



# ANNUAL REVIEW 2020

POSITIVE ENVIRONMENTAL ACTIONS, FOR EVERYONE

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# ACKNOWLEDGMENT OF COUNTRY

Planet Ark respects and acknowledges the Aboriginal and Torres Strait Islander peoples, of Elders past, present and emerging, as the traditional custodians of our land. We recognise the Gadigal People of the Eora Nation as the traditional custodians of the land our office is located on.

As we encourage a connection with nature, we are inspired by and respectful of the deep understanding First Nations people have of Country and their intimate bond with the Land.

# MESSAGE FROM THE CHAIRMAN AND CEO

Reflecting on a year like no other in our history is a sobering task.

Already besieged by fire and flood as 2020 unfolded, we, along with the rest of the world, had to learn rapidly how to live and work with the COVID-19 pandemic. Our characteristic focus on practical solutions placed us in a sound position not only to meet the coming challenges but to consolidate and grow existing activities as well as introducing important new programs.

*We are pleased to report that we increased our revenue while maintaining a healthy surplus in 2020. We were thus able to welcome six new staff members to our talented and committed team, providing meaningful and interesting work to more people than ever before.*

In the following pages we provide a snapshot of our team's achievements in 2020, demonstrating substantial growth in our reach and impact.

As well, we unveiled our new Planet Ark website, and combined our Recycling Near You and Business Recycling websites into a more user-friendly Recycling Hub. Recycling Near You enjoyed its highest visitation ever, with 1.86 million visits.

Our flagship campaign, National Tree Day, did however fall victim to the COVID lockdown, and we took the difficult decision to cancel outdoor events for the first time in its 25-year history. Despite this setback, we were able to engage 970,000 students in Tree Day, and later in the year, an additional 265,000 students in National Recycling Week activities, reflecting our determination to bring a sense of hope and possibility to young minds, and to help create the environmental stewards of the future.

In conjunction with APCO, we also helped reach an audience of 23 million with the 'Check It Before You Chuck It' campaign, promoting the Australasian Recycling Label.

Two high points of the year were the official launch of our newest program, the Australian Circular Economy Hub (ACE Hub) by the Hon. Sussan Ley, Minister for the Environment, and our partner Planet Ark Power's commencement of the IKEA eleXsys microgrid in Adelaide.

The eleXsys technology behind the IKEA project has the potential to be a global game-changer for renewable energy, and the ACE Hub is set to become the means by which we help the transition to a circular economy in Australia.

As always, we share our successes with the many corporate partners and sponsors, as well as federal and state governments who fund our work. Our relationship with councils across the country underpins our ability to provide the community with correct information about recycling and sustainable resource use.

Finally, we are indebted to the hundreds of thousands of community members who plant the trees, use our educational resources, practice good recycling habits and share their ideas with us and each other. The achievements we are delighted to share with you in this review are the culmination of our combined efforts.



*Michael Coleman*  
**Michael Coleman**  
Chairman



*Paul Klymenko*  
**Paul Klymenko**  
CEO

# OUR MISSION

**To unite people, businesses and governments through positive environmental actions.**

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Incorporated in 1992, we are one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively.

We help people, governments, schools and businesses reduce their impact on the environment in three key areas: by promoting sustainable resource use for a circular economy; supporting low carbon lifestyles; and connecting people with nature.

We create and share simple, positive environmental actions – for everyone. Our campaigns and programs build on our positive and action-based philosophy to work with a broad range of individuals, schools, councils and workplaces.



# HIGHLIGHTS OF 2020



**4,300+**  
trees planted through  
The Seedling Bank (see p.30).

240 entries received for National Tree Day's (see p.32) drawing competition for under 18s. Participants were asked to draw what trees mean to them. The three winning designs were printed on limited edition, ethically made T-shirts through Humiform. \$1 from each sale was donated to The Seedling Bank.



**6 new staff**  
members  
welcomed



**1.86 million**  
Recycling Near You users



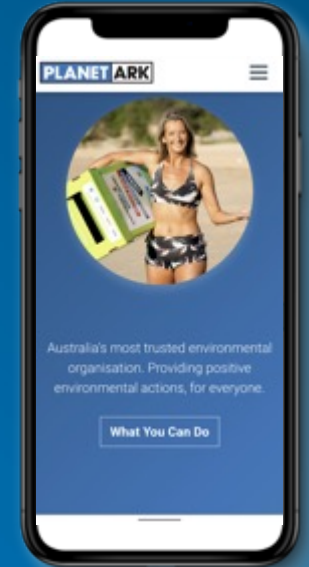
Launched Planet Ark Paper Unwrapped – the only copy paper on the market that is made from 100% recycled office paper *and* has no ream wrappers (see p.24).



Right: one of the winning designs by Eleanor Brown.



Launched the new and improved Planet Ark website.



**5,650**  
total media mentions  
across print, online,  
television and radio



**4,500+**  
enquiries  
through the  
Information  
Centre



**2.9 million**  
printer cartridges  
recycled through  
Cartridges 4 Planet Ark  
(see p.22).

Launched the Australian Circular Economy Hub at the Sydney Opera House, live streamed on AusBiz and Ticker TV (see p.17).

1.2 million students participated in National Tree Day and National Recycling Week activities.



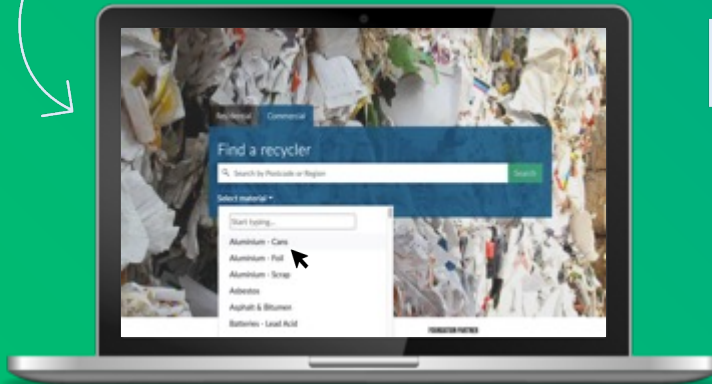
14,200 new followers across all social media platforms



242% increase in engagement on LinkedIn year on year



Launched the new Business Recycling website, combining it with Recycling Near You to create a 'Recycling Hub' (see p.20).



16 million Facebook impressions

23 million media reach through the ARL's 'Check It! Before You Chuck It' campaign (p.23).



