Planet Ark’s campaigns and initiatives:
These programs have been made possible by partnership with the following:
About Planet Ark

Planet Ark is an Australian not-for-profit Environmental organisation, founded in 1992.

Mission Statement

Planet Ark Environmental Foundation aims to work with people and business to teach them the simple ways in which they can reduce their impact on the planet, at home, at work and in the community.

Objectives

• To protect and enhance the natural environment.
• To motivate and assist individuals and businesses to make simple and positive changes to their attitudes and actions in ways which will contribute to protecting and enhancing the natural environment.
• To educate individuals and businesses to be aware of their impact on the natural world.
• To protect the planet’s ability to sustain life.
• To work alongside and with businesses in order to bring about positive environmental change.
As Chairman of the Board of Planet Ark Environmental Foundation, I am pleased to present the Foundation's Annual Review for the financial year ended 30 June 2012.

Planet Ark is one of Australia's most active and effective environmental groups and has been making a positive difference since its incorporation in 1992.

Planet Ark continues to successfully deliver its programs to help educate the public about environmental matters through its campaigns and information services.

During the 2012 financial year, Planet Ark launched two important initiatives, the ‘Environment Edge’ series of television and radio advertisements and the ‘Make it Wood’ campaign. ‘Environment Edge’ provides the Foundation with a vehicle for promoting environmentally responsible products and activities. The ‘Make it Wood’ campaign is a significant advance in the fight against climate change. ‘Make it Wood’ promotes the use of responsibly sourced wood as a renewable, beautiful building material, which helps tackle climate change.

The ‘Environment Edge’ program and the ‘Make it Wood’ campaign complement other ongoing work of Planet Ark such as RecyclingNearYou, ‘Cartridges 4 Planet Ark’ and National Tree Day. The Chief Executive Officer’s report provides detail of the progress and results in all key areas of activity.

Financially, 2012 continued to be a difficult year for all in the not-for-profit sector. Despite this, Planet Ark recorded a profit of $73,739 and is in a sound financial position. However, uncertainty about the global economy continues to make fundraising challenging, and I therefore again thank those partners who continued with their financial support. I also commend the commitment of partners who helped in the delivery of our programs, particularly local government and other environmental organisations, who, despite their own financial problems, remained committed to the environment.

During the year, Planet Ark sold its property in Wentworth Falls in Sydney’s Blue Mountains. It was a difficult decision to sell the property, but the Foundation now has a better cost base and significant operational efficiencies have been achieved by the centralisation of operations into one location in Young St, Sydney.

The Board concluded its major strategic review during the 2012 financial year. The review was necessary to recognise the significant changes that have occurred with the environmental movement since the Foundation’s incorporation in 1992. The review highlighted the very high level of recognition of the Planet Ark brand and the need to expand that brand recognition via emerging digital technologies and social media as a means to achieving our objectives.

While membership of Planet Ark changes from time to time, I would like to note that Jon Dee and Pat Cash, who have been long term and high profile members, resigned their memberships in June 2012. Together with Paul Klymenko and Peter Shenstone, Jon established the Foundation in 1992 after he and Pat had introduced the idea to Australia. Jon was Planet Ark’s original CEO, until 2006. Jon was then appointed Chairman of the Board in 2006, a role which he fulfilled until 2008. Since leaving the Board of Planet Ark, Jon has gone on to establish ‘Do Something!’ with Pat Cash. We wish them well in this venture.

The Board remained largely unchanged during 2012. However, following his excellent work in helping us during the strategic review, Howard Parry-Husbands of Pollinate was invited to join the Board in April 2012.

Importantly, the work of the Foundation would not be possible without the focus and energy of our CEO, Paul Klymenko, and our employees. I commend them for their dedication to fundraising and cost containment, while not losing sight of our objectives. On behalf of the Board, I express our appreciation of their dedication and hard work in delivering tangible environmental benefits to the Australian community with limited resources.

Michael Coleman
Non-Executive Director & Chairman
Michael Coleman  
**Non-Executive Director & Chairman**

Michael Coleman is a consultant and Company Director. His roles include: Non Executive Director of Macquarie Group, membership of the Audit Committee of the Reserve Bank of Australia, Deputy Chairman of the Federal Government’s Financial Reporting Council (FRC), membership of the Not-for-Profit Reform Council and Chair of the Reporting Committee of the Australian Institute of Company Directors (AICD).

Michael retired as a partner of KPMG in July 2011 after a forty-three year career that included major executive and client management roles. Michael holds Bachelor and Master’s degrees in Commerce from the University of New South Wales. He is a Fellow of the Institute of Chartered Accountants in Australia and a Fellow of the Australian Institute of Company Directors.

Lyndell Fraser  
**Non-Executive Director & Deputy Chairman**

Lyndell joined the Navitas Group in April 2009, an Australian based global education company, and has overall responsibility for the operations of Navitas’ Workforce Division.

Lyndell has held senior appointments in the financial services industry with key line and portfolio responsibilities in banking and general insurance with major Australian institutions, as well as in areas of strategy, distribution, and corporate and government relations.

She has served on the board of the Insurance Council of Australia and on various taskforces of the Australian Bankers’ Association.

Lyndell has a Bachelor of Economics (Hons) and a Master of Economics (Hons) from the University of Sydney and a Master of Business Administration from Macquarie University.

Dr Andrew Johnson  
**Non-Executive Director**

Andrew Johnson has a PhD from the University of Queensland and a Masters Degree from Harvard University. A former Rotary Foundation Scholar to Harvard University, he has spent much of his career working and living in northern Australia, South-East Asia and North America.

In July 2007, he was appointed as CSIRO’s Group Executive – Environment, with responsibilities for leading the organisation’s water, land, climate, marine, biodiversity, urban sustainability, regional development and natural resource management research.

From June 2006 to June 2007 he was Executive Director of CSIRO’s Strategic Change Programs. He served as Chief of CSIRO Sustainable Ecosystems Division for three years prior to this appointment.

Dr Johnson is a Non Executive Director of Reef and Rainforest Research Centre Ltd. He was also a member of the Australian Government’s Northern Australia Land and Water Taskforce.

