

CLIMATE COUNCIL

Annual Report
2016-17



Thank you for supporting the Climate Council.

The Climate Council is an independent, crowd-funded organisation providing quality information on climate change to the Australian public.

Published by the Climate Council of Australia Limited

ISBN: 978-1-925573-34-3 (print)
978-1-925573-35-0 (web)

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Thank You for Your Support

Built into the DNA of the Climate Council is groundswell community support from our passionate and engaged networks. Thank you for powering climate communications in Australia. Your support has been the backbone of creating a movement for climate action.

From the beginning, we've been up against a tough and well resourced opposition. However, with your support, we've been changing the narrative and ensuring

Australians are equipped with the best information on climate change and solutions. Whether it's speaking out about extreme weather, tackling misinformation on Australia's energy future or discussing the benefits of renewable energy, we've been having conversations that matter - both on a national and individual scale.

We look forward to the many opportunities and challenges that await us in the new year as we continue to turn up the dial on climate change in Australia.

Images (clockwise from left): assessing damage from the Tassie bushfires one year on; conducting media training; coral bleaching report launch; CEO Amanda McKenzie presenting; the CPP visits Bega.





Gerry Hueston
Climate Council Chair

A Message from

Climate Council Chair Gerry Hueston

It's easy to get swept up in the moment. Often as a society we're so busy jumping from one activity to the next, that we rarely take a moment to pause and reflect. I always find the chance to stop and think about the challenges and successes of the previous year to be incredibly beneficial. It hones our thinking, provides an opportunity to celebrate the wins, and the occasion to double down on new targets.

This past year we've experienced the intensifying impacts of climate change. We've seen the second consecutive year of coral bleaching on the Great Barrier Reef and the return of the Angry Summer with record-breaking heat especially in the east of the nation. We've also seen the influence of climate change on intense rainfall, flooding and tropical cyclones, such as the devastation caused by Cyclone Debbie. On the flip side, we've seen record levels of solar usage, the price of renewables drop dramatically and storage options take huge leaps. Energy is the centre of the national discourse.

These events have formed the basis of much of the Climate Council's proactive and reactive work, providing up-to-date and relevant information for the Australian public, in world-class reports, media moments and cut-through digital content. The Council continues to create new platforms to share our work and reach new audiences, ensuring that as many people as possible can access our resources.

With increasing levels of competing information in a 'post-truth' world, it remains vital that Australians have access to a fully independent source of information on climate change. The Council fills this role, not only in educating the public on climate change, but also moving the public discourse forward to solutions. Importantly, the Climate Council's work also brings hope for our future. This is not a misplaced hope based on unrealistic optimism, but is grounded in the solutions we see are already succeeding.

Watching the Climate Council bound from strength to strength has been a delight. It's wonderful to continue to work with such an impactful and high achieving team. I'd like to thank my fellow Directors, the Climate Councillors, staff, volunteers, expert reviewers and members for their dedication and commitment. I'd particularly like to thank Climate Council CEO, Amanda McKenzie, for her leadership of and vision for the team. On behalf of the Board, I am proud to present the Climate Council's 2016-2017 Annual Report.



Image: Climate Council Chief Councillor Tim Flannery and Climate Council CEO Amanda McKenzie.

A Message from the CEO and Chief Councillor

One of the privileges of our role is the chance to speak to people from all walks of life across Australia. From farmers doing it tough in rural Victoria, to tourism operators in Northern Queensland, to health professionals in the inner city, the message we keep hearing is the same - thank you for making visible the impacts of climate change we see everyday and for promoting real, tangible, localised solutions.

Our community is what powers us. From the very start, when we received overwhelming support from the public in what turned out to be Australia's largest ever crowd-funding campaign, until now - our movement keeps growing. Together, in the almost four years that have followed, we've been able to achieve a huge amount. We've shifted the public discourse away from a false debate on the science behind climate change by consistently highlighting the links between climate change and extreme weather. We've demonstrated that there is an inevitable transition to renewable energy underway. And we've highlighted the groundswell of public support for this transition.

We know that to change public opinion people must hear clear messages from loud and trusted voices over, and over again. We have seen the outcome of this work with support for climate action at its highest level since 2008 (Galaxy Poll 2016). Moreover, 57% of Australians consider climate change a “critical threat” – third, only behind international terrorism and North Korea’s nuclear program. And 81% of Australians want the government to concentrate on renewable sources of energy even if that means investing more to shore up and modernise infrastructure (Lowy Institute 2017). We’ve clearly come a long way!

To achieve these outcomes, we’ve written 84 publications, reached hundreds of millions of people through the media and worked alongside scientists, firefighters, health professionals, teachers, local governments and planners to make sure that climate change is front and centre.

The Climate Council has gone from strength-to-strength since inception, as we have increased the scale and scope of activities we carry out. One new national initiative we have launched is the Cities Power Partnership. The CPP aims to engage with towns and cities across Australia and incentivise them to increase renewable energy and energy efficiency, improve transport and engage in advocacy.

The Climate Council has kept up the drumbeat on extreme weather, continuing to drive home the impacts of climate change on a local scale, through a range of hard-hitting reports, media items and digital content.

Over the past year, we’ve had a particular focus on the unprecedented back-to-back coral bleaching taking place on the Great Barrier Reef. Our work has included a series of reports, original video content, a newspaper advertisement, two journalist trips and engaging with local tourism operators.

We’ve also consistently demonstrated that renewable energy can power Australia. We’ve created a suite of videos demonstrating the potential of large-scale solar and captured the public imagination about the potential of large-scale renewables in Australia. The message that renewable energy can bring jobs and opportunity to Australia is gaining traction and we’re starting to change the narrative.

As debate about Australia’s energy future has reached new heights of furore, the Climate Council has consistently intervened to fact check and ensure these debates are based on the best science available. This has led us to stage significant interventions following the blackouts caused by the South Australian storms, the debate about the so-called, ‘clean-coal’ and the role of gas in Australia’s energy mix.

This debate is one that is not going away. We have a carefully designed package of work to continue to speak into this debate and create change. As our team continues to grow, we have increased capacity to implement new strategies and projects for maximum impact.

This report provides an update on the Climate Council’s important work, and the impact we’ve had since last year’s annual report was written. We look forward to working with you over the coming years to increase that impact and ensure our work enables us to move the public narrative to enable sufficient action on climate change in Australia and throughout the world.

Thanks for being part of the Climate Council.

Tim Flannery
Chief Councillor

Amanda McKenzie
CEO

Impact Summary

The Climate Council has built a reputation as a trusted and go-to authority on climate change throughout Australia and the world. This reputation has enabled us to secure more than 28,000 media items on climate change, worth more than \$80 million in ad coverage.

The Climate Council is the number one organisation communicating on climate nationally, with more media mentions than the next four organisations combined. Our messages are also reaching more people than ever through our digital platforms. For

example, we reach over 7.5 million people each month via social media, helping us influence and educate new audiences. That means that many, many people have heard from us many, many times, which is exactly how public opinion is transformed.