National Tree Day's (see p.32) #HugaTreeforNTD social media campaign encouraged Aussies in lockdown to show their appreciation for trees with a photo while spending some much-needed time in nature. The campaign was supported by credible and inspirational academics, actors, athletes, influencers and ambassadors including TV personality and landscape architect Costa Georgiadis from Gardening Australia (left).



3.6 million reached through social media during National Recycling Week



4 research reports published:

- Circularity in Australian Business 2020
- National Recycling Week Research 2020: A Future Beyond the Bin
- Regenerating: Our Land, Our People, Our Future
- The Health and Environmental Risks of Bisphenol A and its Analogues

483

broadcast media appearances by Deputy CEO, Rebecca Gilling, including children's TV show *Get Clever* for National Recycling Week.





"Having been an ambassador for Planet Ark for almost ten years, I've had the privilege of working on many campaigns from National Tree Day to the launch of the Australasian Recycling Label and the Australian Circular Economy Hub. I'm constantly inspired by the tenacity and pioneering work of this team, and so proud of the real, positive actions towards the environment that Australians continue to make thanks to Planet Ark: millions of trees planted, countless reusable resources saved from landfill and game-changing connections between business and government."

**Magdalena Roze, Planet Ark ambassador, author and meteorologist.**

## WHAT PEOPLE SAY ABOUT US

I am so happy that the Hub is happening in Australia. Well done to all the team.  
**Milca on the Australian Circular Economy Hub (ACE Hub)**

Thank you for your incredible resources for National Recycling Week. I am so excited to share them in my workplace!  
**Alesha on National Recycling Week**

This is just fantastic. Love these labels. The instructions are clear and remove any confusion. I hope all packaging starts showing these and people use the guidance provided. No more 'hopeful' recycling.  
**Alma Quick on the Australasian Recycling Label**

I wanted to say how brilliant the new campaign looks and sounds. We all got that jingle stuck in our heads and my kids too! My son had a giggle at the lyrics.  
**Kirstin Coote on the Australasian Recycling Label**

Just watched your 'Check it before you chuck it' Youtube clip. LOVE IT! This is exactly the kind of messaging I've been looking out for: simple, engaging, funny, uncondescending, creative, inspiring, catchy, and just beautifully put together.  
**Bernadette on the Australasian Recycling Label**

Fantastic that you've removed the wrapping from your reams of recycled paper. That has made my day. Thank you so much.  
**Dianne Brooks on Planet Ark Paper**

Thanks for all your wonderful help with National Tree Day!  
**P Westerink on National Tree Day**

Thank you for this week's positive news! Each instalment always cheers me up. This kind of positive psychology is so empowering and gives people energy to keep trying. We need more of this to counter the doom and gloom – while it's a reality, it generally makes me want to curl up in bed and hide away.  
**Claire Johnson on Positive Environment News**

Organising projects in relation to local council waste and recycling services provided [me with] an insight to many of the barriers and confusion reported by residents regarding recycling. The Recycling Near You campaign is an excellent tool to help mitigate this issue, so it would be fantastic to see even more councils join.  
**Cara Watters on Recycling Near You**

You are doing a great job on promoting the benefits of using wood!  
**Jakob Rygg Klaumann on Make It Wood**

# CERTIFIED CARBON NEUTRAL

Planet Ark is proudly certified Carbon Neutral according to the national Climate Active Standard (formerly NCOS). We have offset our organisation's greenhouse gas emissions as far back as 2017.

As one of Australia's most trusted environmental organisations, we understand the importance of leading by example. We therefore strive to minimise our impact on the environment as much as possible. Climate Active provides a rigorous mechanism for evaluating our remaining impact and communicating our actions.

Some of the ways Planet Ark reduces its carbon footprint is by purchasing renewable energy and reducing our consumption, waste and travel wherever possible. Despite our best efforts we are still responsible for generating greenhouse gas emissions from our business activities. To address this, we limit our environmental impact by calculating our carbon footprint and purchasing carbon offsets of an equivalent value. This allows us to invest in important projects that might not have otherwise happened and that directly reduce greenhouse gas emissions.

The carbon offset projects are selected by Planet Ark staff through a democratic vote – a responsibility our passionate staff value and carefully consider. For the total emissions generated in 2019, Planet Ark purchased carbon offsets through projects that reflect some of the organisation's passions: a wind power project in India, protecting native forests in the Brazilian Amazon and Papua New Guinea, and an initiative to support carbon farming projects by Indigenous rangers (The Aboriginal Carbon Foundation, pictured). Planet Ark is currently calculating the emissions generated for 2020 and will continue this process into the future.





## PARTNERSHIPS AND ENVIRONMENTAL ENDORSEMENTS

Working with business is at the heart of what we do at Planet Ark. Our accomplishments are made possible through the incredible support we receive from the following businesses.

# OUR PARTNERS

## ALLIANCE PAPER

### Transitioning Australian businesses to safer paper products

Planet Ark's partnership with Alliance Paper is built around a mutual concern of the potential impacts of chemicals on the environment and public health. We are working together to encourage businesses to use paper products that are free of 'chemicals of concern' such as Bisphenol A (BPA) and per and polyfluoroalkyl substances (PFAS). Through education Planet Ark aims to build awareness of the potential dangers of these chemicals and empower businesses to make purchasing decisions that are safer for their staff and customers.

In February we released a [research report](#) on the health and environmental risks of BPA and its analogues, which are commonly found in everyday products such as till receipts. The report was launched at the Sydney media screening of *Dark Waters*, a film based on a true story about the impacts of 'forever chemicals' in the environment on a small community in the USA. At the beginning of the screening, Planet Ark's Chief Scientific Advisor, Professor Roy Tasker, gave a presentation on chemicals of concern to the journalists in attendance (pictured top left).



Planet Ark was proud to see Alliance Paper take advantage of its reach to provide educational information to consumers during the pandemic. The Brisbane-based paper company, which provides till receipts to some of Australia's largest retailers, printed official health advice on the back of a batch of its receipts.



# BINGO INDUSTRIES

## Working together to build a waste free Australia

Planet Ark's partnership with BINGO Industries is based on a common mission to increase diversion of waste to landfill in Australia through recycling. The partnership has a strong focus on the construction and demolition and commercial and industrial sectors, which combined account for 80 per cent of Australia's core waste (2020 National Waste Report).

In March 2020, BINGO officially opened its recycling facility in Sydney's south-west suburb of Mortdale. By connecting two of our partners – solar engineering and technology company Planet Ark Power and BINGO – the Mortdale site was fitted with 100 kilowatts of solar panels. The large-scale rooftop solar system is expected to save the equivalent of almost 2,500 tonnes of CO<sub>2</sub> emissions from entering the atmosphere over its lifespan. That's the equivalent of planting 350 trees or taking more than 1,000 cars off the road for a whole year.

