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# GRI Level C reporting template for NGOs

**Name of organization:**

Greenpeace Australia Pacific Limited

**Filled in by:**

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**Information on numbering: All sections in the boxes are taken directly from the original English version of the NGO Sector Supplement and the original reference numbers and page number appear in parenthesis. The NGO Sector Supplement is available for free downloading at [www.globalreporting.org](http://www.globalreporting.org)**

## 1 Strategy and Analysis

### 1.1 Statement from the most senior decision-maker of the organization. [GRI NGOSS: p. 25]

Greenpeace is an independent, campaigning organisation which uses non-violent, creative confrontation to expose global environmental problems, and to bring about the solutions which are essential to a green and peaceful future. Greenpeace's goal is to ensure the ability of the earth to nurture life in all its diversity.

In developing our campaign strategies and policies we take great care to reflect our fundamental respect for democratic principles and to seek solutions that will promote global social equity.

Greenpeace Australia Pacific works on the most urgent environmental issues of our time, including climate change, oceans depletion, deforestation, the release of genetically modified organisms, and whales. We support work in other Greenpeace entities on toxics and disarmament.

Greenpeace Australia Pacific situates its campaigns in the global context, and supports national, regional and international campaign work that is agreed through the international Greenpeace network.

- We 'bear witness' to environmental destruction in a peaceful, non-violent manner;
- We use non-violent confrontation to raise the level and quality of public debate;
- In exposing threats to the environment and finding solutions we have no permanent allies or adversaries;
- We ensure our financial independence from political or commercial interests;
- We seek solutions for, and promote open, informed debate about society's environmental choices.

We do not accept funding from governments or corporations; instead we rely on the goodwill and generosity of individual members of the public. This ensures we're in the best position to take action and confront people and organisations that are destroying our environment. We encourage donors to make a regular donation.

Making a regular monthly donation is one of the most effective ways to contribute.

Regular donations give us the security to make long-term commitments to our global campaigns, enabling us to plan ahead and respond quickly whilst remaining flexible and independent.

Regular donations also reduce our administration costs so more money goes where it's needed most.

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## 2. Organizational Profile

### 2.1 Name of the organization. [GRI NGOSS: p. 26]

**Greenpeace Australia Pacific Limited**

### 2.2 Primary activities (e.g., advocacy, social marketing, research, service provision, capacity building, humanitarian assistance, etc.). Indicate how these activities relate to the organization's mission and primary strategic goals (e.g., on poverty reduction, environment, human rights, etc.). [GRI NGOSS: p. 26]

Greenpeace is a campaigning (advocacy) organisation. Greenpeace's cornerstone principles and core values are reflected in all our environmental campaign work, worldwide.

- \* We 'bear witness' to environmental destruction in a peaceful, non-violent manner;
- \* We use non-violent confrontation to raise the level and quality of public debate;
- \* In exposing threats to the environment and finding solutions we have no permanent allies or adversaries;
- \* We ensure our financial independence from political or commercial interests;
- \* We seek solutions for, and promote open, informed debate about society's environmental choices.

In developing our campaign strategies and policies we take great care to reflect our fundamental respect for democratic principles and to seek solutions that will promote global social equity.

### 2.3 Operational structure of the organization, including national offices, sections, branches, field offices, main divisions, operating companies, subsidiaries, and joint ventures. [GRI NGOSS: p. 26]

Greenpeace is a global environmental organisation, consisting of Greenpeace International (Stichting Greenpeace Council in Amsterdam, and 28 national and regional offices around the world, providing a presence in over 40 countries. These national/regional offices are largely autonomous in carrying out jointly agreed global campaign strategies within the local context they operate within, and in seeking the necessary financial support from donors to fund this work. There is a section on the Greenpeace website on our structure: <http://www.greenpeace.org/international/en/about/how-is-greenpeace-structured/>

Greenpeace Australia Pacific Limited comprises the four division of Campaigns; Communications; Fundraising and Marketing; and Organisation Support. Lead by a senior management team, headed by CEO and four divisional heads representing each division. In Sydney is the head office and warehouse. In Canberra exists a campaign office; Fundraising holds offices in Brisbane, Newcastle, Melbourne and Perth. Programme offices are maintained in Port Moresby (PNG); Suva (Fiji); and Honiara (Solomon Islands).

**2.4 Location of organization's headquarters. [GRI NGOSS: p. 26]**

Level 2, 33 Mountain Street, Ultimo, Sydney, AUSTRALIA

**2.5 Number of countries where the organization operates. [GRI NGOSS: p. 26]**

Maintains a physical presence in the 4 countries: Papua New Guinea; the Solomon Islands; Fiji and Australia. However its field of operation encompassing the pacific region and the nations states of that region.

