



for a living planet

WWF-AUSTRALIA
ANNUAL
REPORT 06



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WWF-Australia is a signatory to the Australian Council for International Development (ACFID) Code of Conduct which defines minimum standards of governance, management and accountability for non-government development organisations. Adherence to the Code is monitored by an independent Code of Conduct Committee elected from the NGO community. Our voluntary adherence to the Code of Conduct demonstrates our commitment to ethical practice and public accountability.

Cover image: Adelie Penguins on Iceberg, Antarctica © Kevin Schafer
Design: Fresco Creative

PRESIDENT & CEO'S ADDRESS



Robert Purves



Greg Bourne

Of all the issues currently facing mankind, it is our response to climate change that will make the biggest difference to our survival over the next century.

In 2006, the question of whether climate change exists is well and truly answered. The question of when is also answered. It is now. We are already seeing the dramatic effects of pumping millions of tonnes of carbon dioxide into the atmosphere. Record temperatures, prolonged droughts, freak storms and disappearing species are happening – all on our watch.

The solutions to reducing emissions and the disastrous effects of climate change are here today. It is our mission to ensure that those solutions are embedded in global and national policies. Part of this is engaging the largest audiences possible to act on these solutions.

We're incredibly proud to be working with so many people who have made this their mission.

We are living in extraordinary times, the human race is consuming the planet's resources at a pace outstripping its capacity to support life. We're running on empty, Australia's natural resource consumption is one of the worst in the world.

WWF has had enormous success this year in engaging Australians on the greatest threats facing our nation's unique yet fragile environment. We have continued to focus on the survival of species and the development of practical solutions for the protection and preservation of Australia's biodiversity.

Weeds, feral animals and disease are some of the greatest threats to Australia's biodiversity and WWF continues to achieve significant conservation wins on this front. Through our ongoing advocacy work in this area in 2006, all

States and Territories have now banned the sale of the 20 'Weeds of National Significance'.

In the field, our highly successful project – Woodland Watch – celebrated five years on the ground in Western Australia, with 150 landholders now improving their land management in valuable threatened temperate woodlands.

Our work on underwater sanctuaries has also been recognised worldwide over the past 12 months. Following our success on the Great Barrier Reef Marine Protected Areas (MPAs), WWF worked alongside scientists, industry members and government representatives to help develop 13 new MPAs covering 226,155 square kilometres (almost the size of Victoria) in the temperate waters of the south-east corner.

The success of WWF's environmental solutions often relies on providing solutions to avoid damaging business practices. This year, we established the Australia Forest and Trade Network, as part of a global partnership to promote the responsible purchasing of timber products and improved forestry practices.

Innovative communications strategies have enabled WWF-Australia to engage with the

community like never before in 2006. Launching the first stage of our five-year Future is Man-Made (FIMM) campaign has taken our conservation messages to a whole new Australian audience. To date, the award-winning campaign has meant that more than 8500 WWF Futuremakers have joined us in making a better future.

The team at WWF-Australia have worked incredibly hard this year and continue to devote themselves to creating a better future. More have joined us with our call to Futuremakers to take a stand. Many have made important changes in their lives and we believe many more will – we urge you to become a Futuremaker and help WWF create a living planet.

Robert Purves
President WWF-Australia

Greg Bourne
CEO WWF-Australia

WWF-AUSTRALIA
WORKS TO
CONSERVE
AUSTRALIA'S
BIODIVERSITY,
USING SCIENTIFIC
RESEARCH
AND THE BEST
AVAILABLE
SOLUTIONS
TO ADDRESS
THE NATION'S
GREATEST
ENVIRONMENTAL
THREATS.



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ABOUT WWF-AUSTRALIA

WWF-Australia is part of the WWF International Network, the world's largest and most experienced independent conservation organisation, with close to five million supporters and a global network active in more than 100 countries.

Our mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- conserving the world's biological diversity;
- ensuring that the use of renewable natural resources is sustainable; and
- promoting the reduction of pollution and wasteful consumption.

With more than 80,000 supporters and active projects in Australia and the Oceania region, WWF works to conserve Australia's plants and

animals by ending land clearing, addressing climate change, and preserving and protecting fresh water, marine and land environments.

We achieve this by working on the ground with local communities, and in partnership with government and industry, using the best possible science to advocate change and effective conservation policy.

Our activities are guided by the following principles.

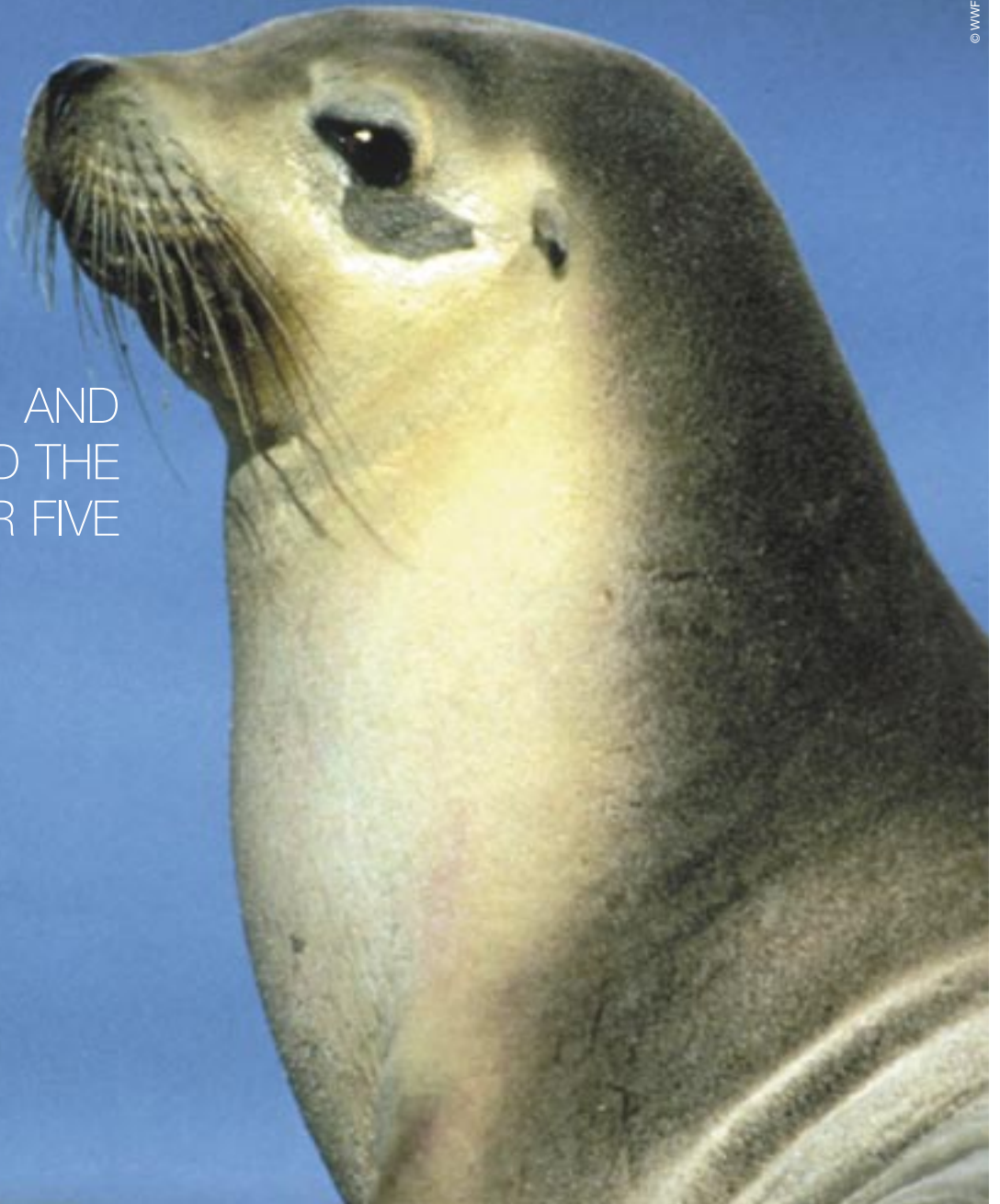
We will:

