

# Australian Marine Conservation Society

## ANNUAL REPORT 2008



Over 90% of sharks and other big fish have disappeared from the world's oceans. AMCS works every day on behalf of the public to bring back our illusive and beautiful sharks, apex predators that have been keeping the balance on our blue planet for over 400 million years.

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# OVERVIEW

The Australian Marine Conservation Society (AMCS) is the voice for our seas. AMCS is Australia's only national organisation that is dedicated exclusively to protecting our ocean wildlife and their homes beneath the waves.

Our core focus is to advocate for greater protection of the oceans by establishing highly protected marine parks, a our fisheries sustainable and safeguarding threatened marine species.

As an incorporated association and a registered charity, AMCS is overseen by a National Board with eight representatives from business, industry, conservation, science, education, finance and government. Multi award-winning author and much loved Australian, Tim Winton, is our national patron.

Our track record speaks for itself. Places like the Great Barrier Reef Marine Park in Queensland and Ningaloo Reef in Western Australia would not be protected without our vision, dedication and passion for our precious coasts and oceans.



The Australian Marine Conservation Society was formed in the 1960s by a small group of marine scientists and concerned divers to legally contest and successfully defeat a coral mining application on the Great Barrier Reef.

This victory led us to organize Australia's largest sea-based campaign, which culminated in the formation of the Great Barrier Reef Marine Park World Heritage Area – an international tourist destination and one of the natural wonders of the world.

In our earlier incarnation as the Australian Littoral Society, AMCS was seminal in advocating for the protection of critical habitats for waders and other shore birds.

# President's HIGHLIGHTS

During 2008, AMCS continued its tradition of spearheading critical marine campaigns around the country. In particular our World Heritage Shark campaign has highlighted how our governments continue to permit the killing and export of Australia's precious and threatened sharks in the World Heritage Great Barrier Reef, in part to service the international trade in shark fin.

The World Heritage Shark campaign generated overwhelming public support. The response from our Australian and international supporters demonstrated yet again that the community is light years ahead of the government on expectations of ocean management.

To raise funds and awareness for this critical issue, AMCS held its second Charity Art Auction at the Brisbane City Hall in Queensland. The night was a great success due to the skill and generosity of our artists, buyers, guest speakers, auctioneer and volunteers. We raised over \$45,000 through the silent and live auction of top quality art works, including acclaimed Australian artists and Archibald winners William Robinson and Davida Allen.

AMCS continued its work to increase ocean protection through the creation of more marine protected areas. Working in close association with industry and the community, we successfully campaigned to expand sanctuary areas for wildlife and their habitats in Moreton Bay Marine Park in Queensland and the Solitary Islands Marine Park (Coffs Harbour) in New South Wales. We also highlighted the parlous state of protection for Tasmania's marine areas and the long road ahead.

The Sustainable Seafood program continued its growth throughout the year spreading awareness and demand for responsible fisheries management around our coastline. Our Sustainable Seafood Guide continued to grow in popularity and experienced strong sales. Significantly, in June 2008 the federal and state governments finally introduced mandatory 'country of origin' labelling enabling consumers to make more informed choices about the fish they purchase. This is a clear demonstration of the power consumers have to influence our fisheries and seafood industry.

The urgency surrounding the climate change issue continues to build in Australia. In a long-over due and welcome move, the newly elected federal government ratified the Kyoto Protocol. However, questions remain about how fully and how quickly the government is tackling this most critical of issues for our planet. AMCS continued its work throughout 2008 highlighting the effects of climate change on our oceans and the way forward through proven clean, green industries such as solar, wind and geothermal power.



AMCS President, Paul Saunders.  
photograph by Sam Charlton



Australia needs to expedite the move towards clean green future and set globally responsible targets for national greenhouse gas reduction. With our vast solar and wind resources our country should be a world leader on climate change, which is surely the greatest social, economic and environmental challenge Australia has ever faced.

During the year, we were honoured and touched to receive a bequest from a long time AMCS supporter. AMCS received \$20,000 from the estate of Kathleen Quartly. Kathleen's bequest to AMCS leaves a true legacy for our precious oceans and we will honour her memory through our work to protect our seas and the wildlife within.

On an organisational front AMCS followed its ambitious growth projections by meeting financial goals and expanding our public outreach in Australia and internationally. During the year we employed two wonderful new staff members in our National Office. Jacqui Boyce, our young and energetic Communications Officer, is expanding our outreach in the new media age, and bringing a wealth of knowledge to AMCS with her marine science and IT background.

AMCS also engaged Nicola Temple as our new Coral Sea campaigner to work with our colleagues in the conservation movement to secure the protection of over one million square kilometres of the Coral Sea, east of the Great Barrier Reef. The Coral Sea is one of the globe's last refuges for large ocean wildlife such as marlin and sharks. Nicola is also assisted by Jacki Boyce on the Coral Sea Campaign. The Coral Sea positions have been made possible through funding from the Pew Global Oceans Legacy program.

