



PUBLIC DISCLOSURE STATEMENT

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

**ORGANISATION CERTIFICATION
FY2022–23**

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 2022 – 30 June 2023 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><i>Peter Fuller</i></p> <p>Peter Fuller Managing Director 31 October 2023</p>



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

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Version August 2023.



1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	63 tCO ₂ -e
OFFSETS USED	100% ACCUs
RENEWABLE ELECTRICITY	N/A
CARBON ACCOUNT	Prepared by: Sustainable Business Consultants
TECHNICAL ASSESSMENT	N/A

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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. This is the fourth 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.

In October 2023, Fuller acquired a Sydney based specialist market research and brand strategy agency, taking on a team of five new practitioners in Sydney. This facility will be included in Fuller's carbon emissions boundary for 2023-24.

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.

This certification is based on the operational control approach.

3.EMISSIONS BOUNDARY

This is a small organisation certification, which uses the standard Climate Active small organisation emissions boundary.

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.

Inside emissions boundary

Quantified

- Accommodation
- Air travel
- Business travel using car share and taxi
- Carbon neutral products and services
- Copy paper
- Cleaning and chemicals
- Electricity
- Employee commuting
- Food and catering
- ICT services and equipment
- Natural gas (N/A)
- Office equipment and supplies
- Postage, courier, and freight
- Professional services
- Refrigerants
- Telephone and internet
- Transport fuel used in company vehicles
- Video equipment
- Waste
- Water
- Working from home

Non-quantified

- Electric company vehicle emissions

Outside emission boundary

Excluded

N/A

4. EMISSIONS REDUCTIONS

Emissions reduction strategy

Fuller Sustainability Plan 2021-2031

2031 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

2022-23 increase = 13.7% / 7.56 tonnes of carbon

Why an increase in 2022-23?

The three areas that saw the biggest increase were staff commuting, company vehicle usage and waste. The reasons are set out below. We also reviewing our emissions boundary to compare it with Climate Active's revised list of mandatory inclusions for a small organisation. As a result we've added in (combined accountancy, advertising and legal services (professional services) which has increased emissions by 4.3 tonnes.

Increase in staff commuting:

- Less people working from home, increase in staff commuting.
- Three staff have relocated to regional areas and have increased their commute from walking distance to more than 30kms from the office.

Increase in company vehicle usage:

- The second company vehicle to change from petrol to electric has only been in use from May 2023.
- Prior to this, the Director driving this vehicle was traveling to the office more frequently from their residence 45km away from the office.
- The full impact of the zero emissions electric vehicle will be felt in 2023-24.
- The long-range diesel 4WD company vehicle that is used for film shoots has been taken to many regional locations this year due to an increase in regional client work including several trips to Kangaroo Island, Yorke Peninsula and the Flinders Ranges.
- Note: there is a plan to replace this when long range electric 4WDs become available.

Increase in waste:

- RedCycle, the main recycling facility for soft plastics, shut down which has meant a significant increase to our landfill. We have investigated other options for soft plastics recycling but none of them are large enough to take the amount of soft plastic waste we generate.
- Less people working from home, more lunch packaging from take-away foods in the office.

2023-24 Sustainability Strategy

We will achieve our goal by targeting the biggest sources of carbon pollution over the next 10 years. The following list of target areas for 2023-24 has been adjusted from 2021-22 based on the largest individual emission sources this year.

1. Staff commuting
2. Company vehicle fuel consumption
3. ICT Services
4. Waste
5. Office equipment and supplies

Reduction strategies for each emission source

Staff commuting - reduce by minimum 10% per year

- Low Carb Days will be carried out annually in March and November as an initiative to encourage more people to find alternative, lower carbon emission ways to come to work. The goal is that every staff member will commit to at least one “low carb” day a fortnight on an ongoing basis.
- 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. Management will consider whether it is feasible to increase this to two days a week.
- Hold behaviour change workshops with the team to specifically address barriers to adopting a low carbon commute to work.
- Management to consider novated leases for staff wanting to purchase an electric vehicle, starting with those who have the longest commutes.

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.
- We will roll the vehicle over earlier this year, in January 2024. Last year we only had two months of the new electric vehicle which didn't make an impact on our company vehicle emissions (May and June).
- We are researching low emission long range 4WD vehicle options for our film production (e.g., hybrid vs electric).

ICT Equipment – reduce by 10% per year

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

- Look into the timing of Apple products becoming carbon neutral (90% of our equipment are Apple products).

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 team meetings to create more awareness about waste reduction.
- Provide a clear bin for single use coffee cup usage to demonstrate visibly the amount of waste this creates to discourage using take-away cups.