Paul Klymenko  
**Chief Executive Officer**

Paul was appointed CEO in June 2010. He has worked in the environmental field for the past 22 years as an environmental researcher, retailer, writer and ethical investment fund manager. Apart from a period of five months in 2010, Paul has been a Director of Planet Ark since its inception in 1992. Prior to working in the environmental field, he spent 11 years in the financial services industry in research and advising roles.

In 1986, Paul co-founded Australian Ethical Investment Ltd, which is Australia’s first socially responsible fund manager. In 1990, he also co-founded Australia’s first environmental retailer, The Cleanhouse Effect.

Gillian Turner  
**Non-Executive Director**

Gillian Turner is an accomplished business leader, executive coach and mentor, and writer. She holds law degrees from Sydney and Harvard Universities, is a qualified psychotherapist, and a Fellow of the Australian Institute of Company Directors.

An experienced chief executive, company director and chairman, Gillian draws on an international career in finance & professional services, science & technology, consumer products, public health, education and overseas aid. Her focus is on strategy and investment, capacity building, new business launch, organisational restructure and change management. She has worked in multi-nationals and SMES, in the private, publicly listed, and not-for-profit sectors, and is skilled at bridging different cultures – national, corporate and professional.

Phillip Vernon  
**Non-Executive Director**

Phillip is Managing Director of Australian Ethical Investment and has 25 years experience in financial services covering funds management, capital markets and superannuation.

In previous roles, he has served on the Executive Committee of Perpetual Limited and has extensive experience in corporate governance and industry regulation, including acting as Chairman of the Australian Securitisation Forum.

Howard Parry-Husbands  
**Non-Executive Director**

After completing a Bachelor of Science in Geography, studying the science of climate change long before it was fashionable, Howard spent a few years learning that merchant banking and insurance did not suit him before landing at market research. His research career has been focused on brands and advertising in the UK, New Zealand and Australia, where his frustration with average research and a meeting of minds with Sharyn Smith led them to set up Pollinate to establish research that focussed on people as the most powerful agents for change. Howard is also a director of Soup, one of the world’s leading advocacy and Word of Mouth agencies. Howard loves public speaking, is passionately committed to the pursuit of sustainability in our lifetimes and a proud father.
It is my great pleasure to present this review of our work for the 2011-12 year. This year was one of major change and renewal for Planet Ark - a transformational year.

2012 was an environmentally significant year. We saw two legislative highlights: the passage of the product stewardship legislation, with televisions and computers being the first products to be regulated; and the carbon pricing legislation. Record amounts of solar power were installed on Australian roofs and South Australia is now producing a third of its energy needs from renewables.

While Planet Ark is a small organisation with 27 staff, it punches well above its weight in achieving environmental results. A few of the highlights over the past year include:

- Helping connect businesses and individuals with recycling services through the RecyclingNearYou and Business Recycling services. Combined, they enjoyed over 2 million visits, an extraordinary 40% increase from the previous year.
- Motivating individuals and companies to divert more than 3 million printer cartridges from landfill, an increase of over 110,000 over the previous year, via ‘Cartridges 4 Planet Ark’.
- Inspiring over 175,000 people, many of them children, to enhance the environment and connect with nature by planting over 1 million native trees and plants at over 2,900 locations during our National Tree Day campaign.
- Using new research commissioned by Planet Ark and supported by Toyota to create thought leadership on the issue of the health benefits of contact with nature, The Climbing Trees – Getting Aussie Kids Back Outdoors report also acted as the media launch for National Tree Day.

We also introduced a major new campaign called ‘Make it Wood - Do Your World Some Good’ in October 2011 in line with our strategic review, which affirmed sustainable resource use as a key area focus area. How we manage forests worldwide for their ecological, economic and social values is one of the greatest challenges facing us.

The campaign aims to increase the use of responsibly sourced wood as a building material to help tackle climate change. Wood is unique among major building materials as it is renewable and it stores carbon for the life of the product. All of this is embodied in the Forte Building in Melbourne, the world’s tallest timber building. I was proud to be invited by Lend Lease to speak at its launch.

Operations and financial results

This transformational year has seen much work in streamlining the organisation from an operational perspective.

Planet Ark Park, our satellite office in the Blue Mountains, was sold in December 2011 and we centralised operations in our Circular Quay office. While it was a difficult decision to sell the property, not least because a number of staff decided to take redundancies rather than move, there have been significant benefits to the organisation including reduced overheads and improved staff cohesiveness. I would like to acknowledge two very long-standing employees who took redundancy, Wayne Foster and Caroline Jones, who had contributed a total of 20 years between them.

After a few difficult years post GFC, our financial position continues to improve. We achieved a profit of $73,739 compared to a deficit in the previous year. This improvement is largely due to an increase in sponsorship revenue with excellent cost containment including overhead savings from consolidating our offices. Further details appear later in this report.

A big thank you

Planet Ark is an organisation that works collaboratively with a wide range of partners to maximise results. These partners include businesses, industry associations, councils, state government, and environmental and community groups, without whom our campaigns would not succeed. Our work is funded by partnerships with business and government, many of which have been long term. These organisations are recognised in each of the campaign reports that follow.

And finally, I want to thank my fellow Directors and colleagues at Planet Ark who always put their all into their work - they are the spirit of Planet Ark.

Paul Klymenko
Chief Executive Officer
National Tree Day

When we did it

In 2011, National Tree Day was officially held on Sunday 31st July, with Schools Tree Day held on Friday 29th July, although many Tree Day events took place in the lead up to and following these dates. Planet Ark officially launched National Tree Day on Monday 4th July with a very successful media campaign.

What we did

In 2011, Planet Ark decided to take National Tree Day in a new direction. With the majority of Tree Day participants being children, and a growing body of research showing the important role that direct experience of nature plays in children’s cognitive, physical, emotional and spiritual development, we developed a strategy that involved:

- Commissioning new Australian-based research to identify changes in children’s engagement with the natural world through outdoor play and nature-based activities.
- Using this research as the basis for a national media campaign to launch National Tree Day 2011, align it with an emerging issue of concern – that being the decline in outdoor play and interaction with nature among children – and increase high profile media coverage.

