

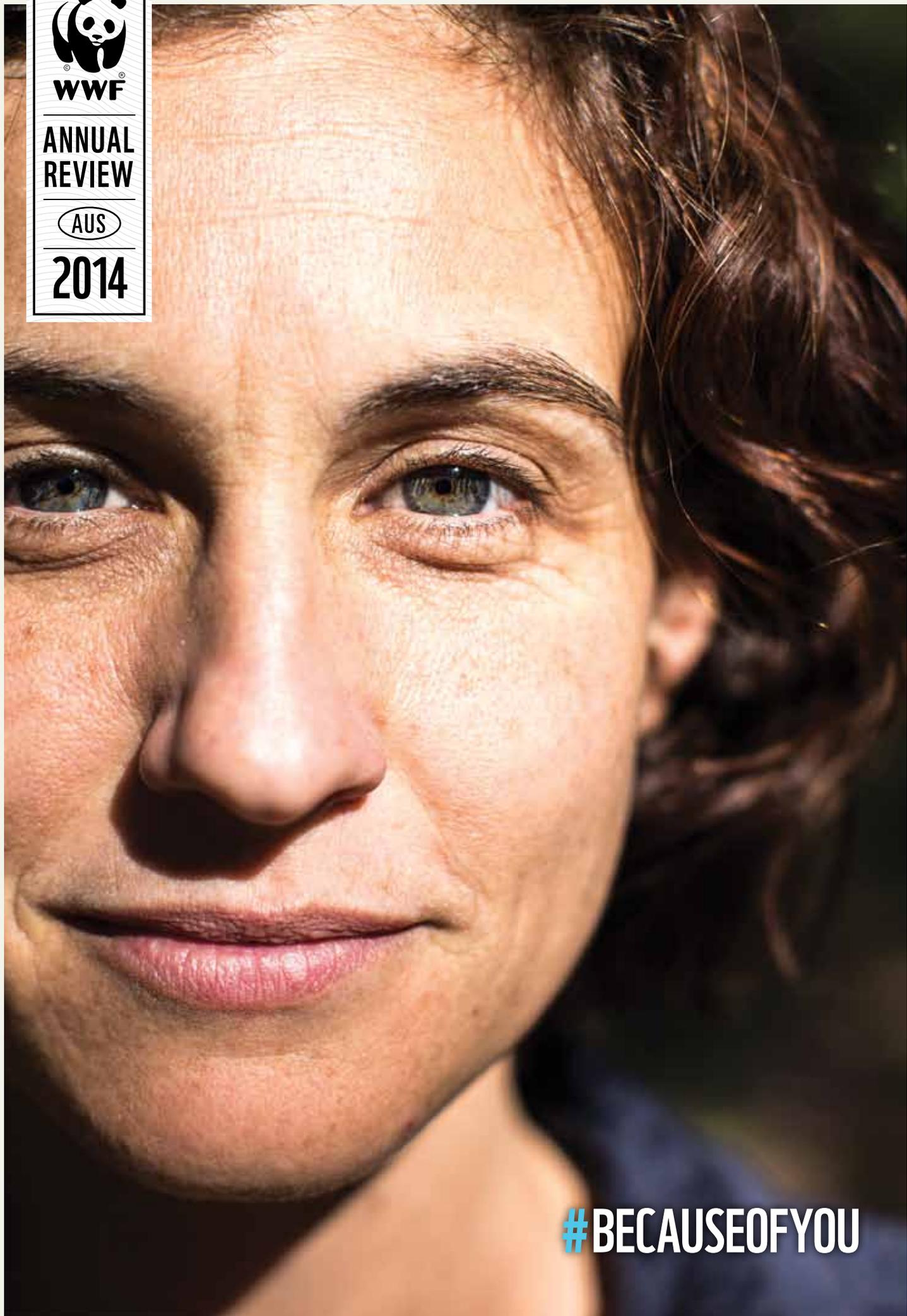


WWF

ANNUAL
REVIEW

AUS

2014



#BECAUSEOFYOU

About the photos

Our images come from the WWF-Canon Global Photo Network. Thanks to the continued support of our imaging partner, Canon, we now have almost 100,000 images which provide an invaluable record of the state of the planet.

Front cover: Belinda Billing,
Water Quality Project Officer,
Reef Catchments, Mackay, Australia.

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

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

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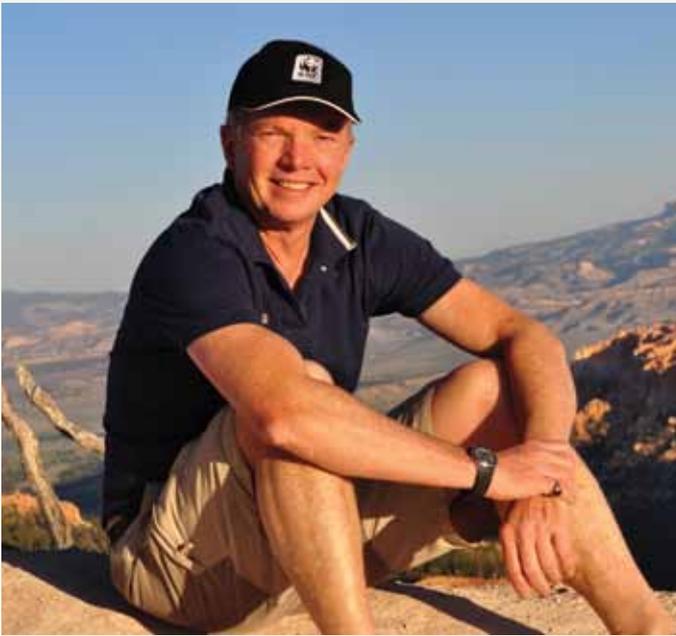
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YOU'RE AT THE HEART OF OUR WORK

Within boardrooms and bush blocks, family homes and remote forests, you are at the heart of WWF's conservation efforts. Your dedication, generosity and sheer hard work is fundamental to our success here and abroad. Together, we are changing lives and the fortunes of our endangered species and their habitats.





ROB PURVES, PRESIDENT



DERMOT O'GORMAN, CEO

PRESIDENT & CEO MESSAGE

We are proud to present to you WWF-Australia's Annual Report for 2013-14. Because of you, there are many conservation success stories to share. Together, we have made a difference.

In Australia, we are living beyond our means, consuming more natural resources than the Earth can replenish. We have seen a roll back of environmental legislation at both the state and federal levels, at a rate never seen before. This, combined with the serious reduction in government funding for environmental agencies, creates a daunting challenge. But, together, we can rise to this challenge.

Remaining optimistic is key to our success.

In June 2014 more than 200,000 of you from 160 countries spoke up, to ensure that the health of the Great Barrier Reef was uppermost in delegates' minds at the UNESCO World Heritage Committee Meeting. They listened and now the Reef is one step closer to being protected.

Because of you, more sick and injured turtles can find food and shelter through new emergency-care tanks in Queensland's turtle hospitals.

With your support, there is now a predator-proof sanctuary to protect some of the last remaining black-flanked rock-wallabies of Nangeen Hill in Western Australia.

Further abroad, you're helping preserve the tree-top homes of 1,500 orang-utans in Borneo under threat from unsustainable industry practices.

Traditional Owners from Queensland and Western Australia have been able to merge their traditional knowledge with the latest science to protect our land and seas, and thereby ensure species such as turtles and dugongs survive.

You are the backbone of WWF-Australia and together we are working towards a world where people live in harmony with nature.

We don't take our responsibility lightly. Underpinning our conservation success is a robust and growing organisation. Our new digital strategy is helping us to engage more closely with our supporters and the wider community. With your generous support, we've been able to increase our investment in conservation projects by 14%.

You have lent your voice, your time and your financial support to stand up for the environment; to stand up for our precious species and the places you love. You have made a difference and we need your continued help to address the challenges ahead.

Thank you for being a part of WWF-Australia.

Yours sincerely,

Rob Purves AM
AM President,
WWF-Australia

Dermot O'Gorman
CEO,
WWF-Australia

HIGH IMPACT INITIATIVES

WWF has focused its energy and resources on six key conservation initiatives, which leverage the power of the WWF network and capitalise on our strengths here at home. By concentrating on the Great Barrier Reef, Southwest Australia, Heart of Borneo, Coral Triangle and South West Pacific, Market Transformation, and Climate Change mitigation, we aim to achieve major outcomes over several years with a wide range of partners working towards achieving shared goals.

We bring together conservation science, effective on-ground actions, policy reform, Indigenous knowledge, and partnerships to inspire change on an unprecedented scale. WWF is reinforcing work in long-standing programs in the Kimberley; the Antarctica and Southern Ocean. We are developing new initiatives such as the Places You Love Alliance to prevent the roll back of national environment laws; and investigating innovative approaches to freshwater conservation; reducing biodiversity loss from mining; engaging with China; and inspiring a new generation of conservation champions.





**THE GREAT
BARRIER REEF**



**CORAL TRIANGLE &
SOUTHWEST PACIFIC**



**HEART OF
BORNEO**



**CLIMATE CHANGE &
EARTH HOUR**



**SOUTHWEST
AUSTRALIA**



**MARKET
TRANSFORMATION**

THE GREAT BARRIER REEF

The Fight for The Reef partnership with the Australian Marine Conservation Society (AMCS) has been made possible with the generous support of The Thomas Foundation, and has provided the perfect vehicle for further unprecedented support from other donors and our supporters. The Great Barrier Reef is one of our Priority Places and with your help, we are working to ensure that it can be enjoyed by generations to come.

