



PUBLIC DISCLOSURE STATEMENT

**PETER FULLER & ASSOCIATES PTY LTD
TRADING AS FULLER BRAND
COMMUNICATION**

**ORGANISATION CERTIFICATION
FY2023-24**

Australian Government


Climate Active Public Disclosure Statement

Fuller



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication
REPORTING PERIOD	Financial year 1 July 2023 – 30 June 2024 Arrears report
DECLARATION	<p>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.</p>  <p>Peter Fuller Managing Director 2 April 2025</p>



Australian Government

Department of Climate Change, Energy,
the Environment and Water

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Version 9.

1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	52 tCO ₂ -e
CARBON OFFSETS USED	100% ACCUs
RENEWABLE ELECTRICITY	N/A
CARBON ACCOUNT	Prepared by: Sustainable Business Consultants

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2.CERTIFICATION INFORMATION

Description of organisation certification

This organisation certification is for the Australian business operations of Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication, ABN 61 065 541 120. Professional brand, marketing and communication services organisation based in Kent Town, SA. This is the fifth year of certification. Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication services are not included as part of the certification.

This Public Disclosure Statement includes information for the FY2023-24 reporting period.

Organisation description

Fuller Brand Communication is the trading name of Peter Fuller & Associates Pty Ltd (ABN 61 065 541 120).

Established in South Australia in 1993, we are a second-generation family company that provides integrated marketing services including branding, communication strategy, graphic design, advertising, public relations, content creation, web development, video, photography and digital marketing. The company is located in contemporary offices at 37 Fullarton Road, Kent Town, on the Adelaide CBD fringe.

In October 2023, Fuller acquired a Sydney based specialist market research and brand strategy agency, taking on a team of five new practitioners in Sydney. This facility is included in Fuller's carbon emissions boundary for 2023-24.

Fuller Brand Communication has been a partner of Carbon Neutral Adelaide since 2019 and in December 2020 Fuller became the first marketing agency in Australia to achieve carbon neutral certification through the Federal Government's [Climate Active](#) Program, and in the same month was also awarded [BCorp certification](#) through the global B Lab program.

While these are major milestones for us, they are both certifications that will continue to challenge Fuller to stay on its journey of doing good, being better, giving more and taking less.

This certification is based on the operational control approach.

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

Accommodation
Business travel
Carbon neutral products and services
Cleaning and chemicals
Electricity
Food and catering
ICT services and equipment
Camera and video equipment
Office equipment and supplies
Postage, courier and freight
Professional services
Staff commuting
Stationary Energy
Transport (air and land)
Waste
Water
Working from home

Non-quantified

Electric company vehicle emissions
Refrigerants

Outside emission boundary

Excluded

N/A

4.EMISSIONS REDUCTIONS

Emissions reduction strategy

Fuller Sustainability Plan 2021-2031

2031 Sustainability Goal

Reduce carbon emissions to zero by 2030-2031 through a 10% reduction per year on 2020-2021 levels (based on the emissions scope of our Climate Active carbon neutral organisation certification).

Base year 2019-2020 = 61.30 tonnes of carbon

2020-2021 **increase** of 7.51 tonnes of carbon

2021-2022 **reduction** of 13.59 tonnes of carbon

2022-23 **increase** of 7.56 tonnes of carbon

2023-24 **reduction** of 11.15 tonnes of carbon

Why a reduction in 2023-24?

The areas that saw the biggest reduction were:

- **Staff commuting** due to a change in our Low Carb program (13.85 tonnes down from 18)
- **Company vehicle fuel consumption** due to the increased use of an electric vehicle (7.38 tonnes down from 8.4)
- **Waste** due to a new Low Carb waste program (3.88 down from 5.8)

2023-24 Sustainability Strategy

We will achieve our goal by targeting the biggest sources of carbon pollution over the next 6 years. The following list of target areas for 2023-24 has been adjusted from 2021-22 based on the largest emission sources in the past year.

1. Land travel (including staff commuting and company vehicle fuel)
2. ICT services and equipment
3. Waste
4. Professional services
5. Machinery and vehicles

Reduction strategies for each emission source

Land Travel (Scopes 1 and 3)

- Low emission commuting days will be encouraged year-round via individual pledges, a “count down” chart that records low emission commutes and regular reminders at team meetings.
- From 2020-2021, we have committed to rolling over one company vehicle per year to electric to reduce company vehicle fuel consumption, aiming for a full electric vehicle fleet by 2026. We are aiming to roll the next vehicle over in March 2025, but this is dependent on budgets being met throughout the year.

