

CENTENNIAL PARKLANDS FOUNDATION

ANNUAL REPORT 2007-08



CENTENNIAL PARKLANDS
FOUNDATION



FOUNDATION **MISSION**

The Centennial Parklands Foundation's mission is to foster commitment to the Parklands through:

- Connecting with the community
- Enhancing environmental and educational initiatives
- Ensuring a sustainable Parklands for present and future generations.

FOUNDATION **OBJECTIVES**

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

PROVIDE INFORMATION

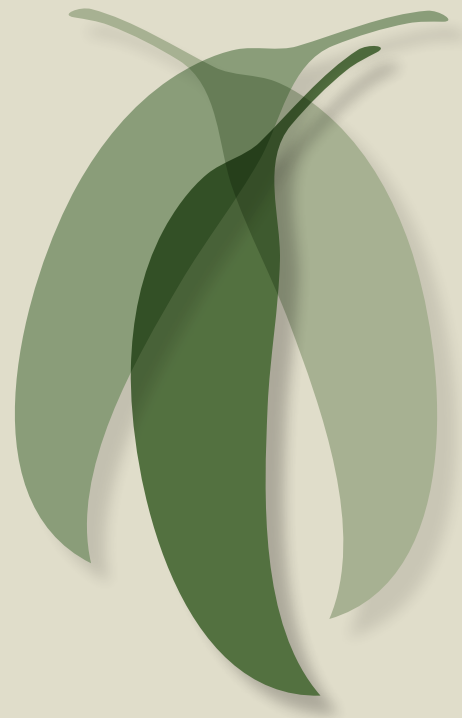
education and research about the natural environment



FOUNDATION OVERVIEW

The Centennial Parklands Foundation (Foundation) is a charitable organisation established by the Centennial Park and Moore Park Trust (Trust) with the aim of ensuring that the natural environment provided by Centennial Parklands continues to be enjoyed now and by future generations.

The Trust provides a range of nominated environmental and educational projects through its Park Improvement Plan, for which the Foundation raises funds and seeks community support.



KEY ACHIEVEMENTS 2007-08

Funding the Trust's

TREE REPLACEMENT PROGRAM

for the staged replacement of ageing and ailing trees across the Parklands

WATER SAVING INITIATIVES

including connecting irrigation to pond water and installation of rain water tanks to reduce potable water use

WATER QUALITY IMPROVEMENTS

through the reduction of pest species such as European Carp and introduction of native Australian Bass

Pond banks planted with native grasses and wetland plants that will

ENHANCE BIRD HABITAT AND IMPROVE POND WATER QUALITY

RESTORATION OF THREATENED SPECIES

Eastern Suburbs Banksia Scrub remnants

Purchase of EDUCATIONAL TOOLS AND RESOURCES

to enhance syllabus-related excursion products and public programs offered by the Trust's Visitor Programs team

REPORT FROM THE CHAIR

The achievement of our key projects is the result of generous contributions from our *Friends* members, donors, community supporters and grant bodies. It is due to this valued support that the Foundation will continue to flourish in the coming year.



On behalf of the Board of the Centennial Parklands Foundation, I am pleased to present the Annual Report for 2007-08.

The Centennial Parklands Foundation (Foundation) was launched as a charitable organisation in 2004 by the Centennial Park and Moore Park Trust (Trust) in response to its increasing need to generate revenue and to harness greater community support. Since then we have raised over \$1.5 million.

The Foundation enjoyed an increased level of support this year. This Annual Report outlines the achievements over the past twelve months, made possible through the generosity of our donors and the enthusiasm and significant contributions of our supporters and staff.

While the establishment phase for any new not-for-profit organisation is challenging, the Foundation has seen an encouraging level of community support through donations for environmental and education projects. The *Friends of Centennial Parklands* membership base continues to grow.

Revenue for the 2007-08 financial year was \$1,012,732 compared to \$496,950 in 2006-07, representing an increase of 104%.

This increase in revenue was due mainly to the continued success of the Foundation's Tree Transplant Appeal which enabled funding of the Trust's vital Tree Replacement Program, and an increase in *pro bono* support and grants.

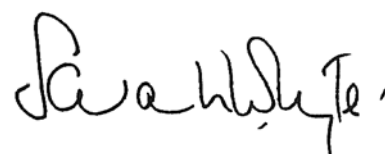
A pleasing achievement this year has been the re-branding and re-launch of our *Friends of Centennial Parklands* program. This has led to the most encouraging period of growth and interest in the program since its inception in 1996. The *Friends* program is a vital part of our Foundation – without the support of the community we simply would not exist and not be able to achieve what we have so far.