The Climate Council's use of a wide-range of trusted voices to communicate a resonant message consistently, repeatedly and loudly, has been a cornerstone in helping to shift public opinion to this scale. For example, a recent Lowy Institute Poll found that 88% of Australians see fossil fuels as being in decline and want investment in alternative sources of energy.

Solar power cheaper than fossil fuels in most capital cities: Climate Council

Climate Council Decries Massive Adani Mine As The Great Barrier Reef Perishes

Clean coal won't cut it, on costs or emissions, says Climate Council

Gas to cause power bill hike: Climate Council

Not the fault of renewables. The Climate Council says climate change is driving extreme storms like in SA

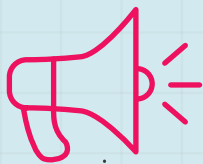
Climate change to blame for extreme summer weather: Climate Council report

Climate Council: climate, health and economics are against Carmichael mine

Climate Council warns Queensland will be hard hit by violent storms as the earth warms up

Heatwaves to be hotter, longer and more frequent, climate change report says

IMPACT SNAPSHOT



OVER
\$80M

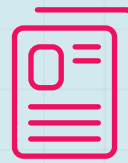
IN MEDIA COVERAGE



CONSISTENTLY THE
#1

ORGANISATION

COMMUNICATING ON
CLIMATE CHANGE
NATIONALLY



OVER
28,000

MEDIA ITEMS



CUMULATIVELY
REACHED MORE THAN

360M

READERS, VIEWERS

& LISTENERS



3 CONSISTENTLY HAVING
OF THE TOP 5

SPOKESPEOPLE

COMMUNICATING ON
CLIMATE CHANGE

Research Publications

In just under four years the Climate Council has released 84 publications. In the past year alone, we have released 24 reports, factsheets and briefing papers - that's the equivalent of one publication almost every fortnight, totaling over 196,000 words! This work creates a resounding drumbeat of information in the community and the national political discourse pushing the dial towards greater awareness and action.

With the Australian public clamouring for independent, credible information on climate change and its solutions, the Climate Council fulfils a key role in providing this information. The success of our reports is based on their ability to distil complex climate science, economics and energy policy to understandable and relatable content for everyday Australians. This dispels the myth that climate science and climate action only belongs to the realms of policy makers and scientists, but makes it an issue for the general public.

The Climate Council's reports are the backbone of our media success and provide the basis of much of our traditional and social media content. Moreover, our reports are also used by a range of influential stakeholders as an authoritative and trusted source. From emergency services and health professionals, to schools and universities incorporating our resources into their curriculum, to briefing politicians and informing government policy, our reports are resources that are referred back to again and again.

Our reports have informed government and agency policies, emergency services planning, educational resources, are used by politicians in parliament, and as the basis of other campaigns organised by the environmental movement. This is testament to our reports' ability to be accessed by, and resonate with, a wide range of stakeholders. Our reports are therefore critical in moving the debate forward and shifting the discourse on climate change in Australia.

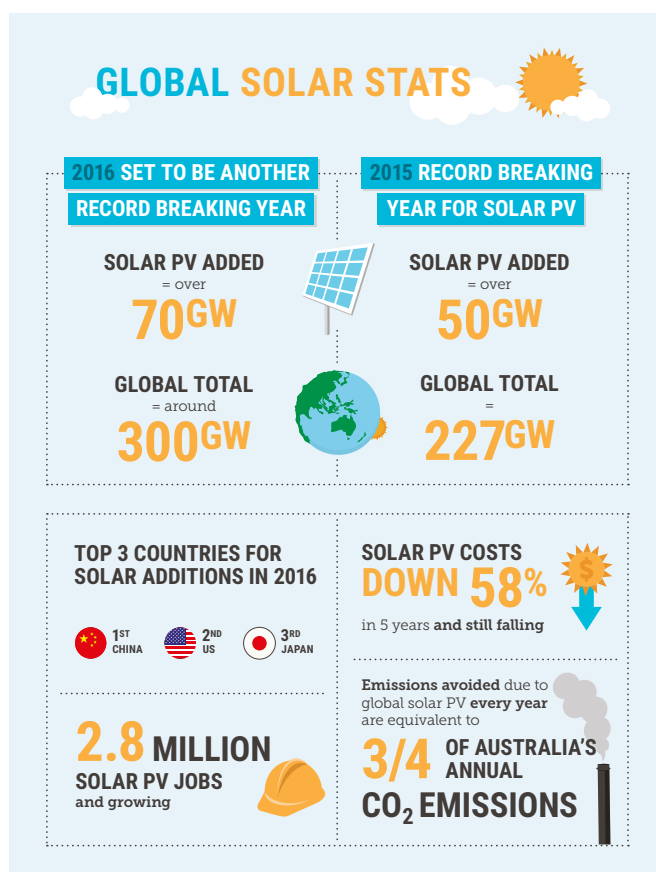
We pride ourselves on the accuracy of all our publications. All our reports are peer reviewed to ensure this. Out of all our reports to date, there has never been a major mistake. We would like to thank all our expert reviewers for their help in achieving this result.



The Climate Council's reports focus on the four key themes/areas – climate change, extreme weather, renewable energy and international action.

Featured Report

State of Solar 2016: Globally and in Australia



In February 2017, the Climate Council released a major report, "State of Solar 2016: Globally and in Australia." This report highlighted that solar power is surging in Australia and around the world, on the back of scaled-up production and continually falling costs.

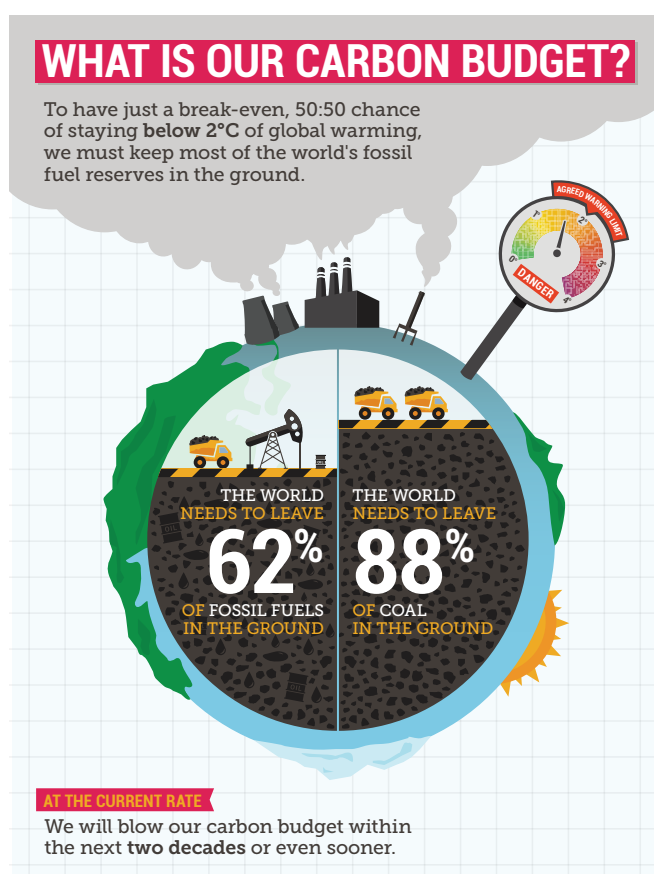
This report was part of the Climate Council's strategy to demonstrate that the renewable revolution is already underway. For example, the report found that solar costs are now so low that large, industrial-scale solar plants are providing cheaper power than new fossil and nuclear power.

