

# Annual Report 2014

## President's Report

As Australia's oldest national conservation organisation, BirdLife Australia and its predecessor organisations have a long and proud history of adapting to achieve their goals.

Most recently, the merger of Birds Australia and Bird Observation & Conservation Australia in 2012 has placed BirdLife Australia in a strong position to cope with the growing demands of bird conservation and the funding challenges facing the not-for-profit sector. This situation is expected to persist for some time so our organisation will continue to evolve and change.

As governments cut back on environmental spending, BirdLife Australia is driving important long-term changes in how we fund and deliver our work. Put simply, we must diversify and expand our donor and member base to become financially strong and core fund on-ground conservation.

To do this, the organisation has a clear strategy for growth and will carefully manage its reserves to invest in its implementation. The Board has also evolved and adopted better practice governance in the not-for-profit sector to help guide this process.

The strategy acknowledges some short-term financial cost, as we invest in growth, but it will support the long-term sustainable future of the organisation for decades to come.

In 2014, the first year of our revised strategy and five-year business plan, BirdLife Australia made enormous strides toward the key priorities identified by the Board. This transition includes:

- core funding of our conservation programs
- reinvigoration of an Important Birds & Biodiversity Area (IBA) program, starting in 2015
- beginning the development of a Bird Conservation Portal to support our volunteers and Atlassers
- developing an Australian Bird Index, in collaboration with experts, as a high-level outcomes indicator of biodiversity
- a greater focus on community engagement through the Aussie Backyard Bird Count and Farewell Shorebirds.

On behalf of the Board I would like to thank those responsible for these achievements – our dedicated and hard-working CEO and staff as well as the entire BirdLife Australia network – members, supporters, volunteers, branches, special interest groups and our reserves and observatories.

I believe BirdLife Australia is a truly unique conservation organisation. Our community-based model complements other conservation bodies by encouraging volunteers to protect the vast majority of habitat that is *not protected* by private wildlife reserves. And while we run advocacy campaigns, BirdLife Australia also employs researchers, scientists and volunteer coordinators who lead on-ground conservation work.

This is an exciting time for BirdLife Australia. Launching the nation's first bird index will help to influence and inform Australia's conservation programs and priorities. It will also raise the public profile of our work and the importance of citizen science.

So thank you for being a part of this very special organisation. With your help and support we will deliver a bright future for Australia's birds and the places we share.



Gerard Early, President



## Chief Executive Officer's Report

*"You cannot fly like an eagle with the wings of a wren."*  
— William Henry Hudson, ornithologist and RSPB founder

I'm enormously proud of the way BirdLife Australia has embraced change during 2014 and taken giant strides in implementing the organisation's growth strategy. Some of the highlights include:

- leading Mallee bird conservation by pioneering an innovative, cross-border and multi-species action plan
- leading advocacy for bird conservation, resulting in a greater federal government focus on threatened species
- 35% growth in donation income, through greater engagement and communication with our supporters
- 11% growth in members (to 11,391), with supporters (members, volunteers and donors) growing by 41% (to 75,274)
- an investment in fundraising and member growth, while managing costs
- Australia's first national backyard bird count hosted in October 2014
- three new branches and seven new affiliated groups
- investing in workplace safety to ensure our staff and volunteers come home safely.



This is a wonderful achievement led by some of the most professional, passionate and committed people I've ever worked with. The hard work will continue as we focus on growing and servicing the number of BirdLife Australia supporters.

The underlying \$1.163 million operating loss is a modest improvement on the previous year's result. This is a terrific outcome when you consider the discontinuation of \$1.9 million a year of federal funding in mid-2013. By diversifying our funding partners, contract revenue declined by just 10%.

The significant 35% growth in donations did not further improve the bottom line result because, rightly, the Board has taken a conservative approach. Donations earmarked as future project revenue appear as "unearned income" in the balance sheet; this has grown to \$2.35 million.

I thank the Board for taking the long-term and strategic view when, in tough times, the easy choice would be to cut back and retreat. Our governance has been tested against best practice and the Board has the financial, legal, research and conservation skills to take us forward. This has been a great support for the leadership team as we implement change.

Our focus in 2015 is to continue scaling our growth to fund conservation work and improve the organisation's underlying performance. The priorities include continued revenue growth, better cost controls (a new budgeting and reporting system) and project management to achieve real outcomes on the ground.

For members, you can look forward to better value and services, including privileged access to new information and benefits.

Our volunteers will at last be supported by modern technology and an investment in citizen science.

And for our donors, there will be more events, functions and communications.

You are all our partners in achieving change. You are helping BirdLife Australia to fly like an eagle and make a difference. Thank you.

A handwritten signature in black ink, appearing to read 'Paul Sullivan'.

Paul Sullivan, Chief Executive Officer

# Improving the conservation status of Australia's birds

## Conservation campaigns achieve results

BirdLife Australia's 75,000+ supporters are strong advocates for the conservation of Australia's birds and their habitat. With their help, we use science-based advocacy to influence a diverse range of decision makers.

## IBAs — Important Bird and Biodiversity Areas — take a front seat

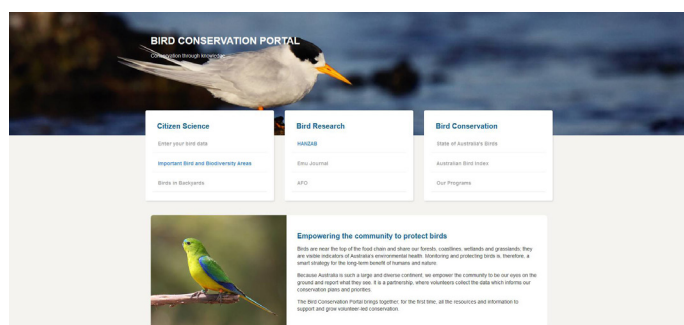
BirdLife Australia's *State of Australia's IBAs* report was launched by the Australian Government's Threatened Species Commissioner, Gregory Andrews, at the 2014 World Parks Congress in Sydney in late 2014, tying in with BirdLife International's *IBAs in Danger* Campaign.

Important Bird and Biodiversity Areas (IBAs) are sites of global conservation importance. Each IBA meets global criteria established by BirdLife International. Sadly, many of Australia's 314 IBAs are in danger of losing the habitat and biodiversity that make them globally important. Australia's IBAs in Danger include five priority sites threatened by inappropriate fire regimes, unsustainable agriculture, industrial development and introduced species. Four of the five Australian IBAs in Danger include national parks, each providing habitat for species that are at high risk of extinction should the current threats continue.

