewardship Council (MSC) are hugely significant for Blackmores. We agree that businesses in the seafood economy have an inherent responsibility and an essential role to play in ensuring fish stocks are managed sustainably. Blackmores, being a signatory to the policies and principles of WWF’s Sustainable Seafood Charter, on top of our own Sustainable Fish Oil Sourcing Policy, represents our commitment to fulfilling the vision of healthy oceans, healthy communities and sustainable business practices.”

Marcus Blackmore,
Chairman Blackmores



OUR LOYAL DONORS

From our individual monthly donors, to trusts and foundations pledging millions, WWF depends on the financial support of all who share our concern for planet Earth. We're grateful to every individual, family and business that believes nature is worth investing in. Without you, the future would be decidedly grim.

Individual donors

We continue to boost our efforts to build long-term fundraising income. A record 17,000 new supporters joined WWF-Australia over the past year, and the donations received have risen by \$3 million. More than 90,000 fantastic people now give to WWF in Australia.

Major donors

A small number of major supporters and foundations work with us to make a big impact delivering projects to protect habitats and species in priority areas such as the Great Barrier Reef, Southwest Australia, the Heart of Borneo and Climate Change. For their exceptional support over the past 12 months we acknowledge the following highly valued donors: the Thomas Foundation, Purves Environmental Fund, Sara Halvedene Foundation, Pace Foundation, Mr James Fairfax AC, Mr Norm Godfrey, the Open Kora Fund and the Marich Foundation.

Our work and, indeed, our success relies upon your continued investment. We warmly thank every one of our supporters.

Bequestors

Valued bequestors who share WWF's environmental beliefs and values leave us a very personal and lasting legacy in their wills. The WWF Bequest Program ensures that we can continue to carry out important conservation work to protect the planet and its thousands of species today and well into the future.

WWF celebrated our bequestors earlier this year by hosting Living Planet Bequest Society events in Sydney, Melbourne and Brisbane. Our bequestors received a WWF marine conservation update and enjoyed a stunning photographic presentation by internationally renowned nature and wildlife photographers Jürgen Freund and his partner Stella.

“I have been a supporter now for about 25 years. I just want to thank you, as an organisation, for caring so much about our planet and all of its wildlife and habitats.”

Sarah Doyle
WWF Supporter, Canberra

“The older you get, the more you seem to care for what you have neglected for so many years and [you] see conservation in a different light.

... Without nature we have no future.”

From a valued Bequestor



WWF PRESIDENT YOLANDA KAKABADSE'S VISIT TO THE WWF-AUS OFFICE © JULIE CHAISE WWF-AUS

OUR STAFF: SHARING A COMMON GOAL

“Passionate” and “proud” are apt descriptions of WWF staff. We are inspired by the knowledge that our day-to-day efforts are helping to save the planet and this translates into a positive and productive work environment.

WWF fosters a culture of teamwork and collaboration. Our cross-departmental teams unite staff of different disciplines to share responsibilities and solutions. And WWF actively promotes training and interactions that foster individual growth and development.

To encourage leadership, we support a range of ongoing internal programs that develop talent, continually strengthen our capacity and improve our effectiveness. These programs are implemented through our Organisational Culture Inventory, staff training and senior coaching.

In 2013 we launched the *Panda Onboarding Program* to build engagement in WWF’s operations and develop Indigenous cultural competence, culminating in an educational Indigenous Conservation On Country experience.

Our *Partners in Development* program focuses on the links between conservation and social issues (e.g. poverty, human rights and disability) within the Asia-Pacific region. This aims to develop the skills and abilities of the partners and communities with whom we work.

Our investment in workplace culture ensures that WWF is a coveted place to work. This helps us to attract and retain staff of the highest calibre as we advance our ambitious conservation goals.

“It’s a really supportive environment, and it’s great to be around people who are working towards a common goal.”

Sarah Hickie
Donor Communications
Coordinator
WWF-Australia

SUSTAINABILITY REPORT 2013



Principles of sustainability underline and inform WWF-Australia's work across our region. However, even organisations as committed as ours can find it challenging to safeguard natural resources within a business framework.

During FY2012-13, we enjoyed mixed success as we strove to improve our own sustainability standards. We reduced our paper use, offset our carbon emissions and scrutinised energy consumption and waste generation. Office relocations in Brisbane, Melbourne and Sydney also afforded WWF unprecedented opportunities to redecorate in shades of green – from energy-efficient lighting and layouts right down to the composition of the very desks we work at.

There is always room for improvement and WWF-Australia remains determined to lead by example.





NEW WWF-AUSTRALIA, SYDNEY OFFICE © UTE WEGMANN PHOTOGRAPHY

OUR NEW OFFICE: A FLAGSHIP FOR SUSTAINABILITY

When it comes to sustainable business, WWF-Australia leads from the front. Sustainability principles were uppermost in our minds when we selected and adapted a space for our new head office in Sydney.

Breathing new life into the former wool store in Smail Street, Ultimo gave us the unique opportunity to create a Green Star-accredited office that we could all be proud of. From the fit-out to the furnishings, sustainability best practice guided every choice. Refurbished and recycled materials were used throughout and the abundance of natural light, organic textures and plants reinforces the connection between people and nature.

And the “cost neutral” relocation has not only helped the environment; the open-plan layout is enhancing our workplace culture by maximising collaboration across the organisation.

We’re proud to report that our office is now being assessed as part of a pilot for the new Green Building Council of Australia’s (GBCA) Green Star Interiors program.

“... together we’ve created a positive environment for the team to grow and flourish.”

