

# ANNUAL REVIEW

112,000+  
NEW TREES PLANTED

365  
CORPORATE SUPPORTERS

2,300  
INDIVIDUAL SUPPORTERS

197,000+  
TONNES CO<sub>2</sub>-e OFFSET SOLD

# 2012

4,800HA  
OF BIODIVERSE FOREST MONITORED

65  
DIFFERENT SPECIES PLANTED

15 YEARS  
DELIVERING BIODIVERSE SOLUTIONS





2012 was a year of celebration for Greenfleet. Greenfleet was the first organisation in Australia to plant biodiverse forests as carbon sinks and we proudly celebrated our achievements to date with many of our long term supporters. Since its small beginnings, Greenfleet has now established more than 7,500 ha of biodiverse forests which as they grow will capture more than 2 million CO<sub>2</sub>-e tonnes. Our program remains an important part of action on climate change as it both captures carbon from the atmosphere and builds resilience to climate change in Australia's unique landscape.

**GREENFLEET'S MISSION AS A NOT FOR PROFIT ORGANISATION IS TO CREATE A LOW CARBON FUTURE FOR AUSTRALIA AND WE DO THAT BY OFFERING ORGANISATIONS AND INDIVIDUALS AN AFFORDABLE WAY TO OFFSET THEIR CARBON EMISSIONS BY PLANTING BIODIVERSE AUSTRALIAN FORESTS.**

## FROM THE CHAIRMAN

2012 also marked another important milestone. Greenfleet welcomed the commencement of the Australian Government's Carbon Farming Initiative (CFI) which provides a mechanism for verifying Australian forests carbon credits for the voluntary as well as emerging compliance markets. Greenfleet is now a recognised eligible offsets entity under the CFI and has lodged a methodology for measuring carbon which aims to give full credit to the carbon in biodiverse forests without requiring its destruction. We have begun submitting existing projects for registration under the CFI. We are learning by doing and building on our extensive experience in originating biodiverse forests as carbon sinks that we have already accumulated and we aim to lodge more projects as time goes by.

Through our subsidiary Greenfleet AFSL Pty Ltd which obtained an Australian Financial Services Licence (AFSL), Greenfleet now has the capacity to provide financial product advice on regulated carbon credits, and trade in these credits. When carbon credits became financial products, obtaining an AFSL was a requirement to enable us to talk to or deal with our supporters and clients. The continual growing regulatory rigour around Greenfleet's program and carbon origination in general will bring greater confidence to our supporters of Greenfleet's commitment to establishing Australian biodiverse forests with integrity.

In the coming year Greenfleet will re-invigorate how we make what we do more accessible to our supporters whether they be members of the community or large organisations and updating our brand was the beginning of this important next step.

Last but not least, Greenfleet will finalise purchase of its first property early in 2013 and will establish in excess of a further 1,000 ha of forest in 2013. The property will provide new opportunities to extend our program offering both protection of existing remnant vegetation as well as the rehabilitation of marginal farming land in an area of ecological significance which is currently under threat.

We continue to grow, and thank the thousands of members of the community as well as hundreds of organisations who are our supporters. Without their help, we could not continue to make a real difference in tackling the climate change challenge and restoring Australia's precious landscape. This challenge will only continue to become more pressing, and the actions of those who are keen to provide leadership by addressing their own emissions are an inspiration to all others.