Our work is only as successful as the strength of our supporters, and we are constantly reminded of this privilege as we work on their behalf. As President I am appreciative of the dedication of our growing family of Sea Guardians and Business Supporters, Ocean Activists, donors and members (including life and honorary life members). Thank you for your ongoing generosity and involvement in our work. Together we really are making a difference.

In these turbulent times of climate change, species loss and increasing pressure on our natural ecosystems, AMCS is dedicated to delivering better outcomes for Australia's wildlife in the sea on behalf of its people on the land.

Paul Saunders  
President

# Campaign REPORT

Australia has stewardship over some of the most endemic and biodiverse oceans on earth. Our campaigns have always focused on the major issues facing the marine environment including unsustainable fisheries, threatened species and inadequate protection of critical habitats. The following snapshot provides an outline of our work in 2008 to address these issues.


## THREATENED SPECIES

AMCS has a long history of campaigning for increased shark conservation. Working alongside our peers in the conservation movement, we have gained legislative protection for the Great White, Grey Nurse and deep water Dog Sharks. AMCS will continue to work towards further protection of all shark species to ensure they are no longer threatened by unsustainable and inappropriate fisheries.

## WORLD HERITAGE SHARK CAMPAIGN – QUEENSLAND

Throughout 2008, AMCS petitioned the Queensland Department of Primary Industries and Fisheries to stop shark fishing in the Queensland East Coast Inshore Finfish Fishery along the Queensland coastline, including the Great Barrier Reef World Heritage Area.

The Queensland East Coast Inshore shark fishery is at the heart of our World Heritage Shark Campaign. The fishery which catches around 900 tonnes of shark a year, (about 112,000 sharks) has dropped from its historical peak of 1400 tonnes (about 175,000 sharks). The drop is thought to be caused by a decline in shark populations - however the management regime of this fishery is so poor that the cause cannot be confirmed.



Sharks and other big fish have disappeared by a staggering 90 per cent across the globe<sup>1</sup>. Sharks and rays have been predicted to be part of the next global wave of extinction for our oceans. Sharks are killed in over 70 fisheries across Australia and AMCS believes that we should not be targeting sharks at all due to their life history, which makes them very slow to recover from impacts on their populations.



With overwhelming public support, we pressed the Queensland and Australian Governments to ban shark fishing along the Queensland coastline, particularly throughout the Great Barrier Reef World Heritage Area. In response the Queensland Government committed to reducing the total annual catch from 900 to 600 tonnes. While this represents some progress, the fishery is completely unacceptable and there is much work ahead to close this fishery in defence of this misunderstood but incredibly important family of fish.

## NORTH WEST SHARK FISHERY – WESTERN AUSTRALIA

After two years of lobbying from AMCS, the Federal Government revoked the export licence for the Joint Authority Northern Shark Fishery – Western Australia due to sustainability concerns. This is a huge victory and means that our North-western sharks will no longer be killed to service the international trade in shark fin. Thank you to our hard working staff and to all of you who supported the campaign. This victory represents a milestone in our campaign to save Australia's precious ocean wildlife.

## SEA TURTLES – MORTON BAY, QUEENSLAND

Crab pots pose a potentially lethal threat to Australia's sea turtles. Turtles enter discarded or active crab pots in search of food and become trapped and drown. They can also become entangled in the float line of the crab pot.

During 2008 AMCS undertook an analysis of the different types of crab pots that are involved in sea turtle deaths. Discussions with researchers and fisheries managers and a survey of retail outlets revealed that there are several types of commercial and recreational crab pots used in Moreton Bay Marine Park that pose a direct threat to turtles.

As a result of our campaigning, AMCS was invited onto a special working group by the Department of Fisheries, where we worked with a small team of fisheries and sea turtle experts to design guidelines for 'turtle-free' crab pots. The Minister for Primary Industries has committed to implementing these changes as mandatory not just in Moreton Bay Marine Park but along the entire Queensland coastline.

AMCS partnered with Sea World to raise awareness of this unintended and readily solved threat to our precious sea turtles.

This green turtle was found drowned in a crab pot that washed up on One Mile beach, Stradbroke Island, Queensland. 2008.

Photograph by Mischa Jackson



## MARINE PARKS

Establishing marine parks and sanctuaries is the cornerstone of protecting the health and productivity of our oceans. In order to safeguard the health, diversity and productivity of marine ecosystems we need to protect more places in the sea by creating new marine parks and increasing the level of protection and size of existing parks. The world's leading marine scientists recommend that between 20-50% of each marine habitat needs to be fully protected in marine national parks, particularly as the predicted impacts of climate change will place the marine environment under further pressure.

Currently Australia's protection of its oceans and seas is highly inadequate with less than 5% of our oceans protected by Marine Parks. The slow progress reflects the enormity of the challenge we have to protect our marine wildlife.

## QUEENSLAND

### Moreton Bay Marine Park

After a lengthy two year campaign by AMCS and our allies, the Queensland Government has released a new zoning plan for Moreton Bay Marine Park. The new plan comes into effect 1st of March 2009.