- be global, independent, multicultural and non-party political;
- use the best available scientific information to address issues and critically evaluate all our endeavours;

- seek dialogue and avoid unnecessary confrontation;
- build concrete conservation solutions through a combination of field based projects, policy initiatives, capacity-building and education work;
- involve local communities and Indigenous peoples in the planning and execution of our field programs, respecting their cultural as well as economic needs;
- strive to build partnerships with other organisations, governments, business and local communities to enhance WWF's effectiveness; and
- run our operations in a cost-effective manner and apply supporters' funds according to the highest standards of accountability.

CONSERVATION RESULTS

IN 2006, WWF'S WORK TO PRESERVE AND PROTECT BIODIVERSITY IN AUSTRALIA AND THE OCEANIA REGION HAS FOCUSED ON OUR FIVE MAIN CONSERVATION STRATEGY AREAS.



SPECIES

WWF's mission to address the major threats to species survival in Australia remains the cornerstone of our work. We continue to do this in a variety of ways, from liaising with governments to improve conservation policy to a multitude of community-based projects. These grassroots initiatives to assist threatened plants, animals and ecological communities are largely administered by the Threatened Species Network (TSN), a partnership with the Australian Government's Natural Heritage Trust.

Threatened Species Network

This year, TSN funded 30 projects across the country.

A groundbreaking project was initiated in the Tiwi Islands of northern Australia. TSN funded the appointment of a project officer to coordinate a group of rangers to actively protect the island's biodiversity leading to the Tiwi Land Council

raising the funds to appoint eight more rangers to embark on fencing and invasive weed controls.

This innovative partnership will benefit animals like the bare-rumped sheath-tailed bat, masked owl and Butler's dunnart, as well as generating community goodwill and all-important jobs.

Shorebirds Conservation Project

This coming year also marks the successful conclusion of one of WWF's landmark projects – to protect coastal and wetland habitat for migratory and resident shorebirds.

Having amassed five years of valuable data, the Shorebirds Conservation Project is making it available to land managers and communities across Australia under the umbrella of the Wetlands Management Solutions partnership. The toolkit, available online and on CD, draws on experiences from 10 priority sites and will have national applications.

Invasive weeds, pests and diseases

Weeds, feral animals and disease are second only to land clearing as the greatest threats to Australia's biodiversity and WWF continues to promote a national, and indeed a global approach to protecting our country from invasive species.

Our analysis and advocacy over two years has encouraged all States and Territories to finally ban the sale of all 20 'Weeds of National Significance'. This followed WWF efforts that resulted in the Victorian Government using its emergency powers for the first time to ban a new high-risk invasive garden plant that is a known environmental and grazing weed.

WWF continues to work for strong measures to control weeds through the National Weeds Advisory Group, including a national labelling scheme that would enable consumers to make responsible plant choices at point of sale.

In response to a WWF submission, the Federal Government listed rats as a key threat on islands under the Federal Environment Protection and Biodiversity Conservation (EPBC) Act and committed to developing a National Threat Abatement Plan. This builds on earlier work co-funded by WWF, which found that it was feasible to eradicate black rats from Lord Howe Island, a globally significant region.

National Threatened Species Day

The increasing threat of invasive weeds and feral animals was highlighted as the theme of National Threatened Species Day 2005 on 7 September. WWF also helped organise numerous activities across Australia to promote community action in the fight against invasive species, including workshops in the south-west of Western Australia to raise awareness about *Phytophthora dieback* and a project to protect turtle nesting sites from pigs and feral dogs.



CLIMATE CHANGE AND SUSTAINABILITY

Encouraging communities, business and governments to switch to low greenhouse gas emitting sources of energy and to improve energy efficiency have been the primary aims of WWF-Australia's climate change program in 2006, both here and throughout the world.

Much of WWF's work this year has focused on making individuals aware of the impact we each have on planet Earth. Measuring this ecological footprint has always been a challenge so we were pleased to enter into negotiations with the Victorian Government's Environmental Protection Agency to begin developing a state-of-the-art footprint calculator. This calculator will allow consumers to calculate the environmental impact of the food, water, energy and other resources we consume and to explore how we might reduce that impact.

One of the biggest achievements in the area of climate change this year was the successful campaign opposing the construction of a new coal-fired power station in the south-west of Western Australia. Following concerted campaigning by WWF and other conservation groups, the WA Government opted instead to build a lower greenhouse gas polluting gas-fired power station. This came one month after the release in August 2005 of WWF's technical report *A Clean Energy Future for Western Australia*, which showed how WA could significantly reduce its greenhouse gas emissions – the main cause of global warming – by adopting a number of cleaner energy options.

In May 2006 WWF released a groundbreaking economic study demonstrating that cost-effective solutions do exist for significantly reducing greenhouse gas emissions in Australia. In collaboration with AGL (Australia's largest energy company) and Frontier Economics (Australia's leading power sector economic modelling consultancy), WWF outlined the costs of different greenhouse gas emission reduction pathways in the electricity sector to 2030 in the report titled *Options for Moving Towards a Lower Emission Future*. The study showed that it is possible, and affordable, for Australia to meet the CO₂ reduction targets needed to avoid the catastrophic impacts of climate change.

On a more personal level, growing numbers of Australians are discovering their role in addressing climate change through the Power to Change initiative. As a supporter of Power to Change, WWF continues to play its role in empowering individuals to become a part of the solution by choosing to purchase accredited Green Power electricity.



OCEANS

Every year the number of marine creatures listed as endangered increases and the number of over-fished fisheries rises. Ineffective fisheries management and incidental capture of marine creatures are some of the major threats, now exacerbated by the effects of climate change.

WWF-Australia is working to protect marine biodiversity through the establishment of an integrated network of Marine Protected Areas (MPAs). We are also helping reform fisheries management to ensure healthy fish populations. Internationally, WWF continues to advocate for a system of MPAs to conserve the great whales, seabirds and other marine life of Antarctica and the Southern Ocean to the south. In the north, WWF is engaged with the Arafura-Timor Sea Experts Forum and joined an APEC Marine Ministerial delegation to address poor fisheries practices in waters adjacent to Australia.

Antarctica and Southern Ocean

Restoring healthy fish populations and ensuring fishing is carried out sustainably are core WWF objectives. One major global challenge is the prevalence of illegal fishing, especially in international waters, and in October 2005 WWF and the Australian Government launched a major scientific assessment of illegal, unregulated and unreported (IUU) fishing at a meeting of the Convention on Conservation of Antarctic Marine Living Resources (CCAMLR). Titled *The Changing Nature of High Seas Fishing – How flags of convenience provide cover for illegal, unreported and unregulated fishing*, the report sparked intense public interest and helped inspire concrete Australian Government undertakings to tackle the problem.

