

2015/2016

ANNUAL REVIEW



Passion with intent

In this, our 40th year as The Wilderness Society, we’re harnessing the passion of our members, supporters and staff to feed into a considered strategic plan that will deliver positive outcomes for some of our most important campaigns yet.

We do this with the confidence of an organisation that has celebrated many great past successes to inspire our current ambitious campaign goals.

Our current strategic plan came into effect in May 2015 and covers our work until the end of 2017. It’s about a modern and multifaceted approach to campaigning that addresses climate change and protects nature. It’s about innovating to stay ahead of the curve through supporter retention and growth. And it’s about engaging, organising and mobilising a broad church of people who care about nature and want to leave a habitable world for generations to come.

On a governance level, this is supported through regular reporting based on measurable outcomes so we’re able to stay agile and responsive in a constantly evolving landscape.

And we’re already starting to see the benefits of this refreshed approach to our work across the board.

The last financial year was one of great progress for the organisation, with highlights including:

- Successfully launching *Movement For Life* — our state-of-the-art community organising training program
- Commencing implementation of a new customer relationship management system
- Making significant inroads into our campaigns addressing climate change and nature protection

We’re excited to share with you the results of our work from the past financial year as we continue to build rigour and success into every layer of The Wilderness Society.

Lyndon Schneiders



NATIONAL CAMPAIGNS DIRECTOR



Lyndon Schneiders National Campaigns Director

“Taking the fight for the Great Australian Bight to the floor of the BP Annual General Meeting in London this past April was a highlight. It reminded me of how my mentors inspired me upon my environmental campaigning path — the late Rick Farley, the late Greg Sargent, Fiona MacFarlane, Nicky Hungerford and Don Henry. Now I’m watching the growth of the community organising training program inspire thousands of Australians to make a real difference by becoming advocates in their own local communities. It’s a challenging and exciting time, participating in the groundswell of momentum to create new, strong national environment laws and new, trusted independent institutions to administer those laws to protect nature.”

Lyndon has been instrumental to the success of our campaigns since he joined us in 1993. He’s completed study in politics, public policy, government and Australian history at the University of Queensland. He offers a valued perspective on building movements and growing influence in the social, political and environmental spaces. His leadership has contributed towards many of our most significant achievements, including the protection of native forests in Queensland, Tasmania and Victoria; three million hectares of Cape York being returned to Traditional Owners; stopping the James Price Point gas plant in the Kimberley; and keeping BP out of the Great Australian Bight.