Natalie Roberts
Operations and
Facilities Manager
WWF-Australia

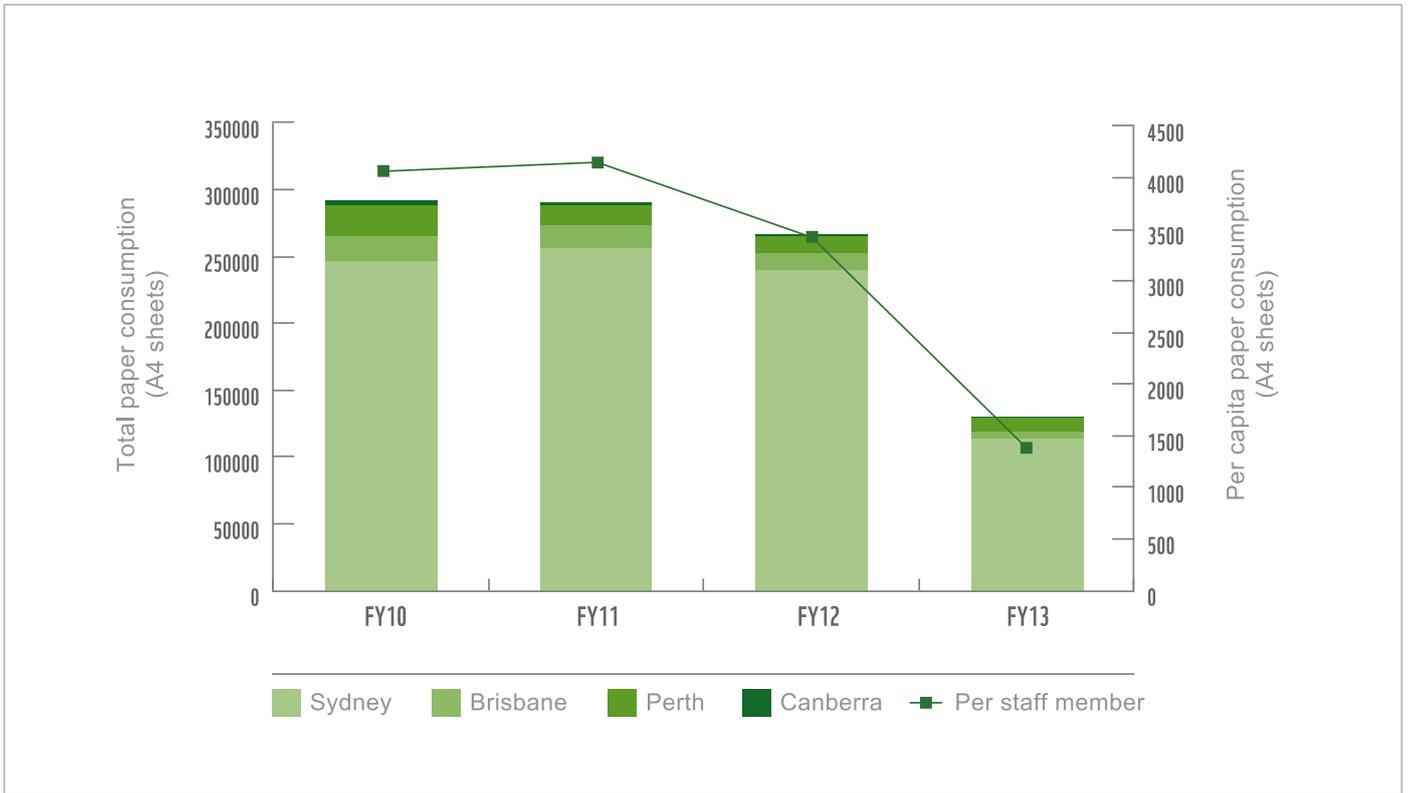


FIGURE 1: WWF-AUSTRALIA'S PAPER USE (A4 SHEETS) – TOTAL AND PER CAPITA

PAPER

WWF-Australia has achieved an impressive 51% reduction in total paper use across our offices in the past 12 months. This represents a 55% reduction in three years. Cuts in paper use per staff member have been even more significant, dropping by 60% in the past year and by 65% since FY2009-10.

We owe much of this success to improved technology and behavioural change. Staff members are making better use of electronic documents (e.g. Google Docs), meeting (e.g. WebEx) and project (e.g. Basecamp) management options to avoid printing. In addition, WWF continues to use 100% recycled and/or Forest Stewardship Council-certified office paper.

FY2012-13 also saw the successful completion of the Paperless Board Meeting trial. As well as demonstrating leadership in innovation and behavioural change, this trial delivered concrete cost savings and improved efficiency. As a result, it will be expanded to include Executive Management Team and National Manager meetings in FY2013-14.

TARGET:
**WWF-AUSTRALIA WILL
 INTRODUCE PAPERLESS
 MEETINGS BY 2013**

	Carbon emissions	GreenPower®	Gold Standard carbon offsets	Carbon balance
Electricity	-	117	-	0
Air travel	844	-	844	0
Terrestrial travel	25	-	25	0
Total	869	117	869	0

TABLE 1: TOTAL GREENHOUSE GAS PROFILE, FY2012-13 (TCO2-EQUIV)

CARBON FOOTPRINT

WWF-Australia strives to reduce carbon emissions across its entire operations. We do this by limiting non-essential travel, reducing energy demand, using renewable energy sources where possible and, finally, by offsetting our remaining emissions.

During FY2012-13, WWF-Australia's total carbon emissions amounted to 869 tonnes of CO2-equivalent (see Table 1). This does not include emissions generated by electricity use, as we source all of our electricity from renewable sources, through purchasing GreenPower®. Solar panels atop our Melbourne office also meet a proportion of its electricity needs.

WWF-Australia's carbon emissions are therefore mostly derived from travel – especially air travel. All such emissions are offset using Gold Standard carbon credits, sourced through Climate Friendly.