As a result of our campaign, the new plan establishes 30 'no take' zones. Previously there had only been four, which represented less than 1% of the park. The new zoning is welcome - it increases the proportion of the park in highly protected 'green' zones to 16%. This level of protection is comparable to the level of protection over inshore areas in the Great Barrier Reef Marine Park. However it falls short of the 30% level of protection AMCS was advocating as necessary to adequately protect the fragile habitats and species of the magnificent Moreton Bay.

### Great Barrier Reef

During 2008 AMCS worked with our conservation peers to secure commitment from the Queensland Government to properly tackle land based pollution that is devastating the Great Barrier Reef. The Great Barrier Reef is the greatest living organism on earth, and one of the natural wonders of the world, but annually over 14 million tonnes of pesticides, sediments and nutrients from agricultural industries are



Just like national parks on land, marine national parks are places where people can go and enjoy our natural world, without harming the wildlife.



taking their toll. Pesticides are poisoning seagrasses which are a food source for turtles and dugongs, mud is smothering fragile coral reefs and nutrients are causing toxic algal blooms and are implicated in the destructive proliferation of crown of thorns starfish.

In 2008 AMCS worked with communities and government to rescue the reef from drowning in sediment and toxic chemicals by developing a comprehensive plan that brought science and management together to work along with a network of 'catchment cops' and industry to ensure compliance with pollution laws.

## Coral Sea

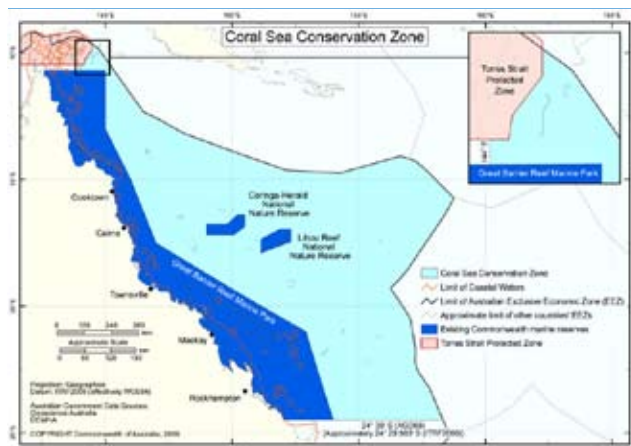
The Coral Sea is a unique part of the Pacific and an Australian biological and historical treasure. Lying adjacent and seaward of the Great Barrier Reef, the Coral Sea is one of the few places remaining on Earth where biodiversity has not been severely depleted, especially spectacular populations of seabirds, sharks, whales, dolphins, turtles, fish and myriads of invertebrates, many of which are yet to be described by science.

The Coral Sea's diverse habitats are spectacular with coral reefs, remote islands, sandy cays, underwater mountains (seamounts), abyssal plains and deep sea canyons.

The Coral Sea is one of the few places in Australia's oceans where there is no mining activity. While some commercial fishing does occur in region, it is not yet as intense as elsewhere in Australia – indeed the Coral Sea is one of the last remaining areas of earth largely spared from the ravages of overfishing.

The proposed Australian Coral Sea Heritage Park would be a highly protected, safe haven for globally threatened species that are in rapid decline around the world.

Extending east from the Great Barrier Reef Marine Park, the Coral Sea Heritage Park would encompass our maritime boundary with Papua New Guinea, Solomon Islands and New Caledonia. With more than one million square kilometres, this new Park would be the world's largest. (Currently less than 0.01% of the world's oceans are fully protected).



The Coral Sea is one of the last havens on earth for healthy populations of sharks, tuna and other big fish. AMCS and our partners have launched a visionary campaign to protect one million square kilometres of the Coral Sea in the world's largest no-take marine reserve. Photograph by John Rumney

## Northern Territory

From the rich waters of the Gulf, to the wilderness of Arnhem Land and the wetlands of Kakadu; the Northern Territory's coastal and marine environments contain some of the most pristine, scenic, culturally important and ecologically significant areas in Australia.

Around 84% of the coast is Indigenous owned and the system of traditional custodianship of and spiritual connections with sites and species of marine fauna and flora have created strong cultural ties to the sea.

In 2008 AMCS worked towards securing the health of Northern Australia's waters by running a community campaign, pressing the Territory Government to commit to implementing marine parks and fighting against inappropriate coastal development.

AMCS will continue to work towards protecting the Territory's waters in partnership with Indigenous owners to maintain the unique nature of the marine environment under the increasing pressure of commercial development.

## TASMANIA

In 2008 AMCS joined local efforts to call for more Marine National Parks in south west Tasmania. While the Tasmanian Government responded by announcing 14 new marine reserves for the spectacular south-east Bruny Marine Bioregion around Hobart, the new reserves provide very little actual protection for the ocean wildlife. Ignoring the wisdom of the world's leading marine scientists, and its own advisers, the Tasmanian Government did not protect any of the bioregion in 'no-take' zones as recommended in the Draft Plan as a result commercial and recreational fishing will not be affected by the creation of these reserves and biodiversity will not be protected.

