





About the Centennial Parklands Foundation

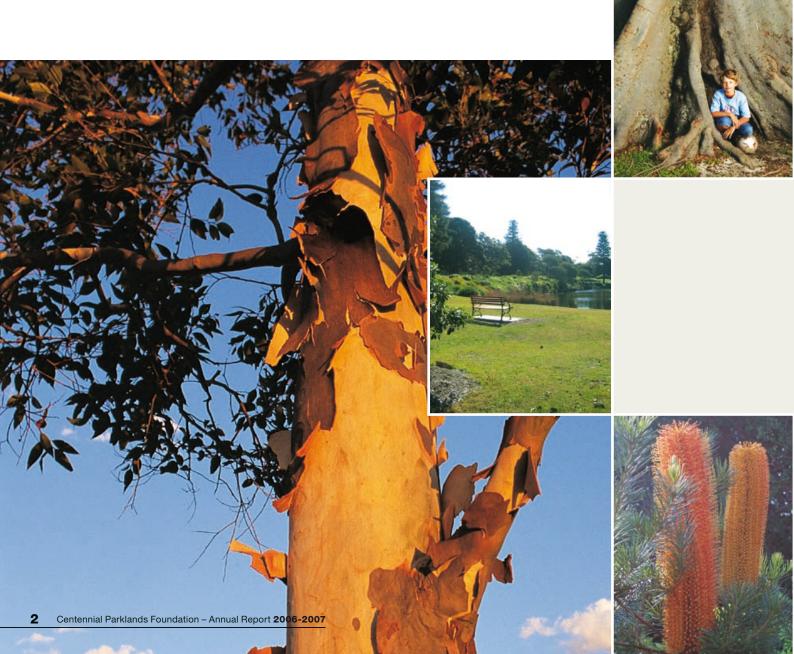
Mission

To foster community commitment to Centennial Parklands through fundraising and to give people the opportunity to directly contribute to the future of the Parklands.

Foundation Objectives

The objectives of the Foundation are to:

- Preserve the natural environmental value of Centennial Parklands;
- Encourage and promote enjoyment of recreation and activity within natural surroundings;
- Recognise and appreciate the natural and historical significance of Centennial Parklands;
- Enhance and promote all other aspects of the environmental benefits provided by Centennial Parklands to be enjoyed by all members of the public; and
- Provide information, education and research about the natural environment.



Report from the Chair

On behalf of the Board of the Centennial Parklands Foundation, I am pleased to present the Annual Report for 2006-2007.

This Annual Report outlines the marked progress and achievements of the Foundation over the past twelve months, made possible through the generosity of our donors and the enthusiasm and significant contributions of our partners and staff.



In only its second full year of operation, the Foundation's work is already creating significant opportunities and improvements across Centennial Parklands. During the financial year, the Foundation contributed over \$380,000 towards the Centennial Park and Moore Park Trust (Trust) Park Improvement Plan projects, including a pond restoration project and water savings initiatives at the Centennial Parklands Equestrian Centre. Revenue for the 2006-2007 financial year was \$496,950 compared to \$345,450 in 2005-2006, representing an increase of 43%.

These outcomes have enabled the Foundation to further progress the goals that were set out in its Strategic Program 2005-2008.

The Foundation's Tree Transplant Appeal was launched in September 2006 to raise much needed funds to support the Tree Replacement Program across Centennial Parklands for the staged replacement of the ageing and ailing trees. The Appeal raised \$111,992 in 2006-2007 and enabled the Trust to place an early order for advanced trees for planting in 2007-2008 and 2008-2009.

The Tree Transplant Appeal will continue to be a cornerstone campaign of the Foundation over the next few years, as this critical issue is one that will affect the Parklands for many years to come.

The Foundation would like to recognise our successful partnership with advertising companies Vitamin X, MJW Advertising, and Greening Australia (NSW) for their support throughout the year.

In 2007–2008 the Foundation will focus on building an endowment program for future environmental and education projects in Centennial Parklands.

The role and ongoing commitment shown by the Friends of Centennial Parklands has also been a feature of 2006-2007. While this solid base of engaged supporters has helped the Foundation and the Trust throughout the year with both financial and volunteer support, the coming year will see a rebranding and growth strategy initiated for this important program.

The successful achievements of our key projects are a result of the generous contributions of our Friends members, donors and community supporters. It is with this support the Foundation will continue to flourish and achieve further objectives in the coming year.