FIGURE 2: WWF-AUSTRALIA'S ENERGY CONSUMPTION (KWH) – TOTAL AND PER CAPITA

ENERGY

Total energy consumption across WWF-Australia's offices in FY2012-13 was approximately 8% below the FY2008-09 baseline. Per capita usage also fell by 10% over the same period. However, despite this progress, there was a notable bounce in energy use during the past year.

WWF-Australia's recent move to a new energy-efficient Sydney office will see significant improvements in energy consumption this coming year, thanks to initiatives and inclusions such as zoned, energy-efficient lighting systems and IT equipment; motion sensors and timers; mixed mode ventilation; and energy metering and monitoring.

Nevertheless, we are going to have to work harder to meet our ambitious targets. In the year ahead, WWF will conduct energy audits to identify strategic interventions and will continue to guide staff on ways to save power.

TARGET:
BY 2015,
WWF-AUSTRALIA
WILL REDUCE ITS PER
CAPITA ENERGY USE
BY 30% AGAINST A
2008-09 BASELINE

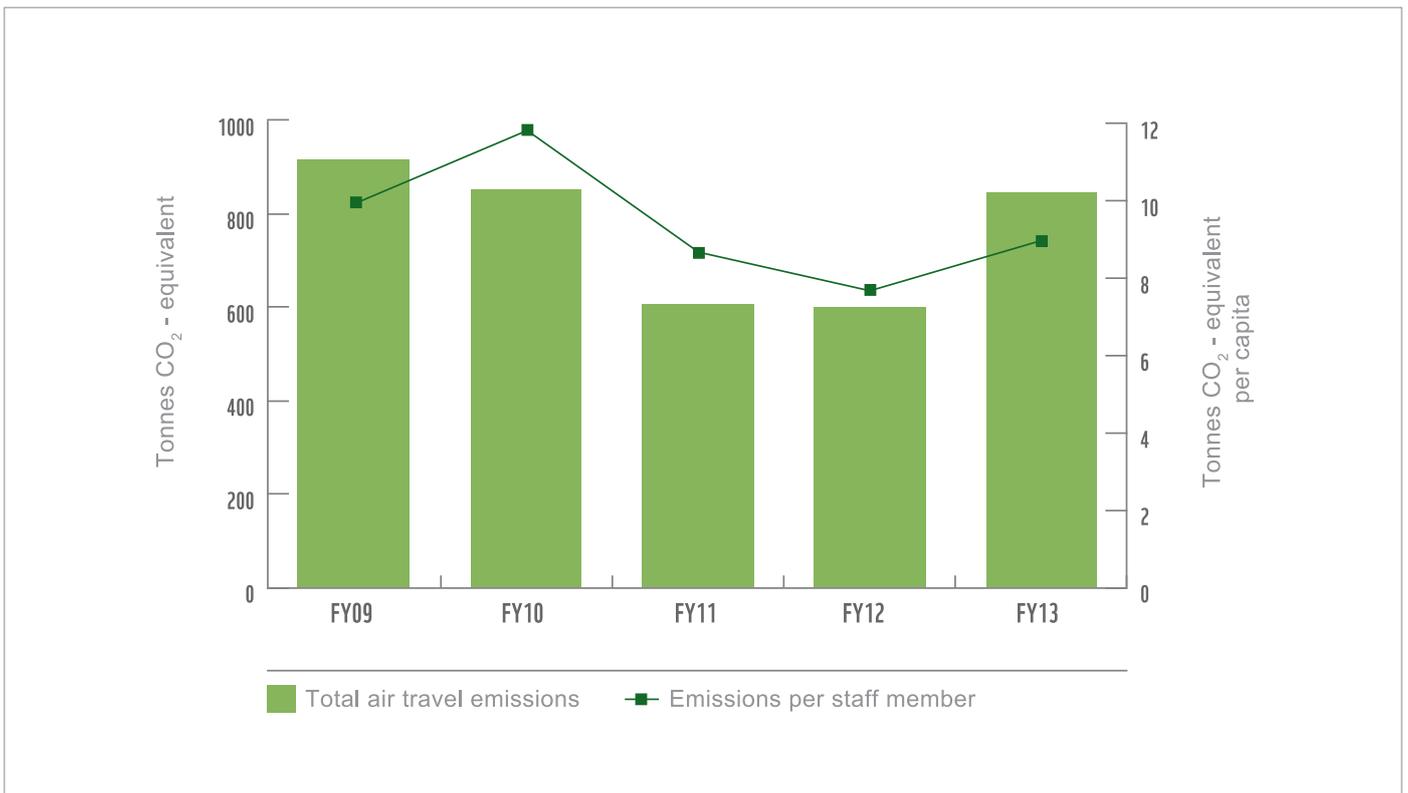


FIGURE 3: WWF-AUSTRALIA'S CARBON EMISSIONS (TONNES, CO2 EQUIVALENT) FROM AIR TRAVEL – TOTAL & PER CAPITA

TRANSPORT

WWF-Australia has reduced total carbon emissions from air travel by approximately 8% since FY2008-09, with emissions per staff member falling by around 10% over the same period.

However, having fallen 23% per capita by FY2011-12, air travel rebounded significantly in the past 12 months. This is potentially linked to WWF-Australia's increased engagement with WWF's global and regional programs during FY2012-13, particularly the Heart of Borneo and Coral Triangle Global Initiatives.

While a 10% per capita cut in emissions constitutes an achievement, further improvements are necessary. We need to better understand our national and international travel requirements to identify ways that staff can reduce their travel without compromising on conservation objectives.

WWF-Australia intends to introduce an organisation-wide cap on air travel during FY2013-14, which will build upon the *No Fly January* initiative launched in FY2012-13.

