

January-March 2010

NEWS & VIEWS

Net Balance named one of Australia's fastest growing new companies

Net Balance has been named one of Australia's 100 fastest growing start-up companies by Business Review Weekly magazine.

Net Balance is ranked the 46th company in the 2010 BRW Fast Starters 100 list published in the May issue. In just over three years, the company has grown from two people to 33 today in Melbourne and Sydney with another one based in London. The company has attracted clients throughout Australia as well as in Hong Kong and New Zealand and the new London office has secured Net Balance's first client in Europe.

To qualify for consideration in the Fast Starters 100 list companies must:

- Have commenced trading after June 30, 2005
- Have reported at least two fiscal years of revenue
- Have revenue of more than \$500,000 in 2008-09
- Have more than one main customer (the bulk of revenue must not be from government grants or other start-up-funding)
- Be Australian - not a subsidiary of a multinational
- Revenue for 2008-09 must be more than 2007-08



Net Balance would like to thank all of its clients and partners for their trust placed in a small emerging company to deliver some significant projects and strategies and for their on-going support.

ABOUT US

Net Balance is a leading provider of sustainability advice, assurance, measurement and research services to the private and public sector. Net Balance shares its resources with the Net Balance Foundation, a not-for-profit think tank specifically set up to work with small to medium enterprises, research groups, academia and not-for-profit organisations in the pursuit of sustainable business. Net Balance's vision is to be part of every organisation's sustainability journey.

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ASX50 fail to measure benefits of multi-billion dollar social investments

Top Australian companies need to take social investment reporting beyond a 'nice to do' and recognise the role of community in corporate success; with 88% of the ASX50 failing to comprehensively measure the value of social investment programs.



The Disclosures on Social Investment report, conducted by the Association of Chartered Certified Accountants (ACCA) in collaboration with Net Balance Foundation Ltd (NBF), assesses the extent to which Australia's 50 largest publicly-listed corporations have reported on their social investment.

Michaela Campbell, head of ACCA Australia and New Zealand, says the report shows the ASX50 is missing an opportunity to comprehensively measure the benefits of the multi-billion dollar social and community investments made each year, and many programs are not integrated with core business objectives.

"There is a real opportunity for companies to go beyond transactional philanthropy; reinforce social investment programs and report on outcomes. Disclosures on social investment should be akin to that of other financial investments and demonstrate good corporate governance – transparency, accountability, fairness and responsibility" says Ms Campbell.

The report scored the overall performance of the ASX50 on their disclosure and reporting on social investment, with the average score just 29%. ANZ was the top scorer with 67%, followed by Westpac (62%), GPT Group (60%), NAB (54%), AMP (53%), BHP Billiton (47%), Woodside Petroleum (45%), Qantas Airways (41%), Lihir Gold Ltd (35%) and Santos rounded out the top 10 with a score of 35%.

Ross Wyatt, General Manager of Net Balance Foundation Ltd, says, "Overall, the ASX companies recognise the value of social investment and 92% provide some form of disclosure on this, but the focus is on inputs rather than outcomes. Continued support of community partners can contribute to improved brand resilience, corporate reputation and staff involvement in these initiatives can also lead to internal benefits."

The report provides social investment reporting recommendations to companies and can be viewed [here](#). For more information please contact **Ross** on 03 8641 6405.

NET BALANCE NEWS

Legal Sector Alliance

The Net Balance Foundation is helping to establish a forum for law firms to get together and discuss sustainability issues as they apply specifically to the legal sector. The Australian Legal Sector Alliance (AusLSA) is based on an initiative of the same name in the UK that has been successfully running for nearly two years.

On Thursday 18 March, Net Balance hosted over 30 representatives from 12 law firms and other legal sector bodies to provide further information about this innovative, collaborative approach to promoting sustainable business practices. Des Hudson, CEO of the Law Society of England and Wales, spoke about the UK experience and the immense value that member firms have obtained from their involvement. Then John Thwaites, Chair of the Monash Sustainability Institute, explained why it is important for law firms to take sustainability issues seriously.

