



PUBLIC DISCLOSURE STATEMENT

BASTION AGENCY GLOBAL PTY LTD


**ORGANISATION CERTIFICATION
CY2024**

Australian Government
Climate Active
Public Disclosure Statement



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Bastion Agency Global Pty Ltd T/A Bastion
REPORTING PERIOD	1 January 2024 – 31 December 2024 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></p>
	Edwina Webb GM People & Culture 24 February 2026



Australian Government
**Department of Climate Change, Energy,
the Environment and Water**

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Version 9.1.



1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	983 tCO ₂ -e
CARBON OFFSETS USED	100% VCUs
RENEWABLE ELECTRICITY	37.31%
CARBON ACCOUNT	Prepared by: Pangolin Associates
TECHNICAL ASSESSMENT	CY2024 Pangolin Associates Next technical assessment due: CY2027 report

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2. CERTIFICATION INFORMATION

Description of organisation certification

This inventory has been prepared for the calendar year from 1 January 2024 to 31 December 2024 and covers the Australian business operations of Bastion Agency Global, ABN 32 654 237 304.

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 excludes any international offices, and this includes the following locations and facilities, many for varying occupancy durations:

- Level 2, 862–874 Elizabeth St, Waterloo, NSW 2017
- 194 Varsity Parade, Varsity Lakes, QLD 4227
- 18a/64 Balmain St, Cremorne, VIC 3121
- The Factory, 36 Warry St, Fortitude Valley, QLD 4006
- Hub Civic Quarter, Level 1, 68 Northbourne Avenue, Canberra, ACT 2600

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

- Climate Active Standards
- 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.

The greenhouse gases considered within the inventory are those that are commonly reported under the Kyoto Protocol; carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O) and synthetic gases - hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) sulphur hexafluoride (SF₆) and nitrogen trifluoride (NF₃). These have been expressed as carbon dioxide equivalents (CO₂-e) using relative global warming potentials (GWPs).

Note that the services provided by Bastion Agency Global in CY2024 are not included in the certification.

Organisation description

Bastion Agency Group is an independently owned Marketing and Communications business consisting of 10 business divisions all offering specialist communication solutions – including PR, Corporate Communications, Digital, Sponsorship and Events, Creative, Content, Research Data and Insights. For close to 12 years, we have built Bastion to be the Agency that puts its people, its brand partners and organisation in a position of strength.

We are Australia's largest Independent Agency network and have 220 permanent staff across Melbourne and Sydney. The Bastion offices are located at Level 2, 862-874 Elizabeth St, Sydney 2017 NSW, Melbourne 3121 VIC, 194 Varsity Parade, Varsity Lakes, QLD 4227, 18a/64 Balmain St, Cremorne, VIC 3121, The Factory, 36 Warry St, Fortitude Valley, QLD 4006, and Hub Civic Quarter, Level 1, 68 Northbourne Avenue, Canberra, ACT 2600.

Bastion Agency Global Pty Ltd- ABN: 32 654 237 304 includes Bastion Collective Australia Pty Ltd - ABN: 64 637 830 589 and AU Bastion Pty Ltd – ABN: 21 652 286 407

The following subsidiaries are thus included within this certification:

Legal entity name	ABN
Bastion Agency Global Pty Ltd (parent company)	32 654 237 304
Bastion Collective Australia Pty Ltd	64 637 830 589
AU Bastion Pty Ltd	21 652 286 407

3.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
Carbon neutral products and services
Cleaning and chemicals
Electricity
Food
ICT services and equipment
Office equipment and supplies
Professional services
Refrigerants
Stationary energy and fuels (natural gas)
Transport (air)
Transport (land and sea)
Waste
Water
Working from home

Non-quantified

Stationary energy and fuels (base building)¹

Outside emission boundary

Excluded

N/A

¹ For all facilities except for Melbourne. Melbourne Office natural gas usage is a carbon neutral product and has no emissions associated with it.

4. EMISSIONS REDUCTIONS

Climate and Sustainability Commitment Update

Achieving Climate Active certification for another consecutive year in CY24 has reaffirmed Bastion's leadership, innovation, and enduring commitment to a more sustainable future. With over 220 Australian-based staff, this achievement reflects a shared sentiment across our clients, partners, and people. Bastion exists to put brands, organisations and people in a position of strength and our ongoing commitment to Climate Active is integral to this.

As one of Australia's largest independent agency networks, we remain steadfast in our mission to become a certified carbon-neutral organisation. Our CY24 application to Climate Active continues to demonstrate measurable action on climate, with a strong focus on reducing emissions across our operations.

