Greenfleet

Year in Summary
2007

Welcome

Welcome to the 2007 Greenfleet Year in Summary. This report provides a brief snapshot of Greenfleet's activities and achievements throughout 2007.

Over the past 10 years Greenfleet has delivered a program based around Trees and Technology (trees to offset greenhouse gas emissions and promotion of new technologies to reduce emissions at source). Over the past twelve months we have reframed this strategy, encouraging individuals and businesses to take action to Avoid, Reduce and Offset greenhouse gas emissions. In addition to trees and technology, the "Avoid, Reduce and Offset" approach includes education, behaviour change and workplace policies as vital tools in the fight against greenhouse gas emissions and climate change.

Major achievements in 2007 included the planting of more than 500 hectares of forests to offset emissions on behalf of Greenfleet supporters, the running of the Greenfleet Technology Class in the Panasonic World Solar Challenge and the Emerging Transport and Technology Conference.

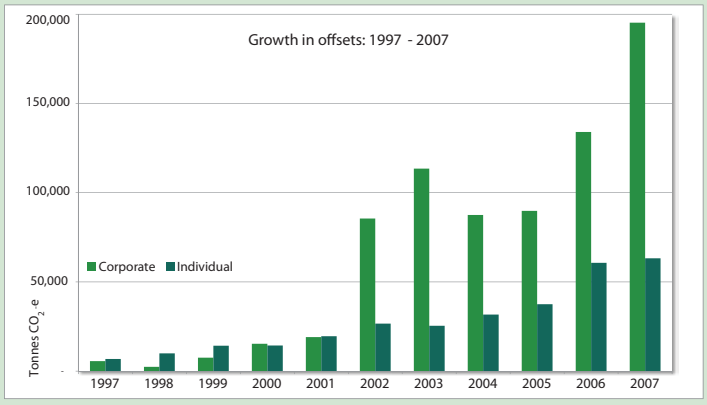
For more information about the organisation, its goals and achievements, or to find out how to Avoid, Reduce and Offset your greenhouse gas emissions please visit www.greenfleet.com.au.

Robert Joy - Chairman

Forest sink program - offsetting emissions

Greenfleet is best known for its carbon offset program - established in 1997 to provide a simple solution for motorists to offset the emissions generated by driving their cars each year. Over ten years the offset program has grown by more than 20 times - with more than 250,000 CO_2-e tonnes of offsets purchased in 2007.

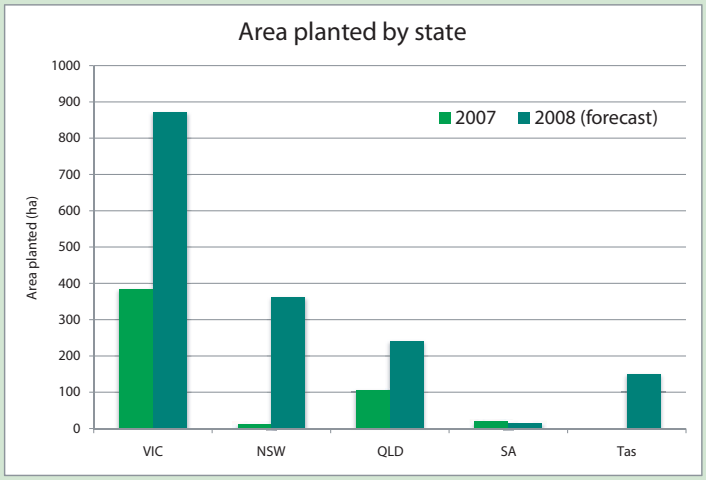
Greenfleet now offsets greenhouse gas emissions from a range of sources - the most common offset is still for vehicles (either privately owned cars or corporate fleets), but we also offset air travel and emissions associated with household or business energy consumption. Corporate offsets increased by 46% in 2007, on top of a similar increase in 2006. Individual supporters make up just over 90% of our current supporter base; however corporate supporters offset far greater quantities - accounting for 75% of the total emissions offset in 2007.



Greenfleet plants biodiverse native forests - revegetating areas with a mix of native species local to the area being revegetated. In addition to absorbing greenhouse gases, these biodiverse forests also help to:

- reduce salinity and erosion
- lower water tables
- improve water quality in rivers and streams
- provide habitat for native wildlife
- provide windbreaks / shelter for crops and livestock

In 2007, Greenfleet planted 523 hectares of new forests across four states - Queensland, New South Wales, Victoria and South Australia. By 2023 these forests, combined with those planted between 1997 and 2006, will have captured more than 1.1 million tonnes CO_2-e on behalf of Greenfleet supporters - exceeding Greenfleet's commitment to supporters from 1997 to 2006.