The AusLSA is currently seeking law firms to join as Foundation Members (current Foundation members include Henry Davis York, Norton Rose, Mallesons Stephen Jacques, Clayton Utz, Maddocks and Net Balance Foundation). For further information please contact **Charlie**.

Sustainable Transport Guide Launch

In March 2010, the Net Balance Foundation, in partnership with Greenfleet, launched the Sustainable Transport Guide. The Guide was developed in consultation with key players in industry, and is designed as a set of tools to help organisations access the benefits that sustainable transport can bring, including cost savings, making the workplace more productive and reducing greenhouse emissions. We hope it will promote sustainable transport outcomes in businesses right around Australia.



The Guide is available on our website: <http://www.netbalance.com/research.html>.

Woolworths Takes Lead on Palm Oil Labelling

Net Balance is pleased to congratulate our client, Woolworths, on the launch of their action plan on palm oil sourcing and labelling.

Increased demand for palm oil is putting pressure on tropical rainforests and threatening the survival of native plants and animals.

Woolworths will label palm oil on all of their private label products. The retailer has also committed to using 100 per cent certified sustainable palm oil by 2015 and will apply for membership of the Roundtable for Sustainable Palm Oil (RSPO), a global not-for-profit organisation set up to advance the use of certified palm oil and establish consistent standards.



2010 Melbourne Awards Program Partner

Net Balance is pleased to announce that we are a Program Partner for the 2010 Melbourne



Awards for the third year running. We are again partnering with the City of Melbourne as a bronze sponsor and delivering a carbon reduction management strategy and implementation plan for the 2010 Awards event program.

The Melbourne Awards celebrate the people and organisations whose vision and hard work shape the city. Highlighting these achievements inspires and challenges others to make their own contribution to creating a better future for Melbourne. The Awards honour a diverse range of achievements, focusing on the people and organisations who go above and beyond the call of duty to make a significant contribution to Melbourne's profile, community or environment.

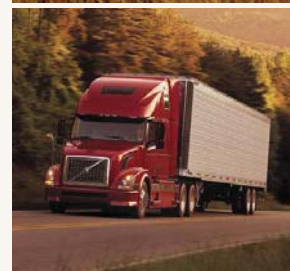
Net Balance and the City of Melbourne encourage all Melburnians to nominate friends, colleagues, and companies who work tirelessly to make Melbourne a better place for everyone. [Download entry form.](#)

2nd Annual Sustainable Supply Chain Forum

The **3Pillars Network**, Net Balance's joint venture with Dealer's Group, hosted the 2nd Annual Sustainable Supply Chain Forum at the beginning of March.

The Forum brought together over 100 professionals from a broad spectrum of industries to hear from Australia's top business sustainability leaders. Keynote speaker Linfox CEO Michael Byrne started the day by announcing their commitment to reduce their rate of greenhouse gas emissions by 50% by 2015 (based on 2006/7 levels) and the day continued in the same dynamic and engaged vein.

Speakers from NAB, Toyota, Cadbury, Marks & Spencer (UK) and Corporate Express shared case studies on their actual sustainability journeys exploring all aspects of sustainable supply chain management. 3Pillars Network conducted exclusive interviews with the three of the speakers on the day as part of its podcast series, [available online.](#)



Partnership with Climate Friendly

We are delighted to be partnering with carbon management company Climate Friendly to offer a comprehensive suite of products and services to deliver the strongest environmental outcomes for our clients.



The partnership combines our strengths in environmental management, sustainability strategy, climate change and social impact assessment with Climate Friendly's expertise in carbon management solutions, including renewable energy certificates, carbon offsets and data management. The company is consistently rated top of its field for the quality of its carbon solutions and is a pioneer in providing innovative carbon management solutions to businesses and individuals. We look forward to working together.

Net Balance and AFS Small Business Big Change

'Small Business Big Change' is a national survey of small and medium-sized enterprises (SMEs), which will provide a snapshot of how SMEs view, contribute and respond to a range of sustainability issues. The SME Index will be published annually to keep SMEs, peak industry bodies and policy makers up to date on industry trends and progress. The first report is due out in late April with a launch to follow – **stay tuned!**



Sustainability Trends 2010

Earlier this year, Net Balance's Sydney office organised an event to update clients and contacts on the upcoming sustainability trends for 2010. We are very grateful to InterfaceFLOR for graciously hosting the event at their sensational – and sustainable – refurbished heritage premises in Surry Hills.

