



# **PUBLIC DISCLOSURE STATEMENT**

**OPTIMISE SERVICES (AUSTRALIA) PTY LTD**

**ORGANISATION CERTIFICATION**

**FY2021-22**

Australian Government

# Climate Active Public Disclosure Statement



NAME OF CERTIFIED ENTITY	Optimise Services (Australia) Pty Ltd
REPORTING PERIOD	Financial Year 1 July 2021 – 30 June 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><i>Signature here</i></p>  <p>Name of signatory Position of signatory Date</p> <p>Christopher Barron - Chief Executive Officer - 2nd February 2024</p>



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

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Version March 2022. To be used for FY20/21/CY2021 reporting onwards.



# 1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	6.87 tCO <sub>2</sub> -e
OFFSETS BOUGHT	100% VCUs
RENEWABLE ELECTRICITY	100%
TECHNICAL ASSESSMENT	N/A
THIRD PARTY VALIDATION	Type 1 Date: 30/08/2023 Name: Benjamin Jenkins Organisation: <i>GPP Audit Pty Limited</i>

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This inventory has been prepared for the financial year from 1 July 2021 to 30 June 2022 and covers the Australian operations of OPTIMISE SERVICES (AUSTRALIA) PTY LTD (Optimise) (ABN: 31 158 704 468), as a small organisation.

The operational boundary has been defined based on an operational control test, in accordance with the principles of the National Greenhouse and Energy Reporting Act 2007. This includes the following location and facilities:

- Tower 1, Suite 35, 1 Barangaroo Ave, Barangaroo, NSW, 2000

The methods used for collating data, performing calculations, and presenting the carbon account are in accordance with the following standards:

- The Climate Active Carbon Neutral Standard for Small Organisation (Organisation Standard)
- The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)
- National Greenhouse and Energy Reporting (Measurement) Determination 2008

Where possible, the calculation methodologies and emission factors used in this inventory are derived from the National Greenhouse Accounts (NGA) Factors in accordance with "Method 1" from the National Greenhouse and Energy Reporting (Measurement) Determination 2008.

### Organisation description

OPTIMISE SERVICES (AUSTRALIA) PTY LTD ABN 31 158 704 468 is an Australian Private Company registered as an Australia Proprietary Company, limited by shares.

For over 20 years, Optimise has worked with brands around the world to help them achieve success through performance-based advertising. Today, we do that through our partnerships platform and local expertise, as well as our innovative rewards solution, agency services and media buying proposition.

Optimise is located in Tower 1, Suite 35, 1 Barangaroo Ave, Barangaroo, NSW, 2000

*"As an Australian media business, we feel that it's important to take action against climate change, by taking responsibility for our carbon footprint through the Climate Active program."*

## 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.

Inside emissions boundary		Outside emission boundary
<p><b><u>Quantified</u></b></p> <p>Accommodation and facilities</p> <p>Cleaning and Chemicals</p> <p>Climate Active Carbon Neutral Products and Services</p> <p>Electricity</p> <p>Stationary energy</p> <p>Water</p> <p>Waste</p> <p>Food</p> <p>ICT services and equipment</p> <p>Office equipment &amp; supplies</p> <p>Postage, courier and freight</p> <p>Professional Services</p> <p>Transport (Air)</p> <p>Transport (Land and Sea)</p> <p>Working from home</p>	<p><b><u>Non-quantified</u></b></p> <p>Refrigerants</p>	<p><b><u>Excluded</u></b></p> <p>N/A</p>
	<p><b><u>Optionally included</u></b></p> <p>N/A</p>	

## Data management plan for non-quantified sources

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

## 4.EMISSIONS REDUCTIONS

### Emissions reduction strategy

Optimise is committed to reduce our operational carbon footprint by 30% by 2030, from a 2022 base year. We have no scope 1 or 2 emissions, so we acknowledge that we will need to work directly with our employees and supply chain in order to influence our reduction strategies.

Optimise will additionally persist in efforts to promote and advocate for opportunities to reduce environmental outcomes when working with clients.

**Scope 3** emissions generated indirectly by our business activity will be reduced by:

- Client Entertainment equates for almost half of our emission profile. Whilst this is mostly incidental and low cost activities across a general category group, setting up a data capture method to be able to break down the spend and identify types with highest emission sources, to then set up a policy to phase out these high emitting types.
- Professional Services, Software and Telecommunications equates for 25% of our emission profile. Where possible, promoting use of service providers and suppliers that are low emission, Climate Active or Net Zero certified.
- Promoting the use of digital solutions to hold meetings that do not have to be conducted in person.