Due to continued drought throughout much of Australia, particularly inland NSW, ACT and SA, Greenfleet's 2007 planting activities focussed on areas experiencing milder conditions and greater rainfall within south-eastern Queensland and Victoria. This strategy has resulted in preliminary survival rates greater than 90% for 2007 plantings.

Following good summer rainfall in many parts of the country Greenfleet expects to plant more than 1,600 hectares of new forest in 2008. As the graph above shows these plantings will take place across five states, including Greenfleet's first Tasmanian plantings and renewed intensity in NSW and Queensland.

Greenhouse Friendly™ approval

As the carbon offset industry develops rapidly, it is important that our supporters have confidence in Greenfleet's program. We believe offset providers need to be held accountable and can demonstrate a robust product to consumers. While there are several accreditation schemes operating within Australia (some on an international basis), Greenfleet identified the federal government's Greenhouse Friendly™ initiative as the most appropriate scheme to demonstrate the quality of our offset program in meeting Australian Standards.

Greenhouse Friendly™ requirements for forest sink abatement include:

- 'additionality' (that the project would not occur through business-as-usual)
- that land has not been recently cleared (since 1990)
- that the forest meets specified height, area and canopy cover standards, and
- must have been revegetated by human induced methods.

Greenfleet investigated the requirements of the Greenhouse Friendly™ abatement providers and ensured that data management, legal agreements, risk management, planting and monitoring regimes met these standards throughout the first six months of 2007. We submitted the application for Greenhouse Friendly™ Approved Abatement Provider status in early July 2007 and approval was granted in January 2008.

Independent verification of Greenfleet's program was undertaken by Greenhouse Challenge Plus Independent Verifier panelist GHD.

Case study - Battery Creek

Greenfleet works with many landholders over an extended period to revegetate vast tracts of land. Battery Creek - a catchment for South Gippsland Water in Victoria - is an example of a site that has been planted over a number of years. Greenfleet has progressively planted trees in the Battery Creek catchment every year since 2000.

Over eight years, more than 30,000 trees have been planted at the 40 hectare site with an 86% survival rate overall. The revegetation project will be completed in 2009, with 10,000 trees being planted in 2008 and an extra 4,000 trees in 2009 - this includes some additional trees to replenish saplings that have been lost to grazing by wildlife.

Species being restored on the site include a variety of eucalypts, wattles and tea trees native to the area. Wallabies and kangaroos are becoming more prevalent across the site, taking refuge among the growing trees.

The site demonstrates the growth of Greenfleet's forests over time, with each year's planting showing an increase in height and trunk diameter. Trees planted in 2006-07 are still saplings, however those planted in 2000 are now well over 10 metres tall, many 15 - 20 metres, and have established dense canopy coverage.

Steve Evans, Managing Director of South Gippsland Water, is a strong supporter of the Battery Creek revegetation project, recently commenting:

"South Gippsland Water has enjoyed working cooperatively with Greenfleet to progressively plant our 40 hectare Battery Creek catchment property with native vegetation over the past eight years. This project has been invaluable in not only capturing vehicle emissions, but also improving land stability, water quality and increasing biodiversity within the catchment and adjoining land. Lyrebirds are known to be in the surrounding area, so this project is also playing a part in rejoining their fragmented habitat".

The photo series above tells the story - over time these trees are forming a rich, biodiverse native forest which is helping to improve water quality in the catchment, stabilising hills, providing shelter for wildlife and capturing greenhouse gas emissions.

From left to right, these images show trees that were planted in 2000; 2001/2002; 2004; 2006/2007. The far right image shows an aerial view of the entire site.

Emerging Transport Technology Conference

The 2007 Greenfleet Emerging Technology Transport Conference (ETTC) followed the theme of 'Driving Future Change', challenging delegates to consider how transportation technologies can meet the needs of consumers while reducing contributions to climate change. The conference attracted more than 80 delegates from organisations as diverse as local councils, state and federal government departments, universities, ANZ, World Vision and Telstra.

Presenters were as varied as the delegates, with contributions from CSIRO, Glass's Information Services, fuel companies, car manufacturers, research institutes and universities, motoring journalists and Antarctic explorers.

Topics included 'the real cost of going green', 'potential impacts of emissions trading on the transport industry', 'road freight transport challenges', 'end-of-life vehicle management', 'emission testing', 'how efficient can diesel engines become' and 'the first Australian-built electric vehicles'.

