



BUSINESSES DOING GOOD

HOW YOUR BUSINESS CAN
HELP PROTECT NATURE

TASLAND.ORG.AU

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We acknowledge the Tasmanian
Aboriginal people as the traditional
custodians of the lands on which we
work and recognise their continuing
connection to land, waters and culture.



Prepared in January 2023.

Front Cover: *Acacia suaveolens* at Sloping Main. Photo: Andy Townsend



‘Tasmania is full of businesses big and small who are contributing to the social fabric of our state. We’re delighted that we can also help them protect the places that make Tasmania special.’

James Hattam, CEO,
Tasmanian Land Conservancy

BUSINESSES DOING GOOD



We are proud to partner and work with many businesses and social enterprises that are dedicated to making the world better.

The Tasmanian Land Conservancy (TLC) was established in 2001 with \$50 in the bank and a handful of committed volunteers. Since then, we have grown to be one of Tasmania’s largest private landholders.

We protect and manage nature on our own land, and we work alongside landholders to identify, protect and manage important areas for nature conservation.

From remote mountain tops to coastal environments, woodlands, wetlands and grasslands, the TLC’s network of reserves across the state protects some of the most important natural areas in Tasmania.

The TLC is a for-purpose, apolitical, science and community-based organisation. We inspire and empower people, give them hope and provide them with the tools they need to conserve nature in Tasmania. We do this for the benefit of current and future human generations and for nature itself.

Increasingly, organisations are looking for ways of doing good – to give back to the environment and their community – at the same time as doing business.

There are many ways that businesses can help the TLC protect our wild places for the future.

WAYS TO MAKE A DIFFERENCE



There are various ways that businesses can make a lasting difference and protect Tasmania's natural areas and wildlife forever.

Donate when you can

Giving doesn't need to be regular or structured. For some businesses it works best to be flexible and give when the opportunity arises

Donate a percentage

Rather than giving a set amount monthly, your business could give a percentage of profits or gross sales – quarterly, annually, or whenever suits you.

Donate regularly

This could work for those who prefer a 'set-and-forget' arrangement: giving a predetermined amount at regular intervals.

A steady income of monthly donations enables us to plan and make strategic decisions for the future. Your donation will support the TLC in its day-to-day work of protecting nature on private land.

YOUR SUPPORT CREATES CHANGE

Hobart second-hand outdoor gear store Recycled Recreation holds garage sales of donated equipment that can't be sold in the shop, with all proceeds given to the TLC.



'We are very proud of being able to support the TLC with our garage sales. It is such a mutually beneficial way to convert bulk outdoor goods, which might have otherwise ended up in landfill, into a recycle program, which also generates substantial funds to a land-based charity.

'All our customers and staff and companion businesses are made up of outdoors people who care deeply about our environment, particularly in Tasmania, and are excited to be involved with TLC.'

Barbara Matthews, Owner

**RECYCLED
RECREATION**

Buy & Sell



YOUR SUPPORT CREATES CHANGE

Hobart retail store Teros began giving a percentage of total sales to the TLC through the global 1% for the Planet program as soon.

The 1% for the Planet initiative links member businesses with high-impact not-for-profit environmental organisations like TLC. Businesses give at least 1% of their gross

sales directly to an organisation ensuring high accountability and preventing greenwashing.

For Teros owners Mel Lambourne and Ahmet Bektas, the credibility of being associated with 1% for the Planet was important. They also found the idea of donating a percentage of gross sales appealing, instead of a percentage of profit.

“Protecting the environment shouldn’t be a discretionary choice based on how much profit we make. We have an impact on the environment regardless of whether we’re making a profit or not; we believe that looking after the environment should be a core part of business.

Something we like about the 1% for the Planet initiative is that it’s transparent. They verify our audited income and our donations to certified environmental not-for-profit organisations. Customers know that regardless of how well we do, a certain percentage of every dollar will go to the charity.

The biggest issue that affects us all is the environmental crisis. Supporting the TLC – an organisation that achieves concrete results on the ground – is a very tangible way of making a difference.’

Mel Lambourne and Ahmet Bektas



WAYS TO MAKE A DIFFERENCE

Support the TLC Foundation

The Foundation is the bedrock for the TLC, enabling us to achieve long-term conservation outcomes on our permanent reserves and to increase our capabilities now and into the future. Setting up a named fund within the TLC Foundation might work for your business if:

- you want to demonstrate a long-term commitment to Tasmanian nature
- you want to encourage others to give
- your environmental credentials form part of your branding.

Capital in the TLC Foundation is invested through rigorous environmental and ethical screening. The interest generated gives the TLC a permanent and vital source of income, funding the science, planning, management and monitoring of our reserves.

