

Annual Report 2014-2015

SUNSHINE COAST  
Environment Council







## About us

SCEC is the peak environmental advocacy group on the Sunshine Coast. Established in 1980, SCEC represents more than 50 community groups working on a range of environmental issues as well as almost 4,000 individual supporters.

## Our Vision

An ecologically sustainable world achieved through individual and community stewardship of the natural environment at local, regional and global levels.

## Our Mission

Through leadership, education and environmental activism, to encourage Sunshine Coast individuals and communities to support and participate in working towards the goal of environmental sustainability.

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## PRESIDENTS REPORT

Keryn Jones has been employed in a wide variety of fields including as a heavy plant operator for BHP on Groote Eylandt, as a 'jillaroo' in Julia Creek and as office manager for an engineering firm in Papua New Guinea.

In 1988 Keryn and her husband Mark returned to the Sunshine Coast and in 1990 established an electrical contracting business, Accord Electrical, which now specialises in grid connected solar and employs 11 people.

In 2005 Keryn completed a Bachelor of Social Science at the University of the Sunshine Coast. Soon after, she was employed by SCEC, first as an administration co-ordinator and later as campaign co-ordinator.

In 2008 Keryn was elected to the Sunshine Coast Regional Council where she held the Environment portfolio throughout her 4 year term and oversaw the development of major environmental strategic documents.

Keryn did not re-contest her seat at the 2012 elections but returned to the family business.

Keryn was elected as SCEC president in 2013.

# SUNSHINE COAST Environment Council



## PRESIDENTS REPORT

The twelve months until 31 March 2015 have been an intensely busy time for the Sunshine Coast Environment Council (SCEC). Spurred on by a plethora of campaign issues we have run many more events in the year just past than we have in recent years. We have made good progress on several of our campaigns and even had a few important wins.

In the past 12 months we have invested significant resources in improving our capacity to recruit, engage and retain supporters. We have moved our contact database to the nation builder platform integrating our website, social media presence and contact management. This transition has completed the restructure and capacity building phase that commenced five years ago.

The combination of increased activity and better administrative tools is leading to an increase in our support base in the broader community, with supporter numbers almost doubling in the past 18 months. In turn a broader support base is expanding our capacity to deliver more events and achieve greater campaign outcomes.

The amazing result in the Queensland State Election that saw the environmentally hostile Newman government removed from office after only a single term was good news for the entire environment sector. With the incoming Palaszczuk government having a platform that is much more supportive of environmental protection, SCEC is working proactively with our conservation sector colleagues to progress the environmental agenda for Queensland.

This means we start the 2015/16 financial year with cautious optimism and look forward to building on the platform we've laid down over the past 12 months in a much more friendly policy environment.

On behalf of the SCEC Management Committee, I express my sincere thanks to the amazing efforts of our dedicated staff and volunteers. It is their talent, perseverance and plain hard work that has lifted the SCEC profile in the region, ensured campaign wins and provided the community with so many opportunities to come together and learn more about environmental issues.

I also thank my fellow Management Committee members who are also dedicated volunteers. Their ideas and professional guidance are an invaluable contribution to SCEC success. In particular, I acknowledge Ian Edwards who recently retired from the Management Committee due to his re-location to Brisbane. Ian was very influential in his short time with us and his expertise will be sorely missed.



SCECs position was reported **129** times in the media

SCEC attended **51** meetings with public and private sector parties as representative of the environment

SCEC prepared **7** submissions on environmental issues

## ADVOCACY



### ADVOCACY

Advocacy for environmental protection on the Sunshine Coast, on behalf of our member groups and individual supporters, continues to be a primary focus for SCEC.

During the past 12 months our advocacy efforts have primarily focused on the following local issues: Halls Creek, Sekisui House, Noosa on Weyba, Steve Irwin Way Upgrade, Mooloolah Motorsports Precinct and the Obi Obi Zipline.

The Halls Creek issue featured strongly in the election campaign in the Caloundra and Glasshouse electorates with ALP candidates adopting SCEC (and Councils) position on the issue. The issue was taken up by Peter Wellington MP as part of his support for the ALP Government.

The proposed amendments to the planning scheme which would have facilitated the Sekisui House development were refused by council shortly after the end of the reporting period covered by this annual report.

We are thrilled to report that the Noosa on Weyba development application was refused by Sunshine Coast and Noosa Councils, although the appeals process is ongoing in the Planning & Environment Court.