In July 2020, Planet Ark staff were given a behind-the-scenes tour of BINGO's Eastern Creek Recycling Ecology Park (pictured), due for completion in 2021. The recycling facility is expected to have an industry leading recovery rate of up to 90 per cent.

BINGO Industries is an Associate Sponsor of the Australian Circular Economy Hub, which launched in November 2020 (more on p.17).





# OPAL AUSTRALIAN PAPER

## Closing the paper recycling loop

Planet Ark's longstanding partnership with Opal Australian Paper aims to increase recycling of office paper; reduce Australian waste-paper going to landfill; and increase the use of locally made recycled paper by businesses, schools, households and government.

In November 2020, we launched [Planet Ark Paper Unwrapped](#) – the only copy paper on the market that has no ream wrappers and is made from 100% recycled office paper. Taking on board customer feedback, we worked closely with Opal to transform Planet Ark Paper into what we believe is the most environmentally responsible copy paper product available in Australia.

Now with less packaging, the product produces less waste. It has also retained all of its other environmental benefits including its certification from the Forest Stewardship Council and the Climate Active Carbon Neutral standard (more information on p.24).

# ENDORSED BY PLANET ARK

## Empowering consumers to make environmentally responsible choices at home and work

Through rigorous research and analysis, we have chosen to endorse a select range of products that are more environmentally responsible than the mainstream alternatives.



## ALLIANCE PAPER'S ROLLO WRAP

As part of our partnership with Alliance Paper, Planet Ark has endorsed Rollo Wrap – an environmentally responsible alternative to food packaging products.

Rollo Wrap is a recyclable and compostable paper product that is free of 'chemicals of concern' (more information on p.11). It is made from renewable materials and is certified by the Forest Stewardship Council. Planet Ark encourages schools and businesses to switch to food packaging that is safer for our health and the environment.



## AWARE ENVIRONMENTAL

Planet Ark has endorsed two of Aware Environmental's ranges of laundry and cleaning products and air fresheners for more than a decade. Aware Sensitive and Orange Power are all naturally derived, palm-oil free, vegan and cruelty free.



## DETPAK'S RecycleMe™ CUP RECYCLING PROGRAM

The RecycleMe™ coffee cup recycling system offers an innovative end-to-end environmental solution for coffee cups and lids. The lining of Detpak's RecycleMe™ cups use 40 per cent less plastic which allows them to be processed using existing recycling infrastructure. When they are collected through the specially designed collection network, the cups and lids are given a second life and turned into recycled paper and plastic products.

In February 2020, Detpak announced a collection bag service, allowing small businesses that don't have a high turnover of cups to use the recycling system. By the end of 2020, more than 1,820,000 RecycleMe™ cups had been collected for recycling. That's the equivalent of saving 473 trees worth of paper from harvest.



# PROMOTING SUSTAINABLE RESOURCE USE FOR A CIRCULAR ECONOMY

We want to change our take, make and dispose culture. Adopting the framework of a circular economy, we want to reinforce nature's cycle, where nothing is wasted. Planet Ark has a range of programs to create and encourage opportunities for reuse and recycling: helping Australians to extract the maximum benefit from the resources they use in their daily lives.



# AUSTRALIAN CIRCULAR ECONOMY HUB

## Helping to facilitate Australia's transition to a circular economy

The Australian Circular Economy Hub (ACE Hub) officially launched in November 2020. Transitioning to a circular economy will require collective action and commitment from all levels of government, businesses and the wider community. The ACE Hub's role is to foster collaboration and the enabling conditions to assist in optimising the impact of the innovators and implementers in circularity in Australia.

The ACE Hub online platform will be a vehicle for circular economy inspiration, education and implementation in Australia. In 2020 we released our Strategic Action Plan which outlined four key pillars for the program:

1. Inspire and amplify – drive awareness of circularity, particularly in business and government
2. Educate and connect – build and share knowledge and enable collaboration
3. Enable action – lead, facilitate or contribute to high impact national initiatives
4. Support and promote change – identify and overcome barriers to create enabling conditions

### FUNDING PARTNER



Australian Government

### ASSOCIATE SPONSORS



### SUPPORTING SPONSOR



### COLLABORATIVE PARTNER



# ACE HUB LAUNCH EVENT

On 24 November 2020, the ACE Hub was officially launched by the Hon. Sussan Ley, Minister for the Environment. With health and safety restrictions in place limiting the number of attendees to 78, the event was live streamed from the Yallamundi Rooms at the Sydney Opera House to people from various industries, sectors and levels of government.

Featuring industry-leading speakers and expert panellists from a diverse mix of professions, the event discussed the importance of circularity, pathways to success and possible obstacles to implementation for businesses. The interactive event saw the audience identify 'collaboration' as the defining word to embody the circular economy – highlighting the need for cooperation, partnership and strong alliances between all parties to reach a common goal of creating a society that can thrive alongside our natural environment.



1,000 online viewers 

**Expert panel:** Jodie Bricout from NSW Circular, Nik Comito from BINGO Industries, Abigail Forsyth from KeepCup, Jan Gardberg from IKEA, Ashleigh Morris of Coreo and Scott Valentine from KPMG



Watch online at [acehub.org.au](https://acehub.org.au)



Left to right: Welcome to Country from Aunty Ann Weldon, Metropolitan Local Aboriginal Land Council; The Hon. Sussan Ley, Minister for the Environment launches the ACE Hub; Panellists from Coreo, KeepCup, KPMG and BINGO Industries discuss their experiences in implementing circular principles within their businesses.



# RECYCLING NEAR YOU

## Australia's most comprehensive recycling platform

Every year more and more people use Recycling Near You to learn how to recycle household items correctly. The summer campaign at the beginning of 2020 no doubt helped bring the platform front of mind to households for the rest of the year, seeing it go from strength to strength. The impact of COVID did not dampen the community's enthusiasm to recycle. In fact, lockdowns spurred cleanouts which meant once they ended, households were looking for recycling options for those materials.

The top materials most searched for in 2020 were clothing and e-waste including batteries, computers and other electrical appliances. The most used educational resources on the platform proved to be container deposit scheme information, the Reuse Hub and soft plastics information.