The declining health of the Great Barrier Reef commanded international attention and action via the 'Fight for The Reef' and 'YouNesco' campaigns this year. Local communities, Traditional Owners, tourism operators, fishers, farmers and WWF supporters stood shoulder-to-shoulder to address the mounting threats.

#FIGHTFORTHEREEF

127,500+
SUPPORTERS 

95
EVENTS

50
OUTREACH
STALLS

625,000+
VOICES

 1,000+
VOLUNTEER HOURS

5,000 POSTCARDS
TO POLITICIANS

f 45,000
FACEBOOK FANS

 3,000
TWITTER
FOLLOWERS

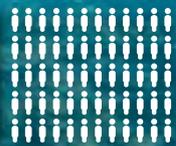
WITH THANKS TO THE THOMAS FOUNDATION + BEN & JERRY'S



A HUMPHHEAD MAORI WRASSE (CHELINUS UNDULATUS) ON THE GREAT BARRIER REEF, CAIRNS, AUSTRALIA. © WWF-CANON / JAMES MORGAN

YOUNESCO.ORG

OVER 24 HOURS

16M 

REACHED BY SOCIAL MEDIA STORM

204,000
VOTES FROM
160 COUNTRIES

PRESENTED AT THE

UNESCO MEETING
16 IN QATAR
JUNE

TO BAN DUMPING IN THE REEF'S
WORLD HERITAGE WATERS

Year in Review - The Great Barrier Reef



79%
AUSTRALIANS
SUPPORT A BAN ON
DUMPING IN
REEF WATERS

PROTECTING THE REEF

The Fight for the Reef partnership with the Australian Marine Conservation Society provided the perfect way for our supporters, corporate partners and donors such as The Thomas Foundation to show their support, securing unprecedented media exposure for the impacts of industrialisation on the Reef. Tourism bodies and international banks also put their weight behind the campaign; and scientists are helping explore new ways to boost reef health and resilience.



INTERNATIONAL ATTENTION

More than 200,000 of you spoke to the UNESCO's World Heritage Committee in Qatar, where the Reef is now on a watch list.

You signed on as Reef ambassadors, and urged delegates and the Australian and Queensland governments to take urgent action as part of our international digital YouNesco campaign.

Since then, you have actively contributed to the Reef 2050 Plan, that sets out solutions vital to the Reef's survival – solutions we are determined to see enshrined in policy, legislation and government budgets.



15%
REDUCTION
PESTICIDE POLLUTION
> PAST 5 YEARS

SEEKING WIN-WIN SOLUTIONS

Farmers in the Great Barrier Reef catchments have stepped up their efforts to curb pollution running-off to the Reef, assisted by unprecedented government funding. For every dollar invested by the Reef Rescue program, farmers invest \$1.80 of their own money on practices that improve productivity while cutting reef pollution.

WWF successfully advocated for the Australian Government to establish a Reef Trust, which we want to see built into a multi-billion dollar fund to invest in reef restoration and protection.



IMPROVING FISHING PRACTICES

Efforts to improve fishing practices and management within Great Barrier Reef fisheries have also earned widespread support. Household names such as Coles and John West undertook to review their supply chains, reinforcing WWF's work with Queensland Fisheries, Great Barrier Reef Marine Park Authority, commercial fishers, and Queensland seafood suppliers to improve fisheries management, research and monitoring.



Year in Review - The Great Barrier Reef

1,200
TURTLE
HATCHLINGS
SAVED



FOSTERING LONG-TERM PARTNERSHIPS

Spirited cooperation between scientists, Traditional Owners and local communities is at the heart of many projects you have supported to protect iconic reef species. Tassal and James Cook University (JCU) continue to lead vital snubfin dolphin research – conducting two important surveys this year.

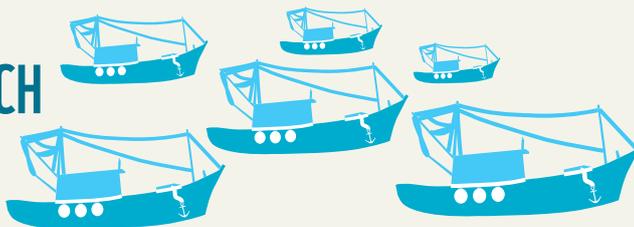
Turtle nest protection devices have been trialled on 33 turtle nests in the far southern Great Barrier Reef and we owe a great debt of gratitude to Gudjuda Indigenous and Girringun Aboriginal Rangers, who have been helping to monitor nesting female flatback turtles. The Gudjuda Reference Group, JCU and Queensland Government turtle researchers are also collaborating to investigate the fibro-papilloma virus. This potentially life-saving work for turtles is supported by youth fashion retailer, factorie.

The Rivers to Reef Turtles Project is studying links between water quality and turtle health, thanks to Banrock Station wines and funding from its Environmental Trust. Funding from the Queensland Government's Friends of the Park Program has financed a practical manual and toolkit to assist those responding to turtle strandings. The Sea Turtle Foundation, Cairns Turtle Rehabilitation Centre, and Reef HQ Turtle Hospital are critical partners in this project.

You have also empowered us to extend a lifeline to a little-known land-based animal, the northern bettong. This endangered macropod is found in only four locations in the Wet Tropics. JCU scientists, Queensland Government agencies, and Indigenous and Natural Resource Management (NRM) groups are collaborating to safeguard this secretive forest animal before it's too late.

PROTECTING OUR TURTLES:

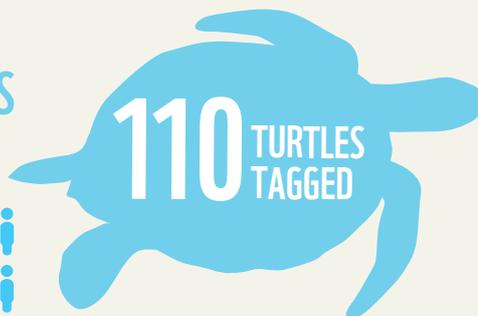
6 RESEARCH TRIPS



30 TRADITIONAL OWNER GROUPS PARTICIPATED



110 TURTLES TAGGED



CORAL TRIANGLE & SOUTH WEST PACIFIC

Broadly covering the waters of Indonesia, the Philippines, Solomon Islands, Papua New Guinea, and Malaysia this wondrous six million square kilometre Coral Triangle is home to the greatest diversity of marine animals and plants on Earth, yet it must also sustain more than 100 million people. Your support has enabled us to develop creative solutions and impressive partnerships that are protecting the Coral Triangle's rich marine resources without compromising local livelihoods.





Year in Review - Coral Triangle & South West Pacific

**OVER 400
WOMEN**
WERE INVOLVED IN
THE SOLOMON ISLANDS
WOMEN'S SAVINGS
CLUBS



COMMUNITIES TAKING CHARGE

Coastal communities are learning how to balance food security, coastal development and ecological sustainability. With the backing of WWF, Australian Aid and John West, fishers in the Solomon Islands and Papua New Guinea are adopting Inshore Fish Aggregating Devices. These devices help to shift the fishing effort from the vulnerable reef species to near-shore fish to help guarantee long-term food supplies. You are also helping us to equip locals to better monitor and manage the health of their fisheries.

Recognising that the change agents in many communities are enterprising women, we are now coupling our work on sustainable fishing with support for new micro-financing (savings and loans) schemes for over 400 women. These have all been established with your help.

MPA SYSTEM
\$2.3 MILLION KMS²



GROUND-BREAKING MPA SYSTEM

Marine Protected Areas (MPAs) provide a safe haven for fish, endangered species and their habitats. While most are designed to enhance biodiversity, they can also complement a fisheries management and enhance other economic activity, such as tourism.

This year saw the creation of the world's largest system of MPAs around Australia – encompassing more than 2.3 million square kilometres. Your advocacy and support was critical in us achieving this milestone.

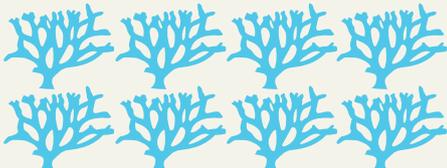
The network of Commonwealth Marine Reserves covers marine habitats and features from the tropics to the cool Southern Ocean. Among a host of other benefits, the system provides greater protection for the migratory pathways of animals like turtles and sharks.

WWF has been working for years to see this system gazetted – and thereby secure the ocean's riches – and it would not have been possible without your sustained help.

76% OF THE WORLD'S
CORAL SPECIES
ARE FOUND IN THE
CORAL TRIANGLE



RAJA AMPAT ISLANDS
553 SPECIES OF CORAL



Year in Review – Coral Triangle & South West Pacific

**6 OF THE 7
WORLD'S SPECIES
MARINE TURTLES
ARE FOUND
IN AUSTRALIAN
WATERS**

PROTECTING MARINE SPECIES

WWF-Australia is supporting GhostNets Australia to work with fishers, fisheries, officers and legislators, in the Arafura Sea to minimise the impacts of ghost nets and to raise the issue globally. Without your contributions and Blackmores funding, this would not have been possible.

GhostNets Australia target the fishing nets that are discarded at sea or accidentally lost that are a major threat to our region's marine creatures.

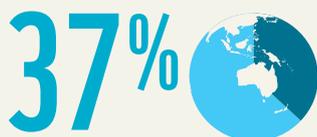
**ROEBUCK BAY
MPA PROPOSED**



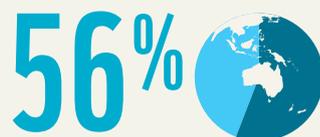
PROTECTING WESTERN AUSTRALIAN TREASURES

As WWF supporters, you have joined scientists, Traditional Owners and community groups to campaign for the protection of this fragile region that is a treasure trove of cultural and natural heritage riches.

