

# Australian Marine Conservation Society 2006 Annual Report



[www.marineconservation.org.au](http://www.marineconservation.org.au)



**The Australian Marine Conservation Society (AMCS) is the voice for our coasts and oceans. AMCS is Australia's leading marine charity and has been operating for over 40 years.**

**We are Australia's only national environmental organisation that is dedicated exclusively to protecting our coasts and oceans.**

The Society formed in the 1960s to legally contest and defeat an application to mine coral on the great Barrier Reef. This victory led us forward to organize Australia's largest sea-based campaign which culminated in the formation of the Great Barrier Reef Marine Park World Heritage Area – an international tourist destination and one of the natural wonders of the world. It stands as an inspirational story of what foresight and vision can achieve.

We work to protect Australia's precious beaches, coasts and seas by:

- protecting Australia's marine wildlife and their habitats;
- ensuring that the use of marine natural resources is sustainable;
- promoting the reduction of pollution and marine debris;
- educating and working with local communities;
- using the best possible science to advocate for best practice;
- producing the nation's first *Sustainable Seafood Guide* which enables responsible Australians to choose their seafood wisely and avoid species that are either overfished or caught with destructive fishing practices; and by
- challenging unsustainable and inappropriate coastal development.

We have a consistent excellent track record on marine conservation in Australia. Some of our achievements include saving Ningaloo Reef (home of the whale shark) in Western Australia from a development which would have ruined this pristine area and stopping shark finning at sea in the Northern Territory — the last place in Australia which allowed this cruel and wasteful practice to occur.

With thousands of supporters across the country, we are active on a wide range of marine projects including protecting marine and coastal habitats, ending unsustainable fishing practices and saving threatened species. We achieve this by working on the ground with local communities and in partnership with government, industry and scientists.

It is inspiring that an increasing number of people believe that our precious oceans are worth protecting.

*Richard Leck, Dr Rodger Livsey and Margaret Roberts at our end of year celebration at the Charles Ginn Gallery, Paddington Brisbane, December 2006.*

Cover photo courtesy of Kelvin Aitken.



## President's Highlights

**The outstanding highlight of 2006 was welcoming Author Tim Winton as the new Patron of the Australian Marine Conservation Society. Tim is a long-term supporter of ours and was pivotal in our work to establish the Southern Ocean Sanctuary and the Save Ningaloo Campaign in Western Australia. We are delighted to welcome Tim in a more formal role and look forward to protecting our coasts and oceans with him in the years ahead. Despite our significant achievements to date, there is still much work ahead.**

A core component of our sustainable fisheries program, *Australia's Sustainable Seafood Guide*, has continued to grow in popularity throughout 2006. The second edition of the guide was launched in Sydney alongside celebrity chef Kylie Kwong at the Sydney Aquarium. We believe that a grass roots evolution is taking place in the hearts and minds of the Australian public. More and more people are concerned about the sustainability of their seafood and are hungry to know more about protecting our precious ocean wildlife and their habitats.

On the marine parks front we participated in the Commonwealth Senate Inquiry into Australia's national marine park estate and argued strongly for a network of marine national parks around the country to protect our heavily burdened oceans. We also continued our work with conservation colleagues to establish marine parks further down the coast of New South Wales and have been building public support for the Moreton Bay Marine Park campaign in South-east Queensland. Our on-ground community work included seagrass surveys in Moreton Bay - home to dugongs, turtles and the beloved but endangered grey nurse shark.

The Society had a great victory in the north, with sea cage fish farm proposals being withdrawn from sensitive coastal environments in the Territory. And of course we remained vigilant alongside our conservation colleagues to challenge the push for commercial whaling from the Japanese Government in the International Whaling Commission.

In late 2006 we commenced our Business Supporter program. Although still in its infancy, the program has already attracted a range of businesses who have pledged their support for our marine conservation work.

In Victoria we continued our excellent Reef Watch project, where divers 'take a dive that counts' and monitor their adopted patch of reef or seagrass. In December we also held our annual Great Victorian Fish Count, in which the community jumps in the sea and records a snapshot of Victoria's fish species living in our temperate coastal waters.

To conclude the year we held our supporters' evening at an art gallery in Paddington, Brisbane, where our National Office is located. Some of our most treasured supporters came along to help celebrate the year that was and make plans for the year ahead.



Paul Saunders



## Campaign Highlights

### Australia's Sustainable Seafood Guide

*Australia's Sustainable Seafood Guide* is one of our most exciting and popular campaign initiatives. The Guide brings the Society significant media exposure and contact with a wide variety of everyday Australians.