Another encouraging development has been in our volunteer group. This year volunteers contributed around 2,100 volunteer hours in a range of roles including bush regeneration, the Growing Group, customer service and event support. On behalf of the Foundation I would like to thank our dedicated volunteers for their tireless efforts in helping to make these Parklands something of which the community can be proud.

To move into the next phase of our growth, the Foundation has developed a Strategic Plan for 2008-11 which will guide our direction and priorities to ensure we can support improvements to the Parklands.

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

I would like to extend my thanks to my fellow Governors for their support and guidance, the Trust, our staff and our many supporters and volunteers, who have all contributed to the success of the Foundation over the 2007-08 financial year. In particular I would like to acknowledge the efforts of Development Manager Joanna Cuthbert and Financial Advisor Tony Shaw. I look forward to continuing our efforts in growing the Foundation.



Sarah Whyte
Chair

OUR DONORS: TREE AND PARK BENCH DEDICATIONS

The following people dedicated a tree or park bench in 2007-08:

Mr C Armstrong
Mrs J Arnott
Mr A Birch
Mrs H Brudenell-Woods
Mr R Crowe
Mr & Mrs R & K Flor
Dr S Graham
Ms G Graham
Mr E Hamilton

Mrs M Hill
Dr & Mrs J & M Holt
Mr & Mrs M & A Jones
Mr S Jones
Ms M Kilby
Mrs J Lee
Mrs V Nikolovska
Mr & Mrs D & K Penzkover

Mr J Plummer
Mrs Y Reuben
Ms E Sarkadi
Mr G Sheldrick
Ms S Symons
Dr P Walker
Ms E Warning
Dr C H Wilson

The Estate of Merril Armstrong
Kiehl's since 1851
Henry Pollack Foundation
Friends of Guy Morrison

New Mardi Gras Randwick City Council
Renee Pollack Foundation

THE BOARD OF GOVERNORS



Sarah Whyte



Honourable Justice
Annabelle Bennett AO



Phillip Black



David Butcher



Geoffrey Cohen



Crystal Condous OAM



Steve Corbett



Peter Duncan



Emeritus Professor
John Niland AC



Dr Margaret Varady

The Centennial Parklands Foundation has a Board of Governors that meet quarterly to oversee the strategic direction and investment decisions of the entity. The current Governors of the Centennial Parklands Foundation Board are:

SARAH WHYTE

Sarah Whyte is Chair of the Centennial Parklands Foundation. Sarah was also a member of the Centennial Park and Moore Park Trust until 2008, Patron of the Burma Star Association of NSW, and a member of the Australian Fund.

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 Trustee of the Centennial Park and Moore Park Trust, member of Chief Executive Women, member of the Australian Academy of Forensic Sciences, Presidential Member of the Administrative Appeals Tribunal and arbitrator of the Court of Arbitration for Sport.

PHILLIP BLACK

BSc, Dip Ed

Phillip Black is a Surry Hills businessman in the tourism industry. In 1993 he helped establish the South Sydney Heritage Society, currently a Councillor on the Council of the City of Sydney, and Director on the Sydney Community Foundation. Phillip 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. David has also practiced veterinary science in New Zealand, the United Kingdom and Australia.

GEOFFREY COHEN

BComm, LLB, CPA (Fellow)

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

CRYSTAL CONDOUS OAM

BComm (Marketing), MLib

Crystal Condous is currently the Principal of Crystal Condous Consulting Services. She 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 Director and Chief Executive of the Centennial Park and Moore Park Trust, being appointed to the position in July 2004. He was previously CEO for the Royal Tasmanian Botanical Gardens and has 30 years of industry experience in the management of parks, botanic gardens and open space areas. Steve previously held estate management positions at Olympic Venues with the Olympic Coordination Authority and management positions at the Royal Botanic Gardens Sydney including Mount Annan Botanic Garden.

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, Peter was the Chief Executive Officer of Forests NSW and prior to this he held the role of Director and Chief Executive of the Centennial Park and Moore Park Trust.

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, Chairman of Campus Living Villages Limited, an Independent Director of Macquarie Group Limited, serves on the University Grants Committee of Hong Kong, and is Deputy Chairman of the Board of Trustees of Singapore Management University.

DR MARGARET VARADY AO

BSc, DipEd, MEd, EdD, FACE

Dr Margaret 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.