TARGET:
BY 2015,
WWF-AUSTRALIA
WILL HALVE ITS PER
CAPITA EMISSIONS
FROM AIR TRAVEL
AGAINST A 2008-09
BASELINE



FIGURE 4: OFFICE WASTE DIVERSION – SYDNEY, BRISBANE AND PERTH OFFICES

WASTE & WATER

Waste separation bins were installed in our new Brisbane office in FY2012-13, based on the theory that onsite separation by an educated workforce can improve diversion rates to landfill. Although Figure 4 may suggest otherwise – the Sydney office curiously experienced similar rates using its co-mingled waste stream (separated offsite) – WWF-Australia has nevertheless introduced waste separation bins in the new Sydney office. We remain confident that, through further education and encouragement, we can improve on the diversion rates to landfill.

The new Sydney office also diverts organic waste to compost, which will further reduce landfill and hopefully see Sydney start to emulate Perth’s success.

All toners, batteries, mobile phones and other electronic waste created by WWF-Australia is recycled. The new Sydney and Brisbane offices are also fitted with electronic water-monitoring features and water-saving fixtures, including high-efficiency toilets and dishwashers.

During the Sydney office relocation, all unwanted items – including furniture, crockery, stationery and filing cabinets – were recycled.

TARGET:
**BY 2013, ALL WASTE
 GENERATED BY
 WWF-AUSTRALIA
 WILL BE RECYCLED**



NEW WWF-AUSTRALIA, SYDNEY OFFICE © UTE WEGMANN PHOTOGRAPHY

PROCUREMENT

WWF-Australia developed an organisational Sustainability Policy in FY2012-13, pushing back the Sustainable Procurement Policy until FY2013-14. The Sustainability Policy sets out broad environmental, fair trade and human rights principles to help guide decision-making.

In the meantime, three office relocations during the past year have provided opportunities to test how such a policy might work in practice. Where existing products met our ergonomic, product design and quality needs, WWF-Australia favoured refurbishment over replacement. Office fit-outs also relied largely on post-consumer recycled timbers and furniture. Any new products purchased were either Good Environmental Choice Australia (GECA) and/or FSC-certified.

Development of the Sustainable Procurement Policy will now tie in with the Green Star Interiors accreditation process for the Sydney office.