By the numbers
— it’s all about you

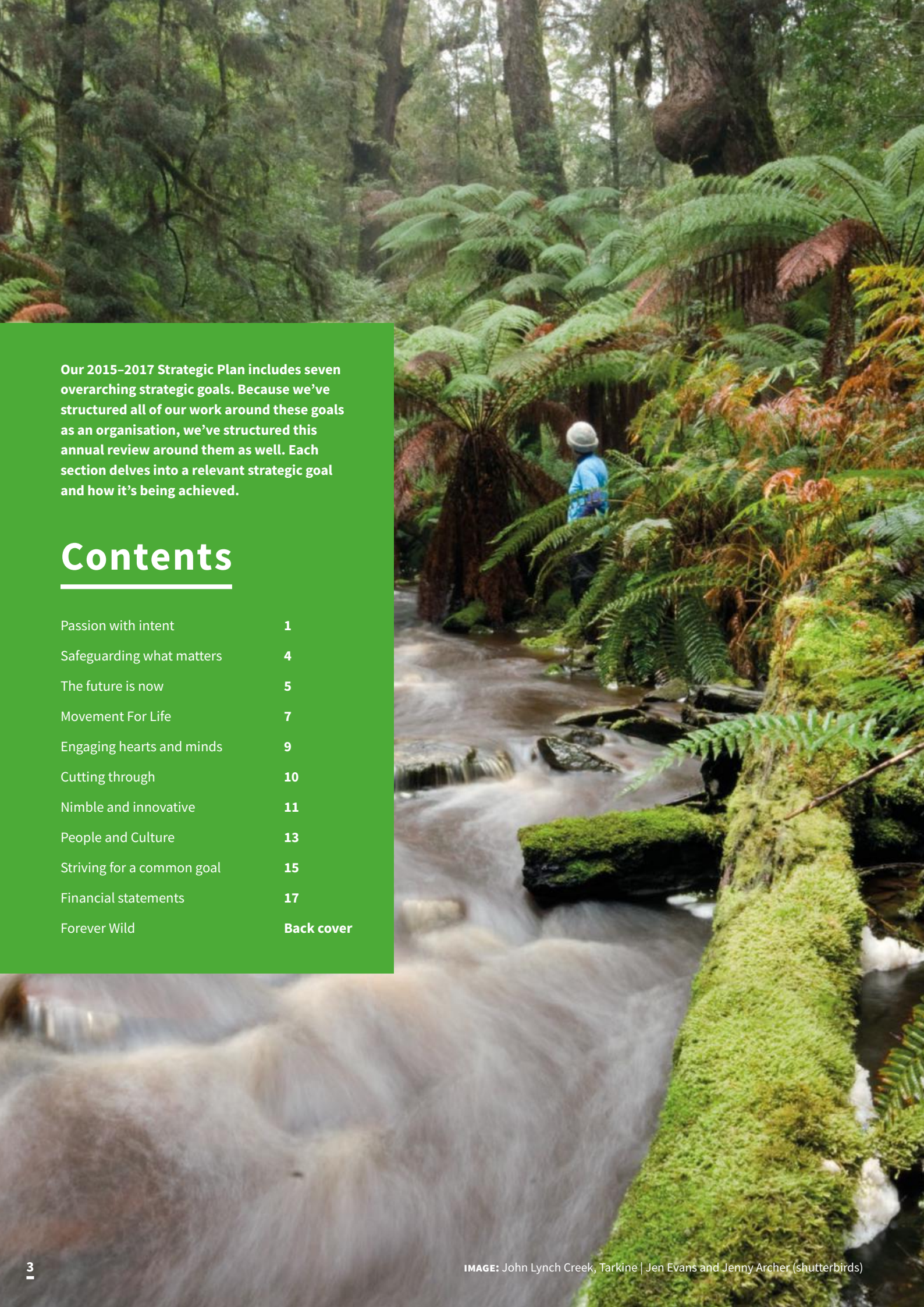
308
new community organisers

4,000+
conversations with decision-makers

32,000
members

250,000
online supporters

IMAGE: The Great Australian Bight | Brad Leue Photography



Our 2015–2017 Strategic Plan includes seven overarching strategic goals. Because we’ve structured all of our work around these goals as an organisation, we’ve structured this annual review around them as well. Each section delves into a relevant strategic goal and how it’s being achieved.

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Safeguarding what matters

Preserving wilderness and nature across Australia by creating protected areas and strong, nationally consistent laws and institutions.

Australia is one of the most biodiverse continents on Earth. Since we saved the iconic Franklin River from being dammed 40 years ago, our mission has continued so that the important ecosystems and habitats that we’re lucky enough to enjoy are protected for good.

We’re doing this on a number of fronts, with a consistent narrative around preventing the rollback of environmental laws across the country and advocating for new laws and approaches underscoring all of our work. We’ve taken a leadership role in the creation and operation of the *Places You Love Alliance* — Australia’s biggest ever alliance of environmental groups — which is campaigning for the overhaul of our existing national environment laws.

This year, the alliance convened an expert panel of Australian environmental lawyers, academics and experts in the field who are developing groundbreaking proposals to improve and strengthen our existing national environmental laws. We have gained extensive media coverage of the need for new laws in the pages of *The Australian*, *The Guardian* and *The Huffington Post*.

We’re aiming to preserve great swathes of land and marine areas right across the country. In Western Australia, we’ve worked hard over several years to finally convince the state government to protect large areas of the world famous Kimberley wilderness coast as marine parks. Our proposal looks like a major new national park declared around the iconic Horizontal Falls and four new marine parks declared or nearing completion in the Kimberley, which will bridge the current gaps in protection to complete the Great Kimberley Marine Park.

Further south, we’re working to protect the largest remaining intact temperate woodland on Earth — the Great Western Woodlands — from threats such as mining in the Helena Aurora Ranges and large-scale land clearing. We’re seeking strong commitments from major political parties in the lead up to next year’s state election.

We’re also securing protection for places such as Tasmania’s famous forests and Victoria’s Central Highlands, as well as East Gippsland. We’ve been calling for the creation of the Great Forest National Park north-east of Melbourne — and, as a result, the Victorian Government created the *Victorian Forests Taskforce*, aiming to protect forests and reform the logging industry.

In Tasmania, we continue to campaign for the permanent protection of 400,000 hectares of forests earmarked by the Tasmanian Forest Agreement, which was signed between the logging industry, environmental groups, unions and local communities in 2013. We succeeded in stopping dead a Tasmanian Government proposal to kick-start rainforest logging in

the existing Tasmanian Wilderness World Heritage Area, following an intervention from the World Heritage Committee.

Furthermore, we’re concentrating our efforts on the Tarkine wilderness in Tasmania’s north west to stave off dual threats from logging and mining, with the long-term goal of achieving well-deserved World Heritage protection within the next decade. This is of great importance, as the Tarkine is Australia’s largest tract of temperate rainforest. As a result of the strong relationships that exist with the more progressive sections of the Tasmanian timber industry — developed during the negotiation of the Tasmanian Forest Agreement — we’ve been able to work together to delay proposals by the state government to recommence logging within the Tarkine’s boundaries.

Our advocacy for stronger land clearing laws in both New South Wales and Queensland continues to gather momentum, as rates of clearing spiral out of control — putting both biodiversity and climate change efforts at risk. We generated national media attention about the horrific land clearing operations across the two states; we held rallies and protests; we released ground-breaking research drawing links between clearing and its impacts on national climate change policies and emissions reduction targets; and we participated in parliamentary inquiries. The bill to reinstate land clearing laws was narrowly voted down in Queensland’s Parliament, so we’re launching a major new campaign to protect forests and bushlands throughout the whole of Queensland to protect wildlife and the carbon stocks that are held by trees, grasses and soils.

IMAGE: John Lynch Creek, Tarkine | Jen Evans and Jenny Archer (shutterbirds)

The future is now

We're in a race to keep as great a volume of coal, oil and gas in the ground as possible, in an effort to limit Australia's contribution to global, catastrophic climate change.

People and nature rely on a safe climate. We know that continuing to extract and burn fossil fuels and clear carbon-rich forests at the current rate will lead to catastrophic climate change. That's why we've made climate action the cornerstone of our campaigning.

Australia is one of the world's largest coal exporters and is positioning itself to become the largest global exporter of fossil fuels. There are large-scale coal, gas and oil projects proposed from one end of the country to the other. If all of this coal, oil and gas is exploited, Australia could chew up as much as one-half of the global emissions budget.

In December 2015, progress was made at the Paris Climate talks resulting in an international agreement to limit warming by 2°C, but we can do better. All signatories to the agreement should be aiming for 1.5°C to keep the Pacific region habitable, the Great Barrier Reef flourishing, and give our children a safe climate future.