FORMER BOARD MEMBERS

Richard Cobden and Jack Cowin's terms concluded during the reporting year. The Foundation Board would like to acknowledge their valuable contribution and commitment to establishing and growing the Foundation.



Black Swan nesting, Centennial Park

OPERATING CONTEXT

The Foundation is governed by a Board of Governors and supported by a Management Committee which is primarily responsible for the management and compliance of the Foundation's funds. The Management Committee comprises: Steve Corbett (Director and Chief Executive/Governor), Joanna Cuthbert (Development Manager), Stuart Dutton (Acting Director Visitor Experience), Tony Shaw (Financial Advisor)

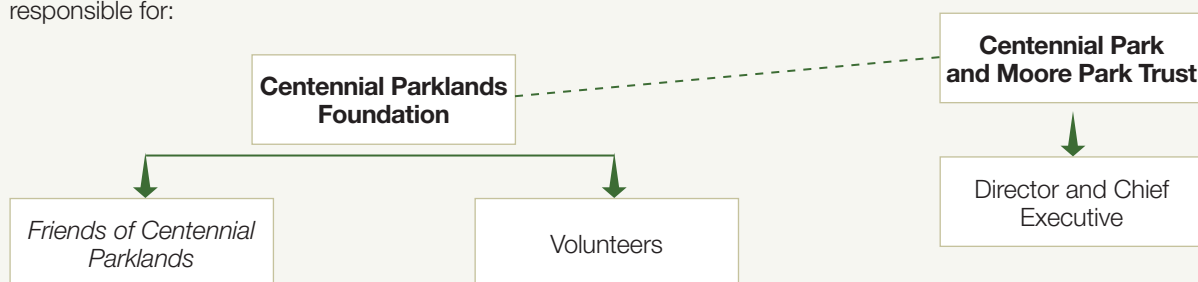
The role of the Foundation Office

In 2007-08 the Foundation was administered by Development Manager Joanna Cuthbert and part-time Foundation Administrators Mary Temple-Smith and Regan Harley, responsible for:

- Customer service and donor care
- Management of the Foundation's key fundraising programs, including tree and bench dedications, and animal adoption program
- Building awareness of the Foundation and its work
- Day-to-day functioning and administration of the Foundation in line with the Strategic Plan and Annual Business Plan
- Providing sound advice to the Foundation Board and Management Committee in relation to administration, fundraising and marketing issues, priorities and opportunities
- Liaison with Trust staff to facilitate the implementation of the Trust's environmental and education programs through the support of the Foundation.

The Centennial Park and Moore Park Trust provides support in the following key areas:

- *Friends of Centennial Parklands* program and Volunteer coordination
- Marketing, media, communications and publications
- Provision of staff and an administrative budget



OUR DONORS: ADOPT A TREE AND NATIONAL TREE DAY

The following people adopted a tree:

Mr A Brittan
Mrs S Deroo
Ms B Eggert
Mr & Mrs M & H Holmes
Mrs R House
Ms R Kruk
Ms S Musa

Ms A O'Neill
Mr S O'Neill
Ms T Parkin
Ms R Slat
Ms V Taylor
Haritos Hotels
Kiehl's since 1851

The following people planted a tree on National Tree Day:

Mr A Cavenagh
Mr P Cohen
Mr R Hart-Jones
Prof M MacKenzie
Mr P Mitchellhill
Ms L Munoz
Mrs A Petith

Mr J Plummer
Ms S Pouw
Ms K Reed
Mr D Robertson
Ms D Tibbles
Mrs S Tooth



Kiehls since 1851 ambassador Erika Heynatz



Dedicated Port Jackson Fig

PROJECTS IN PROFILE

Tree Transplant Appeal

In 1888 Sir Henry Parkes opened Centennial Park, bringing to fruition an extraordinary vision. Sir Henry Parkes was instrumental in setting aside parkland on the fringe of a growing metropolis so that future generations might have room to move, fresh air to breathe and a space to play. More than a century later, similarly far-sighted and public-spirited individuals have continued this vision by supporting the Foundation's Tree Transplant Appeal.

Today, Centennial Parklands is the lungs of the city. Its 360 hectares contain over 15,000 trees, the largest and oldest of which are ailing.

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. Expert assessments estimate that around 60 per cent 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.

Thanks to the wonderful support of our donors, the continued success of the Foundation's Tree Transplant Appeal enabled funding of the Tree Replacement Program to start to address this issue. In 2007-08, \$108,700 was provided to the Trust for the purchase of trees to meet current requirements and deposits for forward ordering of semi-mature trees to 2009-10.