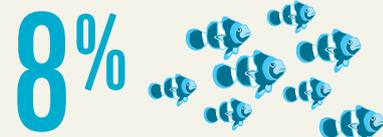
THE CORAL TRIANGLE HAS MORE CORAL REEF FISH DIVERSITY THAN ANYWHERE ELSE IN THE WORLD:



OF THE WORLD'S CORAL REEF FISH SPECIES.
(2,228/6,000)



OF THE CORAL REEF FISHES IN THE INDO-PACIFIC REGION.
(4,050 species)

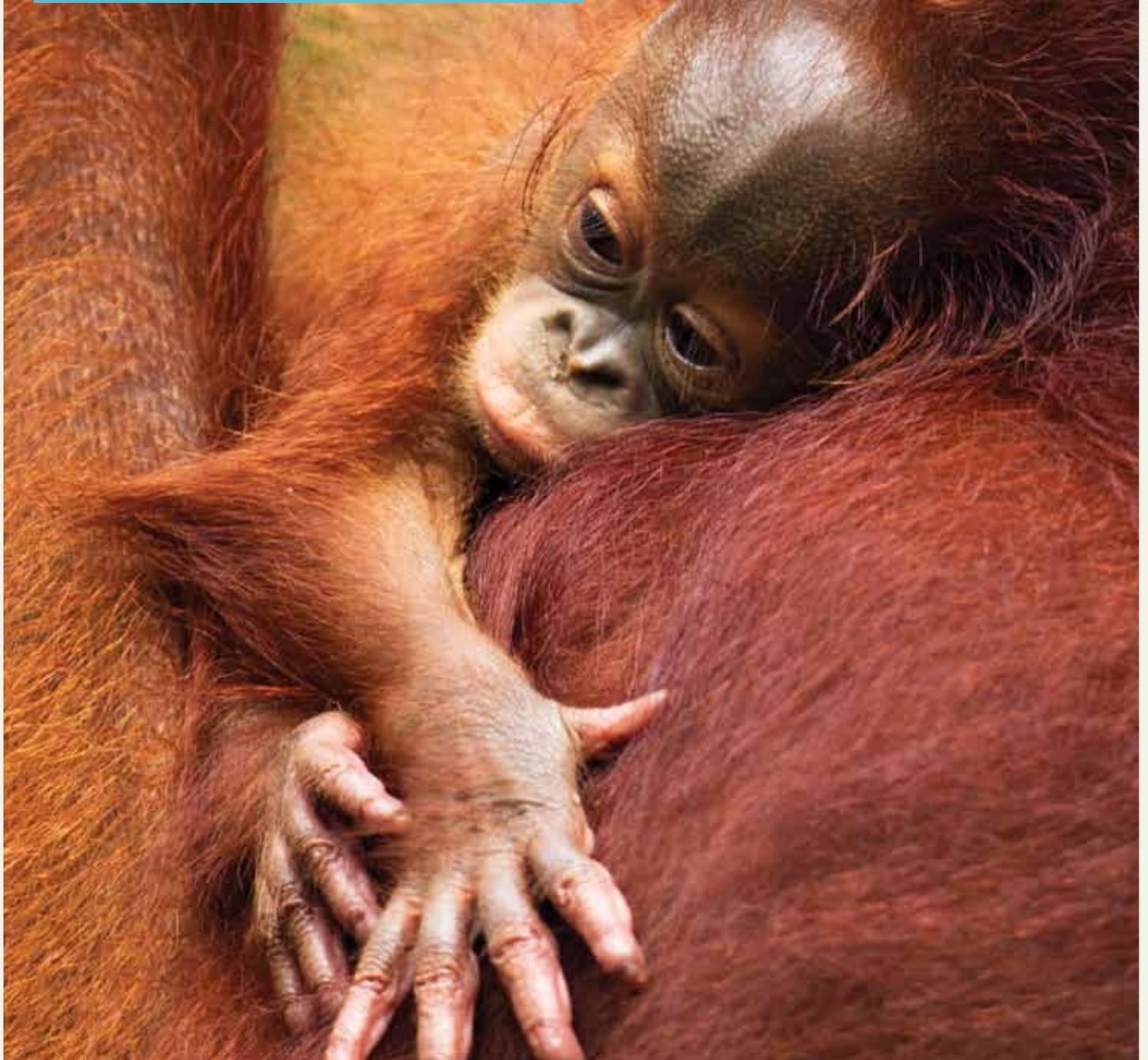


OF THE CORAL REEF FISHES IN THE CORAL TRIANGLE ARE ENDEMIC OR LOCALLY RESTRICTED SPECIES.
(235 species)

HEART OF BORNEO

The Heart of Borneo refers to the main part of the island where forests remain intact. Covering an area the size of Victoria in Australia or the whole of England and Scotland put together, and extending into the territory of the countries of Brunei Darussalam, Indonesia and Malaysia, it is one of the largest trans-boundary rainforests remaining in the world.

Orang-utans, pygmy elephants and rare rhinos – the verdant tropical rainforests of Borneo seem to have it all. But Borneo’s rainforests are being cleared and degraded for timber, pulp, palm oil, rubber and minerals, which has put these unique species at serious risk. Thankfully, you have demonstrated that out of sight does not mean out of mind.



Year in Review – Heart of Borneo

More than 600 new species of animals and plants have been discovered in Borneo since 1995



CONSERVATION WITHOUT BORDERS

With your support, WWF is working with the governments of Indonesia, Brunei Darussalam and Malaysia to create a network of protected areas and sustainably-managed rainforests within the Heart of Borneo. The future of this trans-boundary area depends on the collaboration of all three governments. No single country can protect these unique highlands alone. This presents a unique opportunity to conserve pristine tropical rainforest on a huge scale on the world's third-largest island.

**1.56 MILLION
HECTARES**
UNDER FSC CERTIFICATION



TREE-TOP THOROUGHFARES

Our efforts to promote responsible forest management, effective species conservation, and sustainable local livelihoods see us contributing on the ground in Borneo's Arabela-Schwanner landscape in the West and Central Kalimantan provinces. This area conserves about 10,000 Orang-utans (more than 10% of the world's population) and numerous other species including clouded leopards, hornbills, gibbons and a wide variety of other fauna.

Teaming up with our colleagues in Indonesia, we have worked with two logging concessions in the Arabela-Schwanner region to guide them through Forest Stewardship Council (FSC) certification. Two more are undergoing certification. With your support, we aim to have all major forest concessions in the region certified within the next 10 years.

Your generosity has enabled us to undertake an orang-utan survey, implement sustainable development workshops that have involved hundreds of children, and to deliver training to locals so they can play their part in reducing illegal logging and hunting.

Together, we are also working to ensure the livelihood of orang-utans through the Labian-Leboyan Wildlife Corridor – a goal supported by the Kimberly-Clark Foundation.

\$330 MILLION
DIRECT TRADE
FLOWS OF PRIMARY
FOREST PRODUCTS
FROM INDONESIA TO
AUSTRALIA P.A

FROM THE HIGHLANDS TO THE HIGH STREET

WWF is researching the flow of forest products along supply chains from Borneo to Australia and the United States. Tracing these products will help inform business buyers and educate consumers about the impacts of their choices.

You're taking us a step closer towards protecting the many extraordinary species already documented within these magical, mist-shrouded forests, as well as the countless others that await our discovery.

CLIMATE CHANGE & EARTH HOUR

Thanks to the support of a number of generous individuals and in the lead-up to the Federal Election – we were able to launch an ‘I AM REAL’ campaign, created by award-winning advertiser Jane Caro and featuring the likes of Bryan Brown and Leah Purcell.

The campaign focused on the very real threat of climate change and was designed to raise awareness and increase public support for stronger action on climate change. The campaign reached 12 million; 42,000 visited our website, 4,000 shared on social media and 2,000 sent an email to candidates in an 18-day campaign.

Separately, we’ve been able to build the capacity of the climate movement by partnering with and helping organisations such as the Solar Citizens and the Australian Youth Climate Coalition.

Every part of the natural world and its interdependent social and economic systems is being, or will be affected by climate change. In order to keep temperature rises below 2 degrees, the stated goal of governments worldwide – urgent and sustained efforts are needed both at home and across the globe.

Last year we linked Earth Hour, climate change and our national treasure, the Great Barrier Reef and this clearly resonated with Australians.