**2.6 Nature of ownership and legal form. [GRI NGOSS: p. 26]**

Greenpeace Australia Pacific Limited is a Public Company Limited by Guarantee registered in Australia. Members have voting rights at general meetings but no financial interest in the company other than a maximum liability of AUD5 in the event of the company wind up.

**2.7 Target audience and affected stakeholders. [GRI NGOSS: p. 26]**

Greenpeace stakeholders are our financial supporters, volunteers and online communities, plus our staff, research partners, campaigning allies and those local communities we work alongside. In addition our stakeholders include those we seek to persuade in government, industry and the media, and those who depend on the industries and eco-systems impacted by our campaigns. More specifically, Greenpeace Australia Pacific's stakeholders include our activists, our financial supporters, including major donors and foundations who have made funded specific projects, our staff volunteers and Boards, and Voting Members and members of like-minded organisations with which we partner to achieve a common goal. We actively seek feedback from these groups in a variety of ways. Stakeholders also include the decision-makers whose opinions and actions we aim to influence.

**2.8 Scale of the reporting organization. [GRI NGOSS: p. 26]**

84 FTE Staff, 200 Volunteers, Year Ended December 31st 2010 (pre audit) Net Equity of AUD3.3m, Gross Income AUD16.6m, 75000 Supporters

**2.9 Significant changes during the reporting period regarding size, structure, or ownership. [GRI NGOSS: p. 26]**

n.a

**2.10 Awards received in the reporting period. [GRI NGOSS: p. 26]**

None.

**3. Report Parameters**

**Report Profile**

**3.1 Reporting period (e.g., fiscal/calendar year) for information provided. [GRI NGOSS: p. 26]**

1st January to 31st December, 2010

**3.2 Date of most recent previous report (if any). [GRI NGOSS: p. 26]**

Previous Audited Statutory accounts published for year ended 31st December 2009  
Statutory accounts for year ended 31st December 2010 currently under audit.  
No previous reporting made to GRI\_NGO

**3.3 Reporting cycle (annual, biennial, etc.). [GRI NGOSS: p. 26]**

Annual

**3.4 Contact point for questions regarding the report or its contents. [GRI NGOSS: p. 26]**

Terry.Odonnell@greenpeace.org

**Report Scope and Boundary**

**3.5 Process for defining report content. [GRI NGOSS: p. 26]**

Greenpeace Australia Pacific publishes an Annual Report which reports both on the finances and principle campaigning activities and achievements of the organisation, as well as significant aspects of the global programme.  
Greenpeace Australia Pacific also publishes audited Statutory Financial Statements that comply with IFRS as required to under Australian law.

This GRI report covers many of the same issues and refers to the Annual report.  
Our past Annual reports and Statutory reports can be found here:

<http://www.greenpeace.org/australia/about/financials>

Greenpeace globally is in the process of determining how it will fulfill its GRI reporting obligations in future, with the primary purpose of providing meaningful accountability as envisaged by the International NGO Accountability Charter ([www.ingoaccountabilitycharter.org](http://www.ingoaccountabilitycharter.org)). In particular, we are still in the process of determining what and how much to report on through individual reports from our constituent entities (our National/Regional offices) as opposed to globally through a GPI/global report.

**3.6 Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance. [GRI NGOSS: p. 26]**

This Report covers the legal entity Greenpeace Australia Pacific Limited.

**3.7 State any specific limitations on the scope or boundary of the report. [GRI NGOSS: p. 26]**

None.

**3.8 Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations. [GRI NGOSS: p. 27]**

n.a

3.10 Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods). [GRI NGOSS: p. 27]

n.a

3.11 Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report. [GRI NGOSS: p. 27]

n.a

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3.12 Table identifying the location of the Standard Disclosures in the report. [GRI NGOSS: p. 27]

#### 4. Governance, Commitments, and Engagement Governance

4.1 Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight. [GRI NGOSS: p. 2]

**Greenpeace Australia Pacific Limited is governed by a board of directors. The Finance and Audit Committee is a stand alone committee reporting directly to the board and acts as an advisory service in relation to financial reporting, corporate risk and internal control environment and corporate governance. The General Assembly (ie members of the company) elect the board and participates in overseeing and decision making through the annual general meeting or other general meetings or postal ballot.**

4.2 Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement). Describe the division of responsibility between the highest governance body and the management and/or executives. [GRI NGOSS: p. 27]

**The business of the company is managed by the board. The board have the power to appoint a Chief Executive Officer (CEO) and do. The Chair of the board is not an executive officer.**

4.3 For organizations that have a unitary board structure, state the number of members of the and/or non-executive members highest governance body that are independent and/or non-executive members. [GRI NGOSS: p. 27]