**Ian Porter | Greenfleet Chairman**



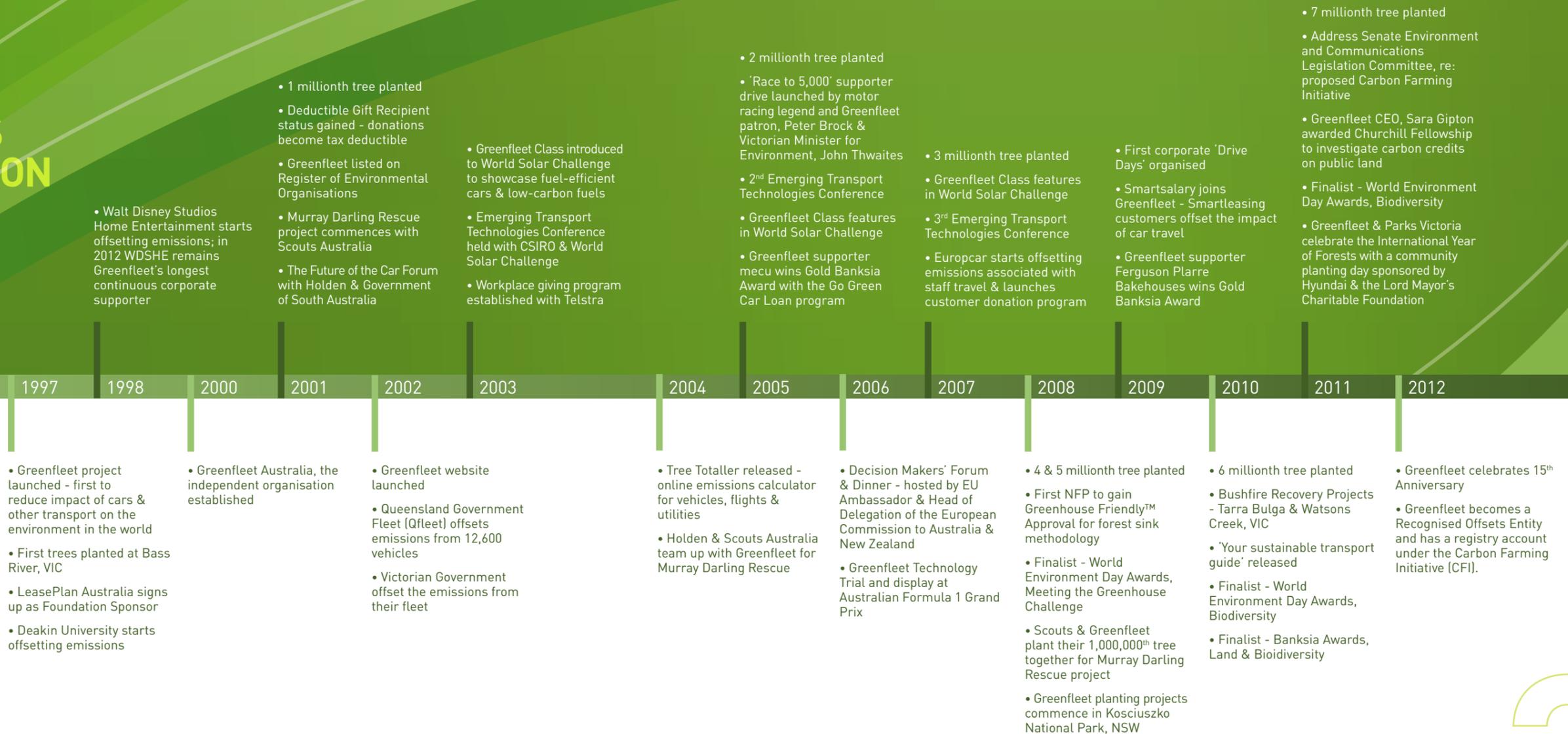
# 15 YEARS & GROWING

2012 WAS A SIGNIFICANT MILESTONE FOR GREENFLEET AS THE ORGANISATION CELEBRATED ITS 15TH ANNIVERSARY.

Originally developed as a project of The Foster Foundation, Greenfleet was launched in October 1997 to offer Australian motorists a tree-planting program to re-capture CO<sub>2</sub> emissions, and promote fuel-efficient technologies to reduce emissions at the source. It was the first program of its kind, at a time when climate change was still a disputed phenomenon.

In 15 years, Greenfleet has come a long way and seen other players come and go, but we've remained focused on our mission: to create a low carbon future for Australia by helping Australians reduce their environmental impact, sharing knowledge and restoring landscapes with biodiverse native forests.