These positive messages about the role of solar in Australia help provide tangible examples of the benefits of solar for business, industry and individuals. Creating a vision and understanding of the potential of solar in Australia is critical in advancing the narrative that Australia's energy can be secured by renewable power. This report has been useful in continuing to highlight the many opportunities Australia can capitalise on by transitioning to a renewable future.

Industrial-scale solar is now cheaper than new fossil fuel power.

Featured Report

Risky Business: Health, Climate and Economic Risks of the Carmichael Coalmine



In May 2017, the Climate Council released a new report, "Risky Business: Health, Climate and Economic Risks of the Carmichael Coalmine."

This report was released in response to proposed plans to build the Carmichael Coalmine at Abbot Point. The proposed mine poses serious risks to the environment, public health and Northern Queensland tourism and is fundamentally at odds with Australia's commitment to tackling climate change.

While many groups have been campaigning against the proposed Adani coal mine, the Climate Council's involvement brought a unique angle. By providing the research and science behind the proposed mine, we demonstrated that the mine would be emitting more than 1.3 times Australia's current annual pollution levels from all sources. These facts have helped power the advocacy campaigns of many other environmental organisations and equip them with the facts.

Media Coverage

The Climate Council has told the many-sided story of climate change in the media more than 28,000 times - clear evidence that our stories and messages are being heard and reaching more people than ever. These stories are worth more than \$80 million in ad coverage, representing a substantial return on investment.

Throughout the 2016-17 financial year, the Climate Council remained the number one organisation communicating on climate nationally with more media mentions than the next four organisations combined. So far our messages have reached a cumulative audience of over 360 million people. This shows we are reaching individual Australians on multiple occasions, as well as finding new audiences both here and abroad.

The way to change public opinion is by repeating the same message, as many times as possible, in as many ways as possible, to as many different people as possible. And we're doing exactly that! As more people hear from us, in different places, and in different ways, we're able to socialise stories about climate impacts and solutions, changing public opinion one person at a time.



CASE STUDY ONE



In the lead up to the start of the bushfire season, the Climate Council published state-based bushfire reports for NSW, Victoria and the ACT. These reports highlighted the role climate change is playing in increasing bushfire risk with annual bushfire costs projected to double by 2050.

This localised content was a real hit for regional and rural media as it enabled them to contextualise the risks and provide relevant examples for their communities. Together, these reports resulted in more than 300 media mentions.

Image: Climate Councilors Prof Tim Flannery and Prof Will Steffen launching our "Climate Change and the Victorian Bushfire Report". TV coverage was achieved across Prime7, Channel 7, Channel 10, SBS and WIN News.

CASE STUDY TWO

Over the past year, the Council has experimented with different models to attract media. One of the strategies we have used to increase media content production is to host two media trips to the Great Barrier Reef. The purpose of these trips was (1) for journalists to see the bleaching first hand; (2) provide detailed expert commentary on the bleaching; (3) provide extensive underwater and aerial video footage for a diverse range of media outlets. This reduced many of the barriers which

media outlets have for producing in-depth pieces on climate. Across the two trips we had a broad range of journalistic outlets represented including Sydney Morning Herald, the Project, ABC, the Guardian, the Courier Mail and Cosmopolitan/Woman's Day/Women's Weekly, which generated a number of high profile stories. Notably, this included long-form features in most outlets. Based on the success of these trips, this is a strategy we will continue to use in the future.

Image: Journalists from Channel 10, the Courier Mail, the Guardian and Women's weekly observe the damage to the bleached Great Barrier Reef as guests of the Climate Council.



The volume and quality of the media work of the Council is a significant achievement. For much of the past year, the Climate Council's media has been managed by one person, which is an even greater testament to the Council's training and use of persuasive spokespeople. Given the diversity of expertise and the amount of talent we can draw on, the Climate Council always has spokespeople available. This means journalists keep returning to us for comment as they know we will deliver.

The Climate Council is the number one organisation communicating on climate nationally with more media mentions than the next four organisations combined.



Image: Climate Councillor Prof Lesley Hughes on Channel Ten News speaking about the impacts of climate change on the Great Barrier Reef.



Image: Climate Councillor Greg Bourne on SBS News discussing how solar power is surging around the world.



Image: CEO Amanda McKenzie on ABC News speaking about renewables.

Digital Content

The Climate Council's social media channels have continued to grow, and provide a platform for us to reach millions of Australians each month with important information on climate change. We now have a direct online audience of over 300,000 people, who like, follow and share out content on social media. Through Facebook alone, our content has reached 82 million people this year. Our content is shared far and wide, and our engagement levels are significantly higher than other climate change charities. We've grown our platforms too, and are now reaching more people on Instagram.

As people increasingly access their news primarily through social media, developing effective platforms and content has been important to accessing audiences and influencing the debate. For instance, our video content produced in response to the September SA storms was critical in shifting public opinion. Despite media commentators across most outlets blaming renewable energy for blackouts, public polling showed that the public understood that extreme weather was to blame.

Over the past year, we have had a particular focus on growing our video capacity because it allows us to efficiently and effectively move people with our message, as well as providing an excellent vehicle for new audiences. From July 2016 to June 2017, the Climate Council has produced 22 unique videos. This has included a combination of reactive and planned video content. Through this original video content we have reached more than 26 million people.

 **233.8K**

Facebook
Community

 **38.2K**

Twitter
Followers

 **7.6 MILLION**

People reached per month
on social media.

Ramping up this area has been highly successful and by creating short, shareable content, it has helped us reach new audiences around the globe. For example, two of our videos (2016: Hottest Year on Record and Why Climate Action will trump Trump) reached the most amount of people in England. The top 3 performing video content during this time were:

- › Mad Max – exploring the solar transition in Broken Hill (see case study below)
- › Solar Smackdown – a comparison between the UK and Australia’s renewable uptake
- › Blaming the Solution – a reactive video produced in response to the South Australian storms emphasising that renewables were not to blame for the ensuing blackouts.

Other video content themes have included extreme heat, coral bleaching, renewable energy, energy sources and battery storage. The success of this format for communicating complex information has been a real strength and will be an area that we will continue to invest in.



