



# **PUBLIC DISCLOSURE STATEMENT**

WELBOURN O'BRIEN AGENCY PTY LTD  
(TRADING AS WELBOURN O'BRIEN)

ORGANISATION CERTIFICATION  
CY2022

Australian Government

# Climate Active Public Disclosure Statement




Welbourn O'Brien



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Welbourn O'Brien Agency Pty Ltd (trading as Welbourn O'Brien)
REPORTING PERIOD	1 January 2022 – 31 December 2022 Arrears Report
DECLARATION	<p><i>To the best of my knowledge, the information provided in this public disclosure statement is true and correct and meets the requirements of the Climate Active Carbon Neutral Standard.</i></p>  <p>Josh Welbourn Director 28 Apr 2023</p>



Australian Government

Department of Climate Change, Energy,  
the Environment and Water

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Version March 2023.

# 1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	65 tCO <sub>2</sub> -e
OFFSETS USED	100% ACCUs
RENEWABLE ELECTRICITY	N/A
CARBON ACCOUNT	Prepared by: Team Sustainability Pty Ltd
TECHNICAL ASSESSMENT	Team Sustainability Pty Ltd April 2023
THIRD PARTY VALIDATION	Type 1 4 May 2023 Johan Czanik Czanik Consulting

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This certification is for the Australian business operations of Welbourn O'Brien Agency Pty Ltd (Welbourn O'Brien) (ABN 14 603 816 780).

### Organisation description

Welbourn O'Brien Agency Pty Ltd (ABN 14 603 816 780) (Welbourn O'Brien) is an Australian creative agency based in Adelaide, South Australia, trusted to powerfully connect businesses to customers for leading local, national and global brands.

WO has worked locally and abroad on businesses in just about every category.

WO has the capacity and experience to develop strategy across a broad scale, from tactical retail campaigns to large brand-building advertising campaigns across multiple media platforms. Our deep and diverse skill set allows WO to operate in both traditional and digital spaces, in addition to emerging mediums and channels.

As a point of difference to most competitors, WO also has the in-house expertise to produce world-class award-winning still images and handle almost every aspect of video production in order to deliver high-quality video content to market at break-neck speed.

Ultimately, WO invites any challenge, and has the passion, experience and willingness to immerse itself in its client's business to gain real insight and deliver effective creative solutions. This is the reason why five of South Australia's top 20 businesses trust WO to provide creative services.

## 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

Fuel –  
Company vehicles  
Stationary energy –  
Natural gas  
Electricity  
  
Accommodation  
Carbon neutral products &  
services  
Cleaning & janitorial supplies  
Employee commuting  
Employee working from home  
Food  
ICT services & equipment –  
Computer & electrical  
components  
Computer & technical  
services  
Telecommunications  
Office equipment & supplies  
Electronic office equipment  
Paper  
Printing & stationery  
Postage, courier & freight  
Professional services  
Transport (air)  
Transport (land & sea)  
Waste

### Non-quantified

Cleaning services  
Refrigerants  
Water

### Optionally included

N/A

## Outside emissions boundary

### Excluded

N/A

## 4.EMISSIONS REDUCTIONS

### Emissions reduction strategy

This plan sets out how we intend to action carbon emissions reduction over the next five years. We will review, report and build on this plan each year.

Our overall emissions reduction target is to reduce emissions across the value chain (scopes 1, 2 and 3) by 30% by 2033, from a 2022 base year and achieve a net zero carbon footprint for the company by 2050.

