



# **PUBLIC DISCLOSURE STATEMENT**

**CGM COMMUNICATIONS PTY LTD**

**ORGANISATION CERTIFICATION**


**FY2020–21**

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



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	CGM Communications Pty Ltd
REPORTING PERIOD	1 July 2020 – 30 June 2021 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>Anthony Fisk Executive Director 11 May 2022</p>



**Australian Government**  
**Department of Industry, Science,  
Energy and Resources**

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Version September 2021. To be used for FY20/21 reporting onwards.



# 1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	39 tCO <sub>2</sub> -e
OFFSETS BOUGHT	100% CERs
RENEWABLE ELECTRICITY	None
TECHNICAL ASSESSMENT	N/A
THIRD PARTY VALIDATION	Type 1 10/02/2022 Alexander Stathakis Conversio

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This certification is for the Australian business operations of CGM Communications Pty Ltd, ABN 66 619 642 858. It complies with the Climate Active Standard for Carbon Neutral Organisations and is based on the Operational Control approach to the measurement of greenhouse gases.

### Organisation description

CGM Communications is the trading name of CGM Communications Pty Ltd (ABN 66 619 642 858).

Founded in 2011 as Campaign Capital, CGM Communications is a 100 per cent West Australian owned consultancy, specialising in integrated strategic communications with community, government, and media audiences.

CGM helps people to grow their businesses and build stronger communities through diverse practices, including planning and regulatory approvals, trade and investment communications, investor relations, internal communications, community engagement, social licence and reputation management, government advocacy, proactive media and issues management, digital and design.

We deliver this through our experienced team of community, government, media and corporate communications professionals, supported by in-house experts in digital and design, and international and national partners.

Operating primarily in Western Australia, which relies heavily on the resources sector to support the economy, but has enormous potential for renewable energy generation, we have seen first-hand how some of the biggest emitters in the world have committed to substantial decarbonisation targets. Although a small company, we work with and advise government and major corporates, and it is our responsibility to set the standard in leading Western Australia into a sustainable future.”

CGM is located at Level 1/46 Parliament Place, West Perth, and currently employs 13 staff.

*“As an organisation dedicated to producing win-win outcomes for our clients and the communities they operate in, we believe strongly in the need for businesses to demonstrate Environmental, Social, and (Corporate) Governance values.”*

## 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

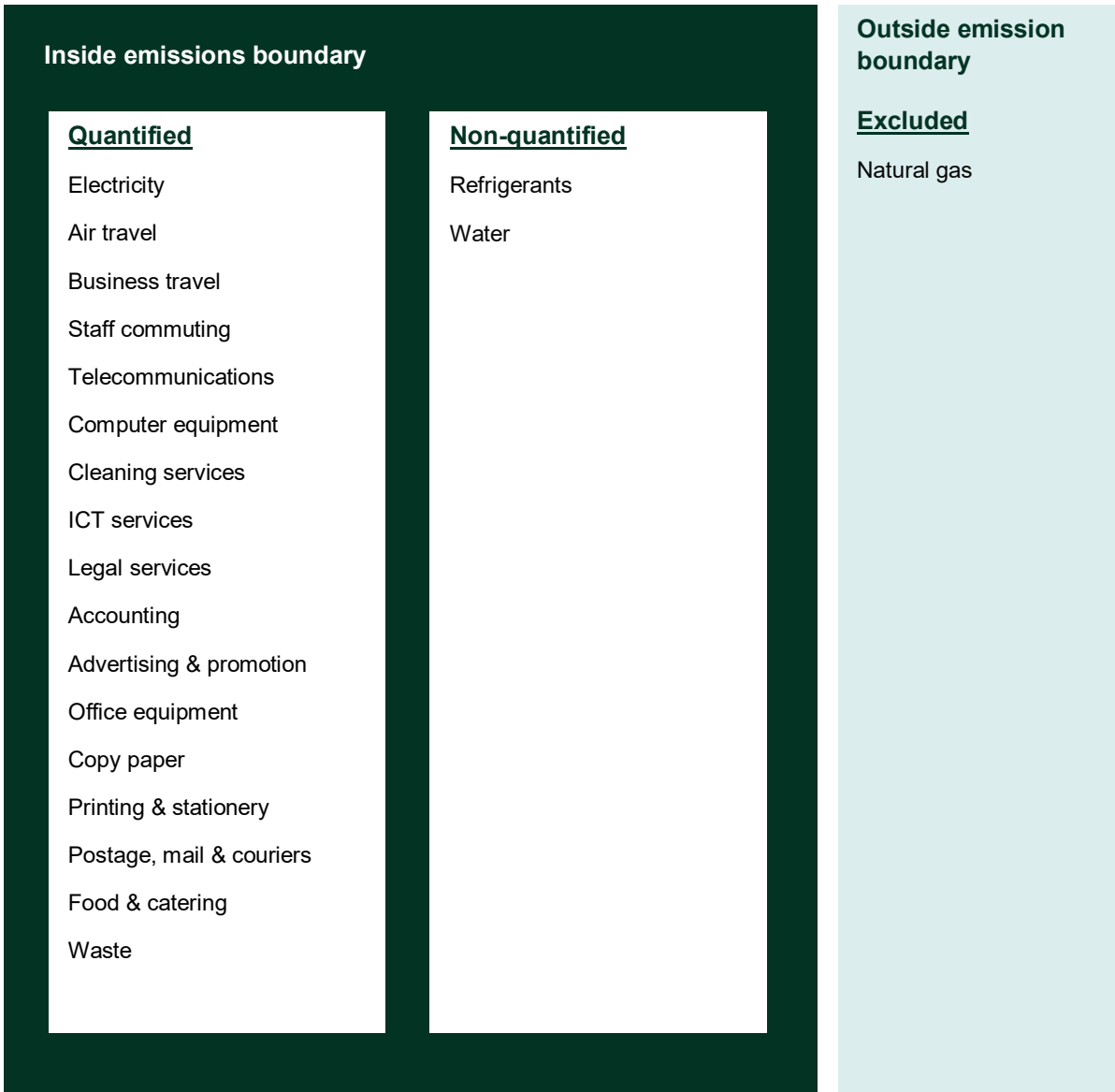
All emission sources listed in the emissions boundary are part of the carbon neutral claim.