7 MILLION AUSTRALIANS

 + MILLIONS MORE FROM **162 COUNTRIES**
SWITCHED OFF THEIR LIGHTS ON SAT 29 MARCH 2014

YOU PARTICIPATED IN
1,106
COMMUNITY EVENTS  UP BY 500%

1ST EARTH HOUR DOCUMENTARY
WHICH AIRED ON
CHANNEL 10



7,000 
TEACHERS
DOWNLOADED
CURRICULUM RESOURCES

RESULTING IN
213,000
VIEWERS 

CO-CREATED WITH
COOL AUSTRALIA

PLUS OUR
1ST EARTH HOUR MUSIC VIDEO 

 **\$5 MILLION**
WORTH OF
MEDIA COVERAGE
= **170% INCREASE**
IN TRAFFIC TO EARTHHOUR.ORG.AU

FEATURING YOUTUBE SENSATIONS
▶ NATALIE TRAN &
▶ THE AXIS OF AWESOME

110,000+ RESULTING IN
VIEWINGS

WE COULDN'T HAVE DONE IT WITHOUT
\$28,000 OF CROWD-FUNDED
DONATIONS



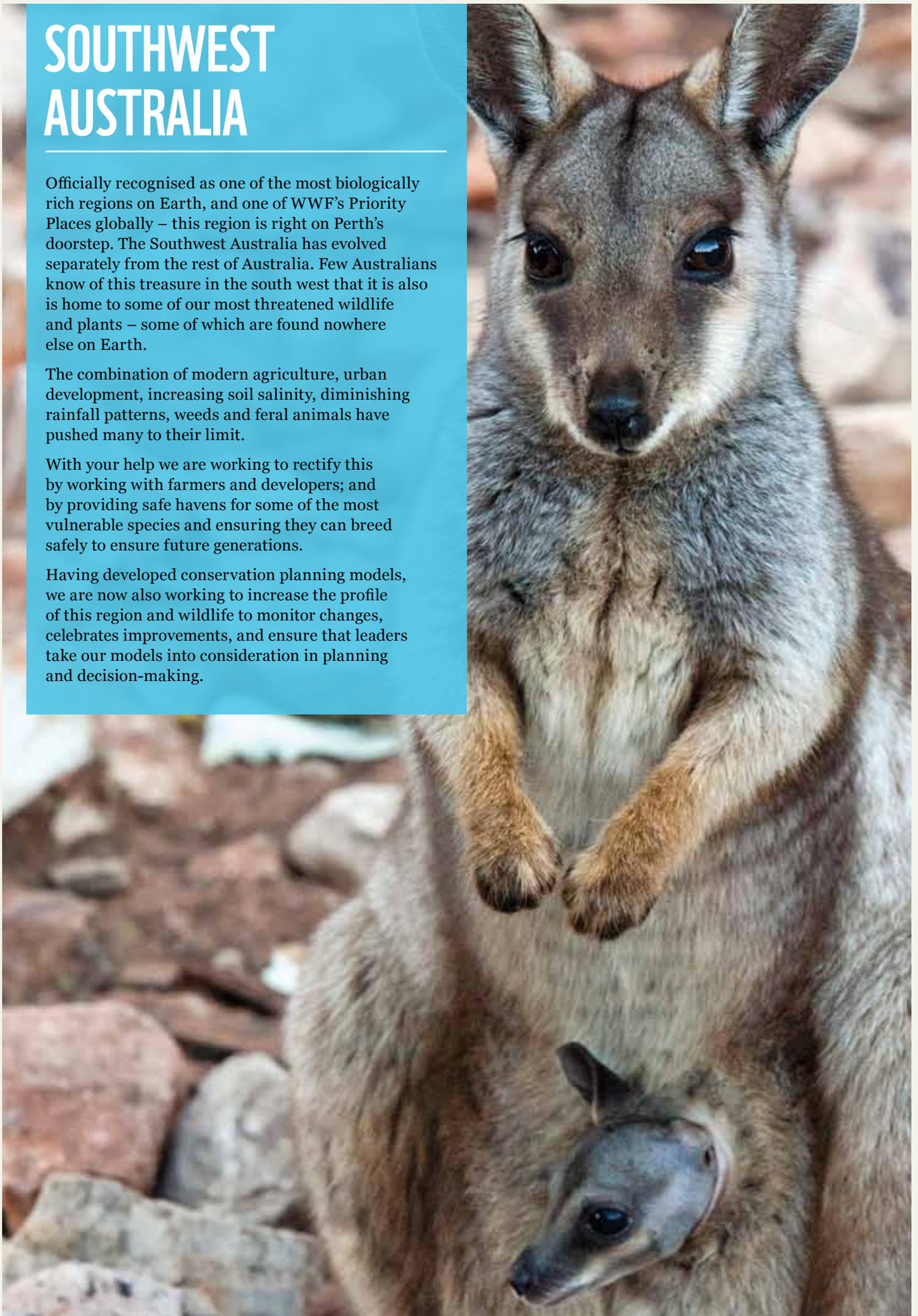
SOUTHWEST AUSTRALIA

Officially recognised as one of the most biologically rich regions on Earth, and one of WWF's Priority Places globally – this region is right on Perth's doorstep. The Southwest Australia has evolved separately from the rest of Australia. Few Australians know of this treasure in the south west that it is also home to some of our most threatened wildlife and plants – some of which are found nowhere else on Earth.

The combination of modern agriculture, urban development, increasing soil salinity, diminishing rainfall patterns, weeds and feral animals have pushed many to their limit.

With your help we are working to rectify this by working with farmers and developers; and by providing safe havens for some of the most vulnerable species and ensuring they can breed safely to ensure future generations.

Having developed conservation planning models, we are now also working to increase the profile of this region and wildlife to monitor changes, celebrates improvements, and ensure that leaders take our models into consideration in planning and decision-making.



Year in Review – Southwest Australia

ZERO PREDATORS SEEN SINCE OCT 2013

WALLABIES BOUNCING BACK

Your affection and support for a vulnerable colony of black-flanked rock wallabies is paying dividends. Together with the Department of Parks and Wildlife, WA, your donations enabled the construction of a five-kilometre predator-proof fence around the 175-hectare Nangeen Hill Reserve, helping to secure the future of this shy species.

At the time of the fence's construction, just five rock wallabies remained at Nangeen Hill. By the end of 2014, we estimate the population will have risen to 25-30, including relocations and successful breeding.

Over the past six months Kaarakin have attended over 100 cockatoo rescues



COCKY RESCUES

You have played a vital role in giving a voice to some of the region's more raucous residents - threatened black cockatoos that are losing their homes and food sources to urban development, logging and mining. Your kind support of more than \$40,000 has kept the Kaarakin Black Cockatoo Conservation Centre's Mobile Cocky Rescue Service on the road for another year to care for hungry, injured or orphaned birds.

CRACKING THE CASE



WOYLIE LIFELINE

Populations of the critically endangered woylie, also known as the brush-tailed bettong, have suffered two crashes in recent times – a disturbing trend for an animal that plays an important role in breaking up soils, and distributing forest seeds and fungi. After bouncing back to a peak of about 200,000 animals in 1991, the total population plummeted to around 18,000 by 2010. Predators (particularly feral cats), loss of resources and disease are thought to be the likely culprits.

While we work with our partners James Cook University, the Department of Parks and Wildlife WA and woylie population managers around the country to solve this mystery, you've also been helping in other ways. Your funds helped install water pipes, safety doors and plants to upgrade the captive breeding facilities at Kanyana Wildlife Rehabilitation Centre to ensure the resident woylies have an inviting and safe home.

