



# **PUBLIC DISCLOSURE STATEMENT**

**PETER FULLER & ASSOCIATES PTY LTD  
TRADING AS FULLER BRAND  
COMMUNICATION**

**ORGANISATION CERTIFICATION  
FY2021-22**


Australian Government  
**Climate Active**  
**Public Disclosure Statement**

**Fuller**



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication
REPORTING PERIOD	1 July 2021 – 30 June 2022 Arrears report
DECLARATION	<p><i>To the best of my knowledge, the information provided in this public disclosure statement is true and correct and meets the requirements of the Climate Active Carbon Neutral Standard.</i></p>  <p>Peter Fuller Managing Director 20<sup>th</sup> October 2022</p>



**Australian Government**  
**Department of Climate Change, Energy,  
the Environment and Water**

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Version March 2022.



# 1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	56 tCO <sub>2</sub> -e
OFFSETS BOUGHT	ACCUs
RENEWABLE ELECTRICITY	0%

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This certification is for the business operations of Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication, ABN 61 065 541 120. Professional brand, marketing and communication services organisation based in Kent Town, SA. Third year of certification.

### Organisation description

Fuller Brand Communication is the trading name of Peter Fuller & Associates Pty Ltd (ABN 61 065 541 120).

Established in South Australia in 1993, we are a second-generation family company that provides integrated marketing services including branding, communication strategy, graphic design, advertising, public relations, content creation, web development, video, photography and digital marketing. The company is located in contemporary offices at 37 Fullarton Road, Kent Town, on the Adelaide CBD fringe and currently employs 30 staff.

Fuller Brand Communication has been a partner of Carbon Neutral Adelaide since 2019 and in December 2020 Fuller became the first marketing agency in Australia to achieve carbon neutral certification through the Federal Government's [Climate Active](#) Program, and in the same month was also awarded [BCorp certification](#) through the global BLab program.

While these are major milestones for us, they are both certifications that will continue to challenge Fuller to stay on its journey of doing good, being better, giving more and taking less.

*“As a marketing communication agency we believe we have an important role in influencing social and economic change that is for the good of society. It is therefore our responsibility to ‘walk the talk’, demonstrating our leadership in ethical business behaviour. Cutting our carbon emissions is not just being a good corporate citizen, it is an essential contribution to the reduction of global warming and the sustainability of the planet.”*

## 3.EMISSIONS BOUNDARY

This is a small organisation certification, which uses the standard Climate Active small organisation emissions boundary. Emission sources can be excluded if they do not occur.

### Inside the emissions boundary

All emission sources listed in the emissions boundary are part of the carbon neutral claim.

**Quantified emissions** have been assessed as relevant and are quantified in the carbon inventory. This may include emissions that are not identified as arising due to the operations of the certified entity however are **optionally included**.

**Non-quantified emissions** have been assessed as relevant and are captured within the emissions boundary but are not measured (quantified) in the carbon inventory. All material emissions are accounted for through an uplift factor. Further detail is available at Appendix C.

### Outside the emissions boundary

**Excluded emissions** are those that have been assessed as not relevant to an organisation's operations and are outside of its emissions boundary or are outside of the scope of the certification. These emissions are not part of the carbon neutral claim. Further detail is available at Appendix D.

The emission sources in the boundary diagram below are as per the emissions categories in the emission summary table.

## Inside emissions boundary

### Quantified

Accommodation  
Air travel  
Business travel using car share and taxi  
Copy paper  
Cleaning and chemicals  
Electricity  
Employee commuting  
Food and catering  
ICT services and equipment  
Office equipment and supplies  
Postage, courier, and freight  
Telephone and internet  
Transport fuel used in company vehicles  
Video equipment  
Waste  
Working from home

### Non-quantified

Electric company vehicle emissions

## Outside emission boundary

### Excluded

All mandatory small organisation emissions sources have been included.

## Data management plan for non-quantified sources

There are no non-quantified sources in the emission boundary that require a data management plan.