The report forms the basis of an ongoing BirdLife Australia campaign, providing a national narrative for our work on threatened Mallee birds, Plains-wanderer, Regent Honeyeater, Norfolk Island Green Parrot and grasswrens. It advocates better protection for our IBAs and showcases the importance of structured monitoring for conservation. <http://www.birdlife.org.au/conservation/advocacy/campaigns>

Less than 21% of Australia's globally important IBA sites are fully protected. To address this, BirdLife Australia is investing in an IBA Coordinator and IBA web portal to coordinate volunteers and community groups to monitor bird populations and ensure threats are identified and managed to prevent extinction.

The recently completed IBA database, combined with the new Bird Conservation Portal currently being developed, will greatly assist members to submit and access data on Australia's 314 IBAs.



The new Bird Conservation Portal will be launched late 2015

## Innovative approach to save threatened mallee birds in record time

Following large-scale fires in 2014 that wiped out key populations of Black-eared Miners and Mallee Emu-wrens, BirdLife Australia held a series of Emergency Meetings to plan for the recovery of threatened mallee birds.

The meetings brought together representatives from Australian and state governments, fire and threatened mallee bird experts from universities, and NRM agencies, culminating in the development of a Threatened Mallee Bird Conservation Action Plan (CAP) for six nationally-listed mallee specialists: Mallee Emu-wren (Endangered), Black-eared Miner (Endangered), Red-lored Whistler (Vulnerable), Western Whipbird (Vulnerable), Regent Parrot (Vulnerable) and Malleefowl (Vulnerable).

Having taken leadership to build a response to the crisis, BirdLife Australia is now mandated to form a recovery team to finalise the CAP and implement critical action agreed to by NSW, VIC, SA and Australian government representatives.



Mallee Emu-wren habitat is safe from planned burning until surveys of density and distribution are completed

In the meantime, BirdLife Australia's Conservation Manager, Jenny Lau, prevented planned burning of critical Mallee Emu-wren habitat in 2014. Working with other members of the newly established Mallee Fire Advisory Committee, an initiative of the Victorian Department of Environment, Land, Water and Planning (DELWP), Jenny has secured an agreement from DELWP that burning will not take place in Hattah-Kulkyne National Park until comprehensive surveys of the species' distribution and density in the Park have been completed. The results of these surveys will inform future fire management in the Park.

With some funding secured from Australian and state governments for the conservation of mallee birds, including a recent Australian Government grant to undertake pre-translocation studies of the Mallee Emu-wren, BirdLife Australia's concerted efforts during 2014 mean real action can start now.



# Improving the conservation status of Australia's birds

## 'Places You Love' — 40 environmental groups working together

Devolving the power to approve major projects to the states will set environment protection in Australia back by over 30 years, and state laws are already being weakened. The threat to our nation's natural heritage is so large that in 2012 BirdLife Australia united with 40 other environment groups to form the Places You Love Alliance. BirdLife Australia continues to take leadership in developing the largest environmental alliance in our country's history so we can collectively protect our national environment laws that protect the places and wildlife we all love. And we are winning.

In 2014:

- The Places You Love (PYL) Alliance convened a panel of environmental law experts to develop and promote a blueprint for the next generation of environmental laws.
- The Nature Conversation began a nationwide dialogue with nature-loving Australians to hear their view and better understand and convey to those in positions of power their views on the importance of nature and how it should be looked after.

Building a new 'constituency for nature' — a movement of people advocating for nature — requires long-term commitment and a new way of doing business. This new way forward has required strong leadership and governance, in which BirdLife Australia is playing an instrumental role as co-convenor of the PYL Alliance.

## Threatened species back on the agenda

Thanks to the efforts of BirdLife Australia's Preventing Extinctions campaign, threatened species are back on the national agenda. First launched in 2013, the campaign resulted in the appointment of Australia's first Threatened Species Commissioner, and the appointment of Samatha Vine, BirdLife Australia's Head of Conservation, to the Ministerial Advisory Committee for the Environment to advise the Minister on Threatened species matters.

## New threatened species listings

Through BirdLife Australia's advocacy, the Australian Government has made good progress up-dating the list of threatened species under the *Environment Protection and Biodiversity Act 1999*. Importantly, the Hooded Plover was listed as Vulnerable in 2014 and a host of grasswrens had their status updated.

Thanks to data collected over many years by thousands of Shorebirds 2020 volunteers, and the ongoing efforts of key AWSG members, the Great Knot and Eastern Curlew were accepted as a 'concerted action species' by the International Convention on Migratory Species, meaning that they will become a focus for international conservation efforts.

## The power of alliances makes a difference

In partnership with key environmental NGOs, scientists and the local community, BirdLife Australia's Conservation Team and Queensland branches successfully campaigned against the dumping of dredge spoil in the Caley Valley Wetlands, Queensland. This campaign prevented the destruction of important habitat for the Endangered Australian Painted Snipe and tens of thousands of waterbirds.

## The Australian Bird Index

It is well known that birds are excellent indicators of the health of our environment and in 2014, after many years of dialogue, the Australian Government committed to help support the development and use of bird indices, including the potential for *State of the Environment* reporting. It is also a useful indicator to measure the effectiveness of conservation programs at regional and national level.

The Australian Bird Index, due for its public release in 2015, is being developed by researchers at BirdLife Australia in conjunction with the Australian Government's Environmental Resources Information Network, National Environment Research Program, University of Queensland and the Australian National University.

Based on data systematically collected over many years — the 14 million+ records contributed by thousands of volunteers — the indices are based on globally endorsed analysis methods and will rank alongside some of the most innovative environmental indices worldwide that come out of the UK, Europe and the USA.

Stage one — the methodology for terrestrial bird indices — was developed and tested with expert partners and the inaugural index will be published in BirdLife Australia's 2015 *State of Australia's Terrestrial Birds* report.



Thanks to data collected by thousands of Shorebird 2020 volunteers, Eastern Curlews will now become a focus for international conservation efforts.

# Improving the conservation status of Australia's birds

## Bringing knowledge to life — Bird Conservation Portal

A major development for BirdLife Australia, the Bird Conservation Portal, is set to benefit volunteers, members and the broader birding community alike. With development well underway, and funded by generous donors, this online Portal will bring BirdLife Australia's core monitoring programs together into a single database with one easy point of access to monitoring tools, technology, data entry and reporting, and related knowledge. Long-term regional and local monitoring projects can also be set up within the Portal environment, enabling BirdLife Australia's network of branches and groups to benefit from nationally provided resources.

With stage one due for launch in late 2015, the portal reinforces BirdLife Australia's focus on long-term structured surveying of priority sites and will continue to complement e-Bird and other similar databases.

The Portal will include:

- upgraded Birddata interface and app for our programs
- IBA site database
- coordination of site surveys and volunteer support
- online searchable HANZAB
- *Australian Field Ornithology* and *Emu-Austral Ornithology* online
- ornithological library resources
- State of Australia's Birds and an Australian Bird Index



Red-tailed Black and Baudins Black Cockatoos were thrown a lifeline with a \$225,000 Lotterywest grant in WA, enabling BirdLife Australia to expand the Black Cockatoo Recovery program



BirdLife Australia was instrumental in the SA government's decision to create an International Bird Sanctuary north of Adelaide, saving habitat for tens of thousands of shorebirds and waterbirds.