INAGURAL SPRING QUENDA COUNT



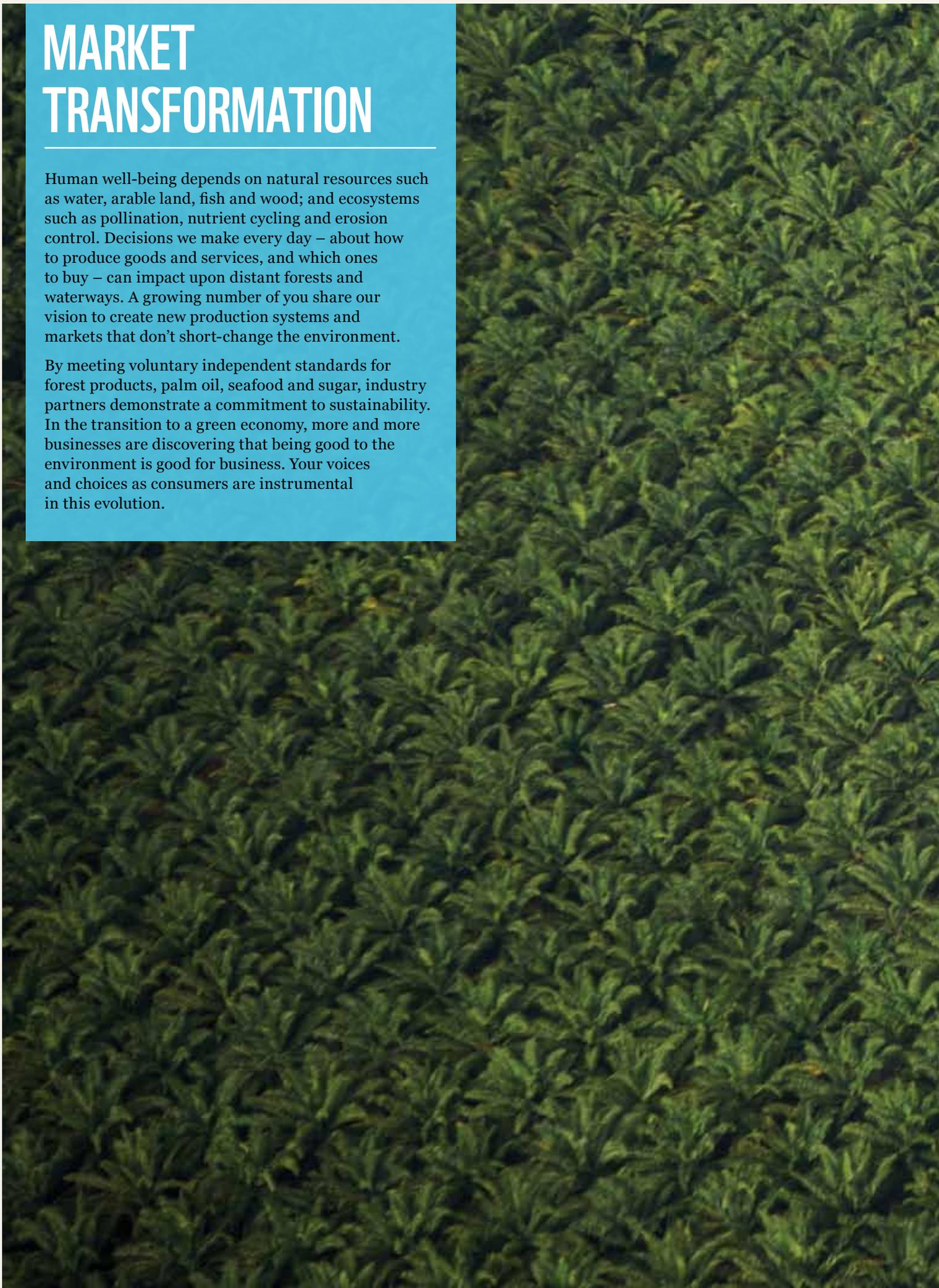
COUNTING QUENDAS

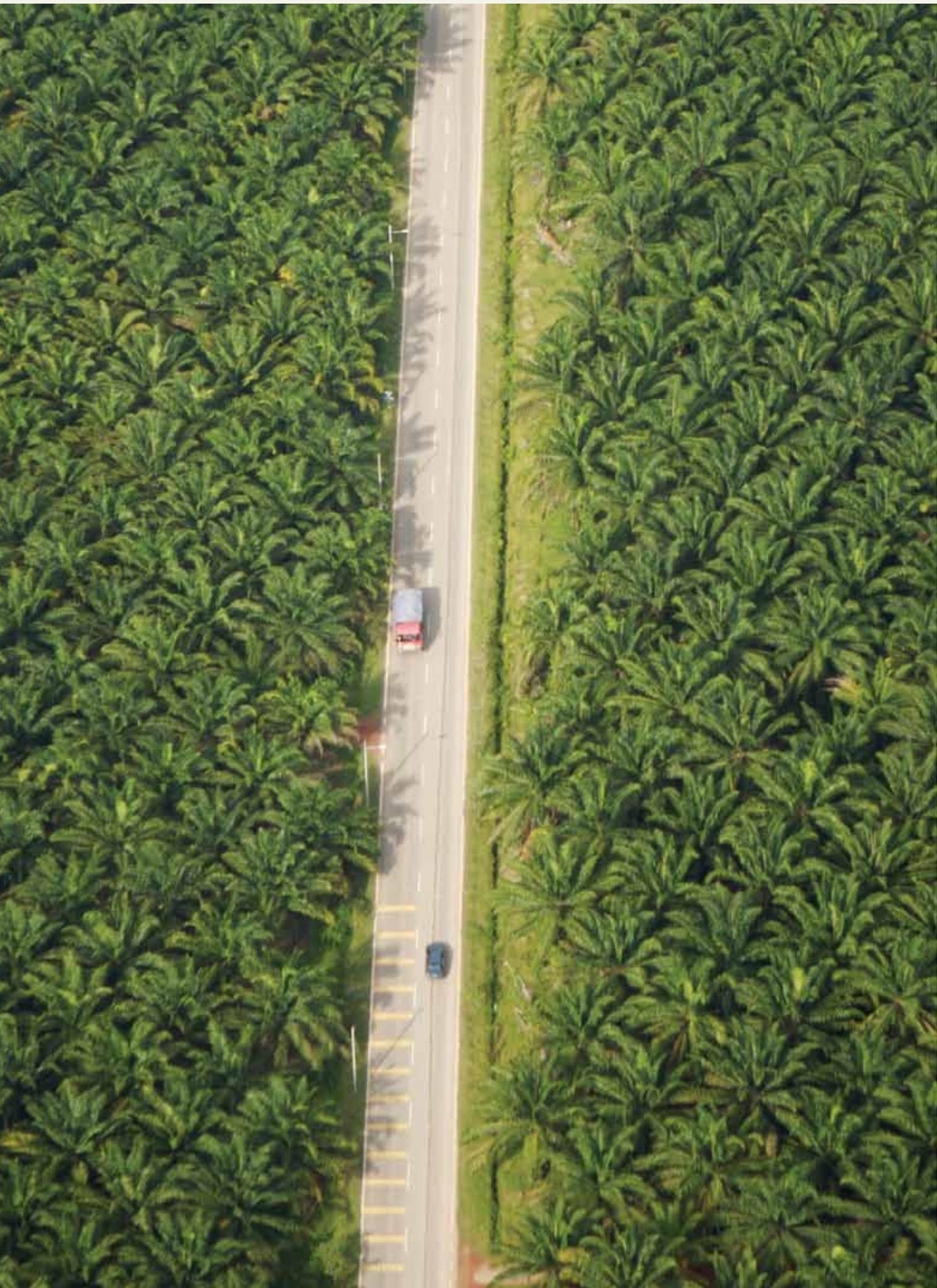
Loss of habitat to urban development, feral animals and a drying climate are all affecting the quenda, the Southwest WA subspecies of the southern brown bandicoot. Volunteers across the greater Perth region are building on information gained during the 2012 Community Quenda Survey by taking part in the inaugural Spring Quenda Count in 2013.

MARKET TRANSFORMATION

Human well-being depends on natural resources such as water, arable land, fish and wood; and ecosystems such as pollination, nutrient cycling and erosion control. Decisions we make every day – about how to produce goods and services, and which ones to buy – can impact upon distant forests and waterways. A growing number of you share our vision to create new production systems and markets that don't short-change the environment.

By meeting voluntary independent standards for forest products, palm oil, seafood and sugar, industry partners demonstrate a commitment to sustainability. In the transition to a green economy, more and more businesses are discovering that being good to the environment is good for business. Your voices and choices as consumers are instrumental in this evolution.





AERIAL VIEW OF ROAD RUNNING THROUGH OIL PALM PLANTATION, SUNGAI PETANI VICINITY, KEDAH, MALAYSIA, MAY 2006 © NATUREP.L.COM / TIM LAMAN / WWF-CANON

Year in Review – Market Transformation

75 CANE GROWERS BROUGHT

204,300+

HECTARES OF
FARMLAND
UNDER A-CLASS
MANAGEMENT



SWEET SUSTAINABILITY

Sugar-cane growers have made new efforts over the past year to reduce water pollution that is affecting the Great Barrier Reef. With your support, we have bolstered the global Bonsucro standard for sustainable sugar and encouraged one of the world's largest food processors and owner of 40% of Queensland's sugar mills – the Wilmar company – to join Bonsucro.

The Coca-Cola Foundation is also helping to test and verify improved cane-farming practices in Queensland and renewed its US\$500,000 funding for Project Catalyst, a pioneering partnership between cane farmers, Natural Resource Management Groups (Reef Catchments, Terrain Natural Resource Management and NQ Dry Tropics), the Coca-Cola Foundation, WWF and the Australian Government.

AUSTRALIA IS THE WORLD'S
3RD LARGEST
BEEF EXPORTER



MEATY IMPROVEMENTS

Partnering with the grazing industry and its stakeholders to establish a beef equivalent of Project Catalyst – Project Pioneer – has been another major achievement this year. By encouraging and documenting efforts to produce beef profitably, while also reducing threats to water quality and biodiversity, WWF is helping protect the Great Barrier Reef. Together with 10 leading producers, we aim to prove that sustainable beef production is economically viable. Globally, WWF continues to work with the most influential and proactive beef companies within the Global Roundtable for Sustainable Beef to improve the sustainability of the global beef supply chain.

500+

SEAFOOD PRODUCTS
WERE ASSESSED



FISHING FOR CERTIFICATION

The number of seafood buyers and suppliers supporting Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) standards is growing. Responsible seafood is gaining recognition and market share, and many of you are now endorsing industry change by requesting these products.

In Western Australia, the state's government continues to advance its commitment to seek MSC certification for all of the state's 47 fisheries. Meanwhile, WWF's four seafood corporate partners – Coles, John West, Blackmores and Tassal – have assessed the ecological credentials of over 500 seafood products. Between them, they are also introducing 10 new MSC or ASC products across their product ranges. John West and Coles now source only 100% ASC-certified basa, while several other fisheries and corporate partners have engaged in independent third party assessments and certifications under MSC and ASC.

Tassal – Australia's biggest salmon farmer – was awarded the first ASC certification for a salmon-farming operation in Oceania and is on track to achieve ASC certification across its entire operations. As an example of leadership in best practice, Tassal has stopped using copper-based anti-foulant, installed a recirculating hatchery system and committed to only using feed that contains MSC-certified fish sources by or before or before 2017.

Year in Review – Market Transformation

**CSPO PALM OIL
CAMPAIGN**
**18,000 LIKES ON
FACEBOOK**



CONSCIOUS CONSUMERS

Your growing awareness of sustainability issues generated considerable traffic and interest on social media. When Zoos Victoria, Taronga Zoo and WWF launched a campaign to increase awareness of Certified Sustainable Palm Oil (CSPO), it generated a terrific response online.

23%
**OF AUSTRALIANS
RECOGNISE
FSC**



CORPORATE PARTNERS

Consumer awareness of Forest Stewardship Council certification continues to grow in Australia, with research indicating a quarter of consumers now recognise the iconic ‘tree tick’. Australia’s largest sellers of paper and timber products are also helping to reinforce WWF’s forest conservation efforts.

During the past year, Officeworks joined Kimberly-Clark and Bunnings as participants in WWF’s Global Forest and Trade Network (GFTN). The GFTN helps companies secure more responsible sourcing of paper and timber, including products certified under FSC standards. The Officeworks agreement will cover all timber and paper products sold nationally.

In another major milestone, a draft of the FSC Australian National Forestry Standard, the first of its kind in Australia, was circulated for public comment in May of this year.

The mining and steel industries are also making progress, with the Steel Stewardship Forum developing a new ‘Responsible Steel’ production standard to reduce adverse social and environmental impacts throughout the value chain.

