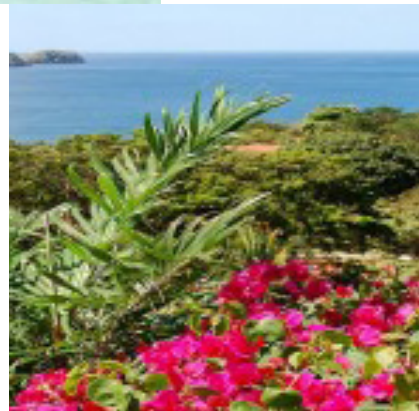


ANNUAL REPORT

2013



PACIFIC AID AUSTRALIA
for a sustainable Pacific



Pacific Aid Australia has made significant progress in the development of our strategic approach to supporting ESD in the Pacific Islands. We have developed a unique model of operations in the past and are about to launch into a new phase.



About Pacific Aid Australia

Founded in 2004, Pacific Aid Australia supports the Ecologically Sustainable Development (ESD) of the Pacific Islands and Territories. We are guided by the four pillars of ESD: economy, environment and society, all underpinned by a culture of environmental consciousness.

Pacific Aid Australia is a non-sectarian, independent, not-for-profit, non-governmental organisation. We focus on assistance to Pacific Island Countries and Territories in the areas of environment, health, education, water sanitation and supply, economic sustainability and cultural preservation, and direct aid to the socially disadvantaged. We do not discriminate against religious, political, social, cultural, age or gender background.

Our Mission

Pacific Aid Australia's (PAA) mission is to develop and implement practical environmental management initiatives, economic, cultural, health and education programs and projects that promote ecologically sustainable development and self reliance for Pacific Island communities. Activities of PAA are undertaken in collaboration with local, regional and national governments, civil society organisations, businesses, universities and non-government organisations in the context of protecting and enhancing Pacific Island ecosystems, cultures and

economic well being.

We Value

Ecologically based sustainable development, cooperation between government, business, international and regional bodies and the community, practical responsive-

a manner that ecological processes on which life depends are maintained, as well as enhancing social equity, so as to continuously improve present and future quality of life' (after Brundtland 1987, Australian Commonwealth Government 1990, Mark Diesendorf 1999)

ESD based on cooperation between government, business, international and regional bodies and the community

ness, cultural integrity, empowerment of the individual and community access to quality education and health services. Among the many appropriate definitions of Ecologically Sustainable Development we accept the definition of ecologically sustainable development as meaning, 'to use, conserve and enhance resources in

We seek to implement our programs in a manner which ESD requires and that is to say an all of community approach and collaboration to addressing some intractable issues that islanders face, like waste management, diabetes, climate change communication, and capacity building.

Message from the Board

Two thousand and thirteen has been a year of consolidating our foundations under our new name of Pacific Aid Australia! We spent the first part of the year rebranding all our documentation to the new Pacific Aid Australia look. At the same time Pacific Aid Australia undertook a year long applied research study into the use of social media. We looked at different types of Social Media and which combinations of them are best used for not for profit non government organisations (NGO's)- in particular for us at Pacific Aid Australia - for the purposes of increasing awareness of Pacific Aid Australia, fund raising, financial and project management, communication and transparency compliance expected of NGO's. We studied the resources required to maintain a social media presence, what a volunteer NGO like PAA can implement in a financially restrained environment and what Pacific Aid Australia was actually able to achieve over a year of learning to use the tools and put them into practice.



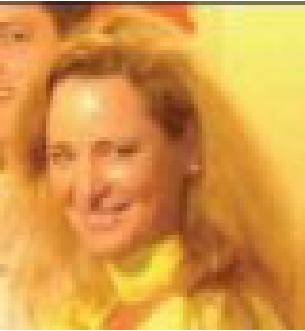
Pacific Aid Australia is mourning the passing of one of our board directors, Cass Campbell. Cass was a founding director of Pacific Aid Australia and his contribution to upholding the high moral standards of Pacific Aid Australia will be very much missed by us.

Petra Campbell
CEO

“Our success is a true measure of our most valuable, and intangible, asset of all – people.”

MEM, M.ScTech, Dip Project Management

Chairman, Founder and CEO



Petra is a journalist / producer / director / photographer by profession and a Certified Environmental Practitioner, with over 20 years experience in environmental issues and development aid in Africa, Asia, former Soviet Union and Eastern Europe. Petra is a member of Australian Institute of Company Directors. In 2007 she was recognised by the United Nations Environment Program as an Asian –Pacific Leader in Education for Sustainable Development.