With an initial donation of \$10,000 you can establish a named fund within the TLC Foundation. Further donations can be made into the fund on an ongoing basis.

The Foundation provides TLC with funding in perpetuity; this means a single donation continues to contribute to the TLC’s work, year after year.

With the consent of the fund founder, we acknowledge the named funds in our annual report and on our website. Every year, you’ll receive an update on what the fund has helped us achieve, and be invited to one of our nature reserves.

Opposite: Mel Lambourne and Ahmet Bektas. Photo: Keshia Saarman-Jones.

YOUR SUPPORT CREATES CHANGE

Vanessa Barboni Hallik's sustainable luxury brand and platform for action, Another Tomorrow, sources wool from two ethical Responsible Wool Standard-certified sheep farms in Tasmania.

It was local grower Nan Bray of White Gum Wool who introduced Vanessa to the TLC, and Vanessa was inspired to establish a named fund within the TLC Foundation.



'We believe in partnering for impact in the communities from which we source. The TLC has remarkable relationships with landowners, and I witnessed first-hand how transformative this is in the Tasmanian Midlands. Giving to the TLC was a clear and meaningful choice.'

We wanted to make a multi-year commitment to invest in conservation and biodiversity in Tasmania – and creating a fund made our efforts more transformative and accountable. The process for establishing the fund was straightforward and easy. More importantly, we are proud to reference our partnership with the TLC with our audience, and our formal pledge encourages further support.

This commitment is incredibly tangible and aligns with our community's shared understanding that we are in the midst of a climate and biodiversity crisis. It is important that everyone contributes in some way to model change and build a different future.'

Vanessa Barboni Hallik, CEO

AnotherTomorrow

WAYS TO MAKE A DIFFERENCE



Businesses can support the TLC by inviting customers to contribute. There are many ways to do this – for example, by inviting customers to forgo a shopping bag and instead donate the cost to the TLC, inviting clients to give at the time of payment.

Invite clients to give

This could work for your business if:

- you have frequent, direct contact with clients or customers
- you like the idea of raising awareness about the TLC's work.

'It's never been more important for businesses to consider the wider environment in the way they operate. We have a responsibility to the planet.'

Ahmet Bektas, Teros

Provide a service

Businesses can support the TLC by providing a service to help us do our work.

Organisations currently support the TLC by assisting us with legal and financial services, among others.

HWL Ebsworth Lawyers is 'not your typical law firm'. They provide quality legal advice to commercial and government clients from offices located in every Australian state and territory, including Tasmania, where they have helped us refine our Natural Guardians program of gifts in wills.

YOUR SUPPORT CREATES CHANGE

Change Overnight is an 18-room hotel in Launceston. When booking online, guests are given the opportunity to contribute to one of nine environmental and social causes,

including the TLC. They can also see what tangible outcome their money will achieve – for example, a donation of \$X will protect 5m2 of habitat.



'Contributing in this way is not just about raising funds – it's also a conversation starter and it helps raise awareness about organisations like the TLC. We have a booklet in each room with information about the not-for-profit organisations that we support.'

The best part of my job is seeing how many people have donated and how much we've raised. This quarter, guests have contributed to protecting 770m2 of land through donations to the TLC.'

Adelaide O'Byrne,
manager of Change Overnight

CHANGE





GIVING IN RECOGNITION OF YOUR IMPACTS



Business activities have environmental costs, one component of which is emissions. Offsetting your emissions by purchasing regulated carbon credits is one approach to countering your environmental impact, but often a simpler tangible action is to make a contribution to property acquisition in recognition of your impact.

If you want to understand the environmental footprint of your business and build a robust sustainability measure into your business model, or if you want to create an inspiring narrative around your environmental commitment, this approach might appeal to you.

Australian Carbon Credit Units

The TLC manages an accredited carbon abatement project under the Commonwealth Government Emissions Reduction Fund (ERF). This project generates Australian Carbon Credit Units (ACCUs) by protecting land previously slated for logging and by storing carbon in its vegetation. The revenue raised by selling our carbon credits from this project funds ongoing land management, science and monitoring.

Our ACCUs provide not just carbon capture but also biodiversity value.

Many of our TLC New Leaf ACCUs are allocated, but those that aren't can be accessed through the Clean Energy Regulator website; or, if you are interested in purchasing large quantities of credits, you can get in touch with us directly.

Businesses wanting to offset their emissions in this way usually engage a sustainability consultant to help them calculate their environmental footprint. You then need to register with the Renewable Energy Certificate Registry and search for the TLC New Leaf project credits.