WWF also works to promote fisheries products that meet the highest environmental standards and give consumers a way to make a positive environmental choice. This year WWF worked with Austral Fisheries and Petuna Sealord to see

the first sub-Antarctic fishery – for Australian mackerel icefish – certified by the Marine Stewardship Council (MSC).

Tropical Seas

Networks of MPAs, or marine parks form the backbone of marine conservation efforts worldwide. In October 2005 WWF presented a Gift to the Earth – WWF's highest accolade for outstanding conservation work – to the Australian Government for increasing protection of the Great Barrier Reef. In the temperate waters of the south-east corner, WWF also worked alongside scientists, industry members and government representatives to help develop 13 new MPAs covering 226,155 square kilometres (almost the size of Victoria).

WWF is now focusing on applying lessons learnt on the Great Barrier Reef and in the south-east to the tropical north, to assist in building an effective network of MPAs there.



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© Viewfinder



© WWF-Cannon/Jürgen FREUND



© WWF-Canon/Martin HARVEY

LAND

WWF-Australia continues to champion the protection of our diverse native vegetation, largely by working to halt land clearing and securing and restoring prime habitat.

This year WWF established the Australia Forest and Trade Network (AFTN) – a national arm of the Global Forest and Trade Network (GFTN) – which promotes the responsible purchasing of timber products and improved forestry practices. Consumers wishing to make purchases based on sustainability now have eight Australian producers and manufacturers to choose from.

The establishment of the AFTN was a key objective of the partnership between WWF and integrated forestry company Integrated Tree Cropping.

Save the Bush

The single biggest threat to species in Australia is land clearing.

WWF is committed to ending broadscale clearing of high conservation value native vegetation and many of the projects we support or fund are dedicated to this end.

This year WWF has continued to build support for the implementation of government promises to end broadscale land clearing in NSW and Queensland. We have also promoted forestry reforms and an end to broadscale land clearing in Tasmania.

Southwest Australia Ecoregion

In the south-west, precious remaining woodlands and wetlands continue to be protected and better managed under innovative WWF projects, namely Healthy Ecosystems, Woodland Watch and Wetland Watch.

Woodland Watch, WWF-Australia's most successful field project, celebrated five years with 150 landholders now improving their land management across more than 5000 hectares of threatened temperate woodlands.

And what started as a project to primarily address threatened woodlands has blossomed into a broader strategy that now encompasses other priority ecosystems like heathlands, granite outcrops, wetlands and sandplains. A second field officer is to be appointed to work on the Swan Coastal Plain to harness community enthusiasm for Wetland Watch, which has seen the negotiation of nine Voluntary Management Agreements and spawned 10 wetland management and restoration projects.

National Reserve System

WWF has been active in efforts to strengthen the nation's network of national parks, reserves and other protected areas.

This year WWF made major submissions to a Federal Senate inquiry and two Federal Environment Department inquiries into the National Reserve System and Indigenous Protected Areas. WWF staff also appeared twice in front of the Federal Senate Environment Committee.

A major soon-to-be-launched national audit WWF completed on the progress to establish this reserve system, titled *Building Nature's Safety Net: A Review of Australia's Terrestrial Protected Area System, 1991-2004*, has been the cornerstone of our submissions.

WATER

WWF-Australia continues to have considerable input into water policy reform throughout the nation. Ensuring that governments deliver on the promises they made under the National Water Initiative (NWI) has been WWF's primary focus this year.

The NWI aims to protect and restore freshwater ecosystems, promote effective water conservation and restore sustainable water flows to catchments such as the Murray-Darling Basin. As a peak stakeholder on the NWI, WWF has strongly advocated meeting the water needs of areas of high conservation value, such as RAMSAR wetlands and the Murray's Barmah-Millewa forests. WWF has sought to shift the emphasis away from investing in more efficient irrigation to pushing for secure environmental flows and the purchase of water licences in over-allocated areas.

In March 2005, WWF issued government officials with the policy paper *Securing Australia's Natural Water Infrastructure Assets* to help prioritise the protection of wetlands and river systems. With WWF support, the NSW Government has also embarked on a \$105 million buy-back scheme to protect the Macquarie Marshes and Gwydir wetlands.

Northern Landscapes

North of the Tropic of Capricorn, WWF has taken an active role in raising awareness for the protection of relatively pristine rivers and aquatic ecosystems threatened by invasive species, inappropriate development, land clearing, over-grazing and water extraction.

WWF opposed proposals to pump over 30 billion litres of water from the Daly River each year and to clear up to 110,000 hectares of neighbouring land. Our Daly River report – the first comprehensive assessment of the aquatic conservation values of the Daly River,

released in September – showed why the river, its wetland and species are of national conservation significance and how we can best protect them. This report put the river's conservation firmly on the NT Government's agenda and will provide ongoing guidance to the Daly River Management Advisory Committee, of which WWF is a member. This year WWF also developed the landmark report *A Way Forward on Developing a Living Rivers Program for the Northern Territory* with the Environment Centre NT, which provides a blueprint for legislative changes.

On the ground, with partners in the Kimberley, WWF continues to support community-based planning for the protection and sustainable management of the Paraku Wetlands, Fitzroy River and Roebuck Bay. Our staff also maintain a strong presence throughout Great Barrier Reef catchments, working to ensure that water quality guidelines set out in the Reef Plan are implemented.





WWF-AUSTRALIA'S CONTRIBUTIONS TOWARD PROTECTING BIODIVERSITY EXTEND FAR BEYOND OUR COUNTRY'S BORDERS.

Working through its global WWF network partners, WWF-Australia has taken a lead role in developing conservation programs throughout Oceania, where our attentions have centred on threatened environments in eastern Indonesia, Papua New Guinea and the Solomon Islands – projects supported by the Australian Government through its overseas aid program AusAID (the Australian Agency for International Development) and the Department of Environment and Heritage.

There are impressive achievements to report in PNG, especially, with the government agreeing to establish 12 new wildlife management areas. As in neighbouring nations, WWF has developed abiding relationships with local communities in PNG, ensuring that environmental objectives are met and sustainable livelihoods protected.

Globally, WWF-Australia staff are key proponents of important climate change

initiatives, including the Power to Change campaign, and our Green Reconstruction Policy Guidelines continue to be adopted in the tsunami-ravaged Indonesian province of Aceh. In Fiji this year WWF also helped conduct a survey of the Great Sea Reef as part of a push to establish a network of Marine Protected Areas (MPAs).

OCEANIA

PNG

WWF has been the major non-government conservation organisation operating in Papua New Guinea for the past six years, providing vital funding and technical support.

A major achievement in 2006 was the PNG Government's decision, with WWF's energetic support, to establish 12 new protected areas covering 771,451 hectares of forests, grasslands and reefs and to increase PNG's protected areas system by more than 50%. While protecting entire ecosystems from unsustainable logging and fishing, the areas allow local people to continue to earn a living.

This year the PNG Government also accepted a vision for the conservation of the TransFly Ecoregion – 10 million hectares of grasslands, savannas, wetlands and monsoon forests straddling the border of PNG and Indonesia. This vision evolved from months of consultation that culminated in a major workshop in May. Co-funded by WWF-Australia, this workshop united local community representatives and government officials with scientists and conservation experts from around the world. The Transfly contains some of the largest and healthiest wetlands in the Asia-Pacific but

unsustainable water extraction, logging and inappropriate development loom as large threats.