**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 or precinct'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.



### Data management plan for non-quantified sources

The data management plan below outlines how more rigorous quantification can be achieved for material (greater than 1%) non-quantified emission sources.

Although there are no non-quantified material items, CGM Communications will work with the shared office space to attempt to obtain quantifiable data for refrigerant use and water consumption, which are likely to be immaterial. This data will be either directly measured or estimated based on the building’s proxy data. This data will be available by FY2022-23.

## 4. EMISSIONS REDUCTIONS

### Emissions reduction strategy

CGM commits to reducing the total emissions of its business operations by 30 per cent by FY2026, from a FY2021 baseline.

The initiatives in the table below are set out based on the emissions causing activities in CGM's carbon inventory. In setting these initiatives we have considered our ability to control or influence emissions reduction, to switch to alternative sources and to purchase lower carbon supplies and services.

Initiative	FY2023	FY2024	FY2025	Target
<b>Renewable power</b>				
Use carbon credits to offset emissions	x	x	x	Offset 100% of emissions by FY2021 and annually
Move to 100% GreenPower energy plan for CGM's office		x		Implementation of 100% GreenPower by FY2024
<b>Energy efficiency</b>				
Reduce office energy use through electricity policy	x			100% take-up of electricity policy among staff
Reduce air-conditioner use by moderating office temperature with other methods		x		Install window treatments on 100% of windows
<b>Business travel (employee vehicles and other forms of transport)</b>				
Provide carbon-neutral transport options for local travel		x		100% GreenPower charge for electric scooters
<b>Staff commuting</b>				
Incentivise employees to use public transport to commute to work	x	x	x	Increase staff commuting on public transport by 5% annually
Incentivise employees to walk/cycle to work			x	Install facilities and storage by 2025
Disincentivise employees driving to work	x	x	x	Reduce car spaces from 7 to 5
Encourage employees to purchase/drive electric vehicles			x	Have charging station/s at office by FY2025
<b>Printing and stationery</b>				
Reduce need for printing			x	Reduce printing by 50% by 2025

## 5. EMISSIONS SUMMARY

### Use of Climate Active carbon neutral products and services

Copy paper A4 Bibbulmun and Reflex.