## Diversifying conservation funding sources

BirdLife Australia's response to the loss of federal funding for essential conservation work opened up new partner sources to fund bird conservation, while expanding already successful collaborations — all in a tough and competitive funding environment for conservation organisations across the board.

BirdLife Australia has built relationships with well over 30 of the 50+ Natural Resource Management (NRM) organisations, receiving both financial and in-kind support. These relationships have been particularly successful in areas where BirdLife Australia staff members are based locally and can work with the local branches to implement national conservation priorities together with the NRM.

In 2015 BirdLife Australia aims to increase our engagement with NRMs, trusts, corporates and councils which can be sources of small local grants for community engagement and education. BirdLife Australia enables them to convey strong conservation messages founded on evidence-based science to bring about behavioural change.

With many small and localised grants available for on-ground conservation and education, BirdLife Australia is working to provide training, support and materials to help unlock this funding for local branches.



Hooded Plovers' rapid population decline has halted thanks to the efforts over many years of Beach-nesting Birds program volunteers, staff and the communities they educate



Bred in captivity by Taronga Zoo, Sydney, and released with support from the Victorian government, the 2014 Regent Honeyeaters program saw 38 birds released into the wild in Victoria.



# Promoting appreciation and understanding of Australia's native birds

## Citizen science connects with all ages

Our volunteer activities encourage the amateur and non-professional scientists in our community. Their participation in projects and activities is invaluable, enabling us to capture more data and information more quickly, thus informing what is changing and what needs to be done with greater voracity.

### *Atlassing and monitoring*

In 2014 nearly 1000 trained Atlassers undertook 48,118 structured bird surveys, recording 775,544 bird sightings. With over 14 million bird records in BirdLife Australia's Birddata database, atlassing is the cornerstone of our science and evidence-based conservation campaigns and research. Other core programs such as Shorebirds 2020 and Beach-nesting birds rely on volunteers for counts, long-term surveys and on-ground conservation activities.

### *Birds in Schools*

With funding assistance from the Environment Trust of NSW, 17 schools in the greater Sydney region are working out how to revegetate their school grounds to attract more birds, while helping us develop a toolkit that schools across the country will be able to use to follow in their footsteps.

### *Aussie Backyard Bird Count*

Destined to be an annual community engagement event, the Aussie Backyard Bird Count, held in National Bird Week (October 2014), saw over 800,000 birds recorded in backyards, parks and schools across the country, submitted using a purpose-developed easy to use app. It was promoted widely by BirdLife Australia's network of branches and groups, over 50 schools, councils and other organisations including the Australia Museum, Planet Ark, and National Science Week.

### *Threatened Bird Network*

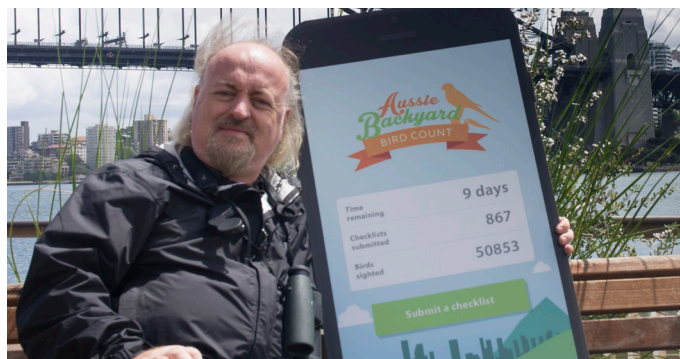
The Threatened Bird Network (TBN) is a community-based program which assists with and encourages participation in urgent conservation tasks for threatened birds. In 2014, TBN's 6500 participants Australia-wide assisted with 30 threatened bird recovery projects for BirdLife Australia and partners such as universities, Landcare and 'Friends of' groups, local government and CMAs. TBN volunteers assisted with surveys, education activities, community events and planting days. The central TBN team engages with volunteers to run workshops around Australia, giving volunteers opportunities to learn more about our native threatened birds while encouraging more people to become involved in bird conservation.

## A growing movement for change

Connecting with new generations of bird lovers through national promotional events, shows and fairs, BirdLife Australia is introducing more of the Australian community to the beauty and conservation of Australian birds. As a growing movement for change, our supporters are encouraged to take simple and easy actions to address the conservation issues faced by many native Australian birds.

Annual national events — Farewell Shorebirds (March/April) and the Aussie Backyard Bird Count during National Bird Week (October) — were supported by well known celebrities, such as UK comedian Bill Bailey and New Zealand political satirist John Clarke. Both are committed bird lovers who, like BirdLife Australia, want to see a bright future for Australia's birds.

Over 13,000 individuals, families and schools participated in our two new national events. In 2014 alone, BirdLife Australia's supporter base grew by 30,000 people. Targeted use of social and traditional media caused a buzz during these events. Many prominent tweeters and Facebook users shared the fun and message with their networks. TV, radio and print media sought opportunities to talk with BirdLife Australia's expert staff, supporters and local personalities, reaching over 2.5 million Australians.



UK comedian, Bill Bailey, launches the Aussie Backyard Bird Count on the steps of the Sydney Opera House forecourt, October 2014.

## Strong membership growth

Public profile events, such as Farewell Shorebirds and National Bird Week, coupled with planned and targeted 'join now' campaigns saw BirdLife Australia's membership grow by over 11%. A record number of supporters took up memberships, and the majority of our new members had only recently engaged with BirdLife Australia, demonstrating the community's enduring love of Australia's birds.



Our award-winning quarterly magazine, Australian Birdlife, remains a cornerstone of membership and is now for sale at selected newsagents. It covers a diverse range of topics from major bird conservation issues, like the plight of the Southern Black-throated Finch, to identification articles on tricky birds, such as thornbills and shorebirds.

# One strong organisation

## BirdLife Australia Network - collaborating for impact

BirdLife Australia's network of branches, groups and observatories collaborate to implement the organisation's strategy, connecting national programs at a local and regional level. The work includes local conservation issues, on-ground projects, partnerships and community engagement.