Due to overwhelming public demand, *Australia's Sustainable Seafood Guide* was updated, improved and re-launched in May 2006 as a special *Expanded Edition*.

Our Patron, Tim Winton, wrote an impassioned forward to the Guide and high-profile chef, Kylie Kwong launched the Guide at Sydney Aquarium.

The *Expanded Edition* includes over 60 seafood species, twice that of the first edition, and includes useful information about aquaculture seafood, seafood and our health, marine parks, seafood labelling and related issues.



Since its original launch in 2004, over 20,000 *Sustainable Seafood Guides* and 250,000 copies of the associated *3 Step Pocket Guides* have been distributed nationwide. And this is only the beginning.

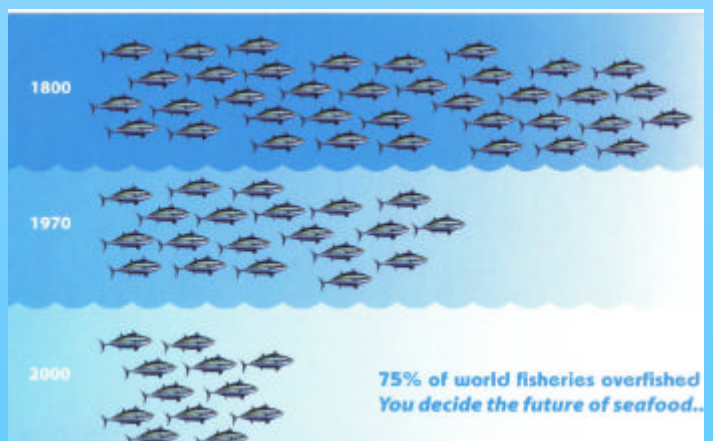
*"Our seafood choices matter. Our purchasing power can send the message that unsustainable fisheries that damage our oceans and marine ecology are just not on! Australia's Sustainable Seafood Guide provides us with an easy way to make informed decisions about the fish and seafood we buy."*

Celebrity Chef Kylie Kwong at the launch of *Australia's Sustainable Seafood Guide Expanded Edition* at the Sydney Aquarium.

### Avant Card Sponsors the Guide

In 2006, *Avant Card* sponsored a run of over 50,000 postcards which promoted the issue of sustainable seafood purchasing and how people can do their bit to push the market towards more responsible seafood consumption.

The postcards were very popular with the discerning public and boosted the guides' distribution significantly. Thank you to the good people at *Avant Card*.