Planet Ark and Toyota presented the results of the research in a report titled Climbing Trees – Getting Aussie Kids Back Outdoors. The report highlighted a significant decline in the frequency of outdoor play among children in the space of just one generation. It also demonstrated that the nature of children’s outdoor play is changing, with today’s kids much less likely to participate in activities like tree climbing and street games than their parents.

The campaign achieved nearly $1 million in equivalent advertising space rate value in media that covered the research story and opened up a range of new media opportunities for National Tree Day in mainstream and parenting media.

In addition to the launch media campaign, Planet Ark undertook site coordinator recruitment media activities between February and May 2011, and volunteer recruitment media through the months of June and July. We once again engaged Tree Day ambassadors Costa Georgiadis, Ranger Stacey, Shelly Craft and Jamie Durie to support the campaign.

Why we did it

Since its inception in 1996, the focus of National Tree Day has been on providing all Australians, from the youngest school child upwards, with the opportunity to do something positive for the environment by taking part in a national, community-based, tree planting and nature care event. It enables Australians to ‘get their hands dirty’ and connect with nature.

Planet Ark’s media activities were complemented by a multi-channel marketing campaign to recruit individuals, organisations and groups to participate, both as site coordinators and as volunteers at events. This was achieved through over 70,000 emails, faxes, personal letters and phone calls to schools, councils, libraries, nurseries, MPs and previous site coordinators.

To recruit new site coordinators, Planet Ark approached gardening groups, community groups and industry associations to feature National Tree Day in their mail-outs and newsletters. Stories also featured in sponsor and supporter publications, such as the regular magazines produced by Lions Australia and Landcare Australia.

Planet Ark supported this recruitment activity via the further development and support of a comprehensive website and staffed information centre.
Who We Worked With

2011 was the most successful year for our partnership with Toyota Australia. In addition to providing financial support and media and promotional support, Toyota engaged 190 Toyota Dealers (87% of all Dealers) in the campaign. This meant more support for Tree Day coordinators and increased opportunities to get the National Tree Day message out to communities across Australia.

Bunnings came on board as a sponsor in 2011, providing financial support and recruiting over 170 Bunnings stores to participate in Schools Tree Day. These stores provided plants, equipment, advice and staff assistance to more than 200 Schools Tree Day events around Australia.

Lions Clubs across Australia again answered the call for support from site coordinators, providing barbecues and other assistance at events. Long-term partner Tetra Pak provided thousands of free tree guards for Tree Day sites. Finally, the National Tree Day Advisory Committee, comprising representatives of Landcare Australia, Trees For Life, Local Government and Shires Association of NSW, Conservation Volunteers Australia, NSW Department of Education and Greening Australia, again assisted Planet Ark with strategic advice in the planning stages of the campaign.

What we achieved

Key results from the National Tree Day 2011 campaign include:

- 2,905 registered Tree Day sites, including 533 public sites
- 4,466 registered Tree Day activities
- 175,000 Tree Day volunteers, including 147,800 from schools.

2011 saw a moderate decrease in site, volunteer and plant numbers compared to 2010. It is likely that the combination of widespread natural disasters in early 2011 and the loss of planting sites on some school grounds due to the Federal Government’s Building the Education Revolution program contributed to this decrease. Despite the drop in numbers, Planet Ark developed valuable relationships with new groups and networks during the year, including natural resource management organisations, Landcare facilitators, and community and commercial native nurseries that made offers of help to coordinators.

On the media front, 2011 was a very successful year for the campaign, with the total equivalent advertising space rate value (not including Community Service Announcements) reaching over $3.7 million, nearly $1.5 million higher than the 2010 result. Gains were achieved with radio programs, TV news and metro newspapers, primarily as a result of the National Tree Day launch campaign focusing on the changing nature of children’s outdoor play.

Website visit numbers in 2011 were similar to 2010 figures, with over 400,000 visits to the site between February 2011 and September 2011.
National Recycling Week 2011

When we did it
National Recycling Week 2011 ran from 7th – 13th November. Communications with councils and other partners began in September and public communications ran until 30th November.

Why we did it
Sustainable resource use is one of the most pressing environmental issues we must address. The recovery of resources through efficient recycling systems is one of the most effective ways we can help achieve this. Although there have been major improvements in recycling in recent years, there are still plenty of opportunities to increase reuse and recycling rates and broaden the range of materials that are recovered. 89% of Australians have access to a kerbside recycling service provided by their local council. However, there is still confusion about what can and can’t be recycled though kerbside collections and through other programs (e.g. batteries, mobile phones and printer cartridges) and what to do with larger electrical items such as computers and televisions. Recycling in away from home settings, particularly in workplaces, has not yet become a habit for many Australians. The overall aim of National Recycling Week 2011 was to increase the environmental benefits, including greater tonnage and less contamination, of kerbside, industrial and community recycling programs.

What we did
During National Recycling Week, there were a number of streams that aimed to address these issues.

Schools Recycle Right Challenge
The Schools Recycle Right Challenge (‘the Challenge’) was introduced in 2011 as a new element of National Recycling Week. The Challenge aims to engage students and schools in learning about recycling-related sustainability issues.

Registration for the Challenge was free to all teachers, schools and interested members of the public. Schools simply registered online and identified the recycling-related activities and lessons they undertook. Schools were encouraged to customise and adapt activities to suit the needs of their students.

Supporting resources were developed exclusively for the 2011 Challenge and included the Schools Recycling Games, the Recycled Arts and Crafts Guide and new recycling lesson plans.

In 2011:
- 398 Activity coordinators registered
- 557 Challenge activities at 153 schools, involving an estimated 17,397 students from across the country – as activity registration was optional, this is a conservative estimate.
- Six entries from six different schools were awarded prizes over the four levels of the Challenge Competition.

The Challenge was sponsored by Tetra Pak, the major sponsor of National Recycling Week 2011.