Case Study: Solutions Series

The Climate Council identified a need to educate the Australian public on large-scale renewables, in an engaging and compelling way.

At the time of initiating the project, scoping revealed that while the Australian public understood what renewable energy is and why it's desirable, people were much more familiar with rooftop solar and small-scale wind. They were unfamiliar with large-scale renewables and skeptical of their ability to power our economy. The Climate Council aimed to address this knowledge gap, capture the public imagination on large-scale renewables and provide journalists with the footage necessary to profile industrial scale renewable energy projects in Australia.

We travelled to Broken Hill to conduct the project.

Project Objectives

- › Demonstrate it is possible to power Australia with renewable energy.
- › Demonstrate there are multiple benefits for regional Australia.

Key messages

- › Australia can be powered by renewable energy.
- › Renewable energy delivers jobs and opportunity to regional Australia.



Video Content

Three videos were produced as part of this project.

1. Mad Max, Priscilla and Two Million Sheep.

The first video in the series was a teaser, which provided a quick snapshot of the Broken Hill Solar Plant: over 600,000 solar panels shining in the desert powering tens of thousands of homes.

Total reach: 5.4 million people

2. Mining the Sun.

The second video in the series provided a more in-depth look at Broken Hill's transition from a mining town to a renewable energy powerhouse. The video included interviews with a number of colourful local characters, providing viewers with a behind-the-scenes look at life in Broken Hill.

Total reach: 1.4 million people

3. Solar Smackdown: Australia vs. UK.

The third video in the series used the sweeping drone footage captured at the Broken Hill Solar Plant to compare Australia's global large-scale solar energy production ranking (20th) with the United Kingdom's (3rd).

Total reach: 3.4 million people

Impact

The solutions video series has had incredible impact. Overall, the three videos have reached an audience of 10.2 million people.

This is a huge result - equivalent to half of all adults in Australia having viewed the content.

The video series has also generated media coverage, featuring in a page 2 article in the Broken Hill newspaper, the Barrier Daily Truth and in the Huffington Post Australia. This series has had a significant impact in advancing the narrative that large-scale solar can power Australia.



Examples of the Climate Council's positive focused social media content.

Climate Council Project Review

Cities Power Partnership

The Cities Power Partnership (CPP) is the Climate Council's latest major project. The CPP seeks to celebrate and accelerate the emission reduction and clean energy successes of Australian towns and cities to date. We know that transforming the way cities use and generate energy alone has the potential to deliver 70% of the total emissions reductions needed to stay on track for the 2 degrees limit set under the Paris Agreement. It is clear that cities and towns, through local councils, play an essential role in reducing emissions and facilitating the growth of renewable energy. From booming urban centres to rural towns, every local government area has a part to play.

Climate Council research has found that there are a range of barriers that are holding back action at a local government level. These barriers include a lack of knowledge on how to implement a range of energy efficiency, renewable energy and sustainable transport projects; a lack of resources to implement these projects; and a general lack of support either from elected officials or their communities.

The Climate Council has built a comprehensive and engaging partnership program tailored to support local councils to effectively overcome these barriers. The program will facilitate local councils to: increase their renewable energy; reduce their greenhouse gas emissions and energy usage; and in taking these steps, play a role in reducing energy costs.

35 local councils from around Australia, representing more than 3 million people, and more than 200 towns and cities, have joined the CPP.

Members of the partnership commit to take five actions and are provided with a range of support and resources to help them achieve their pledges. This includes, access to a national online knowledge hub and a unique analytics tool that tracks greenhouse gas emissions, energy savings and financial savings of projects. This data will go into a shared library for all member councils to access. During the Partnership member councils can also be buddied with other local councils to knowledge share, have access to domestic and international experts, be connected with community energy groups, celebrated at a national summit and showcased across national, state and local media as well with our community of over 200,000 members and supporters.

The response from councils and our community already has been huge. Thirty five councils have already signed up for Round One with many more councils eager to sign up for Round Two after seeing the program making headlines. We've also received hundreds of emails from our community nominating their local councils to sign up to the partnership.

From Strathbogie to Shoalhaven, Canberra to Canning, we have councils and towns in every state and territory, pledging to make a change. Together, they are trailblazing the way to reduce carbon emissions and inspire further community climate action.

Image: Mayors gathering to celebrate the Cities Power Partnership.





South Australian Storms Intervention

The Climate Council's rapid mobilisation in response to severe storms and debate on renewables in South Australia dramatically changed the narrative, and course of events.

A one-in-50 year weather event hit South Australia on Wednesday 28th September, with severe thunderstorms and damaging winds exceeding 90 km/h. Hail the size of golf balls struck the state with 80,000 lightning strikes reported. The severe storm resulted in catastrophic damage to power infrastructure, including 22 transmission towers toppling, causing an unprecedented state-wide blackout with 900,000 homes and 1.7 million people losing power.

The storm was still raging when influential figures came out strongly in the media, linking the cause of the blackout to South Australia's strong reliance on renewable energy. More than 40% of South Australia's power is produced from renewable energy. These stories quickly gained traction in the media, despite a lack of factual basis.

Climate Council staff mobilised to quash the misinformation that was being pedalled and to help turn the story around.

The Climate Council identified three main objectives in our intervention:

- › Combat the misinformation surrounding the role of renewable energy in the South Australian blackouts.
- › Communicate the role of climate change in fuelling more severe extreme weather events, including storms like the one in South Australia.
- › Demonstrate the importance of transitioning Australia to be powered by renewables.

The Climate Council was involved in a number of key interventions including generating powerful social media content; briefing influential figures in the debate; backgrounding journalists for stories; providing relevant spokespeople; and engaging our supporter base.

Image: Video still from mythbusting South Australian video.



Fact Sheet and Report

On 29th September, just one day after the storms had hit, the Climate Council released a fact sheet unpacking the role of climate change in the storm and why South Australia's high penetration of renewables wasn't to blame for the blackouts. This was followed up with a report linking storms and climate change, called "Super Charged Storms in Australia: The Influence of Climate Change."

Social Content

Thirty six hours after the storm, the Climate Council released a myth busting video, "Blaming the Solution". The video helped debunk the story that renewables were to blame for the blackout. This short video had a huge impact and was a critical tool in helping to turn the narrative around. The video performed incredibly well, reaching over 3.3 million people on Facebook, including a high penetration in South Australia.

Media Coverage

Climate Council representatives were out in force in the media in the wake of the storm. In particular, Climate Councillors Will Steffen and Andrew Stock played a critical role in getting the facts out and correcting the narrative with stories across networks including ABC, Lateline, SKY, SBS, SMH and Murdoch Press.

Behind the Scenes

A key aspect of the response involved operating behind the scenes to ensure that key policy makers, influencers and Members of Parliament were equipped with the right facts, enabling them to speak out and combat the rampant misinformation. This included conducting stakeholder briefings and speaking at a South Australian Energy Roundtable.