Our Climate Action campaign aims to keep as great a volume of fossil fuels in the ground as possible, limiting Australia's contribution to climate change. Here's how we're achieving this goal.

The Great Australian Bight is a key campaign in addressing the dual threats of climate change and the risk of irreversible environmental damage. Big Oil and gas companies are lining up to exploit the vast reserves of oil and gas found under the wild, pristine waters of the the Bight, so we've been standing shoulder-to-shoulder with local communities to repel these advances. We've made encouraging progress on a number of fronts, particularly against BP, but the fight is far from over — with other oil giants, such as the US-based Chevron Corporation, scheduled to commence exploration drilling in 2018.

Our campaign in the Pilliga is carried out in tandem with a passionate and enlivened rural community. It's in this massive inland forest — an important recharge zone for the Great Artesian Basin — where Santos plans to develop a coal seam gas field. Earlier in the year, due to a number of external pressures, the project was valued to be virtually worthless. We continue to employ strategies of shareholder pressure, legal support and lobbying until the threat is no more.

We're also developing and delivering a national approach to opposing fracking campaigns and future fossil fuel development, such as the local campaigns to address the threats to the Canning, Channel Country and Gunnedah Basins.



IMAGE: Anne Kennedy on her farm near the Pilliga | Mark Pearce



Recently, BP ditched its plans to deepwater drill for oil in the Great Australian Bight. While this happened outside of the last financial year, it's important to recognise the work that led to this momentous victory:

- Extensive and damning oil spill modelling outcomes
- Local, national and international alliances
- National and international media coverage
- A clear and effective corporate engagement strategy to influence company boards
- A robust legal and regulatory strategy



Jaxon Barnes
Community Organiser

"I was born in the stunning Otway Ranges of Victoria and spent my formative years watching the beautiful forests that I loved be logged to make toilet paper. My passion for conservation has continued to drive my livelihood ever since. This year I've focussed on the Great Australian Bight campaign, which has just had a momentous win with BP abandoning its dangerous plans to drill for oil. My team is now focussing on permanent protection of the Bight, and making sure we keep dirty fossil fuel companies out of there for good. I couldn't be prouder to be part of The Wilderness Society, and to be able to speak out to protect nature along with all of our dedicated supporters."

Jaxon engaged with our local community campaign to protect the forests of the Great Otways National Park in his late teens. In his eight years with us, he's directly inspired nearly 3,000 people to join our movement, raising over \$1.3 million towards our environmental campaigns. Recently, Jaxon's work has included the win in the Bight, and the successful campaign to stop a proposed gas hub from being built at James Price Point in the Kimberley.

IMAGE: Jenita Enevoldsen

Movement For Life

Building a social movement based on relationships and empowerment.

We've developed and are delivering a national community organising training program to all staff across the organisation. This includes a program to deliver not only community organising training to our supporters but 'train the trainer' workshops as well, in order to build a true grassroots movement that cares for nature.

Designed to put the power back in the hands of the people, *Movement For Life* offers members and supporters the opportunity to empower themselves and others through training. By joining a community of passionate local leaders, we can all harness the momentum required for real environmental change.

Internally, all organisers are attending training on the use and capability of the newly built customer relationship management system. All work, activities and relationships towards community organising objectives are being tracked and recorded.

We're pioneering this community organising training program in the not-for-profit sector in Australia, so here's how we're bringing it to life:

- All Wilderness Society staff are taken through the community organising training program.
- The National Organising Team builds strategy to engage local, regional and national audiences.
- The community organising training program is rebranded as *Movement For Life*.
- A coordinated public launch of *Movement For Life* at events across all campaign centres takes place.
- Significant effort goes towards achieving maximum turn-out for the launch, in addition to digital promotion.
- Over 100 volunteers make more than 4,000 phone calls with nearly 1,400 people invited to launch.
- Attendees are actively signed up by volunteer training graduates on the night.
- As a result of the launch, 250+ people commit to training.
- House parties — our next phase of *Movement For Life* — are launched to engage activists and build our movement through social influence.
- The movement grows!



Damian Ogden
National Community
Organising Manager

"I was inspired to join the team at The Wilderness Society by their rich grassroots history and culture. The ambitious goals of our national movement building strategy have the potential to create transformative change for the environment. I'm so proud to have been part of the Movement For Life launch in April. Bringing together hundreds of supporters in the one space, motivated and ready to organise their local community — what an incredible moment."

Damian is a seasoned campaigner with an outstanding list of achievements, including contributing to the 2008 and 2012 Barack Obama Presidential campaigns, and founding and becoming the former Executive Director of Campaign Action. He's advised more than 600 candidates running for public office and helped produce over 7,500 graduates of community organising and campaigning training. Damian holds a Bachelor of Arts and Law degree from the University of Sydney, is a fellow with the School for Social Entrepreneurs and graduate of the Harvard Kennedy School leadership program.

7 launch events, 100 volunteers,
4,000 phone calls, 780 attendees,
308 organising training graduates,
1 *Movement For Life*



IMAGE: Matthew Wood

Engaging hearts and minds

Inspiring Australians with
compelling, consistent and
credible communications.

Our message is at its most powerful when it has the ability to genuinely engage an audience. That's why we're ensuring our communications break out of the expected norm to expand our reach — and grow our movement.

Our brand has been built on talking to a committed core group of people from day one. Now, we need to significantly broaden our support base and the impact of our campaigns to enliven and sustain a mass movement and motivate public action.

