



# ANNUAL REVIEW

Protecting, promoting and restoring wilderness 2012–13



**THE  
WILDERNESS  
SOCIETY**



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FRONT COVER IMAGE: Bungle Bungle Range, Purnululu National Park, Kimberley | Glenn Walker.

BACK COVER IMAGE: The Top End | Glenn Walker.



# National Director's report

By working together, we have achieved remarkable successes over the past year.

The magnificent forests of southern Tasmania were protected as part of a hard fought extension to the Tasmanian Wilderness World Heritage Area with 170 000 hectares of forested wilderness, including iconic valleys such as the Weld, Styx and Florentine, protected from logging as part of the Tasmanian Forest Agreement.

In April, the resources giant, Woodside, announced it would not proceed with construction of the \$40 billion industrial development at James Price Point on the wilderness coast of the Kimberley region.

This announcement was in direct response to an inspired and inspiring campaign over many years by Traditional Owners, the people of Broome and a coalition of environmental groups, headed by the Wilderness Society. The apex of this campaign was an outpouring of public support in a massive rally of 25,000 people in Fremantle in March.

These outcomes, one achieved through negotiation with traditional opponents and the other through the power of people to make change, highlight the experience and skills that make the Wilderness Society one of the leaders of the environment movement.

The lessons learnt in these and other campaigns have been brought together in the form of our new campaign plan. This plan is built on two visionary goals.

The first is the development of a plan for nature that thinks big. It looks at Australia as one living and connected natural system and will deliver a blueprint for nature.

The second is the need to put in place a real 'direct action' plan for climate change which keeps fossil fuels in the ground, not in the atmosphere.

This approach recognises that climate change poses the largest single long term threat to nature in Australia and that the exploitation of previously untapped fossil fuel deposits will push us into a dangerous and unpredictable climate.

Underlying these ambitious goals is the need for the Wilderness Society to become the catalyst in helping to build an inspired and active movement of people in support of nature in an era of climate change.

This movement starts with you. We thank you for your support for the journey so far and invite you to join us in a new era for the Wilderness Society.

**Lyndon Schneiders**  
*National Director*  
The Wilderness Society Inc



# Convenor's report

The Wilderness Society achieved so much this year, both in our campaign objectives and in our drive to be the best organisation we can be.

After 30 years of campaigning to save Tasmania's magnificent forests, we were part of an historic agreement that will see important, substantial additions to Australia's World Heritage estate.

Our participation in the expansive negotiations that lead to this agreement was unprecedented for the Wilderness Society. Despite controversy and tension, we did not retreat to our combative position of the past; instead choosing to invest in an avenue of real and realisable change. This approach demonstrates the maturing of the Wilderness Society as a campaign organisation.

The Kimberley Campaign was a strategic success and saw an end to Woodside's plan to build a massive gas hub at James Price Point (Walmadan). As part of that campaign, we supported a legal challenge by Richard Hunter, a Goolarabooloo man and a Law Boss of the Northern Tradition, in the Western Australia Supreme Court, and continued with our support of this challenge after Woodside pulled out.

This important case put the spotlight on an assessment process that was undertaken in breach of the law. The case has been of great significance not just for James Price Point, but for the accountability, transparency and proper functioning of government in Western Australia and across all states.

Internally, major advances continued to be made in the way the Wilderness Society works; in membership and fundraising, communications and our business operations. The recommendations of the governance review have been discussed and refined and are being implemented to achieve an organisational structure that will make the Wilderness Society more efficient, while still retaining the values that define us.

My thanks go to all at the Wilderness Society, and especially the Collaborative Management Team, for their tireless work. Thanks also to my fellow Committee members for the dedication they have shown over the last twelve months.

I would also like to thank our supporters and members. It is with you, and for you, that we do the important work of protecting Australia's extraordinary natural places.

**James Johnson**  
*Convenor*  
The Wilderness Society Inc  
Committee of Management



## Campaign planning for a new era

Over the last year, the Wilderness Society has undergone an intensive process to rethink our campaigns for a new and challenging era.