The result was reflected in public opinion polling in the weeks and months afterwards which demonstrated that the vast majority of the public (73%) agreed that high winds bringing down transmission lines was the cause of the blackout – not renewable energy.

Image: Climate Councillor Andrew Stock on Lateline.



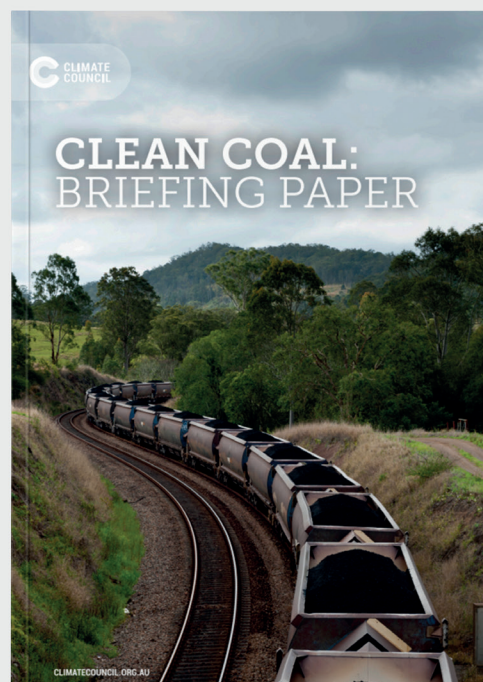
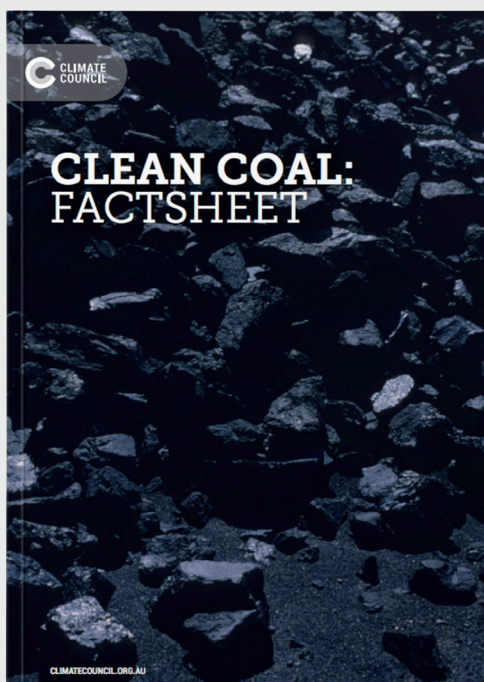
Ramping up the Energy Debate

Australia's energy future has been at the centre of the national debate in 2017 with rising energy prices, the role of gas and clean coal leading discussion. The Climate Council has been a key player with significant interventions in the media and online on clean coal, gas, storage and the falling cost of renewables. The Climate Council has been critical in combating rampant misinformation and obfuscation by vested interests. The Climate Council has intervened in the following key narrative discussions:

Clean Coal

Since February, coal advocates have aggressively made the case for "clean coal" or simply new coal - including bringing coal into Parliament, making the case to open a \$5 billion North Australia Infrastructure Fund to finance clean-coal power stations and diverting funds from clean energy to more coal.

The Climate Council produced a Clean Coal Factsheet and Clean Coal Briefing Paper demonstrating that our energy system needs overhauling in order to be clean, affordable and reliable - but that coal power doesn't meet any of these criteria. These factsheets were backed up with a strong media and online presence and have highlighted the new levels of absurdity that have been reached.



Gas

Discussions about the future of gas in Australia's energy mix have also ramped up with wide spread confusion as to the potential role of gas. Our report, "Pollution and Price: The Cost of Investing in Gas," found that investing in more gas would lock in higher electricity prices and pollution for decades to come. Moreover, gas is not sufficiently less polluting than coal to provide any climate benefit. The Council provided briefings to approximately 30 organisations (including unions, business groups and farming groups) and politicians from all sides. The briefings were important as many of the assumptions around gas have been repeated unwittingly by a variety of stakeholders.

Adani Coalmine

Despite widespread community opposition to the Adani mine, the Government is still considering financing a rail corridor to support the mine. Plans for Australia's largest coal mine to go ahead are fundamentally at odds with Australia's commitment to tackling climate change.

In response, we published a report "Risky Business: Health, Climate and Economic Risks of the Carmichael Coalmine," which was an important intervention in this debate and cut through with the facts. It showed that if the Galilee Basin mine were a country it would rank in the top 15 worst emitting nations in the world.

Moreover, the Climate Council has produced a large amount of social content and been involved in multiple media stories highlighting the climate risks of the mine proceeding. This will continue to be a priority area of work.

Image: Climate Councillors Greg Bourne, Will Steffen and Andrew Stock launching our Gas Report.



Finkel Review

In June, the much anticipated Finkel Review was released. The Finkel Review was tasked with developing a “blueprint” for the national electricity market (NEM). To help decipher the hefty 212-page document, we published an explainer, “Unpacking the Finkel Review,” created digital and social content, and were involved in a suite of relevant media opportunities. Given the size of the report, this breakdown helped to both unpack the Review and provide context to its findings.

Notably, CEO Amanda McKenzie appeared on QandA to discuss the review alongside Josh Frydenberg, Minister for the Environment and Energy, and Alan Finkel, Australia's Chief Scientist. The discussion trended over Twitter.

Image: CEO Amanda McKenzie on QandA.



Great Barrier Reef and Climate Change

The Great Barrier Reef is the biggest single living structure on Earth and one of the world's natural wonders. This year, the second back-to-back coral bleaching event occurred on the Reef, as a result of rising sea temperatures. The Climate Council built on the work we conducted last year in providing independent and accurate information on the science of coral bleaching to journalists, tourism workers, politicians and the Australian public.

This work included publishing a report on the second bleaching event, "Climate Change: A Deadly Threat to Coral Reefs," which gained international media attention, unique digital content, including videos, hosting a media trip to the reef (see details under media) and working with locals on the ground.

Significantly, our sustained work on this issue over the past 18 months has developed trust with local tourism operators, councils and farmers. Consequently, we were able to run a roundtable for tourism operators to equip them respond to this issue. Additionally, the Climate Media Centre recently travelled to Far North Queensland to conduct a week of media training with local spokespeople and meet with local journalists to generate better local media coverage. This strategy has been successful in helping to diversify the types of voices typically heard in the debate by introducing new spokespeople such as tourism operators, farmers and other influential Queenslanders.

Image: Chief Climate Councillor Prof Tim Flannery investigating coral bleaching on the Great Barrier Reef just off Port Douglas



Climate Council Community

Our community is the powerhouse of the Climate Council.

Our wonderful group of engaged and passionate supporters are the heart and soul of our organisation, without whom, we would cease to exist. From our roots as a crowd-funded organisation until today, the lion's share of our funding comes from our community givers.