### Network growth

A strong and growing network of branches, affiliates and special interest groups means increased reach, profile and impact for BirdLife Australia's diverse work locally and nationally. BirdLife Australia's branches, groups and observatories participate in the organisation's planning and decision-making. Other groups who choose to be affiliated commit to strong cooperation with BirdLife Australia to achieve our common goals.

| All Branches: 31           | All Affiliates: 18                      | All Special Interest Groups: 4   |
|----------------------------|---|----------------------------------|
| 2014 New Branches          | 2014 New Affiliates                     | Special Interest Groups          |
| BirdLife Shoalhaven        | Native Arc, WA                          | BirdLife Photography             |
| BirdLife Central Australia | Fleurieu Birdwatchers, SA               | Australasian Seabird Group       |
| BirdLife Werribee          | Connecting Country, Vic                 | Australasian Raptor Association  |
|                            | Friends of the Helmeted Honeyeater, Vic | Australasian Wader Studies Group |
|                            | Victorian Wader Study Group, Vic        |                                  |
|                            | Australian Bird Study Association, NSW  |                                  |
|                            | Geelong Field Naturalists Club          |                                  |

### Working together on conservation and research

- BirdLife Southern NSW's July seminar 'Protecting Our Birds: Research & Important Bird Areas' attracted more than 60 people for a day of lively discussions on a range of issues related to IBA research, conservation and volunteer involvement. Supported by BirdLife Australia, the seminar aimed to highlight the importance of IBAs, to showcase work currently underway and encourage people to get involved in IBA monitoring and conservation
- BirdLife branches in Townsville, East Gippsland, Warrnambool, Mornington Peninsula and Northern Queensland have all worked closely with the Beach-nesting Birds project team co-ordinating counts and assisting with monitoring, workshops and local events, providing on-ground help and much needed local funding support
- Through The Bird Interest Group Network (BigNet) in NSW, BirdLife Australia's branch network and affiliates worked with National Office to trial a new IBA habitat monitoring system. From this on-ground experience the groups have contributed to the development of our new IBA database, due to be launched in 2015 as part of the Bird Conservation Portal

## Advocating for birds

The 'local to global' approach is a key strategy bringing together our regional conservation officers, committees and staff to lead our campaigns. National and international campaigns in 2014 included IBAs in Danger, Saving our Shorebirds, Preventing Extinctions, and Places You Love. BirdLife Australia relies on the engagement of our network of branches and groups at the local level.



*Working together, BirdLife Australia's National Education Committee and BirdLife Warrnambool developed and hosted the 2014 Congress & Campout — an opportunity for members and staff across Australia to discuss current developments such as the IBA program, improve knowledge about bird conservation and share their passion for bird-watching.*

Our network of around 20 BirdLife Branch Conservation Officers are supported through skills training, dissemination of toolkits, sharing ideas and campaign support. Highlights during 2014 included:

- BirdLife South East Queensland secured commitment to halt development of important shorebird habitat in Broadwater before the recent Queensland election
- Pressure from BirdLife Capricornia led to a moratorium on tree clearing and for the Queensland Government's Transport and Main Roads Department commitment to hold a round of community consultations to determine the best way to improve road safety without significant loss of habitat
- Regional Victorian branch, BirdLife Horsham, took a leadership role in bringing together the BirdLife Australia-hosted the Mallee National Emergency Summit, providing funding and people resources
- With Tasmania's World Heritage Area under threat from plans by the Tasmanian Government and the 'big end' of the tourism industry for developing remote wilderness areas, BirdLife Tasmania is working together with other conservation organisations to raise the issue with the Minister, decision-makers and the community



# One strong organisation

## Donor funding makes a difference

Our donors are our partners in achieving BirdLife Australia's goals and making a positive impact on the status of Australia's native birds. BirdLife Australia's growing network of donors deserves thanks for their ongoing support.

A key focus of 2014 was revitalising our donor program by increasing donor engagement and providing a variety of opportunities for donors to become more involved in BirdLife Australia's programs. The organisation's privately sourced funds are providing a solid base for BirdLife Australia's ongoing success.

## Keeping donors informed

Donor newsletters, face-to-face meetings, report-backs and discussions, and events are providing BirdLife Australia's supporters with a better understanding of the depth and breadth of work the organisation undertakes, as well as the outcomes we are achieving thanks to donor funding.

Events and CEO 'meet and greets' have also been popular and enabled BirdLife Australia to better understand why donors engage with us and what we can do to enhance their experience.

Donor updates and information sessions were an opportunity for donors to hear first-hand from BirdLife Australia staff who are working to achieve outcomes for Australia's native birds, to meet other BirdLife Australia supporters and for staff to meet the donors supporting our work.



A reunion event for Friends of Birds Australia (FOBA) thanked everyone involved for their generous support over the years and celebrated plans to take HANZAB on-line

## New and improved ways to provide increased funds

The *Wild Bird Protector (Regular Giving)* Program, first launched in 2013, proved its worth in 2014 with a more than 100% increase in regular giving income, achieved through carefully targeted campaigns, and a tailored Regular Giving newsletter.

A four-fold increase in major gifts was supported by a re-invigorated Major Donors Program. One-on-one meetings with CEO Paul Sullivan, information sessions held in Melbourne and Sydney and invitations for donors to visit on-ground projects helped improve mutual understanding and developed closer links between donors and BirdLife Australia projects. Matched giving (where a donor matches dollar-for-dollar funds raised through a broader appeal) proved successful in 2014 and secured funding for the future of the Beach-nesting Birds Program, Shorebirds 2020 Campaign, and Important Bird and Biodiversity Areas (IBA's) Project.

Increasing the frequency of general donor appeals from two to four annually (the standard frequency of most not-for-profits in Australia) and the way in which we target these appeals more than doubled funds raised in the previous year.

BirdLife Australia is grateful to those special supporters who choose to make a personal and generous gift in their Will and providing a legacy in supporting our vital work. In 2014, our Bequest Program was revitalised with up-to-date information and materials making it easier for the BirdLife Australia family to choose this option.

With the suite of fundraising activities for 2015 set to extend to online community fundraising, workplace giving and major one-off fundraiser events, our growing donor network is providing a strong and solid foundation for us to create a bright future for Australia's native birds.

## Supporting branches to access local and regional funding sources

With the shift of grant availability away from Australian and state governments to local councils and regional bodies, such as NRMs, working together on joint locally-focused applications for on-ground national programs is proving successful.

BirdLife Townsville, in co-operation with Parks Queensland and local councils, was awarded funds from the North Queensland Dry Tropics NRM to replace the loss of Rufous Owl natural nesting locations with tailor-made nesting boxes, as well as cameras to record activity and behaviours around the nesting boxes. BirdLife Townsville volunteers' commitment to work with the land-holders where boxes are located and to monitor the nesting boxes will enable this project to take a long-term approach.

WILDBIRD PROTECTORS

REGULAR GIVING NEWSLETTER OF BIRDLIFE AUSTRALIA

**Kids Helping Cockatoos**

Becwynn Perryman

The South-eastern Red-tailed Black Cockatoo (Red-tail) is listed as Endangered under the Commonwealth Environmental Protection and Biodiversity Conservation Act 1999, and is also listed as Endangered in South Australia and Western Australia. Its natural range covers an area of 18,000km<sup>2</sup> from Nalmona to Nelson (South-west Victoria) and Mount Gambier to North South-east South Australia.