The Centennial Parklands Foundation's Tree Transplant Appeal campaign, generously developed by advertising agency Vitamin X on a *pro bono* basis, won a bronze award for creativity at the Australian Direct Marketing Association's annual awards in November 2007.

Tree Replacement Program

	2005-06	2006-07	2007-08
Trees removed	75	122	230
New trees planted	194	169	325

OUR DONORS

Mr & Mrs J & L Allen	Mrs K Carran	Ms J Dewar	Mr R Guest	Mr & Mrs P & C Higgins	Mr & Mrs M & K Koch
Ms D Ball	Mr & Mrs I & S Cohen	Mr & Mrs J & B Dobroslovlev	Mrs A Hale	Dr & Mrs J & M Holt	Mr & Mrs A & D Krawitz
Mrs L Bateman	Dr P Crowe	Ms V Dollar	Mr CJ Hamer	Mr A Houghton	Mr & Mrs G & S Kryger
Mr & Mrs V & N Bogoevski	Mrs B Dacres-Mannings	Mr P Duncan	Ms M Hargraves	The Honourable Justice Johnson	Ms C Leeden
Dr & Mrs P Brenner	Mrs G Davies	Mr G Edward	Mrs R Hargraves	Mr & Mrs KS & JC Johnson	Mr G Legge
Mrs N Brooman	Ms EA Davies	Ms R Fenon	GW Hawke	Mr J Kamins	Mr E Leonardi
Ms E Bruhl	Mr & Mrs M & M Derofo	Mr G Ferguson	Ms P Haywood	Ms J Klein	Mr R Lockhart
Mr M Burrows	Ms A Desalis	Ms B Gay	Mr R Henderson		Mrs A Lucas
Mr D Butcher		Mr S Gold	Mr & Mrs L & N Hersch		
		Dr L Graham			

PROJECTS IN PROFILE



National Tree Day for Schools



The Green Corps team

National Tree Day

The Centennial Parklands Foundation has hosted the National Tree Day and National Tree Day for Schools programs in Centennial Parklands in partnership with Planet Ark since 2006, raising a total of \$36,000 and providing new plantings adjacent to Carrington Drive, Centennial Park and at Mount Steel, Moore Park.

The Foundation's financial support of the National Tree Day for Schools site has made a significant impact on the landscape at Mount Steel with an area of 4,000 square metres cleared of environmental weeds and replaced with a native landscape consisting of 130 new trees, and 3,500 native plants. 120 local school children assisted Trust staff in the planting at Mount Steel.

Green Corps

In 2007-08 the Centennial Parklands Foundation and Greening Australia (NSW) secured a second Green Corps project that was developed under the banner: "Greening the City in Centennial Parklands".

Green Corps is an Australian Government initiative delivered by Greening Australia that gives young Australians aged between 17-20 years the opportunity to receive accredited training and a youth training allowance while working on environment and heritage projects.

The Green Corps participants, under the guidance of the Trust's Horticultural Estate team, successfully improved water quality and habitat in Centennial Park's ponds by:

- assisting in the removal of around 1,300 kilograms of European Carp (a pest species) and the restocking of the ponds with 5,000 native Australian Bass fish
- removal of 3,500 square metres of weeds and planting 10,000 native grasses and wetland plants in and around Busbys Pond to reduce soil erosion and increase the habitat for native birds and animals.

The project also involved native tree plantings in Queens Park and plant propagation activities in the Parklands' community nursery facility.

In total, the Green Corps project team contributed around 7,280 hours of environmental work to an estimated value of \$79,352.

OUR DONORS

Mr & Mrs F MacDonald
Mr & Mrs R & G Mayer
Ms N McKenna
Mr T Milani
Mr WJ Mills
Mr & Mrs N & D Mingashian
Ms R Miolitoris

Mr P Mitchelhill
Mr A Mitchell
Mr & Mrs D & I Muraben
Mr & Mrs F & T Naumovski
Mr & Mrs H & M Osner
LE Otvosi
Mr DK Prior

Mr A Pulford
Ms L Ralph
Mr R Randall
Dr M Rickard
Mr B Robertson
Mr B Rushton
Ms F Ryan
Ms J Shea
Mr & Mrs L & M Shultz

Ms J Slezak
Mrs A Small
Ms M Snider
Mrs B Tesoriero
Mr & Mrs I & V Thom
Mrs K Walsh
Ms K Walsh
Mrs S Whyte
Ms J Wilkman

Mrs I Woodward
Ms A Zaoui
Dean Evans & Associates
Eastern Respite and Recreation
Green Corps
Haritos Hotels
Jack Johnson
Village Green fans

Rabobank Australia
V Festival Australia



Banksia aemula, Bird Sanctuary, Centennial Park

Eastern Suburbs Banksia Scrub (ESBS)

Eastern Suburbs Banksia Scrub (ESBS) is listed as an endangered ecological community in NSW under the *Threatened Species Conservation Act 1995* and Commonwealth *Environment Protection and Biodiversity Conservation Act 1999*. ESBS exists only in coastal Sydney and has been reduced to approximately 138 hectares, less than three per cent of its pre-1788 distribution.