I would like to extend my thanks to my fellow Governors, the Trust, its staff and our volunteers, who have all supported the work of the Foundation over the 2006-2007 financial year, and I look forward to continuing our efforts in growing the Foundation in 2007-2008.

Sarah Whyte

à a hliply Te.

Chair

The Board of **Governors**

The Centennial Parklands Foundation is overseen by a Board of Governors. Governors are nominated by the Director and Chief Executive on behalf of the Foundation Board and endorsed by the Trust, The Foundation Board of Governors met four times during 2006-2007. The current Governors of the Centennial Parklands Foundation Board are:



Sarah Whyte Chair

Sarah Whyte is Chair of the Centennial Parklands Foundation. Ms Whyte is also a member of the Centennial Park and Moore Park Trust. Patron of the Burma Star Association of NSW, and a member of the Australiana Fund.



The Honourable Justice Annabelle Bennett AO BSc (Hons), PhD, LLB

The Honourable Justice Annabelle Bennett is a Judge of the Federal Court of Australia and is currently the Pro-Chancellor of the Australian National University. She is also a member of the Centennial Park and Moore Park Trust, a Director of the Sydney Children's Hospital Foundation, member of Chief Executive Women, and arbitrator of the Court of Arbitration for Sport.



Phillip Black BSc, DipEd

Phillip Black is a Surry Hills businessman in the tourism industry. In 1993 he helped establish the South Sydney Heritage Society, and is currently a Councillor on the Council of the City of Sydney, and Director on the Sydney Community Foundation. Mr Black is a long-time advocate for protecting built heritage and open space.



David Butcher

BVSc

David Butcher is the Chief Executive Officer of Greening Australia (NSW). He was previously Chief Executive Officer of the World Wide Fund for Nature and Director of the RSPCA. Mr Butcher has also practiced veterinary science in New Zealand, the United Kingdom and Australia.



Richard Cobden

SC BALLB

Richard Cobden is a Barrister at Nigel Bowen Chambers. Mr Cobden was a member of the Centennial Park and Moore Park Trust for four years. He is a former Individual Director and now Honorary Life Member of the Federation of Gay Games, a former Director and President of Sydney Gay and Lesbian Mardi Gras, and is a former Trustee of the AIDS Trust of Australia.



Geoffrey Cohen BComm LLB CPA (Fellow)

Geoffrey Cohen is a Partner with Minter Ellison Lawyers. Mr Cohen advises on major property acquisitions and disposals. He is also a Fellow of the Certified Practicing Accountants (CPA).



Crystal Condous OAM

BComm (Marketing) MLib

Crystal Condous is currently the Principal of Crystal Condous Consulting Services. Ms Condous was Registrar and Deputy Principal of the University of New South Wales. Ms Condous is Chair, Universities Admissions Centre Pty Ltd and is a Ministerial appointment to the University of Newcastle Council.



Steve Corbett

Steve Corbett is the Director and Chief Executive of Centennial Parklands. Mr Corbett was previously the Director of the Royal Tasmanian Botanical Gardens and was the National President of the Australian Institute of Horticulture from 2000 to 2003. He is also currently a member of the Board of Parks Forum (an international association for parks organisations).



Jack Cowin

BA, LLD

Jack Cowin is Founder and Executive Chairman of Competitive Foods Australia Pty Ltd. Competitive Foods owns and operates over 300 fast food restaurants in Australia. Mr Cowin is a Director of Network Ten, a Director of BridgeClimb, and is on the board of Sydney Olympic Park Authority.



Peter Duncan

Cert L&ESD, Grad. Cert Traffic Eng, A.Dip Land. Studies, G.Dip. Mgt

Peter Duncan is currently the Deputy Director General - Office of Coordinator General -Department of Premier & Cabinet. Formerly, Mr Duncan was the Chief Executive Officer of Forests NSW and prior to this he held the role of Director and Chief Executive of Centennial Parklands.



Emeritus Professor John Niland AC

BCom, MCom, PhD, Hon DSc

Professor Niland is a former Vice-Chancellor and President of the University of New South Wales (1992-2002). He is a Fellow of the Academy of Social Sciences in Australia and the Australian Institute of Company Directors. Professor Niland is currently Chairman of the Centennial Park and Moore Park Trust, an Independent Director of Macquarie Bank Limited, is President of the National Trust Australia (NSW), serves on the University Grants Committee of Hong Kong, and is on the Board of Trustees of Singapore Management University.