Despite on-going efforts to recover the species, the single population of 1500 individuals is still declining due to decreasing habitat. The cockatoo relies on the seeds of only three tree species for food, and food shortages are believed to be limiting recovery. Approximately half of the historic breeding habitat has been cleared for agriculture, with limited natural recruitment of new trees occurring. Remaining habitat is at risk of further losses through land clearing and extraction, and reduced productivity due to inappropriate fire regimes and agricultural practices, including the use of insecticide, and the impacts of pathogens and pests. Further, the sub-species is at risk of climate change, nest predation and poisoning. The long-term survival of this species demands active conservation and recovery efforts.

The Red-tailed Black Cockatoo Recovery Project works across four main areas:

- Population Monitoring
- Threat Abatement & Monitoring (incl. Habitat Protection/Restoration)
- Community Education & Engagement, and
- Research

Beginning in 2012, the Kids Helping Cockatoos component of the project involved generations of local school children Red-tail and the establishment of a number of school nurseries to grow and plant out drought-hardy trees to provide habitat and aid recovery of cockatoo populations.

Presettlement were given to 12 schools about Red-tails and growing Stringybark trees, with five schools identified to establish school nurseries. These schools were supported to prepare grant

**The Regular Giving newsletter, together with carefully targeted campaigns, helped to generate income growth for the Wild Bird Protector Program in 2014**

# Finance Statement

Recent years have seen considerable improvements in accounting processes and reporting across the network and a continuation of capacity building in the long-term interests of the organisation. The focus in 2014 has been on improving management and control of donation receipts and research project expenditure.

The operating deficit before bequests for 2014 of \$1,080,465 represents an 11% improvement on 2013. After bequests, the operating deficit of \$946,519 compares with \$349,841 in 2013, due to the timing of receipt of bequests. The 2014 result has absorbed:

- An additional \$608,666 in tied donations and project grants taken to the balance sheet to fund future expenditure
- Correction of accounting inconsistencies in recognising project revenue at branches
- A 2% reduction in operating expenditure

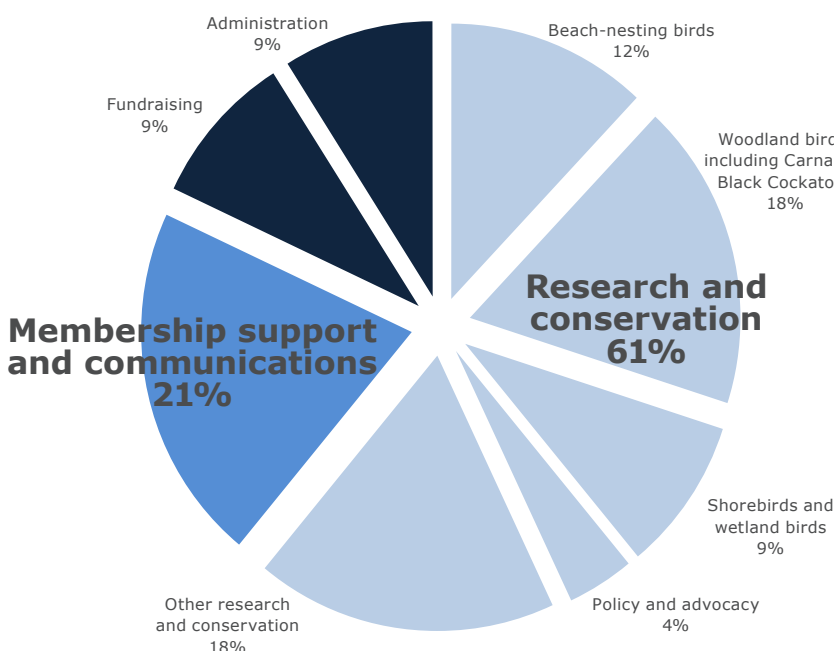
BirdLife Australia is pursuing a strategy of revenue growth and diversification to fund its conservation work.

Regular donations have continued to grow, thanks to the commitment of our members and supporters to bird conservation outcomes. Membership and subscription revenue increased by 20% and total donations by 33%. Our managed investment performance during the year was relatively flat due to market conditions.

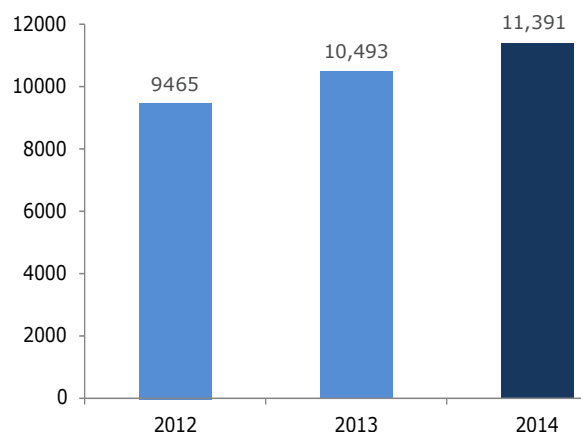
Birdlife Australia has continued to fund core research and conservation programs through the generosity of donors and by drawing on capital reserves, including Shorebirds 2020 and Woodland Birds for Biodiversity programs. Conservation advocacy and network support is also core funded by the organisation.

Coordination and integration of accounting between National Office and the network continues to be a priority and will be a focus of activity in 2015.

## Expenditure 2014



## Voting members



| Directors                    | Date Appointed                    | Qualifications & Experience  | Directors Meetings |          |
|------------------------------|-----------------------------------|--|--------------------|----------|
|                              |                                   |  | Eligible           | Attended |
| Gerard Early (President)     | May 2011                          | MPA, BA, Grad Dip Admin, PSM; Environmental and public sector consultant, formerly Deputy Secretary of the Australian Government Environment Department                                      | 5                  | 5        |
| Barry Baker (Vice-President) | February 2011                     | Environmental Consultant, Chair of Governance Committee  | 5                  | 5        |
| John Barkla (Vice-President) | February 2011                     | BEC, FCA, Chair of Finance & Audit Committee, Australian Bird Fund Committee   | 5                  | 5        |
| Patricia Bingham             | February 2011 (resigned May 2014) | MA, DPhil (Oxon), ABEF Trustee and Chair, Chair of Awards Committee  | 2                  | 2        |
| Stuart Cooney                | May 2013                          | PhD (ANU), BAppSc (Hons), ecological consultant, small business owner  | 5                  | 5        |
| Robert Davis                 | May 2011                          | University lecturer in Biology, PhD, small business owner and former ecological consultant   | 5                  | 4        |
| Robert Dunn                  | May 2011                          | MAppSc, CEO Great Eastern Ranges Initiative. Member Finance & Audit Committee and Australian Bird Fund Committee   | 5                  | 4        |
| Duncan MacKenzie OAM         | May 2014                          | FRMAA, FMAA, FAIIM, FAICD, Chairman BirdLife Australia Gluepot Reserve. Member Occupational Health and Safety Committee, member Finance & Audit Committee and Australian Bird Fund Committee | 3                  | 3        |
| Martine Maron                | December 2011                     | PhD (Monash), university research scientist  | 5                  | 5        |
| David Reid OAM               | May 2011                          | Marketing and strategic planning experience. Member Governance Committee and Chair of Occupational Health and Safety Committee   | 5                  | 5        |
| David Torr                   | May 2011                          | BSc, ARCS, BirdLife Photography Website Developer  | 5                  | 5        |
| Alanna Vivian                | May 2014                          | BA (Hons), LLB, practising lawyer. Member Governance Committee, member Finance & Audit Committee and Australian Bird Fund Committee  | 3                  | 3        |
| Dezmond Wells                | May 2011 (resigned May 2014)      | Grad Dip Ed, B Appl Sci, Assoc Dip Appl Sci, Secondary School Head of Science  | 2                  | 2        |