Sustainability is an increasingly important issue for the financial services industry. During our three-year partnership with ANZ International & Institutional we delivered training to 740 bankers through the Sustainability Leadership Program, exceeding our target by a wide margin.

Our partners are also essential to the achievement of WWF’s conservation goals. Alongside long-time supporter youth fashion retailer factorie, we welcomed several new corporate partners this year:

- Banrock Station wines, through funding from its Environmental Trust, supporters of the Rivers to Reef to Turtles Project;
- Bendigo Bank sponsor of Earth Hour 2014;
- Qantas Frequent Flyer, whose members can redeem their Points for Qantas to make a cash donation to WWF-Australia.

SUSTAINABILITY REPORT

The consumption of the Earth's limited natural resources – and resulting pollution – is seriously undermining the planet's ability to sustain life. WWF-Australia walks the talk when it comes to implementing sustainable practices and we continually strive to reduce the footprint of our offices from Broome to Brisbane and beyond. Overall, we are making progress on our way to achieving some ambitious targets in our priority areas.



25%

Reduction in per capita emissions from air travel against a 2008-09 baseline.



70%

of waste diverted from landfill and on track to be recycling 80% within two years.

Year in Review – Sustainability Report

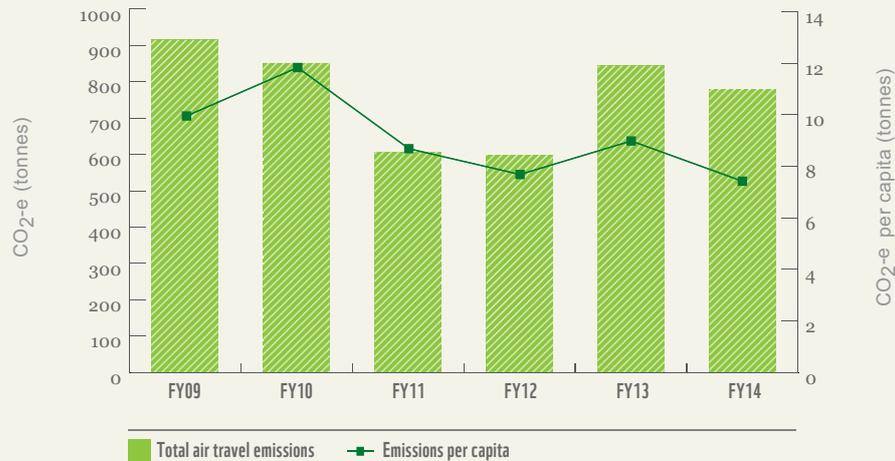
**25%
REDUCTION
IN CARBON
EMISSIONS PER
CAPITA**

AIR TRAVEL EMISSIONS

As part of a five year strategy, we have set a target to decrease per capita emissions from air travel by 20%.

In 2013-14 we achieved this target. Declaring it a ‘No Fly’ month has seen January travel emissions drop to a total of 14.5 tonnes CO₂-equivalent (CO₂-e). The recently launched Air-travel Emissions Reduction Initiative (or ‘AERI’) provides teams with quarterly updates regarding their flights and emissions, and rewards for meeting targets.

Air Travel Emissions: total & per capita



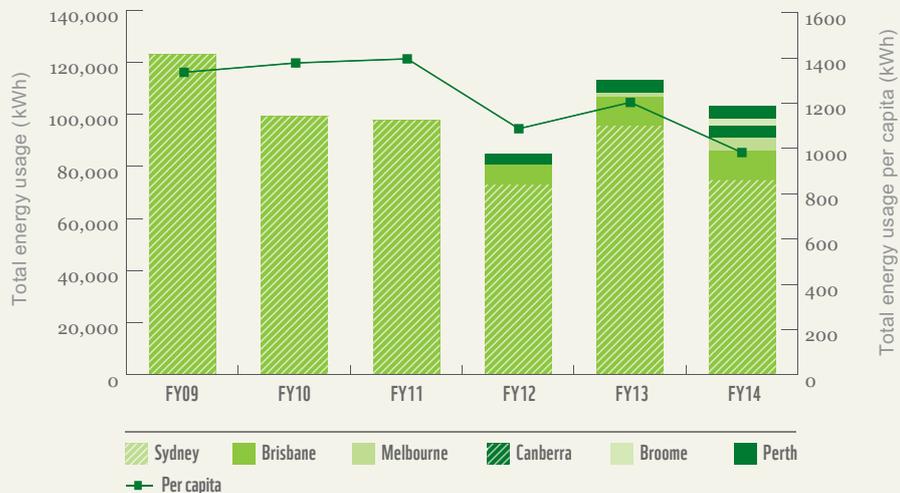
**27%
REDUCTION
IN ENERGY
CONSUMPTION
PER CAPITA**

ENERGY EFFICIENCY

A focus on energy efficiency.

Our Sydney office has seen improved energy and water efficiency and other sustainability benefits as a result of our new office location.

Comparable* Electricity Use: total & per capita



* This graph shows our historical comparable energy use, noting that in our new Sydney location we now have operational responsibility for some air-conditioning electricity that was previously supplied as a central building service. This additional air-conditioning electricity amounts to 61,000 kWh per annum, and we are focusing on ways to reduce this including behaviour change and re-setting building management controls.

Year in Review – Sustainability Report

18%
REDUCTION
IN PER CAPITA
CARBON EMISSIONS
VS PRIOR YEAR

CARBON FOOTPRINT

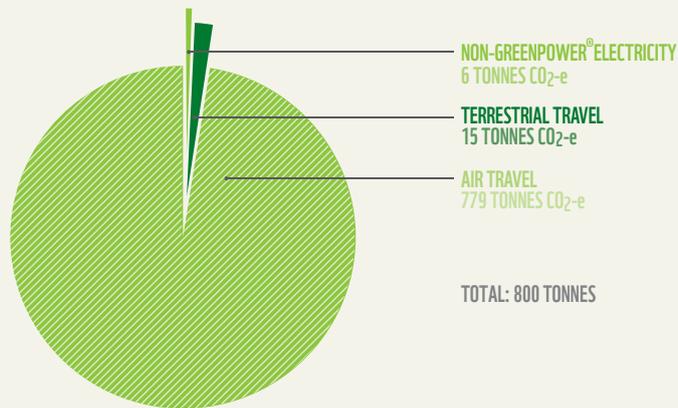
All of our carbon footprint has been offset by 100% Gold Standard Carbon Offsets.

WWF’s approach to operational carbon emissions and offsetting is to:

- ✓ assess and measure current emissions;
- ✓ avoid activities that cause emissions if possible;
- ✓ improve the efficiency of energy use to reduce CO₂ emissions further;
- ✓ offset only the unavoidable emissions via credible projects; and
- ✓ review the strategy annually.

The new Sydney office used 20% less comparable energy (a reduction of over 20,000kWh) year-on-year compared to our previous location.

WWF-Australia Carbon Emissions 2013-14



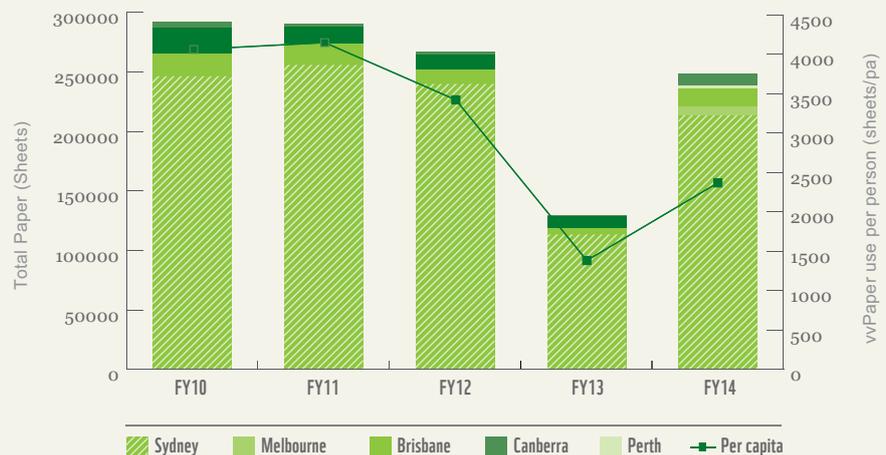
40%
DECREASE
IN PAPER USE

PAPER USAGE

Pilot projects are underway using the PaperCut application and behaviour change.

Overall, across the past five years, paper use per capita has trended down – by over 40% based on the 2009-10 baseline. However, this year saw an increase, highlighting the importance of ongoing vigilance.

WWF-Australia’s paper use: total & per capita



Year in Review – Sustainability Report

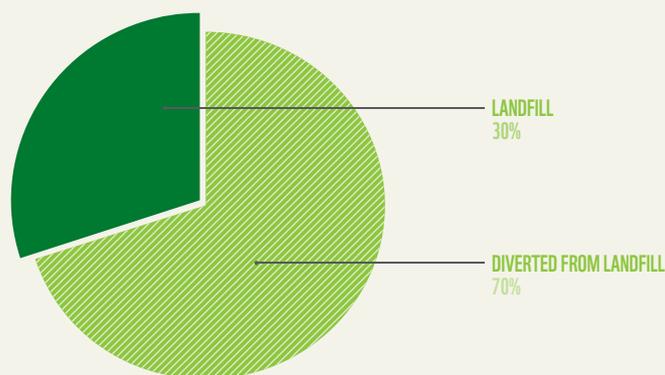
70%
OF WASTE
DIVERTED
FROM LANDFILL

WASTE RECYCLING

The target of 80% of waste being diverted from landfill by 2015-16 remains achievable.