However, the support of our community extends much beyond the financial. Whether it's sharing social media content and reports; emailing their local MP; volunteering; attending events; or fundraising, hundreds of thousands of community members have taken action to demonstrate their support.

These actions enable the influence of the Council to reach much further than we could ever achieve otherwise. Together we can reach into people's lounge rooms, on to the sporting fields and into offices. Thank you for helping us change the conversation.

Why do you support the Climate Council?

"I support the best available scientific research and evidence."

- Glen, Northcote, Victoria

"I support the Climate Council because I think it is necessary to have a well informed, media savvy alternative to the misinformation peddled by so many politicians and their media supporters."

- Judy, Mortdale, NSW

"Governments are short sighted, too slow and have vested interests. We need the Climate Council to keep applying pressure, raising awareness and keeping us moving forward for action on addressing climate change impacts and enabling solutions."

- Quinton, Brisbane, Queensland

"Science communication regarding climate change is important!"

- Priya, Yarraville, Victoria

"Because the Council plays a very important role in bringing technical and high level scientific knowledge to public domain by presenting it in easy to understand formats, busting myths and most importantly by providing unbiased and authoritative opinions and guidance."

- Malay, Canterbury, NSW

"We need frontline organisations who have the ability to obtain scientific information, present the information in citizen friendly ways, and disseminate this to the general public to raise awareness of climate change and the urgent actions that are required."

- Judi, Adelaide, South Australia



Fundraising Trips

Kimberley Trip

In September 2016, 16 dedicated Climate Council supporters participated in The Kimberley Expedition to raise funds for the Council. The participants sailed the breathtaking Kimberley coast for 8 days with Professor Tim Flannery, learnt about

the localised impacts of climate change in the region and were inspired to take action. Collectively, the 16 participants raised and donated over \$90,000 towards the work of the Climate Council - a huge achievement. This was achieved through a range of events including Comedy Evenings, Movie Nights and Fundraising Dinners.

Image: Our Kimberley trekkers enjoying the beauty of North West Australia.



Awards

The Climate Council's work has been recognised and celebrated as the recipient of a number of different awards. Details of these awards are listed below.



Australian Charity Awards

The Climate Council was recognised as the Winner of the Outstanding Achievement Category in 2016 for our work in launching the Climate Media Centre (CMC). The CMC is a nimble and reactive media relations hub which aims to connect journalists with a wide variety of spokespeople and case studies on climate change and to provide them with timely and relevant commentary on the issues.



Green Globe Awards

The Climate Council was a Finalist in the Climate Change Leadership Award category. This award recognised the Climate Council's leadership in demonstrably shifting the public narrative on climate change, particularly around three theme areas of extreme weather, renewable energy and international action.

Image: Climate Council staff accept the Green Globe Award as a Finalist in the Climate Change Leadership Category.



Oceans Awards

The Climate Council was Highly Commended in the section for Public Education at the International Oceans Awards. This award recognised our extensive public facing work in responding to the coral bleaching that occurred on the Great Barrier Reef.

Community Giving and Philanthropy

The Climate Council continues to rely on the community to fund our operations with more than 60% of funds donated by our community based founding friends and other supporters. The remainder is from philanthropists and foundation grants. We do not receive any direct federal or state government funding.

We are very grateful to all our donors, particularly our regular donors, who provide a stable source of income by committing to donate to our organisation every week or month. More than 4440 incredible people chose to do this in the past financial year.

As an approved deductible gift recipient, all donations made to our gift fund over \$2 are tax deductible.

It is only with the ongoing support of our community and philanthropic donors that we can continue to provide relevant and up-to-date authoritative information on climate change.

Our financial management continues to employ best practice with continued investment in robust financial and donor management systems overseen by the Finance Committee of the Board and staff. Our financial management is supported by a strategic plan and we maintain strong financial and compliance controls as well as prudent budgetary and cash management review processes on a monthly basis.

The financial information in this annual report has been extracted from the Annual Financial Report which has been audited by Thomas Davis & Co, Chartered Accountants. The auditor provided an unqualified audit report. Our accounts are general purpose financial statements that are prepared in accordance with the Australian Accounting Standards - reduced Disclosure Requirements of the AASB and the ACNC Act 2012.

We comply with the ACNC requirements in relation to disclosure of our company and financial information on an annual basis. The audited accounts and company information are available to the public on the ACNC website.

We also comply with reporting requirements of the Register of Environmental Organisations and state based fundraising licence regulators.

Finances

Income from Donors

In the 2016/17 financial year we received a total of \$3,144,623 in community and major donations from more than 12,000 supporters.

During the 2016/17 financial year, the Climate Council's number of core regular (weekly and monthly) donors grew to more than 4440 people. The average-sized regular donation is \$30.

Supporter Fundraising

The efforts of dedicated supporters are something to behold. We have also raised donations from the following two sources this financial year:

1. Fundraising Trips

Kimberley Trip with Professor Tim Flannery.

We ran another fundraising trip to the Kimberley with Professor Tim Flannery in September 2016. This trip raised just over \$90,000 across two financial years. Please see page 30 for more information on this trip.

2. Peer to Peer Fundraising

We have a number of supporters who have raised funds on our behalf this year. Peer to Peer fundraising includes events and

activities such as fun runs and challenges.

Pro-Bono Goods and Services

We aim to reduce our costs (in particular our salary and general council activity costs) as much as possible by accepting pro bono and discounted goods and services. This year we have received pro bono (or discounted cost) good and services for legal, graphic design, conference attendance, venue facilities, consulting fees, administration resources, creative resources as well as not for profit charity discounts for IT services and hardware.

Volunteers

We have a team of dedicated volunteers who generously give up their time to support our work.

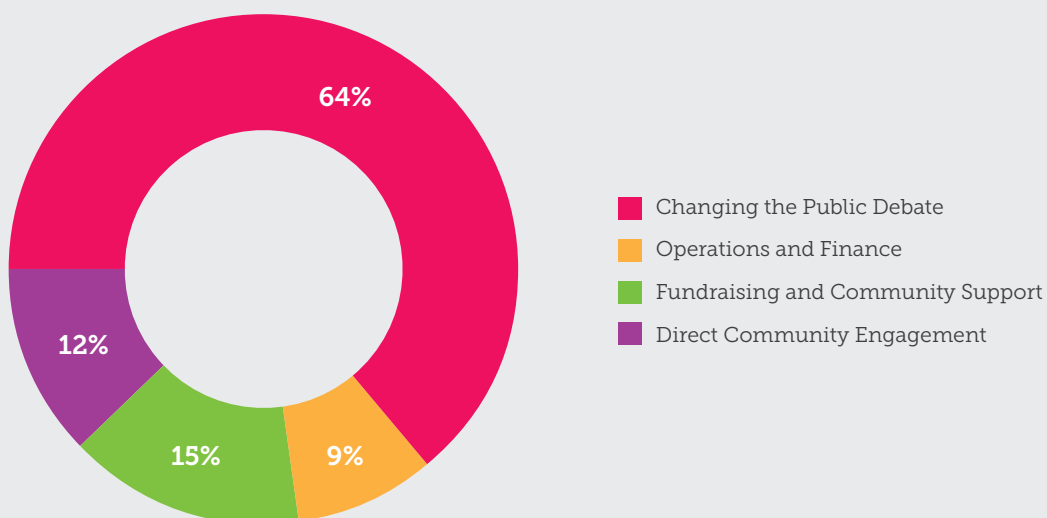
In the 2016/17 financial year we estimate that volunteers contributed \$320,000 worth of their time! We're extremely thankful for their passionate support, which greatly extends the impact and reach of our work.