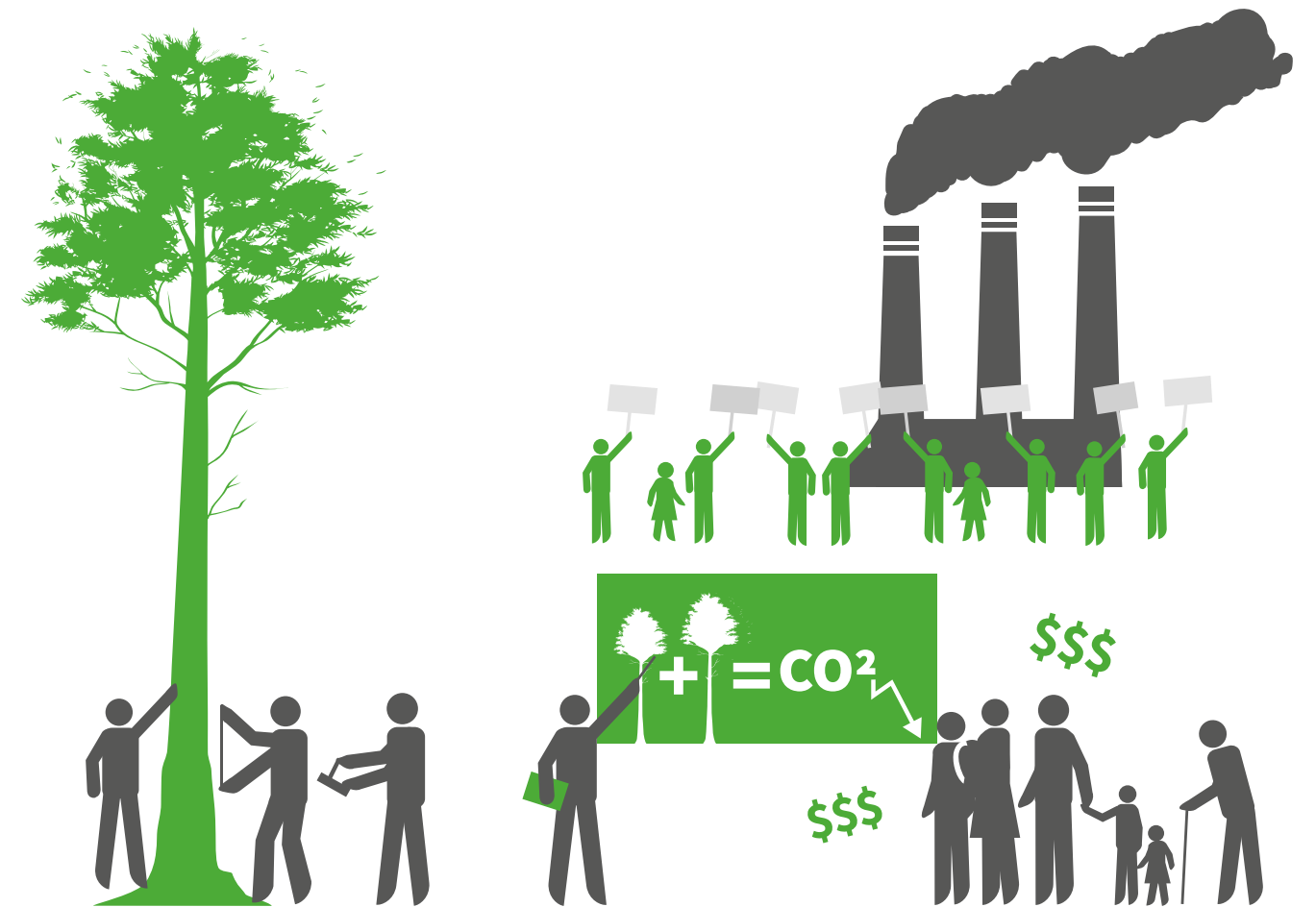
With your help and support, we've been at the forefront of some of Australia's most historic environmental campaigns for over 30 years. The Franklin River, Fraser Island, land clearing laws, Wild Rivers, Marine Parks, Tasmanian forests, numerous World Heritage areas and most recently, James Price Point in the Kimberley.

Our successes have been many. We've protected millions of hectares of native bush, millions of square kilometres of ocean, and countless native species. But despite this, our opponents are only getting bigger and stronger. The threats aren't going away, climate change is a danger of unprecedented proportions, and now, politicians are declaring war against traditionally sacred regions like national parks and conservation areas.