Through an increased focus on our internal creative processes and the addition of creative roles within the communications department, we now have a greater ability to generate a high standard of strategic work that appeals to a wider audience. This means we have the resources and skill sets in-house to produce sophisticated strategic campaigns, as well as being nimble enough to react to opportunities that inevitably arise.

We're forging ahead with a number of big picture projects to increase our brand recognition and the reach of our communications. Practically speaking, this looks like developing an internal team engagement and workflow process so that communications advice, strategy and production is delivered in a streamlined and organised way. We're also initiating scoping and strategy to deliver a new website.



Rob Beamish
**National Creative and
Communications Director**

"I'm proud to be part of an organisation with a genuine commitment to building a mass movement of people from all walks of life. Urgent social change needs this incredibly broad support. I don't know of another environmental NGO that's as committed to preaching beyond the converted."

"Launching our community organising training program, Movement For Life, was a significant moment in the last year. We successfully recruited as many attendees from outside our core supporter group as from within it. Another major focus was creating sophisticated and agile communications to raise awareness of the threat being posed to the Great Australian Bight by BP, and applying pressure and scrutiny to the industry regulator, NOPSEMA."

Rob joined us in his senior leadership appointment in May 2015 after building an impressive portfolio in the world of advertising and film as a Creative Director. He's worked at many of Australia's best ad agencies and has been awarded at all of the world's leading advertising festivals. However, he was passionate about working for organisations (such as Scope, Quit and Berry Street) on social and behavioural change projects. Rob's interdisciplinary approach — he completed degrees in both law and commerce — grounds his abilities to steer our brand towards engaging, relevant and compelling messaging, ensuring we're expanding our reach and growing our movement every day.

Cutting through

A cross-section of work.



#87 Days

The purpose of this campaign was to create awareness in Australia around the risks involved with BP deepwater drilling in the Great Australian Bight. Over the course of 87 days, we re-enacted in real time the fallout from BP's catastrophic Deepwater Horizon oil spill disaster. Every day, we shared a real news story that followed the developments of the spill, and we encouraged people to add an overlay to their Facebook profile photos as a show of support.



Best Minister in the World

As land clearing rates soared in Eastern Australia — and seriously pushed up our carbon emissions — our former Federal Environment Minister, Greg Hunt, was off receiving an award for 'Best Minister in the World'. We couldn't pass up the opportunity to highlight this, so we commissioned an artist to paint Greg's portrait to commemorate his award. We headed up to Canberra to deliver it to him personally but had a bit of trouble finding him. It found a (temporary) home in the National Portrait Gallery instead. Very apt.



Movement For Life

We came up with the creative concept and branding behind our game-changing community organising training program. If *Movement For Life* sounds like an ambitious name, that's because it is. Ultimately, we're giving people a platform to get organised and build a movement that creates a better quality of life for us all. We know that people power works, and *Movement For Life* offers members and supporters the opportunity to empower themselves and others.



Social channels

Our social media presence has grown exponentially in the past year, particularly on Facebook. We have 55,000 new followers, with our average reach per post being 95,000 people and our single biggest post reaching over 1.2 million people. We've better integrated our social media with other communications channels too, with successful submission, petition and fundraising campaigns driven from our Facebook page. Through strategic targeting, we're now reaching new audiences through social media that we previously couldn't reach.

Nimble and innovative

Engaging and building our supporter base.

Our in-house face-to-face fundraising program continues to acquire new regular givers and grows from strength to strength in our key areas of Melbourne and Sydney. Whilst many of our competitors have since abandoned making an internally staffed team profitable, we've not only managed to produce a significant return on investment, we've also retained and sponsored the professional development of high-performing staff in these positions. We've successfully transitioned 15 of these talented, spirited staff members into other roles across our organisation, with nine current staff members still employed in their new roles.

In January, we undertook a benchmarking and strategic review with *More Strategic* consultants. With their help, we evaluated our return on investment on all of our existing fundraising activities, and workshopped opportunities for the introduction of new, key fundraising initiatives. We spent the rest of the financial year rolling out some of these initiatives, such as taking steps to optimise our website for major donors.

There were two senior fundraising staff appointments in the second half of the financial year, to drive growth in current fundraising programs as well as develop and implement new initiatives. Tara Kelliher was appointed as our Supporter Retention Manager in March, primarily tasked with redesigning our membership product model and engaging our existing supporters. Scott Nicholson joined the team as Direct Marketing Manager in April, helming our face-to-face and digital acquisition channels, as well as optimising our cash appeals. These strategic changes stand us in good stead for continuing to build growth in supporter acquisition and retention in the 16/17 financial year.



Cath Hoban
**National Director of Membership
and Fundraising**

"Joining the team was a pretty simple choice for me. I'm passionate about social justice and social equity, and observed the role of industry and the resource-raiders at the root of this problem — and I knew I could be part of the solution. This year, we redeveloped the donation pages on our website to enrich the online user experience of our supporters, which resulted in industry recognition as the highest-performing example of digital best practice in Australia. Further to this success, the development of our online fundraising program has been a noteworthy milestone, now accounting for 11% of revenue, and is a critical initiative in diversifying revenue and being where many people now live and transact."

Cath has retained her senior leadership position of National Director of Membership and Fundraising with us for seven years. Her experience and knowledge of fundraising is exemplary, acknowledged by the award of Fundraiser of the Year by Fundraising and Philanthropy Magazine Australia and New Zealand in 2009. She earned a Bachelor of Marketing and Economics from Swinburne University, and spent 10 years working with the Cancer Council of Victoria as the Events and Community Fundraising Manager. Cath spearheaded the development and launch of its pilot community fundraising event, Relay for Life, which was subsequently rolled out nationally and has since become an example of best practice event management for the fundraising sector. Her leadership and mentoring has resulted in a stable yet innovative fundraising department, raising a total of \$89,096,141 during her tenure.