The separation of waste and recyclables has been a focus in all offices during the past year. Educating staff and liaising with cleaners, building owners and managers, waste service providers, local councils, landfill operators and recyclers has been critical to our success.

Waste Recycling 2013-14



PRINCIPLES
INTO PRACTICE

SUSTAINABILITY CULTURE

Since relocating our three largest offices – Melbourne, Brisbane and Sydney – to ‘greener’, more efficient buildings we have seen dramatic improvements in sustainability behaviours.

Our staff are dedicated to minimising their own impacts on the environment every day by:

- ✓ reducing our energy and transport use, and completely offsetting any associated carbon emissions;
- ✓ increasing our waste recycling;
- ✓ conducting paperless meetings; and
- ✓ improving the sustainability of our procurement decisions.

This approach depends on a culture of sustainability; on improved awareness and behaviour changes.

POWERED BY PEOPLE

From our generous donors, bequestors and Facebook friends to our committed staff and astute directors, WWF attracts and captivates passionate people. Whether it's your online support for our social media campaigns, hands-on conservation assistance or scientific expertise, you help to make WWF what it is today – a responsive and resolute voice for nature.



MAJOR DONORS & BEQUESTORS

Your kind support not only finances vital conservation work; it inspires and energises WWF staff to scale new heights.

Year in Review – Major Donors and Bequestors

“We have long held a deep love and concern for the preservation of endangered species. Leaving a bequest is the best way that we can give something back to the world that has given so much pleasure and so many wonderful experiences.”

**Robyn & Ron
WWF bequestors**

There are many ways that you invest in the future of our planet each year, including through monthly donations, bequests and other significant contributions. Your kind support not only finances vital conservation work; it inspires and energises WWF staff to scale new heights.

Our major supporters and philanthropic foundations are important members of the extended WWF family. Without you, it would be simply impossible for us to deliver projects to protect our precious natural environment.

For their exceptional support during the past year, we gratefully acknowledge the generosity of The Thomas Foundation, Purves Environmental Fund, Pace Foundation, Mr James Fairfax AC, Mr Norm Godfrey, Simon Hackett, Christopher Grubb, the Marich Foundation, and the David and Lucile Packard Foundation.

WWF is also grateful to be included each year in the wills of so many supporters. Thanks to your lasting legacy, we are able to help sustain life on Earth well into the future.

WWF is honoured to be remembered by you and we continue to celebrate your love of nature and your contribution to conservation through our Living Planet Bequest Society.

This year WWF hosted a Heart of Borneo conservation information session for our bequest supporters in Sydney, Melbourne, Brisbane and Canberra. For an afternoon, guests were transported to the unique forests of Borneo to meet some of the species that they are helping – in lasting ways – to protect.

BRAND ENGAGEMENT

It is with deep thanks to our supporters that we were able to have such impact over the year with a number of high-profile campaigns for our High Impact Initiatives.

Year in Review - Brand Engagement



1,200+
REGISTERED
PARTICIPANTS
FOR WILD
ONESIE WEEK

According to the 2013 AMR charity reputation index, WWF-Australia is the highest-ranking environmental NGO in Australia. Index scores are based on factors such as innovation, strong community leadership, demonstrated appropriate cost management and transparency.

In today's media-saturated world, the clarity and integrity of WWF's messages strike a powerful chord. During the past year, our supporter numbers have grown faster than ever before. You are engaging with us and contributing to our conversations, actions and campaigns in a variety of innovative ways.

Growing our community

Our supporter base has grown almost fivefold during the past year, extending our reach and messaging to more people than ever before. We provided stories and content that resonated on social media, with our Facebook and Twitter audiences growing by over 230%.

Conversations to share

Our most popular Facebook post for the year was 'I Don't Support Dumping On The Reef', which received over 48,000 likes and reached over 2.3 million people. Big numbers like this prove to us that the protection of the Reef and our natural world is close to the hearts and minds of all Australians.

You actively joined many conversations on social media, including the C20 summit – with the #C20 hashtag (led by WWF-Australia) reaching more than three million Twitter users and generating 10.5+ million impressions.

Walking on the wild side

Our inaugural Wild Onesie Week in June attracted over 1,200 participants who raised more than \$110,000 (and got to wear a onesie to work for a week!) It was also a hit on social media, with supporters sharing pictures wearing their jaunty onesies, and achieving over 1.5 million impressions via Twitter, Facebook and Instagram.

Pedalling for Pandas

Special thanks also to the inspiring 11 WWF supporters who completed the inaugural 'Pedal for Pandas' adventure trek in China and raised over \$44,000.

Making new friends

Finally, we are grateful to our friends Ben & Jerry's Openair Cinemas and their audiences who donated more than \$30,000 towards our conservation efforts.

PEOPLE & ORGANISATION DEVELOPMENT

The generosity of our amazing supporters not only enables WWF to maintain a great working environment; it also helps us to attract the best and brightest staff, volunteers and interns to enhance our conservation efforts.

Year in Review - People and Organisation Development

50 
**INTERNS
AND VOLUNTEERS
GENEROUSLY
CONTRIBUTED
THEIR TIME
AND SKILLS
TO SUPPORT
CONSERVATION**

This year, 50 interns and volunteers generously contributed their time and skills to support conservation. Interns join WWF under a partnership between the university they attend and WWF. Boston University, USA, has long supported WWF's internship program and, more recently, we have developed a relationship with the University of Sydney. 39 dedicated Australians independently volunteered their time and skills to help our 100 staff working to protect treasured species and places.

Two Australian Youth Ambassadors for Development chose WWF to complete their assignment with the Australian Government.

WWF's staff members are among the most passionate and committed in their fields of expertise and often bring international experience to their roles. In return, WWF provides a positive, supportive and productive workplace as well as many opportunities for career progression.

Unparalleled teamwork

Achieving ambitious conservation goals demands unparalleled teamwork and collaboration. Professionals from each of WWF's major departments work cooperatively on six High Impact Initiatives. Our staff also partner with many stakeholders throughout Australia and our region. They help to provide local communities with the skills and resources needed to improve livelihoods and environments now and into the future.

WWF is always striving to provide a progressive culture, and we regularly conduct surveys to confirm that our internal environment nurtures and recognises the contributions of all. Your continued support for WWF's goals underpins everything we do. It drives our ongoing commitment to develop and deliver conservation programs of the highest standard.

CORPORATE GOVERNANCE

Our leadership team comprises of a Board of Directors, Governors, our Executive Team and three key committees. These committed individuals seek to honour your support by ensuring that effective conservation programs are delivered in an ethical and transparent manner.

BOARD OF DIRECTORS

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

Rob Purves, AM, BCom
President, WWF-Australia

Director; Member, Board of Directors since 2010.
Director; Earth Hour (global)

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

Alex Ding, BCom, LLM

Director; Secretary; Member, Board of Directors since 2012.

Chair, Nominations and Governance Committee; Corporate Partner in leading law firms since 2002.

Dr Guy Fitzhardinge, AM, PhD, GAICD

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

Stephen Gottlieb, BCom, LLB (Hons)

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

KPMG Partner for 25 years; former KPMG Board Member.

Paul Harris, MA, FFin

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

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

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

IPCC Lead Author; former Commissioner, Climate Commission; Member, Wentworth Group of Concerned Scientists; Member, Climate Scientists Australia; former Member, Land Sector Carbon and Biodiversity Board.

Brent Wallace, BCom, FACID

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

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

Martijn Wilder, AM

Director, Board of Directors since 2012.

Chair, Low Carbon Australia; Director, Clean Energy Finance Corporation; Director, Climate Council; Chair, NSW Climate Change Council; Governing Board Member, Renewable Energy and Energy Efficiency Partnership; Member, Strategic Council of the Climate Institute. Adjunct Professor of Climate Change Law and Policy.

Australian National University (2008-current); Affiliate, Cambridge Centre for Climate Change Mitigation Research Department of Land Economy, University of Cambridge.

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

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

Managing Director, Corporate & Community Sustainability International; Deputy Chair, Invasive Animals Limited (managing the IA Cooperative Research Centre); Chair, IAL Audit and Risk Committee.

PATRON

Her Excellency Ms Quentin Bryce AV CVO

Governor-General of the Commonwealth of Australia – stood down in March 2013 at the time of her resignation as Governor-General. We are most grateful for her significant contribution.

EXECUTIVE TEAM

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

PRINCIPAL OFFICERS

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

As Chief Executive Officer of WWF-Australia, Dermot O’Gorman led the development of a new, collaborative strategy, focused on Six High Impact initiatives, including the Great Barrier Reef.

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

Dermot previously worked as CEO of WWF-China and WWF-Pacific and has over two decades 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, 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 around Antarctica. In 2010 Gilly became Conservation Director and oversees the conservation advocacy, partnerships and on-ground activities.

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

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

COMMITTEES

Finance, Audit and Risk Management Committee

It is the role of the Finance, Audit and Risk Management Committee to assist the Board to provide oversight of WWF-Australia’s financial and risk management programs.

Nominating and Governance Committee

It is the role of the Nominating and Governance Committee to ensure that the most credible, diverse and committed individuals are in a position to influence the strategic outcomes of the organisation in the most appropriate way – 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. Lesley Hughes
- Dr Jamie Pittock
- Dr Bob Pressey
- Assoc. Prof. Peter Valentine
- Dr Dedee Woodside

KEY SERVICE PROVIDERS

- Allens
- Australia and New Zealand Banking Group Limited
- Ethinvest Pty Ltd
- Norton Rose Fulbright
- PricewaterhouseCoopers

GOVERNORS

Our 79 committed Governors, who use their expertise, influence and networks to promote and support WWF’s objectives. Experts in their various fields, our Governors serve as WWF champions, provide strategic advice and contribute to internal working groups.