Ongoing certification requires Bastion not only to calculate and offset emissions, but to prove a consistent, strategic approach to operational emissions reduction, especially as our business expands and enters new markets.

In CY24, these goals were further supported by internal engagement programs aimed at fostering cultural and behavioural change across the organisation—ensuring sustainability is embedded in both our operations and our people.

Emissions reduction strategy

Bastion commits to reducing Scope 1, 2 & 3 emissions by 40% by 2030, from a 2021 base year.

Scope 1:

- The organisation has minimal Scope 1 emissions. No further action can be taken to reduce this.

Scope 2:

- Bastion now procures GreenPower in our Melbourne Facility. We do not have direct control over the energy provider in our remaining offices. However, we commit to entering discussions with the relevant stakeholders, at least annually, to express our desire for renewable energy procurement.

Scope 3:

- **Business travel** is a major contributor to our emissions, and an integral part of our business operations. Our business travel emissions have risen in CY2024, compared to CY2023. This is a result of entering into new markets, having staff in 4 states and territories, and clients and events across the country. We commit to reviewing our internal travel policies and procedures and formalising a policy that requires staff, where reasonable, to travel in economy class and offset their flights at the point of purchase. This review will be completed and implemented by CY2026.
- **Procurement policy & supplier engagement:** Third party suppliers such as professional and ICT services comprise a major part of our emissions inventory. Whilst it is difficult to enforce, environmental and climate-related considerations will be included in our supplier agreements, which requires suppliers to implement their 'best endeavours' regarding sustainable practices.
- **Staff engagement:** We recognise the importance of behavioural change in our broader team environment, in order to enact real change. Bastion is committed to supporting our internal Sustainability Committee, and facilitating annual events and initiatives such as Sustainability Week.

Emissions reduction actions

Bastion has currently achieved a reduction of 15% compared to CY2021. This reduction is a result of continued engagement across the organisation. Bastion implemented the following actions during CY2024 to further reduce emissions:

Electricity: 100% GreenPower was procured in our Melbourne Office from June 2024. Moreover, we have continued to encourage power saving practices throughout the office to reduce our overall energy consumption.

National Sustainability Committee: The committee has been active across all locations in CY2024, reporting directly to the Executive, sharing progress during quarterly All Staff Town Halls. Events included:

- Sustainability Week
- National Recycling Week
- Plastic Free Agency campaign

Plastic Free July: Featured public staff pledges and distribution of reusable keep cups and bottles to reduce single-use plastics.

Property Services: Transitioned to cleaners with stronger environmental practices in Sydney, following Melbourne's switch at the end of CY23. The cleaners implement practices such as reusable microfibre cloths instead of paper towels, energy efficient equipment and a reduction in harmful chemical use by using environmentally safe products. This action reflects our focus on both sustainability and cost-efficiency.

Commuting Campaigns: We acknowledge that staff commuting is difficult to influence, yet it accounts for approximately 11% of our total emissions. During CY2024, awareness campaigns promoted walking, cycling, and carpooling to work.

Business Travel: We have reduced Taxi usage, and have instead moved all transport onto to Uber Rideshare. Where practical, we also ask all staff to chose Uber Green.

Waste Management: Cleanouts continued in Melbourne and Sydney across CY2024, and this likely increased landfill temporarily, but paper reduction, recycling, and composting remain focus areas.

IT Services and Equipment: New equipment purchased in 2023 has increased energy efficiency in our operations. We have ensured that all equipment is set up with power-efficient configurations. We also ensure that our server room temperatre is maintained at 23°c, to reduce energy consumption.

Staff Supplies: Bastion has continued to deliberately choose goods with environmentally friendly packaging, which will continue into CY25.

Looking Ahead

Bastion continues to evolve its sustainability strategy with purpose and clarity. Through a combination of operational improvements, cultural initiatives, and forward-looking partnerships, we are setting the foundation for deeper impact in CY25 and beyond.

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:	2021	1,161.34	N/A
Year 2:	2022	2,204.06	N/A
Year 3:	2023	1,386.45	N/A
Year 4:	2024	982.93	N/A

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
Electricity (market-based method, scope 2)	227.90	99.74	The Melbourne Office procured 100% GreenPower from June 2024, reducing the overall Scope 2 emissions.
Electricity (market-based method, scope 3)	375.96	105.85	The year-on-year decrease in Scope 3 electricity emissions for CY2024 is mainly the result of improved data availability and a refinement of reporting boundaries and methodologies. In CY2023, limited site-specific information meant that a conservative approach was taken, assuming all locations consumed both third-party and tenancy-controlled electricity. For CY2024, with better visibility into individual site arrangements, tenancy-controlled electricity and base building electricity were combined into a single calculation using the Commercial Building Baseline Study, which provides whole-building intensity metrics.
Short economy class flights (>400km, ≤3,700km)	163.03	306.72	More domestic flights taken in CY2024 for inter-state travel by employees, as well as improved data collection in CY24.