Grant McCall, BA, BLitt, PhD

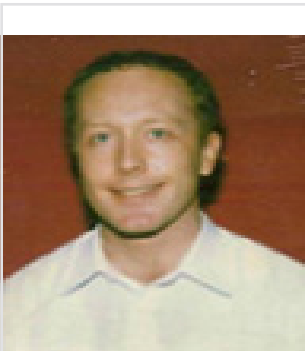
Director



Grant is an anthropologist who researches and teaches about the peoples and cultures of the Pacific Islands. He has lectured at and been employed by universities in the USA, Europe, South America and Australia/New Zealand. For 22 years Grant was Director of the Centre for South Pacific Studies at the University of New South Wales as well an Associate Professor there. He has a Bachelor of Arts in Anthropology, a Master of Arts in Social Anthropology and a PHD in Anthropology.

Brett Hurley, LLB, BCom, MB, BS, BSc

Director



Brett Hurly is both a lawyer and a doctor. He has a Bachelor of Commerce, a Bachelor of Laws, a Bachelor of Medical Science and a Bachelor of Medicine/Bachelor of Surgery. He has vast experience in both professions and is currently working in several large hospitals in Australia.

Brett helps Pacific Aid Australia to develop sound and relevant health programs and provides legal advice by monitoring our compliance and risk exposure.

Antoinette Plater, BEc, FAICD

Director of Finance



Antoinette comes to Pacific Aid Australia from 20 years professional service in funds management and investments markets. Most recently she worked at the Rothchilds Bank. Antoinette produces PAA's annual audited financial reports.



Key Projects

Waste Management, Capacity Building, Climate Change and ESD Advocacy are at the centre of Pacific Aid Australia's projects in the Pacific.

Waste management in general is a significant concern in the Islands. Few of the islands have effective waste management systems and most islands have little space to dispose of wastes. Pacific Aid Australia encourages regional cooperation to share experience and technical expertise which has the added benefit of keepings cost down.

Pacific Aid Australia has had a long association with Easter Island (and Tahiti) which began when we partnered with the Tahitian Waste Management Department, the Société Environnement Polynésienne (SEP), to design a waste management program for its neighbour, Easter Island. We provided containers for the storage and recycling of used recreational batteries, used motor oil, and car batteries. Pacific Aid Australia co-produced two television commercials in both Rapanui and Spanish for Easter Island TV as part of the public information campaign. Also produced were posters and brochures in both Rapanui and Spanish. The Société Environnement Polynésienne (SEP), trained the Easter Island Waste Management Department in solid waste management and recycling. Significant Progress has been made since. Our work caught the attention of the Government of CHile and our CEO, Petra Canmpbell, was invited by the Presidents Office to put a waste management proposal together for Easter island.

Plastic Balers

Pacific Aid Australia also provides consultancy services to many Pacific Islands on Plastic Bag Minimisation and scrap metal processing through our SCRAP Program. This year we responded to many enquiries from the islands regarding waste management options and focused attention on developing a plastic baler program that we intend to launch in 2014.

Organic Waste

Pacific Aid Australia's main focus is on diverting organic waste from landfill via composting programs of various kinds. When organic matter decomposes in landfill it produces methane. Methane is 26 times more powerful a greenhouse gas than carbon dioxide. When organic matter decomposes in a compost bin it produces carbon dioxide and water. Pacific Aid Australia runs the following activities.

Our "Sponsor a Composting Bin" program promotes the use of the Australian Tumbleweed. The Tumbleweed is rat and dog proof – both of which plague the islands and make home composting unpalatable to many. It is also fly proof and does not emit odours while the lid is on. Our other main thrust is to get organic composting bins of a large scale out to the islands and into resorts, on site at waste management sites, and at fish processing facilities using the in vessel, Australian designed Biobin.

Disposable baby nappies are a scourge on the Islands, a threat to drinking water, and can often be found on beaches, in the lagoons and in the environment in general. Pacific Aid Australia has successfully trialled Australian designed Eenees compostable baby nappies in Tuvalu, Palau, Kiribati and Easter Island. In the US, Eenees have been accredited with the Environmental 'Cradle to Cradle' accreditation for biological nutrients. now. Both these organic bins can compost these nappies.



In 2013 we focused on a strategy for fundraising for plastic and organic waste processing.



The Tumbleweed balers we delivered to Easter Island. Top Photo: Food waste inside a bin



ESD Advocacy

This year we spent much of the year conducting a study on social media and how we can use it to raise awareness and raise funds.

Social Media is an indispensable tool but before using it we sought to understand it.

So this year we researched the potential role of Social Media in complying to components of the Australian Council for International Development's Code of Conduct aimed at improving development aid effectiveness, transparency and community engagement in the conception and implementation of development aid programs in the Pacific Islands and in improving the capacity of aid organisations to engage with the Australian public, donors and government on development issues

We then trialled the research over a year.