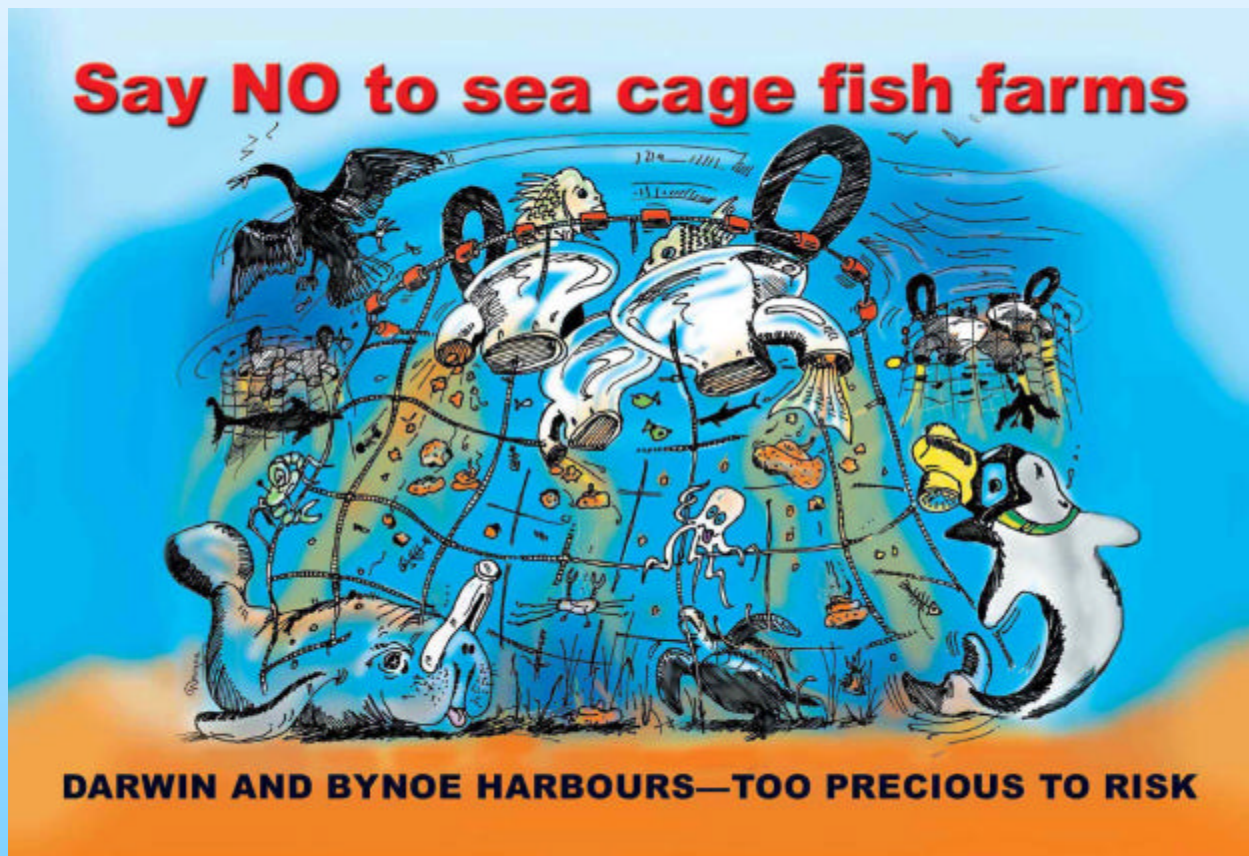
## Campaign Highlights

### Sea Cages Kept out of the North

In late 2006, thanks to the efforts of staff, supporters and friends, three unsustainable Sea Cage aquaculture proposals for Darwin Harbour, Bynoe Harbour and Snake Bay were withdrawn from Northern Australia. This is a great victory for the community and our environment in Northern Australia.

Working with the Environment Centre of the Northern Territory, we publicized a number of significant concerns with these proposals and called for the rejection of this type of polluting aquaculture in Australia's sensitive marine environments.

The local and national community was very active on this issue with hundreds of people writing submissions and letters, signing on-line petitions and filling in campaign postcards calling for the end to sea cage aquaculture in the Territory.



We hope that future proponents of aquaculture in the Territory will learn from this episode and will only propose sustainable, land-based, 'closed-loop' fish farming that does not pollute marine environments or rely on huge quantities of wild caught fish for farm-fish feed, nor pose a risk to wild fish populations.

*Postcard produced as part of the campaign to keep sea cages out of the Northern Territory. The community joined us in rejecting the proposals.*



## Orange Roughy

**Public pressure from the Australian Marine Conservation Society and other environmental groups has resulted in a small but significant win for this embattled deep sea species.**

The discovery of this deep sea fish in the early 1990s led Australia's South-east Trawl Fishery to hunt them to the edge of commercial extinction. Now orange roughy has become Australia's first commercially-exploited marine fish to be listed as a threatened species under the *Environment Protection and Biodiversity Conservation Bill (1999)*.

Conservationists and the Federal Environment Minister's own Threatened Species Scientific Committee recommended that orange roughy be listed as 'endangered', which would have effectively ended all commercial fishing for this species. Unfortunately the Minister listed the species as 'conservation dependent', which allowed fishing to continue, albeit with tighter management plans. We firmly believe that orange roughy and all deep sea species are too vulnerable to be fished at all. These fragile areas of ocean should be left in peace unharmed by our industrialised fishing vessels.



*Orange Roughy and other deep sea trawl catch (photo: Steve McGowan).*

## Grey Nurse Shark Educational Pack

During 2006 we secured funding from the Natural Heritage Trust and the Queensland Government to produce a series of educational material about one of Australia's most endangered marine animals, the critically endangered grey nurse shark (*Carcharias taurus*).

With less than 500 individuals left on the east coast of Australia, it is important that anyone interacting with this magnificent and docile shark can identify it and contribute to its protection.

The material is aimed at fishers and divers who are the people most likely to come across grey nurse sharks. The package includes posters, brochures and water-proof identification cards for fishers on top of the water and divers beneath the waves.



*Cover of the water-proof identification booklet which was produced with funding from the Queensland and Federal Governments*

## Commonwealth Marine Parks

**The Australian Marine Conservation Society played a key role in encouraging the Australian Government to establish a network of marine parks across a vast area of water off south-eastern Australia.**

These waters are home to a wonderful array of deep-sea corals, sponge gardens, underwater canyons and seamounts. This is the fragile home of Australia's orange roughy, which can live up to 150 years, as well as deep sea oreos, gemfish and gulper sharks. Many species found in the South-east are found nowhere else in the world, yet they are under serious threat from our fishing fleets which are employing outdated industrial methods which are inappropriate for such sensitive underwater habitats.