**1.86 million website users – our most ever!**



**31% increase in user traffic during the summer campaign (Dec 2019-Jan 2020)**



**59% increase to 15,250 user referrals from summer campaign Facebook posts**



**166% increase to 2,055 user referrals from summer campaign e-newsletters**

SPONSORS



NESPRESSO.



Electronic waste or e-waste is the fastest growing waste stream in Australia.

# BUSINESS RECYCLING

## Celebrating a decade of helping Australian businesses find recycling solutions

Planet Ark research shows more than 40 per cent of Australians believe workplaces lack recycling options. That's in spite of roughly 7 in 10 Australians agreeing recycling at work makes them happy and improves perceptions of employer responsibility. These insights reveal recycling education for businesses is more important than ever.

In 2020, we celebrated Business Recycling's 10<sup>th</sup> anniversary by revamping the website and merging it with Recycling Near You. The newly formed 'recycling hub' is a national one-stop-shop for recycling information, whether you're at home or at work. Since the merge, the Business Recycling platform expects a further half a million visits per year. The program is made available through a grant from the NSW Government.

\$2.5 million media value 

274+ million potential cumulative reach 

419,700 pageviews 

665,000 social media reach 

FOUNDATION PARTNER



# NATIONAL RECYCLING WEEK

## Recovery – A future beyond the bin

National Recycling Week 2020 delivered a successful campaign in a challenging year. The theme 'Recovery – A future beyond the bin' built off the idea that we were all in need of a bit of recovery. That could mean environmental recovery, resource recovery, economic recovery and even emotional recovery!

Managing our natural resources well is an important part of the fight against climate change. To build a future 'beyond the bin' everyone needs to play their part. As many workplace and community events couldn't go ahead due to restrictions on gatherings, we produced a range of engaging online content including webinars, a workplace trivia package and a suite of new resources for councils. School engagement numbers were higher than previous years, as were workplace and council engagement as a result of our online offerings.



**1,200 registered workplace and community activities**



**265,000+ students participated – up 45% YOY**



**320+ attendees at workplace and community webinars hosted with APCO and Coca-Cola Australia**

MAJOR SPONSOR



ASSOCIATE SPONSORS



SUPPORTING SPONSORS





# CARTRIDGES 4 PLANET ARK

## Closing the recycling loop on printer cartridges

In 2020, Cartridges 4 Planet Ark celebrated its 17th year of operation and an amazing 47 million cartridges recycled since its inception.

With the support of our participating manufacturers, taking responsibility for the recycling of their printer cartridges, and resource recovery partner Close the Loop, the program proudly continues to be certified zero waste to landfill. A new Original Equipment Manufacturer (OEM), Cartridge World, was welcomed to the program in 2020. The printer services company offers retail collections as well as recycling their own cartridges through the program.

Education was a key focus of 2020 with an animation highlighting the environmental benefits of printer cartridge recycling reaching more than 81,000 people through Planet Ark's social media platforms. Layne Beachley, ambassador of the program, author and eight times world champion surfer, generously provided the voiceover for the animation. Layne has been helping us educate the Australian public on the importance of recycling for eight years.

47 million printer cartridges recycled since 2003 

2.9 million recycled in the past 12 months 

120,000 tonnes of waste diverted from landfill since 2003 

FULL PARTNER    

WORKPLACE PARTNER  RETAIL PARTNER 

RESOURCE RECOVERY PARTNER  Close the Loop



## AUSTRALASIAN RECYCLING LABEL and the PACKAGING RECYCLABILITY EVALUATION PORTAL

PARTNERS  

### The only evidence-based recycling label

 23 million media reach for 'Check It! Before You Chuck It' campaign

 2.2 million reached through social media

 85,000 students participated in an ARL lesson plan

 40 million cumulative reach in out of home advertising

In 2020, Planet Ark continued our work with the Australian Packaging Covenant Organisation (APCO) and PREP Design to educate Australians about the Australasian Recycling Label (ARL). The label passed a major milestone with it now appearing on a quarter of products on the shelves. It also received international recognition as a benchmark for recycling labels in a report by the UN Environment Programme and Consumers International.

The highly successful 'Check It! Before You Chuck It' campaign launched in October to build awareness of the label and encourage Australians to look for it before they dispose of their packaging. The advertising campaign used an array of mediums to reach Australians including community service announcements on television, social media and posters on the exterior and interior of trains.



## MAKE IT AUSTRALIAN RECYCLED


### Planet Ark Paper is now *Unwrapped!*

In 2020, Planet Ark Paper Unwrapped was the key focus for the Make It Australian Recycled campaign. It launched in September just ahead of National Recycling Week as the first and only 100% recycled copy paper in Australia that has no ream wrappers. Planet Ark staff and Planet Ark Paper customers spurred on this product innovation, which provides the market with an environmentally responsible copy paper product that creates less waste than its counterparts.

By removing the ream wrappers and changing the box to a fold-down carton, we have reduced the overall packaging of the product. It also features the Australasian Recycling Label to help consumers correctly dispose of each piece of packaging. The artwork in the new design was made by artist James Gulliver Hancock, a brilliant illustrator who created engaging graphics that highlight additional positive environmental actions customers can take to reduce their environmental footprint.

### Planet Ark Paper highlights:

1,302 tonnes of Planet Ark Paper sold in 2020 

3,715 tonnes of greenhouse gas emissions offset through the National Carbon Offset Standard 

1,537 tonnes of local office waste-paper recycled, which would otherwise be diverted to local landfill or exported (equivalent to 4,514 tonnes of CO<sub>2</sub> landfill emissions saved) 

PARTNER 

# SUPPORTING LOW CARBON LIFESTYLES

Planet Ark helps Australians take positive actions to reduce their carbon footprint. We encourage the use of materials that remove carbon from the atmosphere and make it easier to choose greener sources of energy.



# PLANET ARK POWER

## Accelerating Australia's transition to clean energy



**300 total commercial solar PV systems installed, reaching 30,000 kilowatts of capacity**



**73 solar PV systems designed for schools**



**Commenced largest urban solar power station of its kind in the world**



Planet Ark's partner and solar engineering and technology company, Planet Ark Power, continued to help businesses and schools transition to renewable energy sources in 2020. Despite it being a challenging year for rooftop solar uptake due to economic uncertainty caused by the Coronavirus pandemic, Planet Ark Power managed to close the year with 58 commercial solar PV (rooftop) systems completed and backorders for a further 23 commercial solar PV systems scheduled to be installed in the second half of 2021.