**The number of directors shall be no fewer than 6 and no more than 12. Directors are non executive. The number of members shall be no fewer than 50.**

4.4 Mechanisms for internal stakeholders (e.g., members), shareholders and employees to provide recommendations or direction to the highest governance body. [GRI NGOSS: p. 2]

At each annual general meeting members are invited to an open forum attended by directors, CEO and members of the senior executive. Extracts of minutes are distributed to the GA and staff and full minutes are available to the GA on request. GA members are sent regular updates on campaign activities and are invited to attend Board meetings as observers and invited to GPAP public events. Staff are engaged by management and senior management are engaged with the board through various reports, commentaries and meetings. The CEO, Head of Fundraising and Finance Manager are meet with the Finance and Audit Committee. The CEO and Company Secretary meet with the board. Other senior management meet with the board as required. Greenpeace Australia Pacific Limited has formal processes that deal with grievances and whistle-blowing.

#### Stakeholder Engagement

4.14 List of stakeholder groups engaged by the organization. [GRI NGOSS: p. 2]

List of groups: see 2.7. We engage stakeholders through direct contact, through provision of well-researched information and through the power of positive action. We aim to engage our supporters and general public in our campaigns and activities through targeted communications (e.g. press releases, website, supporters magazine, emails, social media) as well as online and offline actions and events.

4.15 Basis for identification and selection of stakeholders with whom to engage. [GRI NGOSS: p. 1]

Greenpeace is an organisation that seeks to influence the opinions of others and the decisions made by others. Our identification and selection of stakeholders with whom to engage is determined by our long and short-term strategies for achieving the changes we seek to make. Increasingly we are seeing the strategic need to engage with large number of like-minded individuals and organisations because only in this way will we achieve change on the order of what is required. This is moving our engagement strategies in the direction of mass mobilisation, digital mobilisation and movement building.

## Data on Performance

Data on Performance. Please check the Indicator Protocols before completing this box.

### Indicator 1:

Because we are a campaigning organisation not a service provision organisation, this indicator only has meaning for us with respect to the involvement of 'internal' stakeholders. In this regard it is not appropriate to divulge the mechanisms and practices that shape campaign plans.

### Indicator 2:

Because we are a campaigning organisation not a service provision organisation, this indicator only has meaning for us with respect to:

1. internal complaints; and
2. fundraising complaints;

With regard to internal complaints a policy and procedure forms part each staff members employment contract  
With regard to handling Fundraising refer to indicator 18.  
Complaints against the organisation arising from campaign activities are assessed from a campaign perspective at a senior level.

### Indicator 3:

As an organisation supported largely by donations from individuals, we take seriously our obligation to ensure that those donations are used as effectively as possible in pursuit of our publicly stated goals and objectives. However, by its nature, the effectiveness of campaigning/advocacy is extremely difficult to measure and therefore to monitor and evaluate. It is entirely possible to set external goals in a way that it can be determined whether they were met--but next to impossible in most cases to be sure the degree to which our actions helped to meet those goals. We have and are actively improving our systems to ensure that SMART goals are set for all campaign projects; we have sound financial controls in place throughout the organisation and assess performance using various internally and externally focused Key Performance Indicators across all functions of the organisation..

### Indicator 4:

Because we are a campaigning organisation not a service provision organisation, this indicator only has meaning for us with respect to the diversity of our staff. See answer under indicator 15

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**Indicator 5:**

On the global level, our positions are formed through extensive internal debate within an intellectual framework that derives our short term goals from longer term goals of equitable sustainability which in turn are derived from our mission and values frame statements. The hierarchy of decision-making at these different strategic levels maps to the governance hierarchy in the organisation. Annual campaign plans at the local/national level are drawn up by those offices, within the framework of the global priorities (the "Global Programme") but with attention to local priorities and concerns. Alignment of global priorities and activities is achieved on a formal level through the annual agreement between Greenpeace International and each national/regional office of an organisation development plan, and on an ongoing working basis through international project structures. On the national level we set campaign strategies, objectives and priorities in line with the international priorities, taken into consideration the specific national circumstances and actual situation in society, business, media, politics and government.

These strategies are set by the Management Team and approved by the Board.

Quality of our advocacy positions and campaigns is ensured, inter alia, by internal peer review; in many cases also by external peer review by experts and/or by partner organisations; and by structured and mandatory review by separate science, research and legal units whose function it is to ensure quality and defensibility.

**Indicator 6:**

At the global as well as the national level, our annual planning cycle includes (in the power analyses that support the campaign proposals) assessments of the effectiveness and intentions of other actors. While such assessments are not necessarily of uniform quality (and certainly will be more accurate and strategically relevant in those cases where we are working closely with other actors and therefore planning together), such analyses are inherent to our model of goal-oriented advocacy: by definition, where we assess that such coordination is desirable to meet our campaign goals, we will include it in our plans.