## GREENFLEET'S MILESTONES SINCE 1997





## NURTURING SUSTAINABLE GENERATIONS

5 YEARS  
SPONSORING MONASH UNIVERSITIES  
CORPORATE ENVIRONMENTAL  
RESPONSIBILITY AWARD

At Greenfleet, we believe it is important to share our 15 years of experience to nurture sustainable generations by fostering “green” behaviours and rewarding achievements

In 2012, we welcomed Guillaume Deletombe, a Masters student from the University of Libre, Brussels (Belgium). Guillaume was doing research on forests, with a particular focus on risk management. Our expertise here at Greenfleet helped Guillaume analyse the barriers for forest sinks in Europe, in comparison to the Australian model.

Catherine Bailey – second year Photography Studies College student – spent a few days with our foresters to capture “a day in the life of a Greenfleet forester” in image, to help us show you what goes on behind the scene.

Greenfleet has also received the assistance of two marketing students from La Trobe University, who worked on a fundraising project for Greenfleet as part of the School of Management Practicum Program.

The objective of this project was to help our supporters use social fundraising to raise money for Greenfleet. We have since implemented the fundraising strategy.

For the 5<sup>th</sup> year, Greenfleet has had the pleasure to sponsor the Corporate Environmental Responsibility Award as part of Monash University’s Department of Business Law and Taxation 2012 Student Awards Ceremony.

During the semester, Greenfleet CEO, Sara Gipton gave the students insight into Greenfleet’s business strategy, giving them a real perspective about our program, carbon offsetting and some of the challenges and benefits. This year, the prize went to Gerd Diegelmann who excelled in the 2011 Corporate Environmental Responsibility unit.

## INDUSTRY EVENTS



- AICD Not for Profit Series of Seminars
- Australian Charities National Commission presentations on not for profit reforms
- Autopia & Greenfleet Breakfast event
- Bevington Thought Leadership sessions
- Bevington Leadership Labs
- Biodiversity for Business Roundtable
- Carbon Expo (exhibitor)
- Carbon Market Institute Launch & subsequent presentations regarding Carbon Farming Initiative
- CEO Chaired Carbon Tax Forum
- CFI in Victoria - Forestry Perspective (by DLA Piper)
- CIMA working groups and meetings (including with the Hon Greg Hunt)
- CSIRO Forest and Water Availability workshop
- DAFF Creating Shared Value – Practical Innovation Workshop
- DCCEE CFI Forest Offsets Forum
- LeasePlan Interactive (panel discussion presenter)
- Lord Mayors Charitable Foundation Grant Seekers Forum
- Melbourne University – Farms Rivers & Markets workshop
- Monash University Visiting lecturer (Marketing & Corporate Responsibility)
- Parks and Resilience Natural Partnerships Workshops
- Shared Value Symposium
- The Carbon Game University of Queensland
- Waste & Recycling Expo
- Webinar EU-ETS & Australian CEF Scheme linkages
- Zoos Victoria – Threatened Species Forum: A Natural Partnership



## GREENFLEET SUPPORTERS GET THEIR HANDS DIRTY

1,100  
SEEDLINGS PLANTED ON  
NATIONAL TREE PLANTING  
DAY BY SUNCORP STAFF

500  
NEW TREES PLANTED  
BY TELSTRA EMPLOYEES

550  
NATIVE SEEDLINGS PLANTED  
BY EUROPCAR VOLUNTEERS

Every year Greenfleet has the privilege to invite a number of business supporters’ staff behind the scenes at a planting day. In 2012, staff from Suncorp, Telstra and Europcar joined the Greenfleet team for three planting days at Serendip Sanctuary and The Briars.

This year, the days took place between rain and sun beams; and once again, we were very impressed by the motivation and dedication of the participants who, altogether, planted more than 2,000 native seedlings.

We kicked off the season at Serendip Sanctuary, 60 km southwest of Melbourne, where Greenfleet direct seeded 31.5 ha in 2008 and 2009. As some species did not germinate as well as others, we returned in 2012 to complete the forest with key species like Yellow Gum and Drooping Sheoak. Unhindered by gumboots and raincoats, volunteers from Suncorp Group, celebrated National Tree Day by planting an amazing 1,100 seedlings.