Offshore, WWF-Australia is supporting extensive work in the Bismarck-Solomon Seas Marine Ecoregion to conserve endemic corals and the endangered leatherback turtle. WWF has worked to achieve the signing of an intergovernmental agreement between the Solomon Islands, Indonesia and PNG to protect marine turtles.

Solomon Islands

Addressing threats to forests, marine and coastal areas from excessive logging and over-fishing have been WWF's key objectives in the Solomon Islands. A major forestry conservation project co-funded by the European Commission and AusAID has been launched to combat the threats posed by unsustainable logging.

Indonesia

WWF is co-operating with the Indonesian Government, local communities and The Nature Conservancy to tackle unsustainable fishing by declaring a network of Marine Protected Areas in the Banda Sea. This project is part funded by the Department of the Environment and Heritage.



THE YEAR AHEAD

Australia faces unprecedented environmental challenges in the year ahead. Species extinction, salinity, pest outbreaks and declining water quality are all symptoms that our natural environment is struggling under the stresses of human activity. Land clearing for agriculture and grazing continues at an alarming rate. We have degraded many of our important marine ecosystems and continue to over-exploit our rich natural resources – and all this against a backdrop of accelerating climate change.

By international standards the loss of biodiversity throughout Australia over the past two centuries is massive. More than 100 plant and animal species have become extinct. Globally, two-thirds of the mammals lost since the 1600s are Australian and more than 1000 of our entire regional ecosystems are now recognised as threatened.

Now, more than ever, WWF-Australia remains committed to restoring Australia's degraded landscapes, protecting threatened species and managing our resources more sustainably. It's a challenge we are tackling in partnership with industry, government and dedicated communities around the nation. Together, over the coming year, we will work tirelessly to:

- Restore and protect biodiversity in the Antarctic and Southern Ocean by building a network of marine protected areas;
- Seek new government commitments to conserve landscapes, tropical rivers, marine and coastal environments in Australia's north;
- Urge all Australian governments to honour agreements to end land clearing and better manage water resources;
- Adopt an ecoregion-wide conservation program in Southwest Australia that will serve as a model for other threatened landscapes;

- Inspire all governments, major businesses, communities and individuals to take practical steps to measure and reduce their ecological footprint;
- Encourage all Australian governments, with business and community support, to adopt binding targets to reduce greenhouse gas emissions;
- Oversee the adoption of more effective national measures to prevent and control invasive plants and animals;
- Have the Australian Government agree to a \$20 million five-year funding package to significantly increase protected areas under the National Reserve System;
- Ensure that the Commonwealth Government acts on the findings of the EPBC Audit and develops more effective approaches to reduce the key threats to Australia's biodiversity;
- Mobilise support from governments, international aid agencies and non-government organisations to play a role in the conservation of biodiversity across Australasia; and
- Advocate that Australia's overseas aid and development program contains new strategies for the sustainable use of natural resources and environmental protection.



© Viewfinder

SUPPORTING WWF-AUSTRALIA

WWF'S VITAL CONSERVATION WORK THROUGHOUT AUSTRALIA DEPENDS ON THE ONGOING SUPPORT OF THOUSANDS OF AUSTRALIANS.

This continued generosity and commitment is essential if we are to find practical, enduring solutions to the environmental challenges facing our planet.

In 2006, this generous support has enabled us to stop the development of a proposed coal-fired power station, protect valuable West Australian woodlands and identify 13 new Marine Protected Areas. Generous contributions have also enabled us to campaign for the protection of fragile river systems in northern Australia, verdant forests in Papua New Guinea and the unique marine and bird life of Antarctica.

Through individual monthly donations, corporate sponsorships, bequests and workplace giving programs, more than 85,000 individual Australians and a growing portfolio of businesses are investing in a sustainable future for all.

The Tony and Lisette Lewis Foundation continues to support WWF's work with threatened marine turtles and the Mullum Trust has financed the Papua New Guinea forest protection initiatives. But it's not just dollars that make a difference; in-kind donations are equally vital to WWF's conservation efforts and this year we gratefully acknowledge the support of Dietmar Sawyere, Leo Burnetts, Starcom, Fresco Creative, Clarke Murphy Print Marketing, and inspiring photographers Darren Jew and Jurgen Freud. WWF is also fortunate to receive invaluable legal advice from the experts at Allens Arthur Robinson and auditing services from PricewaterhouseCoopers.

WWF's partnerships with members of the Australian business community have continued to deliver outstanding results as we work together to address key environmental threats. During the past year Peregrine Shipping sponsored a project to establish a scientific basis for Marine Protected Areas in Antarctica, and Integrated Tree Cropping (ITC) is developing the Australia Forest and Trade Network (AFTN) to promote responsible forest and timber management.

Victoria's nesting shorebirds have PricewaterhouseCoopers staff to thank for an education campaign they introduced as part of WWF's workplace giving contributions. Licensing partnerships with Wildlife Philatelic, American Express and Tyrrell's Wines have provided a welcome boost to many of WWF's conservation programs.

Bequests are another valuable way that individuals demonstrate their commitment to WWF's efforts. Scores of projects could not be funded without such philanthropy and we are grateful to those people and families who have remembered us in their will during the past year.

But support for WWF extends beyond the financial. Increasing numbers of Australians are changing their behaviour in a bid to live more sustainably or adding their voice to various campaigns. This passionate on-ground action is fundamental to change and is helping us achieve our goal of securing a living planet for all.





COMMUNICATING WWF-AUSTRALIA

INNOVATIVE COMMUNICATIONS STRATEGIES HAVE ENABLED WWF-AUSTRALIA TO CONTINUE TO ENGAGE WITH SUPPORTERS AND THE BROADER AUSTRALIAN COMMUNITY DURING THE PAST YEAR.

Revamping the website, supporter magazine and monthly online newsletter – and launching the first stage of our five-year Future is Man-Made (FIMM) campaign – have taken WWF’s conservation messages to a much wider audience.

Our award-winning FIMM campaign has enjoyed early success. This strategy aimed to inspire community action on environmental issues and has significantly raised the profile of WWF in Australia. Developing pro bono relationships with Australia’s leading advertising agency – Leo Burnett’s – as well as media buying agency Starcom, were key to this success. The campaign won several awards, including the NineMSN Clickthrough Award, resulting in \$100,000 worth of free online advertising, and the Silver Lion Award at the 2006 Cannes Lions International Advertising Festival.

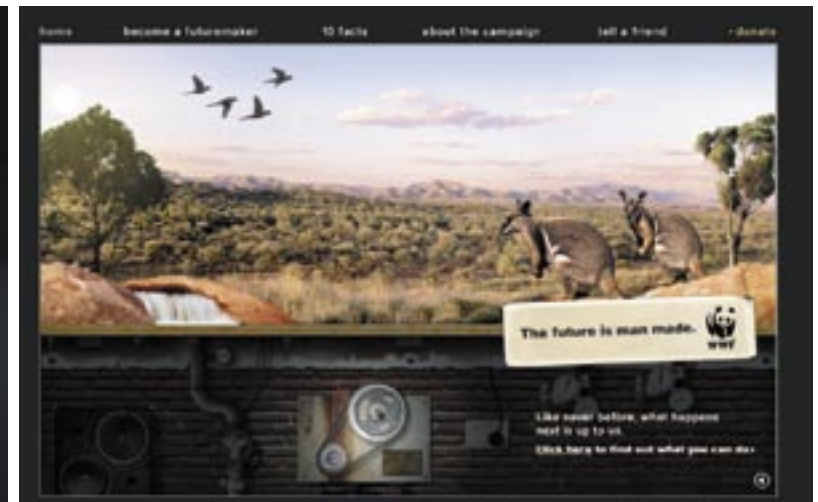
During 2006 WWF launched the Futuremakers initiative, showing how we can all become agents of positive environmental change. More than 6000 Futuremakers have now signed up to the campaign via a campaign microsite and WWF has recruited seven celebrity ambassadors to become media advocates.