TARGET:
WWF-AUSTRALIA
WILL DEVELOP
A SUSTAINABLE
PROCUREMENT POLICY
BY 2013, TO BE
OPERATIONAL BY 2016

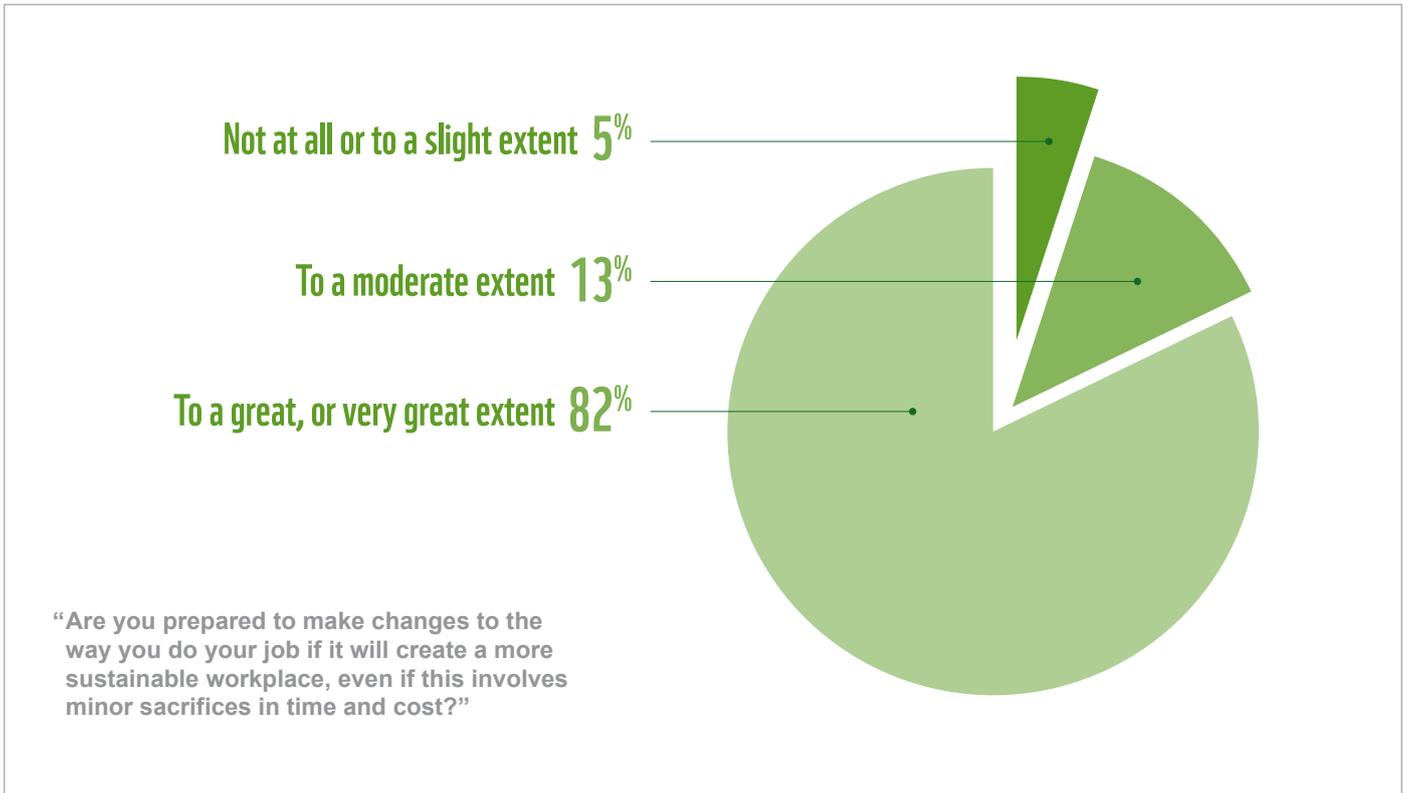


FIGURE 5: WWF-AUSTRALIA'S ORGANISATIONAL CULTURE INVENTORY (OCI) 2012-2013

CULTURE

In FY2012-13, through our regular workplace culture survey – the Organisational Culture Inventory – WWF-Australia established a baseline from which to measure changes in staff perceptions and attitudes towards sustainability. Particularly encouraging was the willingness of staff to change their way of working in order to help create a more sustainable workplace (see Figure 5).

WWF-Australia is committed to building relationships that align with our vision. In the past year we delivered an Indigenous Cultural Competence Program, designed to enable effective and appropriate engagement with Aboriginal and Torres Strait Islander communities. We have also maintained strong working partnerships with community-based organisations like Ozanam Industries, which employs people with disabilities.

WWF-Australia's new offices in Sydney, Brisbane and Melbourne reflect our commitment to sustainability. These new “green” spaces aim to support healthy, happy and productive workplace cultures.

TARGET:
SUSTAINABILITY PRINCIPLES AND PRACTICES CONCERNING CULTURE, HERITAGE, EQUITY, HEALTH AND HAPPINESS ARE ALIGNED TO CURRENT ORGANISATION AND HUMAN RESOURCE DEVELOPMENT STRATEGIES

Extracted from full Sustainability Report, available for download from WWF-Australia's website wwf.org.au.

FINANCIAL STATEMENTS

FOREST CANOPY, BORNEO © WWF-CANON / SIMON RAWLES



AUDITOR'S REPORT

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 2013, 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 2013. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 25 October 2013.

The summary financial statements do not contain all the disclosures required by Australian Accounting Standards and the *Corporations Act 2001*, the *NSW Charitable Fundraising Act 1991*, the *NSW Charitable Fundraising Regulation 2008* 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.

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 2.

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 2013 are consistent in all material respects, with that audited financial report, on the basis described in Note 2.

PricewaterhouseCoopers
Chartered Accountants



Shannon Maher
Partner – Sydney
25 October 2013.

FINANCIAL OVERVIEW

From a financial perspective the aim of WWF-Australia's 5 year strategic plan is to double conservation spending to over \$20M by 2015-16. At the end of year 2 of the plan WWF-Australia is on track to achieve this objective.

Income for the year grew by almost 12% to over \$27M, despite bequest income, which was unusually high, at \$3M in 2011-12, reducing to more normal levels for 2012-13. This growth was achieved due to a focussed acquisition campaign which attracted over 40,000 new financial supporters during the year. Over the first two years of the strategic plan WWF-Australia's income has increased by almost \$8M (39%) driven primarily by these new supporters.

The success of this fundraising campaign over the past two years has enabled the organisation to increase its conservation spend by \$3.5M or 33% over the 2012-13 year.

This planned increase in conservation spending resulted in a small deficit of \$600K for the year. However, following the large \$2.3M surplus in the prior year WWF-Australia remains in a strong financial position with total reserves of over \$7.5M including a growing Endowment Fund, from large bequests, of almost \$3.2M. The intent of the Endowment Fund is to provide an additional income stream to support WWF-Australia's essential ongoing administrative costs and long term conservation work.

33%
**INCREASE IN
CONSERVATION
SPEND FROM
2012 - 2013**



STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2013

	2013 \$	2012 \$
REVENUE		
Donations and gifts – monetary	22,470,921	17,272,214
Bequests and Legacies	1,406,533	3,000,433
Grants		
AusAID	150,000	150,000
Other Australian	393,403	1,013,848
Other overseas	2,114,217	2,291,764
Investment income	505,832	474,927
TOTAL REVENUE	27,040,906	24,203,186
EXPENDITURE		
International aid and development programs expenditure		
Funds to international programs	215,000	150,000
Program support costs	121,269	-
Total international aid and development programs expenditure	336,269	150,000
Other international programs		
Funds to international programs	1,448,304	1,076,507
Program support costs	322,085	222,406
Fundraising costs		
Public	115,000	162,367
Total Other International Programs Expenditure	1,885,389	1,461,280
Domestic Programs Expenditure		
Funds to domestic programs	9,885,280	7,902,361
Community education	2,304,864	1,397,653
Fundraising costs		
Public	10,778,244	8,618,196
Impairment of investments	-	148,905
Accountability and administration	2,540,122	2,203,950

During the year to 30 June 2013, WWF-Australia had no transactions in the Evangelistic, Political or Religious Proselytisation programs category.

During the year to 30 June 2013, 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 opposite.