The two primary Centennial Parklands' Eastern Suburbs Banksia Scrub (ESBS) threatened species ecological communities are located at the Bird Sanctuary adjacent to Centennial Parklands Dining, Centennial Park and at York Road, Queens Park.

Both sites, covering approximately two hectares in total, continued to show resilience with ongoing recruitment of plants from the soil seed bank resulting in a great abundance of ESBS species. In particular, the York Road site is now dominated by local species including Monotocca (*Monotocca elliptica*), Sydney Golden Wattle (*Acacia longifolia*) and Coastal Banksia (*Banksia integrifolia*).

In June 2008, the NSW Department of Environment and Climate Change (DECC) recognised the Trust's ESBS restoration sites at the Bird Sanctuary and York Road as best practice "Threatened Species Demonstration Sites".

DECC awarded the Foundation a grant of \$22,000 to fund further restoration works on the two sites at best practice standard and promote these methods to local landholders with ESBS remnants.

The ESBS sites are maintained by bush regeneration contractors and a dedicated team of volunteers, in partnership with Trust staff, returning these sites to the type of landscape that characterised the Parklands setting prior to European settlement.

This recognition as a best practice site is an endorsement of the quality work of these dedicated volunteers, and would not have been possible without the support of the National Trust and Bush Habitat Restoration Cooperative in providing supervision of volunteers and financial assistance from our neighbours, Moriah College and the Commonwealth Government's Envirofund.



Over 13,000 students participated in the Parklands Environmental Education Programs in 2007-08.

Education

The Foundation committed funding of \$17,000 for educational tools and equipment to enhance the syllabus-related excursion programs currently offered by the Trust's Visitor Programs team.

These resources will contribute to the delivery of quality educational and learning products in Centennial Parklands.

Key items included a bat detector, waterproof data logger, bird spotter scope and tripod, and microscopes for student use in the field to assist with data recording and research; and plant and animal species identification.

In 2008-09 the Foundation will be raising funds for the creation of a new education centre within Centennial Park – linked to a recycled garden – to be used for schools and community education programs.

PROJECTS IN PROFILE



Jack Johnson concert, March 2008

Event partnerships

Centennial Parklands plays host to many events throughout the year. The Foundation, in liaison with the Trust, leverages support and contributions from many event organisers.

Two successful event outcomes in 2007-08 were:

- a generous donation of \$15,000 was received from V Festival Australia via promoter Michael Coppel Presents;
- participation in the "Village Green" at the Jack Johnson concert reaching out to new members, volunteers and donors at the concert. Concert patrons supported the Foundation through donations and signing up for volunteer and tree planting programs. Donations from fans, together with a grant generously offered by Jack Johnson, were directed towards the Foundation's pond restoration projects to improve habitat and water quality for the Parklands' native animals.

Saving Water

A number of water saving initiatives in the Parklands have been funded by the work of the Centennial Parklands Foundation, in partnership with both the State and Federal Governments:

- A grant received under Round One of the NSW Department of Environment and Climate Change's Water Savings Fund (now Climate Change Fund) has allowed the installation of drip line irrigation and pop up sprinkler systems.

The drip line irrigation system installed at the Rose Garden has resulted in less water wastage, with recycled water (stormwater captured and stored within the Parklands pond system) being delivered straight to plant root systems. This sub-surface style of irrigation results in zero evaporation associated with traditional spray style irrigation units.

The Column Garden irrigation system is a standardised automatic 'pop-up' sprinkler system that operates outside daylight hours to ensure minimal evaporation/water wastage and is fitted with rain sensors that cancel irrigation during periods of rainfall.

These systems have ensured that no potable water is now used in the Rose or Column Gardens, an estimated potable water saving of two million litres per annum.

Prior to the installation of the irrigation system, the turf areas were patchy and the garden beds empty due to lack of adequate water.