The highlight of the year was the October commencement of the IKEA eleXsys Microgrid in Adelaide, which will enable the store to be powered by 100% clean energy by 2025. The large-scale rooftop solar project will use advanced batteries and Planet Ark Power's unique technology, the eleXsys energy management system, to effectively turn the store into an urban solar power station – powering the store with clean energy and exporting surplus energy into the South Australian electricity grid to be used by the community.



# MAKE IT WOOD

## Promoting the environmental and health benefits of using responsibly sourced wood

Make It Wood aims to increase the use of responsibly sourced wood as a building material through education of its environmental and health benefits. Conferences targeting related industries such as architecture and construction are a focus of the program, which were severely impacted by the pandemic. However, in 2020, Make It Wood still presented at over 40 webinars and conferences across Australia and joined the Forest and Wood Products Association in a series of Bushfire Recovery Workshops to affected communities in Bairnsdale, Tumbarumba and Bega.

Taking the program online, a photo competition highlighting the beauty of wood received more than 450 entries from the general public. Highlights of the year include writing The Social and Health Benefits of Timber Construction Design Guide for Wood Processors and Manufacturers Association in New Zealand, providing an overview of the program to the United Nations Food and Agriculture Organisation based in Rome, and joining the judging panel for the 2020 Timber Design Awards.



**40 webinars and conferences across Australia**



**3 Bushfire Recovery Workshops in bushfire affected areas**



**18% increase in Facebook likes and followers**



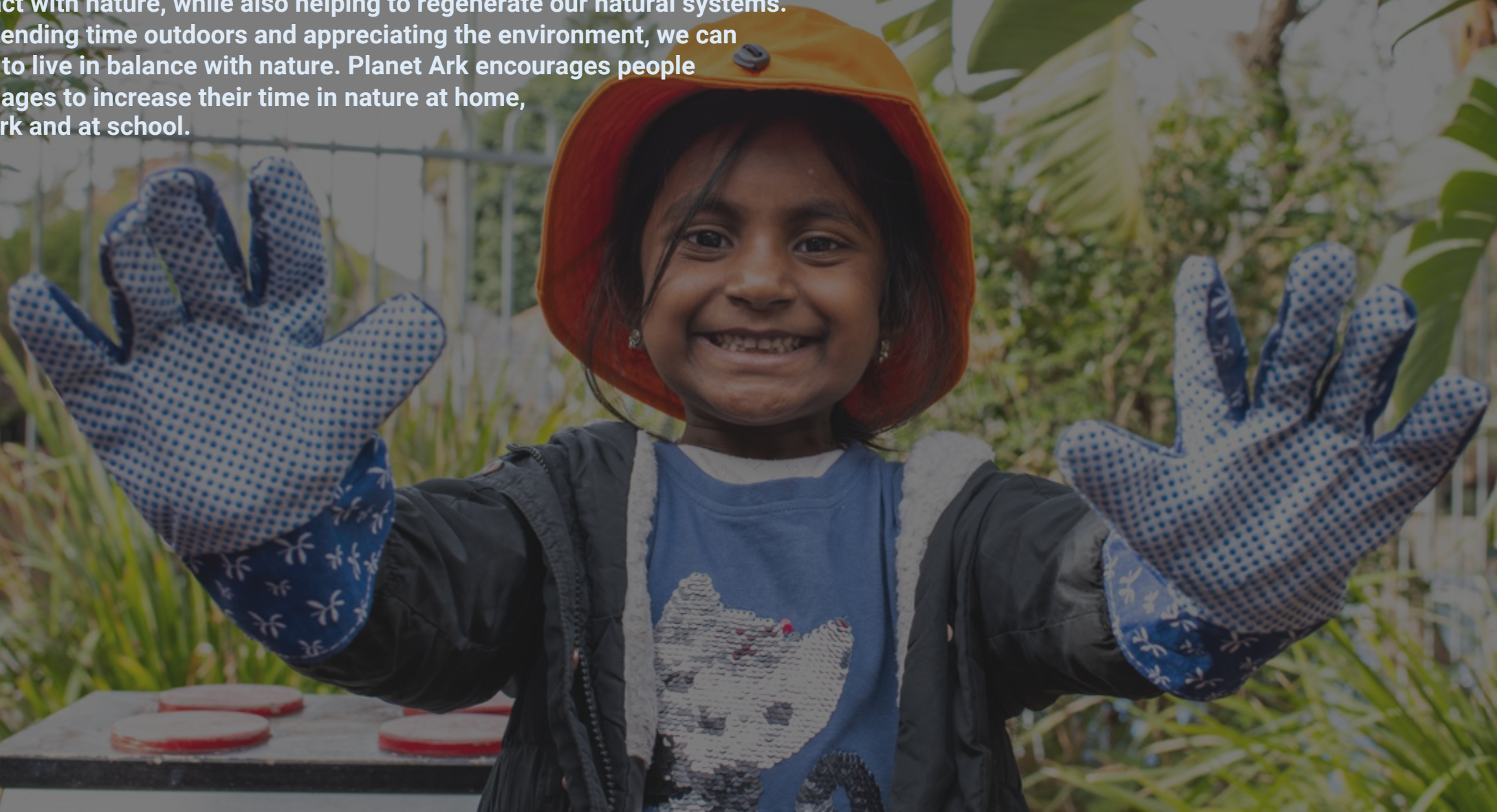
**1,320+ daily page views to the Make It Wood website – 7% YOY**

MAJOR SPONSOR



# CONNECTING PEOPLE WITH NATURE

We want Australians to enjoy the health and wellbeing benefits of regular contact with nature, while also helping to regenerate our natural systems. By spending time outdoors and appreciating the environment, we can learn to live in balance with nature. Planet Ark encourages people of all ages to increase their time in nature at home, at work and at school.



# NATIONAL TREE DAY

## Regenerating: our land, our people, our future

Australia has been faced with two life and land altering events in the past year – the horrific summer bushfires of 2019/20, followed soon after by the Coronavirus pandemic. Uncertainty around restrictions on public gatherings lead us to make the difficult decision to cancel all planting events and instead encourage people to plant a tree at home.

In consideration of the mental wellbeing of Australians in various levels of lockdown, we focused our attention on inspiring our community to connect with nature by hugging a tree and posting a photo of it on social media using the hashtag #HugATreeforNTD. We also held a drawing competition for under 18s, with the three winning designs being printed on limited edition T-shirts through Humiform.

This year's Tree Report, *'Regeneration: for our land, our people and our future'*, draws on scientific research and expert opinion in order to share knowledge and provide practical tips for personal and environmental regeneration.