Tasmania needs a network of 'no-take' Marine National Parks to fully protect its marine wildlife into the future. Australian marine scientists agree with this proposal and it is supported by many people in the community. The Tasmanian Government has ignored the general consensus and we must now continue to lobby the government to change their attitude towards marine protection.



NT wetlands by Ingrid Neilson.

## SUSTAINABLE SEAFOOD

One of the greatest threats to our oceans is overfishing. Throughout the world's oceans, there are too many boats taking too many fish. Three quarters of the world's oceans are overfished and Australia's oceans aren't faring much better. AMCS's Sustainable Seafood Program aims to educate the public about the threats of overfishing and poor aquaculture practices and help remove unsustainable fisheries and aquaculture from our seas.



AMCS developed a national guide in 2004 to help Australians choose their seafood wisely. Australia's Sustainable Seafood Guide is extremely popular and in high demand from the hospitality industry, educational sector and individuals throughout Australia. The Guide's growing popularity means that sustainable seafood is fast becoming a household name. Proceeds from the sales of the guides are helping resource our Sustainable Seafood campaign.

Significantly, in late 2007, the Australian Government introduced regulations to standardise Australian fish names. All seafood must now comply with the Australian Fish Names Standard AS SSA 5300. In addition, in June 2008 the Federal and State Governments introduced mandatory country of origin labelling. This is a great step forward towards a better understanding of our seafood and gives consumers purchasing power to influence the state of our fisheries in Australia.

## MELBOURNE BRANCH

The Melbourne Branch had a successful year promoting our national campaigns through events and activities. The branch promoted Australia's Sustainable Seafood Guide during the Sustainable Living Festival on two live broadcasts from the festival on Out of the Blue, 3CR & Radio Marinara, 3RRR and attended several Farmers Markets to promote the Sustainable Seafood Guide.

The Branch also campaigned for the protection of sharks by holding a fundraising screening of the movie Sharkwater in August; proceeds from the auction will support the campaign to protect the marine wildlife in Victoria.

The Branch also submitted comments on the Wonthaggi Desalination Plant EES and the National Draft Threat Abatement Plan (TAP) - for the impacts of marine debris on vertebrate marine life. The Branch also held a workshop in April to plan for the next year's events and activities.



Melbourne supporters Karen Flynn, Malcom Lindsay and Anna McCallum. Photograph by Sharon Ray

## COMMUNITY OUTREACH

### Seagrass Watch

AMCS continued its designated seagrass surveys as part of the Moreton Bay Seagrass-Watch Project. Seagrass-Watch is an award winning, community-based, habitat assessment program, in partnership between conservationists, the community and the Queensland Government.

As proud stewards of a local seagrass meadow, AMCS staff and volunteers collected data several times throughout the year. Data collected during the surveys includes abundance, height, algal cover, lyngbia cover (toxic cyanobacteria) and presence or absence of dugong feeding trails. Data from the rigorous scientific survey methods are used in ecosystem health monitoring programs and informs decision making in marine park planning.

### On the Streets

AMCS participated in many public events throughout the year, including market stalls, schools talks, rotary presentations, and festivals. A highlight for AMCS staff and volunteers was our stall in the Village Green at the Jack Johnson All At Once tour. AMCS spoke to hundreds of people, raised awareness and significant support for our campaign to protect more of our oceans in marine parks and stop targeted shark fin fisheries in the World Heritage Great Barrier Reef.

### Marine and Coastal Community Network (MCCN)

After a decade of funding from the Australian Government, MCCN was unable to secure ongoing funding for the project. MCCN contributed extensively to marine conservation in Australia over the last decade and this lack of funding represents a great loss to community conservation.



Australian Sea Lions were heavily hunted for their fur and oil in the 18th and 19th centuries. They are still recovering and are listed as rare.



AMCS staff Ingrid Neilson (L) and Lissa Barr at the Jack Johnson All At Once tour in early 2008.

# Marketing and FUNDRAISING

Dear acting Director  
I know that what I gave  
wasnt much but it was  
ALL my savings good luck  
on your campaign.  
Sascha Seabourne-Carlin  
P.S. sharks RULE!!!

AMCS staff were delighted by this letter and a \$20 donation from Sascha Seabourne-Carlin of Western Australia, who donated to our World Heritage Shark Campaign.

AMCS's fundraising, branding and marketing strategies continued to gain momentum and helped to secure core funding for our work around Australia during 2008. Our key fundraising areas are Business Supporters, Sea Guardians, memberships, donations, merchandise sales, grants and bequests. Our supporter base continues its steady growth as we extend our reach across the country.

## ART AUCTION

In September several hundred passionate ocean supporters, Sea Guardians and government dignitaries converged on the Brisbane City Hall to help raise funds to save our precious World Heritage Sharks. We were delighted to have Richard Fitzpatrick, shark researcher and underwater film maker to present his work on tagging tiger sharks on the Great Barrier Reef and the Coral Sea to the audience.

The auction raised over \$45,000 through the silent and live auction of very high quality art works, including acclaimed Australian artists and Archibald winners William Robinson and Davida Allen. Thank you to all of our supporters, artists, buyers, guest speakers, auctioneer and other volunteers who made the night a great success.