GIVING IN RECOGNITION OF YOUR IMPACTS



Contribute in recognition of your carbon emissions

If your business creates carbon emissions but you don't want to buy ACCUs, you can contribute to conservation in a way that recognises the impact of your business. While this approach isn't regulated by government, the methodology is robust and the outcome is tangible.

When we are raising funds to establish a new reserve, we estimate the carbon capture per hectare for the vegetation type, and the cost per hectare to buy and protect the land and manage it in perpetuity. Use this information to calculate how much to donate so we purchase and protect an area of land that stores an amount of carbon equivalent to your estimated emissions.

Homeful by Designful

Homeful by Designful provides accessible pre-designed small home solutions for Tasmanians. They make contributions to recognise the carbon they expend and helps their clients contribute for the emissions their build generates.

Their calculations show that for a building, the CO² costs are approximately 300kg per m² of gross internal area. The average Homeful dwelling generates 18 tonnes of CO².

TLC has provided Homeful with a cost for each tonne of carbon stored on our reserves; from this, they let customers know what it will cost to protect TLC land that stores carbon equivalent to their new home's emissions. Each offset contribution is donated directly to the TLC.



'There has been a lot of action to declare a climate emergency, with many taking steps. Here at Homeful, we are looking at ways we can reduce our impact, as well as measures to offset any carbon footprints we generate: both through our daily running of the office and on every project we undertake.

Some say offsetting is greenwashing or a bandaid fix solution. However, as we see it: everyone has a part to play in making small changes slowly and regularly to start to make a difference. We believe it's worth doing. The worst thing we can do is do nothing.'

Jane Hilliard, Director

HOMEFUL
BY DESIGNFUL

Various lichen at Sloping Main Reserve. Photo: Andy Townsend

PROTECTING NATURE WHERE YOU WORK



If you operate a tourist enterprise, farm, or any business on high-conservation value land, you could make a meaningful and direct contribution by protecting part of your property for conservation.

Hobart Airport and Land For Wildlife

In 2022, the Hobart Airport became a Land for Wildlife member. Species occurring on airport land include native silver tussocks (protected across Australia) and many rare herb species. East of the runway, the airport is home to saltmarsh areas that are endangered nationally. Monitoring cameras set up at key locations around the airport have shown endangered Tasmanian devil and eastern barred bandicoot, and also more common species like echidnas and pademelons. By joining Land for Wildlife, Hobart Airport is showing its commitment to care for these species and becoming part of a community of conservation-minded people and businesses across the state.

