

Australia's leading not-for-profit organisation, promoting sustainable technology and practice in order to protect our environment



Alternative Technology Association Annual Report 2010/2011

President's Message

It's fair to say that sustainability has played second fiddle to the economy over the past year. Concerns about utility prices and the delicate state of the Australian economy have (amongst other issues) preoccupied our political debates and media commentators. Sustainability fell from one of the most, to least talked about topics amongst the general public. What has regularly been lost in these debates is that many of the sustainability solutions that ATA promotes can play a meaningful role in protecting householders from higher utility prices.

This distraction from meaningful sustainability has had an impact on ATA's financial position over 2010–11. We had planned to continue to build the capacity of the organisation, but instead found ourselves impacted by a range of factors, some of which were beyond our control. We are a diverse organisation and that diversity has its risks and benefits at different times.

We should be confident that our publications and services have never been better. This is reflected in continued growth in our readerships and membership. ATA branches are blooming all around the country. The ATA staff, the board and all the branch volunteers and conveners have never worked harder.

The role of innovation—something ATA members do so well—has never been more required. We need to find new and creative ways to reduce our use of water and electricity and use it more efficiently. Just as importantly the ATA team are seeking innovative ways to share the experiences of our members, and make sure our learnings can help the general public understand the many benefits of adopting what may once have been alternative technology, into their daily lives.



A handwritten signature in black ink, appearing to read 'Kane Thornton'.

Kane Thornton
ATA President

CEO's Message

The 2010-11 Financial Year saw ATA achieve many of our objectives, increase our influence and grow as an organisation, but also provided substantial challenges financially and asked us questions about how we should operate in the future.

In July 2010 we embarked on the first year of a five year strategy to:

- Strongly grow our reach and impact,
- By increasing membership and magazine distribution, developing new partnerships and relationships,
- While investing in our people, processes and systems, and
- Maintaining financial sustainability to support this objective.

While we made strong steps towards the first three of these objectives, we have not achieved our profit target, and have taken a range of decisions to help ensure more sustainable financial returns in the future.

We achieved a lot in 2010-11...

During the year we substantially grew our membership and subscription base and increased our media profile, engaging more people deeply and influencing state and national policy more strongly to support sustainability. *ReNew* and *Sanctuary* magazines each grew their subscriber base and consolidated their position in the marketplace, while continuing to grow and adapt in terms of presentation, design and content. We achieved more than 200 media "hits" this year, a testament to both the work of our staff and the quality of the material we had to offer.

Our redesigned membership structure now allows for a 2-star membership where a member elects to receive both magazines, and this option has proved exceptionally popular with both new and renewing members. Our Branches grew substantially in number and level of activity, a real testament to the hard work of our branch committees.

Our policy work continued strongly across the year, and we were recognised as an important voice through our appointment to a wide range of government consultative panels and working groups at both local and national levels. We campaigned strongly for a range of policy issues including: support of a carbon price, better design of Feed-in Tariffs across the country, policy recognition of water savings, consideration of remote and off-grid power supplies in network augmentation, and better design and rollout of smart meters.

Our project work grew in its scope and we worked with a wide range of excellent partners such as Green Cross Australia and mecu, and for a range of clients including many local governments. Our commitment in Timor L'Este continued to deliver sustainable outcomes to over 400 new households and a number of communities, while we also completed our AusAID funded Solar Power Training Project and saw 24 East Timorese students graduate.

But the climate isn't easy...

However, the 2010-11 financial year saw a flattening in newsagency sales from record sales the previous year, an issue which has affected all publishers since the global financial crisis but which we had been largely insulated from to date. The ongoing global financial uncertainty coupled with a seasonal drop in donations (with an understandable shift to disaster relief funds after floods and fire) and a massive uncertainty in the national policy space (leading to reduced investment in community activity in sustainability by governments) has led to us

making a substantial loss in the year.

The issues we are facing are not specific to ATA: other environmental not-for-profits are currently experiencing a significant downturn in support from state and federal governments—whether in terms of a reduction in project expenditure, such as we have felt, or more direct targeted cuts where governments have taken a policy decision to remove support.



So we need to look carefully at how we do what we do...

During the year we took a range of steps to identify and respond to these pressures, reducing expenditure and examining alternative funding sources. We looked at all of our costs, including staff, printing and publishing costs, and how we could reduce these or defer expenditure, and we looked at potential new income streams.

By the second half of the year we had drawn some key conclusions about how we should operate in the future:

- While ATA is an organisation blessed with a diverse range of income streams, which will tend to balance out on an annual basis, we will get years where the "perfect storm" sees us under pressure—we need to get better at identifying financial risks and responding quickly;
- The ATA has a clear niche in a confused political situation and as policy debates become intractable: getting on with practical and people-based solutions and representing the interests of those who want to take practical action;
- Two immediate opportunities exist which we should grasp firmly: developing our online and e-capacity, offering new avenues for people to access our high quality information; and working as a partner with the level of government closest to people—local government;
- Developing a relationship with the philanthropic world (corporate donors and philanthropic trusts) presents a great opportunity for ATA but will take time to develop; and
- While we've taken big strides in developing our project management systems, we need to strengthen these even further, both in terms of how we price ourselves and how we monitor our project activities.