## MERCHANDISE

Our stylish range of jewellery, stationary and t-shirts have been in hot demand; sales continued to increase steadily throughout 2008, particularly around the festive season. After many years of manual processing, a live gateway was set up on our online shop, allowing secure live transactions.

## BUSINESS PARTNERS

There are many benefits in forming partnerships with the business sector. This sector can provide vital funding and in-kind support and enables us to build our capacity and achieve our conservation goals. In return business sponsors can broaden their environmental knowledge, inspire their staff and contribute positively towards the community and the environment.



AMCS Supporter Jacki Trad and son Leo won the signed Billabong surf board at the Art for Sharks Charity Auction 2008.



## SEA WORLD

In 2008 Sea World contributed to our efforts to save Australia's sea turtles by participating in and providing funding to our campaign to rid Moreton Bay Marine Park of discarded crab pots which are lethal to our sea turtles. Sea World's rescue and rehabilitation program saves several sea turtles each week, as well as several humpback whales each year which get entangled in commercial fishing gear and shark nets during the whale migration season. Sea World staff also assisted AMCS staff to undertake sea grass surveys as part of the Moreton Bay Seagrass-Watch Project.

## BILLABONG AUSTRALIA

We continued to work with Billabong throughout 2008 to promote marine conservation issues around Australia. Several of Billabong's staff are Sea Guardian supporters and their celebrity surfers have given testimonials to support our ongoing campaigns. AMCS continues to raise ongoing funds through the sales of Billabong AMCS Beach bags, made from recycled materials.

## ENVIROSAX

Envirosax is a Queensland-based company that produces eco-friendly bags and sun-proof UV rash vests. Since late 2006, Envirosax has donated a percentage of all web sales from their stylish range of Rash Vests and UV shirts towards our campaigns.

## BEQUESTS

During the year we were very touched to receive a generous bequest of \$20,000 from Kathy Quartly, who had a long association with AMCS, particularly in our earlier years as the Queensland Littoral Society. We also received donations in lieu of flowers from friends and family of Peter Waller, an avid diver and supporter of marine conservation. Their legacies live on through their bequest and support for our seas.

Peter Waller (1942-2008) had a great passion for Australia and the coastal environment. He bought a beach house to which he would often retreat to fish, surf, and walk. Peter delighted in the myriad birds, especially the sea-eagles and ospreys, close to home. He shared his passion for wildlife and the environment with his wife, children and many friends, and requested that any tribute be made via donations to AMCS.



# SUPPORTERS

## BUSINESS SUPPORTERS

Our Business Supporters Program encourages like-minded Australian businesses to invest directly in our conservation work. The Program has three tiers of sponsorship – Platinum, Gold and Silver and has continued its sustained growth during 2008, with one new platinum supporter and two new silver supporters coming aboard.

### 2008 Platinum Supporters:

Coral Sea Dreaming ([www.davidhannan.com](http://www.davidhannan.com))

Ison Environmental Planners  
([www.isonenvironmental.com](http://www.isonenvironmental.com))

Sport Diving ([www.divetheblue.net](http://www.divetheblue.net))

### 2008 Gold Supporters:

Grossi Restaurants

### 2008 Silver Supporters:

Tabata Australia ([www.tusa.com.au](http://www.tusa.com.au))

Diversion Dive Travel ([www.diversionoz.com](http://www.diversionoz.com))

Calypso Reef Charters (Port Douglas) [www.calypsocharters.com.au](http://www.calypsocharters.com.au)

Remora Technologies

AMCS Director, Kate Davey and Sea World Director of Marine Science and Wildlife, Trevor Long demonstrate the elements of crab pot design that trap and drown sea turtles.



Pod of dolphins by Aengus Moran





## SEA GUARDIANS

Sea Guardians are monthly donors who invest in our long term conservation programs. The Sea Guardian program continued to grow steadily in 2008 and has become the backbone of AMCS, with the majority of members being longer term supporters of the Society.

## OCEAN ACTIVISTS

Ocean Activists are an online supporter base. The number of Ocean Activists supporters continued steady growth, with around 15,000 supporters throughout the country, including a small but active group of international members.

Our supporters and online Ocean Activists have become increasingly involved in our campaigns through our Ocean Action Alerts, public petitions and community education events. Through this demonstrated support we are increasing pressure on our governments to manage our oceans responsibly for the long term.



AMCS Coral Sea campaigner Nicola Temple diving with Green Turtle.  
Photograph by Shelby Temple



# Financial REVIEW

It is with great pleasure that we can report on a successful financial year for the Australian Marine Conservation Society in 2008.

The Society's Audit Report shows that we continued to meet our 2008 financial goals by increasing our overall income by 38.4%. This increase has been achieved through the loyal and ongoing support of our members. This steady growth has enabled us to employ more campaign and administrative staff to help deliver on our major campaigns. We are planning for continued growth of the Sea Guardian program to provide ongoing long term funding for our important work.