Over the 15/16 financial year, we raised
\$770,914 through four fundraising
appeals to 65,000 supporters, including
four original mailings, four reminder
mailings, and eight emails. On top
of this, we raised \$131,527 from two
mailings of our supporter magazine,
Wilderness News.

IMAGE: Daniel Patman

People and Culture

Driven by efficiency and innovation.

People and culture is at the very heart of who we are and what we do. That's why we're investing in a healthy and vibrant culture.

We're managing people better by giving them the practical tools they need to perform to a high standard. In August 2015, The Wilderness Society Multi-Enterprise Agreement (MEA) was approved by the Fair Work Commission. The implementation of the Agreement was completed in December 2015, with all eligible staff now transitioned to its conditions. Through a revised performance conversation process, we completed a review of employee needs and developed an organisation-wide plan to deliver training and leadership development opportunities for performance improvement.

In terms of our operational systems, we're continuing to innovate by exploring cloud-based applications to add to our Google-based network. Our long-term view is to implement smarter, faster systems that enable our staff to work nimbly from the field, wherever their work might take them. We're increasing efficiency and performance whilst reducing administration and manual work.

Central to the broad success of our organisational culture is the development of a new customer relationship management system — named 'Franklin' in acknowledgement of our auspicious origins. The Franklin project provides the organisation with the required tools to enable the movement building strategy and reduce the system management requirement, all the while providing richer and more comprehensive data that can be leveraged for campaign, organising, fundraising and communications purposes. It replaces a number of legacy systems, such as our broadcast email tool and the current fundraising software. Franklin will go live by early 2017, breathing life into our integrated systems of knowledge.



Matt Brennan CPA
National Director of Operations

"When I was young, my imagination was captured by big, wild places like the Franklin and the coastal mountains of British Columbia. It cemented my love of nature and rugged wilderness. I was fortunate to get involved with The Wilderness Society at a time when I felt I had something both real and tangible to offer, and yet still a lot to learn about what our beautiful country needs. Over the past year, we've achieved some amazing wins — like commencing our community organising training program with a crowded room in Sydney, and releasing some very credible oil spill modelling for the Great Australian Bight. Governance reform, although not always a very exciting subject, has also seen us build a broad consensus for change. This year has brought fruit with the implementation of key changes to solidify our Board and provide access to all members to vote and participate in our organisation-wide decision-making."

Matt graduated from the University of Technology in Sydney with a Bachelor of Business and Accounting in 1990 and is a Certified Practising Accountant and has completed courses in leadership and transformational change. Prior to joining us in 2011, Matt worked for Brookfield Multiplex Ltd for 12 years, holding multiple senior national executive roles including Chief Financial Officer of Residential Property and Commercial Manager of Developments.

People and development highlights

- Producing emerging leaders (16 from development program so far)
- Empowering our leaders with coaching, mentoring and guidance
- Using SMART objectives to track and measure our progress
- Evolving our information technology governance
- Improving project management processes
- Implementing Franklin, our new customer relationship management system



IMAGE: Daniel Patman

Striving for a common goal

Strong governance is our foundation.

Being open to change is a positive thing. That’s why we continue to strive for the most successful model to operate under as an organisation.

On 26 November 2015, the members of The Wilderness Society approved a new constitution and the decision to become a public company limited by guarantee. The primary aim was to provide a simplified structure and improve governance processes. These changes came about through external reviews and very broad consultation.

The change in structure was approved by the Australian Securities and Investment Commission on 9 March 2016, and the new governance and board structure combined the Committee of Management of The Wilderness Society Inc and The Wilderness Society Australia Board.

Key features of our new Constitution are:

- Three year terms for Directors, with one third of the Directors to resign or stand for re-election each year.
- Local entities are members, forming The Wilderness Society Group.
- An annual Members’ Forum to bring both Wilderness Society Group members and individual members together to share perspectives, plan and celebrate successes.

The Board is guided by a set of governance principles and a Board Charter, designed to facilitate collaboration and drive its operations. The Board also formed committees including Finance, Audit, Risk and Compliance; Governance; and People, Leadership and Culture. Each of these committees have work plans to deliver upon over the coming year.

These steps lay a foundation for developing a strong governance structure to empower our work as an organisation.

We’d like to take this opportunity to thank the inaugural Directors who have stepped down during the year: Life Member Michael Osborne, Joel Trigg, Louise Clifton, Laura Knight and Brigitte Smith.



Linda Selvey
The Wilderness Society Ltd
Board Convenor

“I first joined The Wilderness Society in 1987 to work on the wet tropics campaign as a volunteer. I was offered a platform to become very active in campaigning, fundraising and governance — which was a key factor in my development as an environmentalist. As an organisation, we still foster a very strong connection to our membership. Over the last year, implementing the new governance arrangements by becoming a limited entity was a huge achievement, and the culmination of a lot of work by a number of people across the organisation. It feels like a key milestone in the development of the organisation, and something that’ll help us become more coordinated, organised and influential than ever.”

An environmental activist since 1981, Linda cut her teeth working on the Vote for the Forest and Tully-Millstream campaigns. She’s worked in a senior leadership capacity in the Queensland Department of Health for many years, and has been involved with a number of environmental organisations, including ACF, Doctors for the Environment Australia, and the Climate Reality Project. Linda’s former roles of Chief Executive Officer of Greenpeace Australia Pacific, as a senior executive in Queensland Health and as Chair of the Queensland Conservation Council have provided a wealth of experience for us to tap into. Today she is Associate Professor in the School of Public Health at Curtin University in Western Australia.