We have prepared a balanced budget for 2011-12 but we would expect to exceed the cautious revenue targets we have set and therefore return to profitability this year. Budgets from 2012-13 will be set to generate surplus and build our retained earnings, and allow us to keep doing what we want to do: helping people to live more sustainably.

And finally ...

I would like to thank ATA's talented and dedicated staff, the ATA Board who have been a great source of guidance and support, and of course most importantly our members and supporters, for all your hard work this year.

The year ahead will be a challenging and hard working one. However, ATA has the right mix of dedicated membership, a talented staff group and insightful governance which will see us through.

Ian Porter
ATA CEO

About the ATA

ATA was established in 1980 to help facilitate the transfer of knowledge and information on sustainable technologies and practices. As a membership-based organisation, ATA has evolved to connect a network of people making sustainable technology and lifestyle choices in their own homes.

Today, ATA has over 11,000 members and subscribers and thirteen volunteer branches in Australia and New Zealand.

ATA's Vision

Communities which grow and prosper in balance with natural ecosystems, living sustainably through the improved use of technology and practices to better manage our natural resources.

ATA's Mission

ATA exists to connect, inspire and assist people to make sustainable choices in their homes and communities.

ATA's Five year aspirations

- ATA is a highly trusted and sought after source of knowledge, expertise and inspiration on emerging sustainable technologies and practices for households
- ATA provides high-value services to a growing network of members and branches, and greater avenues for member engagement. ATA will continue to increase the demand for our products and services; already reflected in growing memberships, magazine sales, project revenue and product sales.
- ATA will represent the interests of members and households by actively advocating for stronger policy and action on sustainable technologies and practices.
- ATA will continue to grow and maintain a strong network of partner organisations including government, NGOs, educational institutions, community groups, thought leaders and key influencers.
- ATA cultivates a positive and enjoyable working environment, is well managed, financially independent and secure.



“ATA exists to connect, inspire and assist people to make sustainable choices in their homes and communities.”



Sustainability Report

The ATA walks the talk by ensuring that our own practices and operations are sustainable. We are continually researching, reassessing and improving our operations to minimise our environmental footprint. Here are some of the activities the ATA undertakes at our rented office in Melbourne.

Waste

All food waste is composted. Paper, glass, cardboard, plastic containers, aluminium are recycled. Any electronic waste is responsibly disposed off through Green PC reuse of computers or Byteback recycling. Polystyrene packaging is also recycled. Recycled bags are offered to customers who make purchases at the ATA office.

Transport

Any air travel emissions are offset with Climate Positive, who offset primarily in renewable energy projects throughout the developing world which are accredited under internationally recognised accreditations such as the Voluntary Carbon Standard. For vehicle use ATA uses the GoGet carshare company for transportation of stock and any other ATA purposes that require a vehicle.

The ATA office is conveniently located in the CBD with staff using public transport, riding a bike or walking to work.

Office Supplies and Equipment

We choose fair trade products for kitchen supplies such as tea, coffee and sugar. We purchase 100% post consumer waste toilet paper.

Any new office equipment including printers and computers are chosen based on their energy consumption, consumables and recyclability. We are in the process of phasing out our PCs to ultra-low power 'nettop' style computers, thus greatly reducing computer energy use.

Energy

ATA purchases 100% GreenPower for its office electricity use. ATA's solar workshop at CERES Environmental Park in East Brunswick has a solar power system that feeds green energy back in the mains electricity grid.

We have worked with our landlords to refit the lighting in the office. The original fluorescent uplights were replaced with nine down-facing twin-tube T5 fittings. This resulted in the same lighting levels while reducing lighting loads by around 70%.

Our rented office has active heating and cooling systems with openable windows and fans which can be zoned.

Paper and Printing

All office documents and brochures are printed on recycled stock using vegetable-based inks. We minimise the amount of office copy paper used and look into e-marketing options and use of email instead of paper products for promotions.

For the printing of the magazines we choose printing companies that use best practice ISO14001 Environmental Management System and print on Forestry Stewardship Council (FSC) stock using vegetable-based inks.



ATA's Solar Workshop at the CERES Environmental Park, Brunswick Victoria, produces solar power that is fed back into the mains electricity grid.

2010/2011 Highlights

Price on carbon and action on climate change

With the Australian Government again trying to enact a price on carbon at a national level, ATA kept close watch of the unfolding policy process during the early part of 2011. We utilised our solid media presence to demonstrate our support for pricing carbon as the most effective policy mechanism available to government to begin to turn around Australia's burgeoning carbon footprint.