Seabed trawling, longline fishing and gillnetting have caused serious over-fishing and trawling in particular has devastated corals, sponge gardens, seamounts and vast areas of the continental shelf. Offshore mining and oil and gas leases also blanket vast areas of the South-east, particularly in Bass Strait, and conservationists and marine scientists expect that irreversible damage to the region's ecosystems has already occurred.

After six years of hard work by our staff, the Australian Government is due to finalise plans for 13 new marine parks across South-east Australia.

The parks will encompass more than 226,000km<sup>2</sup> of ocean. This figure may seem impressive, but unfortunately it only offers limited environmental protection. The multiple use marine parks are a start to what promises to be an ongoing campaign for our Society.



*Planet Ocean*

Most of the parks exclude areas that are fished (where the productivity and biodiversity is). The parks also protect very little of the continental shelf and have completely avoided mining lease areas. The parks also mostly occur over the abyssal plain where there are few threats and few biodiversity values requiring protection from human impacts.

We have more to do in the future to secure a better conservation outcome for South-east Australia but the process for their protection has begun. Stay tuned...

## New South Wales Marine Parks

The Port Stephens-Great Lakes Marine Park and Batemans Marine Park now have zoning plans in place thanks to the efforts of Ocean Activists and our friends across New South Wales. The sanctuary areas cover 17.5% and 19% of each marine park (respectively) and are a great first step to securing a more sustainable future for these magnificent marine regions. The Port Stephens-Great Lakes Marine Park encompasses whale and dolphin hotspots, Grey Nurse Shark critical habitat sites and the important nursery areas of Port Stephens, Myall Lakes and Smiths Lake.

Recent evidence has shown the win-win situation marine parks can create in New South Wales. The Solitary Islands and Jervis Bay Marine Parks have shown increased fish populations in sanctuary areas, tourism benefits, improved fishing, improved 'clean and green' image of the area, high levels of visitor satisfaction and predominantly non-extractive uses of the marine park. Marine Parks are good for the community, environment and the economy.

## Moreton Bay Marine Park under Review

The Australian Marine Conservation Society is leading the campaign to see better conservation outcomes for Moreton Bay Marine Park which is under review during 2007-08. Moreton Bay Marine Park is a beautiful tapestry of islands, beaches, coral and rocky reefs, mangroves and seagrass beds. These habitats provide homes for a myriad of animals and plants including whales, dolphins, dugongs, sea birds, fish and crabs. The Park is also a RAMSAR wetland of international significance because of the migratory birds that roost and feed there during the summer months. No other major city in the world exists with dugongs, whales and dolphins in such close proximity.



An average of 14 dugongs are killed each year in Moreton Bay Marine Park. Boat strike is one of the main causes of mortality for these gentle animals.

Unfortunately, some 200 turtles become sick, injured or die in the Park each year and an annual average of 14 dugongs are killed. The predominant causes are boat strike, marine debris, pollution, disease or fishing gear entanglement.

Less than 1% of the Park is fully protected from harm in Protection Zones (like National Parks on land). The Park has also lost 50% of its saltmarshes (3000 ha) since 1974 and 20% of its seagrasses since 1987. Both habitats are critical nursery areas and feeding and spawning habitats for numerous marine animals.

With increasing pressures on the Park coming from a rapidly expanding coastal population, the fastest growing boat ownership in Australia and intense levels of fishing, we are aiming to secure 20-50% of each habitat type found in the park in green zones. Our aim is to secure the future health and productivity of the Park.

The Moreton Bay Campaign is a great opportunity to further develop our support base in South-east Queensland and engage in an initiative that is dear to the hearts of many of our long term supporters. We have held a series of community workshops to engage the public and are liaising with scientists, divers, fishers and the wider public who are users of this special place on Brisbane's doorstep.



## Community Outreach

### • Seagrass Watch

In 2006, we continued to monitor our designated seagrass survey site as part of the Moreton Bay Seagrass-Watch Project. Seagrass-Watch is an award winning, community-based, habitat assessment program. It is a partnership between conservation colleagues, the community and the Queensland Government.

AMCS is the proud stewards of one of our local seagrass meadows and we take staff and volunteers out on our data collection trips several times throughout the year. Survey methods are scientifically rigorous and help guide decision making in marine park planning and ecosystem health monitoring. We survey the seagrass for qualities such as abundance, height, algal cover, lyngbia cover (toxic cyanobacteria) and presence or absence of dugong feeding trails.