 970,000 students reached

 4,000 views of the research report

 181,000 website visits

 12,850 downloads of the lesson plan

MAJOR SPONSOR 

CATEGORY PARTNER 





# THE SEEDLING BANK

## Helping communities restore our unique landscape

The National Tree Day program has seen Australian communities plant more than 26 million trees since 1996. These trees have been supplied through fundraising and campaigning at a local level, which can sometimes be an obstacle for volunteers looking to participate in National Tree Day activities.

Our aim is to further support Australian communities with their planting efforts by providing financial support where seedlings are needed most. To do this, we established The Seedling Bank program.

After a successful trial in 2019, the program was rolled out in full scale in 2020. The central goal of the program is to supply native seedlings to schools and community groups around Australia. Financial grants are awarded directly to successful applicants to get seedlings in the ground and help restore our unique Australian landscape. The program is funded through corporate sponsorship, public donations and grant funding.

4,300+ trees planted to date in NSW, Qld, NT, SA and WA 

54 community groups around Australia supported with grants 

FOUNDING PARTNER



# COMMITTEES AND EVENTS

## COMMITTEES

Every year Planet Ark staff are involved in a number of committees covering a broad range of environmental issues, from waste management to recycling education. 2020 was no different with Planet Ark staff contributing expert advice to a variety of committees throughout the year.

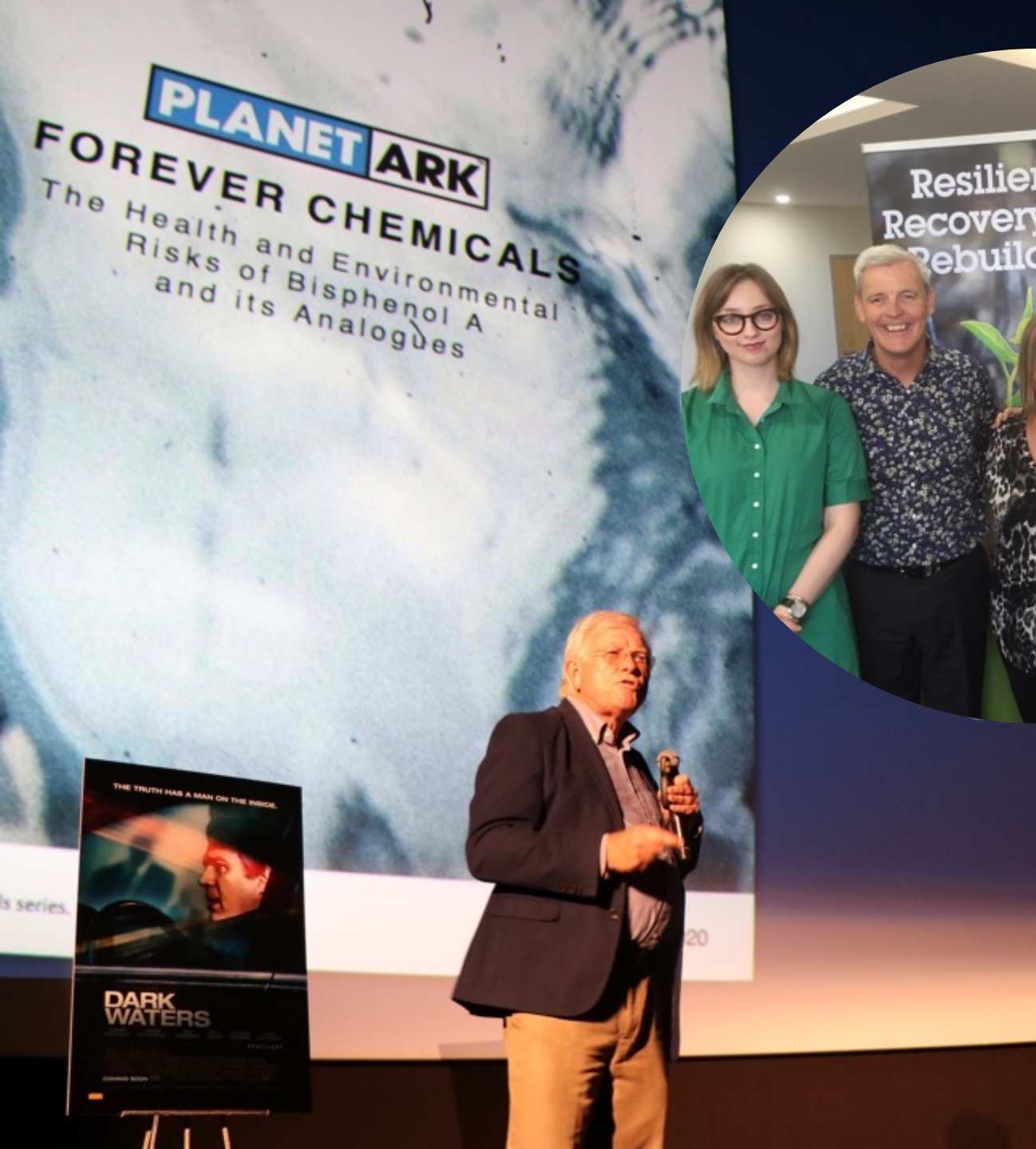
Planet Ark's CEO, Paul Klymenko, participated as a panellist at a number of events and workshops including *The Future of Reusable Packaging*, the *Australian, New Zealand and Pacific Island Plastics Pact (ANZPAC) Insights Workshop*, and Good Environmental Choice Australia's *Innovations For A Circular Economy: The Power of Waste*. Paul was also a committee member of the *Australian Packaging Covenant Organisation (APCO) Collective Action Group*.

Head of Circular Programs, Ryan Collins, and Recycling Campaigns Manager, Alejandra Laclette, are members of the ongoing *Australasian Recycling Label (ARL) Marketing Advisory Committee* – a forum comprised of experts in brand development, behavioural change, waste management and consumer education which aims to provide support and advice around ARL community education. In 2020, Ryan was also a member of the *APCO Systems & Education Working Group*, which aims to support and advise on the delivery of APCO's Priority Projects covering recycled content labelling, the national consumer education campaign, industry education, better business-to-business packaging and regional and remote waste collection opportunities.

Chief Scientific Advisor, Professor Roy Tasker, represents Planet Ark on *Resilient Blue Mountains* – a community-led initiative to build community resilience against the impacts of climate change. The committee is working with local council to facilitate volunteer groups to develop projects in local food production and waste, and exploring opportunities for local employment and solar energy urban microgrids.