Dr Margaret Varady AO BSc, DipEd, MEd, EdD, FACE

Dr Varady has been the Principal of Sydney Girls High School since 1992 and has held a variety of positions in schools both in New Zealand and Australia. Dr Varady is a member of the Centennial Park and Moore Park Trust and is on the Senate of the University of Sydney.

Foundation **Overview**

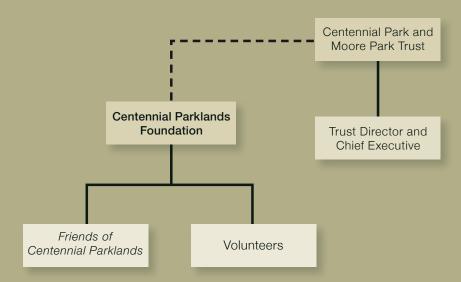
The Centennial Parklands Foundation (Foundation) is an independent Charitable Organisation established by the Trust with the aim of ensuring that the natural environment provided by Centennial Parklands continues to be enjoyed by future generations.

The Foundation is listed on the Register of Environmental Organisations with the Commonwealth Department of Environment and Water Resources.

The Foundation operates within the context of the Trust. As a fledgling organisation, the Foundation is reliant upon the Trust for an annual financial contribution and for operational support, including the provision of staff.

By providing this support, the Trust enables the Foundation to direct the majority of funds raised to priority environmental and education projects, while the Trust focuses on delivering ongoing services to millions of Parklands visitors each year, and to the maintenance of its assets.

All projects identified for fundraising must be approved by the Trust. In addition, the Foundation reports to the Trust on performance and progress through its Chair.



The Trust provides support in the following key areas:

- Friends of Centennial Parklands program and Volunteer coordination;
- Technical input into grant applications;
- Project delivery for park improvements;
- Tree procurement, selection, planting and maintenance;
- Park furniture procurement and installation; and
- Marketing, media, communications and publications.

Key Achievements

The Foundation has recorded a number of key achievements in 2006-2007.

Fundraising Program

- The Tree Transplant Appeal was launched with pro bono support from advertising agency Vitamin X, and raised \$111,992 in support of the Trust's Tree Replacement Program; and
- The Australian Government National Heritage Trust Envirofund provided \$19,989 to conserve and re-establish remnants of a threatened Eastern Suburbs Banksia Scrub ecological community.

The Foundation was awarded an Energy Australia National Trust Heritage Award 2007 - National Environmental Award for this project.

Foundation Funded Projects

The Foundation provided total funding of \$63,695 to the Trust by way of environmental, education and research programs including:

- The Trust's Tree Replacement Program received \$43,200 to enable advanced tree purchases for 2007-2008 and 2008-2009;
- Construction of a nursery was completed in January 2007 through a \$3,968 grant. Propagation activities commenced in March 2007;
- The Fly Casting Pond in Centennial Park was revegetated through a \$4,545 grant; and
- National Tree Day events were hosted by the Foundation in July 2006, and included the planting of more than 1,000 trees and shrubs in Moore Park and Centennial Park through a \$11,982 grant.

Projects in Profile

Tree Transplant Appeal

Centennial Parklands has a population of approximately 16,000 trees, of which most were planted between the 1860s and 1920s. While these trees are a striking feature of the Parklands, old age, drought, poor soils, root compaction and the pressures of the urban environment have had a long-term impact, leaving many of them ailing and in need of replacement. Expert assessments estimate that around 60% of these trees will need to be replaced over the next 40 years. The removal and replacement of these large trees is a costly process.

In September 2006, the Centennial Parklands Foundation launched a campaign in support of

the Trust's Tree Replacement Program. The Transplant Appeal aims to address this problem by raising the essential funds required to ensure that future generations can continue to enjoy the Parklands landscape.

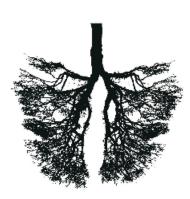
A significant challenge is raising awareness of the tree loss issue and attracting community support and funding. The Foundation secured pro bono assistance from the advertising agency Vitamin X for free concept development and campaign promotion of the "lungs of the city" campaign for the Tree Transplant Appeal to the value of \$11,845. Their support and assistance, in conjunction with Pegasus Printing and Salmat, enabled the creation and distribution of posters and brochures, as well as a prospectus with special projects to attract funding. As a result, the Transplant Appeal raised \$111,992 in 2006-2007.