Expenditure

Climate Council expenditure in 2016/17 financial year was \$2,759,446.

- › Changing the public debate (64%) – includes expenses associated with:
 - Our communications work including research, writing and delivery of world leading expert reports as well as media distribution and programs that educate the community.
 - Distribution of our information via online, digital and social media platforms.
 - Generating extensive national and international media on climate change.
 - Training media spokespeople including firefighters, farmers and renewables experts.

- › Direct Community Engagement (12%) - expenses associated with communicating with a broad range of engaged audiences including the delivery of speeches to more than 9,000 people by our CEO and the Councillors.
- › Fundraising and Community Support (15%) - expenses associated with fundraising campaigns and community management systems and support.
- › Operations and Finance (9%) - costs related to running the Climate Council legally, compliantly and efficiently. This includes operational management, accounting, audit, compliance, insurance and legal costs.



Note: Salary and wage costs are allocated to the appropriate area of expense.

Sustainability

All employees of the Climate Council work in compliance with strong principles of environmental sustainability. We aim to reduce carbon emissions and minimise our ecological impacts wherever possible.

This includes taking actions such as:

- › Minimising carbon emissions by encouraging transportation options via public transport, cycling or walking when possible.
- › Carbon offsetting all travel via a third party.
- › Making energy efficient choices for office equipment and appliances.
- › Powering our offices via green energy and battery storage.
- › Implementation of a full recycling program, the use of 100% recycled paper and being as paperless as possible.

Image: The Climate Council's Sydney office is powered entirely via solar panels and associated battery storage system.



Our Team

Councillors

The Councillors are experts in their fields, including renowned climate scientists, researchers and policy and business leaders. Our work is overseen by an independent Board and the Councillors are assisted by a small, talented team of staff and volunteers:



Professor Tim Flannery
Chief Councillor

Tim is one of the world's most prominent environmentalists and a leading writer on climate change. In 2007 he was named 'Australian of the Year'. Tim has held various academic positions including Professor at the University of Adelaide, director of the South Australian Museum in Adelaide, Principal Research Scientist at the Australian Museum and Visiting Chair in Australian Studies at Harvard University in the Department of Organismic and Evolutionary Biology. His latest book is 'Sunlight and Seaweed: An Argument for How to Feed, Power and Clean Up the World.'



Amanda McKenzie
CEO

As well as being the CEO of the Climate Council, Amanda is on the Board of the Centre for Australian Progress and Plan International Australia. In 2014, Amanda was recognised as one of Westpac's 100 Women of Influence. Previously, Amanda founded the Australian Youth Climate Coalition. Amanda currently provides advice on the Northern Territory Government Renewable Energy Expert Panel and has previously been a panelist on the Queensland Government Renewable Energy Expert Panel.



Gerry Hueston
Councillor and Chair of Board

Gerry is a prominent businessman who retired in 2011 as President of BP Australasia, after a career with BP spanning 34 years in a variety of management and senior executive roles in New Zealand, Australia, Europe and the United Kingdom. He is a former board member of the Business Council of Australia, former Chair of the Australian Institute of Petroleum, and a former Commissioner with the Australian Climate Commission.



Professor Will Steffen
Councillor

Will is a world-renowned climate science expert and researcher at the Australian National University. He was on the panel of experts supporting the Multi-Party Climate Change Committee, has served as the Science Adviser to the Australian Department of Climate Change and Energy Efficiency, and was chair of the Antarctic Science Advisory Committee. From 1998 to 2004, Professor Steffen served as Executive Director of the International Geosphere-Biosphere Programme, an international network of scientists studying global environmental change in Stockholm. His research interests span a broad range within the fields of climate change and Earth System science, with an emphasis on sustainability, climate change and the Earth System.



Andrew Stock
Councillor

Andrew brings over 40 years experience in senior management and executive roles in energy businesses, spanning traditional energy suppliers, emerging energy technologies and renewables. He is a present and past Director of numerous energy companies, a Board Member of the Clean Energy Finance Corporation, and Chair of resources and energy Institute Advisory Boards at the University of Adelaide and University of Melbourne. He was the founding National President of the Australian Business Council for Sustainable Energy (now Clean Energy Council) and has served on CSIRO's Energy & Transport Sector Advisory Committee as well as other research and energy advisory committees to the South Australian Government.



Professor Lesley Hughes
Councillor

Lesley is an ecologist in the Department of Biological Sciences at Macquarie University and an expert on the impacts of climate change on species and ecosystems. Her research has mainly focused on the impacts of climate change on species and ecosystems. She is a former federal Climate Commissioner and former Lead Author in the IPCC's 4th and 5th Assessment Report. She is also a Director for WWF Australia, a member of the Wentworth Group of Concerned Scientists, the Director of the Biodiversity Node for the NSW Adaptation Hub and a member of the expert advisory committee for Future Earth Australia.



Greg Bourne
Councillor

Greg has worked at the nexus of climate change, energy business and policy for over 30 years. With BP he lived and worked in the UK, Middle East, USA, Canada, Ireland, Brazil, China, Venezuela and Australia. For two years he was Special Adviser on Energy and Transport to Prime Minister Margaret Thatcher. He returned to Australia in 1999 as Regional President, BP Australasia and worked with business and governments on the Climate Change agenda. Greg was CEO WWF Australia for six years and later a non-executive director of Carnegie Wave Energy. He is the former Chair of the Australian Renewable Energy Agency.



Professor Karen Hussey
Councillor

Karen is a leading Australian researcher in the field of public policy and governance, particularly in the areas of sustainable development, environmental policy and international trade. Trained as a political scientist and economist, Karen has conceived, designed, conducted and delivered cutting edge social science research focused on a range of sectors - including climate change mitigation and adaptation, water, energy, waste, urban management, critical infrastructure, international trade, and biotechnology in the health system. She has led the development of innovative intellectual and policy approaches to sustainability and risk, combining traditional disciplinary expertise with a close understanding of the particular attributes of policy problems.



Professor Hilary Bambrick
Councillor

Hilary is Head of the School of Public Health and Social Work at Queensland University of Technology (QUT). She is an environmental epidemiologist and bioanthropologist researching health impacts and adaptation, especially in more vulnerable communities across Australia, the Pacific, Asia and Africa. Hilary is regularly invited to consult for government (Federal, State and international) and non-government organisations on climate change impacts and adaptation. In 2011 she received a NSW Young Tall Poppy Award for outstanding achievements in scientific research and communication.