A carbon price is good news for ATA members as it starts to make emission intensive activities, such as coal-fired electricity, more expensive, and over time will level the playing field between these emission intensive activities and the sorts of low emissions technologies and investments that are the bread and butter of ATA members.

National Feed-in tariff survey & PV Pay-back times

ATA, in conjunction with RMIT University, completed a detailed assessment of the terms and conditions of feed-in tariff offers by all electricity retailers around Australia. The survey provides a great guide to any new solar or wind household looking to connect to the grid and take advantage of the various feed-in tariff offers in place.

ATA also undertook research to estimate the pay-back time for solar photovoltaic systems in each state based on available feed-in tariffs and the available Small Technology Certificates (STCs) under the Federal Government's Renewable Energy Target (RET).

Build It Back Green: post-disaster rebuilding

ATA worked with Green Cross Australia to develop the *Build it Back Green* website to help Victorian communities recovering from the Black Saturday bushfires to build their homes back in an affordable and sustainable manner.

ATA was the content partner and provided the information on sustainable building products, services and rebates to rebuild and retrofit homes and community facilities. As other extreme weather events occur around Australia, this website will grow. As stories are shared and knowledge gained this website will help make rebuilding sustainably the norm.

Power options in bushfire risk and remote areas

ATA was appointed by the Victorian State Government as the technical advisor for stand alone power systems (SAPS) as part of the Bushfire Powerline Safety Taskforce. ATA advised Government on the financial, environmental and safety costs and benefits of SAPS versus expansion of the electricity grid.

Tankulator: online rainwater tank tool

The ATA received support from the Victorian Government's Sustainability Fund, managed by Sustainability Victoria, to develop the innovative online rain harvesting tool, which will calculate personalised recommendations for households all over Australia. People wanting to buy a tank or those wanting to expand on their current system will get a better match between their harvesting capability and water demand with the help of the Tankulator. Tankulator was developed over the last year and will be launched in September 2011.

ReNew: technology for a sustainable future magazine

ReNew provided more digital updates to its growing online audience via the *ReNew* website, e-bulletins and social media, keeping readers informed between issues. Subscribers embraced electronic subscriptions with hundreds



ATA worked with Green Cross Australia to develop the *Build it Back Green* website to help Victorian communities recovering from the Black Saturday bushfires

opting to receive digital rather than print copies.

Magazine content focussed on the issues facing householders when it comes to energy saving at home, with a best practice solar installation guide in *ReNew 114* advising consumers how to make a good investment in rooftop solar. And *ReNew* continued to profile Australia's sustainability pioneers, this year unearthing Australia's top landlord in its Green Landlord Awards.

Subscriptions continued to grow thanks to high-value giveaways such as solar hot water and solar power systems.

Sanctuary: modern green homes magazine

In 2010/11 *Sanctuary's* subscriber base continued to grow while newsagency sales remained strong. We introduced a cover price increase—the first one in the magazine's history—to increase profitability of the magazine and to allow the transition to premium uncoated stock, much requested by the magazine's loyal readership.

New sections were added to the magazine, including the very popular Design Workshop, a series that allows readers to send in their home plans to be critiqued by industry experts, as well as a reviews and ATA page, highlighting organisational initiatives of interest to the readership.

The ATA has grown online and e-bulletin advertising for both *Sanctuary* and *ReNew* magazine as a new revenue stream and one that's more responsive than print to customer's short-term needs.

Smart Meters

ATA was again a major contributor to the national smart meter debate as the national consumer representative on the Steering Committee of the National Smart Meter Program, helping to develop regulatory, technical and energy market frameworks for the implementation of smart meters around the country.

ATA worked hard to ensure that consumer issues were given sufficient consideration, as the steering committee was dominated by industry representatives such as electricity retailers and distributors.

Victoria has already commenced rolling out smart meters so ATA conducted a significant amount of advocacy toward the Victorian State Government and the Australian Energy Regulator. ATA has concerns about the design and implementation of the rollout, including the inability of consumers to access a

number of the benefits of the meters at a reasonable cost, while distributors continue to charge high prices for the infrastructure and associated services.

Renewable energy/energy efficiency consultancies

With its in-house technical and financial experts, the ATA has been an independent technical advisor to numerous organisations.

- ATA undertook a technical and economic analysis of the feasibility of a medium-scale solar electricity and solar hot water project in the Sorrento area. The project was for the Mornington Peninsula Shire Council and involved around 200 commercial and residential properties.
- ATA advised Willoughby and eight partner councils in North Sydney on the selection of preferred suppliers for solar power, solar hot water, lighting, heat pumps and rainwater tanks for their consumer-focused 'Climate Clever Shop'.
- ATA independently reviewed and advised the Mornington Peninsula Shire on the top seven tender submissions to become the council's preferred solar supplier.
- ATA independently reviewed and advised Stonnington City Council on over 20 tender submissions for a 40kW solar power installation for the council depot, including grid connection process and tariff implications.
- Country Racing Victoria (CRV) engaged the ATA to do a detailed energy audit of 30 of its 60 racing venues across regional Victoria. ATA delivered recommendations to CRV, including the potential for energy efficiency and on-site renewable electricity generation, as well as behaviour, billing and tariff management that will see venues significantly cut their electricity costs.