Office equipment – reduce by 10% per year

- Audit office supplies being purchased and reduce or eliminate any superfluous products or supplies e.g., chocolates and sweets, alcohol and soft drinks
- Develop a policy with the production team to recycle props and wardrobe used for film shoots wherever possible.

Emissions reduction actions

In November 2022 and March 2023, staff participated in the "Low Carb" initiative, opting for lower-emission commutes, with a total sum of 359 Low Carb days participation across all employees.

During the year, we converted to a green electricity supplier and so all of our electricity was certified carbon neutral and therefore zero in the carbon inventory.

5. EMISSIONS SUMMARY

Emissions over time

		Emissions since base year	
		Total tCO ₂ -e (without uplift)	Total tCO ₂ -e (with uplift)
Base year / Year 1:	2019-20	55.72	61.30
Year 2:	2020-21	65.54	68.81
Year 3:	2021-22	52.59	55.22
Year 4:	2022-23	59.79	62.78

Significant changes in emissions

Emission source name	Previous year emissions (t CO ₂ -e)	Current year emissions (t CO ₂ -e)	Detailed reason for change
Petrol: Medium Car (staff commute)	6.83	8.15	Changes to staff commute mode of travel

Use of Climate Active carbon neutral products, services, buildings or precincts

Certified brand name	Product/Service/Building/Precinct used
Aspire (Opal Australian Paper)	Copy paper A4 80gsm
AGL	Carbon neutral electricity
Qantas	Opt-in carbon neutral flights
Virgin	Opt-in carbon neutral flights

Emissions summary

The electricity summary is available in the Appendix B. Electricity emissions were calculated using a location-based approach.

Emission category	Sum of Scope 1 (t CO ₂ -e)	Sum of Scope 2 (t CO ₂ -e)	Sum of Scope 3 (t CO ₂ -e)	Sum of total emissions (t CO ₂ -e)
Accommodation and facilities	0.00	0.00	1.84	1.84
Staff commute – carpooling	0.00	0.00	0.32	0.32
Cleaning and chemicals	0.00	0.00	2.07	2.07
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Electricity	0.00	0.00	0.00	0.00
Food	0.00	0.00	1.25	1.25
ICT services and equipment	0.00	0.00	9.41	9.41
Office equipment and supplies	0.00	0.00	2.78	2.78
Postage, courier and freight	0.00	0.00	0.72	0.72
Professional services	0.00	0.00	5.30	5.30
Refrigerants	0.00	0.00	0.00	0.00
Transport (air)	0.00	0.00	3.17	3.17
Transport (land and sea)	0.00	0.00	26.05	26.05
Waste	0.00	0.00	5.85	5.85
Water	0.00	0.00	0.00	0.00
Working from home	0.00	0.00	1.04	1.04
Total emissions	0	0	59.79	59.79 *

* Total sum varies from individual emissions due to rounding.

Uplift factors

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

Reason for uplift factor	tCO ₂ -e
Mandatory 5% uplift for small organisations	2.99
Total of all uplift factors	2.99
Total emissions footprint to offset <i>(total emissions from summary table + total of all uplift factors)</i>	62.78

6. CARBON OFFSETS

Offsets retirement approach

This certification has taken an in-arrears offsetting approach. The total emission to offset is 63 t CO₂-e. The total number of eligible offsets used in this report is 63. Of the total eligible offsets used, 96 were previously banked and 0 were newly purchased and retired. 33 are remaining and have been banked for future use.

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 tCO₂e.

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.

Eligible offsets retirement summary

Offsets retired 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 retired (tCO ₂ -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 (%)
The Karlantjpa North Savanna Burning Project	ACCU	ANREU	14/10/2022	8,333,298,366-8,333,298,467 (<i>hyperlink not available, see screenshot in Appendix A</i>)	2021-22	0	102	6	33	63	100%
Total eligible offsets retired and used for this report										63	
Total eligible offsets retired this report and banked for use in future reports									33		

Type of offset units	Eligible quantity (used for this reporting period)	Percentage of total
Australian Carbon Credit Units (ACCU)	63	100%

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A

APPENDIX A: ADDITIONAL INFORMATION

Below is a screenshot of the retirement of the ACCUs purchased.

The screenshot displays the ANREU website interface. The page title is "Australian National Registry of Emissions Units". The user is logged in as "Rowan Foley / Industry User". The main content area is titled "Transaction Details" and shows a "Transaction Successfully Approved" message. Below this, the transaction details are listed:

- Transaction ID: AU24306
- Current Status: Completed (4)
- Status Date: 14/10/2022 15:05:18 (AEDT) and 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

The transaction involves two accounts:

- Transferring Account:** AU-2798, Aboriginal Carbon Fund Limited.
- Acquiring Account:** AU-1068, Australia Voluntary Cancellation Account, Commonwealth of Australia.