Through extensive consultation and discussion with our campaigners and experts around the country over the last year, we've developed an ambitious new plan for these unprecedented times.

We are devoting increasing resources to scientific and economic arguments for nature to counter the general negative discourse being spouted by politicians and businesses that should know better. We're also making a point of pursuing conservation objectives that are supportive of Indigenous rights and respectful of Indigenous ecological knowledge.

We're focusing our efforts into articulating a solid argument for business and governments to wake up to these facts. We believe it's a fallacy that conservation outcomes and economic stability need to be mutually exclusive, and we'll continue to hold leaders in our society to account when they try to spruik this theory.



We want you to be at the centre of our work. We want to find out about the places you love because they inspire you, reconnect you to what is most important, and bring you a sense of meaning and belonging. We want to know how you connect to this great land of ours so we can give you all the tools and support you need to speak up for it.

We're also on a mission to keep as much carbon in the ground as possible, so the natural landscapes we have come to cherish will be maintained for generations to come rather than radically disfigured by the mounting threat posed by climate change.

And we want to continue to connect, learn from and work with all of you who make up this growing and passionate movement for nature, without whom all of our best efforts would be meaningless. All the while we will continue to focus on iconic places across Australia that need immediate defence from ecological degradation and destruction by greedy developments.

## People power

We understand the power of people to make meaningful change in society. It's what underpins our work. This is our best bet against destructive industries and irresponsible governments, and it's the very reason we have committed to help drive the Places You Love alliance; a group of likeminded environmental organisations across Australia with over 1 million combined supporters behind them, and a real force to be reckoned with.

Even in its infancy, this alliance has been successful in raising the profile of the importance of environmental protection. Robust and resilient environmental law is at the very heart of conservation. With your help, we will arrive at a point where the laws that protect the places we love ensure long term protection regardless of which political party is in power.

There's no denying that this a massive undertaking and equally massive commitment. But with you behind us, we're up to the task. Things won't change overnight, but we're in it for the long-run.





## The Kimberley campaign

In April 2013 the community of Broome, local Indigenous groups, and people from all over Australia and the world breathed a collective sigh of relief when Woodside Petroleum pulled the pin on their destructive gas hub project planned for James Price Point in the Kimberley.

The Wilderness Society had an active and extraordinary year leading to this historic victory. With the support of our members and allies we staged two massive awareness raising concerts with a combined attendance of over 30,000 people. We continued our extensive work with local communities, as well as national and international supporters. And, with Walmadan (James Price Point) Traditional Owner Richard Hunter, we lodged legal action against the Western Australian Environment Minister and Environmental Protection Authority over their approval and assessment of the gas hub.

The movement that built behind this campaign was truly historic, and will be a wake-up call to resource companies about how important social licence is; Woodside have learnt the hard way that they should not have attempted to force an unpopular development on a community that doesn't want them there.

This outcome was a testament to people power. It showed that together we are capable of stopping inappropriate developments, even when those developments are worth \$45 billion, lead by some of the most powerful companies in the world, and backed by governments.

Another great outcome of our campaign has been the steady stream of government announcements of new and bigger protected areas in the Kimberley. In this regard, Premier Barnett has become Western Australia's greatest ever accidental conservationist. To date Camden Sound Marine Park and 80 Mile Beach Marine Park have been delivered, while four more (Roebuck Bay Marine Park, Horizontal Falls National Park and Marine Park, Great Kimberley Marine Park and Wanjina National Park) have been committed.

Together these new reserves will cover millions of hectares and, with Indigenous joint management and Rangers programs in place, will be major economic, environmental and cultural 'wins' for Traditional Owners and the broader Kimberley community.

While Woodside's announcement is a huge step in the right direction, we'll still be keeping a close eye on their future moves, and we'll continue to work with local people to ensure that the Kimberley's extraordinary natural beauty and cultural heritage is protected forever.

# The South-Eastern Forests campaign

## TASMANIA

A real path to protection for Tassie's native forests was finally realised when, on April 30 2013, the Tasmanian Forest Agreement was passed.

The prior year of negotiations by the Wilderness Society and other conservation groups on this agreement was often challenging. But with the support of our members, we signed an agreement that we believe offers real protection for these important and loved forests.