### • Great Victorian Fish Count

As part of the Society's Reef Watch Program, we held our annual Great Victorian Fish Count in 2006. Hundreds of scuba divers took part in the Fish Count which was held in Coastcare week (December) to get a 'snapshot' of Victoria's marine reef-fish populations. The survey was held over several days and took place along Victoria's stunning coastline to record the presence or absence of 25 of our most interesting fish species, including Victoria's remarkable marine emblem, the Weedy Seadragon.



The count has been organised by Reef Watch Victoria, based at Museum Victoria, in partnership with the Port Phillip Catchment Management Authority, Australian Marine Conservation Society and the Victorian National Parks Association.

### • Marine & Coastal Community Network

AMCS was again successful in receiving \$500,000 from the Department of Environment and Heritage to oversee the management of the Marine and Coastal Community Network (MCCN).

The Network has undergone several staff changes during 2006 and a new and revitalised team is now on board.

MCCN continues to provide an essential role in providing up-to-date information to marine stakeholders and users across the country. For further information visit the website [www.mccn.org.au](http://www.mccn.org.au).



Leafy Seadragon in our temperate southern oceans.

## Marketing and Fundraising

We are proud to report that the financial security of the Australian Marine Conservation Society is increasingly assured as we implement more sophisticated marketing and fundraising strategies to secure funds for our conservation programs.

We have successfully expanded our donor base across Australia, reduced our reliance on Government assistance and developed further financial relationships with the business community. This is important not only to help our organisation grow, but to keep the hard-working staff in the Head Office inspired by the increased support from the public.

Our key focus areas are Business Partners, Business Supporters, Sea Guardians, memberships, donations, merchandise sales, grants and bequests.

### • Business Partners

There are many benefits in forming partnerships with the business sector. The business sector can provide vital funding and in-kind support to our Society, enabling us to build our capacity and achieve our conservation goals. In return business sponsors can broaden their environmental knowledge, inspire their staff and contribute positively towards the community and the environment.

It is most important that both organisations benefit equally from the partnership and that the investment in the partnership equals the invested effort of both parties. Partnerships are preferred when we are proud to enhance the profile and success of the partner organisation.

### **Sea World**

We are pleased to announce that in 2006 Sea World chose the Australian Marine Conservation Society as their charity of choice and has become one of our business partners.



This means that Sea World staff will raise funds for our marine conservation projects and we will work collaboratively with them to promote marine conservation and develop joint initiatives to save our ocean wildlife.

Sea World's marine staff are passionate conservationists and work on a wide range of issues that are close to the Society's heart. Their rescue and rehabilitation program involves the rescue and rehabilitation of about several turtles each week and often many seabirds. During whale migration season Sea World staff routinely set out to sea to release humpback whales from entanglements in commercial fishing gear or shark nets. Their interpretive material on site has a strong conservation message and they have come a long way from their origins as an entertainment park in the late 1950s. For more information on Sea World's research and rescue program visit: [http://www.seaworld.com.au/research\\_rescue/research\\_rescue.cfm](http://www.seaworld.com.au/research_rescue/research_rescue.cfm)

We look forward to developing a productive and mutually beneficial partnership with Sea World into the future.



### **Billabong Australia**

In 2006 we cemented our relationship with Billabong Australia through the production of a line of stylish beach bags. These bags are made from recycled material and are distributed throughout leading surfware outlets across Australia.

Billabong is donating all proceeds from the bags towards our marine conservation work. We look forward to a long and productive relationship with Billabong Australia that will promote marine conservation to a wider audience and show that its cool to be green.



### **Envirosax**

Envirosax is a Queensland-based company that produces eco-friendly bags and sun-proof UV rash vests.

Since late 2006, Envirosax has donated a percentage of sales from their stylish range of Rash Vests and UV shirts towards our Society and we do our bit to profile Envirosax in return and help the company grow.

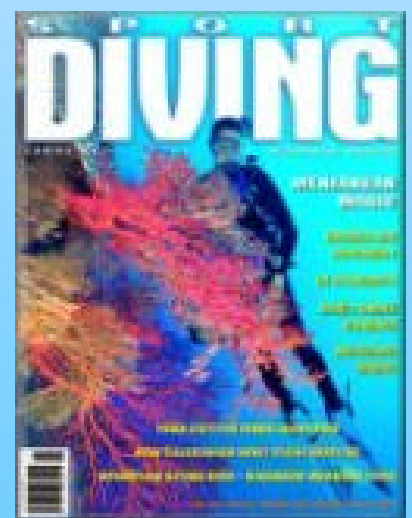
## **Business Supporters**

Our Business Supporters Program encourages like-minded Australian businesses to invest directly in our conservation work. Our Business Supporters Program has three tiers of sponsorship – Platinum, Gold and Silver.