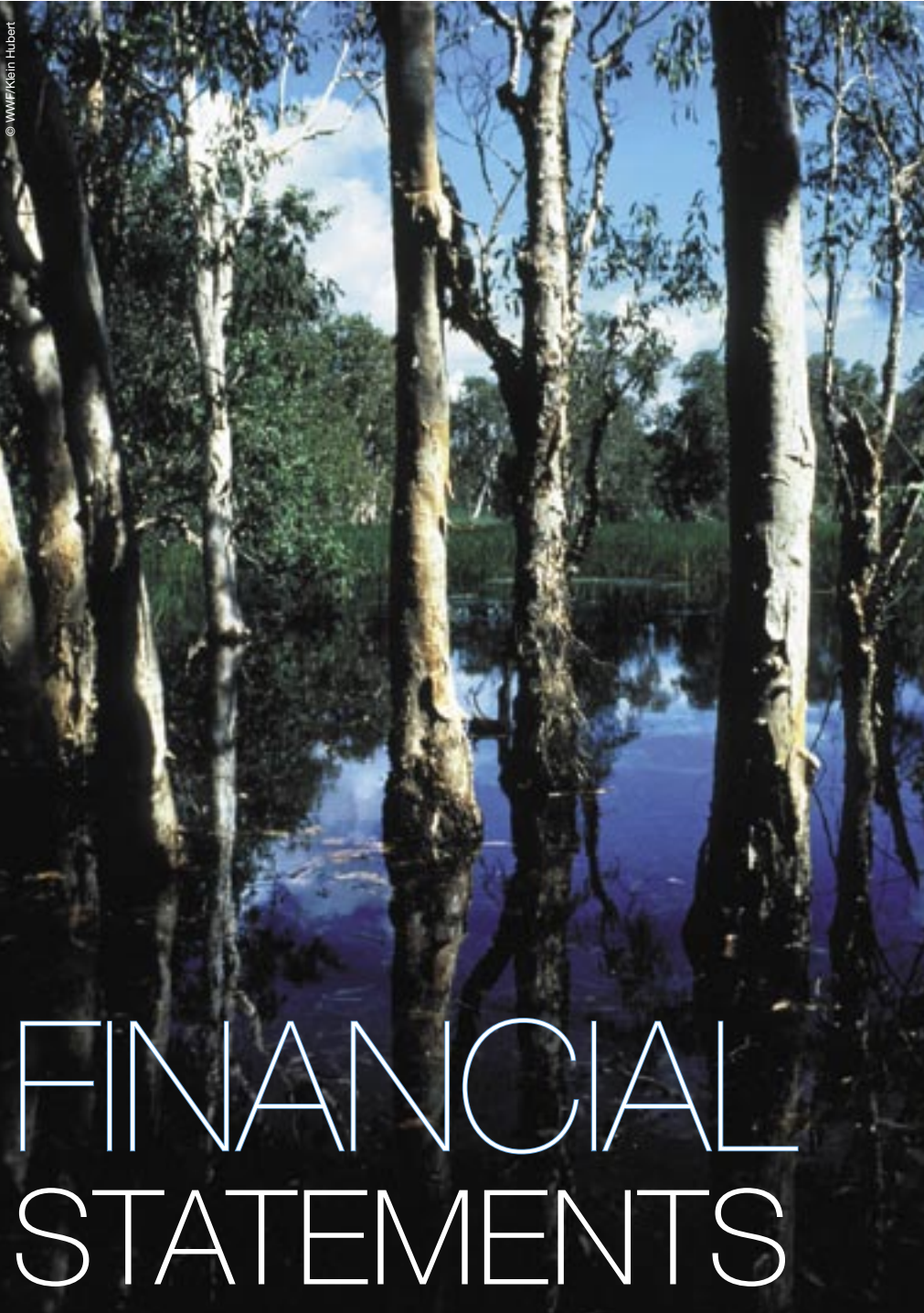
Visits to WWF’s new-look website are up almost 170,000 on the previous financial year, resulting in an increase in online support for WWF appeals and campaigns. One-off donations increased 122% from \$43,400 to \$96,500 and monthly giving received a 53% boost in direct response to the makeover. Similarly, restyling the supporter magazine *Living Planet* paid dividends for the environment, resulting in a 140% increase in the money WWF raised.

Other communications achievements over the past year have included the release of a number

of technical reports, as well as more popular publications. We co-ordinated the launch of Tim Flannery’s international best-seller *The Weather Makers* and in October 2005 launched a scientific assessment of illegal, unregulated and unreported (IUU) fishing. Titled *The Changing Nature of High Seas Fishing – How flags of convenience provide cover for illegal, unreported and unregulated fishing*, this emerged as the biggest global WWF story of the year.

Other major media activity included WWF’s opposition to the Australian Government’s preferred energy scenario as outlined at the meeting of the Asia Pacific Partnership on Clean Development and Climate in January 2006. We also promoted the fact that Victoria’s Hazelwood coal-fired power station had the dubious honour of being the worst greenhouse-gas polluting power station in the world.





© WWF/Klein Hubert

FINANCIAL STATEMENTS

BALANCE SHEET

AT 30 JUNE 2006

	2006 \$	2005 \$
ASSETS		
Cash	7,210,384	5,755,742
Property, plant and equipment	378,923	430,416
Other	176,090	277,381
Total Assets	7,765,397	6,463,539
LIABILITIES		
Creditors and borrowings	43,657	690,233
Payables	409,813	419,311
Total Liabilities	453,470	1,109,544
Net Assets	7,311,927	5,353,995
EQUITY		
Reserves	2,672,384	2,547,872
Funds available for future use	4,639,543	2,806,123
Total Equity	7,311,927	5,353,995