The Motorsports Precinct proposed by the former Minister for National Parks, Sports, Recreation and Racing has been dropped after a largely unseen campaign by SCEC to bring all the relevant information into the public domain.

The design for the upgrade of the Caloundra Road/Steve Irwin Way interchange has been scaled down reducing its impacts on the adjacent high value forest area. Following a detailed submission by SCEC the Federal Environment Minister declared the project to be a 'controlled action' requiring formal assessment under the EPBC Act. We will continue to work to avoid impacts on the forest altogether.

SCEC has been working with the National Parks Association of Queensland (NPAQ) to prevent the construction of a zipline within the Kondalilla National Park. SCEC and NPAQ do not object to the construction of a zipline and recognise the potential for ecotourism but both organisations maintain that such commercial activities should take place outside National Parks.

Other issues SCEC has been actively involved in include: the Sunshine Coast Waste Strategy, Flying Fox Dispersal, Caloundra South water quality, transition of conservation significant State forests into National Park, koala protections, environmental and planning legislation.



SCEC organised more than **30** events

Representatives from **63** community organisations participated in SCEC events

SCEC events were attended by **10,000+** people

## ENGAGEMENT

### ENGAGEMENT

Community engagement is key to building a culture of environmental stewardship and broad based community support that enables government to enact sound environmental policies. SCEC focuses a significant amount of effort on running a diverse range of events and maintaining the currency and relevance of our online communications.

During the past 12 months our engagement efforts have delivered more than 30 events in support of our advocacy efforts.

The Halls Creek campaign directly engaged with well over 600 people through the Halls Creek Community Forum, five Community Cruises and eight Community Info Sessions

The Climate Action team directly engaged with close to 1,500 people through the Climate Change Relay, Communicating Climate Change Training, Conversations on Climate Change Forum, 6 Screenings of Chasing Ice and the Plates in a Paddock Earth Hour event.

The World Environment Day Festival was attended by around 6,000 people and 70 exhibitors.

The Sekisui House campaign collaborated with other community groups to hold events such as Yaroomba Celebration Day, rallies and information forums with a combined attendance in excess of 3,000 people.

The Gathering for the for the Forest and Steve Irwin Way Forest Appreciation Day organised in partnership with Save Steve Irwin Way forest group directly engaged over 500 people including local councillors and State MPs.

SCEC delivered over fifteen presentations to other community groups such as the Currimundi Probus Club, the Catholic Social Justice Network and Sunstone Gardens Retirement Village. We were also invited as guest lecturers at the University of the Sunshine Coast on several occasions.

We have also greatly enhanced our reach online with visitors to our website increasing by 130% and Facebook reach increasing by 180%. Across all our online platforms SCEC reached almost 250,000 people during the year.



Website		Facebook	
Visitors	25,050	New likes	982
Visits	34,051	Engagement	24,380
Pageviews	113,144	Reach	215,843



SCEC received **\$133,844** in donations

Average readership over **40%** for electronic communications

More than **1,300** new supporters signed up

## ADMINISTRATION

### ADMINISTRATION

No organisation can hope to be effective without sound administration. SCEC has undertaken a major reorganisation and capacity building phase during the past five years developing a new constitution, new strategic plan, new website, new accounting set up and new IT infrastructure. This phase concluded in the 2014/15 financial year with the adoption of the Nation Builder platform integrating our website, contact and member database and social media platforms.

Nation Builder is a software package designed to help organisations grow their support base and achieve campaign objectives. It is used by many organisation around the world including WWF, EDO and Barak Obama.

Moving across to Nation Builder has enabled us to exponentially grow our support base from around 2,500 individuals in mid 2014 to over 3,800 in mid 2015. With the capacity to run petitions, sell tickets to events, solicit donations manage mass emails and much more, Nation Builder greatly enhances our capacity to mobilise our supporters and boost our campaign capacity.

The integration of our contact database with our online presence completes our administrative restructure and we look forward to spending more time on campaigning and community engagement and less time on administration as we start the 2015/16 financial year.





SCEC has **3,821** supporters  
**105** volunteers contributed over **3,200** hours  
**6** wonderful, dedicated committee members

## PEOPLE & GOVERNANCE



### GOVERNANCE

SCEC is led by a Management Committee who governing the organisation in line with the principles for good governance for not-for-profit organisations. Tools used to set directions and to monitor and manage performance include:

- 2013-2015 Strategic Plan
- SCEC Operational Plan
- Monthly Staff & Financial Reports
- Annual Performance Reviews

### VOLUNTEERS

SCEC cannot function without the support of over a hundred volunteers who help around the office, with research for submissions, organising events and countless other jobs. SCEC gratefully acknowledges the time and effort these people give to the organisation.