The Society's Board, staff, branches, volunteers and supporters (including all our wonderful Ocean Email Activists) are once again commended for their ongoing passion and commitment to marine conservation and the work of the Society. The Society's 40 year history of working alongside the community, scientists and the government to achieve real conservation outcomes for our oceans is truly inspiring.

Kate Davey (Director)

<b>AUSTRALIAN MARINE CONSERVATION SOCIETY INC</b>		<b>Page 1</b>	
<b>INCOME AND EXPENDITURE STATEMENT</b>			
<b>FOR THE YEAR ENDED 31 DECEMBER, 2008</b>		<b>2008</b>	<b>2007</b>
<b>PROJECTS AND GRANTS</b>			
Grants - Environment Australia	Note H	600000	400000
Grants - GNGO		15000	15000
Grants - GVEHO		9000	9000
Projects - Conservation		115369	88357
Gross Project and Grant Income		<u>739369</u>	<u>512357</u>
Total Project Expenses	Note I	<u>632737</u>	<u>420768</u>
<b>NET PROJECTS AND GRANTS</b>		<b><u>106632</u></b>	<b><u>91589</u></b>
<b>FUNDRAISING</b>			
Bequests		20000	12147
Business Partners/Supporters		25794	7199
Donations		189396	158196
Events		68710	31460
Membership Fees		9493	9466
Merchandise		<u>27222</u>	<u>28466</u>
Gross Fundraising		340616	246934
Less Fundraising Expenses	Note J	<u>75795</u>	<u>37483</u>
<b>NET FUNDRAISING</b>		<b><u>264820</u></b>	<b><u>209451</u></b>
<b>OTHER INCOME</b>			
Interest Received		<u>23363</u>	<u>28216</u>
<b>TOTAL DIRECT INCOME</b>		<b><u>394816</u></b>	<b><u>329256</u></b>
<b>LESS OPERATING EXPENSES</b>	Note K	<b><u>410630</u></b>	<b><u>339167</u></b>
<b>NET SURPLUS FROM OPERATING ACTIVITIES</b>		<b><u>-15814</u></b>	<b><u>-9911</u></b>
<b>ACTIVITIES OUTSIDE OPERATING ACTIVITIES</b>	Note F	<b><u>0</u></b>	<b><u>6790</u></b>
<b>NET SURPLUS/(LOSS) FOR YEAR</b>		<b><u>-15814</u></b>	<b><u>-3121</u></b>

**AUSTRALIAN MARINE CONSERVATION SOCIETY INC  
NOTES TO AND FORMING PART OF THE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER, 2008**

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	2008	2007
I) PROJECT EXPENSES		
Coordinators and Project Officers	335522	276685
Postage Printing & Stationery	71007	7895
Project Expenses	66514	23481
Publications	67008	44870
Superannuation Contributions	20131	26048
Telephone, Fax and Internet	45474	14213
Travel & Conference Expenses	27080	27576
TOTAL PROJECT EXPENSES	<u><b>632737</b></u>	<u><b>420768</b></u>
J) FUNDRAISING EXPENSES		
Business Partners/Supporters	503	0
Events	18625	6618
Merchandise	7689	18585
Other	2836	0
Wages	46143	12279
TOTAL FUNDRAISING EXPENSES	<u><b>75795</b></u>	<u><b>37483</b></u>
K) OPERATING EXPENSES		
EMPLOYEE RELATED EXPENSES		
Superannuation Contributions	22189	19513
Travelling & Conference Expenses	10288	13635
Wages	286088	229106
Workcover	3449	5250
TOTAL EMPLOYEE RELATED	<u><b>322014</b></u>	<u><b>267504</b></u>
OCCUPANCY EXPENSES		
Depreciation	4533	5019
Electricity	907	787
Rent	20961	17662
Repairs & Maintenance	2901	1185
TOTAL OCCUPANCY	<u><b>29302</b></u>	<u><b>24653</b></u>
OFFICE OVERHEADS		
Audit Fee	2150	1600
Bank Charges & Interest	3705	2775
Computer Costs	5565	359
Insurance	5744	3190
Magazine Expenses	9756	11115
Postage Printing & Stationery	12833	14723
Subscriptions	4022	4142
Telephone, Fax and Internet	13858	6939
Sundry Expenses	1681	2167
TOTAL OFFICE	<u><b>59314</b></u>	<u><b>47010</b></u>
TOTAL OPERATING OVERHEADS	<u><b>410630</b></u>	<u><b>339167</b></u>