ICT Equipment (Scope 3)

- Seek to partner with a carbon neutral telecommunications provider by 2031. Investigate Telstra's commitments in this space.
- Look into the timing of Apple products becoming carbon neutral (90% of our equipment are Apple products).

Waste (Scope 3)

- Continue offering annual staff education about waste management, e.g., "which bin", to decrease the amount of waste going to landfill.
- Continue to measure and record waste weekly and report on waste monthly to create more awareness among the team about waste reduction.
- Continue our Low Carb waste reduction program that encourages Nude Food lunches.

Professional Services (Scope 3)

- We will discuss with our professional services partners the benefits of going carbon neutral to encourage them to take action and will consider a business' carbon footprint / carbon neutral status and commitment when selecting new partners to work with.

Machinery and Equipment (Scope 3)

- We will review and update our policies around printing and copying to ensure the use of photocopier consumables is minimised as much as possible. We will investigate the possibility of a carbon neutral partner in this space.

Emissions reduction actions

In 2023-24 Fuller tackled its largest emissions source, Land Transport, by reviewing its Low Carb program which is designed to create awareness and behaviour change in how staff commute to and from work.

In previous years, Fuller ran two "Low Carb" months in March and November, to encourage staff to focus on low emission commuting during those periods. Unfortunately we saw an increase in staff commuting emissions last year and decided to review the program to have more impact.

We ran internal workshops to understand the barriers to low emission commuting, and looked at other ways we could encourage staff participation in emission reduction activities. We discovered that the Low Carb commuting playing field is not a level one. For some, the office is a 20-minute bike ride from home. For others, an hour of walking, a train, a bus, and an extra day of OSHC fees.

So we decided to open up the Low Carb program to give more flexibility, and opportunities to win at Low Carb Life, whilst still tracking towards our emissions goals.

We launched Low Carb Commute to reduce the level of emissions caused by staff commuting and Low Carb Waste to reduce the level of emissions caused by waste. And these programs now run all year, rather than in select months.

This year we have seen a reduction in this emission source, down to 14 tCO₂e from 18 tCO₂e in 2022-23 and waste down to 3.88 tonnes from 5.85 tonnes in 2022-23.

5.EMISSIONS SUMMARY

Emissions over time

		Emissions since base year	
		Total tCO ₂ -e (without uplift)	Total tCO ₂ -e (with uplift)
Base year / Year 1:	2019-20	55.72	61.30
Year 2:	2020-21	65.54	68.81
Year 3:	2021-22	52.59	55.22
Year 4:	2022-23	59.79	62.78
Year 5:	2023-24	49.17	51.63

Significant changes in emissions

Significant changes in emissions			
Emission source	Previous year emissions (t CO ₂ -e)	Current year emissions (t CO ₂ -e)	Reason for change
Diesel oil post-2004	0.00	5.32	The data used this year was in kilolitres (rather than kilometres) which uses a more relevant emissions factor for company vehicles. This method of calculation has been tested on previous years data and shows an immaterial overstatement of prior year emissions.

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

Certified brand name	Product/Service/Building/Precinct used
AGL	Carbon neutral electricity
Aspire (Opal Australian Paper)	Copy paper A4
Qantas	Opt-in carbon neutral flights
Virgin	Opt-in carbon neutral flights

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 emissions (tCO ₂ -e)	Sum of Scope 2 emissions (tCO ₂ -e)	Sum of Scope 3 emissions (tCO ₂ -e)	Sum of Total emissions (t CO ₂ -e)
Accommodation and facilities	0.00	0.00	1.45	1.45
Cleaning and chemicals	0.00	0.00	1.66	1.66
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Electricity	0.00	1.40	0.10	1.50
Food	0.00	0.00	1.07	1.07
ICT services and equipment	0.00	0.00	5.01	5.01
Machinery and vehicles	0.00	0.00	2.82	2.82
Office equipment and supplies	0.00	0.00	2.12	2.12
Postage, courier and freight	0.00	0.00	0.43	0.43
Professional services	0.00	0.00	3.20	3.20
Refrigerants	0.00	0.00	0.00	0.00
Stationary energy (gaseous fuels)	0.06	0.00	0.02	0.08
Transport (air)	0.00	0.00	1.20	1.20
Transport (land and sea)	5.91	0.00	16.56	22.47
Waste	0.00	0.00	3.88	3.88
Water	0.00	0.00	0.62	0.62
Working from home	0.00	0.00	1.67	1.67
Grand Total	5.97	1.40	41.80	49.17