## Statements of comprehensive income for the year ended 31 December 2014

The concise financial report should be read in conjunction with the consolidated financial statements, footnotes thereto, the Directors' Report and the Independent Auditor's Report included in the company's financial report for the year ended 31 December 2014, which is available by request at the company's registered office or on the company's website [www.birdlife.org.au](http://www.birdlife.org.au). This concise report cannot be expected to provide as full an understanding of the financial performance, financial position and financing and investing activities of the entity as the consolidated financial report.

|   | Consolidated        |                    | Parent              |                    |
|---|---------------------|--------------------|---------------------|--------------------|
|   | 2014                | 2013               | 2014                | 2013               |
|   | \$                  | \$                 | \$                  | \$                 |
| <b>Revenue from Ordinary Activities:</b>                    |                     |                    |                     |                    |
| Research project income                                     | 2,349,579           | 2,631,883          | 2,359,579           | 2,631,883          |
| Donations   | 1,196,469           | 1,286,980          | 1,196,469           | 1,286,980          |
| Subscriptions   | 772,466             | 665,663            | 772,466             | 665,663            |
| Sales, courses and fees                                     | 669,531             | 593,102            | 669,533             | 593,102            |
| Dividends and interest                                      | 215,320             | 192,973            | 121,572             | 98,299             |
| Other income  | 122,323             | 15,575             | 33,339              | 19,047             |
| <b>Total Revenue</b>  | <b>5,325,688</b>    | <b>5,386,176</b>   | <b>5,152,958</b>    | <b>5,294,974</b>   |
| <b>Expenditure from Ordinary Activities:</b>                |                     |                    |                     |                    |
| Employee costs  | 3,742,749           | 3,251,828          | 3,742,749           | 3,251,828          |
| Printing, stationery and magazine costs                     | 760,067             | 634,059            | 760,067             | 634,058            |
| Office costs  | 677,467             | 998,886            | 659,024             | 957,955            |
| Research projects non-employee costs                        | 519,422             | 997,018            | 504,811             | 997,018            |
| Occupancy expenses  | 434,840             | 435,389            | 434,840             | 435,389            |
| Travel expenses   | 242,976             | 219,165            | 242,976             | 219,165            |
| Subscriptions   | 62,612              | 63,658             | 62,612              | 63,658             |
| <b>Total Expenditure</b>                                    | <b>6,440,133</b>    | <b>6,600,003</b>   | <b>6,407,079</b>    | <b>6,559,071</b>   |
| <b>Operating surplus/(deficit) from ordinary activities</b> | <b>( 1,114,445)</b> | <b>(1,213,827)</b> | <b>( 1,254,121)</b> | <b>(1,264,097)</b> |
| Bequests  | 133,946             | 777,445            | 133,946             | 777,445            |
| Branch assets not previously recognised                     | 33,980              | 86,541             | 33,980              | 86,541             |
| <b>Operating surplus/(deficit)</b>                          | <b>( 946,519)</b>   | <b>(349,841)</b>   | <b>(1,086,195)</b>  | <b>(400,111)</b>   |
| <b>Other comprehensive income</b>                           |                     |                    |                     |                    |
| <i>Items that maybe reclassified to profit or loss</i>      |                     |                    |                     |                    |
| Unrealised gains (losses) on investments                    | (37,265)            | 689,270            | ( 8,883)            | 209,727            |
| <b>Total comprehensive income for the year</b>              | <b>(983,784)</b>    | <b>339,429</b>     | <b>(1,095,078)</b>  | <b>(190,384)</b>   |

Note: the consolidated statement includes BirdLife Australia (parent) and its controlled entities (i.e Australian Bird Environment Foundation, Bird Observation and Conservation Australia, Royal Australasian Ornithologists Union).



## Statements of financial position as at 31 December 2014

|                                      | Consolidated     |           | Parent           |           |
|--------------------------------------|------------------|-----------|------------------|-----------|
|                                      | 2014             | 2013      | 2014             | 2013      |
|                                      | \$               | \$        | \$               | \$        |
| <b>CURRENT ASSETS</b>                |                  |           |                  |           |
| Cash and cash equivalents            | 2,933,635        | 3,405,787 | 2,883,344        | 3,207,787 |
| Trade and other receivables          | 186,918          | 230,695   | 186,918          | 230,695   |
| <b>TOTAL CURRENT ASSETS</b>          | <b>3,120,553</b> | 3,636,482 | <b>3,070,262</b> | 3,438,482 |
| <b>NON-CURRENT ASSETS</b>            |                  |           |                  |           |
| Investments                          | 3,962,269        | 3,656,611 | 1,183,266        | 1,128,561 |
| Property, plant & equipment          | 2,129,129        | 2,164,389 | 2,129,129        | 2,164,389 |
| <b>TOTAL NON-CURRENT ASSETS</b>      | <b>6,091,398</b> | 5,821,000 | <b>3,312,395</b> | 3,292,950 |
| <b>TOTAL ASSETS</b>                  | <b>9,211,951</b> | 9,457,482 | <b>6,382,657</b> | 6,731,432 |
| <b>CURRENT LIABILITIES</b>           |                  |           |                  |           |
| Trade and other payables             | 317,756          | 441,203   | 315,756          | 434,001   |
| Provisions                           | 655,271          | 428,239   | 655,271          | 428,239   |
| Related party loans                  | -                | -         | 27,892           | 25,044    |
| Unearned Income                      | 2,350,872        | 1,742,206 | 2,350,872        | 1,742,206 |
| <b>TOTAL CURRENT LIABILITIES</b>     | <b>3,323,899</b> | 2,611,648 | <b>3,349,791</b> | 2,629,490 |
| <b>NON-CURRENT LIABILITIES</b>       |                  |           |                  |           |
| Provisions                           | 86,037           | 60,035    | 86,037           | 60,035    |
| <b>TOTAL NON-CURRENT LIABILITIES</b> | <b>86,037</b>    | 60,035    | <b>86,037</b>    | 60,035    |
| <b>TOTAL LIABILITIES</b>             | <b>3,409,936</b> | 2,671,683 | <b>3,435,828</b> | 2,689,525 |
| <b>NET ASSETS</b>                    | <b>5,802,015</b> | 6,785,799 | <b>2,946,829</b> | 4,041,907 |
| <b>EQUITY</b>                        |                  |           |                  |           |
| Reserves                             | 5,802,015        | 6,785,799 | 2,946,829        | 4,041,907 |
| Retained surplus                     | -                | -         | -                | -         |
| <b>TOTAL EQUITY</b>                  | <b>5,802,015</b> | 6,785,799 | <b>2,946,829</b> | 4,041,907 |