Water Conservation

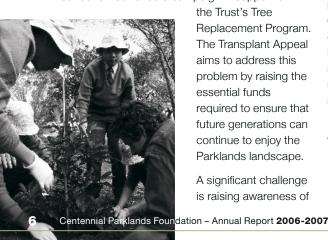
Water was a key theme of the NSW Government's program in 2006-2007, including responding to the drought and managing water sources within Sydney. In response, the Trust aimed to decrease its reliance on town water and seek alternate sources of water to maintain the Parklands. As a result the Trust will continue to rely on the critical support of the Foundation.

In 2005-2006, the Foundation was awarded two water saving grants:

• A Town Water Savings Grant of \$139,980 funded by the NSW Department of Energy, Utilities and Sustainability; and



Centennial Parklands needs a transplant

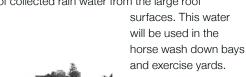


Projects in **Profile**

• An Australian Government Community Water Grant worth over \$45,000.

This funding has enabled the Trust to initiate a range of water savings initiatives in 2006-2007 including:

- Connecting 50 per cent of the irrigation of the Rose and Column Gardens in Centennial Park to pond water; and
- Installation of seven water tanks (21,000 litres) at the Equestrian Centre in Moore Park for storage of collected rain water from the large roof





In partnership with Greening Australia (NSW), a grant application for Green Corps - Young Australians for the Environment was awarded to the Foundation, Green Corps is an Australian Government youth

development and environmental training programme for young people aged between 17 and 20 years. Green Corps provides young people with the opportunity to volunteer their time and effort to conserve, preserve and restore Australia's natural environment and cultural heritage. The Green Corps team assisted in projects such as bush regeneration, carp management, and setting up of a small plant nursery. The Green Corps project team contributed 6,860 hours of environmental work to an estimated value of \$70,000 and the key achievements were:

- Carp Reduction Project Removed 1,100kgs of pest European Carp;
- Nursery Construction and Propagation Project - Constructed nursery propagation facility. Produced 1,000 plants for re-use within the Parklands; and
- Pond Bank Landscaping Removed weeds and re-planted 6,000 wetland plants on the banks of the Fly Casting Pond within Centennial Park.

Australian White Ibis Research Project Update

The ibis project aims to investigate the ecology and behaviour of the Australian White Ibis (Threskiornis molucca) and to trial a new reproduction control technique across the Sydney metropolitan area. Data will be collected regarding the association of ibis with humans, the impacts of ibis upon humans and native fauna (through competition), and the impact of ibis on native vegetation. The Masters Research Project, in partnership with the University of Wollongong, commenced at the beginning of 2005 with field work expected to continue until mid-2008.

This project will contribute to knowledge of ibis ecology and the information collected may be used to educate land managers including the Trust and general public. It has also provided opportunities to promote the Foundation in university and research publications, websites and other avenues.

In June 2007, the results of the egg-oil trial were published in the CSIRO Journal Wildlife Research. This exposure provided an excellent opportunity to increase the knowledge of the general public, specifically their understanding that ibis are a native species that recently colonised coastal areas. This is in response to drought conditions in the habitat they historically occurred in, west of the Great Dividing Range.





Events in 2006-2007

Community Planting Day - Moore Park

On 29 October 2006, 11 advanced (three metres tall) trees were planted in Moore Park, around the perimeters of Cleveland and South Dowling Streets. As it was the first tree planting day under the Tree Transplant Appeal banner, tree donors (and their family and friends) were invited to attend the plantings and were supported by Foundation Governors and Trust staff. This event raised \$5,500 towards the Tree Transplant Appeal.

National Tree Day

National Tree Day is a national tree planting campaign developed in 1995 by Planet Ark. Since its inception it has resulted in the planting of more than nine million trees across Australia. In support of National Tree Day, Centennial Parklands Foundation hosted two planting days in July 2006.

National Tree Day for Schools - 28 July 2006:

The Foundation, with the help of the Trust's Horticultural Estate team, recruited over 100 school students from Sydney Girls' High School, Sydney Boys High School and Bourke Street Public School to help plant around 1,000 trees and shrubs at Mt Steel in Moore Park.

National Tree Day - 30 July 2006:

A highly successful community planting event was held at Sandstone Ridge, Centennial Park. A total of 50 Sydney Red Gums (Angophora costata) were planted, raising \$25,000 towards the Tree Transplant Appeal.





Friends of Centennial Parklands

The Friends of Centennial Parklands program is an important means by which the Foundation, on behalf of the Trust, can engage and foster community support and involvement in the Parklands. Since its inception over 10 years ago, the numbers of Friends have remained dedicated but relatively small. A reinvigoration of the program was identified as a priority to build the capacity of the membership and therefore their support for the Parklands.