Battery Buzz
To promote greater levels of battery recycling, we commissioned research on lead acid batteries, which was conducted by research agency Pollinate. We used this to generate media interest in the recycling of batteries, in particular lead acid batteries used in cars, as well as other electronic wastes like printer cartridges and mobile phones. The results of this promotion included:

- Over 180 media mentions of battery recycling and collection, including a lift out in The Sydney Morning Herald on November 7, which featured all of National Recycling Week’s programs.
- Over 70,000 kg of lead acid batteries collected in Battery World stores nationwide during National Recycling Week. This is the equivalent weight of around 46 family-sized cars.

Friday File Fling
We recruited workplaces from around the country to put time aside on Friday 11th November to fling their unused and unnecessary files into the recycling. The Fling was designed to help small businesses and green teams to engage staff in recycling in an easy-to-organise and fun way. There were:

- 66 registered workplaces ranging from major corporations like event partner Colonial First State down to small businesses
- 3,880 staff engaged in the event
- Approximately 14 tonnes of paper collected for reuse or recycling, representing savings of 5,478 kg of carbon dioxide equivalent, 324,572 litres of water and 68,475 Watt hours of energy.
Big Aussie Swap

The Big Aussie Swap initiative encouraged councils, schools, workplaces and community groups to organise or participate in a local swap party, with the aim of normalising the concept of reusing good quality items. “How-to” guides, a prize pack and adaptable signage, posters and media releases were made available to assist Big Aussie Swap organisers. Throughout the week, 26 registered swap parties were held.

Feedback from participating host organisations was gathered through an online evaluation. The survey allowed Planet Ark to estimate the collective impact of the Big Aussie Swap, which included:

- Over 545 registered swappers
- Over 2,485 items swapped
- 85 media items featuring Big Aussie Swap events.

Recycle Right Quiz

The Recycle Right Quiz is an online game that aims to improve understanding of household recycling, and to provide useful recycling tips. In 2011, it formed the basis for the cartoon-themed National Recycling Week Community Service Announcement and corresponding online recycling education campaign. Australians were directed to the National Recycling Week website to answer the quiz questions and go into the draw to win one of 10 ‘green prize packs’. The seven questions covered a range of key household recycling issues, with the aim of addressing common questions and misconceptions about recycling. 1,318 people completed the quiz.

What we achieved

With its range of initiatives, the 2011 National Recycling Week campaign had broad appeal. Events in both capital cities and in regional areas meant campaign coverage was widespread, allowing Planet Ark's key messages to reach vast audiences.

The campaign resulted in:

- Over 870,000 visits to the NRW, RNY and BR websites (1 Sept – 31 Dec 2011)
- 39,162 resources downloaded from the NRW website, including posters, ‘How-to’ guides, activity sheets and fact sheets
- $1,174,211 worth of editorial media coverage (not including online articles) for National Recycling Week 2011.

Who We Worked With

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<td>398</td>
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‘Cartridges 4 Planet Ark’

When we did it

The ‘Cartridges 4 Planet Ark’ campaign was launched on 30th April 2012 and runs throughout the year. The campaign, in its 10th year, aimed for 20 million cartridges.

Why we did it

E-waste, such as printer cartridges, is one of the fastest growing and most complex waste streams we need to deal with. As cartridges are made up of a complex mix of plastics, metal, inks and toners, they represent a significant investment in resources. When they are disposed of into landfill, these resources are lost. ‘Cartridges 4 Planet Ark’ is an innovative recycling program that provides Australians with a free, easy and environmentally-accredited way to recycle their used printer cartridges.

Since 2003, Planet Ark has successfully worked with its participating manufacturers – Brother, Canon, Epson, HP, Konica Minolta, Kyocera and Lexmark – to collectively ensure the responsible recycling of their printer cartridges. The ‘Cartridges 4 Planet Ark’ recycling program collects and returns cartridges for remanufacturing and recycling, therefore keeping them out of landfill. The program is free, easy, independently audited, and coordinated through a network of over 30,000 businesses and over 3,000 retail outlets nationwide.

What we did

In 2011, Planet Ark promoted the program to every council in Australia, encouraging them to register in the program and provide cartridge recycling locations for their respective communities. Additionally, in conjunction with MobileMuster, Planet Ark expanded the mobile phone collection trial through ‘Cartridges 4 Planet Ark’ workplace boxes in Victoria and New South Wales, making it a national program.

However, a change to the Australian Dangerous Goods Transport Code regarding the carrying of lithium batteries meant that the logistics provider of our recycling partner (Close the Loop) could no longer collect ‘Cartridges 4 Planet Ark’ bags from workplaces if they contained mobile phones, batteries and accessories. Close the Loop ceased the collection of mobile phones, their batteries and accessories from all ‘Cartridges 4 Planet Ark’ workplace customers as of 13th June 2012.

‘Cartridges 4 Planet Ark’ was a sponsor of National Recycling Week 2011 and was heavily promoted during the peak campaign period, resulting in solid media coverage and visitors to the website.

In 2012, Planet Ark highlighted the history of the campaign and the target of 20 million recycled cartridges in its media campaign. We engaged two of the campaign’s former ambassadors, Kamahl and Tim Webster, to support our communications campaign, including fronting our Community Service Announcements.

Media releases were tailored with local statistics on recycled cartridges for each regional and suburban publication. This resulted in an increase in media coverage compared to the previous year.

The proportion of un-billable cartridges (those from ‘non-participating’ brands) entering the ‘Cartridges 4 Planet Ark’ collection boxes has increased over the last few years, threatening the financial sustainability of the program. To combat this issue, Planet Ark redesigned the workplace and retail collection boxes to include the words ‘participating brands accepted’ (instead of the previous ‘all brands, all types’) and the logos of all the participating manufacturers. To support
this messaging, the ‘Cartridges 4 Planet Ark’ website was updated to include more specific information about the types of cartridges accepted, and the 2011 retail collateral messaging was strengthened to reinforce the program changes.

At the end of the financial year, Planet Ark wrote to the CEOs / Managing Directors of non-participating manufacturers whose cartridges are impacting on the program and invited them to join the program.

Planet Ark also worked closely with Australia Post, Officeworks, Harvey Norman, The Good Guys and JB Hi-Fi to promote the program in retail locations and support their media-related initiatives.