Note C

**AUSTRALIAN MARINE CONSERVATION SOCIETY INC**  
**BALANCE SHEET**  
**AS AT 31ST DECEMBER, 2008**

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	2008	2007
MEMBERS' FUNDS		
Balance at Beginning of Year	177263	180384
Net Surplus	<u>-15814</u>	<u>-3121</u>
<b>MEMBERS' FUNDS 31 December, 2008</b>	<b><u>161449</u></b>	<b><u>177263</u></b>
Represented by:		
CURRENT ASSETS		
Cash on Hand	300	170
Cash at Bank		
Suncorp A/C No 161442159	100	100
Suncorp A/C No 162442191	148920	178826
Suncorp A/C No 052166909	42021	78975
Suncorp A/C No 161920537	104819	377073
Debtors	32729	10227
Stock on Hand	Note D <u>13769</u>	<u>11500</u>
TOTAL CURRENT ASSETS	<u>342658</u>	<u>656871</u>
FIXED ASSETS		
OFFICE EQUIPMENT -at cost	34319	42025
Less Accumulated Depreciation	Note C <u>25422</u>	<u>32223</u>
TOTAL FIXED ASSETS	<u>8897</u>	<u>9802</u>
TOTAL ASSETS	<u>351556</u>	<u>666673</u>
CURRENT LIABILITIES		
Creditors	25546	13656
GST Payable	874	24339
PAYG Tax Payable	7397	10060
Provision for Long Service Leave	33481	23640
Prepaid Income	Note E <u>122809</u>	<u>417715</u>
TOTAL LIABILITIES	<u>190107</u>	<u>489410</u>
<b>NET ASSETS</b>	<b><u>161449</u></b>	<b><u>177263</u></b>

Coastal inlet, Western Australia by Kate Davey



# Sheridan Spowart

B. Com., C.A. Reg. Tax Agent

## **AUDIT REPORT TO THE MEMBERS OF AUSTRALIAN MARINE CONSERVATION SOCIETY INC**

### **Scope**

I have audited the financial statements of the Australian Marine Conservation Society Inc. The Association's committee is responsible for the presentation of the accounts and the information contained herein. I have conducted an independent audit of the accounts in order to express an opinion on them to the members of the Australian Marine Conservation Society Inc.

The audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the accounts are free of material misstatement. Procedures included examination on a test basis of evidence supporting the accounts and other disclosures in the accounts and the evaluation of accounting policies.

These procedures have been undertaken to form an opinion as to whether in all material respects the accounts are presented fairly in accordance with the requirements of the Associations Incorporation Act 1981 so as to present a view which is consistent with my understanding of the Association's financial position and the results of its operations.

### **Qualification**

As is common for organizations of this type, it is not practicable for the Association to maintain an effective system of internal control over donations, subscriptions and other fund raising activities until their initial entry in the accounting records. Accordingly, the audit in relation to fundraising was limited to amounts recorded.

### **Qualified Audit Opinion**

In my opinion, subject to the effects on the financial statements of the matter referred to in the qualification above, the financial statements of the Australian Marine Conservation Society Inc. are properly drawn up:

- (a) so as to give a true and fair view of the state of affairs of the Association as at 31 December 2008 and of the income and expenditure of the Association for the year ended on that date.
- (b) in accordance with the requirements of the Associations Incorporation Act 1981.

Dated this sixth day of April, 2009

SHERIDAN SPOWART  
CHARTERED ACCOUNTANT

38 Huet Street  
WAVELL HEIGHTS QLD 4012  
Phone 07 32669354 Fax 07 32669384  
Email sailbreak @bigpond.com

# Board and PATRON



## OUR PATRON

### **Tim Winton**

Tim Winton became our National Patron early in 2006. Winton first became involved in our work as the vice-president of the Society's Western Australian branch. Winton is a three time winner of the Miles Franklin Award and twice short-listed for the Booker Prize, his work has achieved the rare distinction of being both critically admired and loved by readers. He was recently declared a Living Treasure by the National Trust.

Winton's commitment to the environment is well known and was further highlighted in 2002 when he donated his \$25,000.00 prize money from the WA Premier's Award to the Save Ningaloo Reef Campaign in Western Australia. This was another outstanding success for the Society, thanks in no small part to our Patron, of whom we are very proud.

## OUR BOARD

### **President - Paul Saunders**

Paul Saunders is a registered psychologist and Director of LNC consulting which is a successful niche consulting company specializing in strategy, business planning and change management. Paul's interest in marine conservation stems from his love of sailing, surfing and swimming.

### **Secretary - Patty Zenonos**

Patty Zenonos has been a member for many years and this is her second time on the Board as Secretary. For the last few years Patty worked on the staff at Head Office as Office Manager and Memberships Officer. Patty left to pursue her teaching career and joined the Board to continue her formal association with the Society.

### **Treasurer - Michela Mitchell**

Michela Mitchell joined the Melbourne Branch of the Australian Marine Conservation Society in 1998 and has been our noble Treasurer for the last three years. Michela is studying her Masters in Sea Anemone Taxonomy, reviewing Sea Anemones found in Port Phillip Bay in Victoria. Michela dreams of becoming a Museum Curator.



### **General Member – Dennis Beros**

Dennis Beros has been a member of our national Board for several years and was pivotal in the Society's Save Ningaloo campaign in Western Australia. He is a diver and deeply committed to the conservation of our precious coasts and oceans. With expertise in matters technical, policy and marketing, Dennis is a treasured member of the Board and the Society.

