



# **PUBLIC DISCLOSURE STATEMENT**

**OPTIMISE SERVICES (AUSTRALIA) PTY LTD**

**ORGANISATION CERTIFICATION  
FY2022-23**


Australian Government

# Climate Active Public Disclosure Statement



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Optimise Services (Australia) Pty Ltd
REPORTING PERIOD	Financial Year 1 July 2022 – 30 June 2023 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>CHRISTOPHER BARRON Chief Executive Officer 27<sup>th</sup> June 2025</p>



Australian Government

Department of Climate Change, Energy,  
the Environment and Water

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Version 9.1.

# 1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	13.56 tCO2-e
CARBON OFFSETS USED	100% VCUs
RENEWABLE ELECTRICITY	100%
CARBON ACCOUNT	Prepared by: Debi Medic @ Optimise Services (Australia) Pty Ltd

## Contents

1. Certification summary .....	3
2. Certification information .....	4
3. Emissions boundary .....	5
4. Emissions reductions .....	7
5. Emissions summary .....	9
6. Carbon offsets .....	12
7. Renewable Energy Certificate (REC) Summary .....	14
Appendix A: Additional Information .....	15
Appendix B: Electricity summary .....	16
Appendix C: Inside emissions boundary .....	19
Appendix D: Outside emissions boundary .....	20

## CERTIFICATION INFORMATION

### Description of organisation certification

This inventory has been prepared for the financial year from 1 July 2022 to 30 June 2023 and covers the Australian operations of OPTIMISE SERVICES (AUSTRALIA) PTY LTD (Optimise) (ABN: 31 158 704 4683), 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

### Organisation description

OPTIMISE SERVICES (AUSTRALIA) PTY LTD (ABN 31 158 704 468) is an Australian proprietary company limited by shares. The company operates within the digital advertising and performance marketing industry, providing partnership-based solutions including rewards, media buying, and agency services.

The scope of this carbon neutral certification covers the Sydney office (Tower 1, Suite 35, 1 Barangaroo Avenue, Barangaroo, NSW 2000), which is the only operational site within Australia. This location includes all business activities, staff, energy use, and waste management relevant to the delivery of services certified under this boundary.

The Melbourne address (Level 2, Riverside Quay, 1 Southbank Blvd, Melbourne VIC 3006) is a registered address only, with no staff, no physical office space used for operations, and no associated emissions. It is therefore excluded from the emissions boundary.

Please note that this certification applies only to the operational activities conducted at the Sydney office. It does not include the full organisation, nor all services provided by Optimise Services globally.

Legal entity name	ABN	ACN
Optimise Services (Australia) Pty Ltd	31 158 704 468	158 704 468

## 3.EMISSIONS BOUNDARY

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 and facilities  
Cleaning and Chemicals  
Climate Active Carbon Neutral  
Products and Services  
Electricity  
Stationary energy  
Water  
Waste  
Food  
ICT services and equipment  
Office equipment & supplies  
Postage, courier and freight  
Professional Services  
Transport (Air)  
Transport (Land and Sea)  
Working from home

### Non-quantified

Refrigerants

## Outside emission boundary

### Excluded

N/A

## 4.EMISSIONS REDUCTIONS

### Emissions reduction strategy

Optimise is committed to reduce our operational carbon footprint by 30% by 2030, from a 2022 base year and our strategy hasn't changed from last 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 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.

## Emissions reduction actions

During this reporting period, Optimise Services as an organisation, implemented several initiatives aimed at reducing greenhouse gas emissions across our operations.

Key actions included:

- Barangaroo uses 100% renewable electricity which is our primary office location.
- Increasing staff engagement in sustainability practices through remote work flexibility and digital collaboration tools, reducing the need for commuting and business travel.
- Phasing out single use plastics and improving waste segregation to enhance recycling rates and reduce landfill contributions.
- Conducting regular maintenance and efficiency checks on office equipment to minimise unnecessary power usage.
- Continuing our policy of procuring energy-efficient appliances and prioritizing suppliers with environmental credentials.