Planet Ark staff cleaning up Gough Whitlam Park in Sydney for Clean Up Australia Day



While events were largely cancelled or heavily restricted due to the Coronavirus pandemic, Planet Ark staff were still able to attend a number of events throughout the year. In February, before the pandemic had reached Australia, Planet Ark's Chief Scientific Advisor, Professor Roy Tasker, presented to journalists on the risks of chemicals in our environment at the Sydney media screening of *Dark Waters* (pictured left).

Other highlights include Make it Wood Campaign Manager, David Rowlinson, participating in Bushfire Recovery Workshops for communities affected by the devastating 2019/20 bushfire crisis (pictured above). And, of course, the launch of The Australian Circular Economy Hub at The Sydney Opera House, which featured a panel discussion from industry experts on the opportunities the circular economy offers Australian businesses (more information on p.17).

As the global community went into lockdown, online participation went up. Planet Ark staff hosted and participated in numerous webinars throughout the year designed for a variety of audiences, from the general public to government and business.

A highlight of the year was a community-focused webinar, *Containers to Cash*, run during National Recycling Week. The free webinar was hosted by General Assembly and co-created with National Recycling Week's Major Sponsor Coca-Cola Australia. It provided not-for-profits and community groups information on how to utilise Container Deposit Schemes (CDS) to raise funds. Featuring an experienced panel, it included advice and discussion on the best ways to maximise earning potential, as well as industry experience shared from Coca-Cola Amatil's Head of CDS Implementation and Packaging Sustainability, Jeff Maguire.

**Paul Klymenko** – CEO  
**Rebecca Gilling** – Deputy CEO  
**Claire Bell** – Recycling  
 Campaigns Manager: Cartridges  
 4 Planet Ark | National  
 Recycling Week  
**Ian Bridges** – Chief  
 Information Officer  
**Sam Carey** – Partnerships  
 Manager  
**Laura Chalk** – Social  
 Media Communications  
**Sarah Chaplin** – Campaigns  
 Coordinator  
**Ryan Collins** – Head of Circular  
 Economy Programs  
**Adam Culley** – Head of  
 Partnerships  
**Jamie Davis** – Circular Economy  
 Hub Technical Lead  
**Harry Day** – Digital  
 Media Producer  
**Scott Dickson** – CFO and  
 Company Secretary  
**Tati Guedes** – Partnerships  
 Associate  
**Simone Horder** – National  
 Tree Day Manager  
**Jane Horvath** – Information  
 Centre Support Officer  
**Lucy Jones** – Communications  
 Coordinator  
**Ellice Kelly** – Information Centre  
 Support Officer  
**Mitchell Kirsch** – Information  
 Centre Support Officer

**Alejandra Laclette** – Recycling  
 Campaigns Manager: Recycling  
 Label | Business Recycling  
**Nell Macdonald** – Australian  
 Circular Economy Hub Manager  
**Tom Mann** – Information Centre  
 Support Officer  
**Keith Maxwell** – Contracts  
 Manager and Digital Asset  
 Management  
**Karen McGregor** – Accountant  
**Jennifer McMillan** – Campaign  
 Communications  
**Marty Middlebrook** – Head of  
 Operations  
**Steve Morriss** – Head of Circular  
 Economy Development  
**Dr. Sean O'Malley** – Head of  
 Research  
**Rachael Ridley** – Partnerships  
 Communications  
**Luisa Rodrigues** – Project  
 Manager: Circular Economy  
 Marketplace  
**Maddie Ross** – Events and  
 Administration Coordinator  
**David Rowlinson** – Make It Wood  
 Campaign Manager  
**Luke Symes** – Web Developer  
**Liam Taylor** – Communications  
 Manager  
**Prof. Roy Tasker** – Chief  
 Scientific Advisor  
**Steve Walpole** – National  
 Partnerships Manager:  
 Renewable Energy

## OUR PEOPLE – STAFF



# OUR PEOPLE – BOARD OF DIRECTORS



**Michael Coleman**  
**Chairman**

Michael is a Company Director and consultant. He holds Bachelor and Master's Degrees in Commerce from UNSW. He is a Fellow of the Institute of Chartered Accountants in Australia and a Fellow of the Australian Institute of Company Directors.

Michael is the Independent Chairman and Non-executive Director of BINGO Industries; Non-executive Director and Chairman of the Audit Committee of Macquarie Group Limited; member of the Audit Committee of the Reserve Bank of Australia; Chairman of the Federal Government's Financial Reporting Council; Chair of the Reporting Committee of the Australian Institute of Company Directors (AICD); Divisional Councillor for the AICD's NSW Division; Adjunct Professor at the Australian School of Business, UNSW; Chair of the Advisory Board of the Centre for Accounting and Assurance Services Research, UNSW; Director/Treasurer of Osteoporosis Australia and Director of the Belvoir Street Theatre Foundation.



**Paul Klymenko**  
**Chief Executive Officer and Executive Director**

Paul has worked in the environmental field for more than 30 years as an environmental innovator, educator and socially responsible investor. Paul was one of the original co-founders of Planet Ark in 1992 and has been a Director ever since. He was appointed CEO in 2010.

Paul spent eleven years in the financial services industry in a range of research and advising roles. He is a member of the Australian Institute of Company Directors and sits on numerous government and industry committees.

In 1986, Paul co-founded Australian Ethical Investment Limited, which is Australia's first socially responsible investment manager with now more than \$5 Billion under management. In 1990 he also co-founded Australia's first environmental retailer, The Cleanhouse Effect.



**Dr Lyndell Fraser**  
**Deputy-Chair and Non-Executive Director**

Lyndell is a senior executive and CEO and non-executive director with appointments in the education, insurance and banking sectors.

Lyndell has been undertaking research into the importance of education for addressing the changing nature of work and issues of lifetime learning, with particular reference to mature learners and implications for employers, educators, government and the professions.



**David Burt**  
**Non-Executive Director**

David is an experienced strategy and commercial advisor who currently works at the University of New South Wales. David has worked at the CSIRO helping some of Australia's best research teams take their science and technologies from the laboratory into real world outcomes.

Prior to this he worked in Corporate Strategy for CSIRO, Business Development for KPMG and taught strategy, innovation and entrepreneurship at the University of Sydney.



**Dr Andrew Johnson**  
**Non-Executive Director**

Andrew was appointed Director and CEO of the Bureau of Meteorology in 2016. For nearly a decade he was a member of the CSIRO Executive Team where he led the organisation's water, land, atmospheric, marine, biodiversity and urban research.

Andrew is a Councillor of the Queensland Futures Institute and a member of the Scientific Advisory Board of the Australian Agricultural Company.