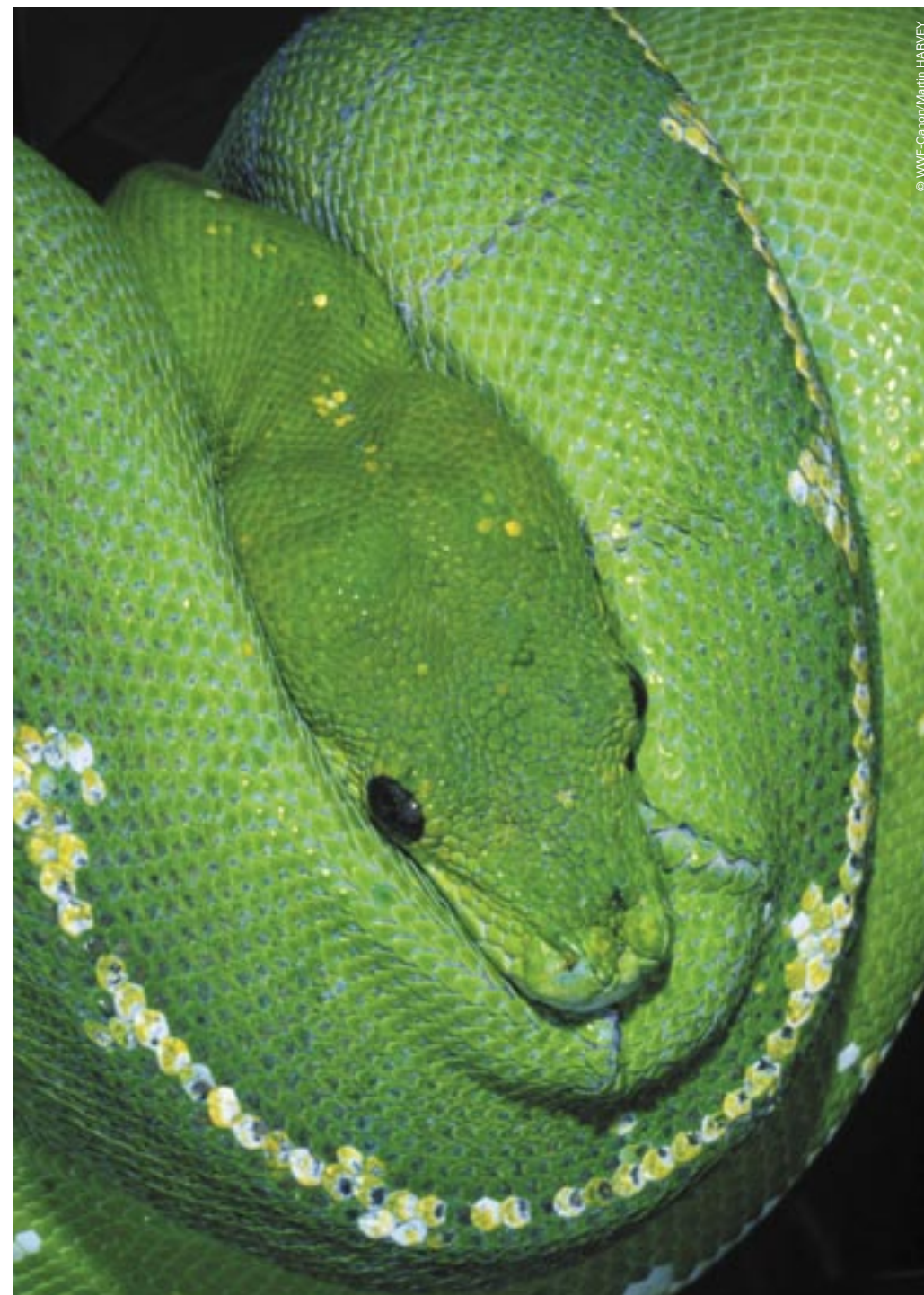
INCOME STATEMENT

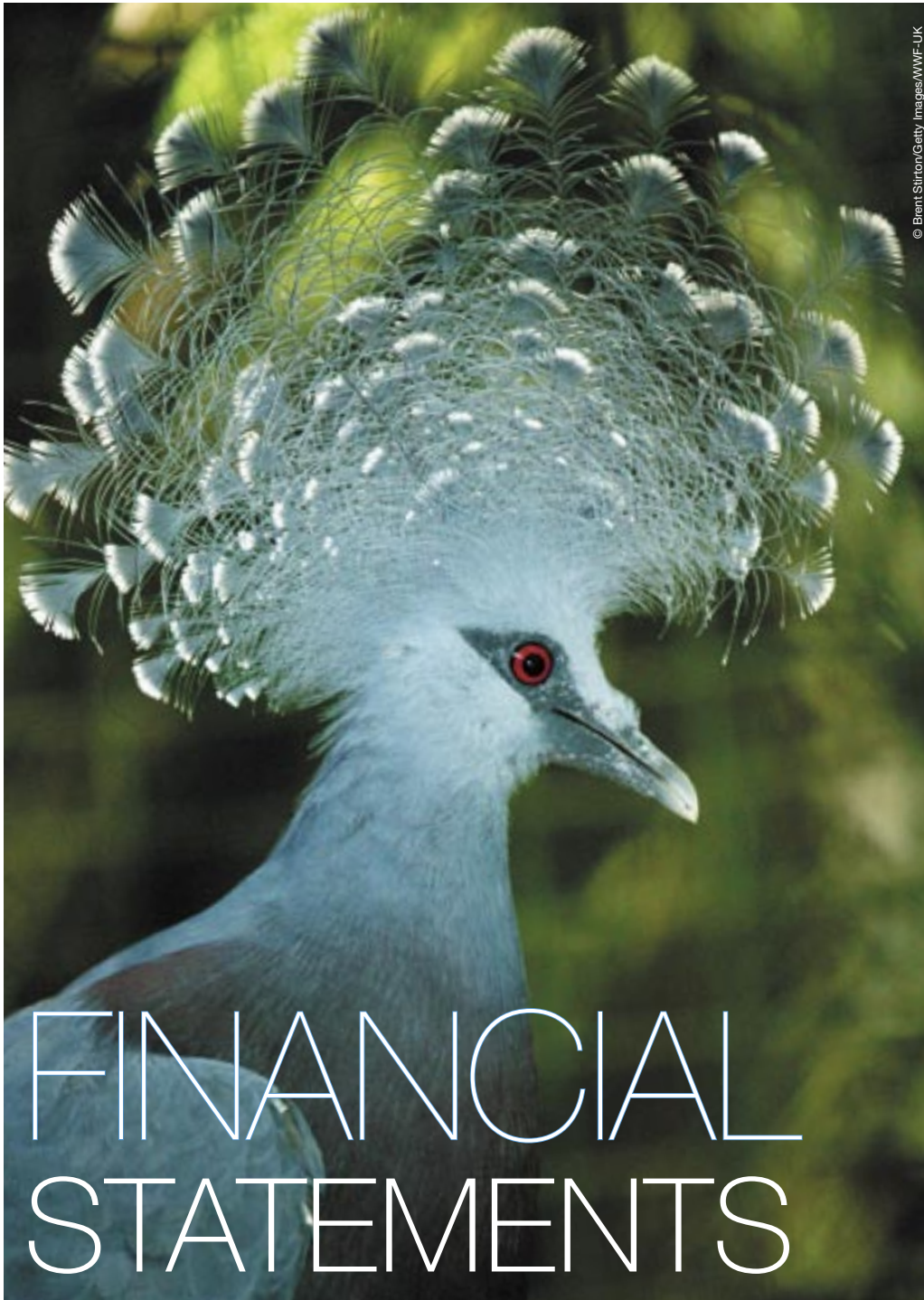
FOR THE YEAR ENDED 30 JUNE 2006

	2006 \$	2005 \$
REVENUE		
Donations and Gifts	11,601,415	11,265,035
Legacies and Bequests	1,322,379	714,263
Grants		
AusAID	253,355	360,996
Other Australian	3,140,342	3,300,467
Other Overseas	1,067,107	1,118,666
Investment Income	337,585	291,349
Total Revenue	17,722,183	17,050,776
DISBURSEMENTS		
Overseas projects		
Funds to overseas projects	1,958,210	2,263,521
Other project costs	80,870	67,335
Domestic projects	6,158,225	6,727,245
Community education	1,337,512	1,017,942
Fundraising costs		
Public	4,190,390	4,672,590
Government and multilaterals	42,243	52,562
Administration	1,996,801	1,885,381
Total Disbursements	15,764,252	16,686,576
Excess of revenue over disbursements	1,957,932	364,200
Funds available for future use at the beginning of the financial year	2,806,123	1,956,435
Amounts transferred (to) from reserves	(124,512)	485,488
FUNDS AVAILABLE FOR FUTURE USE AT THE END OF THE FINANCIAL YEAR	4,639,543	2,806,123

No single appeal or other form of fundraising for a designated purpose generated 10% or more of total income for the period under review.