Whilst our emissions for this reporting period increased to nearly 14 tCO<sub>2</sub>-e, compared to our previous reporting year of 7 tCO<sub>2</sub>-e, this change reflects a return to somewhat normal business operations following COVID-19 lockdowns. Despite the increase, we have continued to implement meaningful emissions reduction initiatives. Due to the shift in activity levels and limited comparable data, we are unable to provide a precise estimate of emissions avoided at this stage.



## 5.EMISSIONS SUMMARY

### Emissions over time

Emissions since base year			
		Total tCO <sub>2</sub> -e (without uplift)	Total tCO <sub>2</sub> -e (with uplift)
Base year/Year 1:	2021 - 2022	6.55	6.87
Year 2:	2022 - 2023	12.91	13.56

### Significant changes in emissions

Since the base year period and current reporting year, we observed a significant increase in emissions, rising from 6.87 to 13.56 marking a change of over 10%. This increase can be attributed to the shift from the COVID-19 lockdowns and impact during that period where operations were minimal. The change in emissions reflects the transition from remote work and reduced business operations to a return to standard working conditions, contributing to the overall increase.

Significant changes in emissions			
Emission source	Previous year emissions (t CO <sub>2</sub> -e)	Current year emissions (t CO <sub>2</sub> -e)	Reason for change
WFH emissions	1.08	1.36	Higher staff numbers and increased remote work activity compared to the previous year.
Accommodation and Facilities	0.12	0.19	Return to office post COVID
Food	0.18	1.08	More in person staff events & office days
Professional Services	3.75	8.08	Increased project activity and consultant engagement
Office Equipment & Supplies	0.02	0.06	Increased staff and office reactivation post COVID
Transport (Land)	0.23	0.48	Resumed in-person business meetings post lockdown

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

Certified brand name	Product/Service/Building/Precinct used
Barangaroo Precinct	Base building & tenancy (including stationary fuels, waste, water, employee commute)

## Emissions summary

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

Emission category	Scope 1 emissions (tCO <sub>2</sub> -e)	Scope 2 emissions (tCO <sub>2</sub> -e)	Scope 3 emissions (tCO <sub>2</sub> -e)	Total emissions (t CO <sub>2</sub> -e)
Accommodation and facilities	0.00	0.00	0.19	0.19
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
Construction materials and services	0.00	0.00	0.00	0.00
Electricity	0.00	0.00	0.00	0.00
Food	0.00	0.00	1.08	1.08
Horticulture and agriculture	0.00	0.00	0.00	0.00
ICT services and equipment	0.00	0.00	1.12	1.12
Machinery and vehicles	0.00	0.00	0.00	0.00
Postage, courier and freight	0.00	0.00	0.00	0.00
Products	0.00	0.00	0.00	0.00
Professional services	0.00	0.00	8.08	8.08
Refrigerants	0.00	0.00	0.00	0.00
Roads and landscape	0.00	0.00	0.00	0.00
Stationary energy (gaseous fuels)	0.00	0.00	0.00	0.00
Stationary energy (liquid fuels)	0.00	0.00	0.00	0.00
Stationary energy (solid fuels)	0.00	0.00	0.00	0.00
Transport (air)	0.00	0.00	0.00	0.00
Transport (land and sea)	0.00	0.00	0.00	0.00
use for duplicates	0.00	0.00	0.00	0.00
Waste	0.00	0.00	0.54	0.54
Water	0.00	0.00	0.00	0.00
Working from home	0.00	0.00	1.36	1.36
Office equipment and supplies	0.00	0.00	0.06	0.06
Transport	0.00	0.00	0.48	0.48
<b>Total</b>	<b>0.00</b>	<b>0.00</b>	<b>12.91</b>	<b>12.91</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	0.6455
Total of all uplift factors (tCO <sub>2</sub> -e)	0.6455
<b>Total emissions footprint to offset (tCO<sub>2</sub>-e)</b> <i>(total emissions from summary table + total of all uplift factors)</i>	<b>13.56</b>