In the first significant conservation outcome from the agreement, the World Heritage Committee in June 2013 declared the tall eucalypt forests of Tasmania's southern forests and Great Western Tiers as World Heritage. This 170,000 hectare extension to the Tasmanian Wilderness World Heritage Area is a spectacular and globally significant conservation outcome.

The agreement also means that workers and communities are supported through the restructure of the industry, with the legislation reducing the sawlog industry to less than half of its previous size.

The Tasmanian Forest Agreement is the most comprehensive and positive result for Tasmania's nature since the creation of the Tasmanian Wilderness World Heritage Area over 30 years ago. We're proud to have been the driving force behind this process by securing a bright future for the environment in this spectacular corner of the world.



IMAGE: The now protected Upper Florentine Valley | Rob Blakers.

## VICTORIA

At the heart of the Victorian forest campaign are the magnificent Mountain Ash — tallest flowering plants in the world, and home to the endangered Leadbeater's Possum, Victoria's animal emblem.

Sadly, towering Mountain Ash — both old-growth and recruitment old-growth — are still logged, primarily for wood chips for paper pulp. This logging is driving the Leadbeater's Possum towards extinction and compromising the water, carbon and ecotourism values of these tall mountain forests.

Over the last year, we have worked to shine a light on loss-making logging in Victoria's publicly owned native forests, and on the driving force behind it — Reflex office paper. Our Ethical Paper campaign has received support from thousands of businesses and organisations that have rejected Reflex office paper and chosen sustainable alternatives.

We've also been working with local conservationists across Gippsland to develop new reserve proposals for these precious areas, and will finalise these with input from a range of stakeholders in 2014.

Over the coming year we will work hard to make the ecological, scientific and community case for a new Great Forest Park for Melbourne. And we will continue to do something the Wilderness Society does best — champion the values of irreplaceable forest ecosystems.



IMAGE: The endangered Leadbeater's Possum | Steven Kuiter.



# The Cape York Peninsula campaign

Cape York Peninsula is one of the last great wild places; its global significance was recently confirmed through a report highlighting how the natural values of Cape York would clearly meet the necessary criteria for a World Heritage nomination. Over the last year our focus has been on supporting a World Heritage nomination for large parts of the Cape, with the consent of Traditional Owners.

Formal consultations to consider this outcome have been in play for the last few years, with groups of Traditional Owners and other landowners supported to examine the natural and cultural values in their areas, and to move towards a decision point regarding inclusion in a future World Heritage nomination. To date, many Traditional Owner groups have indicated strong support for this process, and a number have effectively advised they are prepared to provide consent for their areas to be carried into an overall nomination.

While the previous Federal Government developed processes for consultation, it did not move these quickly enough to

ensure that a nomination was completed in 2013. A nomination appeared tantalisingly close, but is seemingly now on hold while the new Coalition Federal Government considers its options. We hope that at the very least a World Heritage tentative listing can be put forward by February 2014, and we will continue our work with Traditional Owners and supportive landowners towards a final nomination.

Meanwhile, the Queensland LNP Government is fast tracking its Regional Plan for Cape York, designed to increase industrial development such as mining and large-scale agricultural activities across the region, providing minimal environmental protection via existing National Parks. Proposed projects such as the Wongai Coal mine near Lakefield National Park, and the Cape Alumina bauxite mining proposal on the magnificent Wenlock River, threaten the international environmental significance of the region but are still being approved, often at the expense of existing protections like Wild Rivers.

We are actively engaged in campaigns to prevent these destructive developments, and will continue to seek proper protection of the Cape's World Heritage values using all available mechanisms.

a Simpson Desert Wilderness Protection Area. We are hopeful this will result in a large proclamation, connecting the Simpson Desert Conservation Park, through the Kallakoopah region to the Australian Wildlife Conservancy's Kalamurina Station — adjacent to Lake Eyre.

**Great Western Woodlands** — The campaign to protect the world's largest remaining temperate woodland has focussed on the threat of mining to the beautiful Helena Aurora Range. We have launched a wonderful proposal for this area to be protected as an 'A Class' National Park and this campaign is gaining real momentum. We will continue to work with Great Western Woodlands stakeholders on statutory and governance mechanisms for the protection of this place as an intact ecological region.

**Marine Parks** — Early in 2013, after a decade of consultation, our commonwealth government announced the creation of the largest network of marine reserves in the world. Our marine reserve estate now includes 60 reserves (including the Great Barrier Reef Marine Park) covering 3.1 million square kilometres, approximately a third of Commonwealth waters.