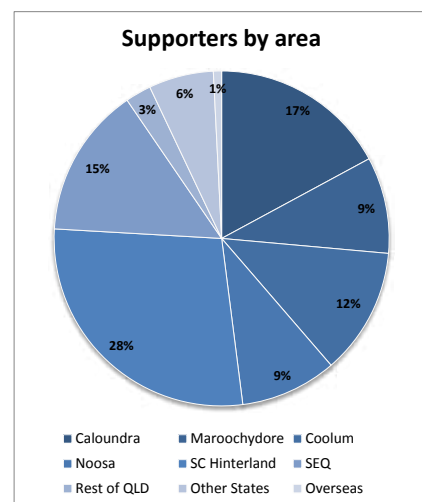
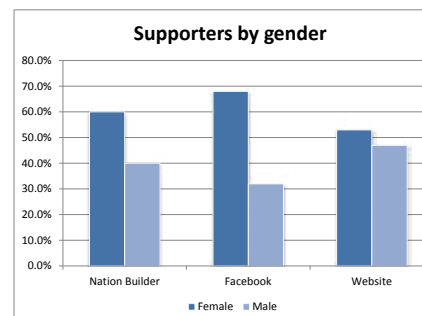
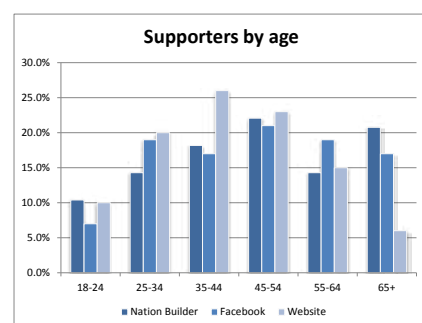
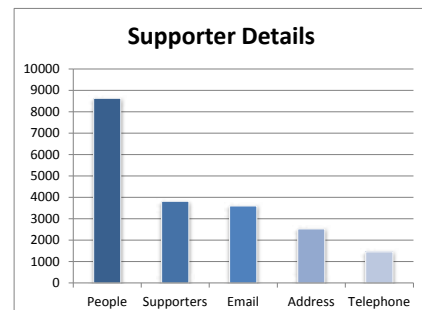
The increased focus on events is creating many new opportunities for volunteers to become involved in the organisation, with teams starting to form around core activities and campaigns. We look forward to growing these teams in the next 12 months.

### MANAGEMENT COMMITTEE

President	Keryn Jones
Vice-President	Jillian Rossiter
Treasurer	Sue Etheridge
Member	Mary-Jane Weld
Member	Ian Edwards
Member	Leigh Warneminde

### STAFF

Executive Officer	Wiebe ter Bals
Liaison & Advocacy Officer	Narelle McCarthy
Administration Officer	Karen Robinson
WED Festival Coordinator	Matt Dinneen







Membership income **doubled** in 2014/15

We spent **\$18,762** more on campaigns than in the previous year

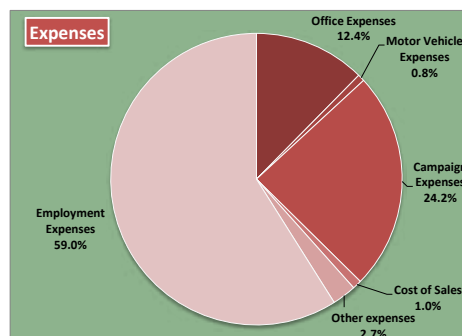
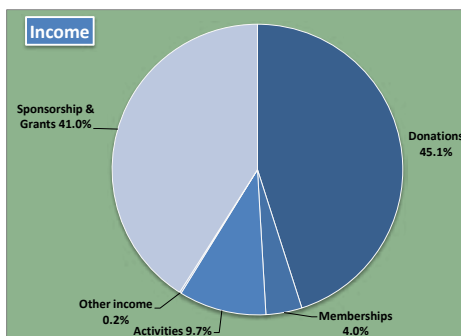
**85%** increase in activity generated income

# FINANCIAL REPORT

## FINANCIAL REPORT

SCEC incurred an audited deficit of \$6,438 during the 2014/15 financial year. As at the 31 March 2015 SCEC had total equity of \$4,514. The deficit and minimal equity have resulted from a spike in campaign activities at the end of the financial year. Strategies are in place to ensure a positive result in the 2015/16 financial year with a view to re-establishing financial reserves equivalent to no less than 3 month operating expenses.