### **2006 Platinum Supporters:**

Coral Sea Dreaming  
([www.davidhannan.com](http://www.davidhannan.com))  
Ison Environmental Planners  
([www.isonenvironmental.com](http://www.isonenvironmental.com))  
Sport Diving ([www.divetheblue.net](http://www.divetheblue.net))



### **2006 Silver Supporters:**

Calypso Reef Charters (Port Douglas) [www.calypsocharters.com.au](http://www.calypsocharters.com.au)



## Sea Guardian Program

Our *Sea Guardian* program continued to grow in 2006 and has been a source of great pride and inspiration to staff at our National Office, most of whom have all joined the program themselves!

Sea Guardians are monthly donors who invest in our longer term conservation programs. The number of people choosing to become *Sea Guardians* or *Sea Guardian Families* has grown rapidly this year and many members have also chosen to move over to our *Sea Guardian* program.

Our Street Canvassing program is also showing promising results as our team of canvassers talks with every day Australians on the street, promoting our name and conservation work and collecting new *Sea Guardian* supporters wherever they go.

This year we developed a Loyalty Discount Card which gives percentage discounts to Sea Guardians who shop at participating businesses.



## Membership and Donations

Membership support remains consistent and strong and today more members than ever also donate more regularly and generously to our campaigns.

These generous contributions are a testimony to our effectiveness as Australia's leading marine conservation Society and are a source of great inspiration to our staff who represent us at the coal-face of conservation.

Vicky Barmby is one of our treasured members from our Melbourne Branch and is pictured here at our 40 year celebration in 2005.

## Merchandise

This year we have had great feedback from our supporters about our merchandise. We sell a range of jewellery, stationary and t-shirts.

Our stylish t-shirts in particular have been in hot demand, and a big hit with our members, *Sea Guardians* and *Sea Guardian Families*. Merchandise sales continued to steadily increase throughout 2006.



Our t-shirts can end up in all sorts of places!

## Grants

**The Marine Conservation Society continues to secure funding for our on-ground projects from various national and regional grant programs. During 2006 we secured the following grants:**

- Marine Protected Areas Community Awareness Project (Northern Territory)
- Marine Threat Assessments Project (Northern Territory)
- Aquaculture Campaign Tool Kit
- Marine Multi-media pack for conservation groups and education institutions
- Pilot Marine Debris Survey for Moreton Bay Marine Park
- Moreton Bay Environmental Alliance Administration Support.



## Bequests

**In 2006 the Marine Conservation Society had an increasing number of individuals contact us seeking bequest information. Several visionary supporters have also notified us that they have left money towards the long term protection of our precious oceans in their will.**

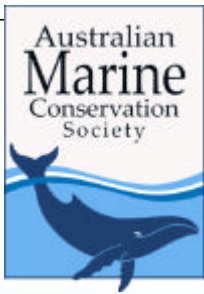
Bequests help the Australian Marine Conservation Society plan for the future and are a vital source of resources, no matter how large or small. A bequest to our work is a gift people write into their will after their loved ones have been provided for.

Bequests are gifts that enable people to leave a legacy that contributes to the type of world they want their children and grandchildren to live in.

The staff at the Australian Marine Conservation Society are proud to continue delivering their legacy on their behalf.

All inquiries are treated with the strictest of confidence and should be directed to our Fundraising Manager at the National Office.





## **With Special Thanks to ...**

**The Australian Marine Conservation Society's conservation work has been made possible because of the ongoing support from thousands of individuals across the country who donate their time, money, and expertise to ensure our oceans and the wildlife within are protected.**

**The following individuals and organisations have significantly invested in the long term future of our oceans. We are most grateful...**

### **The Myer Foundation:**

We are particularly grateful to the Myer Foundation who provided the third year of funding to the Australian Marine Conservation Society's Australia's Oceans Project.

The support from this wonderful philanthropic foundation has meant that we have been able to make significant inroads into Australian marine conservation over the last three years.



### **Premium Financial Supporters:**

Tim Winton (Patron) and Denise Fitch, Bruce and Sue Shepherd, Pam and Ray Ison, Rodger Livsey and Margaret Roberts, Australian Ethical Investments, The George and Edith Ramsay Charitable Trust.