Under a crisp blue sky and a magnificent sunshine, a team from Telstra followed up the next week to plant 500 trees on the site.

Both groups enjoyed the opportunity to get out of the office, do their bit for the environment and bond with teammates in a different setting. They discovered more about Greenfleet’s mission, as well as the fantastic job done by Parks Victoria’s rangers at the sanctuary.

As they grow, the trees planted will largely benefit the native local wildlife, like the emus, kangaroos and Cape Barren geese we spotted on these days.

We also met up with Europcar volunteers at The Briars, on the Mornington Peninsula, to plant 550 native seedlings, ranging from Banksias and Sheoaks to Sweet Bursarias and native grasses.

After spending a big day making a difference, all participants had a big grin on their tired faces and said they’d do it again next year!

## HELPING THE COMMUNITY GROW

In 2012 Greenfleet worked alongside Department of Justice teams to replant understorey species to provide food and habitat for flora and fauna at our Cardinia Creek Revegetation Project in Berwick, Victoria.

Low-risk offenders serving community sentences through Victoria’s Department of Justice Community Correctional Services program assisted with planting labour for the project.

Their involvement in this community-based, environmental project is very valuable and meaningful. The community benefits from the work they do and it’s a

good form of rehabilitation for offenders, who are then less likely to reoffend in the future. The project will also lead to tangible results for the environment with the establishment of a permanent, biodiverse forest on Parks Victoria land. Additionally, on a personal level, this project will help the offenders develop new skills for which they will receive a TAFE certificate.



# CASE STUDY

## REVEGETATING AN ICON



### LIST OF SPECIES PLANTED (COMMON NAMES)

- Black Wattle
- Blackwood
- Blakely's Red Gum
- Broad Leaf Peppermint
- Burgan
- Currawang
- Giant Hop Bush
- Kurrajong
- Lightwood
- Long Leaved Box
- Long Leaved Box
- Narrow Leaf Peppermint
- Red Box
- Red Stringybark
- Silver Wattle
- Violet Kunzea
- Yellow Box

Since 2008, Greenfleet has joined forces with the NSW National Parks and Wildlife Service (NPWS) to help revegetate the iconic Kosciuszko National Park.

The first plantings occurred in 2008 on two sites comprising 209 ha of cleared hills along the Blowering Dam Foreshores, 15 kilometres south of Tumut, NSW.

The cleared land along the shores of Blowering Dam is the remnant of former agricultural land that comprised a number of properties that ran along the Tumut River in the days before the dam was constructed and the park established (1967).

Natural regeneration at these sites has been slow and sporadic because of weed infestation, kangaroo and pest animal populations, and compacted soils.

At time of planting in 2008, NPWS South West Slopes Regional Manager, Steve Horsley, said the project was a very significant step forward in what has been a long term plan to return native vegetation to the area.

"This is very important to the overall environmental health of the area. The absence of native vegetation on the foreshores encourages weeds and soil erosion and rehabilitation will encourage the return of a diverse range of native wildlife which in turn will help to mend an ecosystem which has long since been disturbed," Mr Horsley said.

In October 2008 a mix of over 275,000 seedlings were planted representing the Vegetation Class of the bioregion, Hills Grassy Woodlands.

## RESPECTING INDIGENOUS HERITAGE

The area has a rich indigenous history. It was traditionally occupied by both the Ngarigo Walgulu people and the Southern Ngunnawal people, who fished the Snowy River and used the rivers rocks for making tools.

Indigenous artefacts were uncovered during site preparation at one of the planting sites, revealing one of the routes used to reach the alpine areas in search of Bogong Moths. As a result, some areas have been spot planted by traditional owners to preserve historic artefacts and respect traditional pathways.

## RISING TO THE CHALLENGE

The first couple of years proved challenging for the plants with a harsh climate, damaged soils and a high population of hares browsing on the young seedlings. In 2010, Greenfleet replanted 50,000 seedlings on these sites to cover the losses.