## 5.EMISSIONS SUMMARY

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

Barangaroo Precinct – Base building & tenancy (including stationary fuels, waste, water, employee commute)

Business Flights – Virgin Australia

### Organisation emissions summary

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

Emission category	Sum of total emissions (tCO <sub>2</sub> -e)
Accommodation and facilities	0.12
Cleaning and Chemicals	0.00
Climate Active Carbon Neutral Products and Services	0.00
Electricity	0.00
Food	0.18
ICT services and equipment	1.16
Office equipment & supplies	0.02
Postage, courier and freight	0.00
Professional Services	3.75
Transport (Air)	0.00
Transport (Land and Sea)	0.23
Working from home	1.08
<b>Total</b>	<b>6.55</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	0.33
Total of all uplift factors	0.33
<b>Total footprint to offset</b> (total net emissions from summary table + total uplifts)	<b>6.87</b>



## 6.CARBON OFFSETS

### Offsets retirement approach

In arrears		
1.	Total emissions footprint to offset for this report	7
2.	Total eligible offsets purchased and retired for this report	7
3.	Total eligible offsets banked to use toward next year's report	0

### Co-benefits

GreenFleet restore native forests and ecosystems, which provide crucial habitat for endangered wildlife, help counter the devastating impact of the bushfires, and reduce the impacts of climate change. Greenfleet will plant enough biodiverse native trees on your behalf to offset these emissions.

## Eligible offsets retirement summary

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	Stapled quantity	Eligible quantity (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 (%)
Wind Power Project at Anthiyur, Tamil Nadu, India	VCUs	VERRA	13/09/2023	<a href="#">7327-385123054-385123060-VCU-050-APX-IN-1-682-01112017-31122017-0</a>	2017	7	7	0	0	7	100%
GreenFleet Biodiversity Credits	NCUs	GreenFleet	12/09/2023			7					
Total offsets retired this report and used in this report										7	
Total offsets retired this report and banked for future reports									0		
Type of offset units		Quantity (used for this reporting period claim)					Percentage of total				
Verified Carbon Units (VCUs)		7					100				

## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

### Renewable Energy Certificate (REC) summary

N/A

## APPENDIX A: ADDITIONAL INFORMATION



**This is to certify**

**Optimise Services (Australia) Pty  
Ltd**

offset 7.00 tonnes of CO<sub>2</sub>-e with Greenfleet.

Your support will help us restore native forests and ecosystems, which provide crucial habitat for endangered wildlife, help counter the devastating impact of the bushfires, and reduce the impacts of climate change.

Greenfleet will plant enough biodiverse native trees on your behalf to offset these emissions.

Thank you for helping us grow our forests and grow climate hope.

A handwritten signature in black ink, appearing to read "Wayne Wescott".

**Wayne Wescott** | Greenfleet CEO

12/09/2023

# Thank you

## APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions are calculated using a market-based approach

### 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 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 LGCs)	0	0	0%
Barangaroo renewable (LGCs retired)	337	0	81%
Barangaroo (LRET)	77	0	19%
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)	0	0	0%
Residual Electricity	0	0	0%
<b>Total grid electricity</b>	<b>415</b>	<b>0</b>	<b>100%</b>
<b>Total Electricity Consumed (grid + non grid)</b>	<b>415</b>	<b>0</b>	<b>100%</b>
Electricity renewables	415	0	
Residual Electricity	0	0	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emissions (kgCO <sub>2</sub> e)		0	
<b>Total renewables (grid and non-grid)</b>	<b>100.00%</b>		
<b>Mandatory</b>	<b>18.59%</b>		
<b>Voluntary</b>	<b>81.41%</b>		
<b>Behind the meter</b>	<b>0.00%</b>		
<b>Residual Electricity Emission Footprint (TCO<sub>2</sub>e)</b>	<b>0</b>		
<i>Figures may not sum due to rounding. Renewable percentage can be above 100%</i>			

## Location Based Approach Summary

Location Based Approach	Activity Data (kWh)	Scope 2 Emissions (kgCO2e)	Scope 3 Emissions (kgCO2e)
ACT	0	0	0
NSW	415	323	29
SA	0	0	0
Vic	0	0	0
Qld	0	0	0
NT	0	0	0
WA	0	0	0
Tas	0	0	0
<b>Grid electricity (scope 2 and 3)</b>	<b>415</b>	<b>323</b>	<b>29</b>
ACT	0	0	0
NSW	0	0	0
SA	0	0	0
Vic	0	0	0
Qld	0	0	0
NT	0	0	0
WA	0	0	0
Tas	0	0	0
<b>Non-grid electricity (Behind the meter)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Electricity Consumed</b>	<b>415</b>	<b>323</b>	<b>29</b>
<b>Emission Footprint (TCO2e)</b>	<b>352</b>		
<i>Scope 2 Emissions (TCO2e)</i>	323		
<i>Scope 3 Emissions (TCO2e)</i>	29		

## Climate Active Carbon Neutral Electricity summary

Carbon Neutral electricity offset by Climate Active Product	Activity Data (kWh)	Emissions (kgCO2e)
N/A	0	0

*Climate Active carbon neutral electricity is not renewable electricity. The emissions have been offset by another Climate Active member through their Product certification.*

## APPENDIX C: INSIDE EMISSIONS BOUNDARY

### Non-quantified emission sources

The following sources 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

## 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.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
N/A						





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