The Wilderness Society in collaboration with other groups, helped ensure that over 100,000 submissions were received by the governments public comment period, to call for greater marine protection and was considered as one of the of the greatest examples of participatory democracy in history.

This plan is considered by conservationists a positive start for marine conservation across the nation. However, as the new Abbott Government has announced they will review the plans, we will continue to campaign for marine sanctuaries across our most unique and unprotected regions.

# Treasurer's Report

In 2012/13 the Committee of Management continued to take a highly responsible attitude to financial management, while supporting our significant campaigning successes. The Wilderness Society continues to be a resilient society in achieving its purpose.

At the outset of the financial year, the Committee of Management determined the following financial objectives, and we are pleased to report measurable success in meeting them;

- That donations and subscriptions supported the Wilderness Society's National Campaign Plan
- That our fundraising operations and processes continued to improve in efficiency and effectiveness
- That we thoughtfully control our expenditure, reducing it from 2011/12
- That we ensure future security and stability by growing our financial reserves to a minimum of three month's operating expenditure by 2015

We are pleased to report that for the 2013 financial year, the Wilderness Society Inc produced a cash surplus of \$753,394 (2012 \$75,036). After taking into consideration the amounts that we have committed to spend on longer term environmental outcomes, we have cash flow of \$452,734 that contributes to our reserves.

Our operating revenues of \$13,004,824 declined 1.5% from 2012's \$13,197,418. This is largely due to lower Bequests and Grant income and the completion of the PEW Great Western Woodlands project in 2012. Donations and Membership subscriptions were steady. The generous supporters who made gifts in their wills to the Wilderness Society ensured \$534,022 (2012 \$607,312) could be directed to the Forever Wild Trust.

We spent \$5,657,892 (2012 \$6,480,404) on our wilderness campaigns and programs across the country. We were fortunate to have a stunning success in the James Price Point campaign and had allocated funds for that and the related Western Australian court action (subsequently successful). This was a primary driver in our lower than anticipated campaign and court costs. We have \$300,660 (2012 \$0) allocated in reserves for expenditure on campaigns and research that is planned to be spent in 2013/14.

The cost of recruiting new members and supporters was \$2,229,498 — declined from 2012's cost of \$2,643,808. However, fundraising expenses for staffing, appeals and operations was \$2,252,696 — an increase from 2012's \$2,156,595. Overall, fundraising expenditure was utilised more effectively and attracted crucial financial support for a lower cost.

Governance and administration costs of \$1,859,314 (2012 \$1,765,765) increased over the prior year, with one off expenditure in long term planning and knowledge management systems and an increased investment in staff development and training. We are confident that investments in training our people will have a long term benefit to the Wilderness Society, and to the environment movement.

In June 2010 Total Equity of The Wilderness Society Inc were \$211,958. We have rebuilt Total Equity to \$1,535,760 (2012 \$782,366) of which \$1,235,100 are unrestricted reserves. This rebuilding has coincided with some major campaign successes and organisational development, and demonstrated financial prudence and performance.

Nevertheless we are investigating various options to improve our financial sustainability and these include pooling reserves of the Wilderness Society Australia members, the Forever Wild Trust or reducing expenditure.

It has been a significant year for the Wilderness Society. We will continue our strategy of strong financial planning coupled with ongoing monitoring and review of our operations, in order to strengthen our financial position and continue to deliver real conservation outcomes for Australia.