Notwithstanding the underlying deficit the 2014/15 has been a good year for SCEC with significant increases in membership and activity generated income and substantial savings in office expenditure.



### Balance Sheet - 31 March 2015

Balance Sheet - 31 March 2015	
<b>Assets</b>	
Cash on hand	\$36,337
Trade debtors	\$6,680
Inventories	\$2,005
Property, plant & equipment	\$19,930
Other	\$400
<b>Total Assets</b>	<b>\$65,503</b>
<b>Liabilities</b>	
Trade creditors	\$10,408
Tax liabilities	\$7,175
Payroll provisions	\$28,469
Grants received in advance	\$14,936
<b>Total Liabilities</b>	<b>\$60,988</b>
<b>Net Equity</b>	<b>\$4,514</b>

### Financial Performance 2014-15

Financial Performance 2014-15	
<b>Income</b>	
Membership fees	\$11,837
Donations	\$132,912
Sponsorships & Grants	\$120,954
Activity generated income	\$28,723
Other income	\$544
<b>Total Income</b>	<b>\$294,970</b>
<b>Expenses</b>	
Office	\$37,312
Motor vehicle	\$2,319
Employment	\$177,688
Campaigns	\$73,023
Cost of sales	\$3,048
Other expenses	\$8,017
<b>Total Expenses</b>	<b>\$301,407</b>
<b>Deficit</b>	<b>-\$6,437</b>





Member group **round table** continued

**Social media** training for member groups

SCEC conducted **27** member group visits

## MEMBER GROUPS



SCEC acknowledges the amazing work of its member groups who all contribute so much each and every day to the preservation of the natural environment on the Sunshine Coast. SCEC is privileged to be representing such diverse and committed organisations and our advocacy is strengthened by the breadth and depth of the people involved in them. To all these people and organisations we say: THANK YOU!

Association for Sustainable Communities (Bellbunya)  
Australian Marine Conservation Society  
Barung Landcare  
Bat Rescue  
Blackall Range Independent School  
Blackall Range Land Use Planning Association  
Bribie Island Environmental Protection Association  
Bunya Bunya Country Aboriginal Corporation  
Conondale Range Conservation  
Conservation Volunteers Australia  
Coolum District Coast Care Group  
Coolum Residents Association  
Crystal Waters Cooperative  
Currimundi Catchment Care Group  
Development Watch  
Environmental Legacy Foundation  
Fraser Island Defenders  
Friends of Lake Weyba  
Friends of the Earth  
Glasshouse Mountains Advancement Network  
Lake Baroon Catchment Care Group  
Landsborough Area Community Association  
Manduka Cooperative  
Maroochy Community Group  
Maroochy Waterwatch  
Mary River Catchment Coordinating Committee  
Mooloolah River Waterwatch & Landcare  
Nambour Community Centre  
Nambour Community Gardens  
Nambour Transition Town  
Night Eyes Water & Landcare Sunshine Coast  
Noosa & District Landcare Group  
Noosa Integrated Catchment Association  
Noosa Parks Association  
Noosa Residents & Ratepayers Association  
OSCAR  
Petrie Creek Catchment Care  
Queensland Folk Federation  
Queensland Water and Land Carers  
Residents Association South Sunshine Coast  
Sunshine Coast Bushwalkers Club  
Sunshine Coast LETS  
Sunshine Coast Solar Citizens  
Sunshine Coast Transition Town  
Surfrider Foundation Sunshine Coast  
Take Action for Pumicestone Passage (TAPP)  
Wallum Action Group  
Wildlife Rehabilitation Centre  
WILVOS  
WPSQ Moreton Bay Branch  
WPSQ Sunshine Coast & Hinterland  
Yandina & District Community Association  
Yandina Creek Progress Association



SCEC gratefully acknowledges the **financial support** of these organisations

SCEC received **\$135,890** in grants and sponsorships

## SPONSORSHIPS & GRANTS





Sunshine Coast Environment Council  
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Nambour QLD, 4560  
07 5441 5747

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[www.facebook.com/SunshineCoastEnvironmentCouncil](https://www.facebook.com/SunshineCoastEnvironmentCouncil)

SUNSHINE COAST  
**Environment Council**