Wind Energy Projects

ATA continues to respond to a wide-ranging and growing number of enquiries on small and medium scale wind. During 2010/2011 ATA in collaboration with the Institute for Sustainable Futures and Northern Sydney Institute of TAFE developed and piloted a wind turbine site assessment course with funding from the NSW Government. ATA is also working closely with the Clean Energy Council to develop training for accreditation of small scale wind turbine installers and site assessors.

ATA also provided technical analysis of potential wind projects including:

- On-site wind monitoring and wind energy resource evaluation for Sunshine Energy Park (funded by Brimbank Council).
- Pre-feasibility site assessments of potential co-operatively-owned wind farm sites (various projects).
- Advising Melton Council how to efficiently identify small to community-scale wind project sites based on mapping, GIS and other information.

Promoting renewable energy in East Timor

ATA's International Projects Group (IPG) has grown during the last six years, diversifying from its original focus on installation of small to medium size solar PV arrays and adding a raft of projects under its broad 'energy poverty solutions' approach. The aim is to bring a business approach to poverty, energy and environment-related issues. This program has had a distinctive voice in Timor Leste, making a substantial contribution to households in remote areas and forging partnerships with emerging small businesses and national and international development actors in the supply chain.



ATA delivered the AusAID funded Solar Power Training Project that is the first East Timorese nationally accredited training program at certificate level two and has seen 24 students graduate.

Key highlights for 2010-11 include:

- Giving 404 households access to quality lighting, thereby reducing the use of kerosene oil and subsequently fumes emitted. This has a positive impact on over 2500 individuals.
- The AusAID funded Solar Power Training Project is the first nationally accredited training program at certificate level two and has seen 24 students graduate as solar PV technicians.
- Four hybrid systems were installed at Maubara orphanage, Bazertete school, Hera clinic and CVTL emergency radio and light for their risk preparedness program; One RAPSs system was installed at ETWA weaving centre and an upgrade to the Railaco SMA school administration office was completed.

Forums, shows and community events

ATA branches, volunteers and staff once again pulled together to coordinate Sustainable House Day in most major capital cities and some regional areas.

ATA also promoted sustainability at home shows and environmental and community festivals across Australia. ATA provides independent advice and information for attendees at the events.

ATA in the news

ATA events, projects and views continued to receive healthy media coverage in 2010/11. In November last year, an article on solar systems for the home using ATA expertise was published in all 33 Leader suburban newspapers. In June 2011 *The Age* ran a multimedia feature on the ATA CEO and the organisation. Other highlights included regular coverage of ATA views on ABC regional radio, metropolitan and community radio, opinion articles in the ABC Online and the Local Government Environment Yearbook.

Awards

ATA's work was also recognised by a number of awards including:

- Highly commended as Small Publisher of the Year at the Publishers Australia Excellence Awards.
- Finalist Savewater awards community category 2010.



Members

Members are core to ATA. Members want to make change and help others to make change too. ATA's membership includes the innovators and early adopters of sustainable technologies and practices. They are a resource ATA can call on to give practical feedback on what works and what doesn't. Many of their stories and experiences are documented in *ReNew* and *Sanctuary* magazines, which makes the information accessible to a wider audience. It is the network of ATA members that gives ATA a wealth of knowledge and enthusiasm.

Branch achievements

ATA branches are local groups of ATA members with shared interests that meet regularly and provide members and non-members the opportunity to exchange ideas, information and experiences on how to live more sustainably.

Over the past twelve months branches have been involved in a variety of activities reflecting the individual focus of each group. Site visits, workshops, organising forums and seminars, participating in Sustainable House Day, attending sustainability events as well as hosting presentations from external speakers on an extensive range of topics are just some of the activities.

Adelaide Branch

Meetings have covered a wide range of topics including the popular session on what to ask when purchasing a grid connected photovoltaic solar power system, solar hydronic heating, and a presentation from ATA's Webshop Manager on his *Ride The Talk* venture. The branch was successful in its application for funding under the Community Sustainability Grants and this was used for printing flyers and other advertising for the branch's annual Designers Forum.

During the year the branch also surveyed Adelaide members and as a result of this survey, meetings were moved to a new inner city venue and to a new weeknight. The branch gave talks at councils and attended some events including Adelaide's Eco Living Expo. It again worked with the local AuSES group to coordinate homes opening for Sustainable House Day.

Blue Mountains Branch

After a relatively quiet period, local branch members held two meetings to discuss reinvigorating the branch and this resulted in the branch reforming and scheduling regular meetings. Meetings moved to a weeknight at a new venue—Varuna, The Writers' Centre in Katoomba. The branch committee is endeavouring to build a strong foundation for the future.