## Donald Hellyer

*Treasurer*

The Wilderness Society Inc  
Committee of Management



# Financial statements

## Statement of Comprehensive Income

For the Year Ended 30 June 2013

INCOME	2013	2012
Income from fundraising, donations, bequests and grants	13,004,824	13,197,418
Investment and other non-operating income	300,053	583,112
Total Income	13,304,877	13,780,530
<b>LESS: EXPENSES</b>		
<b>ENVIRONMENTAL CAMPAIGNS AND PROGRAMS</b>		
- National	1,042,002	1,304,606
- NSW	813,198	858,110
- VIC	543,231	570,815
- TAS	420,051	444,235
- SA	400,220	453,282
- WA	547,789	599,392
- QLD	606,352	699,445
- NT	-	37,960
- Wild Country Programs	160,017	233,596
- Community Awareness Events	442,480	445,565
- Membership and supporter engagement	682,552	833,398
<b>TOTAL ENVIRONMENTAL CAMPAIGNS AND PROGRAMS</b>	<b>5,657,892</b>	<b>6,480,404</b>
Fundraising expenses — recruitment of new supporters	2,229,498	2,643,808
Fundraising expenses — staff, appeals, supporter, and other costs	2,252,696	2,156,595
Governance, finance and operations	1,859,314	1,765,765
Interest on Forever Wild Trust Loan	18,061	51,610
Donation to Forever Wild Trust	534,022	607,312
<b>TOTAL EXPENSES</b>	<b>12,551,483</b>	<b>13,705,494</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>753,394</b>	<b>75,036</b>
Other comprehensive income	-	-
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>753,394</b>	<b>75,036</b>

## Statement of Changes in Equity

For the Year Ended 30 June 2013

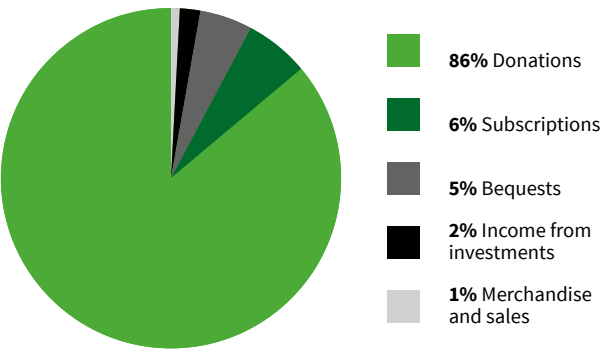
2013	ACCUMULATED FUNDS	TIED FUNDS	PRIORITY CAMPAIGN	SCIENCE & RESEARCH	UNRESTRICTED OPERATING	TOTAL
Balance at 1 July 12	782,366	-	-	-	-	782,366
Surplus/(deficit) for the Year	753,394	-	-	-	-	753,394
Transfers to Reserves	( 753,394)	108,404	62,521	129,735	452,734	-
<b>BALANCE 30 JUNE 2013</b>	<b>782,366</b>	<b>108,404</b>	<b>62,521</b>	<b>129,735</b>	<b>452,734</b>	<b>1,535,760</b>
<b>2012</b>						
Balance at 1 July 11	707,330	-	-	-	-	707,330
Total comprehensive income	75,036	-	-	-	-	75,036
<b>BALANCE 30 JUNE 2013</b>	<b>782,366</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>782,366</b>

## Statement of Financial Position

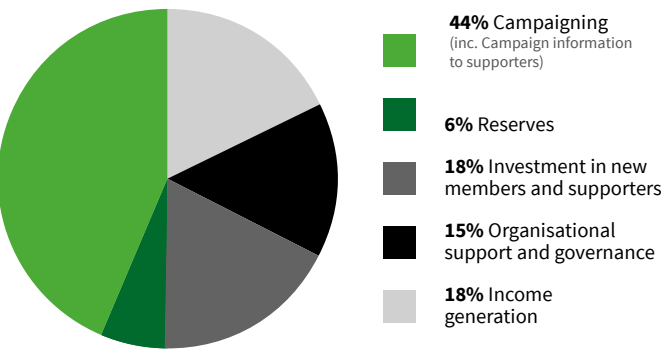
As at 30 June 2013

ASSETS	2013	2012
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	3,224,010	1,630,504
Trade and other receivables	270,313	484,844
Inventories	-	50,202
Other assets	150,204	245,048
<b>TOTAL CURRENT ASSETS</b>	<b>3,644,527</b>	<b>2,410,598</b>
<b>NON-CURRENT ASSETS</b>		
Investments	545,340	545,340
Property, plant and equipment	531,997	469,494
<b>TOTAL NON-CURRENT ASSETS</b>	<b>1,077,337</b>	<b>1,014,834</b>
<b>TOTAL ASSETS</b>	<b>4,721,864</b>	<b>3,425,432</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Trade and other payables	344,365	603,949
Borrowings	167,365	211,836
Other liabilities	761,514	133,757
Short-term provisions	1,514,402	1,055,667
<b>TOTAL CURRENT LIABILITIES</b>	<b>2,787,646</b>	<b>2,005,209</b>
<b>NON-CURRENT LIABILITIES</b>		
Trade and other payables	350,000	350,000
Borrowings	-	167,364
Long-term provisions	48,458	120,493
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>398,458</b>	<b>637,857</b>
<b>TOTAL LIABILITIES</b>	<b>3,186,104</b>	<b>2,643,066</b>
<b>NET ASSETS</b>	<b>1,535,760</b>	<b>782,366</b>
<b>EQUITY</b>		
Reserves	753,394	75,036
Accumulated surpluses	782,366	707,330
<b>TOTAL EQUITY</b>	<b>1,535,760</b>	<b>782,366</b>