The Foundation established a temporary *Friends*Reference Group, comprising of Foundation
Governors and *Friends* to help build the
membership base. As at 30 June 2007, there were
299 *Friends* members. Through this process, MJW
Advertising was approached and generously
offered extensive pro bono support for a new *Friends* branding campaign to the value of \$17,950.
Concepts for the new campaign have been
approved by the Foundation Board and a new
marketing plan is to be rolled out in late 2007.

In addition to the existing benefits program which includes special access to, or discounts on, Parklands activities, the Foundation also hosted several *Friends* events. Membership subscriptions are directed to assisting with the delivery of the environmental and education projects highlighted in this report.

Events and activities held for *Friends* in 2006-2007 included:

- Wine Tasting: A popular event on the *Friends* social calendar, the evening provided the opportunity to sample a selection of the finest wines from Borambulla Estate which kindly sponsored the evening.
- **Neighbours Night:** Donors, *Friends* and residential neighbours of the Parklands were invited to drinks at the historic Superintendent's Residence for a get-to-know you opportunity and to provide an update on the Foundation's progress and future plans.
- Heritage Stone Inspection Tour:

An educational tour went to the NSW Department of Commerce's heritage stonemasonry facility at Alexandria. The Department of Commerce assists with the restoration of historic statues, monuments and buildings within Centennial Parklands.

Looking ahead

In the year ahead, the Foundation will continue to progress key projects and implement a number of new initiatives noted within the Foundation's Business Plan for 2007-2008.

Key projects are to:

- Continue the fundraising program in support of the Tree Replacement Program;
- Finalise and assess findings of scoping, feasibility assessment and concept design of the Foundation's major projects;
- Seek further environmental and educational grants;
- Increase the profile of the Foundation's activities through media and promotions;
- Grow the Friends of Centennial Parklands membership base; and
- Work towards an Endowment Program.

Other specific longer term projects of the Trust that will receive Foundation support are:

- Development of an Education Centre and associated educational and interpretive services;
- Restoration of the historic 'Round House' weather station; and
- Improved stormwater and sediment control in Centennial Park ponds, particularly Kensington Pond.





Financial Summary

During 2006-2007, revenue increased to \$496,950, from \$345,450 in 2005-2006. This represents an operating surplus of \$41,732 (compared to \$115,947 for 2005-2006), due to a marked increase in Foundation funded activities.

While Friends membership subscriptions, donations, and sponsorship were the major sources of fundraising for the Foundation in 2006-2007, much of the growth in revenue is attributed to grants received for Eastern Suburbs Banksia Scrub (ESBS) regeneration, pond revegetation and a plant nursery.

Additionally, there was a significant increase in donations for the Trust's Tree Replacement Program in response to the Foundation's Tree Transplant Appeal.

Additional funds were raised through the Friends of Centennial Parklands membership fees, dedicated tree and park furniture programs, and corporate giving. All funds raised are directed to supporting the work of the Foundation, and funding environmental and educational projects endorsed by the Trust.

In 2006-2007, the Trust contributed \$169,222 (compared to a total of \$139,665 in 2005-2006) to the Foundation to fund employee-related costs, marketing and publication costs. The Trust also provided significant in-kind support to the Foundation for administrative and operational requirements.

As at 30 June 2007, the Foundation held cash balances of \$186,111 (up from \$162,938 in 2005-2006).



	2004-2005	2005-2006	2006-2007
	\$	\$;
Key financial informa	tion		
Revenue	180,378	345,450	496,95
Expenses	153,514	229,503	455,21
Operating surplus	26,864	115,947	41,73
Assets	42,328	164,034	208,53
Liabilities	270	6,029	8,80
Equity	42,058	158,005	199,73





Thank you to donors and supporters

The achievements of 2006-2007 could not have been possible without the generous support of a number of individuals and organisations.

The following individuals donated to our park furniture program in 2006-2007:

Mr G Black Mr & Mrs G Kryger

The following families, individuals and organisations dedicated and planted a tree in 2006-2007:

Mr G Black

Mrs H Brudenell-Woods

Mr A Chiodo

Mrs B Dacres-Mannings

Mrs R Harricks

Mr & Mrs G Kryger

Mr & Mrs S Ranson

Mrs J Sarfaty

Dr K Wilhelm

The Turnbull Family

Henry Pollack Foundation

Waverley Council

Woollahra Municipal Council

The Board of the Centennial **Parklands Foundation wishes to** acknowledge and thank:

- Trustees and staff of the Centennial Park and Moore Park Trust:
- Friends of Centennial Parklands:
- The Friends of Centennial Parklands Reference Group;
- MJW Advertising;
- Vitamin X Advertising;
- Greening Australia (NSW);
- Green Corps;
- Landcare Australia; and
- Westpac Banking Corporation.