The initiatives set out below are based on the emissions causing activities in our 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	2023	2024	2025	2026	2027	Compliance/Emissions Targets
<b>Energy</b>						
Procure 100% GreenPower or Certified Carbon Neutral power through an energy retailer of choice, if feasible.			x	x	x	100% for office
Turn off lights when not needed	x	x	x	x	x	100% compliance
Shut down computers and monitors at end of day	x	x	x	x	x	100% compliance
Reduce appliances & equipment use	x	x	x	x	x	Only purchase energy efficient office equipment
<b>Business travel</b>						
Travel carbon neutral where possible		x	x	x	x	Use carbon neutral hotels / flights where possible
Incentivise employees to change their commuting modes	x	x	x	x	x	Change parking allowance to public transport allowance.
<b>Waste</b>						
Implement 3-bin system		x	x	x	x	100% compliance
Find companies to take waste for re-use			x	x	x	
Reduce takeaway cups / food containers	x	x	x	x	x	Provide employees with reusable cups. Encourage employees to purchase take away from stores with compostable containers or dine in.
<b>Operations</b>						
Minimise paper use	x	x	x	x	x	Reduce 50% of total in-office printing

Initiative	2023	2024	2025	2026	2027	Compliance/Emissions Targets
Encourage clients to reduce printing collateral, where feasible in favour of digital	x	x	x	x	x	Reduce external printing costs by 30%
Implement a sustainable procurement policy for external printing, office equipment, ITC equipment and similar		x	x	x	x	Integrate sustainability into procurement decision making
Procure products and services (including professional services) from certified carbon neutral (e.g., Climate Active) suppliers and providers.				x	x	Seek CA certified service providers.



## 5.EMISSIONS SUMMARY

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

Certified brand name	Product/Service/Building/Precinct used
N/A	

### Emissions summary

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

Emission category	Sum of Scope 1 (t CO2-e)	Sum of Scope 2 (t CO2-e)	Sum of Scope 3 (t CO2-e)	Sum of Total Emissions (t CO2-e)
Accommodation and facilities	0.00	0.00	0.95	0.95
Cleaning and Chemicals	0.00	0.00	0.00	0.00
Climate Active Carbon Neutral Products and Services	0.00	0.00	0.00	0.00
Electricity	0.00	1.55	0.50	2.05
Food	0.00	0.00	0.00	0.00
ICT services and equipment	0.00	0.00	8.56	8.56
Office equipment & supplies	0.00	0.00	41.46	41.46
Postage, courier and freight	0.00	0.00	0.00	0.00
Professional Services	0.00	0.00	4.50	4.50
Stationary Energy (gaseous fuels)	0.31	0.00	0.06	0.37
Transport (Air)	0.00	0.00	0.00	0.00
Transport (Land and Sea)	0.00	0.00	3.08	3.08
Waste	0.00	0.00	0.18	0.18
Working from home	0.00	0.00	0.07	0.07
<b>Total</b>	<b>0.31</b>	<b>1.55</b>	<b>59.35</b>	<b>61.21</b>

### 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 <sub>2</sub> -e
Mandatory 5% uplift for small organisations	3.06
Total of all uplift factors	3.06
<b>Total emissions footprint to offset</b> (total emissions from summary table + total of all uplift factors)	<b>64.27</b>

## 6. CARBON OFFSETS

### Offsets retirement approach

This certification has taken an in-arrears offsetting approach. The total emission to offset is **65 t CO<sub>2</sub>-e**. The total number of eligible offsets used in this report is 65.

There are zero remaining so none have been banked for future use.

### Co-benefits

#### Trees for Carbon – Monarto Zoo, South Australia

Trees For Carbon plantings provide many social and environment benefits including habitat for native wildlife and improving the condition of soil and water. All carbon sites use seed collected from the local area with a high priority on using a diversity of different species to maximise the benefits to the local environment. The plantings at Monarto Zoo involved thousands of volunteers including many school children and are part of the Monarto Zoological Park Revegetation Project which involved new plantings across 125 hectares of land. Today, there is ongoing restoration work and establishment of large corridors of native vegetation to provide buffers, vegetation linkages and habitat for native flora and fauna protection.

Tree for Carbon plantings are secured through a long-term property management agreement. The carbon plantings have been independently audited and Trees for Life maintains a register of allocations.

