



PUBLIC DISCLOSURE STATEMENT


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

**ORGANISATION CERTIFICATION
FY2024-25**

Australian Government
Climate Active
Public Disclosure Statement

Fuller



NAME OF CERTIFIED ENTITY	Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication
REPORTING PERIOD	Financial year 1 July 2024 – 30 June 2025 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>Will Fuller Managing Director 2/6/26</p>



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

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Version 10.



1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	57 tCO ₂ -e
CARBON OFFSETS USED	58% ACCUs, 42% VERs
RENEWABLE ELECTRICITY	N/A
CARBON ACCOUNT	Prepared by: Sustainable Business Consultants
TECHNICAL ASSESSMENT	N/A – Small organisation

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2. CERTIFICATION INFORMATION

Description of organisation certification

This organisation certification is for the 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 sixth year of certification.

Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication services are not included as part of the certification however many of the carbon emissions associated with the services are included in this organisation certification.

This Public Disclosure Statement includes information for the FY2024-25 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 new practitioners in Sydney. This facility is included in Fuller's carbon emissions boundary.

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 [B Corp 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
Carbon neutral products and services
Cleaning services
Electricity
Food
ICT services and equipment
Camera and video equipment
Machinery and vehicles
Office equipment and supplies
Professional services
Postage and courier
Stationary energy and fuels
Transport (air)
Transport (land)
Waste
Water
Working from home

Non-quantified

Refrigerants

Outside emission boundary

Excluded

N/A

4. EMISSIONS REDUCTIONS

Emissions reduction strategy

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 tCO₂-e

2020-2021 **increase** of 7.51 tCO₂-e

2021-2022 **reduction** of 13.59 tCO₂-e

2022-23 **increase** of 7.56 tCO₂-e

2023-24 **reduction** of 11.15 tCO₂-e

2024-25 **increase** of 4.34 tCO₂-e

As we are not currently on track to meet our target, our strategy will be reviewed in the coming reporting period and updated in the next report.

What were the changes in 2024-25?

In 2024-25 we saw decreases across transport fuel (-37%) due to fewer company vehicles in the fleet, electricity use reduced by 17% and staff commuting fuel consumption by -5% due to a reduction in headcount.

Due to a change in administration personnel, company flights were booked without purchasing carbon offsets, which resulted in flights increasing by 235%. Advertising and legal (professional fees) were up due to a greater need for these services in the last 12 months and water consumption was up due to a leak in the garden.

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 this year has been adjusted from the original strategy in 2021-22 based on the largest emission sources in the past year and areas we can impact most.

1. Land travel (including staff commuting and company vehicle fuel)
2. ICT services and equipment
3. Waste
4. Professional services
5. Working from home (energy use)

Reduction strategies

Land Travel (Scopes 1 and 3)

- Roll over the final company vehicle to electric or hybrid.
- Continue education and encouragement to choose green ubers

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.

Working from home (Scope 3)

Continue offering staff education about reducing electricity consumption when working from home.

Water (Scope 3)

Audit watering system in the garden and put the watering App on administration phones so this is not reliant on the Founder who is not in the Adelaide office very often.

Transport air (Scope 3)

Provide education to all staff who book flights in the importance of purchasing carbon offsets.

We will also continue to focus on reducing waste to landfill.

Emissions reduction actions in 2024-25

- Holding each other accountable for carbon reduction actions through the establishment of a weekly "carbon neutral pledge" by one staff member each week at our team meeting. Some of the pledges given have included cold showers, no takeaway lunches, catching public transport.
- The introduction of novated leasing for staff, encouraging them to purchase an electric vehicle on their next vehicle purchase.
- Ongoing discussion about choosing "green" ubers for company transport.
- Ongoing measurement of waste and education of "which bin" for rubbish.
- Training in Climate Active work practices delivered to all new employees as part of their induction.

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
Year 6:	2024-25	53.41	56.07

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
N/A			

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

Certified brand name	Product/Service/Building/Precinct used
AGL	Carbon neutral electricity
Qantas	Opt-in carbon neutral flights
Virgin	Opt-in carbon neutral flights

Emissions summary

	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 (tCO ₂ -e)
Accommodation and facilities	0.00	0.00	1.32	1.32
Cleaning and chemicals	0.00	0.00	1.44	1.44
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Electricity	0.00	1.25	0.17	1.42
Food	0.00	0.00	0.85	0.85
Horticulture and agriculture	0.00	0.00	0.00	0.00
ICT services and equipment	0.00	0.00	3.02	3.02
Machinery and vehicles	0.00	0.00	1.96	1.96
Office equipment and supplies	0.00	0.00	0.08	0.08
Postage, courier and freight	0.00	0.00	0.47	0.47
Professional services	0.00	0.00	7.97	7.97
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	4.02	4.02
Transport (land and sea)	3.18	0.00	14.79	17.96
Waste	0.00	0.00	3.58	3.58
Water	0.00	0.00	4.40	4.40
Working from home	0.00	0.00	4.91	4.91
Grand Total	3.18	1.25	48.98	53.41