### Organisation 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 (tCO <sub>2</sub> -e)	Sum of Scope 2 (tCO <sub>2</sub> -e)	Sum of Scope 3 (tCO <sub>2</sub> -e)	Sum of total emissions (tCO <sub>2</sub> -e)
Accommodation and facilities	0	0	0.71	0.71
Air travel (km)	0	0	2.32	2.32
Carbon neutral products and services	0	0	0	0
Cleaning and chemicals	0	0	0.80	0.80
Electricity	0	9.77	0	9.77
Food	0	0	1.28	1.28
ICT services and equipment (including telecommunications)	0	0	4.88	4.88
Land and sea transport (km)	0	0	5.02	5.02
Office equipment & supplies	0	0	3.48	3.48
Postage, courier and freight	0	0	0.20	0.20
Professional services	0	0	7.12	7.12
Waste	0	0	0.93	0.93
Working from home	0	0	0.48	0.48
<b>Total</b>	<b>0</b>	<b>9.77</b>	<b>27.22</b>	<b>36.99</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	1.85
<i>Total footprint to offset (uplift factors + net emissions)</i>	<b>38.84</b>



## 6. CARBON OFFSETS

### Offsets strategy

**Offset purchasing strategy: In arrears for 20-21 with further offsets purchased for future years**

1. Total offsets previously forward purchased and banked for this report	0
2. Total emissions liability to offset for this report	39
3. Net offset balance for this reporting period	39
4. Total offsets forward purchased to offset the next reporting period	61
5. Total offsets required for this report	39

### Co-benefits

#### Yarra Yarra Biodiversity Corridor, Western Australia

This biodiverse reforestation projects removes CO<sub>2</sub> from the atmosphere and helps to restore the environment in the northern wheatbelt of Southwestern Australia. The plantings of native trees and shrubs contain over 30 species of conservation significance. The goal is to link small patches of remaining vegetation and nature reserves to create a green corridor to help restore ecosystems and to preserve threatened and unique flora and fauna. This project has so far created over 400 jobs with over 50 indigenous roles and contributes to the positive mental health and wellbeing of indigenous communities. These projects contribute to nine Sustainable Development Goals.

#### Metro Delhi Project, India

The development of the Delhi Metro provides an efficient, safe, rapid, and convenient transit system that reduces emissions by replacing conventional forms of transport. The Metro system stretches 102km around Delhi, transporting around 1.5 million passengers daily. The project is certified as contributing to improved social wellbeing as well as less time lost due to congestion and fewer accidents. In addition, the decreased particulate air pollution helps decreases respiratory disease. Modern and efficient mass transport systems like the Delhi Metro are not common in India, and the project will help demonstrate their potential for success in other regions.

## Offsets summary

### Proof of cancellation of offset units

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	Eligible quantity (tCO <sub>2</sub> -e)	Quantity used for previous reporting periods	Quantity banked for future reporting periods	Quantity used for this reporting period claim	Percentage of total (%)
Biodiverse Reforestation Carbon Offsets1 Yarra Yarra Biodiversity Corridor, Western Australia <sup>1</sup>			9 May 2022	12PWA261664B - 12PWA261763B.	-	-	-	-	-	-
Stapled to: IN-4463 Metro Delhi Project, India	CDM-CER	ANREU	9 May 2022	239,721,037 - 239,721,136.	CP2 (2014-2016)	100	0	61	39	100%
<b>Total offsets retired this report and used in this report</b>									39 tCO <sub>2</sub> e	
<b>Total offsets retired this report and banked for future reports</b>								61 tCO <sub>2</sub> e		
Type of offset units			Quantity (used for this reporting period claim)				Percentage of total			
Certified Emissions Reductions (CERs)			39				100%			

<sup>1</sup> Yarra Yarra Biodiversity Corridor Biodiverse Reforestation Carbon Offsets are not Eligible Offset Units under Climate Active so have been stapled with an equal number of Eligible Units.

## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Not applicable

### Renewable Energy Certificate (REC) summary

The following RECs have been surrendered to reduce electricity emissions under the market-based reporting method.

<b>1. Large-scale Generation certificates (LGCs)*</b>	0
<b>2. Other RECs</b>	0

\* LGCs in this table only include those surrendered voluntarily (including through PPA arrangements), and does not include those surrendered in relation to the LRET, GreenPower, and jurisdictional renewables.

Project supported by LGC purchase	Eligible units	Registry	Surrender date	Accreditation code (LGCs)	Certificate serial number	Generation year	Quantity (MWh)	Fuel source	Location
<i>Total LGCs surrendered this report and used in this report</i>							0		

# APPENDIX A: ADDITIONAL INFORMATION

As there is no hyperlink for offsets retired on the ANREU register, a screenshot of the entry on the register is shown below.