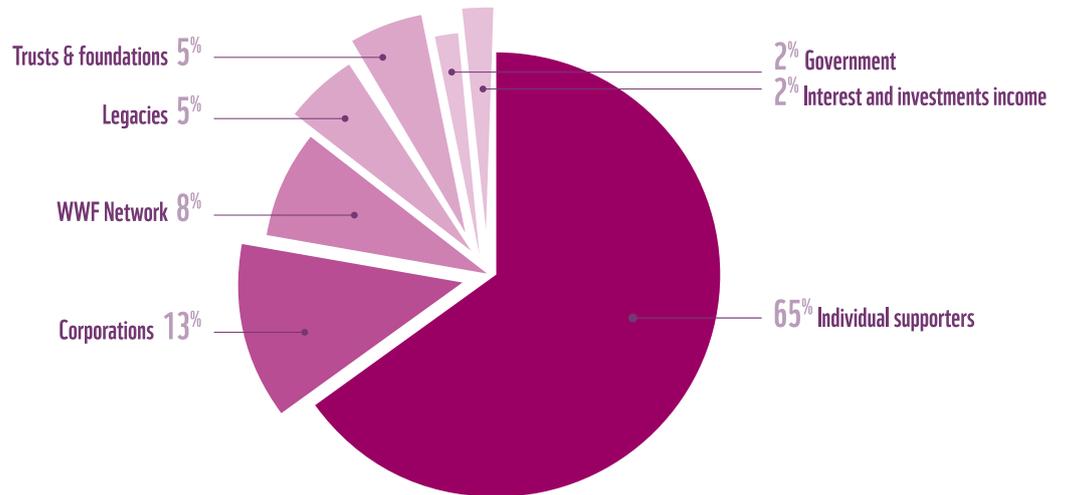
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Total domestic programs expenditure	25,508,510	20,271,065
TOTAL EXPENDITURE	27,730,168	21,882,345
(Shortfall)/Excess of Revenue over Expenditure	(689,262)	2,320,841
Other comprehensive income/(loss)	96,315	(49,195)
TOTAL COMPREHENSIVE (LOSS)/INCOME FOR THE YEAR	(592,947)	2,271,646

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

INCOME ANALYSIS 2013



BALANCE SHEET

AS AT 30 JUNE 2013

As at 30 June 2013 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 opposite.

	Notes	2013 \$	2012 \$
Current Assets			
Cash assets		4,164,579	6,053,445
Receivables		1,875,035	1,029,975
Other assets		138,408	117,395
Total Current Assets		6,178,022	7,200,815
Non-Current Assets			
Investments		3,362,474	2,250,708
Property, plant and equipment	1	1,103,215	246,459
Total Non-Current Assets		4,465,689	2,497,167
Total Assets		10,643,711	9,697,982
Current Liabilities			
Payables		1,949,263	1,309,193
Provisions	1	120,637	95,711
Total Current Liabilities		2,069,900	1,404,904
Non-Current Liabilities			
Provisions	1	1,023,924	150,244
Total Non-Current Liabilities		1,023,924	150,244
Total Liabilities		3,093,824	1,555,148
Net Assets		7,549,887	8,142,834
Equity			
Reserves		5,617,712	4,276,005
Accumulated surplus		1,932,175	3,866,829
Total Equity		7,549,887	8,142,834

Note 1

Property, Plant and equipment includes leasehold improvements representing the right to use the fit-out of WWF's new office in Ultimo with the offsetting lease incentive liability shown in provisions. The fit-out was paid for and is owned by the landlord.

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2013

	Retained earnings	Reserves			Total
		Earmarked funds	Investments revaluation	Endowment fund	
Balance at 1 July 2012 (commencing balance)	3,866,829	1,445,292	67,713	2,763,000	8,142,834
Excess of revenue over expenses	(689,262)	-	-	-	(689,262)
Amount transferred (to) / from reserves	(1,245,392)	835,392	-	410,000	-
Investment revaluation	-	-	96,315	-	96,315
Balance at 30 June 2013 (year-end balance)	1,932,175	2,280,684	164,028	3,173,000	7,549,887