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	2.67
Total of all uplift factors (tCO ₂ -e)	2.67
Total emissions footprint to offset (tCO₂-e) <i>(total emissions from summary table + total of all uplift factors)</i>	56.07

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)	33	58%
Verified Emissions Reductions (VERs)	24	42%

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
South Australian Conservation Alliance - Site #2	ACCU	ANREU	28/10/2024	9,017,639,474-9,017,639,525	2024-25	52	19	0	33	57.89%
GS1247 VPA 82 Lango Safe Water Project	VER	Gold Standard Impact Registry	12/12/2025	GS1-1-UG-GS5196-16-2021-24810-1114-1213	2021	100	0	76	24	42.10%
Offset Totals:						152	19	76	57	100.00%

Co-benefits

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.

Lango Safe Water Project, Uganda

The first ever **Gold Standard-certified gender responsive credits** have been created by the Lango Safe Water Project. 'Gender Responsive' projects take a pro-active approach to promoting and implementing gender equality practices in the community where the project is based.

In Lango, access to safe water is a major challenge; boreholes to access groundwater often fall into disrepair due to a lack of funding or training for their maintenance. Having no safe water access forces communities to use unsafe sources such as streams to get their water and boil to make it safe. To boil the water, communities collect and burn firewood, which places greater pressure on dwindling forests and produces CO2 emissions. It also creates a burden for women and children, who typically spend hours every day collecting firewood and water. Even so, so waterborne diseases continue to afflict the community.

Project Impacts and Benefits

This is the first project to be certified under the Gold Standard's Gender Responsive Framework which means that the project has been rigorously assessed to reduce gender inequality.

Since project implementation in 2019 the project has delivered the following impacts:

- 50,000 tonnes of CO2 emission reductions per year
- 40,000 individuals now enjoy clean water access, reducing the incidence of waterborne illness
- Nearly 4 hours saved per week for collecting water per household, which is a 19% improvement from the baseline, saving mostly women and young girls time
- Reduced school absenteeism due to less exposure to waterborne disease and less time spent collecting water

Gender Equality Impacts:

- The local Water Resource Committee now has almost equal female to male representation, with 46% female to 54% male
- Reported incidents of domestic violence related to water collection have dropped to zero, compared to 35% prior to the project start
- 100% of the surveyed water users spend the time saved on domestic work, as well as income generating activities (99%) and social / leisure activities (94%).

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A

APPENDIX A: ADDITIONAL INFORMATION

Evidence of retirement of SA Conservation Alliance ACCUs.

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 renewable electricity generated	0	0	0%
Total non-grid renewable 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)	369	0	1%
Residual electricity	30,084	27,677	0%
Total renewable electricity (grid + non grid)	369	0	1%
Total grid electricity	30,453	27,677	1%
Total electricity (grid + non grid)	30,453	27,677	1%
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	30,084	27,677	
Scope 2	26,487	24,368	
Scope 3 (includes T&D emissions from consumption under operational control)	3,597	3,309	
Residual electricity consumption not under operational control	0	0	
Scope 3	0	0	

Total renewables (grid and non-grid)	1.21%
Mandatory	1.21%
Voluntary	0.00%
Behind the meter	0.00%
Residual scope 2 emissions (t CO₂-e)	24.37
Residual scope 3 emissions (t CO₂-e)	3.31
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	1.34
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	0.18
Total emissions liability (t CO₂-e)	1.53

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	92%	(kWh)	Scope 2 Emissions (kgCO ₂ -e)	Scope 3 Emissions (kgCO ₂ -e)	(kWh)	Scope 3 Emissions (kgCO ₂ -e)
NSW	2,028	1,886	1,245	75	142	99
SA	28,425	26,435	6,080	1,322	1,990	557
Grid electricity (scope 2 and 3)	30,453	28,321	7,325	1,397	2,132	656
NSW	0	0	0	0		
SA	0	0	0	0		
Non-grid electricity (behind the meter)	0	0	0	0		
Total electricity (grid + non grid)	30,453					

Residual scope 2 emissions (t CO ₂ -e)	7.32
Residual scope 3 emissions (t CO ₂ -e)	2.05
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	1.24
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.17
Total emissions liability (t CO₂-e)	1.42

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
<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>		

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	28,425	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
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

N/A



An Australian Government Initiative