Board Members

Gerry Hueston - Chair of Board (please see page 38).



Robert Purves

Robert is a businessman and an environmentalist. He is currently the President of WWF-Australia and is a former board member of WWF International. Robert is also a founding member of The Wentworth Group of Concerned Scientists, a Patron of the Lizard Island Research Station, and a Governor of Australian Youth Climate Coalition. In 2004 Robert established the Purves Environmental Fund, which funds numerous environmental initiatives. In 2008 Robert was appointed a Member of the Order of Australia (AM) for service to conservation and the environment, and awarded an Honorary Fellow from the University of Sydney. Robert was also awarded the Australian Geographic Society's Lifetime of Conservation Award in 2015.



Martijn Wilder

Martijn is head of Baker & McKenzie's Global Environmental Markets legal practice. Martijn holds the following roles: Chair of the Australian Renewable Energy Agency (ARENA), Director, Clean Energy Finance Corporation; Chair, NSW Climate Change Council; Governing Board Member, Renewable Energy and Energy Efficiency Partnership; Member of the Wentworth Group; Honorary Professor Australian National University; Affiliate, Cambridge Centre for Climate Change Mitigation Research Department of Land Economy, University of Cambridge. Martijn is currently Chair of the Victorian Government's Climate Change Act 2010 Independent Review Committee.



Samantha Mostyn

Samantha is Chair of Citibank Australia, Carriageworks and Deputy Chair of the Diversity Council of Australia. She is also a Non-executive Director of Mirvac, Virgin Australia Holdings Ltd, Transurban Group, Australian Council of the Arts and ClimateWorks Australia. Samantha is also a member of Business and Sustainable Development Commission and the advisory board of the Crawford School of Government and Economics, ANU.

Samantha has previously held executive roles at IAG, Optis and Cable & Wireless plc. Samantha was also formerly an AFL Commissioner, a member of the National Mental Health Commission and served on the Human Rights Commission Review of the Treatment of Women in the ADF.



Matthew Honey

Matt is a Partner at Ernst & Young. He provides a range of assurance services to a variety of clients in the resources, utilities and technology sectors. He is an Associate of the Institute of Chartered Accountants in Australia and New Zealand, a Registered Company Auditor and Registered Greenhouse and Energy Auditor. Matt has over 20 years of experience providing financial reporting, governance, risk management, transactional and climate change related advice to his diverse client base both in Australia and internationally.

The Climate Council

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Chief Operating Officer

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Head of Research

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Energy and Climate Solutions Analyst

Dr David Alexander
Researcher

Dinah Arndt
Director, Climate Media Centre

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Greg Muller
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Alexia Boland
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Cassie Bremner
Community and Fundraising Manager

Rebekah Thielemans
Community Engagement Manager

Jessica Horsfall
Operations and Executive Assistant

Ellyce Crabb
Donor Liaison Officer

Contractors and Volunteers

We would also like to thank the following staff, contractors and volunteers who worked for the Climate Council during the year:

- › Jacqui Fenwick
- › Kirsten Tidswell
- › Jessica Craven
- › Claire Snyder
- › Lily Spencer
- › Solaye Snider
- › Meg Grayson
- › Bronwyn Hogan
- › Mansi Bhatt
- › Angus Kingston
- › Mimosa Hill
- › Kylie Malone
- › Dylan Pursche
- › Lucy Hough
- › Anastasia Yule
- › Emily Jones
- › Christian Lohmueller
- › Tim Bovington
- › Dominic Keenan
- › Phoebe Drake
- › Gene Efron
- › Alysha Huxley
- › Hareem Kahn
- › Claire Darling
- › Jayitri Smiles
- › Alana West

Appreciation

The incredible work that the Climate Council has undertaken would not have been possible without the support that we have received from our incredible community. We are deeply grateful for the ongoing support and dedication to the Climate Council.

The Council's work only gets such wide distribution because our Facebook friends, our supporters and other organisations share that information. Those daily shares are changing the conversation.

Without your support, the Climate Council simply wouldn't exist. Together we have made a significant and important impact in Australia. Thank you sincerely for chipping in what you can.

Founding Friends and Community Givers

Our special thanks goes to our incredible community of Founding Friends and Community Givers. Together we have built the Climate Council from scratch into a highly impactful organisation. Thank you for making all of this possible!

Philanthropy

A small, but important, group of philanthropists have contributed to amplifying the contributions of the Climate Council community. Thank you.

- › Pace Foundation
- › Vincent Chiodo Foundation
- › Purves Environmental Fund
- › Purryburry Trust
- › The Reichstein Foundation
- › The Robert Hicks Foundation, managed by Equity Trustees
- › Lord Mayor's Charitable Foundation
- › The Garry White Foundation
- › Ian Sharp
- › The John T. Reid Charitable Trusts
- › Virginia Ford Zink

Supporters

We would like to thank Baker & McKenzie for providing pro-bono legal advice to the Climate Council. Their support is absolutely invaluable.

Thank you to Spade & Arrow, Made Visual, AltusQ, Squareweave, Community Shapers, GoodChat, Agency, AKQA, Lewin Advisory, CTAS Finance & Tax, Forrest Training, Serena Sanderson Catering, Ernst & Young, 2B, Rachel Falconer and Ecocern for their support of the Climate Council.

We would sincerely like to thank and acknowledge Simeon Glasson for his tremendous and continuing support of the Climate Council.

We'd also like to acknowledge our members and governors who use their expertise, influence and networks to promote and support the Climate Council's work.

Authors, Contributors and Reviewers

All Climate Council publications are assessed by a panel of expert reviewers. Their technical knowledge, expert understanding and industry experience greatly enhance the credibility and accuracy of our work. We extend our sincere gratitude for their assistance.

- › **Dr Lauren Rickards**
(RMIT)
- › **Ang Zhao**
(Rock Environment and Energy Institute)
- › **Andy Cavanagh-Downs**
(Embark)
- › **Dr Elizabeth Hanna**
(Australian National University and Climate and Health Alliance)
- › **Dr. Anthony Kiem**
(University of Newcastle)
- › **Dr Peter Hayman**
(PIRSA-SARD)
- › **Toby Roxburgh**
(Beast Solutions, Environment and Planning Directorate, ACT Government)
- › **Dr. Pep Canadell**
(CSIRO and Global Carbon Project)
- › **Dr. Vanessa Haverd**
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- › **Julia Gogolewska**
(Health and Environment Alliance)


Thank you for supporting the Climate Council.

The Climate Council is an independent, crowd-funded organisation providing quality information on climate change to the Australian public.

CLIMATE COUNCIL

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The Climate Council is a not-for-profit organisation and does not receive any money from the Federal Government. We rely upon donations from the public. We really appreciate your contributions.

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