Alice Graham
Supporter Care Representative

“My parents were founding members of The Wilderness Society and very committed to protecting Tasmania’s forests. I feel so proud to follow in my late mother’s footsteps and help protect our environment and climate for my children’s future. As the mother of two young children, I feel a great sense of achievement in working consistently through my Thursdays and Fridays on minimal sleep. I enjoy spirited conversations with our supporters, talking about environmental campaigns and helping them to find ways to continue supporting our work. I’ve attended many rallies and events over the years, volunteered to paint banners, carbon accounting — you name it! On top of being a member of our great organisation, I’ve worked as a Face-To-Face Fundraiser, Major Donor Assistant and now I’m a Supporter Care Representative. I love working here!”

Alice is a treasured and respected staff member who we’re very happy to have retained in multiple roles since 2001. Her experience talking to supporters about our work is invaluable to the organisation. Recently, Alice has excelled at inspiring lapsed supporters to reconnect with us by engaging with them over the phone about our latest campaign efforts, bringing an outstanding result in reactivated regular donations.

Financial Statements

for The Wilderness Society Ltd.

Over the past few years, we’ve increased our financial resilience, enabling us to now invest in activities to deliver on our strategic intent. This financial year, we’ve rebranded and overhauled community organising, including a new strategy, training curriculum and embedding the disciplines by helping all staff graduate the program. We’ve funded a bold campaign targeting major oil interests in the Great Australian Bight and defending the natural habitat of its unique wildlife. And we’ve made a significant commitment to operational transformation by beginning the implementation of the Franklin project to completely revamp our data capabilities.

Our increased expenditure on these important campaigns, investment in our organising strategies and capabilities, and \$0.8M invested in the development of the Franklin project have resulted in a deficit for the year of \$0.3M. We expect to repay and gain a return on the Franklin project within four years and it is critical to achieving our strategic plan and long-term theories of change.

Total fundraising revenue has decreased to \$11.3M (2015: \$11.6M), although we’ve increased our investment into fundraising efforts to \$4.3M (2015: \$4.0M). Some of the reduction in revenue has been due to our *Wild Endurance* event in Sydney being discontinued (2015: \$0.14M). The fundraising market is increasingly competitive, and we highly value the unwavering support of our new and long-term supporters.

Reviewing and improving our organisational systems has allowed administrative and operating costs to be kept in check at \$1.4M (2015: \$1.46M), while continuing to provide increased organisation-wide service and support.

Growing our financial resilience continues to be a long-term focus, and to achieve it we must invest deeply in our purpose and operational transformation.

Statement of Changes in Equity (for the year ended 30 June 2016)

2016	ACCUMULATED SURPLUSES	TIED FUNDS	PRIORITY CAMPAIGN	SCIENCE & RESEARCH	NON-CONTROLLING INTEREST	TOTAL
Balance as at 1 July 2015	1,613,201	769,349	73,559	165,453	-	2,621,562
Transfer from reserve	632,753	-478,805	-57,674	-96,274	-	-
Net Surplus/(deficit) for the year	-313,736	-	-	-	-	-313,736
Transfers to reserve	-395,377	395,377	-	-	-	-
Balance at 30 June 2016	1,536,841	685,921	15,885	69,179	-	2,307,826

2015	ACCUMULATED SURPLUSES	TIED FUNDS	PRIORITY CAMPAIGN	SCIENCE & RESEARCH	NON-CONTROLLING INTEREST	TOTAL
Balance as at 1 July 2014	1,581,951	342,041	33,932	269,815	-	2,227,739
Transfer from reserve	202,453	-42,603	-25,053	-134,797	-	-
Net Surplus/(deficit) for the year	393,823	-	-	-	-	393,823
Transfers to reserve	-565,026	469,911	64,680	30,435	-	-
Balance at 30 June 2015	1,613,201	769,349	73,559	165,453	-	2,621,562

Statement of Comprehensive Income (for the year ended 30 June 2016)

INCOME	2016	2015
Income from fundraising, donations, bequests and grants	11,269,955	11,596,814
Investment and other non-operating income	364,441	168,188
TOTAL INCOME	11,634,396	11,765,002

LESS: EXPENSES		
Environmental Campaigns and Programs		
National	1,939,740	1,525,036
NSW	663,375	895,103
VIC	431,373	593,159
TAS	514,624	443,023
SA	676,690	441,540
WA	486,578	434,129
QLD	415,366	543,835
Wild Country Programs	-	53,405
Community Awareness Events	-	172,236
Membership and supporter engagement	821,349	683,568
Total Environmental Campaigns and Programs	5,949,095	5,785,034
Fundraising expenses — recruitment of new supporters	1,954,492	1,744,592
Fundraising expenses — staff, appeals, supporter, and other costs	2,395,531	2,286,135
Governance, finance and operations	1,405,711	1,463,504
Donation to Forever Wild Trust	243,303	91,914
TOTAL EXPENSES	11,948,132	11,371,179
Net surplus/(deficit) for the year	-313,736	393,823
Other comprehensive income		
TOTAL COMPREHENSIVE INCOME	-313,736	393,823

Statement of Financial Position (for the year ended 30 June 2016)

ASSETS	2016	2015
CURRENT ASSETS		
Cash and cash equivalents	1,499,756	2,505,595
Trade and other receivables	132,937	131,168
Inventories	27,249	
Other financial assets	600,000	600,000
Other assets	343,515	185,982
TOTAL CURRENT ASSETS	2,603,457	3,422,745