## Statements of changes in equity for the year ended 31 December 2014

| Consolidated                    | Retained<br>Surplus | Unrealised<br>Gains on<br>Investments | General<br>Reserves | Other<br>Reserves | Total            |
|---------------------------------|---------------------|---------------------------------------|---------------------|-------------------|------------------|
|                                 | \$                  | \$                                    | \$                  | \$                | \$               |
| Balance at 1 January 2013       | -                   | 380,892                               | 2,386,738           | 3,678,740         | 6,446,370        |
| Deficit attributable to members | (349,841)           | -                                     | -                   | -                 | (349,841)        |
| Transfers to and from reserves  | 349,841             | 689,270                               | (376,274)           | 26,433            | 689,270          |
| Balance 31 December 2013        | -                   | 1,070,162                             | 2,010,464           | 3,705,173         | 6,785,799        |
| Deficit attributable to members | (946,519)           | -                                     | -                   | -                 | (946,519)        |
| Transfers to and from reserves  | 946,519             | (37,265)                              | (946,519)           | -                 | (37,265)         |
| <b>Balance 31 December 2014</b> | <b>-</b>            | <b>1,032,897</b>                      | <b>1,063,945</b>    | <b>3,705,173</b>  | <b>5,802,015</b> |

| Parent                          | Retained<br>Surplus | Unrealised<br>Gains on<br>Investments | General<br>Reserves | Other<br>Reserves | Total            |
|---------------------------------|---------------------|---------------------------------------|---------------------|-------------------|------------------|
|                                 | \$                  | \$                                    | \$                  | \$                | \$               |
| Balance at 1 January 2013       | -                   | 183,598                               | 2,007,932           | 2,040,762         | 4,232,292        |
| Surplus attributable to members | (400,112)           | -                                     | -                   | -                 | (400,112)        |
| Transfers to and from reserves  | 400,112             | 209,727                               | (400,112)           | -                 | 209,727          |
| Balance 31 December 2013        | -                   | 393,325                               | 1,607,820           | 2,040,762         | 4,041,907        |
| Surplus attributable to members | (1,086,195)         | -                                     | -                   | -                 | (1,086,195)      |
| Transfers to and from reserves  | 1,086,195           | (8,883)                               | (1,086,195)         | -                 | (8,883)          |
| <b>Balance 31 December 2014</b> | <b>-</b>            | <b>384,442</b>                        | <b>521,625</b>      | <b>2,040,762</b>  | <b>2,946,829</b> |

## Statements of cash flow for the year ended 31 December 2014

|   | Consolidated       |             | Parent             |             |
|---|--------------------|-------------|--------------------|-------------|
|   | 2014               | 2013        | 2014               | 2013        |
|   | \$                 | \$          | \$                 | \$          |
| <b>Cash flows from operating activities</b>         |                    |             |                    |             |
| Receipts from ordinary activities                   | <b>5,847,885</b>   | 6,010,984   | <b>5,827,649</b>   | 6,018,771   |
| Payments to suppliers and employees                 | <b>(6,131,366)</b> | (6,681,547) | <b>(6,092,507)</b> | (6,662,095) |
| Interest received                                   | <b>212,298</b>     | 197,060     | <b>121,572</b>     | 98,912      |
| Net cash used in operating activities               | <b>(71,183)</b>    | (473,503)   | <b>(143,286)</b>   | (544,412)   |
| <b>Cash flows from investing activities</b>         |                    |             |                    |             |
| Net (acquisition) disposal of investments           | <b>(258,849)</b>   | 130,591     | <b>(39,037)</b>    | 3,500       |
| Acquisition of plant and equipment                  | <b>(142,120)</b>   | (39,836)    | <b>(142,120)</b>   | (39,836)    |
| Net cash provided by (used in) investing activities | <b>(400,969)</b>   | 90,755      | <b>(181,157)</b>   | (36,336)    |
| <b>Cash flows from financing activities</b>         |                    |             |                    |             |
| Related party loans received                        | -                  | -           | -                  | -           |
| Net cash used in financing activities               | -                  | -           | -                  | -           |
| <b>Net increase/(decrease) in cash held</b>         | <b>(472,152)</b>   | (382,748)   | <b>(324,443)</b>   | (580,748)   |
| <b>Cash at the beginning of the financial year</b>  | <b>3,405,787</b>   | 3,788,535   | <b>3,207,787</b>   | 3,788,535   |
| <b>Cash at the end of the financial year</b>        | <b>2,933,635</b>   | 3,405,787   | <b>2,883,344</b>   | 3,207,787   |

# Honour Roll

## Life Members

Rosemary E Adams  
Sue Ap-Thomas  
Noel & Heather Arnold  
Helen I Aston  
George Bedggood  
Genevieve Binns  
Murray Bouchier  
Margaret Brooke  
Michael and Lesley Brooker  
Lilla Buckingham  
David Buntine  
Gordon Cameron OAM  
John Carabella  
Graeme Chapman  
Rick Clarke  
John Courtney  
Lyle Courtney OAM  
Gina Cowling  
Michael Craig  
Marion Crouther  
Henry Dee  
Richard Donaghey  
Douglas Dow  
Harry Dunn  
Robert A Elvish  
Frank Farr  
Thomas Fletcher  
Patricia Forrest  
Phillip Fuller  
William Gittins  
Dennis Gosper  
Ken Harley  
Rachel Hill  
David Hollands  
Peter Hopper  
Rodney Horner  
Graeme Hosken  
Julia Hurley  
Kath Johnson  
Alan Johnson  
Tess Kloot  
Andrew Krumins  
Richard A Leeds  
Gladys Leslie  
John Liddy  
Geoffrey Lodge  
Gail Lonnon  
Tom Lowe  
Duncan MacKenzie OAM  
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Pat Minton  
Robert Missen  
David Morgan  
Alan Morris  
Chris Morris  
Christopher Morse  
David Nicholls  
Lloyd Nielsen  
David Niland  
Joan Palamountain  
Trevor Pescott OAM  
Chester Porter QC  
Jean Porter  
John Ravenhall AM