**What we achieved**

Key to the success of program has been the close and effective partnerships between responsible manufacturers, retail and workplace collection points, and the general public.

- Over 3 million cartridges were collected for recycling from July 2011 to June 2012.
- Over the same period, the MobileMuster workplace collections received over 3,200kg worth of mobile phones to be recycled.
- There were a total of 2,478 new collection locations added to the program (predominantly workplaces).
- 80 media articles were printed during the campaign, along with 10 radio items and 12 television items.
RecyclingNearYou

When we did it
The RecyclingNearYou website and hotline are year-round services. We promote the services throughout the year with a specific promotional period during December.

Why we did it
Australian households are generally good at recycling items that can be placed in kerbside recycling bins, however more education needs to be done on trickier items. The site is a ‘one stop shop’ of information about the recycling and waste services offered by councils across Australia, as well as local drop-off options for items like computers, batteries, printer cartridges, mobile phones and much more.

What we did
Planet Ark launched a media campaign in early December to capitalise on green Christmas story angles, with a particular focus on food waste. Boasting a catchy title ‘The 12 Do’s of Christmas’, this campaign resulted in good radio pick up particularly, as well as newspaper coverage. Social media strategies also supported this campaign with much success.

In January, thanks to sponsorship from the Alcoa Foundation, work commenced on website redevelopment to improve usability and raise profile and usage of the RecyclingNearYou service. The addition of ‘WhereIs’ maps to product listing pages also commenced.

A regional media campaign in support of RecyclingNearYou and Alcoa public place recycling was also conducted in January. Other communication activities included promotions in G Magazine and Tradingpost.com.au.

What was achieved
- Other site development work included the division of the previous ‘Computers and Electronics’ category into separate search categories for computers, TVs, and electrical appliances. These adjustments were made ahead of the National TV and Computer Recycling Scheme, which commenced in May 2012.
- Media coverage worth the equivalent of $1,455,842 was generated.

For the fourth year in a row, finding responsible recycling options for electronic waste remained the most common question for visitors to Planet Ark’s RecyclingNearYou. Four of the six most searched materials fall under this category.

- 208,394 enquiries relating to computers and electronics recycling were received, an increase of 39%
- 82,187 enquiries were related to printer cartridges, an increase of 52%
- 68,784 enquiries relating to battery (single use and rechargeable) recycling were received
- 57,879 enquiries were related to mobile phones.

Who We Worked With

Who We Worked With

Visits 2011-12

Year ending June 2011 1,226,627 34%
Year ending June 2012 1,642,163 750,000
2,000,000
1,750,000
1,500,000
1,250,000
1,000,000
750,000
500,000
250,000
0
2,000,000
1,750,000
1,500,000
1,250,000
1,000,000
750,000
500,000
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0
Aluminium Can Recycling Campaign

When we did it

The Aluminium Can Recycling Campaign ran from 22nd December 2011 to the end of March 2012. This was the 9th year of the Aluminium Can Recycling campaign.

Why we did it

Making items from recycled aluminium uses 95% less energy than making them from virgin material. This means that recycling a single aluminium can saves enough energy to offset a 10km trip in an average size car. Aluminium does not degrade so it can be recycled infinitely. Recycling also diverts items from landfill, reduces litter and reduces demand for new materials.

What we did

This year, the particular aim of the campaign was to highlight the recycling options available at home, work and school to increase the number of cans recycled.

We developed a number of paid advertising resources that were rolled out over the campaign period. They included:

- 407,089 views of the cinema advertisement.
- A total of 70 Twin 8 bus advertisements in Sydney, Melbourne and Brisbane.
- One Cross Track billboard on each of the four main Sydney city stations.

We generated a significant amount of free advertising and PR, including:

- 124 detections of the radio Community Service Announcement (CSA). This is a conservative figure as many regional stations are not monitored.
- Nine newspaper articles, one magazine article and two radio interviews were generated through a small-scale media campaign during January.
- A further 67 media items were printed and broadcast during National Recycling Week.

What we achieved

Driving people to the website was integral to the campaign. There was a significant spike in total website visits (unique visitors) to, and page views of, the campaign website between January and March 2012 as a result of intense promotional activity, representing an increase of 12% compared to the same period in 2010-11.

Compared to the monthly average between May 2011 and December 2011, there was:

- A 67% increase in unique website visitors in January 2012 and a 35% increase in February 2012.
- An 84% increase in page views in January 2012, a 49% increase in February 2012 and a 15% increase in March 2012.

During the campaign, the supporting resources were downloaded 2,090 times.

Online and social media extended the reach of the campaign, resulting in:

- 110,482 visits to the Cans.PlanetArk.org website, which was updated with new information and images.

Who We Worked With

Layne Beachley, eight-time World Surfing Champion, was the campaign ambassador for the 9th consecutive year.

The campaign was funded by the Aluminium Can Group, the industry association for aluminium can manufacturers and recyclers made up of Alcoa, Visy and Amcor.

Where you are, recycle all your Aluminium Cans. Sweep a recycling bin and win! Cans.PlanetArk.org
When we did it

BusinessRecycling is a year-round campaign, with a peak during National Recycling Week. A second concerted media effort was conducted in February 2012.

Why we did it

The recycling rate for commercial and industrial waste lags behind that of construction and demolition and municipal waste. To achieve the National Waste Policy and state-based resource recovery targets, more business waste needs to be recycled.

What we did

2011-12 was the second year of operation for the BusinessRecycling website and hotline. During this period, a range activities were undertaken to enhance and expand the BusinessRecycling database that supports the website. Activities included:

- A survey, structured to focus on the three main target audiences of the site; recycling companies, small and medium enterprises (SMEs) and councils. There were 261 respondents, including 95 businesses. The survey results indicated that BusinessRecycling is on track to achieve the main objective of making it easy for SMEs to find reuse, recycling and waste services, and an important information resource for improving recycling knowledge in the business community.

- As part of the amended BusinessRecycling agreement with the Department of Environment and Heritage Protection (EHP) QLD, Planet Ark called 277 QLD resource recovery service providers in June 2012 to encourage them to list services on the BusinessRecycling website. Forty-four of the contacts were interested in registering on BusinessRecycling and seven of these contacts chose to register immediately with the assistance of Planet Ark staff.