## Where our money comes from



## Where our money goes



# Thank you

The support of our members and donors is critical to the success of the Wilderness Society. You provide us with political, practical, moral and financial support. Membership subscriptions, appeal donations and online fundraising accounts for 97% of the Wilderness Society’s income. The remaining 3% is raised through merchandise sales and investments. Our members and donors are themselves campaigners who advocate for conservation. Without your support, none of the achievements of the past year would have been possible.

## Forever Wild

Leaving a gift in your Will to the Wilderness Society is a powerful way to make a positive, long-lasting difference to the world that your children and grandchildren will live in. Supporters who include the Wilderness Society in their Will are invited to join the Forever Wild Program. Members of the Program are eligible to participate in special events and activities, are kept up-to-date with exclusive reports on campaign projects funded by the Forever Wild Trust, and are added to our Forever Wild Honour Roll.

## Forever Wild Honour Roll

Alison Heeley  
Angela Hawes  
Armando Lanzini  
Bev McIntyre  
Carol Shelton  
Cathy & Ralf Thesing  
Christina Kennedy  
Christine Olsen  
Craig Whitehouse  
Daniella Osiander  
Dr Lorraine Campbell  
Ds. David and Ruth Pfanner  
Elizabeth Hoffmann  
Emma Ryan-Reid  
Glenda Briggs  
Harry & Janette Asche  
Huw Kingston  
Ian Gittus  
Irene Metzger  
Jackie Brown  
James Richardson

Jan Roberts  
Jane Gibian  
Jann Cooney  
Jenny Holford  
Jenny J Tudehope  
John & Faith Wiggin  
John Haberecht  
John W Rice  
Kenneth Parkhouse  
Kira A Leeson  
Kris Panagiotopoulos  
Laurence W. Neal  
Laurie Parkhouse  
Lisa Levine  
Margaret Matthews  
Marian McCarter  
Mark & Debra Kelly  
Mark & Jenny Claridge  
Matthew Wallace  
Megan Lorimer  
Mike Evans

Alex Hodges  
Nizza Siano  
Nic & Donna Wallis-Smith  
Peter A. Cejchan  
Peter Lemon  
Peter Strang  
Peter Trehearn  
Peter Vonk  
Pippa Curtis  
Ren Vorne  
Robert Johnson  
Rosslyn Baynes  
Russell Preston  
Sharon Miskell  
Stephanie Murfet  
Steven W Rath  
Tomi & Mary Petr  
Vicki Brooke  
Wanda (aka Vanda) Grabowski  
William Douglas & Louise Dever  
William Weerts

## Bequests

The Wilderness Society would like to acknowledge the generosity of the following people from whom we received a bequest in 2012 – 2013. We offer their family and friends our deepest sympathy and we will continue to honour their passion for protecting Australia’s wild places.

Jan Bowack  
Douglas McMillan  
Margaret Balchin  
Frank Rigby  
Linda Cronin  
John Lawrence  
Laurie Abell  
Joy Curran  
John Atkinson  
Arthur Harrold  
Stan Jackson AOM  
Harry Bugden  
Keith Murray  
Moya Crane



### **Our values**

Passion for purpose, the power of people to make change, organisational independence and integrity, compassion, and a commitment to success in protecting the environment.

### **Our purpose**

Protecting, promoting and restoring wilderness and natural processes across Australia for the survival and ongoing evolution of life on Earth.

### **Our vision**

To transform Australia into a society that protects, respects and connects with the natural world that sustains us.



[www.wilderness.org.au](http://www.wilderness.org.au)

*Protecting,  
promoting &  
restoring Australia's  
WildCountry*

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ABN 21 147 806 133