The photograph below shows the dramatic improvement since these systems have been in place.

- The newly refurbished Centennial Parklands Restaurant, due to open in 2008-09, features an underground water tank to collect roof water that will be filtered and used to flush the toilets serving the restaurant and the adjoining public toilets. It is estimated that installation of the water tank will save approximately 1.1 million litres of potable water per annum.

In addition, the Foundation was awarded \$43,500 from the Australian Government Water Fund through the Community Water Grants scheme in November 2007.

This funding will be used to install gross pollutant traps at Kensington Pond for stormwater and sediment control. These traps will filter tonnes of rubbish and sediment that currently flow from urban runoff into the Centennial Park ponds. The captured stormwater, once filtered, can be used for irrigation.

Following the completion of the irrigation works, there was an enormous improvement in the presentation and appearance of the Column Garden with the site featuring a strong formal lawn and thriving plant collection.



FRIENDS OF CENTENNIAL PARKLANDS

The *Friends of Centennial Parklands* is a dedicated group of supporters and an important means by which the Foundation can engage and foster community involvement in the Parklands.

FRIENDS OF
CENTENNIAL
PARKLANDS



In partnership with MJW Advertising, who provided valuable *pro bono* assistance, the *Friends* program was revitalised in late 2007, with a new look and feel, improved offers on benefits and discounts across the Parklands, and increased access to event ticketing and discounting.

A new website was also launched in May 2008: **www.friends.net.au** and regular eNewsletters are sent to *Friends* informing members of latest news, events and updates.

The *Friends* program has also hosted a number of events and activities throughout the year, including *Friends* only Moonlight Cinema event evenings, free Photography in the Parklands courses, a Fitness in the Park program, rose pruning demonstrations and a colouring-in competition for children.

Again these activities could not have succeeded without the generous support of sponsors and corporate partners including: Centennial Park Cycles, Absolute Photography, Neco, Moore Park Golf, Moore Park Stables, Rebel Sport, Papillon Riding Stables and Laugh and Learn.

Since the re-launch of the *Friends* program, membership has increased by around 30 per cent over the year.

Partnerships have also been established with similar membership groups at the Historic Houses Trust and Art Gallery NSW to explore reciprocal program options and opportunities.

To find out more, visit:
www.friends.net.au

Volunteers

In 2007-08 volunteers contributed 2,100 volunteer hours of invaluable volunteer support through a number of projects at Centennial Parklands including bush regeneration, Nursery Growing Group, customer service and corporate volunteer opportunities.

- The Bush Regeneration Team meets every second Thursday and once a month on a Sunday to rehabilitate two remnants of endangered Eastern Suburbs Banksia Scrub located on York Road, Queens Park and the Bird Sanctuary, Centennial Park. Volunteers assist professional bush regenerators with a range of tasks including manual weed removal, construction of fauna hides, dumped rubbish removal and the relocation of organic debris.

- The Nursery Growing Group propagates exotic species found within the Parklands. This group meets every second Tuesday. The Centennial Parklands Foundation funded the construction of a plant propagation and nursery facility in 2007, to propagate plant material that could be used for planting within the Parklands and eventually raise funds through plant sales.
- Customer Service volunteers provide general Parklands information on weekends at the Visitor Centre, sharing their knowledge, enjoyment, and fondness of the Park with the many visitors that come to the Parklands.
- Corporate volunteers are welcomed by the Parklands. Projects undertaken by corporate supporters in 2007-08 included garden restoration projects consisting of weeding, mulching and planting activities; pond bank weeding and planting of wetland plants; pond bank litter removal; fauna surveying; mapping and recording numbers and distribution of species (particularly birdlife) within the Parklands; and litter collection.

The Foundation would like to thank Rabobank, the National Centre in HIV Epidemiology and Clinical Research at UNSW, and the People to People Exchange Group for their contributions in the reporting year.

To celebrate National Volunteer Week, a morning tea was held on 14 May 2008 to present volunteers with Certificates of Appreciation. Representatives from Bush Regeneration, Visitor Centre and Growing Group volunteer groups shared their stories.

In October 2007, the Foundation received a \$2,460 grant from the Commonwealth Department of Families, Community Services and Indigenous Affairs for the purchase of 20 Bush Regeneration Kits as part of the Volunteer Small Equipment Grants program.

Nursery Growing Group



	2005-06	2006-07	2007-08
Volunteer hours provided	930 hours	1,300 hours	2,100 hours

LOOKING AHEAD

The Foundation has developed a Strategic Plan 2008-11 to guide the Foundation's priorities, goals and key actions over the next three years regarding fundraising and support for the Trust's environmental and educational initiatives.