# 4. EMISSIONS REDUCTIONS

## Emissions reduction strategy

Fuller Sustainability Plan 2021-2031  
(2021-2022 edition)

### Sustainability Goal

*Reduce carbon emissions to zero by 2030-2031 through a 10% reduction per year on 2020-2021 levels (based on the emissions scope of our Climate Active carbon neutral organisation certification).*

2021 levels = 69 tonnes of carbon

Annual reduction target = 10% / 6.9 tonnes of carbon

2021-2022 reduction = 20% / 13.59 tonnes of carbon

### Sustainability Strategy

We will achieve our goal by targeting the biggest sources of carbon pollution over the next 10 years:

1. Staff commuting
2. Company vehicle fuel consumption
3. Electricity consumption
4. Telecommunications
5. Computer and video equipment
6. Waste

### Reduction strategies for emission sources

#### Staff commuting - reduce by minimum 10% per year

- Low Carb Days will be introduced as an initiative to encourage more people to find alternative, lower carbon emission ways to come to work.
- Provide a low emissions company vehicle in the company car park that can be used for client meetings or errands to encourage staff to leave their vehicles at home more often.
- Provide a flexible working environment where staff are encouraged to work from home at least one day per week.

#### Company vehicle fuel consumption - reduce by 20% per year

- From 2020-2021, roll over one company vehicle per year to electric aiming for a full electric vehicle fleet by 2026.

#### Electricity consumption - reduce by 10% per year

- Monitor policy to switch off all computers and monitors every night.

- Investigate putting timers on lights.
- Install electricity measurement devices for instant feedback.
- Survey staff to find out who is using a carbon neutral power source at home such as solar or GreenPower from a carbon neutral retailer. Provide information to those who aren't about carbon neutral suppliers they may like to consider.
- Continue monitoring new sources of renewable energy.

#### Telecommunications - reduce by 10% per year

- Seek to partner with a carbon neutral telecommunications provider by 2031.

#### Computer and video equipment - reduce by 10% per year

- Research what Apple is doing in the space of climate action and when their products will be carbon neutral.
- Write a policy to ensure a carbon neutral provider is always researched and given priority consideration.

#### Waste - reduce by 10% per year

- Continue offering annual staff education about waste management, e.g., "which bin", to decrease the amount of waste going to landfill.
- Survey staff to find out how much packaging they bring into the office via take away foods at lunch time, such as Uber Eats. Find out staff openness to a "nude food" policy at work to reduce the amount of food packaging disposed of in the office.
- Measure and record waste weekly to monitor rubbish levels. Report at a quarterly Climate Active working group meeting and communicate with staff as needed to create more awareness about waste reduction.

## **Emissions reduction actions**

- Development of the "Low Carb Initiative" to find alternative, lower carbon emission ways to come to work.
- All staff not requiring a desktop computer have been provided with a laptop so they can work in an agile environment and have at least one day working from home per week.
- Ordered a new electric company vehicle.
- New policy to switch off all computers and monitors every night.
- Ordered electricity measurement devices for instant feedback about electricity consumption.



- Continuous monitoring of new sources of renewable energy and carbon neutral products and services.
- Weekly waste disposal recording with annual training sessions for staff about waste management.
- Our Staff are also encouraged to switch to carbon neutral or GreenPower electricity.

## 5.EMISSIONS SUMMARY

### Emissions over time

Emissions since base year		Total tCO <sub>2</sub> -e
Base year:	2019-20	61.30
Year 1:	2020-21	68.81
Year 2:	2021-22	55.22

### Significant changes in emissions

Emission source name	Current year (tCO <sub>2</sub> -e and/ or activity data)	Previous year (tCO <sub>2</sub> -e and/ or activity data)	Detailed reason for change
Electricity	0	7.91	Switched to carbon neutral plan
Computer equipment	4.98	3.76	Purchase and replacement of staff computers
Telecommunications	5.15	5.61	Provider change
Office equipment	5.58	0.56	Office revamp
Company vehicle travel (diesel car)	3.80	1.17	Uptake of air travel after lifting of COVID restrictions
Company vehicle travel (petrol car)	3.00	1.41	Uptake of travel after lifting of COVID restrictions
Staff commute using petrol cars	6.83	1.21	Change in staff commute behaviour/vehicles
Work from home	4.46	1.08	Increased work from home due to COVID restrictions