During a monitoring visit in 2012, Greenfleet Foresters were pleased to report a 84% survival rate. The trees are well established and the young forest boasts a great diversity of maturing plants. The best growth was reached by Silver Wattles (*Acacia dealbata*) and Long Leaved Box (*Eucalyptus nortonii*) with individuals attaining heights of 9 metres.

Natural regeneration of Silver Wattle (*Acacia dealbata*) and Burgan (*Kunzea ericoides*) is occurring, demonstrating perfectly the effectiveness of the Greenfleet program. By creating a forest environment, natural processes have a higher chance of success.

The planted trees, especially Wattle species fix nitrogen in the soil, thus making it available for other species to germinate.

Native wildflowers and grasses are returning; and so is the birdlife. During the visit we spotted a large number of species including eastern rosellas, lorikeets, Dusky Woodswallows and emus. Kangaroos and wombats are also common onsite.

The return of native wildlife to the area is extremely valuable and is sign of success of the revegetation project. Not only does the forest provides food and habitat to the numerous species of birds, marsupials and insects, it also benefits greatly from their presence. The re-introduction of woodland birds into the planted site allows consumed seed to be transferred to other areas which it could not reach otherwise. This extends the range of flora species and increases genetic diversity of a species.



# GREENFLEET GREENHOUSE GAS 2012 EMISSIONS INVENTORY

The data below is a summary of Greenfleet's 2012 carbon inventory assessments. 2012 emissions calculations independently verified by Ecovantage.

TRANSPORT (SCOPE 1 & 3)	T CO <sub>2</sub> -e	%	
Diesel	24.7	25.9%	Full fuel cycle emission factor
Unleaded Petrol	0.6	0.6%	Full fuel cycle emission factor
STATIONARY ENERGY (SCOPE 2 & 3)			
Electricity	41.2	43.2%	Shared and remote offices
OTHER (SCOPE 3)			
Flights	5.6	5.9%	Total global warming impact
Waste	1.3	1.3%	Organic waste to landfill
Paper consumption	0.5	0.5%	
Potable water	0.4	0.4%	
Taxi use	0.4	0.5%	
Public transport	6.4	6.7%	Staff travel to and from work
Forestry	14.3	15.0%	Estimated emissions from seedling propagation, site preparation and contractors' travel
<b>Total emissions (Scope 1 + 2 + 3)</b>	<b>95.4</b>	<b>100.0%</b>	
Emissions / ha	0.41		Emissions per hectare planted and monitored in 2012
Offsets	-95.4	-100.0%	Future offsets via Greenfleet's native forestry program
<b>NET EMISSIONS</b>	<b>0</b>	<b>0</b>	

The main reference used in this report to source emissions factors, the Australian Government's National Greenhouse Accounts Factors, July 2012, is the relevant and most up to date authority. Other sources used, including the Victorian EPA's own GHG inventory, are also reputable and reliable.

Ecovantage has confidence that Greenfleet's calculations for the 2012 calendar year are an accurate representation of Greenfleet's operational greenhouse gas emissions.

# GREENFLEET 2011 & 2012 FINANCIALS

Greenfleet's financial year operates from 1 January to 31 December each year. The following information summarises financial performance for 2012. Greenfleet's Financial Reports have been audited by Pitcher Partners

	2012	2011		
	\$	\$		
INCOME				
Program revenue	2,673,563	2,640,987		
Other revenue	142,228	169,069		
<b>Total revenue</b>	<b>2,815,791</b>	<b>2,810,056</b>		
EXPENSES				
Program expenses	1,534,736	1,637,637		
Administration expenses	436,587	328,900		
Marketing expenses	540,076	483,883		
Occupancy expenses	112,080	108,870		
Other expenses	240,123	128,175		
<b>Total expenses</b>	<b>2,863,602</b>	<b>2,723,465</b>		
<b>OPERATING SURPLUS/ (DEFICIT)</b>	<b>(47,811)<sup>1</sup></b>	<b>86,591</b>		
FINANCIAL POSITION (AS AT 31 DECEMBER 2012)				
Tree provisions (liability)	1,537,549 <sup>2</sup>	442,315		
<b>Total cash balance</b>	<b>2,631,224</b>	<b>1,436,004</b>		
FUNDRAISING SUMMARY				
	\$	%	\$	%
Total costs of fundraising	427,408	16	473,775	20
Gross income from fundraising	2,687,213		2,367,092	