In developing the Strategic Plan 2008-11, the Foundation revised its mission and goals as detailed below:

Mission

The Centennial Parklands Foundation's mission is to foster commitment to the Parklands through:

- Connecting with the community
- Enhancing environmental and educational initiatives
- Ensuring a sustainable Parklands for present and future generations.

Goals

- To position the Centennial Parklands Foundation as a leading environmental fundraising body
- To engender community loyalty and support of the *Friends of Centennial Parklands* program
- To support the development and delivery of educational and research programs



PRIORITIES FOR 2008-09

Improving existing revenue streams and exploring
NEW INITIATIVES
while containing operational costs

Enhancing
**DONOR
RECOGNITION
PROGRAM**
and associated events

Attracting
SPONSORS
that align with Centennial Parklands' values

Building an
**ENDOWMENT
FUND**

Advocating the Foundation's message through the growth and engagement of the
**FRIENDS OF
CENTENNIAL
PARKLANDS**
program

Increasing profile of the Foundation's activities through
**MEDIA AND
PROMOTIONS**

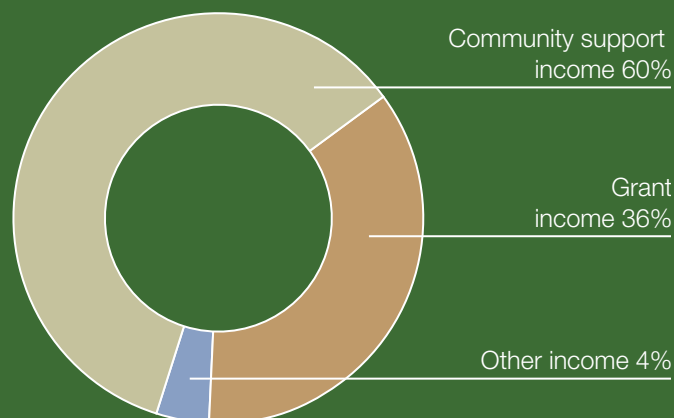
Developing an
**EDUCATION
CENTRE**
and associated educational and interpretive services

Implementing a comprehensive and targeted
**MARKETING
PLAN**

Delivering a successful
**SPRING
FUNDRAISING
EVENT**



WHERE DOES THE MONEY GO?



Where does the money come from?

60% Community support income

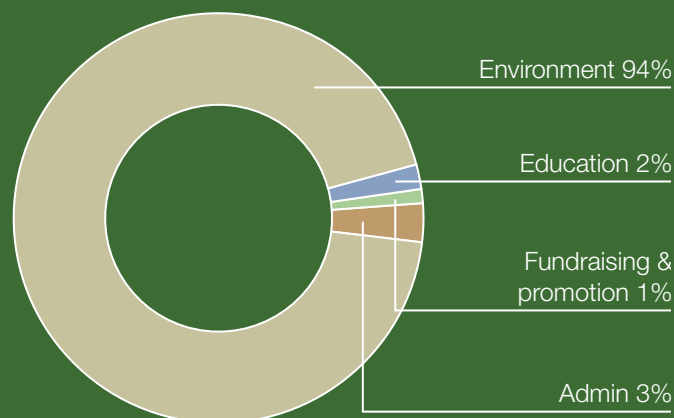
Community support income is donations received from individual and corporate donations; events; and *Friends of Centennial Parklands* membership fees.

36% Grant income

Grant income includes funds received from the NSW Department of Environment and Climate Change, the Australian Government's Community Water Grants scheme and Moriah College.

4% Other income

Other income includes investment income and sale of goods and services.



Where does the money go?

94% Environmental Programs

Environmental Programs include the Tree Replacement Program, pond restoration and threatened species conservation projects.

2% Education Programs

Education Programs include tools and equipment provided to the Visitor Programs team.

1% Fundraising and Promotion

3% Administration

NB: Graphs do not include the Trust's contributions which provide administration and staffing support costs for the Foundation ensuring the maximum percentage of donations is directed toward environmental and educational projects. Pro bono support is also not included.



Purple Swamp Hen

FINANCIAL SUMMARY

In 2007-08 revenue increased by \$515,782 to \$1,012,732.

The growth in revenue in 2007-08 is due to a significant increase in donations in response to the Foundation's Tree Transplant Appeal; and *pro bono* services provided by advertising agencies MJW Advertising and Vitamin X in support of the Foundation's marketing program.