The screenshot displays the ANREU web portal. The header includes the Australian Government logo and the text 'Australian National Registry of Emissions Units'. Navigation links for 'Change Password', 'Contact Us', 'Log Out', and 'Help' are visible. A user is logged in as 'Raymond Wilson / Industry User'.

The main content area is titled 'Transaction Details' and shows the following information:

- Transaction ID:** AU22009
- Current Status:** Completed (4)
- Status Date:** 09/05/2022 12:22:33 (AEST) / 09/05/2022 02:22:33 (GMT)
- Transaction Type:** Cancellation (4)
- Transaction Initiator:** Wilson, Raymond Glen
- Transaction Approver:** Wilson, Raymond Glen
- Comment:** Retired for CGM Communications Pty Ltd for its Climate Active Carbon Neutral Organization certification for FY2021 and subsequent years.

Below this, the 'Transferring Account' and 'Acquiring Account' details are shown:

Transferring Account		Acquiring Account	
Account Number	AU-2545	Account Number	AU-2764
Account Name	Carbon Neutral Pty Ltd	Account Name	Voluntary Cancellation - CP2
Account Holder	Carbon Neutral Pty Ltd	Account Holder	Commonwealth of Australia

The 'Transaction Blocks' table is as follows:

Party	Type	Transaction Type	Original CP	Current CP	ERF Project ID	NGER Facility ID	NGER Facility Name	Safeguard	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
IN	CER	Kyoto Voluntary Cancellation	2	2					IN-4463			239,721,037 - 239,721,136	100

The 'Transaction Status History' table shows:

Status Date	Status Code
09/05/2022 12:22:33 (AEST)	Completed (4)
09/05/2022 02:22:33 (GMT)	

## APPENDIX B: ELECTRICITY SUMMARY

CGM's electricity emissions have been calculated using the location-based approach. However, to meet the mandatory dual reporting requirements of Climate Active, the calculations for both methods are shown below.

### 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 % 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)	2,641	0	19%
Residual electricity	11,313	12,140	0%
<b>Total grid electricity</b>	<b>13,954</b>	<b>12,140</b>	<b>19%</b>
<b>Total electricity consumed (grid + non grid)</b>	<b>13,954</b>	<b>12,140</b>	<b>19%</b>
Electricity renewables	2,641	0	
Residual electricity	11,313	12,140	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emission footprint (kgCO <sub>2</sub> -e)		12,140	

<b>Total renewables (grid and non-grid)</b>	<b>18.93%</b>
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<b>Mandatory</b>	<b>18.93%</b>
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<b>Voluntary</b>	<b>0.00%</b>
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<b>Behind the meter</b>	<b>0.00%</b>
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<b>Residual electricity emission footprint (tCO<sub>2</sub>-e)</b>	<b>12</b>
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*Figures may not sum due to rounding. Renewable percentage can be above 100%*

### Location-based approach summary

Location-based approach	Activity data (kWh)	Emissions (kgCO <sub>2</sub> -e)
WA	13,954	9,768
<b>Grid electricity (scope 2 and 3)</b>	<b>13,954</b>	<b>9,768</b>
WA	0	0
<b>Non-grid electricity (behind the meter)</b>	<b>0</b>	<b>0</b>
<b>Total electricity consumed</b>	<b>13,954</b>	<b>9,768</b>
<b>Emission footprint (tCO<sub>2</sub>-e)</b>	<b>10</b>	

### Climate Active carbon neutral electricity summary

Carbon neutral electricity offset by Climate Active product	Activity data (kWh)	Emissions (kgCO <sub>2</sub> -e)
<i>Not applicable</i>	<b>0</b>	<b>0</b>

*Climate Active carbon neutral electricity is not considered renewable electricity. The emissions have been offset by another Climate Active carbon neutral product certification.*

# APPENDIX C: INSIDE EMISSIONS BOUNDARY

## Non-quantified emission sources

The following sources of emissions have been assessed as relevant, are captured within the emissions boundary, but are not measured (quantified) in the carbon inventory. These emissions are accounted for through an uplift factor. 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
Refrigerants	Yes	No	No	No
Water	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.

Although natural gas is deemed a relevant emissions source under the small organisation certification, the organisation does not use natural gas and as such it has not been included in this PDS or the carbon inventory.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
Natural gas	No	No	No	No	No	No





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