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

Certified brand name	Product/Service/Building/Precinct used
Hub Australia	Professional Services
Pangolin Associates	Consulting Services
Origin Energy	Opt-in Natural Gas Product

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 ₂ -e)	Scope 2 emissions (tCO ₂ -e)	Scope 3 emissions (tCO ₂ -e)	Total emissions (t CO ₂ -e)
Accommodation and facilities	0.00	0.00	11.77	11.77
Cleaning and chemicals	0.00	0.00	11.22	11.22
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Electricity	0.00	99.74	105.85	205.59
Food	0.00	0.00	10.93	10.93
ICT services and equipment	0.00	0.00	103.43	103.43
Office equipment and supplies	0.00	0.00	5.11	5.11
Professional services	0.00	0.00	97.21	97.21
Refrigerants	0.10	0.00	0.01	0.11
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	360.17	360.17
Transport (land and sea)	0.00	0.00	117.44	117.44
Waste	0.00	0.00	24.39	24.39
Water	0.00	0.00	6.62	6.62
Working from home	0.00	0.00	28.96	28.96
Total emissions (tCO₂-e)	0.10	99.74	883.08	982.93

Uplift factors

N/A

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)	983	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
Bundled Wind Power Project in Tamilnadu, India, co-ordinated by Tamilnadu Spinning Mills Association (TASMA-V2)	VCU	Verra Registry	28/07/2025	9064-64816328-64817319-VCS-VCU-508-VER-IN-1-1353-01012017-31122017-0	2017	992	0	9	983	100%
Offset Totals:						992	0	9	983	100%

Renewable Energy Certificate (REC) summary

N/A

APPENDIX A: ADDITIONAL INFORMATION

N/A

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**.

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	67,842	0	19%
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)	66,594	0	18%
Residual Electricity	225,921	205,588	0%
Total renewable electricity (grid + non grid)	134,436	0	37%
Total grid electricity	360,356	205,588	37%
Total electricity (grid + non grid)	360,356	205,588	37%
Percentage of residual electricity consumption under operational control	55%		
Residual electricity consumption under operational control	123,135	112,053	
Scope 2	109,604	99,740	
Scope 3 (includes T&D emissions from consumption under operational control)	13,531	12,314	
Residual electricity consumption not under operational control	102,785	93,535	
Scope 3	102,785	93,535	

Total renewables (grid and non-grid)	37.31%
Mandatory	18.48%
Voluntary	18.83%
Behind the meter	0.00%
Residual scope 2 emissions (t CO₂-e)	99.74
Residual scope 3 emissions (t CO₂-e)	105.85
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	99.74
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	105.85
Total emissions liability (t CO₂-e)	205.59
<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	
		(kWh)	Scope 2 Emissions (kgCO ₂ -e)	Scope 3 Emissions (kgCO ₂ -e)	(kWh)	Scope 3 Emissions (kgCO ₂ -e)
Percentage of grid electricity consumption under operational control	65%					
NSW	96,706	62,869	42,751	3,143	33,837	24,701
VIC	247,840	161,123	127,287	11,279	86,718	74,577
QLD	15,810	10,278	7,503	1,542	5,532	4,868
Grid electricity (scope 2 and 3)	360,356	234,270	177,541	15,964	126,086	104,146
NSW	0	0	0	0		
VIC	0	0	0	0		
QLD	0	0	0	0		
Non-grid electricity (behind the meter)	0	0	0	0		
Total electricity (grid + non grid)	360,356					

Residual scope 2 emissions (t CO ₂ -e)	177.54
Residual scope 3 emissions (t CO ₂ -e)	120.11
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	177.54
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	120.11
Total emissions liability	297.65

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		
<p><i>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.</i></p>		

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)
N/A	0	0
<p><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></p>		

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
Stationary energy and fuels (stationary fuel use for equipment on-site)	Immaterial in CY2024 ⁺

* For all facilities except for Melbourne. Melbourne Office natural gas usage is a carbon neutral product and has no emissions associated with it.

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.

Excluded emissions sources summary

N/A



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