### **General Member - Sue Crowe**

Sue Crowe is the Director of TUSA Australia, one of the original dive equipment manufacturers. Sue Crowe, a journalist and editor by trade, was managing editor of Scuba Diver Australasia magazine for eight years, before leaving in 2002 to start her own marketing and editorial business.

Sue is also a diving instructor and has made many excellent contacts in the dive industry for the Society. A member for many years and previously a Committee Member of the Society's Sydney Branch, Sue has been long been involved in marine conservation from her base in Sydney, NSW.

### **General Member - Mary-Ann Pattison**

Mary-Ann Pattison is a long term member of the Society and has been a formal member of the Board for many years. Mary-Ann is an environmental educator for Education Queensland and is based at the Nudgee Beach Environment Centre. Mary-Ann brings a strong corporate knowledge of our history to the Board and is well connected with many of our longer-term members and supporters across South-east Queensland.

### **General Member - Richard Leck**

Richard Leck is WWF-Australia's Marine and Coastal Policy Officer. Rick joined the Board in 2004 and brings an excellent knowledge of conservation politics to the Board. Rick works closely with our campaign staff on a daily basis on a range of conservation initiatives. Rick is also a keen diver, sports lover and tri-athlete.

### **General Member - Angeline Tew**

Angeline is a very active member of our Melbourne Branch and has been a member of the Society for several years. Angeline works for Parks Victoria as a Marine Planner. She is a committed conservationist and avid diver with an excellent knowledge of marine planning issues. Angeline joined the Board in 2005 and brings an important regional perspective and strong ethical views to the Board's deliberations.

**Thank you AMCS Board and Patron!**

# Thanks and ACKNOWLEDGEMENTS



**With special thanks to the individuals and businesses who supported AMCS throughout 2008. Your generosity has made a big difference to our precious oceans.**

Tim Winton (our perfect patron - for your campaigning, financial and promotional generosity), Denise Fitch (for your generosity), Bruce and Sue Shepherd for your generous financial support and astute involvement, Daniel Mathews for your financial generosity and support for our work, Pam and Ray Ison for your ongoing generosity and support, Jenny Darling for your generosity to our sea turtles, Scott Thompson and Donna Burton, Jamie Lingham, Rodger Livsey and Margaret Roberts, Peter Ardill, Patrick Gerry, Lynn Goldsworthy, and all of the other supporters who have donated to our conservation work, we thank you from the bottom of the deep blue sea.

Thank you Australian Ethical Investments and Mullum Trust for donating to our World Heritage shark campaign. We also pay tribute to the memories of Kathryn Quartly and Peter Waller. May your memory live on in our work.

## THANK YOU... WONDERFUL VOLUNTEERS

Dave and Jan Graham for their ongoing ever-present dedication to AMCS, particularly through Dave's website support, Barbara Sheerin for your high calibre administrative support, Sue Behan for your intelligent and dedicated work and Denise Toogood for your campaigning and administrative support.

Art auction volunteers including Jonathan Blocksidge, our wonderful auctioneer, Georgina Symes, the generous and talented artists who donated their work, the supporters who purchased the artworks, Sam Charlton for his exquisite pro bono photography, Anton Neilson for framing all that art so artfully and generously, and the incredible volunteers at art auction (Kylie Armstrong, Denise Toogood, Ellie Barnes, Melanie, Ananda Mahoney, Rebecca, Angeline Tew, Michela Mitchell, Patty Zenonos, ... thank you!).

## THANK YOU... PRO BONO PARTNERS:

Customer Community web design for your ongoing support for our work, Alltype Printing and Go Boating Magazine for your significant pro bono support, Propeller Graphic Design and Marketing (for your beautiful graphic design and IT support), Jacstar Design, Blue Wave (for your pro technology support), Brisbane City Hall and Councillor Hellen Abrahams, the Manly Pub for providing ongoing meeting space for the staff...thank you!



## THANK YOU...

Billabong for your merchandise support, Sea World for your financial support for our Crab Pot Project and Seagrass Surveys (and for rescuing and rehabilitating all those animals), thank you Envirosax for donating a percentage of merchandise sales, Tusa for the space at the Sydney Dive Expo, Aengus Moran and Kelvin Aitken (of Marine Themes) for your beautiful photographs that you are both always willing to provide without charge....

## THANK YOU...

Powderfinger and Secret Service Management for your ongoing merchandise and vocal support, Donna Bath for your pro-bono legal advice, thank you Propeller Graphic Design and Marketing for your ever generous beautiful design work...

## THANK YOU...

To the AMCS Board for all your pro bono advice, direction, support and expertise. And of course thank you AMCS staff, for all of your incredible hard work throughout the year and continued commitment to the protection of our oceans.

## THANK YOU...

To all of our wonderful members, Business Supporters, Business Partners, Ocean Activists and last but not least, thank you sensational Sea Guardians!

## THANK YOU...

Jack Johnson for inviting AMCS to hold a stall at the Village Green at his All At Once Tour. AMCS spoke to hundreds of people about our marine parks and World Heritage sharks campaigns. We are also most grateful for Jack Johnson's donation through the Jackson Ohana Foundation.