Brisbane Branch

Branch meetings have been promoted during the year using Our Brisbane and Brisbane Hub websites. Monthly meetings topics have included Beyond Zero Emissions' *Zero Carbon Australia Stationary Energy Plan*, battery energy storage systems and solar-powered air conditioning. The branch also organised an outdoor display of owner-built electric vehicles, held a sustainable items auction and attended a number of events including the Hillbrook Sustainability Day.

Cairns Branch

The Cairns branch attended many events during the year including the Earth Smart Science Program, Green Living Expo, Carnival on Collins, National Permaculture Day and the Cairns Sustainable Living Festival. The convenor participated in radio interviews covering the potential renewable energy sources in the north, what locals in the tropics can do to cool their southern designed

block and slab houses, and what they can do to build a cooler house in the tropics.

Canberra Branch

Regular monthly meetings have been held jointly with the local AuSES group at the Australian National University. There have been presentations on a variety of topics including: GeoExchange, changes to the ACT Feed-in-Tariff law, GreenPower and solar techniques for effluent purification by a visiting Indian scholar. The trailer, representing both ATA and AuSES, went out to numerous events including the Live Smart Festival and the Canberra Electric Vehicle Festival.

Coffs Harbour Branch

The branch has held meetings intermittently throughout the year and organised a site visit to Rigby House to view the largest council-owned solar power installation in Australia. The branch also participated in Sustainable House Day.

Geelong Electric Vehicle Branch

This branch was established when the independent Geelong EV group became an ATA branch in April 2011. The branch has held well-attended monthly meetings at the Gordon TAFE and it has conducted regular workshop activities. The branch attended the Deans Marsh Pioneer Festival and has close links with the ATA Melbourne Electric Vehicle Branch.

Melbourne Branch

Monthly meeting topics have included sustainable building, ground-sourced heat pumps, current state of domestic refrigeration, ceramic fuel cells, the role and performance of thermal mass in house design and also a presentation by ATA's Energy Policy Manager on the policy approach in the run up to the state and federal elections. The branch held a combined Christmas event with the Melbourne Electric Vehicle Branch and hosted its annual 'Project night', where members showcase their personal sustainability projects to facilitate the exchange of ideas, foster connections and inspire action.

The Melbourne Branch sub group—the Arduino Interest Group—emerged from the Project night when people showed a lot of interest in working together on microcontroller projects in clean technology applications. Project meetings are held at members' homes and the fan controller project is well underway.

Melbourne Electric Vehicle Branch

The regular monthly meetings have featured presentations on how to go about selecting a car to convert, demystifying electric motors, battery chemistries, converting a BMW and a look at Australia Post's Electric Bikes. The branch also organised an Electric Vehicle Festival which featured 20 stallholders. The event was run in conjunction with the SAE "Formula SAE", an annual event at the Victoria University Campus in Werribee.

The branch worked with the ATA Energy Policy team on the submission 'Proposed Rules for Electric Vehicles' and has been trialing web broadcasting of their monthly meetings.

New Zealand, Warkworth Branch

The branch held a Potluck Christmas Dinner party along with Green Dollars and the local Transition Town group. They also organised site visits to a permaculture orchard and a sustainable home to view a grid connect PV system, battery back-up system, solar hot water system, edible gardens and an electric car conversion.

Perth Branch

The branch amended its schedule so that there are five meetings per year at the Central TAFE East Perth Campus. During the year there have been a range of presentations: retrofitting homes in Perth, biogas in Australia and overseas, geothermal applications and technology, wood pellet heating systems and a visit to the Perth launch of *Zero Carbon Australia Stationary Energy Plan*. Members volunteered at the branch stall at the Perth Sun Fair.

Sunraysia Branch

The local ATA Sunraysia members are also members of, and active with the Sunraysia Sustainability Network, working on the Mildura Eco Living Park in partnership with the Mildura Rural Council, TAFE and CERES. ATA's CEO met with the branch members when presenting at the AGM for the Sunraysia Sustainability Network.

Sydney Central Branch

Presentations at monthly meetings included geexchange systems, electric bicycles, small and medium wind turbines and domestic solar water heating. An end of year social event was held at the Edinburgh Castle in the centre of Sydney to discuss future plans. The branch presented at a Sustainable Societies session at Macquarie University and coordinated the opening of homes for Sustainable House Day 2010 with the local AuSES group.

The branch also launched their new community branch website. Two branch members gave talks at the Solar Seminar Day organised by the ATA Sydney West branch.

Sydney West Branch

The branch held regular monthly meetings and organised a number of seminars during the year which featured a presentation from Lanfax Labs and a Solar Seminar Day. The branch opened the Earthcare Centre for Sustainable House Day for tours and set up a stall at the sustainability fair. The branch also commenced researching the purchase of a solar array for the Earthcare Centre.

Tasmania North Branch

This branch was established in June 2011 when an interim branch committee was elected at the initial discussion meeting. Meetings will be held every second month.