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 ₂ -e
Mandatory 5% uplift for small organisations	2.46
Total of all uplift factors (tCO ₂ -e)	2.46
Total emissions footprint to offset (tCO₂-e) <i>(total emissions from summary table + total of all uplift factors)</i>	51.63

6.CARBON OFFSETS

Eligible offsets retirement summary

Offsets retired for Climate Active certification

Type of offset unit	Quantity used for this reporting period	Percentage of total units used
Australian Carbon Credit Units (ACCUs)	52	100%

Project name	Type of offset unit	Registry	Date retired	Serial number	Vintage	Total quantity retired	Quantity used in previous reporting periods	Quantity banked for future reporting periods	Quantity used for this reporting period	Percentage of total used this reporting period
The Karlantijpa North Savanna Burning Project	ACCU	ANREU	21/8/2021	8,333,298,366-8,333,298,467	2021-22	102	69	0	33	63.5%
South Australian Conservation Alliance – Site #2	ACCU	ANREU	28/10/2024	9,017,639,474-9,017,639,525	2024-25	52	0	33	19	36.5%

Co-benefits

The Karlantijpa North Savanna Burning Project

Savanna burning is about reducing emissions from fire. Savanna fires release methane and nitrous oxide into the air, which are strong greenhouse gases. By burning in the early dry season when fires are cooler and patchy, and burning less country, there will be fewer emissions of these gases and therefore an environmental benefit. Reducing fire emissions is a lot about applying traditional patchwork burning. The Karlantijpa Project was registered in 2016, through the Jinkaji Corporation – all of whom are traditional owners from the Eastern and Western Mudbarra groups of central NT. The project covers 3000 square kilometres and is a remote grassy woodland with no road access and a history of late, dry season fires. It is home to the vulnerable Greater Bilby and is scattered with soaks and other sacred sites.

The core benefits of the project are access to country, track and campsite development, strengthening cultural connection, training of ranger groups and the empowerment of traditional owners to manage their own business, operations and income for their own benefit and for the environment.

South Australian Conservation Alliance (Human-Induced Regeneration)

This project is a three-way partnership between GreenCollar, Nature Foundation and the Gawler Ranges Aboriginal Corporation. In addition to regenerating natural woodlands and shrublands, this project reverses land degradation caused by feral goats and livestock and stabilises soils thereby reducing erosion.

The property has been registered with Accounting for Nature for its biodiversity benefits and is managed by Nature Foundation to maximise conservation outcomes. It is home to forty state-listed species by the Commonwealth for their conservation significance including Yellow-footed Rock wallaby, Short-tailed Grasswren and Desert Greenhood orchid.

The carbon credit proceeds will enable access to Country for Gawler Ranges Peoples including 'Kids on Country' - a program run by Nature Foundation. The Kids on Country™ program builds employability skills for young Aboriginal people by improving wellbeing, teaching life skills, building confidence 'on country' and sparking interest in conservation and land management.

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A.

APPENDIX A: ADDITIONAL INFORMATION

Below are screenshots showing the retirements of the ACCUs purchased. A hyperlink is not available.

The screenshot shows the ANREU website interface. The left sidebar contains navigation links: ANREU Home, Account Holders, Accounts, Unit Position Summary, Projects, Transaction Log, CER Notifications, Public Reports, and My Profile. The main content area is titled 'Transaction Details' and shows 'Transaction details appear below.' with a status 'Transaction Successfully Approved'. The transaction ID is AU24306, with a current status of 'Completed (4)'. The status date is 14/10/2022 15:05:18 (AEDT). The transaction type is 'Cancellation (4)', initiated by 'Foley, Rowan Paul Bulmer' and approved by 'Foley, Rowan Paul Bulmer'. The comment states: 'Retired on behalf of Peter Fuller and Associates trading as Fuller Brand Communication for Climate Active carbon neutral organisation certification for FY2021-22 and subsequent years'. The transferring account is AU-2798, 'Aboriginal Carbon Fund Limited', and the acquiring account is AU-1068, 'Australia Voluntary Cancellation Account', both held by the 'Commonwealth of Australia'. Below this is a 'Transaction Blocks' table with one row for a voluntary ACCU cancellation.

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
AU	KACCU	Voluntary ACCU Cancellation			ERF104800					2021-22		8,333,298,366 - 8,333,298,467	102

Comment

Retired for Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication for Climate Active carbon neutral organisation certification renewal for FY24 and subsequent years.