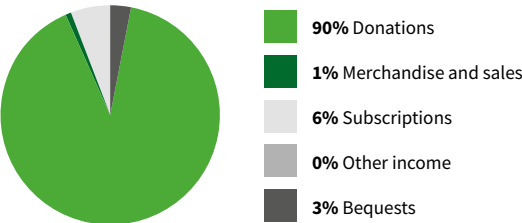
NON-CURRENT ASSETS		
Property, plant and equipment	193,043	95,876
Investment in Friends of the Wilderness	554,280	545,340
Intangible assets	912,573	109,569
TOTAL NON-CURRENT ASSETS	1,659,896	750,785
TOTAL ASSETS	4,263,353	4,173,530

LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	644,988	703,418
Employee benefits	856,457	551,799
Provisions	378,488	126,723
TOTAL CURRENT LIABILITIES	1,879,933	1,381,940

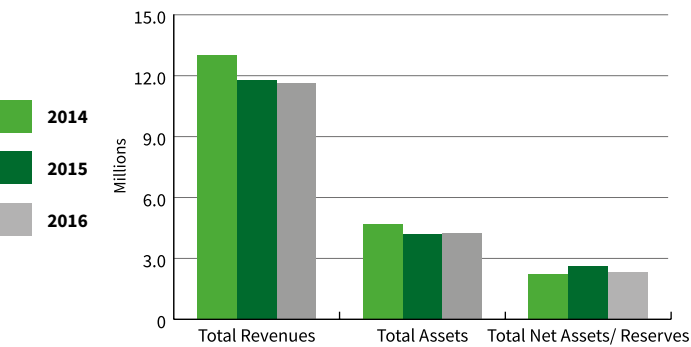
NON-CURRENT LIABILITIES		
Employee benefits	75,594	170,028
TOTAL NON-CURRENT LIABILITIES	75,594	170,028
TOTAL LIABILITIES	1,955,527	1,551,968
NET ASSETS	2,307,826	2,621,562

EQUITY		
Accumulated surpluses	2,307,826	2,621,562
TOTAL EQUITY	2,307,826	2,621,562

Revenues



Changes in Key Balances

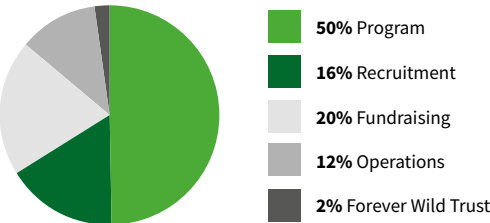


Craig Zanker CA Convenor of the Finance Audit Risk Compliance Committee

“Protecting and preserving the places that have amazed me in my adventures across Australia is what drove me to work in my voluntary role with The Wilderness Society. I have been lucky enough to live in Tassie, the Kimberley, Ningaloo and now Victoria. All have faced threats to their amazing natural landscapes and ecosystems. Taking part in the community organising training program and hearing how many staff love doing what they do — and the fact that the entire organisation was invited to attend — was a fantastic highlight of the year for me. It’s motivated me to continue working through the AGM, governance changes and implementing new structures and systems. It doesn’t sound very exciting, but all of this work in the background will help us be as efficient and powerful as we possibly can to achieve our ambitious goals, and deliver on our promises to our highly valued supporters.”

Craig is a Chartered Accountant and holds a Graduate Diploma in Corporate Governance, a Bachelor of Economics and a Bachelor of Commerce. He has over 15 years experience in management roles in finance, operations and governance departments within the for not-for-profit sector, and has also dedicated his time volunteering with conservation organisations. He currently holds the positions of Chief Operating Officer and Company Secretary for the Victorian Comprehensive Cancer Centre.

Expenditure



Disclaimer:

This financial report presents an extract from the full audited financial report of The Wilderness Society Ltd and its consolidated entities. The figures presented represent The Wilderness Society Ltd as an individual parent entity, not those of the consolidated group. All information disclosed in this extract has been derived from the full audited financial report of The Wilderness Society Ltd. This extract cannot be expected to provide as full an understanding of the financial performance, financial position, and financing and investing activities of The Wilderness Society Ltd as the full audited financial report. The full audited financial report is available online at wilderness.org.au/2016financialreport, or can be requested by contacting our Supporter Service Crew at info@wilderness.org.au.

Forever Wild

Leaving a gift in your Will is an everlasting way to make a difference in the world.

Bequests ensure that our campaign funding is secure and sustainable into the future. These important gifts provide stability and allow for long-term planning to keep us on our path to achieving our vision.

On behalf of the places and wildlife that need protecting, we'd like to thank the extraordinary people who have made a crucial difference by making a gift to Forever Wild in their Wills.

Bequests Received 2015–2016

Irena Nevins
Laurie V. Abell
Gerardus Kole
Margaret Atkinson
Betty Muriel Armitage
Neville John Rodd
David Leicester
John David Atkinson
Janice Gaye Burnett
Keith Williams

Honour Roll Names

April Acheson
Graham Baker
Glenn Barry
Cathy Bloch
Maureen Brown
Gayle Cameron
Simon Cook
Patricia Cornish
Linda Cruickshank
Will Douglas
Mike Evans
Pam Fiala
Jane Frolich
Andrew Gibson
John Haberecht
Christine Haworth
Michael Henderson
Walter Herrmann
Petrus Heyligers
Barbara Hicks
Philip Kidner
Anthony D. Lawton
Suzanne Gilkes
Sue Macklin
Laurie Parkhouse
Ruth Parsons
Vanessa Payne
Russell Preston
Wayne Read
James Richardson
Charles Roxburgh
Russell Sheppheard
Nizza Siano
Paul & Lynn Smith
Pam Pilmer
John Taylor
Carole Tilling-Rekort
Peter Vonk
Carolyn Worth
Jane Gibian
Jenny Burnett
Judith Greening
Jan Roberts