Treasurers Report

Financially the last year has been very difficult for the organisation. The budget, which anticipated a continuation of previous year's growth, was not achieved. In fact ATA made a substantial loss of \$230,000 (11.8% of income). As you can see in the bar chart on the right most revenue streams fell short of the 2009-2010 figures. Overall income was \$200,000 lower than last year and \$400,000 short of budget. The main contributing factors were:

- A drop in publication revenue
- Lower book sales (specifically *Your Home Technical Manual*, which was out of print for most of the year)
- Lower webshop sales
- A reduced volume of projects (specifically federal and state government funded)
- The drive for increased donations did not show results until the last quarter.

On a positive note memberships and subscriptions have continued to grow this year. The redesigned membership structure has been a success.

Expenses were kept lower than budgeted, but still came in higher than last year, hence the operating loss. As of the middle of the year a number of measures were put in place to increase income and reduce expenditure:

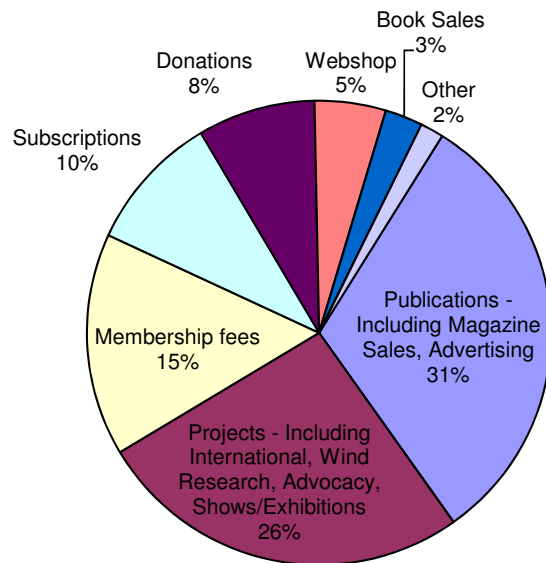
- A focus on local government for project work
- A stronger focus and drive for corporate and philanthropic donations
- Review and reduction of expenses across all areas of the organisation including staff costs, printing, publishing and travel
- Better pricing and closer monitoring of the financial performance of our projects
- More timely financial reporting.

The quarterly profit/loss trend in the last chart to the right shows that these measures took a while to take effect. But the last quarter is a clear indication that we are moving in the right direction (even if taking into account that it is traditionally a strong period for donations). We have a conservative budget in place for next year, which aims to break even, before returning to a profit in the following year. Management, the finance committee as well as the board continue to monitor the financial performance closely to ensure a speedy return to neutral ground as per budget.

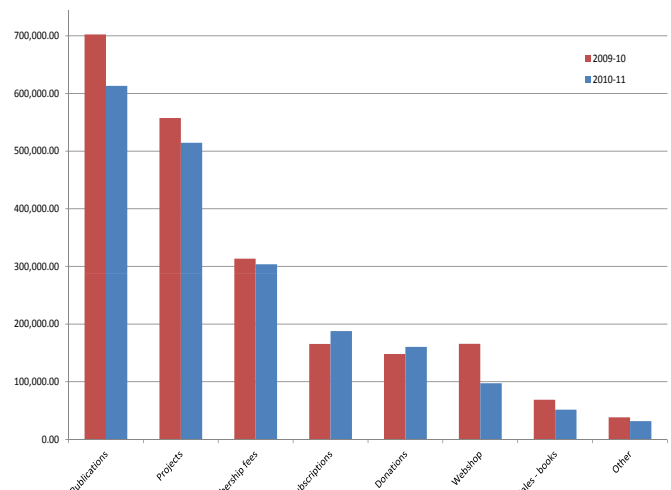
I want to take this opportunity to thank the staff for their continued enthusiasm and excellent contribution during the past difficult months. We have an excellent team in place, who have worked hard on getting the financial performance back on track.



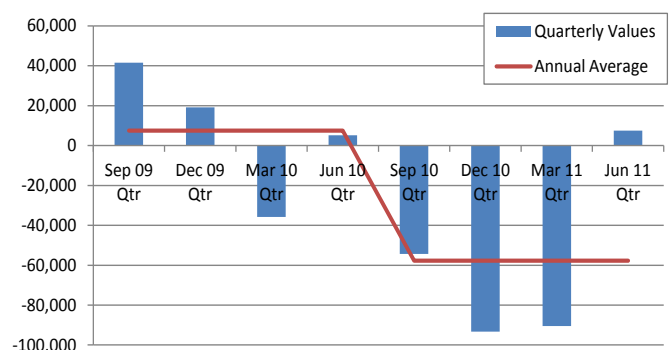
Ralf Thesing
Treasurer
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ATA Income Sources 2010-2011