The following families, individuals and organisations adopted a tree in 2006-2007:

Ms S Alden Mrs M Asher Mr J Barnes Ms V Baxter Mr T Berg Ms T Bertolli Mr C Brees Mr D Burshstein Mr D Butcher Ms B Cambridge Mr A Cavenagh Mrs S Christopherson Mr S Cleary Mr A Collins Mr S Corbett Mr J Cowin Mr & Mrs J Dack Mr W Dangar Ms R Danziger Ms N Davis Mr A & P Duffield Miss W Fletcher Mrs M Foley-Quin

Ms R Fong Mr A France Mr D Francis Mr R Freedman Ms A Gaffney Ms B Gay Mr J Goldthorp Ms E Gooding Mr I Graham Mr A Gruner Ms K Hamele Mr D Hardie Mr R Hart-Jones Mr A Hind Ms R Howell Mr A Hutchinson Ms G Hutchinson Mr T Ibbott Mrs K Iwanowska Mr J Kearley Mrs S Leaver Mrs P Levy Prof M MacKenzie

Mr A Maple-Brown Mrs N Martin Mrs C McDonald Mrs B Nunes Prof J Niland AC Mr S O'Connor Mr S Oussa Mrs F Patchett Ms E Pikler Mr J Plummer Ms F Raines Ms L Ralph Ms K Reed Ms P Robinson Mrs S Rosenberg Mrs E Rouse Ms K Schofield Mr R Stanford Mrs S Teese Ms K Thomas Mr D Thompson Mrs K Tojo

Ms A Mackinolty



Mrs J Topfer

Dr D Trimm

Mr D Wright

Ms A Zaoui

Mr M Zwecker

Brandswell Pty Ltd

Special thanks to those who donated to the Foundation in 2006-2007:

Mr D Felgar Mr & Mrs P Fell nnett Mr I Ferrier Mr B Kofsky Miss D Ford Mrs J Frolich Dr L Graham Mr M Griffith Mr R Guest Mrs A Hale Mr M Halloran Mr C Hamer Mrs A Hanson Mrs R Hargraves Mr R Hastings Mr P Haywood Mr & Mrs P Hennessy Mr J Hogg Dr J Holt Mrs B Hopkins Ms K Howitt Mr P Jackson Mrs M James Mr C James Miss L Jarrett Ms E Johnson Mrs R Kerr Mr & Mrs M Koch Dr V Lambert Ms F Lander Mr J Lantos Ms K Ledgewood

Ms H Leembruggen Mr G Legge Mr R Lockhart Ms B Lowney Mr A Lu Mrs A Lucas Ms H Lynch Mr & Mrs F MacDonald Ms M Staunton Ms A Mackie Mr R Massy-Greene Mr K McCann Miss M McCullagh Mr N Milan Mrs M Miley-Kiss Mr A Mitchell Mr D Mortimer Prof J Niland AC Ms C Norman Mr S O'Connor Ms Liz Odland Ms A O'Neill Mr R O'Neill Mr R Peck Mrs M Pels Mr J Philip Mrs R Pollack Mr R Randall Mr B Roche Ms F Ryan Mr R D Ryan Mr M Schapiro

Mr P Shand Mr A Shepherd Mrs E Sheridan Ms C Simpson Mrs A Small Mr D Smithers Ms M Snider Mrs L Tan Ms L Temple Mr & Mrs I Thom Ms M Todd Master H Walsh Ms K Walsh Mrs K Walsh Miss M Walsh Ms C Webster Mrs S Whyte Ms T Wilkinson Mr P Wills Mrs D Wolfe Mrs K Wood Mrs I Woodward Mr & Mrs J Wright Ms T Youlden Ms C Zampatti Green Corps Macquarie Bank Foundation Product K Shilton Sharpe Quarry Ltd

Ms K Seman



Acknowledgements

Published by – Centennial Parklands Foundation November 2007

ABN 77 324 415 576

Photography - Chris Gleisner, Ian Lever, Ofer Levy, Phil Quirk, Diverze Photography

Design - Trilogy Design

Printing – Impress Colour

ISSN 1834 - 2043

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Availability

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