## Use of Climate Active carbon neutral products and services

Certified brand name	Product or Service used
Aspire	Copy Paper A4
AGL	Carbon neutral electricity

## Organisation emissions summary

The electricity summary is available in the Appendix B. No electricity emissions occurred due to using certified carbon neutral electricity.

Emission category	Sum of total emissions (tCO <sub>2</sub> -e)
Accommodation and facilities	0.53
Air transport (km)	2.12
Carbon neutral products and services (electricity and copy paper)	0
Cleaning and chemicals	1.47
Food	1.72
ICT services and equipment	12.01
Land and sea transport (fuel)	9.98
Land and sea transport (km)	10.15
Office equipment & supplies	6.44
Postage, courier and freight	0.22
Professional services	1.14
Waste	2.35
Working from home	4.46
<b>Total</b>	<b>52.59</b>

## Uplift factors

An uplift factor is an upwards adjustment to the total carbon inventory to account for relevant emissions, which can't be reasonably quantified or estimated. This conservative accounting approach helps ensure the integrity of the carbon neutral claim.

Reason for uplift factor	tCO <sub>2</sub> -e
Compulsory additional 5% of the total to be added for small organisations	2.63
Total of all uplift factors	2.63
<b>Total footprint to offset</b> <i>(total net emissions from summary table + total uplifts)</i>	<b>55.22</b>

## 6. CARBON OFFSETS

### Offsets retirement approach

In arrears	
1. Total number of eligible offsets banked from last year's report	50
2. Total emissions footprint to offset for this report	56
3. Total eligible offsets required for this report	6
4. Total eligible offsets purchased and retired for this report	102
5. Total eligible offsets banked to use toward next year's report	96

### Co-benefits

#### The Karlantijpa North Savanna Burning Project

Savanna burning is about reducing emissions from fire. Savanna fires release methane and nitrous oxide into the air, which are strong greenhouse gases. By burning in the early dry season when fires are cooler and patchy, and burning less country, there will be fewer emissions of these gases and therefore an environmental benefit. Reducing fire emissions is a lot about applying traditional patchwork burning. The Karlantijpa Project was registered in 2016, through the Jinkaji Corporation – all of whom are traditional owners from the Eastern and Western Mudbarra groups of central NT. The project covers 3000 square kilometres and is a remote grassy woodland with no road access and a history of late, dry season fires. It is home to the vulnerable greater bilby and is scattered with soaks and other sacred sites. Burning takes place annually and so far the project has abated 54,191 tCO<sub>2</sub>e.

The core benefits of the project are access to country, track and campsite development, strengthening cultural connection, training of ranger groups and the empowerment of traditional owners to manage their own business, operations and income for their own benefit and for the environment.

#### InfraVest Changbin and Taichung bundled Wind Farms Project, Taiwan

Taiwan is heavily reliant on fossil fuels and shifting towards sustainable energy is vital for Taiwan's national security and its economic and environmental prosperity. By harnessing the power of prevailing coastal winds to generate clean energy, the Changbin and Taichung wind farms power Taiwanese homes, and help to expand Taiwan's renewable energy industry. Sustainable development has been boosted through a number of local initiatives, such as guided wind farm tours that raise awareness about climate change and pollution, supporting the elderly and a scholarship programme. As well as contributing to global climate change mitigation efforts through emission reductions, the project is engaged in several activities that help to preserve the local ecosystem such as regular beach clean ups. The project has also supported the reforestation of 2,400 m<sup>2</sup> of land, which is encouraging local biodiversity.