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

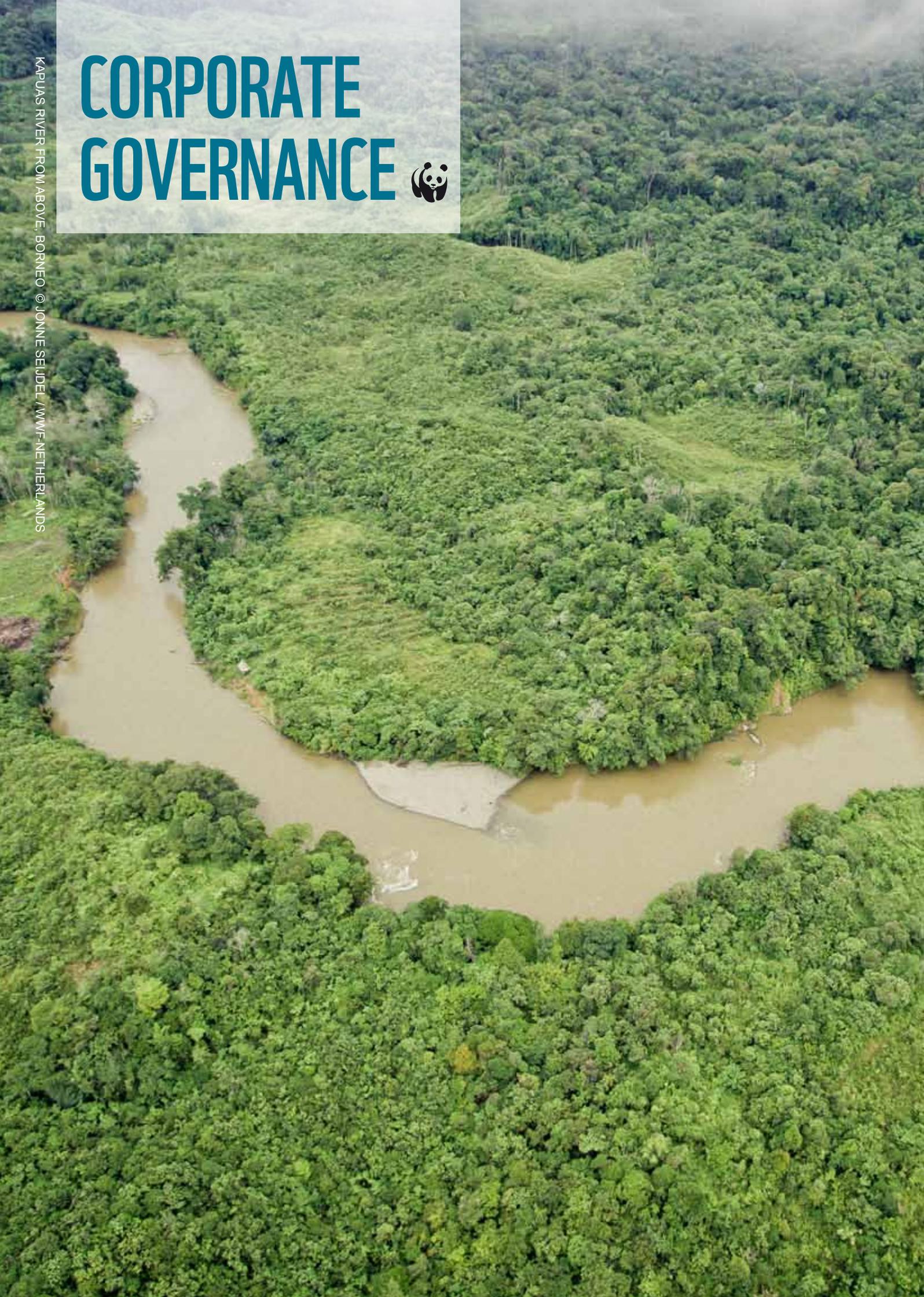
Note 2

Extracted from Financial statement – 30 June 2013. 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.

CORPORATE GOVERNANCE

KAPUAS RIVER FROM ABOVE, BORNEO © JONNIE SEIDEL / WWF-NETHERLANDS



BOARD OF DIRECTORS

WWF-Australia is a not-for-profit organisation governed by a Board of Directors and has a membership of approximately 80 Governors. The Board oversees performance and compliance and ensures effective governance and leadership. Our Governors are experts in their fields and serve as WWF champions.

Robert Purves, AM

BCom

President; Director; Member, Board of Directors since 2010.

Former President, WWF-Australia; Former Board Member, WWF International.

Founding Member, The Wentworth Group of Concerned Scientists; Chairman, Purves Environmental Fund; Patron, Lizard Island Research Station; Governor, Australian Youth Climate Coalition; and former Chairman of ASX-listed health company DCA Group Limited.

Linda Funnell-Milner,

LLB, DipEd

Director; Vice President; Chair, The Nominating & Governance Committee; Member, Finance, Audit & Risk Management Committee.

Member, Board of Directors since 2009; corporate sustainability consultant and expert, specialising in greenhouse, energy and carbon footprints; and former Chair, GRI Stakeholder Council (Amsterdam).

Alex Ding,

BCom, LLM

Director; Secretary.

Member, Board of Directors since 2012; and Corporate Partner in leading law firm Allens since 2002.

Paul Harris,

MA, FFin

Director; Member, The Nominating & Governance Committee; Member, Finance, Audit & Risk Management Committee.

Member, Board of Directors since 2010.

Peter Kingston,

BCom, LLB, CA CTA

Director; Chair, Finance, Audit & Risk Management Committee.

Member, Board of Directors since 2006; former Corporate Tax Partner, KPMG; and former board member of KPMG.

Brent Wallace,

BCom, GAICD

Director; Member, Finance, Audit & Risk Management Committee.

Member, Board of Directors since 2006; CEO and founder, Galileo Kaleidoscope; Non-Executive Board Director, Blackmores Ltd; and former Managing Director, Ogilvy & Mather, Australia.

Martijn Wilder, AM

Member, Board of Directors.

Partner and Head, Global Environmental Markets Practice, Baker and McKenzie; Chair, Federal Government's Low Carbon Australia; Director, Clean Energy Finance Corporation; Chair, NSW Government's Climate Change Council; Member, Governing Board of the Renewable Energy and Energy Efficiency Partnership (REEEP); Member, Strategic Council of the Climate Institute, Adjunct Professor, Climate Change Law and Policy at the Australian National University (2008-current); and Affiliate, Cambridge Centre for Climate Change Mitigation Research, Department of Land Economy, University of Cambridge.

Dedee Woodside,

BSc (Hons), PhD, GAICD

Director; Member of Eminent Scientist Group; and Chair, Audit and Risk Committee.

Member, Board of Directors since 2007; Managing Director, Corporate & Community Sustainability International, specialising in community engagement and natural resource management in the rural sector and international development; Deputy Chair, Invasive Animal Cooperative Research Centre; Former Board Member, Sydney Metropolitan Catchment Management Authority; Member of Ministerial Advisory Council for Animal Welfare; National Chair of Communications, Australian Animal Welfare Strategy; and founding board member, Chimpanzee and Wildlife Conservation Trust, Uganda.

PATRON

Her Excellency Ms Quentin Bryce AV CVO
Governor-General of the Commonwealth of Australia.

PRINCIPAL OFFICERS

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

Dermot O’Gorman has led the development and implementation of a new collaborative WWF-Australia strategy that focuses on six high impact initiatives. He has overseen significant conservation achievements, including contributions to carbon pricing laws, a national network of marine parks, and pollution reduction on the Great Barrier Reef.

Dermot has forged WWF partnerships with business, international development agencies, community groups and governments to deliver for people and the environment. He is a member of Australia’s ‘C20’ forum, which contributes to Australia’s presidency of the G20.

Dermot previously worked as CEO of WWF-China and WWF-Pacific and has over 20 years’ experience in conservation and sustainable development. He has an MBA (IMD-Switzerland) and a Masters of Science (London School of Economics).