Ms Lyn Allison
Cr Michael Berwick, AC
Mr Ken Boundy
Mr Greg Bourne
Mr Peter Bridgman
Mrs Margaret Brock
Dr Andrew Burbidge
Mr William Burrell, AC
Mrs Sidonie Carpenter
Mr Richard Cassels
Mr Michael Chilcott
Mr Peter Cosier
Prof. Bart Currie
Prof. Chris Daniels
Prof. Stephen Davies
Prof. Christopher Dickman
Mr Alex Ding
Mrs Kate Dowling
Dr Colin Filer
Dr Guy Fitzhardinge

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

Cr. Robert Kok
Ms Holly Lindsay
Mr Diccon Loxton
Dr Don McFarlane
Mr Michael McFarlane
Ms Sunday McKay
Mrs Marian Micalizzi
Mr John Mooney
Assoc Prof. Susan Moore
Mr David Moyle, AM
Dr Warren Musgrave
Mr Anthony Nicholas
Mrs Christina Nicholas
Ms Louise O’Halloran
Mr Brad Orgill
The Hon. Michael Pembroke
Dr Jamie Pittock
Prof. Hugh Possingham
Prof. Bob Pressey
Mr Robert Purves, AM

Mr Phil Rist
Mr Edward Rowley
Mr Paul Sattler
Ms Kerryn Schrank
Dr Sandra Schuster
Mr Simon Spellicy
Mr Andrew Stock
Mr Alan Sweeney
Assoc Prof. Luca Tacconi
Mr Peter Thomas
Mr Keith Tuffley
Mr Keith Walkerden
Mr Brent Wallace
Mr Ivan Wheen
Mr Hunter White
Mr Martijn Wilder, AM
Mr Brian Wills-Johnson
Dr Dedee Woodside
Mrs Susan Young

FINANCIAL OVERVIEW

WWF-Australia had another solid year in which income from supporters grew and enabled increased spend on key conservation projects – these were broadly in line with the five year strategic plan which seeks to double conservation spending to over \$20 million by 2015-16.

Income for the year grew by 10.4% to almost \$30 million with strong growth again from committed regular financial supporters and good growth in major donors and bequests income.

Over the first three years of the strategic plan WWF-Australia's income has increased by \$10 million (54%) driven primarily by these new supporters.

The success of this fundraising campaign and growth in other key income streams has enabled the organisation to increase its conservation spend by \$2.0 million or 14.2% over the 2013-14 year and 45% over the past two years.

WWF-Australia recorded a small surplus for the year of \$0.3 million and remains in a strong financial position with total reserves of over \$7.8 million including \$2.8 million reserved for Earmarked projects to be spent in 2014-15.



10%

increase in income for the year to almost \$30 million



14%

increase in conservation spend over the 2013-14 year

FINANCIAL STATEMENTS

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

Report on the financial report

The accompanying summary financial statements, of World Wide Fund for Nature Australia Limited, comprising the balance sheet as at 30 June 2014, 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 2014. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 22 October 2014.

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

Director's responsibility for the summary financial statements

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

Auditor's responsibility

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

Auditor's Opinion

In our opinion, the summary financial statements derived from the audited financial report of World Wide Fund for Nature Australia for the year ended 30 June 2014 are consistent in all material respects, with that audited financial report, on the basis described in Note 1.

PricewaterhouseCoopers
Chartered Accountants



Shannon Maher
Partner – Sydney
22 October 2014

All figures throughout this publication are in AUD.

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.

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

**Statement of
comprehensive income for
the year ended 30 June 2014**

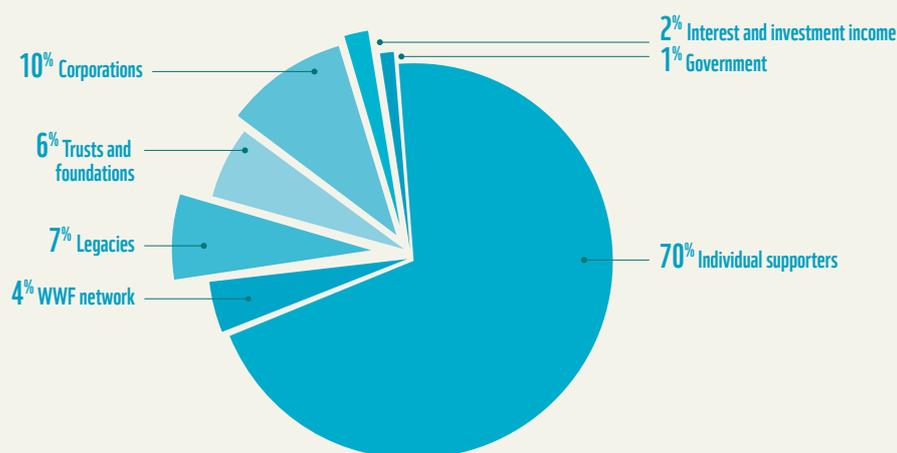
	Notes	2014 \$	2013 \$
Revenue			
Revenue from continuing operations		29,385,074	26,535,074
Other income		459,536	505,832
TOTAL REVENUE	3	29,844,610	27,040,906
EXPENDITURE			
Expenses from continuing operations:			
Funds to overseas projects		(1,765,642)	(1,663,304)
Other overseas project costs		(209,312)	(443,354)
Domestic projects		(11,625,046)	(9,885,280)
Community education		(2,731,760)	(2,304,864)
Public fundraising costs		(10,578,127)	(10,893,244)
Impairment of investments		-	-
Administration		(2,794,184)	(2,540,122)
TOTAL EXPENDITURE		(29,704,071)	(27,730,168)
Total profit/(loss) for the year	13 (b)	140,539	(689,262)
Other comprehensive income/(loss)			
Items that may be reclassified to profit or loss		139,042	96,315
Items that will not be reclassified to profit or loss		-	-
Total Comprehensive Income/(Loss) for the year		279,581	(592,947)
Total Comprehensive Income/(Loss) for the year attributable to members of World Wide Fund for Nature Australia		279,581	(592,947)

During the year to 30 June 2014, WWF-Australia had no transactions in the Evangelistic, Political or Religious Proselytisation programs category.

During the year to 30 June 2014, WWF-Australia had no category of income or expenditure required to be disclosed in accordance with the ACFID Code of Conduct other than a shown above.

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

INCOME ANALYSIS 2014



**Balance Sheet as at
As at 30 June 2014**

	Notes	2014 \$	2013 \$
ASSETS			
Current Assets			
Cash assets	7	5,930,697	4,164,579
Receivables	8	1,150,878	1,875,035
Other assets	9	90,798	138,408
Total Current Assets		7,172,373	6,178,022
Non-current Assets			
Investments	10 (b)	2,945,361	3,362,474
Property, plant and equipment	10 (a)	951,005	1,103,215
Total Non-current Assets		3,896,366	4,465,689
Total Assets		11,068,739	10,643,711
LIABILITIES			
Current Liabilities			
Payables	11	2,097,220	1,949,263
Provisions	12	136,419	120,637
Total Current Liabilities		2,233,639	2,069,900
Non-current Liabilities			
Provisions	12	1,005,632	1,023,924
Total Non-current Liabilities		1,005,632	1,023,924
Total Liabilities		3,239,271	3,093,824
Net Assets		7,829,468	7,549,887
EQUITY			
Reserves	13 (a)	7,485,524	5,617,712
Accumulated surplus	13 (b)	343,944	1,932,175
Total Equity		7,829,468	7,549,887

As at 30 June 2014 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 2014**

	Retained earnings	Reserves			Total
		Earmarked funds	Investments revaluation	Endowment fund	
Balance at 1 July 2013 (commencing balance)	1,932,175	2,280,684	164,028	3,173,000	7,549,887
Excess of revenue over expenses	140,539	-	-	-	140,539
Amount transferred (to) / from reserves	(1,728,770)	485,252	-	1,243,518	-
Investment revaluation	-	-	139,042	-	139,042
Balance at 30 June 2014 (year-end balance)	343,944	2,765,936	303,070	4,416,518	7,829,468

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 and development revenue for the financial year.

Note 1

Extracted from Financial statements – 30 June 2014. Full financial statements available on request, or via download from WWF-Australia's website 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.

#becauseofyou

our regular givers, our Indigenous partners,
donors, bequestors and corporate partners

YOU SIGNED

On as reef ambassadors, and lobbied delegates and Australian governments to take urgent action to protect the Great Barrier Reef

YOU SWITCHED

On to Earth Hour and supported global efforts to address climate change

YOU HELPED

Create sustainably-managed rainforests in the Heart of Borneo, protecting the homes of orang-utans and other precious species

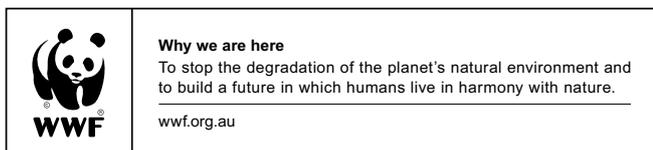
YOU BACKED

Sustainability reforms in the Coral Triangle and South West Pacific via micro-financing schemes and improved fishing practices



YOU STOOD

Up for endangered rock-wallabies, woylies, quendas and cockatoos and their vital habitat in Southwest Australia



WWF-Australia National Office

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GPO Box 528
Sydney NSW 2001

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Freecall: 1800 032 551
Fax: 61 2 9281 1060
Email: enquiries@wwf.org.au