A table titled "Transaction Blocks" provides a detailed view of the transaction:

Party	Type	Transaction Type	Original CP	Current CP	EBF Project ID	NGER Facility ID	NGER Facility Name	Safeguard #	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
AU	KACCU	Voluntary ACCU Cancellation			EF104800					2021-22		8,333,298,366 - 8,333,298,467	102

Below the table is a section for "Transaction Status History".

APPENDIX B: ELECTRICITY SUMMARY

There are two international best-practice methods for calculating electricity emissions – the location-based method and the market-based method. Reporting electricity emissions under both methods is called dual reporting.

Dual reporting of electricity emissions is useful, as it provides different perspectives of the emissions associated with a business's electricity usage.

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.

For this certification, electricity emissions have been set by using the location-based approach. The purchased electricity is fully Climate Active carbon neutral certified, with consumption data detailed in the corresponding table at the end of this appendix.

Market-based approach summary			
Market Based Approach	Activity Data (kWh)	Emissions (kg CO2-e)	Renewable Percentage of total
Behind the meter consumption of electricity generated	0	0	0%
Total non-grid electricity	0	0	0%
LGC Purchased and retired (kWh) (including PPAs)	0	0	0%
GreenPower	0	0	0%
Climate Active precinct/building (voluntary renewables)	0	0	0%
Precinct/Building (LRET)	0	0	0%
Precinct/Building jurisdictional renewables (LGCs surrendered)	0	0	0%
Electricity products (voluntary renewables)	0	0	0%
Electricity products (LRET)	0	0	0%
Electricity products jurisdictional renewables (LGCs surrendered)	0	0	0%
Jurisdictional renewables (LGCs surrendered)	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	33,909	32,383	0%
Total renewable electricity (grid + non grid)	0	0	0%
Total grid electricity	33,909	32,383	0%
Total electricity (grid + non grid)	33,909	32,383	0%
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	33,909	32,383	
Scope 2	29,946	28,598	
Scope 3 (includes T&D emissions from consumption under operational control)	3,963	3,785	
Residual electricity consumption not under operational control	0	0	
Scope 3	0	0	

Total renewables (grid and non-grid)	0.00%
Mandatory	0.00%
Voluntary	0.00%
Behind the meter	0.00%
Residual scope 2 emissions (t CO2-e)	28.60
Residual scope 3 emissions (t CO2-e)	3.79
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	0.00
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	0.00
Total emissions liability (t CO2-e)	0.00

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

Location-based approach summary						
Location-based approach	Activity Data (kWh) total	Under operational control			Not under operational control	
Percentage of grid electricity consumption under operational control	100%	(kWh)	Scope 2 Emissions (kgCO ₂ -e)	Scope 3 Emissions (kgCO ₂ -e)	(kWh)	Scope 3 Emissions (kgCO ₂ -e)
ACT	0	0	0	0	0	0
NSW	0	0	0	0	0	0
SA	33,309	33,309	8,477	2,713	0	0
VIC	0	0	0	0	0	0
QLD	0	0	0	0	0	0
NT	0	0	0	0	0	0
WA	0	0	0	0	0	0
TAS	0	0	0	0	0	0
Grid electricity (scope 2 and 3)	33,309	33,309	8,477	2,713	0	0
ACT	0	0	0	0		
NSW	0	0	0	0		
SA	0	0	0	0		
VIC	0	0	0	0		
QLD	0	0	0	0		
NT	0	0	0	0		
WA	0	0	0	0		
TAS	0	0	0	0		
Non-grid electricity (behind the meter)	0	0	0	0		
Total electricity (grid + non grid)	33,309					

Residual scope 2 emissions (t CO ₂ -e)	0.48
Residual scope 3 emissions (t CO ₂ -e)	2.71
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.00
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.00
Total emissions liability	0.00

Climate Active carbon neutral electricity products

Climate Active carbon neutral product used	Electricity claimed from Climate Active electricity products (kWh)	Emissions (kg CO ₂ -e)
AGL carbon neutral electricity	33,909	0
<p><i>Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their electricity product certification. This electricity consumption is also included in the market based and location-based summary tables. Any electricity that has been sourced as renewable electricity by the electricity product under the market-based method is outlined as such in the market-based summary table.</i></p>		

APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

The following emissions sources 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	Justification reason
Fully electric company vehicles	Immaterial

Data management plan for non-quantified sources

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

APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

Excluded emission sources

The below emission sources have been assessed as not relevant to this organisation'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.

Excluded emissions sources summary

Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
N/A						



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