- Maintenance of existing databases, uploading of new information and creation of new databases was undertaken to provide up-to-date information for BusinessRecycling users and more efficient data gathering and monitoring for Planet Ark.

- Developing a Choosing the Right Recycler resource, designed to help SMEs choose a good recycler for their waste. It provides key questions to ask a recycler to assess their credibility. It is available for download from the BusinessRecycling website and has been promoted through media,
newsletters, social media networks and BusinessRecycling partners.

- Promotion, news and relevant articles about the site to the BusinessRecycling community through Planet Ark’s electronic newsletters (including BusinessRecycling News in October and November 2011), and in paid online and print advertising.

- Promotion throughout National Recycling Week, including a print ad in the special 4-page Sydney Morning Herald lift out.

- Development of industry case studies pitched to Queensland media during November ahead of the Queensland waste levy introduction.

- A radio Community Service Announcement (CSA) about BusinessRecycling, which was tailored for NSW, QLD and SA, respectively. A generic version of the CSA was distributed to radio stations throughout the rest of Australia. A conservative estimate of the airtime value on metro stations alone was $156,720.

- Promotion at various speaking engagements, including a range of WCRA NSW and Chamber of Commerce QLD events, industry seminars and meetings.

Who We Worked With

We developed the BusinessRecycling services in partnership with the Department of Environment, Climate Change and Water NSW (now Environment Protection Authority NSW) and Pitney Bowes. The Department of Environment and Resource Management QLD (now Department of Environment and Heritage Protection QLD) joined as a Foundation Partner in December 2010 and Zero Waste SA joined as a Promotional Partner in April 2011.

What we achieved

At the start of its third year of operation, the site has grown to list 13,791 recycling locations and services, and has had over 325,000 visits and more than 27,000 online searches as businesses embrace their responsibilities to reduce waste. These figures represent an increase of 65% and 35% respectively over 2010-11 figures. There were also over 1,700 email and hotline enquiries received between July 2011 and June 2012.

The BusinessRecycling campaign attracted some high quality media coverage, including 34 radio items and 13 print articles.

Visits 2011-12

Year ending June 2011: 200,349
Year ending June 2012: 363,400

Year on year increase: 81%
When we did it
In March 2011, Planet Ark formed a partnership with Forest and Wood Products Australia (FWPA) to promote the benefits of using responsibly sourced wood products to help address climate change. The partnership was the result of 18 months of research and consultation to better understand the way that responsibly sourced wood sequesters carbon. ‘Make It Wood – Do Your World Some Good’ officially launched on 17th October 2011.

Why we did it
Make It Wood - Do Your World Some Good aims to encourage the increased use of responsibly sourced wood as a building material as one way of helping to address climate change.

Responsibly sourced wood is the only major building material that is renewable, stores carbon and has a lower carbon footprint than high carbon-intensive materials like steel, concrete and aluminium. By using certified wood from well-managed plantations and forests, it is possible to construct buildings that are carbon neutral or, better still, carbon positive for years, in turn keeping carbon dioxide out of the atmosphere. Responsibly sourced wood products continue to store the carbon they removed from the air as growing trees. This provides available land for trees to regrow, in turn taking in more carbon from the atmosphere through photosynthesis.

Buildings such as 9-storey Stadhaus in north-east London and the 10-storey Forte Building in Melbourne are built almost entirely out of responsibly sourced softwood from Austria. These buildings are a significant environmental improvement and signal the direction in which the Australian and global construction industries need to move if we are to achieve a low carbon economy.

What we did
The Make It Wood campaign consisted of a number of communications strategies delivered throughout the year, mostly concentrated around the launch period in October 2011. Strategies included:

- The Make It Wood website, which contains information on the benefits of using certified wood, how to choose the right wood and case studies of wood buildings from around the world and in Australia.
- The Story of Carbon, a short, educational, interactive animation designed for young children to teach them how carbon takes different forms in the environment, some that impact positively on climate change and some negatively.
- The Snap Some Wood Competition encouraged people to think about wood and recognise its versatility and beauty. Entrants were asked to send in a photo of anything made from wood to be in the running to win one of three iPad2 tablets with stylish wooden covers. The competition ran from October 2011 until the end of December 2011. Entries were judged based on the quality, beauty and uniqueness of the photo.
- An Australian version of the UK Forestry Commission’s ‘A Convenient Truth’ was produced to highlight how wood stores carbon and the importance of certification.
- ‘The Wood’ e-newsletter is sent every six weeks to over 1000 subscribers. It promotes Make It Wood activities as well as interesting initiatives around the world.
- Planet Ark staff attended numerous home renovation shows in Adelaide, Melbourne, Sydney and Brisbane to educate the public about the environmental benefits of building with wood.
- In order to raise the awareness and improve the integrity of wood certification, Planet Ark has become a member of the Forest
Stewardship Council (FSC) and facilitated FSC Knowledge Tree sessions. We are participating on the Australian Forestry Standard (AFS) Review Committee with the specific aim of improving its environmental outcomes, particularly biodiversity and stakeholder engagement.

- In May 2012 Planet Ark held the successful ‘Certification. Growing Demand. Increasing Confidence.’ Workshop, which brought together stakeholders from all sectors to discuss how we can best work together to help raise awareness of wood certification. The event was sponsored by Bunnings, Officeworks and FWPA.
- Paul Klymenko, CEO, Planet Ark gave a keynote presentation at the media launch of the Forte Building in Melbourne. Built from cross laminated timber, this building will reduce carbon emissions by more than 1,400 tonnes of CO2, achieved through the carbon stored, as well as through the saving of carbon emissions that would have been released had the structure been built from steel and concrete.

What we achieved

Make It Wood launched to the public at home shows across Australia, as well as in media and online. This resulted in:

- The Make It Wood website averaging approximately 400 visitors a day. The ‘Make It Wood’ Facebook page has 275 ‘likes’ and a reach of over 80,000.
- The media campaign resulted in Make It Wood achieving coverage in Melbourne’s The Age, The Daily Telegraph and The Newcastle Herald, as well as smaller regional and suburban papers. Radio coverage included large Sydney stations 2UE and 2SM, as well as news grabs and interviews on regional stations such as 4GR and 2SE. It was featured in consumer magazines, including Renovate and G-Magazine, in addition to number of industry publications.
- The Snap Some Wood competition received over 250 entries.