Conservation Covenants

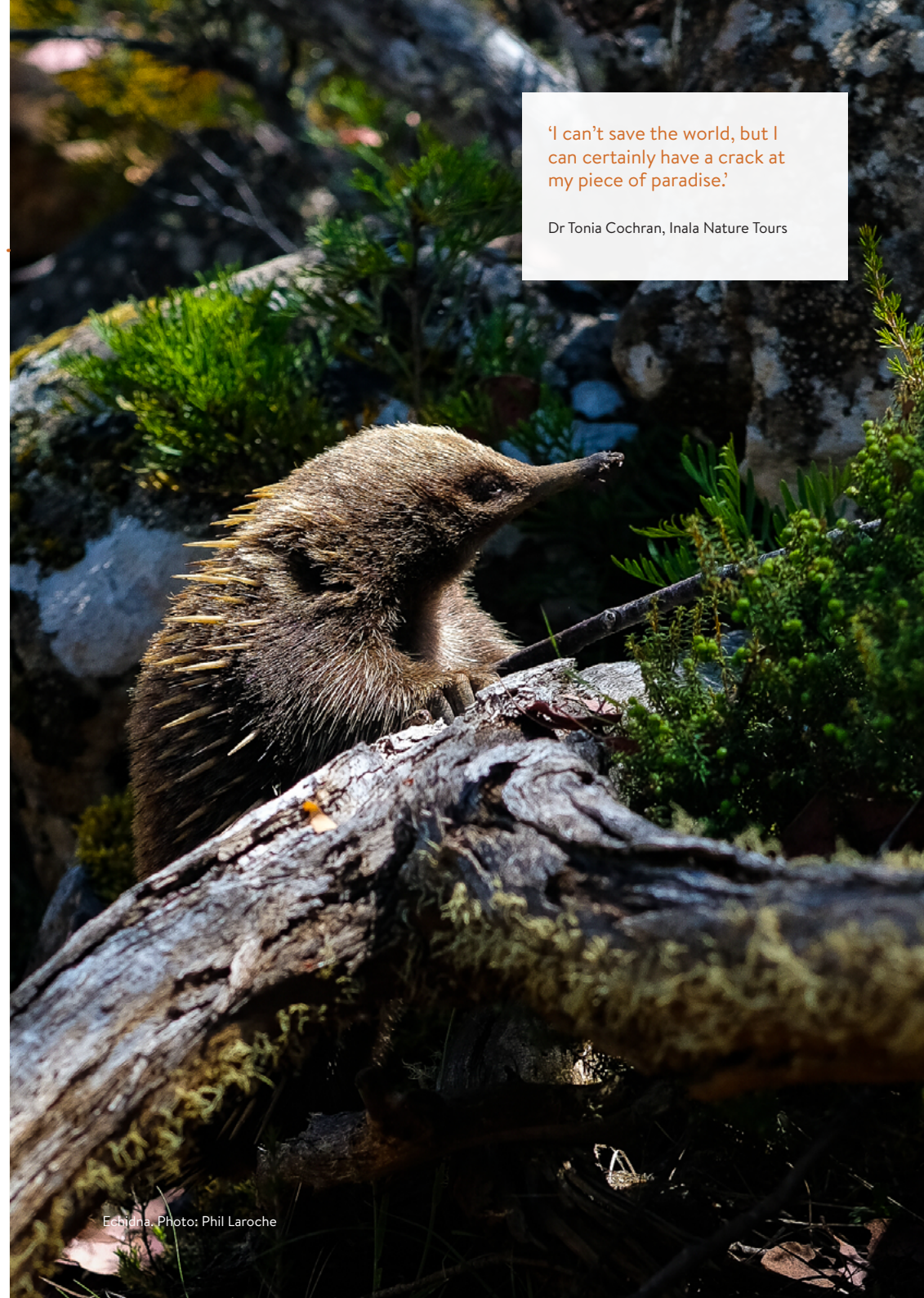
If you own at least 10 hectares of land with significant natural values, placing a voluntary Conservation Covenant on your land may be an option. A Conservation Covenant is a legally binding agreement registered on the land title in perpetuity. It protects important natural values are for generations to come and ensures those values are appropriately managed. A conservation covenant is the highest form of protection for private land. If you would like to look into applying a covenant to the land where you do business, you can register your expression of interest with the Tasmanian Government's Private Land Conservation Program.

Land for Wildlife

If your property is larger than 2 hectares and home to intact native vegetation that provides a home for native species, you could register with our Land for Wildlife program. This is a nonbinding voluntary scheme that encourages, supports and recognises private landowners who are taking a positive approach to land management by incorporating nature conservation on their properties.

'I can't save the world, but I can certainly have a crack at my piece of paradise.'

Dr Tonia Cochran, Inala Nature Tours



Echidna. Photo: Phil Laroche

YOUR SUPPORT CREATES CHANGE

Dr Tonia Cochran owns Bruny Island's 600 hectares Inala Conservation Reserve, which is both her home and the base for her tourism business Inala Nature Tours.

It is also home to several threatened species, including the endangered and endemic forty-spotted pardalote, the critically endangered swift parrot, and resident breeding pairs of the endangered white morph grey goshawk, wedge-tailed eagle and vulnerable white-bellied sea-eagle.

As a biologist with a passion for natural history and wild places, Tonia recognised the conservation value of this land and made it her mission to progressively purchase and protect adjoining properties.

Tonia has lived on Bruny Island since 1987 and placed her first covenant on her land in 2011. Since then, she has acquired three adjoining properties – two of which are now protected with covenants, while the third is in the process of being covenanted.

'Conservation, ethical business conduct and a commitment to outstanding customer service and increasing awareness of the natural world is inextricably linked at Inala. I can't imagine not being involved in such a commitment to conservation and protection of the Inala property.'

I can sleep better at night knowing that I have done something to make a small difference. If everybody does what they can in their own local area or within a field over which they have some control, a large outcome can be achieved'

Dr Tonia Cochran, Owner

**inala**



See our current partners
and supporters at
[tasland.org.au/about-
the-tlc/partners](https://tasland.org.au/about-the-tlc/partners)



'We're lucky to live in a wealthy country and I believe the private sector has an obligation to give something back – this is part of our business ethos.'

We choose to support the TLC because their model is sustainable with a clear direction and gives you incredible bang for your buck. The idea of habitat conservation is key to saving the planet, which in my mind is fundamental.

Setting up automatic monthly donations takes the thinking part out of it; you commit to it and don't give it another moment's thought. I find it enormously satisfying to know that my business is making a difference in this way.'

Haig Rice, Managing Director



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All information will be
kept in confidence.



Forty spotted pardalote. Photo: Andrew Browne.

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