Transferring Account

Account Number AU-2854
Account Name CANOPY NATURE BASED SOLUTIONS PTY LTD
Account Holder CANOPY NATURE BASED SOLUTIONS PTY LTD

Acquiring Account

Account Number AU-1068
Account Name Australia Voluntary Cancellation Account
Account Holder Commonwealth of Australia

Transaction Blocks

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
AU	KACCU	Voluntary ACCU Cancellation			ERF139932					2024-25		9,017,639,474 - 9,017,639,525	52

Transaction Status History

Status Date	Status Code
28/10/2024 16:14:49 (AEDT)	Completed (4)
28/10/2024 05:14:49 (GMT)	

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**.

Market Based Approach Summary			
Market Based Approach	Activity Data (kWh)	Emissions (kg CO ₂ -e)	Renewable Percentage of total
Behind the meter consumption of electricity generated	0	0	0%
Total non-grid electricity	0	0	0%
LGC purchased and retired (kWh) (including PPAs)	0	0	0%
GreenPower	0	0	0%
Climate Active certified - Precinct/Building (voluntary renewables)	0	0	0%
Climate Active certified - Precinct/Building (LRET)	0	0	0%
Climate Active certified - Precinct/Building jurisdictional renewables (LGCs surrendered)	0	0	0%
Climate Active certified - Electricity products (voluntary renewables)	0	0	0%
Climate Active certified - Electricity products (LRET)	0	0	0%
Climate Active certified - 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)	384	0	1%
Residual electricity	29,922	27,229	0%
Total renewable electricity (grid + non grid)	384	0	1%
Total grid electricity	30,306	27,229	1%
Total electricity (grid + non grid)	30,306	27,229	1%
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	29,922	27,229	
Scope 2	26,634	24,237	
Scope 3 (includes T&D emissions from consumption under operational control)	3,288	2,992	
Residual electricity consumption not under operational control	0	0	
Scope 3	0	0	

Total renewables (grid and non-grid)	1.27%
Mandatory	1.27%
Voluntary	0.00%
Behind the meter	0.00%
Residual scope 2 emissions (t CO₂-e)	24.24
Residual scope 3 emissions (t CO₂-e)	2.99
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	1.35
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	0.17
Total emissions liability (t CO₂-e)	1.52

Figures may not sum due to rounding. Renewable percentage can be above 100%

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 (kgCO ₂ -e)	Scope 3 Emissions (kgCO ₂ -e)	(kWh)	Scope 3 Emissions (kgCO ₂ -e)
ACT	0	0	0	0	0	0
NSW	2,053	2,053	1,396	103	0	0
SA	28,253	28,253	7,063	2,260	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
Grid electricity (scope 2 and 3)	30,306	30,306	8,459	2,363	0	0
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		
Non-grid electricity (behind the meter)	0	0	0	0		
Total electricity (grid + non grid)	30,306					

Residual scope 2 emissions (t CO ₂ -e)	8.46
Residual scope 3 emissions (t CO ₂ -e)	2.36
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	1.40
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.10
Total emissions liability	1.50

Operations in Climate Active buildings and precincts

Operations in Climate Active buildings and precincts	Electricity consumed in Climate Active certified building/precinct (kWh)	Emissions (kg CO ₂ -e)
N/A	0	0
Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their building or precinct certification. This electricity consumption is also included in the market based and location-based summary tables. Any electricity that has been sourced as renewable electricity by the building/precinct under the market-based method is outlined as such in the market-based summary table.		

Climate Active carbon neutral electricity products

Climate Active carbon neutral electricity product used	Electricity claimed from Climate Active electricity products (kWh)	Emissions (kg CO ₂ -e)
AGL carbon neutral for business	28,253	0
<i>Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their electricity product certification. This electricity consumption is also included in the market based and location-based summary tables. Any electricity that has been sourced as renewable electricity by the electricity product under the market-based method is outlined as such in the market-based summary table.</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	Justification reason
Refrigerant	Immaterial
Fully battery electric vehicles	Immaterial

Data management plan for non-quantified sources

Whilst there are no non-quantified emissions sources that require a data management plan, we wish to be as transparent as possible in our reporting and so the data management plan below outlines what action we intend to take to quantify the electricity used in our electric vehicles.

Fuller owns two battery electric vehicles which are charged with on home that have solar panels or by EV charging stations in the City of Adelaide, which is 100% renewable energy. Whilst it would appear that a large percentage of the electricity is from renewables, we intend to investigate whether it is possible and cost effective to collect and record the number of kilowatt hours from each source. This activity will commence in 2024 and, if sufficient information can be obtained, will be reported no later than 2025/26.

APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

Excluded emission sources

N/A



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