Extract from Financial Statements – 30 June 2006. Full financial statements available on request.





© Brent Stirton/Getty Images/WWF-UK

INDEPENDENT AUDIT REPORT TO THE DIRECTORS OF THE BOARD OF WWF-AUSTRALIA

Scope

We have audited the summarised financial report of WWF-Australia (“the Company”) for the year ended 30 June 2006 in accordance with Australian Auditing Standards and to provide a reasonable assurance as to whether the Company has complied, in all material respects, with the relevant requirements of the Australian Council for International Development Code of Conduct.

The audit opinion in this report has been formed on the above basis.

Audit Opinion

In our opinion, WWF-Australia has complied, in all material respects, with the requirements of the Australian Council for International Development Code of Conduct.

The information reported in the summarised financial report is consistent with the annual statutory financial report from which it is derived and upon which we expressed a qualified audit opinion in our report to the Directors dated 23 October 2006.

As is common for organisations of this type, it is not practical for the Company to maintain an effective system of internal control over donations, subscriptions and other fundraising activities until their initial entry in the accounting records. Accordingly, our audit in relation to fundraising and the accounting for and the application of money received as a result of fundraising appeals was limited to amounts recorded.

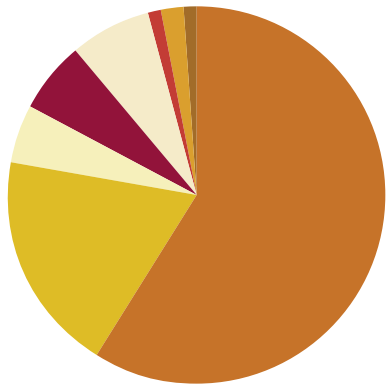
For a better understanding of the scope of our audit, this report should be read in conjunction with our audit report in the annual statutory financial report.

Monday, 23 October 2006

PricewaterhouseCoopers
Chartered Accountants

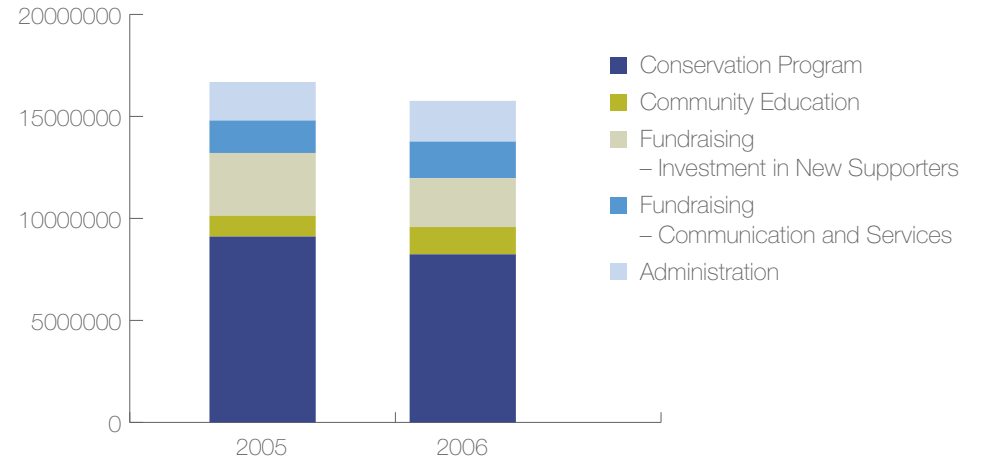
John Gordon
Partner – Sydney

INCOME 2006



Individual Supporters	59%
Government Grants	19%
Corporations	5%
WWF Network	6%
Legacies	7%
Trusts and Foundations	1%
Interest and dividends received	2%
Royalties	1%
Trading	0%
Other	0%

EXPENDITURE 2006



PATRON

His Excellency Major General Michael Jeffery
AC CVO MC.

Governor-General of the Commonwealth
of Australia

BOARD OF DIRECTORS

WWF-Australia is governed by our Board of Directors. Directors are elected at the Annual General Meeting from the Governors. The Board sets our strategic direction and policy, approves the annual budget and conservation program, and regularly reviews the operations of the organisation.

As WWF is a supporter-based, not-for-profit organisation, a crucial function of the Board is to ensure we comply with the Corporations Law and the requirements of the Australian Securities and Investment Commission.

The Board of Directors is assisted by the Scientific Advisory Committee, the Finance Committee, the Risk Management Committee and the Nominating Committee.

Robert Purves, President and Member, Finance Committee

B Comm (UNSW)

Member of the Board of Directors since 1993. President WWF-Australia since 1999. Board member WWF International 2005. Company Director and investor. Chairman, DCA Group Limited. Chairman Environment Business Australia (EBA). Member of the Wentworth Group of Concerned Scientists. Patron of the Lizard Island Reef Research Foundation. Board member of the Purves Environment Fund and Director Carwoola Pastoral Company.

Peter Thomas, Chair, Finance Committee and Member, Risk Management Committee

B.Com FCA FTIA

Member of the Board of Directors since 1995. Chartered Accountant, specialising in taxation. Member of the Industry Research and Development Board. Board Member of The Kokoda Track Foundation and The Blueearth Foundation.

Dr Ronnie Harding, Director

BA (Univ. Sydney), BSc (Hons. Class 1 & University Medal) (UNSW) (Zoology), PhD (UNSW) (Zoology)

Member of the Board of Directors since 1996. Assistant Commissioner, NSW Natural Resources Commission. Chair, NSW Council on Environmental Education. Trustee, the Australian Museum and Lizard Island Reef Research Foundation. Member NSW National Parks and Wildlife Advisory Council. Member of the Premier's (NSW) Metropolitan Water Independent Review Panel. Member of the Wentworth Group of Concerned Scientists. Previously, Director, Institute of Environmental Studies, UNSW.

Dr Denis Saunders AM, Director and Chair, Scientific Advisory Committee

BSc (Hons), PhD

Member of the Board of Directors since 2002. Chair of Sara Halvedene Foundation; Australian Heritage Council; Wentworth Group of Concerned Scientists; Director of Earthwatch Institute Australia; previously Assistant Chief and Chief Research Scientist, CSIRO Division of Wildlife and Ecology.

Brian Wills-Johnson, Director and Member, Risk Management Committee

BA, FPRIA

Member of the Board of Directors since 2003. Previously Corporate Relations Manager, Alcoa. Chairman of St Georges College Board.

Susan Young, Director, Member, Finance Committee and Chair, Risk Management Committee

BA(Hons), MA, MAICD, FCIS

Member of the Board of Directors since 2002. Director, Spencer Stuart Australia and Head of Financial Officers Practice. Previously President SITEL Asia-Pacific.

Diccon Loxton, Honorary Secretary and Chair, Nominating Committee

BA,LLB

Member of the Board of Directors since 2004. Partner, Allens Arthur Robinson, solicitors, since 1984, Director, Banking and Financial Services Law Association, Governor, Ascham School Limited.

CORPORATE GOVERNANCE

**Anthony Fitzwilliams Hyde,
Director**

Member of the Board of Directors since 2005.
Chairman, Abercrombie & Kent (Australia)
Pty Ltd. Board Member of Recreational Tourism
Pty Ltd. Management Committee Member of
The Gutsy Group Foundation.