### **Major Pro Bono or Financial Supporters:**

Dave Graham for his ongoing web support, Customer Community web design, Liquid Animation for their moving graphics, Alltype Printing and Go Boating Magazine for their ongoing printing assistance, Billabong for their promotions and merchandise support, Avant Card for sponsoring the Sustainable Seafood Postcard, Envirosax, Oz-Teck for the space at the Dive Expo, the memory of Steve Irwin for his devotion to marine conservation, John Stainton and the team at Best Picture Show, Aengus Moran for his beautiful photographs, Powderfinger band and management, Manly Hotel for hosting the Trivia Night and your on-going support, Donna Bath for her pro-bono legal advice, Paul Lennon for his beautiful marine drawings for the *Sustainable Seafood Guide*, Jac Star for your excellent work on the magazine, Propeller Graphic Design and Marketing for their beautiful artwork, Jamie Lingham, Michael Punch, Ken Cowell, Simon Kelly, Anna Doneley, Ann and Mark Gerlach, Jo Dowdney and Marilyn Smith.

### **Platinum Business Supporters:**

Ison Environmental Planners, David and Lucy Hannan (Coral Sea Dreaming) and Sport Diving Australia

**Silver Business Supporters:** Calypso Reef Charters

**Our magnificent volunteers:** Barbara Sheerin, Elizabeth Ginn, Sam Ledger, Toby Piddocke, Mark Stead and Paul McIntyre.

***And all of our wonderful Members and Sea Guardians!***



## Financial Overview

It is with great pleasure that we can report on a successful financial year for the Australian Marine Conservation Society in 2006.

The Society's Audit Report shows that we broke even and it is very pleasing to report that we have trebled our donations in the last three years. This has been achieved through expanding our donor support and reach, and also through the loyal ongoing support of our members, Sea Guardians and donors across the country. Significantly, it means we can expand our team and our work across the country and achieve more than ever for our precious oceans.

The Society's Board, staff, branches and volunteers (including all our wonderful Ocean Email Activists) are once again commended for their ongoing passion and commitment to marine conservation and the work of the Society. It is truly inspiring to see the Society working for over 40 years alongside the community, scientists and the government to achieve real conservation outcomes for our oceans.

Mid 2006 marked the end of a significant three year philanthropic support from the Myer Foundation which made the employment of two additional campaigners possible. It is a credit to our staff and Board and in particular our donors that we broke even in 2006 without this significant support from Myer. The financial contribution from the Myer Foundation has made our organisation go from strength to strength.

Our Sea Guardian (monthly giving) Program continues to grow and we are planning for the program to provide ongoing long term funding for our important work.

Kate Davey  
Director

Tina Dalby  
Finance Officer



*Moon jelly painting which was donated by AMCS member and artist from Melbourne, Kirsten Neilson.*

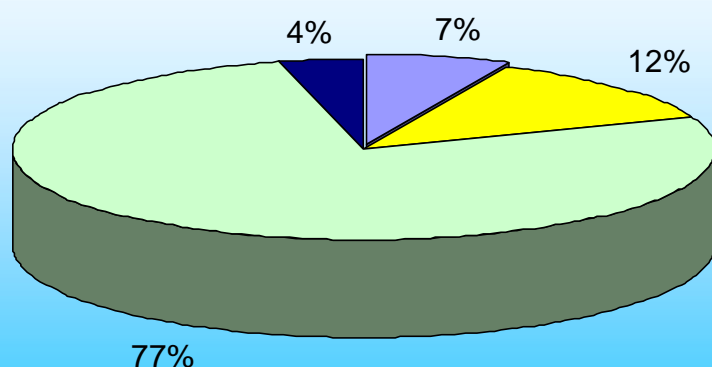
*This beautiful painting was sold at a silent auction at our end of year celebrations to raise funds for our work protecting our precious ocean wildlife.*

## Income 2006

<b>Projects and Grants</b>	<b>2006</b>	<b>2005</b>
Grants - Environment Australia	500,000	500,000
Grants - GNGO	15,000	16,500
Grants - GVEHO	10,000	10,000
Myer Foundation	150,000	150,000
Other Projects	88,847	36,297
<b>Total Projects &amp; Grants</b>	<b>763,847</b>	<b>712,797</b>
<b>Fundraising</b>		
Donations	92,601	59,079
Membership Fees	16,162	13,968
Sales of Merchandise	28,688	4,590
<b>Total Fundraising</b>	<b>137,451</b>	<b>77,637</b>
<b>Other Income</b>		
Interest	22,609	18,293
Sundry	49,351	12,579
<b>Total Other Income</b>	<b>71,960</b>	<b>30,872</b>
<b>Total Income</b>	<b>973,258</b>	<b>821,306</b>

## Expenses 2006

**Australian Marine Conservation Society  
Expenses 2006**



Administration	6.76%
Environmental Education	12.33%
Environmental Campaign	77.06%
Fundraising	3.85%

## **Our Patron**

### **Tim Winton**

Tim Winton became our National Patron early in 2006. Winton first became involved in our work as the vice-president of the Society's Western Australian branch. Winton is a three times winner of the Miles Franklin Award and twice short-listed for the Booker Prize, his work has achieved the rare distinction of being both critically admired and loved by readers. He was recently declared a Living Treasure by the National Trust.