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

Howard is an experienced marketing research professional specializing in innovations, brands and communications. After working in the UK, New Zealand and Australia and finding research was too often 'average' and not actionable, Howard founded Pollinate, a strategic research consultancy. He is also a founding director of leading advocacy agency Social Soup. A sought-after public speaker and expert facilitator, he revels in enthusing a crowd and running co-creation workshops to create breakthrough change.



**Gillian Turner**  
**Non-Executive Director**

Gillian is an experienced company director, chair and CEO with a strong international commercial background. Her career has spanned the private and public sector and included financial and professional services, technology commercialisation, fast-moving consumer goods, health and education.

Gillian holds law degrees from Sydney and Harvard Universities, is qualified as a counsellor and psychotherapist, and is a Fellow of the Australian Institute of Company Directors. Since 2005 she has worked professionally as an executive coach and mentor.



**Phillip Vernon**  
**Non-Executive Director**

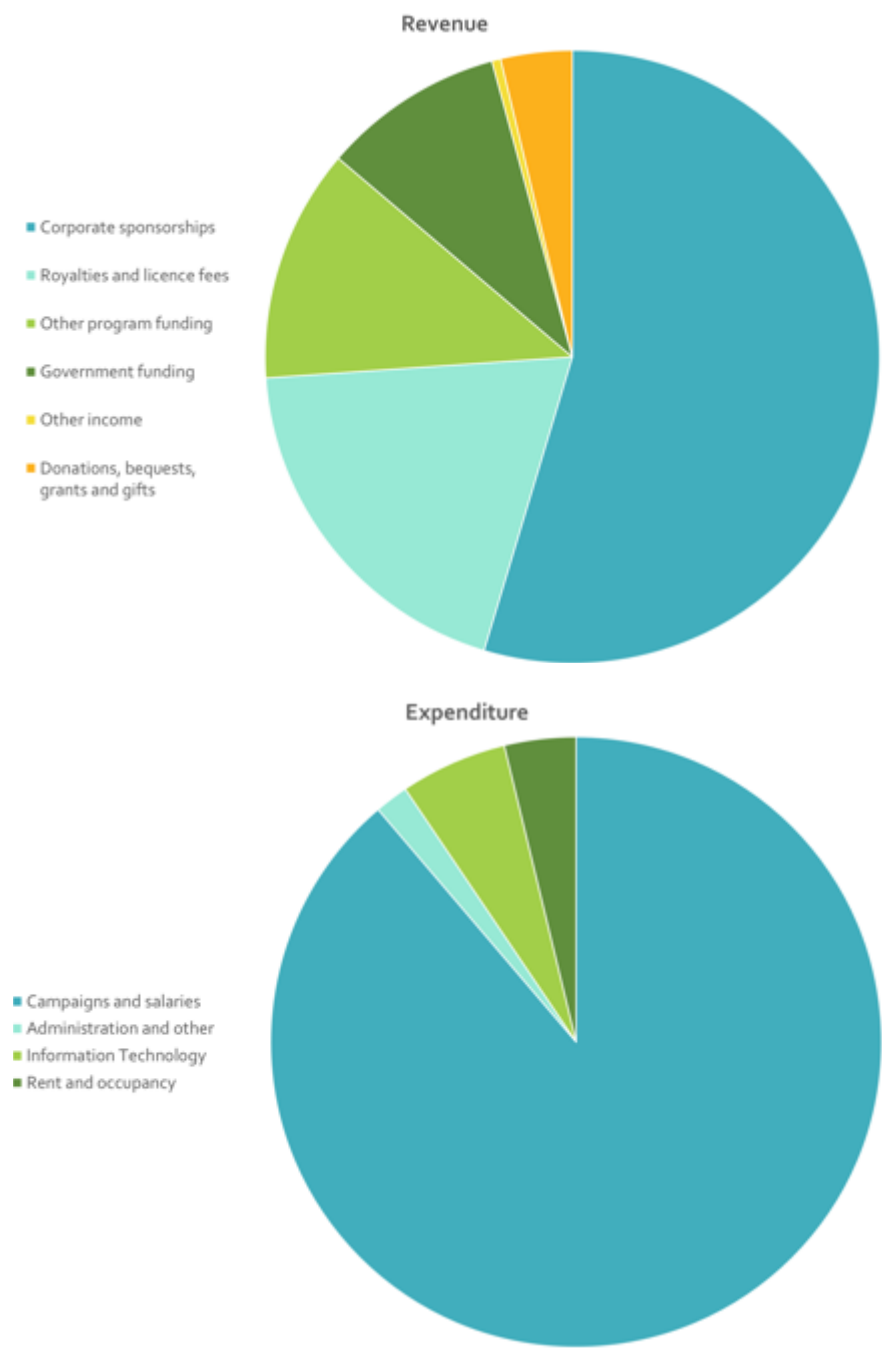
Phillip is Managing Director of Australian Ethical Investment Australia's leading ethical superannuation and investment company and has more than 30 years experience in financial services. He is also a Director of industry association The Responsible Investment Association of Australia and is Chairman of Beyond Zero Emissions, a climate change think tank.

Phillip is a Fellow of the Australian Society of Certified Practising Accountants and of the Australian Institute of Company Directors.

# FINANICAL SUMMARY

Summary statement of comprehensive income financial year ending June 30th 2020

Annual Review	2020	2019
<strong>Revenue</strong>		
Corporate sponsorships	\$1,868,043	\$1,948,528
Royalties and licence fees	\$658,311	\$637,847
Government funding	\$421,000	\$130,000
Other program funding	\$326,811	\$413,626
Other income	\$15,923	\$13,661
Donations, bequests, grants and gifts	\$128,405	\$24,732
<strong>Total</strong>	<strong>\$3,418,493</strong>	<strong>\$3,168,394</strong>
<strong>Expenditure</strong>		
Campaigns and salaries	\$3,046,569	\$2,781,858
Administration and other	\$60,945	\$54,676
Information Technology	\$194,265	\$183,551
Rent and occupancy	\$129,905	\$127,656
<strong>Total</strong>	<strong>\$3,302,259</strong>	<strong>\$3,147,741</strong>
<strong>Surplus/Deficit</strong>	<strong>\$116,234</strong>	<strong>\$20,653</strong>





## CONTACT US

Suite 1802, Level 18,  
323 Castlereagh Street, Haymarket 2000

Phone: +61 2 8484 7200  
Email: [enquiries@planetark.org](mailto:enquiries@planetark.org)

## FOLLOW US