ATA revenue increase by category 2010-2011



Quarterly Profit/Loss Trend 2009-2011

Financial statements

ALTERNATIVE TECHNOLOGY ASSOCIATION INC
ABN: 57 533 056 318

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2011

	Note	2011 \$	2010 \$
REVENUES			
Publications		613,081	702,495
Project management		514,451	557,306
Sales - books		51,648	68,855
Sales - technical		97,453	165,694
Membership & subscription fees		491,639	478,998
Donations		160,445	148,003
Other income		6,444	7,961
TOTAL REVENUE		<u>1,935,161</u>	<u>2,129,312</u>
Cost of sales		141,131	212,188
Employee benefits expense		1,146,722	1,065,729
Administrative expenses		187,895	110,602
Occupancy expenses		37,051	32,826
Bad and doubtful debts	2	1,830	2,144
Freight and cartage		132,410	133,587
Printing and publishing		245,479	259,772
Marketing		119,312	126,237
Project materials		73,943	73,867
Travelling and accommodation		63,678	60,670
Insurance		7,442	12,562
Other expenses		8,798	8,762
		<u>2,165,691</u>	<u>2,098,946</u>
PROFIT/(LOSS) BEFORE NET FINANCING INCOME & DEPRECIATION		<u>(230,530)</u>	<u>30,366</u>
Depreciation of plant and equipment	2	21,571	16,559
PROFIT/(LOSS) BEFORE NET FINANCING INCOME		<u>(252,101)</u>	<u>13,807</u>
Interest income		25,140	30,143
Bank and finance (expenses)		(7,853)	(7,447)
NET FINANCING INCOME		<u>17,287</u>	<u>22,696</u>
PROFIT/(LOSS) FOR THE YEAR		<u>(234,814)</u>	<u>36,503</u>
Other comprehensive income		-	-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		<u>(234,814)</u>	<u>36,503</u>

Financial statements

ALTERNATIVE TECHNOLOGY ASSOCIATION INC
ABN: 57 533 056 318

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2011

	Note	Settled Sum \$	Retained Surplus \$	Total Equity \$
For the year ended 30 June 2010				
Opening balance at 1 July 2009		10	313,056	313,066
Profit/(loss) for the year		-	36,503	36,503
Closing balance at 30 June 2010		<u>10</u>	<u>349,559</u>	<u>349,569</u>
For the year ended 30 June 2011				
Opening balance at 1 July 2010		10	349,559	349,569
Profit/(loss) for the year		-	(234,814)	(234,814)
Closing balance at 30 June 2011		<u>10</u>	<u>114,745</u>	<u>114,755</u>

Financial statements

ALTERNATIVE TECHNOLOGY ASSOCIATION INC
ABN: 57 533 056 318

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2011

	Note	2011 \$	2010 \$
CURRENT ASSETS			
Cash and cash equivalents	3	367,070	641,032
Trade and other receivables	4	262,300	203,464
Inventories	5	30,499	33,521
Prepayments		10,484	17,223
TOTAL CURRENT ASSETS		<u>670,353</u>	<u>895,240</u>
NON-CURRENT ASSETS			
Plant & equipment	6	65,394	78,642
TOTAL NON-CURRENT ASSETS		<u>65,394</u>	<u>78,642</u>
TOTAL ASSETS		<u>735,747</u>	<u>973,882</u>
CURRENT LIABILITIES			
Payables	7	161,281	168,897
Other liabilities	8	336,590	364,620
Credit Cards		7,399	3,721
Provisions	9	92,132	61,803
TOTAL CURRENT LIABILITIES		<u>597,402</u>	<u>599,041</u>
NON-CURRENT LIABILITIES			
Provisions	9	23,590	25,272
TOTAL NON-CURRENT LIABILITIES		<u>23,590</u>	<u>25,272</u>
TOTAL LIABILITIES		<u>620,992</u>	<u>624,313</u>
NET ASSETS		<u>114,755</u>	<u>349,569</u>
EQUITY			
Settled sum - REDT		10	10
Retained surplus	10	114,745	349,559
TOTAL EQUITY		<u>114,755</u>	<u>349,569</u>

Financial statements

ALTERNATIVE TECHNOLOGY ASSOCIATION INC
ABN: 57 533 056 318

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2011

	Note	2011 \$	2010 \$
CASH FLOWS FROM:-			
OPERATING ACTIVITIES			
Receipts from customers		1,236,817	1,332,819
Receipts from members and subscribers		554,621	493,464
Receipts of grants		47,695	115,775
Receipts from donators		169,417	136,919
Payments to suppliers		(1,221,586)	(1,265,959)
Payments to employees		(1,080,570)	(1,014,795)
Interest received		24,370	30,355
Net cash provided by (used in) operating activities		<u>(269,236)</u>	<u>(171,422)</u>
INVESTING ACTIVITIES			
Proceeds from sale of plant and equipment		310	-
Payment for plant and equipment		(8,714)	(27,329)
Net cash provided by (used in) investing activities		<u>(8,404)</u>	<u>(27,329)</u>
FINANCING ACTIVITIES			
(Repayments of) / Proceeds from borrowings		3,678	487
Net cash provided by (used in) financing activities		<u>3,678</u>	<u>487</u>
Net increase (decrease) in cash		(273,962)	(198,264)
Cash at the beginning of the financial period		641,032	839,296
Cash at the end of the financial period	3	<u><u>367,070</u></u>	<u><u>641,032</u></u>

A complete version of the ATA financial reports is available on request.