Tim Winton's commitment to the environment is well known and was further highlighted in 2002 when he donated his \$25,000.00 prize money from the WA Premier's Award to the Save Ningaloo Reef Campaign in Western Australia. This was another outstanding success for the Society, thanks in no small part to our Patron, of whom we are very proud.



## **Our Board**

### **President - Paul Saunders**

Paul Saunders is a registered psychologist and Director of LNC consulting which is a successful niche consulting company specializing in strategy, business planning and change management. Paul's interest in marine conservation stems from his love of sailing, surfing and swimming.

Paul became involved with the Society when in 2002 he began offering his services pro-bono as a business coach for our Director, Kate Davey. Paul has now been President for four years and is looking forward to working closely with the team to expand their marine conservation work throughout Australia.



### **Secretary - Patty Zenonos**

Patty Zenonos has been a member for many years and this is her second time on the Board as Secretary. For the last few years Patty worked on the staff at Head Office as Office Manager and Memberships Officer. Patty left to pursue her teaching career and joined the Board to continue her formal association with the Society. This wonderful woman is also one of our enduring *Sea Guardians*, which further reflects her ongoing commitment to the Society and marine conservation.



### **Treasurer - Michela Mitchell**

Michela Mitchell joined the Melbourne Branch of the Australian Marine Conservation Society in 1998 and has been our noble Treasurer for the last three years. Michela works as a Payroll Coordinator in her day job and is studying her Masters in Sea Anemone Taxonomy, reviewing Sea Anemones found in Port Phillip Bay in Victoria. Michela dreams of becoming a Museum Curator.





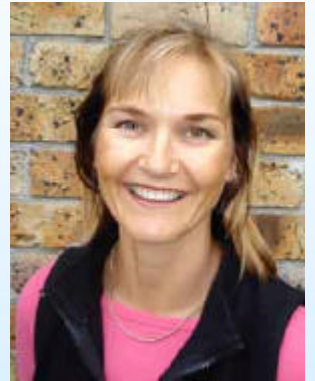
### **General Member – Dennis Beros**

Dennis Beros has been a member of our national Board for several years and was pivotal in the Society's Save Ningaloo campaign in Western Australia. He is a diver and deeply committed to the conservation of our precious coasts and oceans. With expertise in matters technical, policy and marketing, Dennis is a treasured member of the Board and the Society.



### **General Member - Sue Crowe**

Sue Crowe is the Director of TUSA Australia, one of the original dive equipment manufacturers. Sue Crowe, a journalist and editor by trade, was managing editor of *Scuba Diver Australasia* magazine for eight years, before leaving in 2002 to start her own marketing and editorial business.



Sue is also a diving instructor and has made many excellent contacts in the dive industry for the Society. A member for many years and previously a Committee Member of the Society's Sydney Branch, Sue has been long been involved in marine conservation from her base in Sydney, New South Wales.

### **General Member - Mary-Ann Pattison**

Mary-Ann Pattison is a long term member of the Society and has been a formal member of the Board for many years. Mary-Ann is an environmental educator for Education Queensland and is based at the Nudgee Beach Environment Centre. Mary-Ann brings a strong corporate knowledge of our history to the Board and is well connected with many of our longer-term members and supporters across South-east Queensland.



### **General Member - Richard Leck**

Richard Leck is WWF-Australia's Marine and Coastal Policy Officer. Rick joined the Board in 2004 and brings an excellent knowledge of conservation politics to the Board. Rick works closely with our campaign staff on a daily basis on a range of conservation initiatives. Rick is also a keen diver, sports lover and tri-athlete.



### **General Member - Angeline Tew**

Angeline is a very active member of our Melbourne Branch and has been a member of the Society for several years. Angeline works in Parks Victoria as a Marine and Statutory Planner for the Victorian marine parks system. She is a committed conservationist and avid diver with an excellent knowledge of marine planning issues. Angeline joined the Board in 2005 and brings an important regional perspective and strong ethical views to the Board's deliberations.



***Thank you AMCS Board!***

## Publications 2006

*Turning the Tide* Quarterly Magazine

*Sustainable Seafood Guide*—Expanded Edition

Avant Card—Sustainable Seafood

Grey Nurse Shark Educational pack

Marine Parks in the NT series — *Healthy Seas for You and Me*