Who We Worked With

Forest & Wood Products Australia

Forest for a Sustainable Australia

Graphic demonstrate flow of carbon through the cycle
Carbon Reduction Label

When we did it

We launched the first products with the Carbon Reduction Label in October 2010, after commencing work with the Carbon Trust in 2009 to introduce the Label program in Australia. We worked with our foundation partners during 2009 and 2010 as they began the carbon footprinting process for their products and had the results certified by the Carbon Trust ready for the launch.

Why we did it

Climate change is widely considered the greatest environmental problem facing the world today. The Carbon Reduction Label helps companies identify greenhouse gas emission savings and helps consumers understand how they can reduce their own carbon footprint. Companies that display the Label communicate that they are working towards reducing the carbon footprint of their product or service. We joined with the Carbon Trust to bring the Label to Australia as it is a tangible way of showing how businesses and consumers work together towards a low carbon future. The program fits our philosophy of promoting change campaigns with measurable results as it helps to identify opportunities for energy efficiency, reductions in greenhouse gas emissions and cost savings.

What we did

During 2011-2012, Dyson reassessed the carbon footprint of the Airblade hand dryer with the results being recertified by the Carbon Trust. The Carbon Reduction Label will continue to apply to the Airblade in Australia, as well as a number of countries around the world. ALDI commenced the reassessment of the carbon footprint of the olive oil range with the re-certification due during financial year 2012-2013.

Who We Worked With

We are proud to work with our Carbon Reduction Label Foundation Partners, ALDI, Dyson and the New Zealand Wine Company.

Sanctuary wine Dyson Airblade ALDI Olive Oil
When we did it

Planet Ark Endorsed has been helping Australian consumers choose more environmentally responsible and quality products since 1995.

Why we did it

Planet Ark recognises that people are looking for help to make more environmentally responsible purchasing decisions. We support a select range of products that we stringently evaluate to ensure they meet our criteria in relation to potential environmental and human health impacts. They must offer a more environmentally responsible alternative to the commonly used products on the market, as well as being a good-quality product. Each of the Planet Ark Endorsed products also provides an opportunity for education and behaviour change that supports our mission. A portion of the proceeds from the sale of these products contributes to the ongoing development of our environmental education and behaviour change campaigns.

What we did

We worked with our product partner companies to identify areas in which we can provide technical expertise and assistance. We also supported our partners through marketing communications and promotion of responsible product purchasing decisions. We provided information about the evaluation process in the Planet Ark Product Criteria Guide available on our website.

What we achieved

While quantifying the environmental savings of the large array of endorsed products is not feasible, purchasers have saved large amounts of greenhouse gases, water, and non-renewable resources as well as promoted the use of renewable resources.

During the year we worked with several of our endorsed partners who introduced new additions to their range of products that carry the Planet Ark Endorsed logo.

Orange Power decided to utilise our new Environmental Edge program to promote their cleaning and air freshener ranges on TV. This ran for approximately six months and received positive customer feedback.
Environmental Edge

When we did it

In June 2011 Planet Ark launched Environmental Edge, a series of information-based television advertisements designed to help consumers make better environmental choices.

Why we did it

Research indicates that consumers are hungry for information to help them make better environmental choices but they’re also sceptical about many ‘green’ claims. Planet Ark’s trusted brand helped cut through this confusion. Environmental Edge aimed to:

• Give consumers the information they need to make better environmental choices
• Counter their scepticism about many ‘green’ claims and
• Examine and verify environmental claims for featured products or services.

What we did

The Environmental Edge service includes development of scripts, sourcing talent and managing all aspects of production as well as providing supporting material for each advertisement on the website. It aims to combine cost-effectiveness and high production values with the advantages of association with the trusted Planet Ark brand. Our service takes the hard work out of verifying the environmental claims of the featured products and services checking them for truth, accuracy and ultimately ensuring it is an environmental improvement on alternatives.

What we achieved

Research for Forests and Wood Products Australia showed that of 77% people who had seen the advertisement believe the campaign communicated the message that ‘Wood stores carbon for life’ and 77% believe ‘Wood is a better environmental choice’, a growth in understanding of the fact that wood stores carbon over the period the advertisement was running. Overall 33% of respondents reported seeing the ad.

Who We Worked With

The first Environmental Edge advertisement, featuring the Wood Naturally Better initiative, screened nationally on Sunday 5th June across free to air channels and Foxtel. It was presented by Peter Maddison, architect and host of Grand Designs Australia and explained that wood stores carbon and that by choosing sustainably managed wood you help to fight climate change.

The subsequent Environmental Edge advertisement showcased two of Planet Ark Endorsed Orange Power ranges, household cleaners and air fresheners.
World Environment News

When we did it

World Environment News (WEN) is a daily environmental update covering the latest environmental stories, pictures and video from across the globe, in partnership with the Reuters news service. It has been provided as a free information service to the public since 1995.

In 2011, the WEN service was promoted for a 4-week period between 19th September and 16th October. A ‘letter to the editor’ competition ran through until 30th October.

Why we did it

Keeping people informed about environmental issues and success stories is an important step in creating positive environmental behaviour change. Planet Ark’s WEN is one of the most comprehensive sources of environmental news on the Internet and is delivered daily to the inboxes of 10,000 plus subscribers internationally. It provides a snapshot of top environmental news across the world and helps us engage with the community about the work we do and relevant issues.

What we did

In 2011, the key elements of the WEN promotional campaign were a ‘letter to the editor’ competition used to increase subscribers to WEN, and the creation of a specific Twitter account for World Environment News.