## Eligible offsets retirement summary

Offsets cancelled for Climate Active Carbon Neutral Certification											
Project description	Type of offset units	Registry	Date retired	Serial number (and hyperlink to registry transaction record)	Vintage	Stapled quantity	Eligible quantity (tCO <sub>2</sub> -e)	Eligible quantity used for previous reporting periods	Eligible quantity banked for future reporting periods	Eligible quantity used for this reporting period	Percentage of total (%)
InfraVest Changbin and Taichung bundled Wind Farms Project, Taiwan	VER	Gold Standard	02/11/2020	<a href="#">GS1-1-TW-GS472-12-2017-6457-108747-108926</a>	2017	180	180	130	0	50	89%
The Karantijpa North Savanna Burning Project	ACCU	ANREU	31/8/2021	8,333,298,366-8,333,298,467 ( <i>hyperlink not available, see screenshot in Appendix A</i> )	2021-22	0	102	0	96	6	11%
<b>Total offsets retired this report and used in this report</b>										56	
<b>Total offsets retired this report and banked for future reports</b>									96		

Type of offset units	Quantity (used for this reporting period claim)	Percentage of total
Australian Carbon Credit Units (ACCU)	6	11%
Verified Emissions Reductions (VERs)	50	89%

## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

### **Renewable Energy Certificate (REC) summary**

Not applicable.

# APPENDIX A: ADDITIONAL INFORMATION

The screenshot displays the ANREU website interface. The top navigation bar includes 'Change Password', 'Contact Us', 'Log Out', and 'Help'. The main header identifies the 'Australian National Registry of Emissions Units' under the 'Australian Government Clean Energy Regulator' logo. A user is logged in as 'Rowan Foley / Industry User'.

**Transaction Details**  
 Transaction details appear below:  
 Transaction Successfully Approved

**Transaction Information:**  
 Transaction ID: AUJ24306  
 Current Status: Completed (4)  
 Status Date: 14/10/2022 15:05:18 (AEDT)  
 14/10/2022 04:05:18 (GMT)  
 Transaction Type: Cancellation (4)  
 Transaction Initiator: Foley, Rowan Paul Bulmer  
 Transaction Approver: Foley, Rowan Paul Bulmer  
 Comment: Retired on behalf of Peter Fuller and Associates trading as Fuller Brand Communication for Climate Active carbon neutral organisation certification for FY2021-22 and subsequent years

**Transferring Account:**  
 Account Number: AU-2796  
 Account Name: Aboriginal Carbon Fund Limited  
 Account Holder: Aboriginal Carbon Fund Limited

**Acquiring Account:**  
 Account Number: AU-1068  
 Account Name: Australia Voluntary Cancellation Account  
 Account Holder: Commonwealth of Australia

**Transaction Blocks Table:**

Entity	Type	Transaction Type	Original CP	Current CP	EBE Project ID	NGER Facility ID	NGER Facility Name	Safeguard	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
AU	KACCU	Voluntary ACCU Cancellation			EBE104800					2021-22		8,333,298,366 - 8,333,298,467	102

Transaction Status History

## APPENDIX B: ELECTRICITY SUMMARY

No electricity emissions occurred due to purchasing certified carbon neutral electricity.

### Location-based method

The location-based method provides a picture of a business's electricity emissions in the context of its location, and the emissions intensity of the electricity grid it relies on. It reflects the average emissions intensity of the electricity grid in the location (State) in which energy consumption occurs. The location-based method does not allow for any claims of renewable electricity from grid-imported electricity usage.

### Market-based method

The market-based method provides a picture of a business's electricity emissions in the context of its renewable energy investments. It reflects the emissions intensity of different electricity products, markets and investments. It uses a residual mix factor (RMF) to allow for unique claims on the zero emissions attribute of renewables without double-counting.