## 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 <sub>2</sub> -e)	Eligible quantity used for previous reporting periods	Eligible quantity banked for future reporting periods	Eligible quantity used for this reporting period	Percentage of total (%)
Trees for Carbon, Monarto Zoo Revegetation Project Stapled to:	-	-	18 April 2023		-	65	-	-	-	-	-
Verified Carbon Standard Wind Power (Usak, Turkey)	VCUs	Verra	18 April 2023	<a href="#">8493-25301341-25301405-VCS-VCU-1590-VER-TR-1-1546-01012015-31122015-0</a>	2015		65	0	0	65	100%
Total eligible offsets retired and used for this report										65	
Total eligible offsets retired this report and banked for use in future reports									0		

Type of offset units	Eligible quantity (used for this reporting period)	Percentage of total
Verified Carbon Units (VCUs)	65	100%

## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

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

Not applicable

# APPENDIX A: ADDITIONAL INFORMATION

## Trees for Life and Carbon Neutral Certificates



**TreesForLife**

Trees For Life restores and protects South Australian landscapes and empowers people to take action for our bushland, farmland and urban landscapes. Over 40 years we have grown native seedlings across every region of South Australia and have more than 20 dedicated carbon sites that offset 124,000 tonnes of emissions.

**Certificate**  
**Welbourn O'Brien**  
 has purchased 65 tonnes  
 Carbon Offset comprising  
 Verified Carbon Standard Wind  
 Power (Usak, Turkey) and Trees  
 For Life Carbon located at  
 Monarto Zoo.

*Natasha Davis*  
 Natasha Davis  
 Trees For Life 2023  
 Chief Executive Officer

Trees For Life Inc phone 08 8406 0500 www.treesforlife.org.au/carbon

**carbon**  
 undo the damage



This is to certify that  
**Welbourn O'Brien**  
 through Trees For Life  
 has permanently retired  
**65 tonnes**  
 of Renewable Energy (wind power) offsets, Turkey.

Thank you for choosing to make a difference to our planet  
 and future generations by combating climate change.



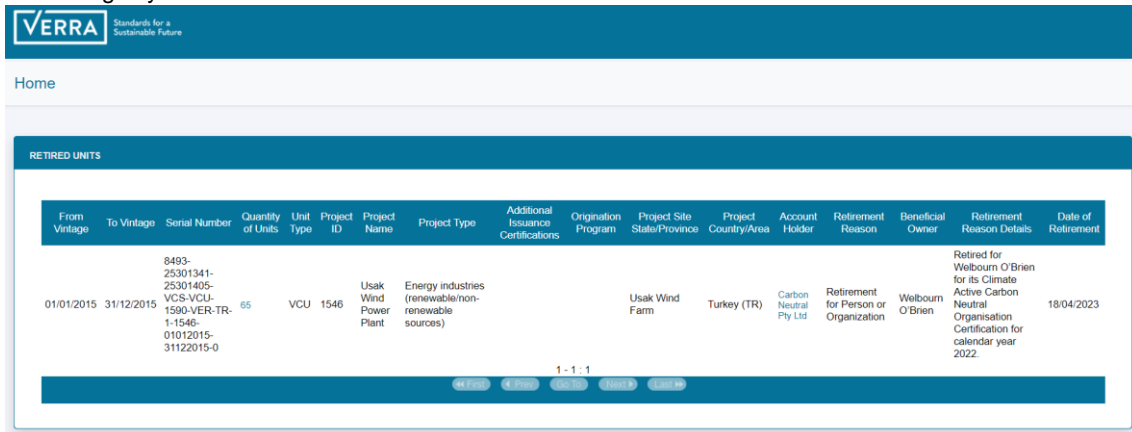
Encouraging positive social, environmental  
 and economic change with solutions that help  
 overcome the effects of the climate crisis.