## 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
Verified Carbon Units (VCUs)	14	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
AKOCAK HYDROELECTRIC POWER PLANT	VCU	Verra Registry	03/09/2024	<a href="#">10579-230003021-230003034-VCS-VCU-279-VER-TR-1-535-01012015-31122015-0</a>	2015	14	0	0	14	100%
Stapled with GreenFleet Biodiversity Credits	NCU	GreenFleet								

## Co-benefits

Our Greenfleet contribution will directly enable our reforestation efforts. Through this initiative, we will plant more native, biodiverse forests that capture carbon emissions, protect our climate, improve soil and water quality and restore habitats for native wildlife. Our support makes this possible.

## 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 14.00 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 that reads "Wayne".

**Wayne Wescott** | Greenfleet CEO

23/08/2024

**Thank you**

## 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 **market-based approach**

### **Electricity claimed from Climate Active carbon neutral products: 936 kWh**

Optimise Services operates from rented office space at Tower 1, Barangaroo, NSW — a Climate Active-certified carbon neutral precinct. As such, the estimated electricity use of 936 kWh during the reporting period is sourced from this certified location and considered carbon neutral. These emissions have not been included in the carbon inventory, in line with Climate Active guidance on carbon neutral precincts.



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)	562	0	100%
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)	0	0	0%
Residual Electricity	0	0	0%
<b>Total renewable electricity (grid + non grid)</b>	<b>562</b>	<b>0</b>	<b>100%</b>
<b>Total grid electricity</b>	<b>562</b>	<b>0</b>	<b>100%</b>
<b>Total electricity (grid + non grid)</b>	<b>562</b>	<b>0</b>	<b>100%</b>
Percentage of residual electricity consumption under operational control	100%		
<b>Residual electricity consumption under operational control</b>	<b>0</b>	<b>0</b>	
Scope 2	0	0	
Scope 3 (includes T&D emissions from consumption under operational control)	0	0	
<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>100.00%</b>
<b>Mandatory</b>	<b>0.00%</b>
<b>Voluntary</b>	<b>100.00%</b>
<b>Behind the meter</b>	<b>0.00%</b>
<b>Residual scope 2 emissions (t CO2-e)</b>	<b>0.00</b>
<b>Residual scope 3 emissions (t CO2-e)</b>	<b>0.00</b>
<b>Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)</b>	<b>0.00</b>
<b>Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)</b>	<b>0.00</b>
<b>Total emissions liability (t CO2-e)</b>	<b>0.00</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) 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	562	562	410	34	0	0
SA	0	0	0	0	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>562</b>	<b>562</b>	<b>410</b>	<b>34</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>562</b>					

Residual scope 2 emissions (t CO2-e)	0.41
Residual scope 3 emissions (t CO2-e)	0.03
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	0.00
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	0.00
<b>Total emissions liability (t CO2-e)</b>	<b>0.00</b>

### 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 CO2-e)
Suite 35, Level 35 - Tower 1 Barangaroo Barangaroo office use 3 days/week	562	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.		

## 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
Refrigerants	Immaterial

### Data management plan for non-quantified sources

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

## 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.

Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
N/A	Y / N	Y / N	Y / N	Y / N	Y / N	<p><b>Size:</b> e.g., The emissions source is likely to be between X and Y t-CO<sub>2</sub>-e, which is not large compared to the total emissions from electricity, stationary energy and fuel emissions (Z t-CO<sub>2</sub>-e).</p> <p><b>Influence:</b> e.g., We do not have the potential to influence the emissions from this source, including by shifting to a different lower-emissions supplier for our business.</p> <p><b>Risk:</b> e.g., There are no relevant laws or regulations that apply to limit emissions specifically from this source, the source does not create supply chain risks, and it is unlikely to be of significant public interest.</p> <p><b>Stakeholders:</b> e.g., Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business.</p> <p><b>Outsourcing:</b> e.g., We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.</p>



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