We had to determine which Social Media tools and strategies a Not for Profit Non Government Organisation should deploy to effectively maintain a Social Media presence for transparency, compliance, and communication with stakeholders, donors and beneficiaries and understand the lessons learnt through the practical application of this research.

Social Media is indispensable for an NGO

We were originally hesitant to adopt Social Media, concerned that our inability to monitor information due to a lack of dedicated human resources could

be detrimental and not achieve hoped for outcomes. Although the potential for negative messages to go viral and cause reputational damage is tangible, after a year of researching and experimenting with various tools we could not imagine not being present on Social Media today.

We began a slow and steady immersion.

The first undertaking was to understand the nature of the different tools, how they work together and which tools we can realistically use without dedicated staff. Professionals advised us not to expect overnight success.

Social Media usage is growing faster in Asia Pacific than anywhere else in the world.

PAA works in remote Pacific Islands where the use of Social Media is growing faster than anywhere else in the world, especially on mobile devices thanks to low-cost mobile handsets and cheap call/text rates, and because they are growing from a base of only 3.6% of people in PICTS having access to the internet. Given the Pacific Islands are our target market, it is logical for us to grow with them.

Photos. Top Left: PAA's Weekly Newsletter. Top Right: PAA's Twitter handle. Bottom Right: Our mobile website



The Next Step was set ourselves up on Twitter, Facebook, Pinterest, You Tube. We now even publish a weekly newsletter (photo left top)

This is not just about knowing about how to use them, it is more about marketing, the messages, knowing how people respond to messaging on social media, how to design and tailor messages and images, how to use them, where and when to message, how many times a week/month, how to coordinate messaging between tools while avoiding cloning messages on different platforms. It has been a big learning curve and intensely time consuming, but a very rewarding one. The outcome was to design best practice check-lists that we are implementing as our capacity allows..

Our most important undertaking of the year was putting PAA onto social media.



Financial Report

This year we had to focus on putting our social media platforms into place, because the need to be able to market to and reach a wider audience - hence donor base than we can using traditional marketing methods is too costly and onerous for a volunteer NGO like Pacific Aid Australia. We felt we needed to fully explore this potential as a means to inform future fund raising strategies and the place this medium will hold in our overall strategic plan. Hence we did not conduct any cashfund raising activities this year except for our passive "Donate Now" campaign on our website. The rationale for this was that should we deploy the effort required we need to do so once our social media platforms were in place and well populated with content and social reach.

This meant that our basic operational costs were maintained by our executive staff donating their time and supporting our basic operational expenses. Because our business model is currently one of a volunteer home office based nature, our operational costs are not high. One of the great outcomes of social media is its capacity to significantly reduce operational costs for organisations like ours by reducing the cost of communications. With the distance so vast in the Pacific, any trip to any one island for the purposes of meetings, project monitoring can cost many thousands. It is now possible to hold virtual meetings, conduct on skype, procure project photos through dropbox and Flickr and report on projects through social media. While nothing can



Photo: Screen shot of PAA's web based newsletter.


This year we focused on establishing our Social Media presence in order to gain a wide following and international presence from which to leverage future fund raising programs

replace field visits, the advent of social media for bringing down the cost of development, advocacy and capacity building is a wonderful and welcome development

We would like to thank Gary Williams FCA who generously and graciously audited our financial statements. We are very grateful and extend our heartfelt thanks. Also in the news in regards to financial reporting, annual financial reporting will be managed by the Australian Charities and Not for Profits Commission (ACNC) as of 2014, as opposed to ASIC. We are registered with the ACNC. According to their guidelines an organisation our size will not be required to submit financial statements, however, producing audited financial reports is a requirement of membership to the Australian Council for International Development, so Pacific Aid Australia will continue to publish audited financial reports annually

Below is our Balance Sheet as of year ended 30 June 2013.

ASSETS (in thousands of dollars)	NOTE	2013	2012
Current Assets			
Cash and Equivalent	4	152	122
Trade Debtors		-	
TOTAL CURRENT ASSETS		152	122
TOTAL ASSETS		152	122
CURRENT LIABILITIES			
Trade and other payables	5	0	0
TOTAL CURRENT LIABILITIES		-	-
NON CURRENT LIABILITIES			
Directors Loan	6	12,765	12,765
TOTAL NON CURRENT LIABILITIES		12,765	12,765
TOTAL LIABILITIES		12,765	12,765
NET ASSETS		-12,613	-12,643
EQUITY			
Accumulated Deficit		-12,613	-12,643
TOTAL EQUITY		-12,613	-12,643



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