Armando Lanzini
Diana Lorking
Caroline Jumpertz
Harry & Janette Asche
Robyn Shaw
Wanda Grabowski & Shirley McRae
Judith Robertson-Brice
William Weerts
Molly Greaves
Angela Hawes
Patricia Green
Jocelyn Warland
Trish Fairley
Wendy Murray
Caroline Copley
Maureen Bell & Paul Cooper
Carol Shelton
Francis Lawrence
Howard Wheatley
Deb Archdeacon
P. K. Allingham
Judy Addison
Kerry Gilbert
Holliday Family
Lawrence Morris
Bruce & Adele Noble
Esme Wood
Paul Lee
Mary Spencer
Jan & Russell Simmons
Marijke Murphy
Audrey Larsen
Margaret Innes & Chesley Engram
Christobel Mattingley
Elizabeth Hoffmann
Peter Trehearn
Nancy McMurray
Glenn Henke
Marena Bennewitz
Kathy Gibson
Richard Cooke
Anne Galer
Eva Palmer
Ian Coleman
Gilvray Smith
Jenny Holford
Steven W. Rath
Lorraine Campbell
Bettina Damme
Stef Van den Hoek
Diana Beal
John & Faith Wiggins
Geoff Hanley
Robert & Geraldine Johnson
Vicki Brooke

Jennifer Tudehope
Therese Simms
Melanie Bannerman
Matthew Wallace
Jacqueline Robinson
Lisa Levine
John W. Rice
Ren Vorne
Tomi & Mary Petr
Toula Nikolaou
Barbara Steiner
Helen Cushing
Sharon Miskell
Alison Heeley
Kris Panagiotopoulos
Clive Oldroyd
Jackie Brown
Vic Day
Stephen J. Harmsworth
Daniel Price
Selena Seifert
Kira Leeon
Tamara Albers
Christine Olsen
Rosslyn Baynes
Marian McCarter
Jo Melville
Ian Gittus
Ann Murdoch
Megan Arnold
Irene Metzger
Lavinia Sinclair
Stephanie Murfet
Peg Walsh
Jackie Wright
Tony Balint
Blair Cross
Jude Kuring
Rocelyn Ives
Ann Wallace
Marie & Clive O'Connor
Samantha Loveder
Murray Houghton
David Parsons
Jo Buckle
Robyn Collier
June Dusk
Judy Brookes
Dan Moloney
Mary Grant
Wendy Powell
Julia Vierik
Cynthia Howard
Kerryn MacMillan
Susan Devenish-Mears
Mr Dunn
Susan McBride

Bev McIntyre
Carolyn Lee
Megan Lorimer
Harley Burton
Cathy & Ralf Thesing
Jill Williams & Brad Kneebone
Margaret Eldridge
Tania Giles
Carole Broadbent
Alison Terrey
Jann Cooney
Peter Lemon
Haydee Adel
Margaret Matthews
Mei-Ling Yuen
Diane Hague
Mr & Mrs Walpole
Bill Wright
Kim Paterson
Andrew Barker
Peter Power
Tess Deyl
Fi Muir
Vanessa Evans
Mark & Debra Kelly
Rosemary & Rod Fawns
Lorraine Edwards
Dean Brampton
Mary Lou Spratt
David & Ruth Pfanner
Ian & Joan Fitzallen
Alex Hodges
Aki Ghani
Rebecca Hilder
Elizabeth & Malcolm Thornton
Ernest & Grace Brand
Greg Siegele
David Beswick
Jillian Brannock
Michael Davey
Nicola West
Sheridan van Asch & David Burnett
Helen Proud
Daniela Osiander
Tim Creasy
Jessica Adams
Leon Stirling
John Biggs
Anna Keedwell
Erika Shaw
Madeleine Luck-Grillon
Laurence W. Neal
Dorelle Shapcott
Jim de Vos
Tom Walker
Tania Struzina

Merran Laver
Craig Whitehouse
Graham Chapman
Jacqueline Hodson
James & Jo
Patrick Baggett
Joan Adams
Beverley Warren
Ian Lawrence
Mark & Jenny Claridge
Cynthia Chapman
Peter Strang
Marta Botta
Ann Knight
B. Sinapius
Mike Evans
Clinton Borchers
Vanessa Howe
Kristi Bejah
Jill Vialle
Russell Chiffey
Christina Kennedy
Chris Bell
Kay-Marie Taaffe
Tanya Roddan
Lyn Fraser
Helen Tiffin
Ulla "The Flower Lady"
Glenda Briggs
Peter A. Cejchan
Errol Kendall
Peter Lee
Ruth Hargrave
Jenny Robertson
Mike Baker
Nic & Donna Wallis-Smith
Bradley Davies
Mary Read
Jill Curtis
Danielle Davis
Gayle Russell
Kate Marshall
Pippa Curtis
Ravi Shankar
Patricia Brown
Lori Lebow
Debra Parry
Russell Hemingway
Chris Gymer
William Singer Philpot
Natalie Donald
Christine Lloyd
Helen & George Manos
Emma Ryan-Reid
Ros Baker
Heide Hackworth



IMAGE: Tracey, Cherie and Jack of the Forever Wild Team.
For more information about leaving a gift in your Will, please email the team at bequests@wilderness.org.au.

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ABN 62 007 508 349 | ACN 611 229 086
wilderness.org.au

IMAGE (FRONT COVER): Linda Irwin of Kangaroo Island was part of a committed movement of locals who helped keep BP away from the Great Australian Bight | Ingvar Kenne