Over 35 attendees heard from Net Balance Director Ro Coroneos about the changing sustainability regulatory environment. Anita Mitchell from Jones Lang LaSalle then explained the market forces that are having an effect on organisations' sustainability programs.

The event was also a good opportunity to catch up with old friends in a relaxed environment. Net Balance's next Sydney event will be a return to the Sustain-A-Bytes format at the Martin Place Bar on Monday 10 May.

For more information please contact **Nadine**.



UPCOMING EVENTS

Net Balance events

Sustainability Reporting and the GRI: A comprehensive two-day GRI certified training program

Net Balance have started offering two training courses on Sustainability Reporting and the GRI around the country in 2010 with the first session being held in Melbourne in early March.

The certified training program developed by the Amsterdam based Global Reporting Initiative (GRI) provides skills and knowledge on sustainability reporting including how to produce a best practice sustainability report. The program has been developed especially to help report makers to use the GRI Framework and GRI reports effectively. GRI is exclusively the most commonly adopted sustainability reporting framework globally.

The course is led by Net Balance Director, Dr Robyn Leeson, an elected member of the GRI's Stakeholder Council with delivery facilitated by the National Centre for Sustainability, Swinburne University of Technology. With significant experience working with reporters in both Australia and overseas, Net Balance is well placed to provide insights into the latest updates on reporting trends, supported by meaningful and relevant regional case studies.

This training is accredited by the Global Reporting initiative and endorsed by AIIA, CPA, ACCA, GHD and Otago Polytechnic.

For more information [click here](#).

Or contact **Rebecca Allonby** on 03 8641 6411.



Social Return on Investment Training

We are pleased to be partnering with the New Economics Foundation to bring Social Return on Investment (SROI) training to Australia.

The two-day SROI course will be held in Melbourne on 10th-11th May and in Sydney on the 13th-14th May 2010. The course combines a thorough understanding of the theoretical policy background to SROI and its long-term benefits, with a step-by-step guide to the SROI methodology, backed up by a range of practical group exercises. It is designed to equip participants with the knowledge and skills necessary to utilise SROI and its findings, and to undertake SROI analyses for themselves.

The course is facilitated by SROI accredited practitioners and is a prerequisite towards gaining accreditation as an SROI practitioner.

For more information please [click here](#).

3Pillars events

The 3Pillars Network is the leading knowledge network for sustainable business in Australia. One of Net Balance's partners, the 3Pillars Network distributes the latest sustainability knowledge via events, online briefings, research and webinars to our network of members.

Optimising Sustainability Performance, 13th May, Sydney



Australian property companies have been recognised as world leaders for their sustainability programs, according to a recent study by Maastricht University, but what's next for the industry and how will it continue to forge ahead?

Optimising Sustainability Performance, to be held in Sydney on 13th May is an independent forum of world-class sustainable property leaders coming together to harness their collective expertise and innovation. Carefully facilitated, the event will deliver tangible outcomes that will inspire and inform delegates, elevating the way that commercial property managers do business in Australia today.

For more information on both of these events [click here](#) or call Anne at the 3 Pillars Network on 02 9810 2164.

Green Brands Forum 2010, 17th June, Melbourne

Now in its 3rd year, Green Brands is the pre-eminent event for Australia's leading marketers and business innovators. In Melbourne on 17th June, we explore ways to build a credible and world-leading sustainable brand strategy. Through the lens of companies at the forefront of this space, attendees will gain compelling insight into how a green marketing strategy comes together and lessons learned along the way.

Hear presentations from Unilever, Origin Energy, Cadbury, SENSIS, Orange Power plus many more. We are also delighted to welcome Cari Jacobs, Global Director of Brand and Strategy at Saatchi & Saatchi S (USA) as this year's keynote speaker.