Dr Ghislaine Llewellyn,
PhD, MSc, BS (Hons)
Conservation Director

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 began by leading the WWF-Australia marine program and, in 2009, led an expedition to study the wildlife affected by Australia’s largest offshore oil spill. She has also guided WWF-Australia’s efforts to build systems of marine parks around Australia and Antarctica. Gilly became Conservation Director in 2010 and now oversees conservation advocacy, partnerships and on-ground activities.

Gilly represents WWF-Australia on a number of environmental committees and leadership groups and was recently invited to be the NGO representative on the World Parks Congress 2014 National Steering Committee.

EXECUTIVE TEAM

The Executive Team drives the strategic direction for WWF-Australia. This direction is detailed in our WWF-Australia Strategic Plan 2011-2016, which the Board of Directors has approved. Executive Team members lead and manage both their functional areas and the organisation as a whole to achieve high performance at low risk.

KEY SERVICE PROVIDERS

- Allens
- Australia and New Zealand Banking Group Limited
- Baker & McKenzie (Earth Hour)
- Ethinvest Pty Ltd
- PricewaterhouseCoopers

COMMITTEES

Finance, Audit & Risk Management Committee

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

The Nominating & Governance Committee

The Nominating & Governance Committee ensures that the most credible, diverse and committed individuals are in a position to influence the strategic outcomes of the organisation in the most appropriate ways – the right people are in the right place.

EMINENT SCIENTISTS GROUP

The Eminent Scientists Group provides advice and support to WWF-Australia to enable it to operate effectively as a science-based, solution-focused organisation. The group provides guidance on the use of appropriate, timely and relevant research to underpin conservation outcomes.

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

- Dr Andrew Burbidge
- Prof. Richard Hobbs
- Prof. Lesley Hughes
- Dr Jamie Pittock
- Dr Bob Pressey
- Assoc. Prof. Peter Valentine
- Dr Dedee Woodside

GOVERNORS

WWF-Australia has a membership of 77 committed Governors, who actively promote and support WWF's objectives.

Ms Lyn Allison	Mrs Alison Hanson	Dr Melissa Perry, QC
Cr Michael Berwick, AM	Dr Ronnie Harding	Professor Hugh Possingham
Mr Ken Boundy	Mr Paul Harris	Professor Bob Pressey
Mr Greg Bourne	Mr Ken Hickson	Mr Robert Purves, AM
Mr Peter Bridgman	The Hon Robert Hill, AC	Mr Edward Rowley
Dr Margaret Brock	Professor Stephen Hopper, AC	Mr Paul Sattler, OAM
Dr Andrew Burbidge	Mr Tony Hyams, AC	Dr Denis Saunders, AM
Mr William Burrell, AM	Mr Anthony Hyde	Ms Kerry Schrank
Mrs Sidonie Carpenter	Dr David Ireland	Dr Sandra Schuster
Mr Richard Cassels	Mr Jason Kimberley	Mr Simon Spellicy
Mr Michael Chilcott	Mr Peter Kingston	Mr Andrew Stock
Mr Peter Cosier	Councillor Robert Kok	Mr Alan Sweeney
Professor Bart Currie	Ms Holly Lindsay	Assoc Professor Luca Tacconi
Professor Chris Daniels	Mr Diccon Loxton	Mr Peter Thomas
Professor Stephen Davies	Dr Don McFarlane	Mr Keith Tuffley
Professor Christopher Dickman	Mr Michael McFarlane	Mr Keith Walkerden
Mr Alex Ding	Ms Sunday McKay	Mr Brent Wallace
Mrs Kate Dowling	Mrs Marian Micalizzi	Mr Ivan Wheen
Dr Colin Filer	Mr John Mooney	Mr Hunter White
Dr Guy Fitzhardinge	Assoc Professor Susan Moore	Mr Martijn Wilder, AM
Professor Tim Flannery	Mr David Moyle, AM	Mr Brian Wills-Johnson
Ms Linda Funnell-Milner	Dr Warren Musgrave	Dr Dedee Woodside
Professor Stephen Garnett	Mr Anthony Nicholas	Mrs Susan Young
Mrs Margaret Gibson	Mrs Christina Nicholas	
Mr Douglas Gimesy	Ms Louise O'Halloran	
Mr Rob Gordon	Mr Brad Orgill	
Mr Piers Grove	The Hon Michael Pembroke	

WWF CODES OF CONDUCT

WWF-Australia aims to be a professional organisation delivering quality outcomes. As such, we hold full accredited status from AusAID, the Australian Government's overseas aid programme; and are signatories to the Australian Council for International Development (ACFID) and the Fundraising Institute of Australia (FIA) codes of conduct.



RESPONSIBLE INVESTMENT

Responsible and sustainable investment is a logical extension of WWF-Australia's mission and we are pleased to be the first NGO certified* by the Responsible Investment Association Australasia (RIAA). WWF invests in a range of listed securities that are under the direct management of our financial advisor Ethinvest. The responsible investment methodology we use applies to all WWF investments, including cash, fixed interest, Australian shares, international shares and property.

The Ethinvest Sustainable Rating System, which WWF-Australia follows, aims to produce a portfolio comprising companies that contribute to the protection and improvement of our environment and a more sustainable society. Companies fall into three categories: green (activities that benefit), yellow (activities that do no harm) or red (those that damage people or the environment).

The portfolio must have no red-rated, 50-100% green-rated and 0-50% yellow-rated investments.

*WWF-Australia has been certified by RIAA according to the strict disclosure practices required under the Responsible Investment Certification Program. See www.responsibleinvestment.org for full details.



CERTIFIED BY RIAA

THANK YOU FOR YOUR SUPPORT

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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.

wwf.org.au