Don Reid  
Alan J Reid OAM  
Peter Roberts  
Donald H Seton  
Michael Seyfort  
Lester Short  
Merran Spinaze  
Brian Speechley  
Graeme Stevens  
David Stewart  
Rod & Barbara Sutherland  
Evan Thomas  
Elizabeth Turnbull  
Graham Walters  
Neil Weatherill  
Bill Weatherly  
Malcolm Wilson

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Robert Anderson  
Marjorie Andrews  
David Ap-Thomas  
George Baker  
Michael Bamford  
Colin Barraclough  
Rod Bloss  
Ronald Bone  
Ian Boyd  
Alan Brown  
Celia Browne  
Max Burrows  
Shirely Cameron  
Wallie Coles  
Shirley Cook  
David Coutts  
John Crowhurst  
Stephen Debus  
Xenia Dennett  
Tina Dotto  
Ian Dowling  
Barbara Garrett  
Alan Giles  
Janet Hand  
Graham Harrington  
Alec Hawtin  
Graeme Hosken  
Virgil Hubregtse  
Julia Hurley  
Tania Ireton  
Dorothy Johnstone  
Laurie Living  
Tess Kloot  
Andrew Ley  
Barbara Longmuir  
Marlene Lyell  
Nance Marriott  
Peter Mason  
Suzanne Mather

Clare Miller  
Tim Mintern  
Ian Morgan  
Ian Muir  
Clive & Wendy Napier  
Helen O'Donnell  
Joan Peters  
Margaret Philippson  
Jill Plowright  
Bill Ramsay  
Barbara Reidy  
Leonie Robbins  
Don Roberts  
Jenny Rogers  
Don Saunders  
Peter Sedgwick  
Richard Stevens  
Keith Stockwell  
Nancy Taylor  
Trish Teesdale  
Bessie Tyers  
Liz Walker  
Barb Williams  
Jon Wren

## Honorary Life Members

Geoff Deason  
Beryl Jarman  
Alma Mitchell  
Peggy Mitchell  
Rosemary Payet  
Howard Plowright  
Len Robinson  
Shelley Robertson

## Honorary Members

Patricia White

## Fellows

Brian Bell  
Margaret Cameron AM  
Sid Cowling  
Stephen Davies  
Clive Minton AM  
Mike Newman  
Henry Nix AO

## We sadly note the passing of

Peter Allan  
Stuart Fairbairn  
Joan Forster  
Trevor Quested  
Michael Ridpath  
Ken Simpson  
Evan Turbott



## Major Supporters

Philip Adams  
Charles Allen AO and Jocelyn Allen  
Alexander Anderson  
Michael Aquilina  
John Avery  
Barbara Baird  
Eldon Ball and Marilyn Ball  
Rosemary Balmford AM and Peter Balmford  
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Keith Lethlean  
Ian Lewis and Xanny Lewis  
Laura Lewis  
Brian Little  
Roger Livsey and Margaret Robertson  
Graham Macdonald and Pamela Macdonald  
Susan Maple-Brown  
Kevin Maynard  
David McConville  
Barbara McCook and John McCook  
Ruth McKenzie  
Diana Mclachlan  
John McRae and Sue Smith  
Euan Moore and Jennifer Rolland  
Phil Moors AO  
Denzel Murfet  
Lloyd Nielsen  
John Norman AO  
Patricia Novikoff  
Alfred Osbourne  
Chris Palzer  
Sophia Parks  
Peggie Payne  
Anne Peaston and Anthony Nicholson  
Pam Petschack  
Jill Plowright and Howard Plowright  
Josephine Prescott  
Rosemary Richardson  
Sandi Rigby  
Colin Roden  
Margaret Ross AM and Ian Ross  
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Hugh Sarjeant and Diana Droog  
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Elizabeth Sevier  
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Elizabeth Turnbull  
John Ulrichsen  
Gertrude Walker  
Julie Warnock and Joy Schaffer  
Rosemary Waymark  
William West  
David White and Nancye Smith

John Wightman and Christine Wightman  
John Willis and Kim Young  
Ken Wilson  
William Wilson  
Philippa Woodward  
E Wrigley  
Elizabeth Xipell

## Trusts/Foundations

Beswick Family Fund  
Bird Life East Gippsland  
Clarksdale Trust  
CliffTop Creations  
Estate of Don Edward Baker  
Estate of Dorothy Griffiths  
Estate of Fred Smith  
Estate Of James Rowland Webb  
Estate of Jennifer Mary Morrison  
Estate of Margaret Anderson  
Estate of Pamela Newbury  
Estate of Rodney Thomas Sympton  
Gwynvill Group  
Hammar PL  
Hanlon Foundation  
Platinum Cables Pty Ltd  
Quark Expeditions Inc  
Teele Family Foundation  
The Belalberi Foundation Pty Ltd  
The Corella Fund  
The Gras Foundation  
The Madden Sainsbury Foundation  
The Stuart Leslie Foundation  
Theatrelight NZ  
Wildlife Profiles Pty Ltd  
Wood Family Foundation  
Yinma Gild Inc  
Yuligbar Foundation

## Bequests

Estate of Don Edward Baker  
Estate of Dorothy Griffiths  
Estate of Edna Curwen-Walker  
Estate of Fred Smith  
Estate of James Rowland Webb  
Estate of Jennifer Mary Morrison  
Estate of Margaret Anderson  
Estate of Pamela Newbury  
Estate of Rodney Thomas Sympton

## Industry Partners

Aurora Expeditions  
Biosis Australia  
Enviroprint  
Holcim Australia  
Melbourne Water  
Wesfarmers



Partnership for  
nature and people

BirdLife Australia is the Australian member of BirdLife International, the world's largest nature conservation Partnership. BirdLife International is a partnership of 120 organisations worldwide and growing, with 13 million members and supporters, over 7,000 local conservation groups and 7,400 staff.

BirdLife's vision is a world rich in biodiversity, where people and nature live in harmony. The partnership is driven by the belief that local people, working for nature in their own places but connected nationally and internationally through our global Partnership, are the key to sustaining all life on this planet. This unique local-to-global approach delivers high impact and long-term conservation for the benefit of nature and people.

The BirdLife International partnership is widely recognised as the world leader in bird conservation. Rigorous science informed by practical feedback from projects on the ground in important sites and habitats enables this truly global partnership to implement successful conservation programmes for birds and all nature.

**BirdLife Australia**

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birds are in our nature