Other Events

CPA Australia's Country Conference

Net Balance Director Robyn Leeson will be facilitating a master class at CPA Australia's Country Conference: Building



Business for a Brighter Future. The master class will be on business opportunities in supply chain management and addresses carbon accounting, life cycle assessment, environmental labelling and sustainability reporting and will feature case studies from Fosters and Bunnings.

The conference was held at Coffs Harbour on Thursday 22nd April and will be held in Townsville on Wednesday 26th May.

For more information [click here](#).

3rd Victorian Sustainable Development Conference

The 3rd Victorian Sustainable Development Conference is to be held on May 25th-26th 2010 at Zinc, Federation Square, Melbourne.

The conference will bring together key decision-makers from the private and public sectors, industry leaders, local government, scientists, conservationists and others to discuss ways to achieve lasting change in areas such as water, waste, energy efficiency, air quality and land remediation. Speakers include Dr Kate Auty, Commissioner for Environmental Sustainability and Carl McCamish, Executive General Manager, Policy and Sustainability, Origin Energy.

To view the Agenda or to register, go to www.halledit.com.au/vsd2010 or contact Denise McQueen on 03 8534 5021 or denise.mcqueen@halledit.com.au

WELCOME TO OUR NEW STARTERS

With more than 30 staff in Melbourne, Sydney and London, Net Balance continues to be one of the largest dedicated sustainability practices globally.

Neil Salisbury joined Net Balance as a Melbourne-based Director in 2010. He has 14 years of professional experience in environmental management, risk assessment, climate change and sustainability. He is an EIANZ Certified Environmental Practitioner, a Technical Assessor for the National Association Testing Authority (NATA), previously Lead Auditor with both the NSW and Victorian audit schemes and an Associate Fellow with the Australian Institute of Management.



Neil has undertaken projects across the industrial and corporate sectors in all states of Australia and in Asia. Neil has extensive experience in air quality management, meteorological assessments, resource efficiency auditing and management, pollution control and alternative technology reviews, emission inventory development, life cycle analysis, climate change adaption and mitigation and in undertaking quantitative risk assessments. Prior to joining Net Balance, Neil held senior positions at ENVIRON Australia Pty Ltd and ERM Pty Ltd.

Mark Lyster joined Net Balance as a Sydney-based Director after 15 years advising leading corporations on how to embed sustainability into their operations in ways that add shareholder and stakeholder value. He specialises in the finance, resources and infrastructure sectors where he consults on sustainability strategy, governance and performance management systems, climate change risk adaptation, sustainable procurement and change management.



Prior to joining Net Balance, Mark was the national leader of Evans & Peck's Sustainability & Climate Services and a partner of Ecos Corporation for 11 years. Mark has been a pioneer in assisting financial institutions integrate sustainability into their core business operations (lending, investing, underwriting and asset management).

Rod Marsh joined Net Balance as a Melbourne-based Associate Director from Deloitte Touche Tohmatsu where he was a Director in both the Economics and Corporate Responsibility practices.



Rod was a founding member of Deloitte's Climate Change and Sustainability Executive and worked with many of Deloitte's ASX100 and government clients on climate change and sustainability strategies. Rod has developed creative strategies for difficult public policy and business issues, designed knowledge and information management strategies, and led effective and sustainable organisational change.

Prior to joining Deloitte Rod had a career in the NSW and Victorian public sectors.

Simon Potter commenced with Net Balance in Melbourne as Creative Manager in March 2010. His role at Net Balance combines design and production for both conventional and electronic media, plus branding and business support for the company's senior associates, partners and directors.

Simon has over 15 years experience in graphic design most recently working as Senior Designer at Transurban, an ASX Top 50 company. He was responsible for the design and production of their Sustainability and Annual Reports (printed and on-line versions) plus key collateral.

Tinashe Polain joined Net Balance in Melbourne as Administration Assistant.

In the past five years Tinashe has worked for a legal firm and manufacturing companies in front desk management, administration, MYOB accounts and event management. She has extensive experience in customer service through a wide range of hospitality companies.

Tinashe is currently completing her Degree in education, and has an Advanced Diploma in Sport Management.