The ETTC provides a valuable biennial forum for debate on the future of the transport industry within the context of increasing pressures for sustainability.

Technology program - avoiding and reducing emissions

World Solar Challenge

The Panasonic World Solar Challenge is a biennial event based on a competitive field of solar cars crossing the Australian continent powered by nothing but the sun. Teams are required to research, build and design vehicles capable of completing the 3,000km journey from Darwin to Adelaide. October 2007 marked the 9th running of this technological challenge.

Since 2001, the challenge has included a demonstration category of more practical environmentally conscious vehicles, sponsored again this year by Greenfleet. The 2007 Greenfleet Technology Class included some 20 vehicles including, Toyota's hybrid Prius, a Smart ForTwo, new diesel models from Peugeot, Hyundai and Audi, plus a selection of scratch-built and alternative-fuelled vehicles all testing their capabilities. All vehicles delivered fuel consumption and greenhouse gas emissions well below current Australian averages in their journey from Darwin to Adelaide.

The Greenfleet Technology Class of the World Solar Challenge forms a key part of the Greenfleet's “Avoid and Reduce” strategies by showcasing practical and desirable vehicles with a smaller environmental impact.

CO_2 Cost Cutter

The CO_2 Cost Cutter was developed in conjunction with software developer Ausfleet to help organisations model the fuel efficiency and greenhouse gas emissions of their vehicle fleets.

The calculator allows fleet managers to compare actual fuel consumption and emissions, for each driver and each vehicle, against benchmark values from the Federal Government's Green Vehicle Guide. The tool is sophisticated enough to allow the development of up to three fleet scenarios, where current vehicles are replaced with alternatives and the effects on consumption and emissions are modelled.

Since its launch in June 2007 more than 65 organisations have signed up to use the tool. The CO_2 Cost Cutter is available via Ausfleet's website at gf.ausfleet.net/greenfleet/

As one of the earliest providers of offsets, Greenfleet is regularly approached to provide speakers and technical input for key transport and sustainability events and publications and the media. Through these opportunities Greenfleet promotes the need to avoid and reduce greenhouse gas emissions as well as offsetting the emissions that are ultimately created.

Community and industry events:

During 2007 Greenfleet members of staff spoke at a range of forums, including the following community and industry events:

- Australian Government Fleet Managers' Conference
- Boroondara Festival
- BTTB Conference (business travel industry)
- Carbon Accounting, Reporting & Auditing Symposium 2007
- Emerging Transport Technology Conference
- Freight Expo
- Greenhouse 2007
- National Business Travel Association (Asia Pacific) Annual Conference
- Sustainable Living Festival
- World Solar Challenge - community events in Darwin, Katherine, Tennant Creek, Alice Springs, Coober Pedy and Adelaide

Research partnerships:

- Environmental Protection Agency (EPA) Queensland - The Ecosystem Dynamics Simulator (EDS) projects the regeneration, growth and mortality of individual species in mixed-age, mixed-species or mono-species forests. It has been developed by the Conservation Services Division of the EPA, Queensland.

  The EDS simulates changes in species composition and tree sizes, based on local monthly climate data and simple soil characteristics. It also generates numerical, statistical and visual representations of simulation results. The tool supports decision making and evaluation of management, rehabilitation and restoration of forests, and climate change effects irrespective of land tenure.

  Greenfleet is trialing this system in the field at two Queensland planting sites.

- Bureau of Meteorology paper - Greenfleet provided statistical indicators on the level of environmental awareness amongst individuals.

Building integrity within the offset industry

Media coverage:

Greenfleet was mentioned in more than 250 stories across all media during 2007. The following media contained significant coverage featuring Greenfleet:

TV

- Fish out of Water (Fox 8)
- Test Drive (Channel 9)
- Carbon Cops (ABC)
- Catalyst (ABC)

Print media

- The Age - M Magazine
- Ethical Investor magazine
- The Australian Financial Review
- Drive - Peugeot magazine
- Open Road - NRMA
- G Magazine
- Business Travel Monthly
- Virgin Blue Voyeur

Radio

- Hack (Triple J)
- The World Today (Radio National)
- Nova 100.3 (Melb) - Breakfast Show
- 663 ACT - Breakfast Show

Internet & blogs

- Go Greener - blog
- Carsguide.com.au
- Rough Theory Blog
- Choice.com.au
- Stuff.co.nz
- Eyefortravel.com

Professional associations and memberships:

- Greenhouse Challenge Plus member
- Institute of Foresters of Australia - Registered Practising Forester
- The Greenfleet Trust list is a Registered Environmental Organisation with the federal Department of the Environment, Water, Heritage and the Arts, eligible to receive tax deductible donations
- Participation in carbon offset industry workshops facilitated by Victoria's Department of Primary Industries

Board Members (pro bono positions)

Robert Joy (Chairman) is a Senior Lecturer in the School of Social Science and Planning at RMIT University, where he teaches in the fields of environmental impact assessment and waste management. Prior to RMIT, he was Deputy Chair of EPA Victoria and led the development of National Environment Protection Measures relating to fine particles and toxic air pollutants during his 15 years with EPA.

Ruth Beilin is Associate Dean Teaching and Learning in the Faculty of Land and Food Resources at the University of Melbourne. She researches and writes on social capacity and the creation of civic space in the landscape, visual sociology, catchment management, rural women and landscape policy in particular.

Julie Hansen is a former Surf Coast Shire Councillor (1994-2004), serving two terms as Mayor, and President of the Victorian Local Governance Association (2000-05). She also serves on several other environmental boards and committees.

David Lamb is the Low Emissions Transport Leader for the CSIRO Energy Transformed Flagship project. He has responsibility for planning CSIRO research into intelligent transport systems and the technologies that will be used in future hybrid and hydrogen vehicles.

Chris Mitchell has worked in the area of global climate change for more than 15 years and is currently the Foundation Director of the Centre for Australian Weather and Climate Research: a research partnership between CSIRO and the Bureau of Meteorology.

Allan Rodger is Principal Allan Rodger Consulting and Professor Emeritus, The University of Melbourne (since 1996). Alan is a former member of the Board of the Banksia Environmental Foundation, Chairman of the Australian Club of Rome and a Foundation Board Member of Greenhouse Australia.

Tom Roper has been involved in environmental policy at all levels of government and currently lives in New York. Tom is also a board member of the Washington DC based Climate Institute.

Greenfleet - the organisation

National Advisory Council (pro bono positions)

Greenfleet's Board and management are assisted by a National Advisory Council, whose members provide strategic advice relevant to the states and industries in which they operate.

Current members:

NSW	The Hon Ros Kelly (Chair) & Mr Paul Curnow
QLD	Prof Ian Lowe & The Hon Molly Robson
VIC	Prof Lyndsay Neilson & Dr Graeme Pearman
ACT	Mr Roger Beale

Company Secretary (pro bono position)

Philip Thomas

Chief Executive Officer

Sara Gipton

Our emissions

Greenfleet measured its organisational carbon footprint as part of the Greenhouse Friendly™ accreditation application. This footprint is taken into account when modelling carbon yields from Greenfleet forests, with the offset estimates quoted by Greenfleet based on nett abatement. This independently verified approach shows that Greenfleet's own carbon emissions are less than 1% of all carbon captured by the forests.

Reducing our own footprint

Here are some of the actions Greenfleet takes to reduce the greenhouse gas emissions generated by its business operations:

- Car pooling to travel between offices where possible
- Multiple meetings organised in one location when travel is required
- Public transport - Melbourne-based staff have public transport tickets rather than car parking spaces included in remuneration packages
- Office air conditioning set to 25-26°C in summer, 18-20°C in winter
- Accredited Green Power purchased for our offices
- Local nurseries and planting contractors to reduce transport
- No fertilisers used, therefore planting activities release no nitrous oxides

Source		Tonnes CO_2-e	Notes
Vehicle use (non-forestry)	48,609 km	7.5	Unleaded Petrol (2 x hybrid vehicles) Diesel (1 vehicle)
Air travel (non-forestry)	99,171 km	34.3	All flights were domestic (within Australia), full warming potential calculated
Electricity (offices)	8,585 kWh	22.2	Leongatha office - 100% Wind Power (TRU Energy) Melbourne office - 100% Wind Power (TRU Energy) Koonwarra office - fossil fuel generated electricity (TRU Energy) - this was a communal office, but Greenfleet moved out of these premises in February 2007
Vehicle use (forestry)	85,252 km	31.2	Unleaded petrol (2 vehicles)
Air travel (forestry)	32,887 km	10.2	All flights were domestic (within Australia), full warming potential calculated
Forest establishment		53.4	Includes paper use, waste generation and disposal, seedling propagation, site preparation and replanting provisions
Forest monitoring		7.7	Includes staff and contractor transportation and flights
	Total	166.5	
NOTE - Items this colour are estimates (completed by EcoVantage as part of Greenfleet's Greenhouse Friendly™ application)			

Green*fleet* powered by

GreenPower™ Accredited Renewable Energy

Financial performance

Greenfleet's financial year operates from 1 January to 31 December each year. The following information summarises Greenfleet's financial activities for 2007.