<sup>1</sup> The operating deficit can be attributed to increased administrative expenses incurred to enable Greenfleet's registration and participation in the Carbon Farming Initiative.

<sup>2</sup> The tree provision is larger than last year due to the cancellation of one of our forestry projects. This amount will reduce in 2013 as outstanding tree planting commitments are accommodated on the Greenfleet property recently purchased in Alleena, NSW.

## SUPPORTER ACKNOWLEDGMENT

We'd like to thank each and every one of our supporters, from individuals to small businesses, large corporations, local councils, state and federal government departments – your combined efforts are helping to tackle the effects of climate change and restore precious native forests around Australia.

AS A NOT-FOR-PROFIT ORGANISATION, GREENFLEET WOULDN'T BE ABLE TO CONTINUE ITS WORK WITHOUT THE SUPPORT OF THESE ORGANISATIONS WHICH PROVIDE PART OR FULL PRO BONO SERVICES OR PRODUCTS.

### BAKER & MCKENZIE

Pro bono legal advice related to forest property agreements. Provision of a venue for Greenfleet new brand launch event in Melbourne.

### BEVINGTON GROUP

Provision of complimentary tickets to Bevington Leadership Labs.

### BRANDWAY CONSULTING

Pro bono assistance with Greenfleet's re-branding and launch event.

### CONNECTING UP

Provision of discounted software to not-for-profit organisations.

### EUROPCAR

Provision of hire vehicles at no cost to Greenfleet staff when interstate, and provision of a mini-bus to assist with the Cardinia Creek revegetation project.

### FISHPRINT

Newsletter printing at no cost.

### FREEHILLS

Pro bono governance advice and assistance. We also seek assistance on specific issues on a fee for service basis



### PITCHER PARTNERS

Fee for service auditing at not for profit rates. Pro bono advice on taxation matters and financial modelling. Complimentary attendance to AICD events and technical industry seminars hosted by Pitcher Partners.

### SALESFORCE FOUNDATION

Pro bono provision of 10 software licences for our Customer Relationship Management System.

### WILSON PARKING

Provision of secure vehicle parking at no cost for Greenfleet pool vehicles.

### WORKGROUP COMPUTER SOLUTIONS

Contracted IT support services at not-for-profit rates and provision of pro bono IT support and advice.

### YOUTUBE & ANIMOTO

Free pro accounts and features.

### FOUNDATION SPONSOR

Provision of two vehicles for Greenfleet usage a Prius Eco Friendly city/urban vehicle and a 4WD vehicle for our Forestry team.

# 10

We would like to acknowledge and give a special thank you to the organisations which have been offsetting emissions with Greenfleet every year for over 10 years:

Bailey Consulting Group since February 2002  
DSEWPAC since July 2001  
Foresight International since May 2001  
La Trobe University since December 2000  
McCloud Shoes Pty Ltd since January 2002  
Monash University since February 2000  
OARS Community Transitions since July 2000

Peter Lehmann Wines Limited since December 2002  
Snap Preston since July 2002  
Tapala Pty Ltd since February 2001  
Walt Disney Studios Home Entertainment since February 1998  
XPower since March 1999

## 2012 TOP 20 SUPPORTERS



# 10

# GREENFLEET

Phone 1800 032 999  
PO Box 16011 Collins Street West VIC 8007  
Email [info@greenfleet.com.au](mailto:info@greenfleet.com.au)

[greenfleet.com.au](http://greenfleet.com.au)

KEEP UP  
TO DATE