**Indicator 7:**

As an independent campaigning organisation the highest priority is to ensure funds are directed toward fulfilling campaign objectives. This necessitates investment in campaign programme at a regional level, a global level (via licensing agreement and additional agreed contributions) and investing in campaign support. As an organisation that does not accept donations from corporates or governments Greenpeace relies primarily on individual supporters, thus Greenpeace can maintain and be seen to maintain independence. In upholding this value of independence there are consequences on the level of fundraising investment required to support this type of business model. Greenpeace also recognises the importance appropriate and effective organisational infrastructure and support functions have in helping achieve programme objectives and instilling public confidence in the administration of the organisation. Thus such functionality and capability are assessed to ensure they are adequate resourced. Annually a resource allocation for the following year, plus four years is prepared by the executive management for review and if appropriate approval by the board. Formal financial reviews and reforecasts are conducted quarterly and reported to F&A committee and Board.

**Indicator 8:**

Sources of significant funding: Individual Support (92.5%); Major Donors (1.8%), Bequests(1.5%), Trusts and Foundations (nil in 2010); Grants from Greenpeace International (2.5%). Other funding sources (1.7%) include interest income, rent receipts, licencing income.

**Indicator 9:**

No policy. Currently, 100% of staff in Fiji, PNG and the Solomon Islands are locally hired.

**Indicator 10:**

Unaudited and for Greenpeace australia Pacific Limited only:  
Scope 1: 21.18 metric tons;  
Scope 2: 17.6 metric tons;  
Scope 3: 262.17 metric tons;  
Total 300.93 metric tons

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**Indicator 11:**

Total 2010 300.93 metric tons  
Total 2009 820.91 metric tons  
Equates to 519.98 metric ton reduction.  
There are a number of initiatives to reduce CO2 emissions across the organization however it is important to recognise the Greenpeace modus operandi - Direct Action significantly influences our CO2 emissions. This is particularly true for Greenpeace Australia Pacific, operating over a vast region such as Australia and the south Pacific. By way of example a ship tour of the Pacific or a direct action in PNG will require many staff to be fly large distances, hence increasing our CO2 emissions for that period.

**Indicator 12:**

83.6 EFT Staff and approx 200 volunteers.

**Indicator 13:**

Fundraising letter writing course  
Excel  
Assertiveness Training  
SQL Server  
Applied Corporate Law  
Senior First Aid  
Volunteer Coordinators Skill-share  
Presentations training  
Conversational Coaching  
How to manage workplace psychological risks  
Online bootcamp  
Planet 3 training  
Level 2 Industrial Rope Access Certification  
Effective Leadership  
IT Skillshare  
Induction program  
Supporter Relationships Workshop  
Managing Multiple Projects  
Global HR meeting  
OH&S Due Diligence  
Good Working Relationships  
Actions Led Campaign training  
Onboard Camp training  
Legal Liaison training

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**Indicator 14:**

**Approx. 50%**

**Indicator 15:**

**Directors – 3 female and 3 male; Permanent Staff – number of: Male - 40; Female -39; Aged 30 and under: 23; Aged 31-40: 36; Aged 41 and over: 20; Number of staff with different country of origin: 28**

**Indicator 16:**

**Because we are an environmental campaigning organisation not a human service provision organisation, any assessment of the impact our programme has on any particular community must be seen in the context of the environmental objective.**

**Constituent response to campaigns are a necessary and valuable measure to effectiveness and are often played out in the public arena.**

**Indicator 17:**

**At induction employees are introduced to our core values, which are the principles of our organisation. In our contract and working conditions, known to and signed by all employees, we have summary dismissal clauses that cover such things as acts of dishonesty. In our financial policy we have arrangements on segregation of responsibilities.**

**Indicator 18:**

**Greenpeace Australia Pacific complies with registration requirements in every state or territory in Australia. The organisation adheres to the regulations as specified by state or territory authority. As a founding organisational member of the Fundraising Institute of Australia (FIA), Greenpeace Australia Pacific complies fully and adheres to the FIA ethical standards. In addition we are members of the Australian Direct Marketing Association and adhere to all codes of practice regarding data protection and privacy. Greenpeace Australia Pacific works closely with financial institutions to ensure financial data is managed in compliance with industry standards.**

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**GRI Self-Assessment Application Level**

**I hereby declare that to the best of my understanding this report fulfills the requirements for a GRI G3 Application Level C.**

**Name: Ann de Wachter**

**Position: Chair of Baord, Greenpeace Australia Pacific Limited**

**Date: 17 February 2011**

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