Income	$
Tree revenue (offset purchases)	2,563,120
Technology revenue	61,527
Other revenue	172,421
Total revenue	2,797,068
Charitable income included in total revenue	2,113,203
Expenses	
Forestry program expenses*	1,770,698
Technology program expenses	56,627
Fundraising expenses	263,370
Administration & personnel expenses	431,168
Total expenses	2,521,863
Operating Surplus	*275,205*

* Forestry program costs include forester salaries, costs for sourcing seed, growing seedlings, planting and monitoring of forests and provisions for replanting of forests if necessary.

** Greenfleet's operating surplus will support ongoing costs associated with accreditation of our program and forestry projects.

Proportional comparison of income and expenses

As a charitable organisation, Greenfleet reports the proportions of income and expenses allocated to fundraising and service delivery. Fundraising costs include costs of labour, promotional collateral, website calculator and supporter renewal correspondence along with associated travel expenses. Service delivery costs include all costs of forest establishment, conferences, events and publications that are consistent with the delivery of our charitable purpose, along with the labour costs associated with delivering these programs.

	2007 $	2007 %	2006 %
Total costs of fundraising	263,370	10%	14%
Gross income from fundraising	2,581,087		
Net surplus from fundraising	490,392	19%	23%
Gross income from fundraising	2,581,087		
Total costs of services provided	1,827,325	72%	69%
Total expenditure	2,521,863		
Total costs of services provided	1,827,325	65%	53%
Gross income received	2,797,068		

Thanks to our...

We'd like to thank the following organisations for supporting Greenfleet in a number of different ways. The generosity of these organisations helps Greenfleet spread the message about reducing greenhouse emissions and provide our biodiverse forest offsets at reasonable rates.

Foundation Sponsors

LeasePlan	Provision of 4X4 vehicle for forestry program, additional low emissions vehicle and boardroom for key Greenfleet meetings.
HOLDEN	Provision of utility vehicle for forestry program and Murray Darling Rescue sponsor.

Sponsors

PEUGEOT	Provision of 307 HDi vehicle	fishprint	Newsletter printing
HONDA The Power of Dreams	Provision of Civic Hybrid vehicle	Drive for Charity 2007	Funding of Greenfleet "Avoid, Reduce, Offset" postcard campaign, CO_2 Cost Cutter and other forest establishment activities

Professional Support

Freehills (Alice MacDougall, Senior Counsel) - Pro bono general governance advice and assistance, fee for service on specific issues.	**Sustainable Solutions (Alan Pears)** - Pro bono technical advice on Greenfleet emissions calculators.
Baker & McKenzie (Paul Curnow, Partner) - Reduced rates for work related to Greenhouse Friendly™ approval, fee for service on other issues.	**Price Waterhouse Coopers (Andrew Peterson, Partner)** - Fee for service taxation advice.
Ernst & Young (Peter Rohan, Partner) - Pro bono business strategy consultancy.	**McBain & Co. (David McBain, Partner)** - Fee for service auditing.

Offset supporters

We'd like to thank all our supporters for offsetting their greenhouse gas emissions with Greenfleet's biodiverse forestry projects - from individuals who offset a single vehicle or household and travel emissions; to small businesses, large corporations, local councils, state and federal government agencies who are offsetting their fleets, distribution, air travel and/or office emissions. The actions of all our supporters are helping us tackle the effects of climate change as well as restoring Australia's native forests.

We look forward to continuing to help our supporters Avoid, Reduce and Offset greenhouse gas emissions in 2008 and beyond.

The following organisations are the largest contributors to our offset program:

AAMI	Alessi	ANZ	ABC
carsguide	Corporate Express	Government of South Australia Department of Further Education, Employment, Science and Technology	Europcar
Tenison Plarre Bakehouses	FOSTER'S	Hardy Wine Company	home building society
HONDA The Power of Dreams	mecu intelligent banking	MERCK SHARP & DOHME Finding better ways	MONASH University
PACIFIC BRANDS	QFleet	SAMI	sustainable living FINANCE
symbion Pharmacy Services	Telstra	THIESS	vecci
	WYNDHAM VACATION RESORTS	Wyong Shire Council	