**Anthony Nicholas,
Director**

BA

Member of the Board of Directors since 1989.
Financial and investment services and senior
executive expertise. Chairman, Carnbrea & Co
Ltd and Trustee, Epworth Foundation. Anthony
retired from the Board of Directors at the AGM
in November 2005.



SCIENTIFIC ADVISORY COMMITTEE

At WWF, we rely upon scientific analysis to form the basis of our work. Our Scientific Advisory Committee, comprising senior scientists from academic institutions and government agencies, assists us with strategic planning and the monitoring and evaluation of all aspects of our conservation activities.

Dr Denis Saunders, Chair
(see previous page)

Dr Michael Brown

Honorary Research Associate, Department of Plant Science, University of Tasmania and part-time consultant for a number of agencies on conservation ecology. Worked for many years in the Tasmanian National Parks and Wildlife Service and with Forestry Tasmania, where he was Chief Scientist on his retirement in 2003. More than 35 years experience in the fields of conservation and ecology, and author or co-author of more than 130 publications on forest ecology, fire ecology, biological conservation and other aspects of vegetation science.

Dr Andrew Burbidge

Research Fellow, Department of Environment and Conservation, WA and private conservation consultant. Chair, WA Threatened Species Scientific Committee and former Chair, Commonwealth Endangered Species Advisory Committee and Endangered Species Scientific Subcommittee. Governor, and Fellow of WWF-Australia.

Dr Colin Filer

Convenor of the Resource Management in Asia-Pacific Program at ANU's Research School of Pacific and Asian Studies. Formerly Associate Professor, Department of Anthropology and Sociology, University of Papua New Guinea; and Head, Social and Environmental Studies Division, National Research Institute, Papua New Guinea.

Dr Max Finlayson

Principal Researcher - Wetlands Ecology at the International Water Management Institute, Colombo, Sri Lanka; immediate past Chair of Ramsar's Scientific and Technical Review Panel; and President of Wetland International's Board of Members. More than 25 years professional experience working in ecological research, conservation and capacity building. Awarded Ramsar Convention Recognition in 2002, Australian Society for Limnology Medal in 2003, and Society for Wetland Scientists International Fellow in 2005, for scientific work and commitment to wetlands conservation and capacity building.

Dr Susan Moore

Senior Lecturer, School of Environmental Science, Murdoch University. More than 15 years professional experience in natural resource management and policy research. More than 100 publications on environmental policy, social aspects of biodiversity conservation and nature-based tourism. Former member Natural Resource Management Council (WA) and Chair, Bushcare Reference Group (WA).

Dr Warren Musgrave

Previously Professor of Agricultural Economics, University of New England; Catchment Assessment Commissioner for NSW Government, and Special Adviser - Natural Resources in the NSW Premier's Department. Member of the Total Allowable Catch Committee of NSW Fisheries, Emeritus Professor of the University of New England and Distinguished Fellow of the Australian Agricultural and Resource Economics Society.

Dr Graeme Pearman

Director GP Consultants and Senior Honorary Research Fellow, Sustainability Science, Monash University. Chief of CSIRO Atmospheric Research (1992-2002). Member and Chair of many Australian and international meteorological/ global climate change committees, including current Chair of the international science capacity building programs of START International (Washington DC, USA). Fellow of the Australian Academy of

Science, the Academy of Technological Science and Engineering and the Royal Society of Victoria.

Paul Sattler OAM

Paul has a lifetime experience working professionally in nature conservation. He was the principal architect in doubling Queensland's National Park estate in the early 1990s whilst with the Queensland Parks and Wildlife Service. Paul initiated and guided the comprehensive description of Queensland's bioregional ecosystems and assessment of their status, a vital planning tool for conservation and natural resource management. He was principal author of the National Land and Water Resources Audit's terrestrial biodiversity assessment of Australia, the first detailed assessment of biodiversity at a range of scales nationally. He now manages his own specialised eco-consultancy business. Paul has been awarded an OAM for his services to biodiversity conservation.

Dr Trevor Ward

Consultant Marine Ecologist - International Policy and Planning for Fisheries, Marine Ecosystems and Biodiversity; Adjunct Associate Professor, Faculty of Science, University of the Sunshine Coast; Honorary Senior Research Fellow, Faculty of Natural and Agricultural Sciences, University of Western Australia; formerly CSIRO Marine Research and Leader of CSIRO's national marine environmental research program.

CORPORATE GOVERNANCE

FINANCE COMMITTEE

WWF-Australia's Finance Committee scrutinises our financial status. Its specific functions include budget reviews, policy advice, and financial performance monitoring.

RISK MANAGEMENT COMMITTEE

The Risk Management Committee is responsible for reviewing processes for the identification and management of significant risks.

EXECUTIVE TEAM

The Executive Team recommends strategic direction for WWF-Australia's present and future. This direction is detailed in our Annual Plan, which is approved by the Board of Directors. Executive Team members lead and manage both their functional areas and the organisation as a whole to achieve high performance at low risk.

The team is led by WWF-Australia's CEO, Greg Bourne and Director of Conservation, Dr Ray Nias.



GOVERNORS

Appointed because of their commitment to WWF's mission, their standing in the community and their ability to contribute to our success, WWF's governors are the voting members of WWF-Australia. They use their expertise, influence and networks to enhance WWF's ability to achieve its programs in Australia and the region. Governors are appointed for a four-year term, which may be renewed.

WWF Governors:

Dr Alan Bartholomai	Mrs Alison Hanson	Mrs Margery Pierce
Mr Michael Berwick	Dr Ronnie Harding	Dr Robert Pressey
Dr Margaret Brock	Mrs Barbara R Hardy, AO	Mr Robert Purves
Dr Andrew Burbidge	Mr Paul Harris	Mr Mark Rayner
The Hon Fred Chaney, AO	Mr Ken Hickox	Dr Gordon Robertson
Ms Christine Charles	Prof Richard Hobbs	Mr Edward Rowley
Dr Hal Cogger	Mr Tony Hyams	Mr Paul Sattler
Ms Perri Cutten	Mr Anthony Hyde	Dr Denis Saunders, AM
Prof Christopher Dickman	The Hon John Kerin	Mr Vincent Serventy
Mrs Kate Dowling	Prof Richard Kingsford	Prof Frank Talbot
Mr Aaron Edmonds	Countess Primrose Krasicki v Siecin	Mr Peter Thomas
Mr J S Foley	Mr Diccon Loxton	Assoc Prof Daniella Tilbury
Prof Hugh Ford	Mr Michael McFarlane	Mr Ross Tzannes
Mr David Free	Mr John Mooney	Mr Keith Walkerden
Prof Stephen Garnett	Dr Brian Morley	Mr Brent Wallace
Mr David Gibbs, AM	Dr Warren Musgrave	Dr Trevor Ward
Mrs Margaret Gibson	Mr Anthony Nicholas	Mr Martijn Wilder
Prof Alistair Gilmour	Mrs Christina Nicholas	Mr Brian Wills-Johnson
Mr Michael Hamson	Dr Graeme Pearman	Mrs Susan E Young



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WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- conserving the world's biological diversity;
- ensuring that the use of renewable natural resources is sustainable; and
- promoting the reduction of pollution and wasteful consumption.

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Fax: 61 2 6257 4030

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Flynn Street
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PO Box 4010, Wembley WA 6913

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Fax: 61 8 9387 6180