Carbon Neutral Pty Ltd is registered by the Australian  
 Social and Investment Commission and holds  
 Australian Financial Services Licence 400000

*Ray Wilson*  
 Ray Wilson | Chief Executive Officer

Issue Date: 18 April 2023 | Period: 1 January 2022 - 31 December 2022

## Verra Registry – Offset Retirement



**VERRA** Standards for a Sustainable Future

Home

RETIRED UNITS

From Vintage	To Vintage	Serial Number	Quantity of Units	Unit Type	Project ID	Project Name	Project Type	Additional Issuance Certifications	Origination Program	Project Site State/Province	Project Country/Area	Account Holder	Retirement Reason	Beneficial Owner	Retirement Reason Details	Date of Retirement
01/01/2015	31/12/2015	8493-25301341-25301405-VCS-VCU-1590-VER-TR-1-1546-01012015-31122015-0	65	VCU	1546	Usak Wind Power Plant	Energy industries (renewable/non-renewable sources)			Usak Wind Farm	Turkey (TR)	Carbon Neutral Pty Ltd	Retirement for Person or Organization	Welbourn O'Brien	Retired for Welbourn O'Brien for its Climate Active Carbon Neutral Organisation Certification for calendar year 2022.	18/04/2023

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## 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**.

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 (kg CO2-e)	Scope 3 Emissions (kg CO2-e)	(kWh)	Scope 3 Emissions (kg CO2-e)
ACT	0	0	0	0	0	0
NSW	0	0	0	0	0	0
SA	6,203	6,203	1,551	496	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
<b>Grid electricity (scope 2 and 3)</b>	<b>6,203</b>	<b>6,203</b>	<b>1,551</b>	<b>496</b>	<b>0</b>	<b>0</b>
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		
<b>Non-grid electricity (behind the meter)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
<b>Total electricity (grid + non grid)</b>	<b>6,203</b>					

Residual scope 2 emissions (t CO2-e)	1.55
Residual scope 3 emissions (t CO2-e)	0.50
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	1.55
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	0.50
<b>Total emissions liability</b>	<b>2.05</b>

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%
<b>Total non-grid electricity</b>	<b>0</b>	<b>0</b>	<b>0%</b>
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)	1,156	0	19%
Residual Electricity	5,047	4,820	0%
<b>Total renewable electricity (grid + non grid)</b>	<b>1,156</b>	<b>0</b>	<b>19%</b>
<b>Total grid electricity</b>	<b>6,203</b>	<b>4,820</b>	<b>19%</b>
<b>Total electricity (grid + non grid)</b>	<b>6,203</b>	<b>4,820</b>	<b>19%</b>
Percentage of residual electricity consumption under operational control	100%		
<b>Residual electricity consumption under operational control</b>	<b>5,047</b>	<b>4,820</b>	
Scope 2	4,457	4,256	
Scope 3 (includes T&D emissions from consumption under operational control)	590	563	
<b>Residual electricity consumption not under operational control</b>	<b>0</b>	<b>0</b>	
Scope 3	0	0	.

<b>Total renewables (grid and non-grid)</b>	<b>18.64%</b>
<b>Mandatory</b>	<b>18.64%</b>
<b>Voluntary</b>	<b>0.00%</b>
<b>Behind the meter</b>	<b>0.00%</b>
<b>Residual scope 2 emissions (t CO2-e)</b>	<b>4.26</b>
<b>Residual scope 3 emissions (t CO2-e)</b>	<b>0.56</b>
<b>Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)</b>	<b>4.26</b>
<b>Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)</b>	<b>0.56</b>
<b>Total emissions liability (t CO2-e)</b>	<b>4.82</b>
<i>Figures may not sum due to rounding. Renewable percentage can be above 100%</i>	



## 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	(1) Immaterial	(2) Cost effective (but uplift applied)	(3) Data unavailable (but uplift applied & data plan in place)	(4) Maintenance
Cleaning services	Yes	No	Yes	No
Refrigerants	Yes	No	Yes	No
Water	Yes	No	Yes	No

### Data management plan for non-quantified sources

A data management plan is not technically required as non-quantified sources are immaterial. However, for completeness - by the end of 2025 - we will seek to quantify cleaning services, refrigerants and water through formalised data sharing arrangements with the current (or any future) landlord and/or property manager.

## 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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