Market Based Approach Summary			
Market Based Approach	Activity Data (kWh)	Emissions (kgCO <sub>2</sub> e)	Renewable Percentage of total
Behind the meter consumption of electricity generated	0	0	0
<b>Total non-grid electricity</b>	<b>0</b>	<b>0</b>	<b>0</b>
LGC Purchased and retired (kWh) (including PPAs & Precinct LGCs)	0	0	0
GreenPower	0	0	0
Jurisdictional renewables (LGCs retired)	0	0	0
Jurisdictional renewables (LRET) (applied to ACT grid electricity)	0	0	0
Large Scale Renewable Energy Target (applied to grid electricity only)	0	0	0
Residual Electricity	0	0	0
<b>Total grid electricity</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Electricity Consumed (grid + non grid)</b>	<b>0</b>	<b>0</b>	<b>0</b>
Electricity renewables	0	0	
Residual Electricity	0	0	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emissions (kgCO <sub>2</sub> e)		0	
<b>Total renewables (grid and non-grid)</b>	<b>0</b>		
<b>Mandatory</b>	<b>0</b>		
<b>Voluntary</b>	<b>0</b>		
<b>Behind the meter</b>	<b>0</b>		
<b>Residual Electricity Emission Footprint (TCO<sub>2</sub>e)</b>	<b>0</b>		

*Figures may not sum due to rounding. Renewable percentage can be above 100%*

### Location Based Approach Summary

Location Based Approach	Activity Data (kWh)	Scope 2 Emissions (kgCO2e)	Scope 3 Emissions (kgCO2e)
SA	0	0	0
<b>Grid electricity (scope 2 and 3)</b>	<b>0</b>	<b>0</b>	<b>0</b>
SA	0	0	0
<b>Non-grid electricity (Behind the meter)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Electricity Consumed</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Emission Footprint (TCO2e)</b>	<b>0</b>		
<i>Scope 2 Emissions (TCO2e)</i>	0		
<i>Scope 3 Emissions (TCO2e)</i>	0		

### Climate Active Carbon Neutral Electricity summary

Carbon Neutral electricity offset by Climate Active Product	Activity Data (kWh)	Emissions (kgCO2e)
<i>AGL certified carbon neutral electricity</i>	<b>30,104</b>	<b>0</b>

*Climate Active carbon neutral electricity is not renewable electricity. The emissions have been offset by another Climate Active member through their Product certification.*



# APPENDIX C: INSIDE EMISSIONS BOUNDARY

## Non-quantified emission sources

The following sources emissions have been assessed as relevant, are captured within the emissions boundary, but are not measured (quantified) in the carbon inventory. They have been non-quantified due to one of the following reasons:

1. **Immaterial** <1% for individual items and no more than 5% collectively
2. **Cost effective** Quantification is not cost effective relative to the size of the emission but uplift applied.
3. **Data unavailable** Data is unavailable but uplift applied. A data management plan must be put in place to provide data within 5 years.
4. **Maintenance** Initial emissions non-quantified but repairs and replacements quantified.

Relevant-non-quantified emission sources	(1) Immaterial	(2) Cost effective (but uplift applied)	(3) Data unavailable (but uplift applied & data plan in place)	(4) Maintenance
Electric company vehicle	Yes	No	No	No

# APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

## Excluded emission sources

The below emission sources have been assessed as not relevant to an organisation's or precinct's operations and are outside of its emissions boundary. These emissions are not part of the carbon neutral claim. Emission sources considered for relevance must be included within the certification boundary if they meet two of the five relevance criteria. Those which only meet one condition of the relevance test can be excluded from the certification boundary.

Emissions tested for relevance are detailed below against each of the following criteria:

1. **Size** The emissions from a particular source are likely to be large relative to the organisation's electricity, stationary energy and fuel emissions
2. **Influence** The responsible entity has the potential to influence the reduction of emissions from a particular source.
3. **Risk** The emissions from a particular source contribute to the organisation's greenhouse gas risk exposure.
4. **Stakeholders** Key stakeholders deem the emissions from a particular source are relevant.
5. **Outsourcing** The emissions are from outsourced activities previously undertaken within the organisation's boundary, or from outsourced activities typically undertaken within the boundary for comparable organisations.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
Not applicable						



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