Additional funds were raised through general donations, park furniture dedications, *Friends of Centennial Parklands* membership fees, 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 2007-08 the Trust contributed \$221,598 (compared to a total of \$169,222 in 2006-07) 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.

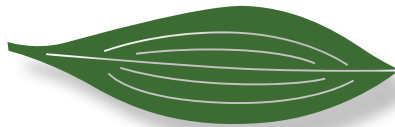
As at 30 June 2008 the Foundation held cash balances of \$404,934 (up from \$186,111 in 2006-07).

	2005-06	2006-07	2007-08
Key financial information	\$	\$	\$
Revenue	345,450	496,950	1,012,732
Expenses	229,503	455,218	742,633
Operating Surplus	115,947	41,732	270,099
Assets	164,034	208,537	614,137
Liabilities	6,029	8,800	144,301
Equity	158,005	199,737	469,836

HOW YOU CAN HELP

The Seven Leaves campaign, created in conjunction with our corporate partner Vitamin X in early 2008, summarises the key ways supporters can help:

The seven most beautiful leaves in Centennial Parklands



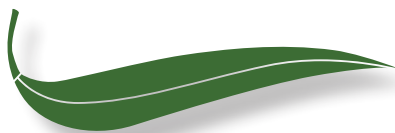
1. Leave a Donation

Support our efforts to preserve the natural environmental value of Centennial Parklands. Donations over \$2 are tax deductible.



2. Leave a Tree

Celebrate a birth, say 'I love you' or commemorate someone special with a \$5,000 Transplant Package or adopt an existing tree for \$500.



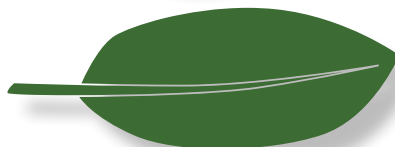
3. Leave as a *Friend*

Become a *Friend of Centennial Parklands* and support the work of the Foundation while enjoying a great range of discounts and benefits.



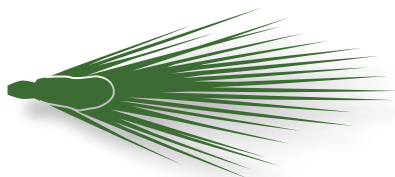
4. Leave as a Sponsor

Sponsor one of our native animals and help protect their habitat in the Parklands.



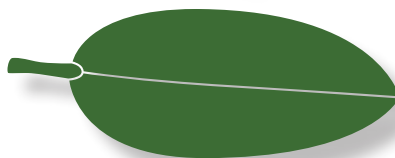
5. Leave a Bench

An ideal gift for the person who loves to sit, listen and reflect, or a way to create your own special place in the Parklands.



6. Leave as a Volunteer

Join our dedicated and enthusiastic volunteers and help with bushland regeneration, nursery propagation and aquatic plantings.



7. Leave a Bequest

Create a living legacy for future generations by remembering the Foundation in your Will.

ACKNOWLEDGEMENTS

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
Greening Australia (NSW)
NSW Department of Environment and Climate Change
Australian Government Community Water Grant Fund and Envirofund
Green Corps

Commonwealth Department of Families, Community Services and Indigenous Affairs
Moriah College
Vitamin X Advertising
MJW Advertising
Johnson Ohana Charitable Foundation

ACKNOWLEDGEMENTS

Published by – Centennial Parklands Foundation 2008

ABN 77 324 415 576

Photography – Ben Chapman, Chris Gleisner and Tito Media

Design – Equation Corporate Design

Printing – Satellite Digital

ISSN 1843 – 2043

CONTACT US

Centennial Parklands Foundation
Locked Bag 15, Paddington NSW 2021

Parklands Office (behind Centennial Parklands Dining)
Monday to Friday 8.30 am – 5.00 pm

Visitor Information counter, Banksia Way
Monday to Friday 9.00 am – 4.00 pm
Weekends 10.00 am – 3.00 pm

Phone: (02) 9339 6699

Fax: (02) 9332 2148

Email: foundation@centennialparklands.com.au

Web: www.yourparklands.org.au

AVAILABILITY

www.yourparklands.org.au
Parklands Office

Printed on Tudor RP. Tudor RP is FSC Recycled Certified and Australian made. It contains 100% recycled fibre and no chlorine bleaching occurs in the recycling process. Australian Paper is ISO 14001 certified. Sales of Tudor RP support Landcare Australia.



CENTENNIAL PARKLANDS

FOUNDATION

www.yourparklands.org.au