We supported these initiatives through a range of internal resources:
- Promotion through web banners across the Planet Ark websites
- Content in the range of the Planet Ark newsletters
- Dedicated webpage to host ‘letter to the editor’ competition entries
- Promotion through WEN email service and on the WEN webpage.
- We used online and social media to engage a growing online audience:
  - Running the quiz through a Facebook application
  - Promoting the video and quiz through Facebook and Planet Ark Twitter feeds.
- We used media outreach:
  - Published articles in mX in Sydney and Brisbane and other media, including blogger networks, helped drive people to the competition and news service.
- We used our partner relations to further extend the reach of the campaign:
  - Promotion through a range of internal and external Colonial First State communications.

What we achieved

- During the WEN promotional period, the news story views from the Website resulted in 317,318 views and the dedicated competition page was viewed 1,464 times.
- Over 876,000 visits to World Environment News pages on the Planet Ark website throughout the year.

Who We Worked With

Colonial First State became the first official sponsor of WEN in March 2010.

WEN is made possible through the support of the Reuters news agency, suppliers of the primary newsfeed.
PaperCutz 4 Planet Ark

When we do it

‘PaperCutz 4 Planet Ark’ is year-round campaign that began as a pilot in 2007.

Why we do it

PaperCutz aims to reduce the unnecessary use of paper in ‘low involvement’ communications like financial annual reports, where the use of electronic-based communication makes a simple substitute. This is achieved by working with our Campaign Partners, who provide their customers with options and incentives to make the switch from paper to electronic communications.

For every customer that switches to electronic communications for items like annual reports, newsletters and statements, the ‘PaperCutz 4 Planet Ark’ Campaign Partner makes a contribution to Planet Ark’s environmental campaigns.

What we did

Planet Ark and Colonial First State continued their partnership throughout the year including developing communications for customers promoting paperless investing.

In June 2010, the Teachers Health Fund, a not-for-profit private health insurer designed exclusively for the education community with over 100,000 members, joined ‘PaperCutz 4 Planet Ark’.

What was achieved?

The ‘PaperCutz 4 Planet Ark’ promotion resulted in more than 63,000 additional Colonial First State investors signing up to the program and switching to electronic communications. Since the start of the pilot program in 2007, Colonial First State has saved more than 37,236,264 sheets of paper, weighing approximately 209 tonnes.

37 million sheets of paper saved

Who We Worked With

The campaign was developed from a successful pilot program in 2007 conducted with our Foundation Partner Colonial First State, Australia’s largest fund manager.

Campaign supporters are Teachers Health Fund and BPAY.
2011-12 financial review

Planet Ark’s result for the financial year was a profit of $73,739, compared to a loss of $63,605 in 2011. The 2012 result represents a turning point for the organisation following three years when sponsorship income was reduced following the Global Financial Crisis (GFC).

This improved result reflects a 14% increase in revenue, mainly due to additional sponsorships, while with careful planning and prudent cost control, expenses only increased by 8%.

Corporate sponsorship has increased by 30% since 2011 and now represents 69% of total revenue, an indication of the improving sponsorship environment post GFC.

Prudent cost control saw expenses increase by only 8%. Despite the additional campaigning activity there has been a minimal 4% increase in campaigning and salary costs. Administration costs have increased by 36% due to one off professional services where, as a result of the sale of the Planet Ark Park, occupancy costs have reduced by 24% compared to the prior year.

Planet Ark Park, our satellite office in the Blue Mountains, was sold in December 2011. The benefits of selling the property have been a significant reduction in overheads, an increase in working capital and improved staff interaction through centralising to one location.

The outlook for the 2013 financial year is currently positive, with expectation of a better than break even result.

The above is a short summary of our financial results. Full audited accounts are available from our website at http://planetark.org/about/governance.cfm
What people say about Planet Ark

“It gave more weight to our sustainability push to be able to link the event with National Recycling Week and the national initiative organised by Planet Ark.”

Diana Gibson from Qantas Commercial Planning about their Friday File Fling

“@PlanetArk #nationaltreeday Huge success on Tamborine Mountain. Thanks Planet Ark for your support!”

Tamborine Mountain Landcare via Twitter

“Thanks to Planet Ark, Gordonvale State School now has a cartridge recycling box located in the office foyer. We welcome any parents who have inkjet or toner cartridges and toner bottles to deposit them in our recycling box. They will then be returned to Planet Ark for recycling. Thank you for helping our school create a better future for our children. - Gordonvale State School

“Planet Ark is the oil between two grinding cogs that allows them to move”

Feedback from ‘Certification: Growing demand. Increasing confidence.’ Forum participant

“Amazing to get everyone in the same room, saw a lot of hand shakes, felt positive.”

Feedback from ‘Certification: Growing demand. Increasing confidence.’ Forum participant

“So great to get a phone call on the day from Planet Ark, it made Tree Day feel like part of something bigger. Thank you.”

Tree Day Coordinator

“As the site coordinator, I must say, it was the most rewarding and satisfying day I have had the pleasure to contribute to and participate in. We had so much community support, from local businesses donating native shrubs and trees for our school grounds, and working in partnerships with the families from the Centre that volunteer to assist the children and educators, the day was so successful.”

Courtney Glazebrook, Childcare Educator at Tillys Play and Development Centre in Muswellbrook
“Really nice to spend time with the kids doing something that is really beneficial for both them and the environment.”
Alison Last, Taree High School

“The best thing about National Tree Day was the students’ sense of community and the positive impact that they were making to their school and local area.”
Stuart Anderson, Greystanes Public School

“We have a group that has been rehabilitating the area since 1995. It is a huge boost to the community group seeing people out there planting trees and connecting with their environment.”
Doug Anderson, Leichhardt Council

“Great to see so many different members of the community, great mix of young, old and different nationalities all working in harmony.”
Grace Keenan, Parramatta City Council

“Volunteers across many generations learnt about the importance of trees in our local ecosystem and that their small act of planting a tree goes a long way towards making a big difference.”
Mandurah Mayor Paddi Creevey

“Amanda was especially helpful and patient with me. I am a Senior who kept having computer problems and she talked me through it or made corrections for me. Many thanks to all of you for your hard work.”
National Tree Day Coordinator
The hardworking Planet Ark team, December 2011

Paul Klymenko, Mayor of Sydney
Clever Moore, Bernie Smith of Toyota