Ph. (03) 9631 5408

Thank You

There are many people who have supported ATA throughout the last financial year. An organisation like ATA relies on members and supporters to enable us to continue advocating and researching into ways to live more sustainably. From people who volunteer their time to the organisations that exist to build capacity in the not-for-profit sector, all combine to make ATA the success it is.

ATA would like to thank everyone who has supported us throughout the last year including:

- Australian Environmental Grantmakers Network
- Brimbank City Council
- Cape Patterson Eco-Village
- Country Racing Victoria
- Danny Matthews
- Department of Energy Efficiency and Climate Change
- Department of Education & Early Childhood Development
- Department of Primary Industries
- Environment Victoria
- Green Cross Australia
- Hepburn Wind
- Institute of Sustainable Futures
- KPMG
- Manidis Roberts
- Moreland Energy Foundation
- National Energy Market Consumer Advocacy Panel
- The Matthews family
- mecu
- Mornington Shire Council
- Office of Environment & Heritage (NSW)
- University of Technology Sydney
- Sustainability Victoria
- Victorian Womens Trust
- Whitehorse City Council
- Willoughby City Council

Supporters of the International Project Group's work in East Timor:

Project Sponsors: Friends of Alieu, Rotary Australia World Community Service D9800 Donations in Kind, Kangaroo Valley Remexio Partnership, Friends of Ballarat (BFACC) Ballarat Sebastopol Cycling Club, Blue Mountains Friends of Hatu Builico, City of Whitehorse, Friends of Oecussi, MacKillop Catholic College, Western Australia, Friends of Baguia committee, Bendigo Friends of Maubisse,

Industry Partners: RF Industries, Plasmatronics, Selectronics, MH Power, Going Solar, The Environment Shop, Saltwater Solar, Lawrence and Hansen, SolePurpose Moulding, Polygranet, Chin Communications.

Volunteers

A large number of people donate their time to ATA and add to the success and strength of the organisation. The following people have been instrumental in the past year:

- Kath Smalley for her tireless and invaluable assistance in organising Sustainable House Day, Speed Dating with Sanctuary and Castlemaine Open House Day.
- Terri Duffy's assistance in membership services.
- Eunsil Hwanct's assistance in administration.
- Tiki Swain's invaluable assistance in the organisation of Sustainable House Day 2010.
- John Heywood for his experience and enthusiasm to help out with the webshop.
- Chris Knowles for his continued support of the ATA in the ongoing challenge of website development.
- Stephen Whately, *ReNew* magazine's long-standing proofreader. His attention to detail is extraordinary.
- Alan Pears for his ongoing support and continuing contribution of the Pears Report in *ReNew*.
- David Ingram's assistance with *ReNew* and in the ATA office.
- Damion Brown from Bluestone SEO for ongoing support with the Search Engine Optimisation of our websites.
- Volunteers from the International Project Group working with communities in Timor Leste and Vanuatu.
- All the ATA volunteers who helped out at the ATA stalls at the many shows that ATA attended throughout the year.

ATA Board

	Position	Joined Board
Kate Allsop	Member	October 2009
Chris Gillman	Public officer	October 2009
Amy Kean	Member	October 2009
Andrew Langdon	Member	September 2007
Blair Lindsay	Member	March 2007
Mark Lister	Member	September 2008
Rory Manchee	Member	July 2008
Richard Meredith	Member	September 2008
Dr Usha Iyer-Raniga	Member	June 2009
Ralf Thesing	Treasurer	June 2009
Kane Thornton	President	March 2006

ATA staff

Don Batson	Chief Operating Officer
Anjali Brown	Water Project & Policy Manager (maternity leave)
Verity Campbell	<i>Sanctuary</i> Managing Editor
Francesca Carta	Shows Manager
Wendy Clarke	Branches & Projects Manager
Jacinta Cleary	<i>ReNew</i> Managing Editor
Anna Cumming	Editorial Assistant
Dominic Eales	Energy Analyst
Michael Harris	Technical Specialist
John Kemp	Solar Training Project Officer
John Knox	Technical Sales Manager
Sophie Liu	Administration Officer
Donna Luckman	Communications Manager
Prabir Majumdar	International Projects Manager
Adam Maxey	Water Project & Policy Manager
Jodie Meehan	Administration Manager
Craig Memery	Energy Advocate
Damien Moyses	Energy Projects & Policy Manager
Fiona Negrin	Advertising Manager
Maddie Pieper	Administration Officer
Ian Porter	CEO
Sasha Shtargot	Media Manager
Lance Turner	Technical Editor
Anton Vikstrom	International Projects Manager